



PERIYAR UNIVERSITY

PERIYAR PALKALAI NAGAR

SALEM – 636011

DEGREE OF MASTER OF BUSINESS ADMINISTRATION
CHOICE BASED CREDIT SYSTEM

SYLLABUS FOR
MASTER OF BUSINESS ADMINISTRATION
(Hotel Management)
(SEMESTER PATTERN)

**(For Candidates admitted in the Institute affiliated to
Periyar University from 2021-2022 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.

Marks:75

Section A: (10 X2 = 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 give below.

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

S.No.	Range of CGPA	Class
1.	50 & above but below 60	II
2.	60 & above	I

COURSE OF STUDY AND SCHEME OF EXAMINATION

S.No	Paper Code	Subject Title	Hours		Credits	Marks		
			Lect.	Lab		CIA	EA	Total
I YEAR - I SEMESTER								
1		Communication & Information Technology	4	-	4	25	75	100
2		Food Production Management	4	-	4	25	75	100
3		Front Office Management	4	-	4	25	75	100
4		Accommodation Management	4	-	4	25	75	100
5		Accommodation Management (Practical)	-	3	3	40	60	100
6		Hygiene and Food Science	4	-	4	25	75	100
7		Principle of Management	4	3	4	25	75	100
		Total	24	6	27	190	510	700
I YEAR - II SEMESTER								
1		Accounting For Managers	5	-	4	25	75	100
2		Marketing Management	5	-	4	25	75	100
3		Event Management	5	-	4	25	75	100
4		Food and Beverage Service	5	-	4	25	75	100
5		Food and Beverage Service (Practical)	-	3	3	40	60	100
6		Food Production (Practical)	-	3	3	40	60	100
7		Entrepreneurship Development	4	-	4	25	75	100
		Total	24	6	26	205	495	700

S.No	Paper Code	Subject Title	Hours		Credits	Marks		
			Lect.	Lab		CIA	EA	Total
II YEAR - III SEMESTER								
1		Industrial Training Report	-	-	4	-	-	200
2		Basics of Hotel Operations	4	-	4	25	75	100
3		Hotel Law	4	-	4	25	75	100
4		Elective	4	-	4	25	75	100
5		Elective	4	-	4	25	75	100
	Total		16	-	20	100	500	600
II YEAR - IV SEMESTER IV								
1		Project Work & Viva Voce	-	-	4	-	-	200
2		Food and Beverage Management & Control	4	-	4	25	75	100
3		Financial Management	4	-	4	25	75	100
4		Elective	4	-	4	25	75	100
5		Elective	4	-	4	25	75	100
	Total		16	-	20	100	500	600

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:

Fundamentals of Computer : Functionalities of Computer – Advantages – Disadvantages – Applications – Generations of Computers – Types of Computer – Components of Computer with Block Diagram – Computers in the Management. Computer Networks: Basics of Computer Network – Types of Network - Network Topologies – Layers in Networking.

Basics of Internet: Internet – History of Internet – Internet Services – URL – E-Mail – WWW – E-Commerce – Online Businesses.

UNIT- IV:

MICROSOFT WORD 2010: What's new in Microsoft Office Word 2010 – Working with Longer Documents in Word 2010 – Working with Tables and Charts in Word 2010 – Using Mail Merge in Word 2010.

MICROSOFT EXCEL 2010: Introduction to Microsoft Excel 2010 – Creating Worksheet – Formulas – Functions in Excel 2010 – Creating Charts in Excel 2010 – Web based Commands of MS EXCEL 2010.

UNIT - V:

MICROSOFT POWERPOINT 2010: Introduction to Microsoft PowerPoint 2010 - Creating Presentation – Adding Graphics – Packing Presentation to go – Software's used in Management.

