DEGREE OF MASTER OF BUSINESS ADMINISTRATION

SYLLABUS FOR
MASTER OF BUSINESS ADMINISTRATION

(SEMESTER PATTERN)

affiliated to onwards)
MBA (Hotel Management)

INTRODUCTION OF THE PROGRAMME:

The course introduces the main characteristics of the hospitality industry such as customer care and services, communication with customers and with staff, relationship building such as developing repeat customers, cultural diversity and labor. The course also helps in understanding of the relationship between the hospitality industry and the tourism sector, as well as an overview of the different career prospects and opportunities available in the hospitality industry. It enhances the knowledge to know about the various types of accommodation. It teaches about the various types of hotel rooms, their grading systems as well as the different types of bed associated with each room type, types of hotel guest and how types of requests that are made by guests. The course will also be of great interest to people who wish to gain employment or a career in the hospitality sector, and to owners of hospitality focused businesses.

1. ELIGIBILITY FOR ADMISSION:

Candidates who apply for Post Graduation in MBA Hotel Management and Catering Science shall possess any of the following qualifications.

QUALIFICATION:

A candidate for admission to MBA Hotel Management and Catering Science shall be required to have passed any Under Graduate Programme from Any Universities or Any College affiliated to it.

2. OBJECTIVES OF THE PROGRAMME

The main objectives of the programme are to:

- Provide the students with an introduction to the world of hospitality particularly to business as it applies to the hotel industry. Become acquainted with the social, economic and environmental context within which the hospitality industry operates.
- Understand the structure, nature and operating characteristics of the different sectors of the hospitality industry: food service, lodging and tourism, cruise line, airline and railways other welfare sectors.
- Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as accounts, marketing, finance and human resource management and to identify the role of managers in the hospitality industry and to highlight their principal responsibilities.
- Be able to judge whether the hospitality profession suits your abilities, tastes, and career interests.
- Develop the entrepreneurial skills in students.
3. OUTCOME OF THE PROGRAMME

Learning Outcomes: After completion of the course students will be expected to be able to:

- Explain the relation of lodging and food service operations to the travel and tourism industry.
- Describe the role of the travel and tourism industry and its economic impact on the local, national and international levels.
- Cite opportunities for education, training and career development in the hospitality industry. Demonstrate knowledge of the history of the lodging and food service industry.
- Analyze, evaluate and discuss several aspects, development and trends which have affected lodging and food service operations in recent years and which will continue to have an impact on the industry in the future.
- Endorse the general classifications of hotels and describe the most distinctive features of each. Describe the seven common divisions or functional areas of the hotel organization (Rooms, Food and Beverage, Engineering and Maintenance, Marketing and Sales, Accounting, Human Resources, and Security) and explain the responsibilities and activities of each.
- Outline and explain the main classifications of food service. Describe the organization, structure and functional areas in commercial and institutional food service operation.
- Aspects of food and beverage controls, which pertain to food and beverage sales, payroll planning and production standards.

4. PATTERN OF QUESTION PAPER: (The pattern of Question paper will be as follows)

Time: 3 hrs Max. 

Mark: 75

Section A: (10 X 2 = 20 marks)

Question No. 1 to 10
1) This section will consist of 10 Multiple choice questions, student should answer 10 questions.
2) Two Questions from each unit.
3) Four Choices in each question
4) No — None of These’ Choice should be given.

Section B: (5 x 8 = 40 marks)

Question No. 11 to 15
1) This part contains paragraph Answer Questions, Choosing either A or B
2) Answers not exceeding two pages
3) One question from each unit

(11 (a) or 11 (b), 12 (a) or 12 (b), 13 (a) or 13 (b), 14 (a) or 14 (b), 15 (a) or 15 (b))
Section C: (1x15=15 marks)

Question No. 16

1) Answer not exceeding four pages
2) Answer the given Question

5. PATTERN FOR SEMESTER EXAM:

A Semester has two patterns of examination namely Internal (25 Marks) and External (75 Marks). Internal examination will be conducted by the Institute and concerned department. External Examination will be conducted by the university with common question paper for all affiliated institute in the subject concerned.

6. SCHEME FOR INTERNAL ASSESSMENT:

Each paper will be awarded with internal marks for a maximum of 25 Marks. The award of marks will be in the method detailed under scheme of evaluation given below.

- Internal Test = 10 Marks
- Attendance = 05 Marks
- Assignment = 05 Marks
- Seminar / Group Discussion = 05 Marks

25 Marks

7. EXTERNAL EXAM:

The external Exam or End of semester Exam will be conducted by every year for odd and even semester respectively.

- The question papers will consist of three sections namely sections A, B and C as detailed in the pattern of question paper given above.
- Each paper will be of 3 hours duration and carry 75 marks.

**Total Marks for a Theory Paper:**

- External - 75 Marks
- Internal - 25 Marks
- **Total** - 100 Marks

**Total Marks for a Practical Paper:**

- External – 60 Marks
- Internal - 40 Marks
- **Total** - 100 Marks
8. SCHEME OF VALUATION

Internal examination will be evaluated by teachers concerned for the subjects at the Institute. External evaluation is done at the university level by central valuation procedure.

9. PASSING MINIMUM:

The passing minimum for the PG course is 50 Marks in aggregate of Internal and External marks.

