

MHM - Master in Hotel Management

First Semester

Sr. No	Course code	Course Title	Hours per week			Total credits	Max Marks				Total Marks
			L	P	T		Theory		Practical		
							Internal Marks	External Marks	Internal Marks	External Marks	
1	16MHM-2101	Fundamental of food production	3	4	-	5 Credit	20	80	20	80	200
2	16MHM-2103	Fundamental of food & beverage Service	3	2	1	5 Credit	20	80	20	80	200
3	16MHM-2105	Front Office	3	2	1	5 Credit	20	80	20	80	200
4	16MHM-2107	Accommodation Operation	3	2	1	5 Credit	20	80	20	80	200
5	16MHM-2109	Tour & Travel Management	4	0	1	5 Credit	20	80	---	---	100
6	16MHM-2111	Airline Operation	4	0	1	5 Credit	20	80	---	---	100
7	16MHM-2113	Hotel Marketing	4	0	1	5 Credit	20	80	---	---	100
Total Hour/ credits			24	10	6	35 credits					1100

Note:

- All courses are core courses.

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 Chairman
 Department of Hospitality &
 Hotel Administration
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 Anandpur Kanan (Sonapat)

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Second Semester

Sr. No	Course code	Course Title	Hours per week			Total credits	Max Marks				
			L	P	T		Theory		Practical		
							Internal Marks	External Marks	Internal Marks	External Marks	Total Marks
1	16MHM-2102	Fundamental of food production	3	4	-	5 credits	20	80	20	80	200
2	16MHM-2104	Fundamental of food & beverage Service	3	2	1	5 credits	20	80	20	80	200
3	16MHM-2106	Front Office	3	2	1	5 credits	20	80	20	80	200
4	16MHM-2108	Accommodation Operation	3	2	1	5 credits	20	80	20	80	200
5	16MHM-2110	Research Methodology	4	0	1	5 credits	20	80	---	---	100
6	16MHM-2112	Human Resource Management in Hotel Industry	4	0	1	5 credits	20	80	---	---	100
7		Open elective under CBCS	4	0	0	4 credits	20	80	---	---	100
Total Hour/ credits			24	10	5	34 credits					1100

Note:

- Open Elective Under CBCS” means students will opt one course as an open elective from the pool of open elective courses to be decided by the University CBCS Board.
- All courses are core courses.
- The topic of project shall be assigned one week before the commencement of 2nd sem. examination.

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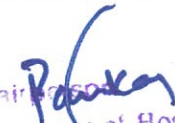
Third Semester

Sr No	Course code	Course Title	Hours per week			Total credits	Max Marks				
			L	P	T		Theory		Practical		
							Internal Marks	External Marks	Internal Marks	External Marks	Total Marks
1	16MHM-2201	Advance food production	3	4	-	5 credits	20	80	20	80	200
2	16MHM-2203	Advance food & beverage Service	3	2	1	5 credits	20	80	20	80	200
3	16MHM-2205	Advance Front Office Management	3	2	1	5 credits	20	80	20	80	200
4	16MHM-2207	Advance Accommodation Management	3	2	1	5 credits	20	80	20	80	200
5	16MHM-2209	Hotel French	4	0	1	5 credits	20	80	---	---	100
6	16MHM-2211	Customer Relationship Management	4	0	1	5 credits	20	80	---	---	100
7		Open elective under CBCS	4	0	0	4 credits	20	80	---	---	100
Total Hour/ credits			24	10	5	34 credits					1100

Note:

- Open Elective Under CBCS” means students will opt one course as an open elective from the pool of open elective courses to be decided by the University CBCS Board.
- All courses are core courses.

July


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Fourth Semester

Sr No	Course code	Course Title	Credit	Max Marks		
				Training Report	Viva Voce	Total Marks
1	16MHM-2202	Training Report (4 Operational areas) & Viva -Voce	30	400	400	800
2	16MHM-2204	Project Report & Viva-Voce	5	150	150	300
Total Hour/ credits			35			1100

Consolidated Programme Details:

Sr no.	Semester	Total Credit	Total marks
1	1 st	35	1100
2	2 nd	34	1100
3	3 rd	34	1100
4	4 th	35	1100
Total Hours/Credit			4400

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MHM- Master in Hotel Management

First Semester

Fundamental of Food Production - 16MHM-2101

External Marks: 80

Internal Marks: 20

Time: 3 Hour

UNIT-I Introduction to Professional Cookery

Culinary History and Origin of modern cookery practices.

Aims and objectives of cooking

Mis-en-Place and methods of mixing (Beating, Blending, Rubbing, Creaming, Folding, Stirring, Rolling)

Texture-faults and remedies.