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

- Formatting 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:

1. Business English certificate Materials, Cambridge University Press
2. Graded Examination in spoken English for work downloadable material from trinity college, London.
3. Interactive Multimedia Programs on Managing time & stress.
4. Personality Development (CD-ROM) times Multimedia, Mumbai.
5. International Eng Language testing system practice tests, Cambridge University Press.
6. Ms office-complete reference-bpp publications, new delhi.
7. Computer awarness and applications-t.d.malhotra, kalyani publishers, new delhi.
8. Principles of information technology- dr.a.mustafa, nagas publications, madurai.

FOOD PRODUCTION MANAGEMENT

UNIT I :

WORKING ENVIRONMENT: The working environment - Maintaining a safe and secure environment- Maintaining a professional & hygienic 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

KITCHEN DESIGNING & LAYOUTS : Kitchen Layouts- Planning a Kitchen Operation- Architecture of Kitchen Installation-Space Management Criteria-Equipments-Technology in Commercial Kitchen

UNIT II :

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

UNIT III :

CHOCOLATE: History of Chocolates-From Bean to Bar "Origin of Chocolate"- Introduction to Truffles and Chocolate making-Molded Pralines & Ganaches- Chocolate and Flavor Fusion -- Easy Way to make Chocolate Showpiece -Chocolate Figures .

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:

1. " Theory of Bakery and Confectionery by Yogambal, Ashok Kumar, 2012.
2. The Chocolate Cook Book by Tarla Dalal, 2008.
3. Great chefs Great chocolate : byJulia M. Pitkin, 1998.
4. Catering and Kitchen Management by Kartik Lamba, 2011.
5. Molecular Gastronomy: Exploring the Science of Flavor by Herve This & Malcom De Bevoise A, 2006
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:

HOTEL ORGANIZATION : Hotel Organization - Organization charts - Major Departments of a Hotel - Front Office, Housekeeping, Food and Beverage Service, Kitchen, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing & Purchase - Coordination of Front Office with other departments - Front Office Organization: Function Area - Section and Layout of Front Office - Layout of Lobby – Reservation – Reception - Information Desk - Travel Desk - Communication Section- Uniformed Services - Organization of Front Office staff - Duties and Responsibilities of Front Office Personnel - Front Office Manager - Reservation Assistant – Receptionist - Information Assistant – Cashier - Telephone Operator - Bell boy - Door Attendant.

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- Useful forecasting data- % of walk-in- % of overstay- % 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:

1. Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata Mcgraw Hill Publishing Company Ltd., 32nd Reprint. 2013
2. Sue Baker, Pam Bradley and Jeremy Huyton Principles of Hotel Front Office Operations: London. Cassell Publishers. 2nd Edition 2004.
3. Ahmed Ismail. Front Office Operations and Management: Delmar. Thomson Publisher.1st Reprint. 2002.
4. James A. Bardi. Hotel Front Office Management: New York. Thomson Publishing Inc., 2nd Edition. 1996.
5. S.K.Bhatnagar. Front Office Management: New Delhi. Frank Bros. And Co-Publishers Ltd., 1St Edition.2002.

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.

Hotel Renovation, Types of Renovation, Subsidiary process in Renovation. Soft furnishings: Curtains, Pelmet, Valances, Swags and tail, Blinds, Loose Covers, Care & Cleaning, Cushions, Beds & bedding, Mattresses, Pillows, Eiderdowns & quilts, Cots, Bed Boards, Foldaway Beds, Zed Bed, Bedspreads, Care & Cleaning.

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

REFERENCE BOOKS:

1. Hotel, Hostel & Hospital Housekeeping – Joan c. Branson & Margaret Lennox, 5th Edition, 1988.
2. Hotel House Keeping Training Manual – Sudhir Andrews (Tata Mc.Graw Hill Publications), 2017.
3. Accommodation & Cleaning Service – David M. Allen.
4. Housekeeping Supervision Volume 1&2 – Jane Fellows.

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.

HYGIENE & FOOD SCIENCE

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:

1. Food science – Sumati R. Mudambi, Shalini M. Rao, M.vRajagopal= New Age International Publication, 2006.
2. Food science – Norman N. Potter, Joseph .H. Hotchkiss= CBS Publishers- Fourth edition, 2012.
3. Managing Food Hygiene –Nicholas John –Macmillan Publishers – Second edition, 1995.