9.1. Classification:

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Range of CGPA</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>50 &amp; above but below 60</td>
<td>II</td>
</tr>
<tr>
<td>2.</td>
<td>60 &amp; above</td>
<td>I</td>
</tr>
<tr>
<td>S.No</td>
<td>Paper Code</td>
<td>Subject Title</td>
</tr>
<tr>
<td>------</td>
<td>------------</td>
<td>-------------------------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>I YEAR - I SEMESTER</strong></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>Communication &amp; Information Technology</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Food Production Management</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Front Office Management</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Accommodation Management</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Accommodation Management (Practical)</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Hygiene and Food Science</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Principle of Management</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>I YEAR - II SEMESTER</strong></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>Accounting For Managers</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Marketing Management</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Event Management</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Food and Beverage Service</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Food and Beverage Service (Practical)</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Food Production (Practical)</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Entrepreneurship Development</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td>S.No</td>
<td>Paper Code</td>
<td>Subject Title</td>
</tr>
<tr>
<td>------</td>
<td>------------</td>
<td>----------------------------------------------</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>Industrial Training Report</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Basics of Hotel Operations</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Hotel Law</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Elective</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Elective</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>II YEAR - III SEMESTER</strong></td>
</tr>
<tr>
<td>1</td>
<td></td>
<td>Project Work &amp; Viva Voce</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Food and Beverage Management &amp; Control</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Financial Management</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Elective</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>Elective</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>II YEAR - IV SEMESTER</strong></td>
</tr>
</tbody>
</table>
SEMESTER III / ELECTIVES

Elective 1: Human Resource Management
Elective 2: Hospitality Marketing
Elective 3: Hospitality Security and Systems
Elective 4: Hospitality Consultancy
Elective 5: Hospitality Innovations

SEMESTER IV / ELECTIVES

Elective 6: Event Management
Elective 7: Research Methodology
Elective 8: Eco Tourism and Sustainable Tourism
Elective 9: Economics of Tourism
Elective 10: Organizational Behaviour
Elective 11: International Tourism and Hospitality Laws
Elective 12: Facility Planning and Design
I YEAR - I SEMESTER
COMMUNICATION & INFORMATION TECHNOLOGY

UNIT I:

SKILLS : Definition of Hard skills – soft skills- Definition of soft skills- the importance of soft skills- corporate skills – How to acquire soft skills – Employability skills Technical English and Business English – word skill and life skill

UNIT II:

LISTENING AND SPEAKING SKILLS- READING AND WRITING SKILLS : Conversational skills- group discussion and interview skills – presentation skills- listening to lecture and Radio programme etc – Application for job – Resume preparation – British & American type report writing.

UNIT - III:


UNIT- IV:


UNIT - V:


MICROSOFT ACCESS 2010: Meaning, creation of database, modification, storing and retrieving of records from a database- Introduction to Business Process Outsourcing.

PRACTICAL

- Demo Classes including Power Point Presentation, Charting in Excel, Edition and arranging in Power point
- Working with Office
- Processing with Word
Format in Word
Managing and Customizing Word
Advanced features in Word
Computing with Excel
Starting Excel
Restricting and editing in Excel
Formatting
Charting in Excel
Power point Presentation
Edition and arranging in Power point
Advanced features in Power point
Animating Presentation
Access Basics
Creating Database

REFERENCE BOOKS:
2. Graded Examination in spoken English for work downloadable material from trinity college, London.
3. Interactive Multimedia Programs on Managing time & stress.
7. Computer awarness and applications-t.d.malhotra, kalyani publishiers, new delhi.
UNIT I:

WORKING ENVIRONMENT: The working environment - Maintaining a safe and secure environment: Maintaining a professional & hygiene appearance, maintaining effective working relationships contributing to the development of self and others. Selection, uses and care of knives and equipment. Maintaining clean food production areas - Nutrition and healthy eating


UNIT II:

CONFECTIONERY: Concept of Confectionery - Role of a confectioner-Sweetening Agents. Confectionery work - Confectionery Art - Confectionery and Health

UNIT III:


YIELD MANAGEMENT: Introduction to Yield Management - Calculation of Yield - Concept of Maximizing Profit in Yield - Cost Calculation and Yield Management.

UNIT IV:

INDENTING, PURCHASING, STORING AND ISSUING: Indenting and Requirements - Purchasing with Market Research - Storing, requirements for storing - issuing to departments. Frauds -

VOLUME FEEDING: Catering for volume - Institutional Catering. Processed Food Production Units - Fast Food Management

UNIT V:

NEW TECHNIQUES & TRENDS: Introduction - Molecular gastronomy - Scientific developments - Techniques Tools and Ingredients

REFERENCE BOOKS:

6. Professional Chefs- Atuind Saras
FRONT OFFICE MANAGEMENT

UNIT-I:

INTRODUCTION TO HOSPITALITY INDUSTRY: Introduction To The Hospitality Industry: Origin and Growth- Evolution and Growth of the Hotel Industry in the World and in India - Classification of Hotel and Other Types of Lodging - The Need for Classification - Standard Classification - Heritage Hotels - Classification on the Basis of Size - Location – Clientele - Duration of Guest stay – Service – Ownership - Types of Guest Rooms - Different types of Rooms tariff and Plans - Basis of charging -Plans, competition, customer’s profile, standards of service & Amenities, Different types of tariffs - Rack Rate - Discounted Rates for Corporate, Airlines, Groups & Travel Agents

UNIT-II:


UNIT-III:

FRONT OFFICE GUEST HANDLING : Introduction to guest cycle - Pre arrival, Arrival - During guest stay – Departure - After departure.

RESERVATION : Importance of reservation – for hotel and guest - Modes and Sources of Reservation (FITs, Travel Agents, Airlines, GITs) - Types of reservations (Tentative, confirmed, guaranteed etc.) – Cancellation – Amendments – Overbooking - Reservation Form - Format & Different Storage System Followed in the Hotel Industry (non automatic, semi automatic fully automatic) - Forecasting Room Reservation.

