



PERIYARUNIVERSITY

PERIYAR PALKALAI NAGAR

SALEM-636011

DEGREE OF MASTER OF BUSINESS ADMINISTRATION

CHOICE BASED CREDIT SYSTEM

SYLLABUSFOR

MASTER OF BUSINESS ADMINISTRATION

(Hotel Management)

(SEMESTER PATTERN)

**(For Candidates admitted in the Institutes affiliated to
Periyar University from 2023-2024 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 staff, relationship building such as developing repeat customers, cultural diversity. The course also helps in understanding of the relationship between the hospitality industry and the tourism sector, as well an overview of the different career prospects and opportunities available in the hospitality industry. It enhances the knowledge on the types of accommodation. different types of hotel rooms, their grading systems ,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 Programmed from any of the 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 industry 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, airlines, railways and 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 equip to hospitality profession with 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 at 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 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: (15 X1 = 20 marks)

Question No. 1 to 15

- 1) This section will consist of 15 Multiple choice questions, student should answer all.
- 2) Three Questions from each unit.
- 3) Four Choices in each question
- 4) No — None of These' Choice should not be given.

Section B : (5 x 2 = 10 marks)

Answer all the 5 Questions

Question No. 16 to 20

Section C: (5 x 10 = 50 marks)

Question No. 21 to 25 {Internal choice – (a) or (b)}

- 1) This part contains detailed Answer Questions, Choosing either A or B
- 2) One question from each unit

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 a maximum of 25 marks Based on internal assessment.. Marks will be awarded based on the performance of students in.

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 will be conducted for every semester.

- 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 Practical Paper: External – 60 Marks
Internal - 40 Marks

Total - 100 Marks

8. SCHEME OF VALUATION

Internal examination will be evaluated by the 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

S.No	Paper Code	Subject Title	Hours		Credits	Marks		
			Lect.	Lab		CIA	EA	Total
I YEAR - I SEMESTER								
1	23PHACT01	Management Principles and Business Ethics	4	-	4	25	75	100
2	23PHACT02	Accounting For Managers	4	-	4	25	75	100
3	23PHACT03	Front Office Management	4	-	4	25	75	100
4	23PHACT04	Hygiene and Food Science	4	-	4	25	75	100
5	23PHACT05	Accommodation Management	4	-	4	25	75	100
6	23PHACT06	Accommodation Management Practical	-	3	3	40	60	100
7	23PHACT07	Soft skills 1* – Executive communication- Practical	-	2	2	40	60	100
		Total	20	5	25	205	495	700

* Soft skills are skill oriented courses to be conducted as Practical for which student has to submit a Record work

SEMESTER 1

MANAGEMENT PRINCIPLES AND BUSINESS ETHICS

UNIT	Details
I	Introduction: Nature of Management – Concepts and Foundations of Management- Managerial Functions- Management Skills - The Evolution of Management Thought – Tasks of a Professional Manager – Organizational Culture - Environment – Systems Approach to Management – Levels in Management – Disaster Management
II	Planning & Decision Making: Steps in Planning Process – Scope and Limitations – Short Term and Long Term Planning – Flexibility in Planning – Characteristics of a Sound Plan – Management By Objectives (MBO). Strategic Management Process Decision Making Process and Techniques. Business Models
III	Nature of Organizing: Organization Structure and Design - Authority Relationships – Delegation of Authority and Decentralization – Interdepartmental Coordinator – emerging Trends in corporate Structure, Strategy and Culture – Impact of Technology on Organizational design – Mechanistic vs. Adoptive Structures – Formal and Informal Organization. Span of control – Pros and Cons of Narrow and Wide Spans of Control –Optimum Span - Managing Change and Innovation.
IV	Leadership and Control: Leadership: Approaches to Leadership and Communication. Control: Concept of Control – Application of the Process of Control at Different Levels of Management (top, middle and first line). Performance Standards – Measurements of Performance – Remedial Action - An Integrated Control system in an Organization – Management by Exception (MBE) –
V	Business Ethics: Importance of Business Ethics – Ethical Issues and Dilemmas in Business - Ethical Decision Making and Ethical Leadership – Ethics Audit - Business Ethics and - CSR Models.
Reading List	
1.	https://deb.ugc.ac.in
2.	http://www.managementconcepts.com
3.	International journal of Management Concepts and Philosophy
4.	Journal of Management, Sage Publications
References Books	
1.	Mukherjee, K., Principles of Management, 2 nd Edition, Tata McGraw Hill Education Pvt. Ltd., 2009
2.	S. K. Mandal., Management Principles and practice, 3 rd Edition, Jaico Publishing House, Jan.2011.
3.	Griffin, R. W., Management, 11 th Edition, South-Western College Publication, January 2018.
4.	Koontz, H. and Wehrich, H., Essentials of Management: An International Perspective, 11 th Edition, Tata McGraw Hill Education Private Ltd., July 2020
5.	Certo, S C. and Certo, T, Modern Management, 13 th Edition, Prentice Hall, January 2014.
6.	Robbins, S and Coulter, M, 11 th Edition, Management, Prentice Hall, 11 th edition, January 2012
7.	Shaikh Ubaid, Disaster Management, Technical publications, 1 st edition, 2020