PRINCIPLES OF MANAGEMENT

UNIT I - OVERVIEW OF MANAGEMENT

Definition - Management - Role of managers - Evolution of Management thought Organization and the environmental factors – Trends and Challenges of Management in Global Scenario.

UNIT II - PLANNING

Nature and purpose of planning - Planning process - Types of plans – Objectives - -Managing by objective (MBO) Strategies - Types of strategies - Policies – Decision Making - Types of decision - Decision Making Process - Rational Decision Making

UNIT III - ORGANIZING

Nature and purpose of organizing - Organization structure - Formal and informal groups Iorganization - Line and Staff authority - Departmentation - Span of control – Centralization and Decentralization - Delegation of authority - Staffing – Selection and Recruitment - Orientation - Career Development - Career stages – Training - - Performance Appraisal.

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.

REFFERNECE BOOKS:

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.
2. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition, 2007.
3. Hellriegel, Slocum & Jackson, 'Management - A Competency Based Approach', Thomson South Western, 10th edition, 2007.
4. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A global

FIRST YEAR / SECOND SEMESTER

ACCOUNTING FOR MANAGERS

UNIT-I

Book-Keeping and Accounting – Financial Accounting – Concepts and Conventions – Double Entry System – Preparation of Journal, Ledger and Trial Balance – Preparation of Final Accounts – Trading, Profit and Loss Account and Balance Sheet With Adjustment Entries, Simple Problems Only - Capital and Revenue Expenditure and Receipts.

UNIT-II

Depreciation – Causes – Methods of Calculating Depreciation – Straight Line Method, Diminishing Balance Method and Annuity Method - Ratio Analysis – Uses and Limitations – Classification of Ratios – Liquidity, Profitability, Financial and Turnover Ratios – Simple Problems Only.

UNIT-III

Funds Flow Analysis – Funds From Operation, Sources and Uses of Funds, Preparation of Schedule of Changes In Working Capital and Funds Flow Statements – Uses And Limitations - Cash Flow Analysis – Cash From Operation – Preparation of Cash Flow Statement – Uses and Limitations – Distinction Between Funds Flow and Cash Flow – Only Simple Problems

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

Cost Accounting - Elements of Cost - Types of Costs – Preparation of Cost Sheet – Standard Costing – Variance Analysis – Material Variances – Labour Variances – Simple Problems Related to Material And Labour Variances Only.

[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:

1. Jelsy Josheph Kuppapally, ACCOUNTING FOR MANAGERS, PHI, delhi,2010.
2. Paresh Shah, BASIC ACCOUNTING FOR MANAGERS, Oxford, Delhi,2007.
3. Ambrish Gupta, FINANCIAL ACCOUNTING FOR MANAGEMENT,Pearson, Delhi, 2004.
4. Narayanaswamy R, FINANCIAL ACCOUNTING , PHI, Delhi, 2011.

MARKETING MANAGEMENT

UNIT – I:

Introduction to Marketing - Definition & Functions of Marketing - Core concepts of marketing – a) Need, Want, Desire, Benefits, Demand, Value, Exchange, b) Goods – Services Continuum, Product, Market c) Customer Satisfaction, Customer Delight - d) Approaches to Marketing – Product – Production - Sales – Marketing – Societal – Relational. Concept of Marketing Myopia. Selling versus marketing. e) Holistic Marketing Orientation & Customer Value

UNIT- II:

Consumer Behaviour: Concept, Characteristics of consumer and organizational markets, 5 step Buyer decision process - Marketing Environment: Analyzing needs and trends Macro Environment - Political, Economic, Socio-cultural and Technical Environment – PEST analysis. Micro Environment – Industry & Competition. Concept of Market Potential & Market Share

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:

Marketing Planning: Contents of Marketing Plan - Developing Marketing Plan for variety of goods and services - Marketing organization: Concept, Types - Functional organization, Product Focused organization, Geographic Organization, Customer Based Organization, Matrix organization. Organization structure for a wide customer orientation - Market Evaluation and Controls: Generic Process, Need and Significance of marketing control. Marketing Audit. CSR.