Essentials of Continental food preparation

Essentials of Indian food preparations

UNIT –II METHODS OF COOKING

Various Methods of cooking (Moist, Dry, Frying, microwave cooking)

Microwave cooking advantage & Disadvantage

Effect of cooking on food items & nutrients,

Care & Precautions to be taken.

UNIT-III KITCHEN ORGANIZATION & MANAGEMENT

Kitchen Management: Kitchen Management Skills,

Personal Hygiene, Safety procedures to be followed in Kitchen.

Kitchen organization- brigade

Liaison of kitchen with other departments.

Duties of kitchen staff/functions of various sections of kitchen,

Kitchen equipment and tools/cleaning and maintenance.

UNIT-IV KITCHEN COMMODITIES

Raw materials-introduction, Classification and uses according to their functions.

Purchasing Specification for Food & Beverage, Principle of Food storage.

Extensive study of Kitchen ingredients and various characters of Vegetables, Fruits, Egg, Rice, Pulses, Cereal, salt, sweetening agent, fats & oils, raising & leavening agents, Milk, composition of milk and storage, types of milk, cream,

Practical :

It is recommended that demonstrations be conducted in the initial stages to make the students familiar with the following:

1. Use of Tools
2. Introduction to various commodities (Physical characteristics, weight & volume, conversion, yield testing, etc)
3. Mis-en place & Methods of cooking
4. Basic Stocks
5. Demonstration & Preparation of Basic Mother Sauces and derivatives of each
6. Preparation of basic Soups
7. Cuts of vegetables, pulses and legumes.
8. Menu planning : Continental menu & accompanying dishes and sauces

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Suggested Readings:

- Theory of Cookery By K Arora, Publisher: Frank Brothers
- Bakery & Confectionery By S. C Dubey, Publisher: Society of Indian Bakers
- The Professional Chef (4th Edition) By Le Rol A.Polsom
- Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Theory of Catering By Kinton & Cessarani
- Practical Professional Cookery By Kauffman & Cracknell
- Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
- Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli
- Professional Cooking By Wayne Gisslen, Publisher Le Cordon Bleu
- Cooking Essentials for the New Professional Chef
- The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC

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Sonapat Kalan (Sonapat)

Fundamental of Food & Beverage Service- 16MHM-2103

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit – 1

F&B Services: –Introduction, Importance, Function, Sections Classification of catering establishment- commercial and non-commercial, Departmental Organization & Staffing – Organization Structure of F&B Services in different types of Hotels. Job Descriptions and Jobspecifications of different F&B service positions, attributes of F&B personnel.

Unit- 2

Food & Beverage Service equipments: Introduction, Classification and features. Types of food Service Methods: Table Service Silver/English, Family, American, Butler/French, Russian, Self Service- Buffet & Cafeteria, Specialized Service- Gueridon, Tray, Trolley, Lounge, Room, etc., Single Point Service- Take Away Vending, Kiosks, Food Courts & Bars (Brief Overview), Restaurant –Introduction, types, functioning, order taking and serving food, controlling

Unit 3

Menu: Introduction, Types- Ala Carte & Table D'hote, Menu Planning, considerations and constraints, Menu Terms, Menu Design, Classical French Menu, Table Cheeses: Introduction, Types, Service, Storage

Unit-4

Room Service: Introduction, Cycle of Service, Forms & formats, order taking, breakfast cards, order taking to clearance, Billing Methods, KOTs & BOT's,

Practical:

ACTUAL SERVICE PRACTICAL

- a) English/ Silver Service.
- b) Pre-plated service
- c) Taking the order
- d) Taking restaurant reservations/ Bookings
- e) Receiving & Seating guests.
- f) Setting Room Service tray for different meals
- g) Laying the table covers.
- h) Napkin folding (10 folds)

Suggested Readings:

Text book of Food & Beverage Service By S.N. Bagchi & Anita Sharma – Aman Publication
Food & Beverage Service by Anil sagar & Deepak Gaur- A.P.H. Publishing Corporation
Food & Beverage Service By Vijay Dhawan- Frank Bros. & Co.
Food & Beverage Service Training Manual By Sudhir Andrews – Tata Mc-Graw Hill Publishing Co. Ltd
Food & Beverage Service By Dennis Lillicrap – John Cousins

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Unit- I Introduction to Front Office

Layout of the front office, Different section of the front office and their Importance, Qualities of Front Office staff. Organizational set-up of Front office Department in small, medium and large hotels. Job description and Job specification of different front office personnel.