ACCOUNTING FOR MANAGERS

UNIT	Details
I	Financial Accounting – Meaning - Objectives - functions. Branches of Accounting: Financial, Cost and Management Accounting - Accounting Concepts and conventions. Journal – Ledger – Trial Balance – Preparation of Final Accounts: Trading, Profit and Loss Account and Balance Sheet (problems); International Accounting Standards - IFRS
II	Financial Statement Analysis - Objectives - Techniques of Financial Statement Analysis: Common Size and Comparative Financial Statements, Trend analysis, Ratio Analysis. Fund Flow Statement - Statement of Changes in Working Capital - Preparation of Fund Flow Statement - Cash Flow Statement Analysis- Distinction between Fund Flow and Cash Flow Statement – problem.
III	Marginal Costing - Definition - distinction between marginal costing and absorption costing - Break even point Analysis - Contribution, p/v Ratio, margin of safety - Decision making under marginal costing system-key factor analysis, make or buy decisions, export decision, sales mix decision- Problems.
IV	Budget, Budgeting, and Budgeting Control - Types of Budgets - Preparation of Flexible and fixed Budgets, master budget and Cash Budget - Problems - Zero Base Budgeting.
V	Cost Accounting : meaning – Objectives - Elements of Cost – Cost Sheet(Problems) – classification of cost – Cost Unit and Cost Centre – Methods of Costing – Techniques of Costing. Standard costing and variance analysis Reporting to Management – Uses of Accounting information in Managerial decision-making. Reporting-Accounting Standards and Accounting Disclosure practices in India; Exposure to Practical Knowledge of using Accounting software- Open Source.
Reading List	
1.	http://files.rajeshindukuristudyplace.webnode.com/200000014-9621c971b8/accounting%20for%20managers.pdf
2.	http://shodhganga.inflibnet.ac.in/bitstream/10603/70588/9/09_chapter%201.pdf
3.	http://educ.jmu.edu/~drakepp/principles/module6/capbudtech.pdf
4.	https://www.researchgate.net/publication/313477460_concept_of_working_capital_management
References Books	
1.	Gupta, A., Financial Accounting for Management: An Analytical Perspective, 5th Edition, Pearson, 2016.
2.	Khan, M.Y. and Jain, P.K., Management Accounting: Text, Problems and Cases, 8th Edition, Tata McGraw Hill Education Pvt. Ltd., 2021.
3.	Nalayiram Subramanian, Contemporary Financial Accounting and reporting for Management – a holistic perspective- Edn. 1, 2014 published by S. N. Corporate Management Consultants Private Limited
4.	Hornigren, C.T., Sundem, G.L., Stratton, W.O., Burgstahler, D. and Schatzberg, J., 16th Edition, Pearson, 2013
5.	Noreen, E., Brewer, P. and Garrison, R., Managerial Accounting for Managers, 13th Edition, Tata McGraw-Hill Education Pvt. Ltd., 2009.
6.	Rustagi, R. P., Management Accounting, 2nd Edition, Taxmann Allied Services Pvt. Ltd, 2011

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 PROCEDURE : 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 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:

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.

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 grainanalysis 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 InternationalPublication, 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.

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 per 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 Bedroom, 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, Valance, Swag 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.

ACCOMMODATION MANAGEMENT

PRACTICAL

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.