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:

1. Principles of Marketing 12th Edition - Philip Kotler and Gary Armstrong, 2018.
2. Marketing Management – Rajan Saxena, 2019.
3. Marketing Management - V.S.Ramaswamy and S.Namakumari, 2018.
4. Analysis for Marketing Planning – Donald Lehmann & Russell Winer, 6th ed. 6. Case Studies in Marketing - Indian context - R.Srinivas, 2008.

EVENT MANAGEMENT

UNIT – I :

Introduction to Event Management -Categories and Definitions-Needs and Objectives of Event Management-Creativity and implications of Events- Organization Structure of Event Management - Functions of a Multifaceted Event Management.

UNIT – II :

Event Management Planning-Event Planning-Arranging Chief Guest/Celebrities-Arranging Sponsors-Blue Print of the Function area-Factors affected in Event Management.

UNIT – III :

Different Management in Event-Back Stage Management and its Importance-Brand Management and its Characteristics-Budget management and its controlling Methods- Leadership management and its authority-Feed Back Management and its measuring tools.

UNIT - IV

Basic Qualities of Event Management Person- Social and Business Etiquette-Speaking Skills and Team Spirit - Stage Decoration -Time Management – Selecting a Location.

UNIT - V

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

REFERENCE BOOKS:

1. Anton Shone, Successful Event Management, Cengage Learning Business Press, Edition 2, 2004.
2. Julia Tum, Management of Event Operations, Atlantic Publishing Company, Second Edition - 2007
3. Julia Ruherford Silvers and Joe Goldblatt, Professional Event Coordination, Wiley, John & Sons, Edition -2006.

FOOD & BEVERAGE SERVICE

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 Ancilliary 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:

1. Bernard Davis, Andrew Lockwood & Sally Stone, Food & Beverage Management, Butterworth Heinemann, Singapore,1998
2. Michael Coltman, Cost Control for the Hotel Industry, Van Nostrand Reinhold, New Delhi.

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:

1. Food Beverage Service Training Manual – Sudhir Andrews, tata Mc Graw Hill Publishers, New Delhi, 2017.
2. Food & Beverage Service – Lillicrap & John Cousins, UK ed., Hodder Education, 2014.
3. Food & Beverage Service – Vijay Dhawan, Frank Brothers & Company New Delhi, 2008.

FOOD PRODUCTION - PRACTICAL

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 pursuing 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:

1. Hisrich, Peters and Sheperd, Entrepreneurship, Sixth edition, Tata McGraw Hill, 2006
2. Peter Drucker Innovation and Entrepreneurship, Colins (Reprint) 2008
3. Zimmerer and Scarborough, Essentials of entrepreneurship and small business management, fourth edition, Prentice Hall of India, 2009
4. Charantimath, Entrepreneurship Development, Pearson Education, 2006
5. Mohanty, Fundamentals of Entrepreneurship, Prentice Hall of India, 2000

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

Front Office – Introduction and Functions – Organisational hierarchy – duties and responsibilities of front office staff – Types of Plans – Reservation, Registration, Cancellation – check in and check - out procedure – Tariff meaning and its types – Fixation of tariff.

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:

1. Theory of cookery – Krishna Arora – 2008.
2. Front Office Training Manual – Sudhir Andrewa, 2017.
3. Housekeeping theory and practices – Jagmohan Negi – S. Chand Publications – 2013
4. Food and Beverage Service – Sudhir Andrews – 2017.

HOTEL LAW

UNIT – I : INTRODUCTION

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

Definition of contract – Indian Contract Act 1872 - Nature of contract – essential elements of a valid contract – Classification of contracts – Capacity to contract –performance of contract- Breach of contract.