REGISTRATION : Registration Form Format & Procedure for registration - rooming a guest with reservation - Rooming a Walk-in Guest - C-Form usage and its importance - Important Terminologies Used in the Front Office Department – SB, Sleeper, Skipper, Cancellation, Amendment, Guaranteed reservation, Lost and Found, Errand Card.

CHECK OUT PROCEDURES : Guest accounts settlement- Cash and credit - Indian currency and foreign currency- Transfer of guest accounts- Express check out

UNIT- IV:

FRONT OFFICE GUEST SAFETY AND SECURITY : Importance of security systems- The role of F.O in key control, electronic card key handling the grand master key, lost keys, damaged keys, keys given against key cards. Safe deposit boxes (lockers) keys and their control, safe deposit registration card. How to deal with lost and found -Emergency situations (Accident, illness, theft, fire, bomb)
FRONT OFFICE ACCOUNTING: Accounting Fundamentals- Guest and non guest accounts- Accounting system-Non automated – Guest weekly bill, Visitors tabular ledger- Semi automated- Fully automated -Types of folios (guest, master, non guest), allowances paid VPO manual, folio & VTL Billing machines (mechanical & electronic) check out procedure –role of bell deck, cashier. Late checkouts.

CONTROL OF CASH AND CREDIT, NIGHT AUDITING: Meaning of credit control - objectives of credit control measures; hotel credit control policy; guest with guaranteed booking’s; corporate credit accounts; accounts settled by credit cards, credit control measures at check in; credit control measures at check out; after guest departures, preventing skippers – on arrival, during the stay, on the day of departure, the right of lieu.

UNIT-V: PLANNING & EVALUATING FRONT OFFICE OPERATIONS: Establishing the Room rates (Rule of Thumb Approach, Hubbart Formula)-forecasting Room Availability - Types of discounted rates – corporate, rack etc. Forecasting techniques- Usef ul forecasting data- % of walk-in- % of overstaying- % of under stay- Forecast formula- Types of forecast- Sample forecast forms- Factors for evaluating front office operations - Making front office budget-Factors affecting budget planning.

COMPUTER APPLICATION IN FRONT OFFICE OPERATION: Role of information technology in the hospitality industry-Factors for need of a PMS in the hotel- Advantages - Factors for purchase of PMS by the hotel-Introduction to Fidelio - Amadeus-IDS –Shawman.

REFERENCE BOOKS:
ACCOMMODATION MANAGEMENT

UNIT – I : INTRODUCTION TO HOUSE KEEPING DEPARTMENT

Role and responsibility of housekeeping department- Duties and responsibilities of Housekeeping Personnel- Personal attributes of House Keeping staff - Inter departmental coordination of housekeeping with all departments of hotel. Types of keys, key register and key control: - Issuing, Return, Deactivation/ changing of locks, Key Belt),

Cleaning equipment (manual & electrical)-selection, use, mechanism, care and maintenance Cleaning agents - classification, use, care and storage -Composition, care and cleaning of various surfaces (metals glass, leather, plastic, ceramics, wood, floor finishes and wall finishes) Eco friendly cleaning agents. Types of Soil-principles of cleaning-Cleaning Schedules and records: Weekly Cleaning, Periodic cleaning, special cleaning, Surface cleaning. Public area Cleaning.

UNIT – II : OPERATIONAL AREAS OF HOUSEKEEPING DEPARTMENT

Types of guest rooms- guest room cleaning: make up of a guest room-occupied room, vacant room, departure room-turndown service-guest room inspection and inspection checklist neglected areas-Standard contents of a guest room: Guest Amenity Packages, Eco friendly amenities, Guest Essentials, Guest Expendables, Guest loan Items, placement, frequency of change-rules to be followed in guest floor-Floor pantry.

Forms, Records, and Registers, Handling Telephonic calls, Handling difficult Situations, Handling Room Transfers. Housekeeping Inventories, Daily Routines and system, the Housekeeping Day, Leave Application Procedure, and Gate Pass Procedures - Special Services: Babysitting-Second Service/Freshen up service-valet service -Lost and found Procedure and records, Guest complaints handling procedure and records

UNIT – III : LINEN OPERATIONS PROCEDURE

Linen- source -Classification of linen - Selection criteria of linen - Location, layout, activities and equipments in linen room - Calculation of linen requirement, establishing par levels, purchase and storage of linen - Issuing of linen to various floors and linen exchange procedure - Stock taking procedures and records - Procedure for missing, damaged and condemned linen and records to be maintained - Marking and monogramming of linen.

MANAGEMENT OF UNIFORMS

Selection, design and purpose of uniforms - Number of sets par level, issuing and exchange, storage of uniforms - Layout of uniform room - Equipments used in uniform room - Advantages of uniforms - Sewing room and duties of seamstress, tailor - Inspection and stock taking procedures and records – procedure of issuing uniforms to new employees – procedures for return of uniforms on terms of end of appointment.

UNIT-IV : LAUNDRY

Laundry – definition - Types of laundry : On premises, Off premises - Duties and responsibilities of laundry staff - Laundry flow process and stages in wash cycle - Layout - Equipments used in laundry-
their use, care and maintenance - Laundry agents, classification and their role in laundering - Dry cleaning and its procedure - Handling Guest laundry and valet service.

**FABRICS, FIBRES:** Definition of fibre- types of fibre -Classification, Characteristics and use of each fiber in hotel – Identification of fabric- Construction of fibres. (weaving, knitting, etc) - Fabrics commonly used in hotels

**UNIT – V: PEST CONTROL**

Different types of pests found in hotels-Areas of infestation and prevention and control of pests- Responsibility of housekeeping in pest control. - Basic types of design-Elements of design-Principles of design-Standardization of design-functional aspects of design- Designing for the disabled-Trends in Bed room, both room-Furniture & Conference rooms, lobby designs fittings in hotel bed and layout of rooms.