SOFT SKILLS 1 – EXECUTIVE COMMUNICATION

UNIT	Details
I	UNIT 1- Communication: Meaning and Significance of Communication for Management- Types of Communication Factors Affecting Effectiveness of Communication- Barriers to Communication- Principles of Effective Communication Dyadic Communication- Face-to-face Communication. Other Modes of Communication.
II	UNIT 11- Business Correspondence: Planning Business Messages: Analyzing the Task, Anticipating the Audience. Adapting the Message Organizing and Writing Business Messages: Patterns of organization, Use of Tools such as Mind Maps, Composing the Message- Norms for Business Letters Letters for Different Kinds of Situation: Personalized Standard Letters, Enquiries, Inviting Quotations, Sending Quotations, Placing Orders, Inviting tenders, Claim letters, Customers Complaints, Collection Letters, Sales Promotion Letters- Revising Business Messages: Revising for Clarity. Conciseness and Readability, Proof reading and Evaluating- Letters of application and resume.
III	UNIT III- Business Reports and Proposals: Structure of Reports- Long and Short Reports: Formal and Informal Reports- Writing Research Reports- Technical Reports- Norms for Including Exhibits and Appendices- Writing Business Proposals.
IV	UNIT IV- Conducting Meetings and Interviews: Procedure for Conducting Meetings- Preparing Agenda, Minutes and Resolutions- Conducting Seminars and Conferences- Procedure of Regulating Speech- Evaluating Oral Presentations Drafting Speech- Participating in Debates and Group Discussions- Presentation Skills- Fluency Development Strategies- Attending and Conducting Interviews- Listening.
V	UNIT V- Non-verbal Communication: Personal Appearance- Posture- Body Language- Reading Nonverbal Messages- Use of Charts. Diagrams and Tables- Visual and Audio-visual Aids for Communication.

I YEAR - II SEMESTER

S.No	Paper Code	Subject Title	Hours		Credits	Marks		
			Lect	Lab		CIA	EA	Total
	23PHACT08	Marketing Management	4		4	25	75	100
	23PHACT09	Business Research Methods	4		4	25	75	100
	23PHACT10	Basics of Hotel Operations	4		4	25	75	100
	23PHACT11	Facilities and Design Management	4		4	25	75	100
	23PHACT12	Food Production Management	4		4	25	75	100
	23PHACT13	Food Production Practical		3	3	40	60	100
	23PHACT14	Soft Skill 2* – Computing Skills Practical		2	2	40	60	100
		Total	20	5	25	205	495	700

23PHACT08 MARKETING MANAGEMENT

Unit I

Introduction: Marketing Management Philosophies – What is marketing- The concepts of marketing Marketing and Services – Digital Marketing – Social Media Marketing – Current marketing challenges; Rural Marketing – E-Rural Marketing – International Marketing – Industrial Marketing

Unit II

Strategic Marketing– Marketing Management Process – Analysis of Marketing opportunities, Selecting Target Consumers, developing Marketing Mix Analysis of Macro and Micro environment Marketing Research as an Aid to Marketing, Marketing Research Process – Sales Forecasting –Techniques. Marketing Tactics, The Mix Service and Retail Marketing

Unit III

MIS: Marketing Information Systems- Customer Relationship Management (CRM) Customer Engagement Marketing – Sales force Automation Marketing Analytics

Unit IV

Buyer Behaviour: Factors Influencing Consumer Behaviour – Buying situation– Buying Decision Process – Industrial Buyer Behaviour. Market Segmentation : Targeting and Positioning – Competitive Marketing Strategies. Customer Life Cycle – Customer Life time Value, Product Portfolio Management.

Unit V

Product Policies: Consumer and Industrial Product Decisions, Branding, Packaging and Labelling – New Product Development and Product Life Cycle Strategies, Pricing – Pricing Strategies and approaches, Promotion Decisions: Promotion Mix – Integrated Marketing Communication – Advertising and Sales Promotion - Sales Force Decisions, Selection, Training, Compensation and Control –Publicity and Personal Selling – Distribution Management – Channel Management: Selection, Cooperation and Conflict Management – Vertical, Horizontal and Multi-channel Systems Consumer Protection – Awareness of Consumer Rights in the Market Place.

Reference:

1. Pillai & Baghawathy, Marketing Management, S.Chand , 2010
2. Gupta Prachi, Aggarwal Ashita , et al., Marketing Management: Indian Cases, 1st Edition 2017
3. G.Shainesh Philip Kotler, et..al., Marketing Management; Indian Case Studies included, 16th Edition, Pearson, 2022
4. Warren J. Keegan, Global Marketing Management, 8th Edition, Pearson, 2017.
5. Mullins, Marketing Management: A Strategic Decision Making Approach, 7th Edition, McGraw-Hill, 2010.
6. Philip Kotler and Keven Lane Keller, Marketing Management, 15th Edition

23PHACT09 BUSINESS RESEARCH METHODS

UNIT I:

Research – Meaning and Objectives – Types of Research – Research Process – Research Problem – Selecting the Problem – Research Design – Need and Features of a Good Design – Different Research Designs.

UNIT II:

Sampling Design – Steps in Sampling Design – Types of Sample Designs – Measurement Scales – Tests of Sound Measurement – Important Scaling Techniques – Methods of Data Collection.