Unit- II Basic Information for Front Desk Agents

Different types of rooms. Food plan, Basis of charging a guest. Tariff and tariff fixation, Terms used at Front Desk.

Unit-III Reservation

Sources & Modes of Reservation, Types of Reservation, Systems of Reservation Amendments and cancellations procedures, Group reservation, overbooking. Modes of Payments- Advantages and Disadvantages

Unit-IV Registration

Pre-registration activities, Methods of registration, Room & rates assignment, Handling registration of Foreigners, Room change procedure. Telephonic etiquettes/ manners.

Practical:

Appraisal of Front Office Equipments and Furniture (Rack, counter, Bell Desk)

Filling up of Various Performa

Welcoming of Guests

Telephone Handling

Role play:

Reservations

Arrivals & Departure

Luggage handling

Message and Mail Handling

Paging

HMS Training

Suggested Reading:

Front office management in hotel, Chkravarti B.K., CBS publishers and distributors, 1999.

Front office: procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth- Heinemann.

Bhatnagar S, K., Front Office Management, Frank Brothers & Co.

Bardi James, Front Office Operations □ Front office, Elsevier publications

Principles of hotel front office operations, Baker Sue, Huyton

Jeremy, Bradley Pam, London and New York: Continuum, 2000.

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Accommodation Operation – 16MHM- 2107

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit-1

Housekeeping – The concept, its aims and importance and its scope in Lodging Industry. Personality traits of housekeeping personnel . Organization of Housekeeping Department of different type of Hotels,

Duties and responsibilities of the housekeeping personnel. Layout of the housekeeping department. Sections of Housekeeping department- Importance and their functions. Intra- & Inter-departmental coordination

Unit-2

Basic cleaning agent, selection criteria, their uses and control measures. Cleaning- Types, equipments required, maintenance of equipment & storage. Daily, periodic & spring cleaning procedure. Care and Cleaning of Different Surfaces: Metal, Glass, Leather, Rexene, Ceramic, Wood, Wall and floor covering, Stain Removal.

Unit-3

Public Area cleaning (Lobby, Cloak rooms/ Restaurant/bar/banquet Halls/Administration offices/Lifts and Elevators/Staircase/back areas/Front areas/ Corridor) - Cleaning process, Cleaning and upkeep of Public areas. Housekeeping supplies and amenities: types, control Cleaning procedure of guest rooms. Room Checklist and its procedure

Unit-4

Lost & Found procedures and records, Safety and security procedures. Accidents prevention procedures, Keys: Type of keys & Key Control, Hotel Bed: Types of Beds & Mattresses, Turn down Service, Systems & procedures involved, Forms and Formats.

Practical

Rooms layout and standard supplies. (Amenities)Identification of cleaning equipments both manual and Mechanical. Use of different Brushes, brooms, mops, identification of cleaning agents. Maids Trolley: Set Up, Stocking and usage. Bed making: Identifying of linen. Step by step procedure for making bed/ Turn down service.

Cleaning guestrooms (Vacant occupied, departure), placing/ replacing guest supplies and soiled linen. Cleaning of different surfaces e.g. windows, tabletops, picture frames under beds, on carpet, metal surfaces, tiles, marble and granite tops.

Suggested Readings:

Hotel and Catering Studies – Ursula Jones

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).

Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.

Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.

House Craft – Valerie Paul

House Keeping Management - Matt A. Casado; Wiley Publications

Housekeeping and Front Office – Jones

Housekeeping Management – Margaret M. Leappa & Aleta Nitschke

In House Management by A.K. Bhatiya.

Key of House Keeping by Dr. Lal

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Commercial Housekeeping & Maintenance – Stanley Thornes
Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burstein, Publisher: CRC
Managing Housekeeping Custodial Operation – Edwin B. Feldman
Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
Professional Management of Housekeeping Operations (II Edn.)- Robert J. Martin & Thomas J.A. Jones, Wiley Publications
Safety and Security for Woman Who Travel By Sheila Swan & Peter Laufer Publisher: Traveler's Tales
Security Operations By Robert McCrie, Publisher: Butterworth- Heinemann
The Professional Housekeeper – Tucker Schneider, ; Wiley Publications

July

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TOUR & TRAVEL MANAGEMENT – 16MHM-2109

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit I:

Tourism: Meaning, nature & scope. Types elements & components, Travel Agencies & Tour Operation.