Role of Housekeeping other than Hotels – Hospitals, Prisons and other commercial and welfare sectors – Role of Executive housekeeper in pre opening properties.

**REFERENCE BOOKS:**

PRACTICAL : ACCOMMODATION MANAGEMENT

Practical Schedule:

- Guest Room Layout
- Identification of cleaning agents
- Identification of cleaning equipment / cleaning cloths (types & uses)
- Identification of Cleaning Equipments (Manual and Mechanical).
- General Cleaning, Polishing.
- Handling various Types of Fabrics
- Use of Abrasives, Polishes / Chemical Agents
- Room Attendant Trolley / Maid’s Cart
- Bed Making
- Forms and Formats.
UNIT - I: BASIC CHEMISTRY OF FOODS

Aim of study of food science, Food science and food technology, Atoms and atomic particles in food, components of atom, Molecules, Organic chemistry, Hydrocarbons, Alcohols and acid occurring foods, Food guide for selecting an adequate diet, cereals and breads, protein foods, Protective vegetables and fruits, oil, fats and sugar, Nutrient Density, Practical aspects of food selection.

UNIT – II: FOOD PREPARATION AND PROCESSING ON FOOD COMPONENTS

Reasons for cooking food, Preliminary treatment of foods, Seasoning, Food preparation techniques, Choice of fuel, oil or fat, Microwave, solar cooker, Combination of methods,

Food components- carbohydrate, protein, oil and fats, vitamins, Pigments, Flavour components, Retention of Nutritive value during food preparation, Effects of cooking on Microbial Quality of food

UNIT - III: FOOD QUALITY AND SENSORY EVALUATION OF FOODS

Colour in food, Texture in food, Flavour in food, Flavouring substances, Sensory evaluation of foods and food products,

Food preservation –Food spoilage, Microbial spoilage, spoilage by enzymes, Spoilage by insects, Principles of food preservation, Methods of food preservation-Bacteriostatic method, Dehydration, Sun drying, Smoking, Mechanical Drying, ,Addition of salt and sugar, Use of oil and spices, Use of acid, Use of chemical preservatives, use of low temperatures, use of high temperatures, pasteurization (Temperature below 100c) Boiling, Canning.

UNIT - IV: FOOD HYGIENE AND SANITATION

Water, potable water, sources of contamination of water, Treatment of water, Food contamination, Food handling, Equipment’s, Control of insects and Rodents practical rules for good sanitation, OBSERVATION –Show slides of Microorganisms causing food infection ,To make visual charts to emphasise rules of sanitation, Visit Municipal quality control laboratory, Simple test to detect adulterants in various foods.

UNIT – V: FOOD LAWS AND STANDARD

Food laws, Prevention of food adulteration act, The fruit product order, Meat product order, ISI Standards, The Agmark standard, Export inspection council, Standards of weights and measures, Food Adulteration-Incidental Adulteration, Metallic contamination, Contamination by pests and pesticide residues, Packaging Hazards, Health Hazards due to consuming exposed snacks, Consumer protection, Municipal laboratories, Food and drug administration, The central food testing laboratory, Central grain analysis laboratory, Quality control laboratories of consumer co-operatives, Private testing laboratories, Consumer guidance society.

REFERENCE BOOKS:

UNIT I - OVERVIEW OF MANAGEMENT

UNIT II - PLANNING

UNIT III - ORGANIZING

UNIT IV - DIRECTING
Creativity and Innovation - Motivation and Satisfaction - Motivation Theories - Leadership Styles - Leadership theories - Communication - Barriers to effective communication - Organization Culture - Elements and types of culture – Managing cultural diversity.

UNIT V - CONTROLLING
Process of controlling - Types of control - Budgetary and non-budgetary control Q techniques - Managing Productivity - Cost Control - Purchase Control – Maintenance Control - Quality Control - Planning operations.

REFERENCES BOOKS:
FIRST YEAR / SECOND SEMESTER
ACCOUNTING FOR MANAGERS

UNIT-I


UNIT-II


UNIT-III


UNIT-IV

Marginal Costing - Marginal Cost and Marginal Costing - Importance - Break-Even Analysis - Cost Volume Profit Relationship – Application of Marginal Costing Techniques, Fixing Selling Price, Make or Buy, Accepting a Foreign Order, Deciding Sales Mix.

UNIT-V


[note: distribution of questions between problems and theory of this paper must be 60:40 i.e., problem questions: 60 % & theory questions: 40 %]

REFERENCE BOOKS:
MARKETING MANAGEMENT

UNIT – I:


UNIT- II:


UNIT –III:

Market segmentation: Definition, Need & Benefits - Bases for market segmentation of consumer goods, industrial goods and services. Segment, Niche & Local Marketing, Effective segmentation criteria, Evaluating & Selecting Target Markets, Concept of Target Market and Concept of positioning – Value Proposition & USP. Marketing Mix: Definition of each of the Four P's. Components of each P. Extended 7Ps for services. Significance in the competitive environment.

UNIT – IV:


UNIT- V:

PROMOTION: Concept and role in marketing, Promotional Mix - Advertising, Sales Promotion, Personal Selling, Public Relations. Impact of technology & Internet on Promotion. Extended P’s of Marketing – People, Process & Physical Evidence. Case lets Discussions

REFERENCE BOOKS:

UNIT - I:

UNIT - II:

UNIT - III:

UNIT - IV

UNIT - V
Various Event Activities - Concept Exhibition - Space Planning - ITPO - Sports Planning - Tourism events and Leisure Events.