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

UNIT – II : PARTNERSHIP

Definition – formation of partnership – partnership and other association – duration of partnership – Registration of firms – rights and duties of partner – Types of partners – Dissolution of partnership without the order of court - Dissolution of partnership by court- rights and liabilities of partners on dissolution – Settlement of accounts.

UNIT – III : SPECIAL CONTRACTS

Negotiable Instruments – Definition – Characteristics of negotiable instrument – Types of negotiable instruments - Reserve Bank of India Act, 1934 – Promissory note and essential elements – bill of exchange – cheque – marking and crossing of cheques – classification of negotiable instruments.

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

Employees State Insurance Act 1948-Employees Provident fund and Miscellaneous Act,1952- Payment of gratuity act,1972 – Industrial Dispute Act, 1947 - Payment of Minimum wages Act,1948, Trade Union Act,1926 – Payment of Bonus act, 1965 – The Apprentice Act, 1961

REFERENCE BOOKS:

1. Industrial Law – KR.Bulchandani
2. Mercantile Law – M.C. Kucchal – Vikas Publications - 2009
3. Industrial Law – V.K. Desai
4. Elements of Mercantile Law – N.D. Kapoor
5. Business Laws – N. D. Kapoor – Sultan Chand & Sons
6. Mercantile Law – M. C Shukla, M P Gupta, B M Agarwal – S Chand Publication – 1995

SEMESTER III / ELECTIVES

ELECTIVE 1: HUMAN RESOURCE MANAGEMENT

UNIT I:

Human Resource Management- objectives, scope, importance- Evolution of HRM- Role of HR Manager- Challenges faced by HRM- Trends in HRM- Indian scenario and HRM- Strategic Human resource management.

UNIT II:

Human Resource Planning - Process, Factors affecting HRP - Job Analysis - components, process, Job design - Recruitment- sources, techniques, Internet recruitment- Employee testing and selection- Types, effective interview - Placement – Induction.

UNIT III:

Employee Training and Executive Development - objectives, importance, types and methods of Career management - basics of career management - Knowledge management Performance appraisal - objectives, process, methods - Job evaluation. Promotion – Demotion – Transfer - separation and implication of job change.

UNIT IV:

Compensation - Factors determining pay rate, current trends in compensation planning – Incentives - Incentive plan, effective incentive plan - Employee benefits and services –and its present scenario- Employee Welfare, Safety and Health.

UNIT V:

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

TEXT BOOK:

Human Resource Management 11th edition, Gary Dessler, PHI learning.

REFERENCE BOOKS:

1. Human Resource Management, V.S.P.Roa, 2010
2. Human Resource Management, C.B.Gupta, 2017.
3. Human Resource Management and Personnel Management, K.Aswathappa, 1999.
4. Human Resource Management, Biswajeet Pattanayak, 2018.

ELECTIVE 2: HOSPITALITY MARKETING

UNIT – I:

ROLE OF MARKETING IN HOSPITALITY MANAGEMENT: The development of hospitality marketing : The provider Orientation Phase – The Promotional Orientation Phase – The Marketing Orientation Phase: The functional Perspective: How is Marketing Organized? Functional Structures – Towards more Effective Hospitality Marketing: Marketing as a High – Risk Necessity – Guests as Assets – Hospitality Marketing Checklist.

UNIT – II:

HOSPITALITY MANAGEMENT STRATEGIES : Planning for strategic Decisions in Hospitality Marketing – A Framework for Marketing strategies and Decisions – Hospitality Marketing Two strategies into plans and Budgets – sales forecasts and Marketing Plans.

UNIT – III:

GUEST BEHAVIOR: Models of Guest Behavior – Purchase Stimuli: Guest Drives and Motives – Motivation: Behavior Primary – Need Primacy – Motives of Non-Guests – The Guest Search process – Preference Models – Perceptions and Images – Self – Image – Guest Attitudes – Purchase Outputs: Guest Behavior and Learning – Cognitive Dissonance – External Forces: Cultures and subcultures – Reference Groups – Social Class – Applying guest Behavior Models – Business Guest Behavior: A case History – Size and Composition of the Corporate Market; Derived Demand – How corporate Purchasing decisions are made The meetings Market.