Unit II:

Elements of Tour: Segments of Tourism Industry. Major functions of a Travel Agency. Tourism Accommodations, Hotel Plans: Supplementary Accommodations: Palace Hotels: Heritage Hotels: Tourism Planning

Unit III:

Travel : Air : Rail : Road : Sea : Indian Airlines Indian Railways : Costing of Tours : Inland & Outbound : Pilgrimage Tours : Domestic and International Tours

Unit IV:

Tour Operations :Organization : Types and Functions : Tour Planning : Itineraries : Basics of a Good Itinerary : Tour promotion : Tour handling / Actual operations: Tour operator recognition: IATO Approvals of Travel Agency : Tour Operators, Transport Operators.

References:

1. Introduction to Hospitality-John R. Walker
2. Front Office Training Manual- Sudhir Andrews (Tata McGraw Hill).
3. Managing Front Office Operations – Kasavana& Brooks
4. Tourism and the hospitality Industries, Joseph D. Fridgen.
5. Tourism Development:Principles and Practics A.K. Bhatia Sterling Publishers, Delhi.
6. Tourism Development and its impact, S.P. Bansal, ShriSaiPrintographers. Publisher : NRI Publication New Delhi.

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HOTEL MARKETING 16MHM-2113

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit-I

Understanding Marketing

Concept of marketing

Distinctive aspects of service marketing; Product marketing and Hotel Marketing

Strategies for Hotel Marketing: Marketing Mix – 7P's Framework

Unit-II

Marketing strategies

Product Designing and managing; New Products Development; Product life cycle strategies;

Marketing segmentation and market targeting

Product positioning

Unit-III

Marketing Communications

Communication/Promotion functions of marketing

Advertising – meaning and Types; media and advertising approaches

Public relations- Functions and Tools

Sales Promotions: Objectives and Tools Personal selling- Essentials of Personal Selling;

Qualities of sales person

Direct Marketing-Telemarketing Relationship Marketing.

Unit-IV

Pricing-Considerations, Approaches and strategy

Distribution- Marketing Intermediaries, Channel Design and Channel Management Decisions

Process of services delivery & its management

References :

- Kotler Philip, Bowen John and Makens James "Marketing for Hospitality & Tourism, Pearson Education 2004
- Lovelock Christopher, Wirtz Jochen- Services Marketing, Pearson Education 2004
- Alan Jefferson & Leonard Lickorish, Marketing Tourism"
- American Marketing Association, Journal of Marketing (Quarterly).
- Andrew Vladimir, a Complete Travel Marketing Handbook NTC, Business Books, Illinois, 1975
- Ashworth, Gregory and Brian G.(ed) Marketing Tourism Places, Rutledge, London, 1990.
- Braden, P.V. and Wiener, L., Tourism Marketing and Management Issues, George, Washington University, 1980.
- Marketing Decision Prentice Hall 1978
- Holloway, J.C. and Plant R.V., Marketing for Tourism, Pitman Publishing, London, 1980.
- King, Brian and Geoff, Hyde, Tourism Marketing in Australia.

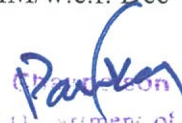
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Ordinance, Scheme, Syllabus/DHM/MHM/w.e.f. Dec- 2017 Onwards

July

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Business Studies
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Mumbai, India (Sonepat)

- Kotler, Philip, Marketing for Non-Profit Organisation Prentice Hall New Jersey, 1975.
- Luther, W.M., the Marketing Plan: How to Prepare and Implement Ann. Com, New York, 1975.



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Fundamental Food Production-16MHM- 2102

External Marks: 80

Internal Marks: 20

Time: 3 Hour

UNIT – I Kitchen Layout:

Types of Kitchen, General Planning & Layout of Food Production outlets in a five star Hotel, Layout of Receiving area, Storage area, Service & Wash up area.

UNIT - II Commodities

Purchasing-selection-storage and uses.

Cereals and pulses- kinds and their uses.

Egg cookery- structure and uses of egg.

Fats and oils-saturated and unsaturated fats, hydrogenation of fats, clarification of fats, smoking point, effect of heat on oil and fats.

Butter, oil, lard, suet, tallow, bread spread Condiments and spices, Sugar-types

Unit-III Bread making

Role of Flour, Yeast in bread making, Leavening action of yeast , Types of yeast and ideal condition for yeast, Effect of salt and sugar on yeast.

Methods of Bread Making, Types of dough ,Faults in making, Factors affecting quality of flour.

Role of egg, fat, milk, salt, leavening agents in bakery products.

Unit-IV Meat, Poultry, Game & Fish

Extensive study of Kitchen ingredients and various characters Meat, Poultry, Game, Fish, Different cuts. Lamb & Poultry - selection, cuts and their uses.