REFERENCE BOOKS:
UNIT-I:

**DEPARTMENTAL ORGANISATIONS & STAFFING:** Organization of F & B department of hotel - Principal staff of various types of F&B operations - French terms related to F&B staff - Duties & responsibilities of F&B staff - Attributes of a waiter - Inter-departmental relationships - (Within F&B and other department) - Food service areas (f & b outlets)-Specialty Restaurants - Coffee Shop - Cafeteria - Fast Food (Quick Service Restaurants) - Grill Room - Banquets - Bar - Vending Machines - Discotheque Ancillary departments-Pantry - Food pick-up area – Store - Kitchen stewarding - F & B service equipments-Familiarization & Selection factors of: Cutlery - Crockery - Glassware – Flatware - Hollowware- All other equipments used in F&B Service - French terms related to the above

Preparation for service-Organising Mise-en-scene - Organising Mise en place

UNIT-II:

**TYPES OF FOOD SERVICE:** Silver service - Pre-plated service - Cafeteria service - Room service - Buffet service - Gueridon service - Lounge service

**SALE CONTROL SYSTEM:** KOT/Bill Control System (Manual) - Triplicate Checking System - Duplicate Checking System - Single Order Sheet - Quick Service Menu & Customer Bill - Making bill - Cash handling equipment - Record keeping (Restaurant Cashier)

**NON-ALCOHOLIC BEVERAGES:** Classification (Nourishing, Stimulating and Refreshing beverages)-Tea - Origin & Manufacture - Types & Brands – Coffee - Origin & Manufacture - Types & Brands - Juices and Soft Drinks - Cocoa & Malted Beverages - Origin & Manufacture

**ALCOHOLIC BEVERAGE:** Introduction and definition - Production of Alcohol - Fermentation process - Distillation -process -Brewing Process- Classification with examples

**DISPENSE BAR:** Introduction and definition - Bar layout – physical layout of bar - Bar stock – alcohol & non alcoholic beverages - Bar equipment

**MEALS & MENU PLANNING:** Origin of Menu - Objectives of Menu Planning - Types of Menu - Courses of French Classical –Menu - Sequence - Examples from each course - Cover of each course - Accompaniments - French Names of dishes - Types of Meals - Early Morning Tea - Breakfast (English, American Continental, Indian)- Brunch – Lunch - Afternoon/High Tea - Dinner – Supper

UNIT-III:

**WINES:** Definition & History - Classification with examples -Table/Still/Natural - Sparkling - Fortified Aromatized - Production of wine, classification- Wine terminology (English & French)

**BEER:** Introduction & Definition - Types of Beer

**SPIRITS:** Introduction & Definition - Production of Spirit - Pot-still method - Patent still method – Types and styles of Whisky - Rum - Gin - Brandy - Vodka - Tequila

**LIQUEURS:** Definition & History -Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean & Kernel) - Popular Liqueurs (Name, color, predominant flavor & country of origin)
COCKTAILS & MIXED DRINKS: Definition and History - Classification - Recipe of classic cocktails

BAR OPERATIONS: Types of Bar - Cocktail and Dispense bar - Area of Bar - Front Bar - Back Bar - Under Bar - Bar Stock - Bar Control - Bar Staffing - Opening and closing duties

UNIT-IV:
PLANNING & OPERATING VARIOUS F&B OUTLETS

Physical layout of functional and ancillary areas - Objective of a good layout - Steps in planning - Factors to be considered while planning - Calculating space requirement - Various set ups for seating - Planning staff requirement - Menu planning - Constraints of menu planning - Selecting and planning of heavy duty and light equipment - Requirement of quantities of equipment like crockery, Glassware, Cutlery - steel or silver etc. Suppliers & manufacturers - Approximate cost - Planning Décor, furnishing, fixture etc.

FUNCTION CATERING - BANQUETS - History - Types - Organization of Banquet department - Duties & responsibilities - Sales - Booking procedure - Banquet menu - space Area requirement - Table plans/arrangement furnitures, -Mise-en-place -- Outdoor catering

BUFFETS - Introduction - Factors to plan buffets - Area requirement - Planning and organization - Sequence of food - Menu planning - Types of Buffet - Display - Sit down - Fork, Finger, Cold Buffet - Breakfast Buffets - Equipment - Supplies - Check list

UNIT-V:
PLANNING & OPERATING FOOD & BEVERAGE OUTLETS

1. Developing Hypothetical Business Model of Food & Beverage Outlets
2. Case study of Food & Beverage outlets - Hotels & Restaurants

GUERIDON SERVICE

1. Organizing Mise-en-place for Gueridon Service
2. Dishes involving work on the Gueridon

FOOD & BEVERAGE STAFF ORGANISATION

Categories of staff - Hierarchy - Job description and specification - Duty roster

MANAGING FOOD & BEVERAGE OUTLET: Supervisory skills - Developing efficiency - Standard Operating Procedure

KITCHEN STEWARDING: Importance - Opportunities in kitchen stewarding - Record maintaining - Machine used for cleaning and polishing - Inventory

REFERENCE BOOKS:

FOOD & BEVERAGE SERVICE (PRACTICAL)

Basic Technical Skills

Task-01: Holding Service Spoon & Fork  Task-02: Carrying a Tray / Salver
Task-03: Laying a Table Cloth
Task-04: Changing a Table Cloth during service
Task-05: Placing meal plates & Clearing soiled plates  Task-06: Stocking Sideboard
Task-07: Service of Water
Task-08: Using Service Plate & Crumbing Down  Task-09: Napkin Folds
Task-10: Cleaning & polishing glassware

Non-Alcoholic beverage service

Tea – Preparation & Service
Coffee - Preparation & Service
Juices, Mocktails & Soft Drinks - Preparation & Service

Table lay-up & service

Task-01: A La Carte Cover
Task-02: Table d’ Hote Cover
Task-03: Types of breakfast Cover
Task-04: Afternoon Tea Cover & High Tea Cover