UNIT – IV:

MARKETING DATA AND INFORMATION SYSTEMS: The Need for Marketing Information: Applications – The Hospitality Marketing Research Process: Problem definition – Formation of Hypotheses – research design and Analysis – Using Marketing Research Approaches: Questionnaires, Survey and Interviews – Sampling – Focus Group – Validity and Reliability – Marketing information sources – Developing Hospitality Marketing information system: Desirable characteristics.

UNIT – V:

THE MARKETING MIX: Product – service mix: The offer Distribution mix: Hospitality networks – pricing mix: strategies and tactics – promotion mix: Hospitality marketing and its future perspective. Sales Promotion Of Food And Beverage Facilities – Introduction: Advertising – Direct Mail, Press Advertisement, Guides, External Signs And Posters, Trade Advertising, Broadcasting, Expert Advice; Merchandising – Floor Stands, Posters, Clips-On, Children's Menu, Other Sales Tools, Special Promotions; Public Relations

REFERENCE BOOKS:

1. Marketing of Hospitality Services – William Lazer, Roger Layton, 1998.
2. Hospitality sales and Marketing – James R. Abbey, 2014.
3. Marketing in the Hospitality Industry – Ronald A. Nykiel, 2010.
4. Amrik Singh Sudan. Food and Beverage Management: New Delhi. Anmol Publications Pvt.Ltd.1st Edition .2002.

ELECTIVE 3: HOSPITALITY SECURITY AND SYSTEMS

UNIT - I

Security and the Lodging Industry – Developing, Security program – Effectiveness Management – Areas of Vulnerability – Security Requirements – Setting up the Security program – Element of Security Training – Security and the Law.

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 policies and procedures – Computer Security.

UNIT - V

Emergency management – Developing an emergency management program – Bombs and bomb threats – Fire – Hurricanes – Floods Earthquake – Robberies – Medical emergencies – Media relations.

REFERENCE BOOKS:

1. Understanding Hospitality Law-jack. P. Jefferies, 2012.
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
4. Hotel and Motel Security Management – Raymond C. Ellierjr: David M. Stipanunt

ELECTIVE 4: HOSPITALITY CONSULTANCY

UNIT - I

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

UNIT - II

Marketing survey – Role and importance – methods of market survey, Identification of marketing methods needed for hospitality chains and independent units – Techno – economic forecasting study.

UNIT - III

Project costing – Elements and importance Standard and marginal costing methods – Importance of product mix – sourcing identification and analysis of resources – Estimation and harnessing of sources, for needs – Projection of resource mapping.

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.
3. Textbook of Project Management – Gopalan.Ramamoorthy.
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 up gradation.

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

Financial analysis – Project cost estimates – operating revenue estimates – Techniques of financial analysis – Evaluation of operational strategy – Adjusting for inflation.

UNIT - V

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

REFERENCE BOOKS:

1. The management of maintenance and engineering systems in the hospitality industry – Frank. D. Borsenik and Alan T. Sxutts.
2. Journal of property management – Richard F. Mublach
3. Life Safety code – NFPA 101.
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.

Costing –Introduction-Definition- Scope And Advantages Of Costing, Elements Of Cost –Cost Controlling Techniques-Reasons For High Food Cost. Types of Cost – Food, Labour, Overhead. Staff Meals Calculation.

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

Introduction To Beverage Costing- Objectives Of Beverage Controls- Difference Between Food Cost And Beverage Cost-Control Tools- Measuring Devices- Corkage Liquor Control Methods – Standard Cost Control Method-Bar Procedure –Purchase Of Liquor- Malpractice In Bar- Purchasing, Receiving And Issuing Procedure- Beverage Sales Control-Legal Requirements – Maintaining Stock Register Both From Cellar And Dispense Bar.