UNIT III:

Data Processing – Coding – Editing – Univariate Analysis – Correlation and Regression Analysis - Multivariate Analysis (Theory Only) – Factor Analysis – Cluster Analysis – Discriminate Analysis

UNIT IV:

Testing of Hypothesis – Concepts – Procedure for Hypothesis Testing – Parametric Tests – Z Test – T-Test – Chi-Square Test – F-Test – ANOVA Technique - Non-Parametric Tests – Sign Tests – Kruskal-Wallis Test – Wilcoxon-Mann Whitney Test – Application of SPSS Package.

UNIT V:

Report Writing – Steps in Writing Report – Layout of the Research Report – Types of Reports – Mechanics and Precautions while writing a Research Report – Oral Presentations.

Question Paper Pattern

Proportion of Theory and Problem has to be 60 :40

REFERENCE BOOKS:

1. Business Research Methods, Donald R.Cooper and Pamela S.Schindler, Tata Mc GrawHill.
2. Research Methodology, Methods and Techniques, C.R.Kothari, New Age International Publishes.
3. Research Methods for Business, Umasekaran, John Wiley & Sons.
4. Research Methods, Anthony M.Graziano and Michael L.Raulin, Addison Wesley Longman.
5. Research Methods, Donald H.Burney, Thomson Asia

23PHACT10 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 – checkin 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.

23PHACT11 FACILITIES DESIGN AND MANAGEMENT

UNIT I

Lodging Planning & Design • Development process. • Feasibility Studies. • Space planning • Operational Criteria - Budgeting, Preliminary Scheduling, Site Selection, Site Design. • Hotel Design – Guest rooms, suites, lobbies & lounges, food & beverage outlets, function areas, recreational facilities, back of the house areas. • Life Cycle Costing.

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 • Ceiling, 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.

• Lighting Systems – sources, lighting 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 costs – guestrooms, F & B production & service areas, public areas, etc.

Reference:

1. Hospitality Facilities Management & Design – David M Stipanuk & Harold Hoffman
2. How things work – The Universal Encyclopedia of machines – Vol 1 & 2.
3. Text Book of Hotel Maintenance – MS Swaminathan

23PHACT12 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

23PHACT13 FOOD PRODUCTION - PRACTICAL

Unit I

1. Indian Regional Cuisine-Study of Main Regions: North, South, East & West;. Main Meals & Snacks-Ethnic Eating Traditional Indian Bread & Sweet Meats

Unit II

Indian Regional Cuisine-. Indian Masalas & their characteristics

Breakfast Cookery -Indian – region wise, Western

Unit III

Prepare for food and kitchen activities

International Cuisine: English, Spanish. French. Mexican, Oriental, Italian

Pasta Cookery

Unit IV

Fundamentals of Bakery- Various Ingredients & their use

Cookies – types, methods

Unit V

Cakes – types, methods, decoration, faults

Perform food preparation as per standards

Assist the commi and senior chefs

23PHACT14 Soft Skills II – Computing Skills

Unit I

MS Excel – Basic Functions - Workbook – Building –modifying - navigating; Worksheet – Auto fill copying and moving cells, inserting and deleting rows, printing; Formulas and functions-Troubleshooting formulas, Functions and its forms like database, reference, Databases – creating, sorting filtering and linking.

Unit II

MS Excel Advanced Functions – Vlookup – Hlookup – Charts – Count - Countif – Sum - Sumif – Product – Sum product. Functions: Mathematical - Financial - logic – Text - Statistical

Unit III

MS Access – Components, creating a database and project, import and exporting, customizing; Tables – creating and setting fields; Queries – types, creating, wizards – Reports – creating and layout.

Unit IV

Cloud based apps – Google Drive, Google Sheets, Google Docs, Cloud based apps - Google Forms, Google Slides –Google Cloud Print

References Books

1. Gonda, C. M. (2016) Master of Business Etiquette: The Ultimate Guide to Corporate Etiquette and Soft Skills Embassy Books, First Edition.
2. Mehra, S. K. (2012) Business Etiquette A Guide For The Indian Professional. Noola: HarperCollins
3. Pachter, B. (2013). The Essentials of Business Etiquette: How to Greet, Eat, and Tweet Your Way to Success (1) edition New York: McGraw-Hill Education.
4. Past, K. (2008). Indian Business Etiquette: 1 (First edition). Ahmedabad Jaico Publishing House.
5. Travis, R. (2013). Tech Etiquette: OMG, 2 Edition, RLT Publishing.