TRAY/TROLLEY SET-UP & SERVICE

Task-01: Room Service Tray Setup
Task-02: Room Service Trolley Setup

PREPARATION FOR SERVICE (RESTAURANT)

A. Organizing Mise-en-scene
B. Organizing Mise-en-Place
C. Opening, Operating & Closing duties in various F&B service outlets

PROCEDURES FOR SERVICE OF A MEAL

Task-01: Taking Guest Reservations
Task-02: Receiving & Seating of Guests
Task-03: Order taking & Recording
Task-04: Order processing (passing orders to the kitchen)
Task-05: Sequence of service
Task-06: Presentation & Encashing the Bill
Task-07: Presenting & collecting Guest comment cards
Task-08: Seeing off the Guests
Special Food Service - (Cover, Accompaniments & Service)

Task-01: Classical Hors d’ oeuvre
Task-02: Cheese
Task-03: Dessert (Fresh Fruit & Nuts)

Alcoholic beverage service

1) Service of Wines
   Task-01 Service of different types of Wine

2) Service of Beer
   Task-01 Service of Bottled & canned Beers
   Task-02 Service of Draught Beers

3) Service of Spirits
   Task-01 Service styles – neat/on-the-rocks/with appropriate mixers
   Task-02 Service of 6 types of Liquor

4) Matching Wines with Food
   Task-01 Menu Planning with accompanying Wines
   Continental Cuisine
   Indian Regional Cuisine

5) Gueridon service - Dishes involving work on the Gueridon
   Task-01 Crepe suzette
   Task-02 Baba au Rhum
   Task-03 Peach Flambe
   Task-04 Rum Omelette
   Task-05 Steak Diane
   Task-06 Pepper Steak

REFERENCE BOOKS:
Module – I
1. Indian Regional Cuisine
   1.1. Study of Main Regions: North, South, East & West
   1.2. Main Meals & Snacks

Module – II
2. Indian Regional Cuisine
   2.1. Ethnic Eating Traditional Indian Bread & Sweet Meats

Module – III
3. Indian Regional Cuisine
   3.1. Indian Masalas & their characteristics

Module – IV
4. Breakfast Cookery
   4.1. Indian – region wise
   4.2. Western

Module – V
5. Prepare for food and kitchen activities

Module – VI
6. International Cuisine
   6.1. English
   6.2. Spanish
   6.3. French
   6.4. Mexican
   6.5. Oriental
   6.6. Italian
   6.7. Pasta Cookery

Module – VII
7. Fundamentals of Bakery
   7.1. Various Ingredients & their use

Module – VIII
8. Cookies – types, methods

Module – IX
9. Cakes – types, methods, decoration, faults

Module – X
10. Perform food preparation as per standards
11. Assist the commi and senior chefs
ENTREPRENEURSHIP DEVELOPMENT

UNIT – I:

The nature and importance of entrepreneurs – Definition of entrepreneur and entrepreneurship – Role of entrepreneurship in economic development – Entrepreneurship in ancient period, pre independence period, and 1947 onwards. Future and drawbacks of entrepreneurship. Advantages and drawbacks of pursing entrepreneurship as a career

UNIT- II:

Classification and functions of entrepreneur – characteristics and traits of entrepreneur- Types of Entrepreneur.

UNIT- III:

Managerial Vs. Entrepreneurial decision making – Entrepreneurship – Climate for Entrepreneurship – establishing Entrepreneurship in organisation

UNIT- IV:

Creating and starting the venture – creativity and business idea – the business plan – sources of capital – managing the enterprise – Buying an existing business - Franchising

UNIT- V:

Strategies for growth and managing the implications of growth – Accessing resources for growth from external sources – Going public – Ending the venture - Financial support by the government, development banks and public sector banks Global aspects of entrepreneurship Contemporary issues.

REFERENCE BOOKS:

2. Peter Drucker Innovation and Entrepreneurship, Colins (Reprint) 2008
SECOND YEAR / THIRD SEMESTER
INDUSTRIAL TRAINING REPORT

Students of MBA Hotel Management and Catering Science have to undergo Industrial Training Report at various hotels for one semester (90 days) and have to submit a detailed report on training and viva will be conducted for the same.

BASICS OF HOTEL OPERATIONS

UNIT – I: INTRODUCTION TO HOSPITALITY INDUSTRY

Evolution of hotel industry – Introduction to chain hotels – organisational structure of large hotels – Classification of Hotels - Various sectors of Hospitality industry – Airline, Cruise lines, Railways. Catering Establishments – Primary and Secondary Catering Establishments

UNIT – II: INTRODUCTION TO FOOD PRODUCTION

Cooking – Definition, Aims and objectives – Methods of cooking – Soup – Definition and Types, Salads – Definition and Types, Sandwiches – Definition and Types. Kitchen Appliances – Microwave and Oven Toast Griller (OTG) & its function; Hierarchy of Kitchen –Duties and responsibilities of kitchen staff – Various sections in Food Production department

UNIT – III INTRODUCTION TO FOOD AND BEVERAGE SERVICE

Food and Beverage Service department – Introduction and Functions - Organisational Hierarchy of F&B Department – Service equipments – cutlery, crockery and glassware – Various food and beverage outlets – Menu – Meaning and Types; Classification of Non- Alcoholic beverages – Types of Meals

UNIT- IV INTRODUCTION TO FRONT OFFICE


UNIT- V INTRODUCTION TO HOUSEKEEPING

Organisation Hierarchy of Housekeeping – Importance and Functions; Types of rooms – Amenities in Guest rooms – Cleaning equipments and agents – Cleaning of guest rooms - Basic knowledge in laundry operation – flower arrangement – floor finishes and wall finishes- interior decoration – Introduction and Importance.