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

UNIT-V

BUDGETARY CONTROL : Define Budget -Define Budgetary - Objectives - Frame Work - Key Factors - Types of Budget - Budgetary Control - Kitchen Stewarding, Waste Control, Cost Reducing Methods, Break-Even Concept, Variance Analysis -Production Control – Planning, Setting Standards, Standard Recipe, Standard Yield, Standard Portion Size. Budgeting- Methods of Budget- Types of Budget – Budgetary Control.

REFERENCE BOOKS:

1. Bernard Davis, Andrew Lockwood and Sally Stone. Food & Beverage Management: Great Britain. Butterworth – Heinemann Publishers.3rd Edition. 2005
2. Jagmohan Negi. Food and Beverage Management and Cost Control: New Delhi. Kanishka Publishers.1st Edition.1999.
3. Mohini Sethi. Institutional Food Management: New Delhi. New Age International Publishers. 1st Edition.2004
4. Amrik Singh Sudan. Food and Beverage Management: New Delhi. Anmol Publications Pvt.Ltd.1st Edition .2002.

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
2. Kulkarni and Satyaprasad Financial Management, Himalaya Publishing House, New Delhi
3. Maheshwari, S.N : Financial Management, Sultan Chand & Sons, New Delhi
4. Pandey, I.M : Financial Management, Vikas Publication, New Delhi

SEMESTER IV / ELECTIVES

ELECTIVE 6: EVENT MANAGEMENT

UNIT I

Introduction to Events: Scope - Nature and Importance – Types of Events - Unique features and similarities – Practices in Event Management.

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

Event Managers and their Qualities, Resources & Logistics Required for Conducting Events, Individual Events & Corporate Events, Conference & Convention Centers, Types of Venues for Conducting Events, Selection, Location, Theme, Layout of Events, Application of Management Principles in Event Management, Steps Required to Conduct An a Successful Event, Event Budget.

UNIT IV

Event Marketing – Customer care – Marketing equipments and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication – Event Presentation – Event Evaluation.

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:

1. Leonard H. Hoyle (2002), Event Marketing, John Wiley and Sons, New York.
2. Anton Shone & Bryn Parry (2002), Successful Event Management, Cengage Learning.

REFERENCE BOOKS:

1. Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi.
2. David C. Watt (1998), Event Management in Leisure and Tourism, Pearson, UK.
3. Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.

ELECTIVE 7: RESEARCH METHODOLOGY

UNIT I:

Research Planning: Research – Meaning – Objectives – Importance of Social science research – Types of research – Pure, applied, historical, case study, experimental, analytical, descriptive, comparative, Ex post factor.

UNIT II:

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

UNIT III :

Sampling Techniques: Sampling – meaning – Importance – Census method and sampling methods – Types of sampling – Factors affecting the size of the sample – sampling and non- sampling errors - Biased and unbiased errors.

UNIT IV :

Tourism Research: Contents of Tourism Research – Major areas of research in Tourism – Strategy, Challenge, Contemporary Trends in Tourism Research – Forecasting Tourism Demand and supply – Market trends, Nature of Forecasting, Simple Regression Analysis – Research Methodology for identifying new Tourism Destinations, Assessment of Tourism Impacts.

UNIT V:

Report Writing: Steps in writing a report – Layout of a research report – Types of reports – Precautions for writing a research report – Foot noting and referencing – Bibliography.

REFERENCE BOOKS:

1. Amarchand, D., —Research Methods in Commercel, Emerald Publications, Chennai – 2. 2005.
2. Bajpai, S.R., —Methods for Social Survey and Researchll, Kitab Ghar, Kanpur, 2005.
3. Anderson, J., Durson, B.H. and Poole, M. —Thesis and Assignment Writingll, Wiley Eastern Ltd., New Delhi. 2005.
4. Gupta, S.P., —Statistical Methodsl, Sultan Chand & Sons, New Delhi, 2006.
5. Kothari, C.R., —Research Methodologyll, Wiley Eastern Ltd., New Delhi.