REFERENCE BOOKS:

HOTEL LAW

UNIT – I : INTRODUCTION

Definition of law - Objectives and scope of Law in hospitality field - principles of law of contract.


Offer and acceptance – Legal rules to offer and acceptance – Communication of offer, Acceptance and Revocation.

UNIT – II : PARTNERSHIP


UNIT – III : SPECIAL CONTRACTS


UNIT – IV : COMPANY LAW

Definition of company – Characteristics of a company – difference between company and partnership – Company law in India – Company’s Act 1956 and 2013 – Classification of company based on liability, Incorporation, No of Members- Difference between private company and Public company- Incorporation of Company-Memorandum of Association and Articles of Association-Winding up of company-Fundamentals of Winding up by Tribunals and fundamentals of Voluntary Winding up.

UNIT - V : INDUSTRIAL LAW


REFERENCE BOOKS:

1. Industrial Law – KR. Bulchandani
3. Industrial Law – V.K. Desai
4. Elements of Mercantile Law – N.D. Kapoor
SEMESTER III / ELECTIVES

ELECTIVE 1: HUMAN RESOURCE MANAGEMENT

UNIT I:

UNIT II:

UNIT III:

UNIT IV:

UNIT V:
Industrial Relations - Collective bargaining - process, Trade unions - Workers participation in Management - Grievance handling - Redressal committees - Ethics in HRM - Global HRM

TEXT BOOK:

REFERENCE BOOKS:
ELECTIVE 2: HOSPITALITY MARKETING

UNIT – I:

UNIT – II:

UNIT – III:

UNIT – IV:

UNIT – V:

REFERENCE BOOKS:
ELECTIVE 3: HOSPITALITY SECURITY AND SYSTEMS

UNIT - I

UNIT - II
Security equipment – physical Security and perimeter control - Surveillance – Communication systems – Alarm systems – Safety equipment – Guest room Security

UNIT - III
Security procedures covering guest concerns – Key and Key cards controls – Presence on unauthorized persons – Safe deposit box procedures – Departmental reputation in guest asset protection.

UNIT - IV
The protection of funds – Accounting control procedures – Physical Protection – Cashiering procedures – Establishing credit polices and procedures – Computer Security.

UNIT - V

REFERENCE BOOKS:
2. Crime Prevention through environmental design in parking facilities – Mary Smith.
3. Don’t let your Fire Insurance go up in smoke – Phillip M. Perry
ELECTIVE 4: HOSPITALITY CONSULTANCY

UNIT - I
Consultancy and relevance – Indispensability in projects (particularly turnkey) – Consultancy methods – development in Project identification.

UNIT - II

UNIT - III

UNIT - IV
Studies on project funding and profitability analysis – emphasis on study and application of theory of profits.

UNIT - V
Planning for project funding – Training forecast for effective implementation.

REFERENCE BOOKS:
1. Project Management Scheduling & Monitoring – Nair.
2. Project Appraisal Management – Prasanna Chandra.
4. Project Management: Techniques in planning and controlling construction projects, wiley.
ELECTIVE 5: HOSPITALITY INNOVATIONS

UNIT - I
Innovation for expanding frontiers – development of hospitality technology – Technological upgradation.

UNIT - II
Types of hospitality business - Tourism development – Eco tourism – Hospitality and tourism

UNIT - III
Market segmentation and evaluation – Resource planning for funding and startup – consistent and quality supplies.

UNIT - IV

UNIT - V
Operational cost reduction – Communication technology systems in the hospitality and tourism sectors – Adding value to services and efficiency in communication.

REFERENCE BOOKS:
2. Journal of property management – Richard F. Mublbach
4. Good Management Key to telecommunication profit – Carlo Jo Schafer.
SECOND YEAR / FOURTH SEMESTER

PROJECT WORK & VIVA VOCE

Students of MBA Hotel Management and Catering Science have to undergo Project Work at various hotels for one semester (90 days) and have to submit a detailed report on project and viva will be conducted for the same.

FOOD & BEVERAGE MANAGEMENT AND CONTROL

UNIT-I

Food And Beverage Management: Introduction, Food And Beverage Function, Responsibilities & Objectives Of Food And Beverage Management. Constraints Of Food And Beverage Management.


UNIT-II

Purchasing, Nature Of Purchasing, Duties Of Purchase Manager, Purchasing Procedure, Selection Of Supplier, Aids To Purchasing Of Food And Beverage, Standard Purchasing Specifications For Food And Beverage, Receiving: Objective, Receiving Procedure, Receiving Of Expensive Commodities, Returnable Containers, Blind Receiving, Dispatch To Stores Or User Department, Clerical Procedure And Forms Used.

UNIT-III

Inventory Control – Store Room Design – Dispensing With Perpetual Inventory Cards And Requisition. Store Room Inventory- Inventory Taking Procedure- Discrepancies Between Card And Actual Account – Booking Inventory Versus Actual Inventory – Use Of Inventory Control Forms- Calculation Book Inventory- Open Stock Inventory – Inventory Turnover Calculation.

UNIT - IV


Menu - Origin of Menu, types of menu - Menu Engineering, Menu Writing, Menu Merchandising, Menu Pricing, Menu Analysis, Handling Situation.
UNIT-V


REFERENCE BOOKS:

FINANCIAL MANAGEMENT

UNIT-I
Finance function: Importance, role of finance manager, goals of financial management, time value of money, risk and return.

UNIT-II
Capital structure decision: EBIT, EBT analysis, factors affecting capital structure, operating and financial leverage.

UNIT- III
Cost of capital and finance decision, significance, cost of debt, preference shares and equity shares: Weighted average cost of capital and marginal cost of capital.

UNIT -IV
Capital Budgeting: Meaning and significance; Techniques of capital budgeting: Payback period, return on investment, net present value, profitability index and internal rate of Return.

UNIT-V
Working capital management: Concept, factors affecting working capital, calculation of working requirement.

REFERENCE BOOKS:
1. Palanivelu, V.R : Financial Management, S. Chand, New Delhi
ELECTIVE 6: EVENT MANAGEMENT

UNIT I

UNIT II
Introduction to MICE: Planning MICE, Components of the Conference Market, Characteristics of Conferences and Conventions, MICE as a supplement to Tourism - The Economic and Social significance of Conventions, process of Convention Management.

UNIT III

UNIT IV

UNIT V
Travel Industry Fairs – ITB (International Travel Trade Show Berlin), WTM (World Travel Market), TTW(Travel & Tour World), FITUR, KTM, IITM, CII-Events, PATA Travel Mart.

Text Books:

REFERENCE BOOKS:
ELECTIVE 7: RESEARCH METHODOLOGY

UNIT I:

UNIT II:
Research planning – Selection and formulation of research problem – Selection of the topic – preparation of research design.

UNIT III:

UNIT IV:

UNIT V:

REFERENCE BOOKS:
ELECTIVE 8: ECO TOURISM AND SUSTAINABLE TOURISM

Unit – I:

Unit II:
Ecotourism Planning and Development, Design considerations for eco-tourism facilities. Climate analysis, Locality analysis and Site analysis- Design for Environment, Socio economic conditions, Culture and Experimental values. Community participation in tourism planning.

Unit III:
Eco-tourism travel essentials. Eco-tourism and protected areas: visitor management for sustainability- Major Eco tourism destinations of India.

Unit IV:

Unit – V:

REFERENCE BOOKS:
7. Sukanta K Chaudhury, “Culture, Ecology and Sustainable development” Mittal, New Delhi, 2006
ELECTIVE 9: ECONOMICS OF TOURISM

UNIT - I


UNIT - II

Emergence of mass tourism in modern world: introduction – Factors Growth and development of international tourism with special reference to India. Third world scenario – Factors responsible for growth of International tourism – International tourism in India’s economy – Need for further research – Deleterious effects of tourism.

UNIT - III

Nature and factors determining the volume of domestic tourism in some selected countries with specific reference to India: Factors – Effects of domestic tourism – Poor state of statistics about India – Volume in India.

UNIT - IV

Relevance and appropriateness of tourism in developing economies: Introduction – Economic rationale for their world tourism – Regional development – Tourism ad invisible trade item. Alternative methodological approaches to study tourism – Different types of survey methodologies and merits – Alternative methodological approaches to forecasting – Different approaches towards estimating tourism multiplier.

UNIT - V


REFERENCE BOOKS:

1. Economic impact of tourism development – Kuna Chattopadhyay
UNIT - I

UNIT - II
Motivation and rewarding individuals – Values and attitudes – Job satisfaction.

UNIT - III
Group Behaviour: Formation of groups – Group norms – Group cohesion – Group conflict – Cultural diversity and group effectiveness – Inter personal communication – Barriers to effective communication.

UNIT - IV
Leadership: Styles and functions – Leadership theories – Implications for managers – Power and politics.

UNIT - V
Organisational Dynamics: Organisational design – Organisational culture – Management of change – Managerial effectiveness.

REFERENCE BOOKS:
1. Fred Luthan Organisational Behaviour, McGraw Hill
2. Stephen P Robbins, Organisational Behaviour, Prentice Hall,
3. Keith Davis, Human Behaviour at work McGraw Hill,
4. Gregory Moorhead and RW Griffin, Organisational Behaviour,: Managing people and organizations, Jaico,
5. Judith R Gordon, A Diagnostic Approach to Organisational Behaviour Allyn & Bacon,
UNIT - I

Consumer Protection laws relating to Hotels and Tourism Consumer contracts – Credit and law – Smoking laws.

UNIT - II

Public health and safety requirements – building codes – Hotel linens, towels and glasses – Water supplies sewage systems and drainage – Contagious diseases – Swimming pools – Laws regarding aid to choking victims.

UNIT - III

Occupational Safety and Health Act (OSHA) – Reporting and record keeping requirements – Posting requirements – Inspections: employers and Employees rights and remedies workplace safety and health programs Under OSHA, OSHA Regulations on blood borne pathogens – Hazard communication standards.

UNIT - IV

Licensing and regulation of hotels by cities, towns and villages Nature of Regulations.

UNIT - V


REFERENCE BOOKS:

3. Occupational Safety and Health Act.
UNIT I:
Lodging Planning & Design: Development process - Feasibility Studies - Space Planning - operational criteria - Budgeting, Preliminary Scheduling; Site selection - Site Design - Hotel Design - Guestrooms, suites, lobbies & lounges, food & beverage outlets - function areas, recreational facilities, back of the house areas.

UNIT II:
Food Service Planning & Design: Concept - Development - Feasibility study - Regulations & Laws - Layout planning - receiving, storage areas, kitchens, office spaces.

UNIT III:
Building & Exterior Facilities—Ceilings, Exterior walls - Windows & doors - Structural frames, foundation elevation - Storm water drainage systems - Utilities - Landscaping & open spaces - Parking Areas - parking lots, structural features, layout considerations, maintenance, parking garages, accessibility requisites and valet parking facility

UNIT IV:

UNIT V:
Energy Conservation & Management: Importance of conserving energy & concept of energy management - Energy cost control & building systems - Controlling energy cost of Guestrooms, F&B Production F&B service Areas, Public Areas

REFERENCE BOOKS:
1. Tarun Bansal, Hotel Facility Planning, Oxford University Press, 2010