ELECTIVE 8: ECO TOURISM AND SUSTAINABLE TOURISM

Unit – I:

Eco- tourism - Evolution, Principles, Trends. Functions of Ecotourism – Basic properties of Eco-Tourism – Absorbing capacity, carrying capacity, resilience and sustainability - Tourism carrying capacity – Environmental impact Assessment.

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:

Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 (Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007

Unit – V:

Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources – Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System.

REFERENCE BOOKS:

1. Inskip, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold.
2. Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK.
3. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London.
4. Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford.
5. Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK.
6. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

7. Sukanta K Chaudhury, „Culture, Ecology and Sustainable development“ Mittal, NewDelhi, 2006
8. Ramesh Chawala, „Ecology and Tourism Development“, Sumit international, New Delhi,2006
9. Matha Honey, „Ecotourism certification, setting standards & Practices, Island press, Chicago, 2002
10. Rast Buckley, „Environmental impacts of Ecotourism“, CABI, London, 2004
11. SK.Ahluwalia, „Basic principles of environmental resources, Jaipur, 2006.
12. Journal of Sustainable Tourism, Channel View Publishers.
13. Journal of Eco-Tourism, Channel View Publishers.

ELECTIVE 9: ECONOMICS OF TOURISM

UNIT - I

Introduction – Definition of tourism: Features, nature and types – Motives – General features – Frequency – Major components of tourist demand. Attraction Cultural or historical or natural – Facilities – Accessibilities.

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 as 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

Analytical and empirical studies of tourism in India: introduction – Analytical studies - IIP study – Chibbs study – ICRIER study – Empirical studies. Evolution of tourism development policies in post independence India: Introduction – Sergeant committee's recommendation – involvement of Union Govt. In tourism development in post independence period – Tourism under five year plans.

REFERENCE BOOKS:

1. Economic impact of tourism development – Kuna Chattopadhyay

ELECTIVE 10: ORGANIZATIONAL BEHAVIOUR

UNIT - I

Organizational Behaviour: Its importance to managers – Individual behaviour: psychological process and behavioural issues Ability – Personality – Learning – Perception

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,

ELECTIVE 11: INTERNATIONAL TOURISM AND HOSPITALITY LAWS

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

Copyright Laws for Music, Television, Video, and Movies – General Rules – Copyright Associations – Unauthorized interception of cable television broadcasts.

REFERENCE BOOKS:

1. Jack P. Jefferies, “Hospitality Laws”. Third edition Educational Institute, American Hotel and Motel Association.
2. Consumer protection Act.
3. Occupational Safety and Health Act.

ELECTIVE 12: FACILITY PLANNING AND DESIGN

UNIT I:

Lodging Planning & Design: Development process- Feasibility Study- Space Planning . operational criteria - Budgeting, Preliminary Scheduling: Site selection' SiteDesign'- HotelDesign- Guestrooms,suites,lobbies&lounges,food&beverageoutlets'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:

Facility Systems : water & Waste water systems : usage, quality of water, heating, water conservation & swimming pool-- Electrical systems - Distribution Panels, wiring considerations, electronic equipment, Ac & DC supply systems--Heating, Ventilation & Air Conditioning Systems - Guest rooms HVAC systems, Centralized & decentralized systems, refrigeration cycle, building comfort factors. . lightning systems -sources, lightning B system design, maintenance.-Safety & Security Systems- importance of safety & security in hospitality industry, fire safety, fire prevention, fire drills, fire fighting systems & procedures, External and Internal audits, Risk & Security awareness, . Fuels - Types, comparison and Cost effectiveness.

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
2. Hospitality Facility Management Design, AH&LA , 2006
3. Stephen P. Robbins Mary Coutter, Management, Pearson Education, INC, 2002.
4. Joseph Ransley Hadyn Ingram, Developing Hospitality Properties & Facilities, Butterworth Heinemann, 2000