Meat- structure, composition, classification, buying points, food value, storage, cutting, deboning , trussing & stuffing

Fish-Classification, selection, storage, cuts & uses, seafood and shellfish

Practicals:

1. Preparation of simple dishes of Continental Menu along with Soup, main course & desserts.
2. Preparation of 4-5 three course Indian Regional Menus
3. Preparation of basic Salads & Hors d' Oeuvre'
4. Preparation of varieties of sandwiches & canapés

References :

- Theory of Cookery- K Arora, Publisher: Frank Brothers
- 2) Bakery & Confectionery- S. C Dubey, Society of Indian Bakers
- 3) The Professional Chef (4th Edition), Le Rol A.Polsom
- 4) Modern Cookery (Vol-I) Philip E. Thangam, Orient Longman
- 5) Practical Cookery – Kinton & Cessarani
- 6) Theory of Catering - Kinton & Cessarani
- 7) Practical Professional Cookery – Kauffman & Cracknell
- 8) The Professional Chef (4th Edition), Le Rol A.Polsom

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- 9) Larder Chef – M.J.Leto & W.H.K. Bode, Publisher: Butterworth Heinemann
- 10) Professional Charcuterie By John Kinsella & David T Harvey
- 11) The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC

July

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Fundamental of Food & Beverage Service- 16MHM-2104

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit-1

Bar: Introduction, Types, Layout, Equipments Used, Control Methods & Licenses, Manpower for Bar, Bar Menus.

Unit-2

Non Alcoholic Beverages: Introduction, Types and classification, Tea, Coffee, Others
Alcoholic Beverages: (A brief overview), Wines, Types & Classification, Service & Storage

Unit-3

Beers: Introduction, Production, Types and Popular Brands, Indian and International. Service

Unit-4

Banquet Operations: Introduction, Organizational Structure, Buffet: Introduction, Types, Equipments Used, menu planning. Types of Function, Booking Procedure, Seating Arrangements.

Practical

- 01 Service of Alcoholic Beverages: - Wines, Spirits.
- 02 Opening & closing of wines corks (Champagne, Red & White wines)
03. Service of Spirits & Liqueurs
04. Bar setup and operations
05. Cocktail Mocktail Preparation, presentation and service
06. Conducting Briefing/De-Briefing for F & B outlets
07. Service of Beer, Sake and Other Fermented & Brewed Beverages.
08. Service of Sparkling, Aromatized, Fortified, Still Wines.
09. Set up a table with Prepared Menu with wines.

Suggested Reading:

- Food & Beverage Service - Dennis R. Lillicrap. & John .A. Cousins. Publisher: ELBS
- Food & Beverage Service Management- Brian Varghese
- Food & Beverage Service Training Manual - Sudhir Andrews, Tata McGraw Hill. Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F& B Service- Brown, Heppner & Deegan
- Menu Planning- Jaska Kivela, Hospitality Press
- Modern Restaurant Service – John Fuller, Hutchinson
- Professional Food & Beverage Service Management - Brian Varghese
- The Restaurant (From Concept to Operation)
- The Waiter Handbook By Graham Brown, Publisher: Global Books & Subscription Services New Delhi

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Unit- I Guest Accounting

Types of Accounts maintained at the front office, Front office cashiering, Guest check out procedures, Express check out (ECO), and handling foreign exchange.

Unit-II Night Auditing, Control of cash & credit

Concept of Night Auditing, Purpose of night audit function, Night auditor's Job
Night audit process/ procedures, preparing the night auditor reports
Concept of cash & credit control, Objectives of credit control measures, Credit control- before arrival, during stay & after departure

Unit-III Yield management

Concept of yield management, Objectives & benefits of yield management, Tools & strategies of yield management.

Unit-IV Role of Front office in hotel security.

Security Programme- Concept, developing a programme. Key control.
Handling emergency situations.

Practical:

Billing Functions: Manual and Computerized
Skill to handle guest departure
Handling emergency situations
Handling foreign exchange
Property Management System

Suggested Reading:

- Professional Front Office, Sue Baker, Pearson publications
- Hotel Front Office, Tewari, Oxford Publications
- Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
- Bhatnagar S, K., Front Office Management, Frank Brothers & Co. □ Bardi James, Front Office Operations
- Front office, Elsevier publications
- Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.

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Unit-1

Housekeeping Supervision: Importance of inspection, Check-list for inspection, typical areas usually neglected where special attention is required, Self-supervision techniques for cleaning staff, Degree of discretion / delegation to cleaning staff.

Unit-2

Linen: Selection of linen, Types of Linen, sizes and Linen exchange procedure, Layout , Storage Facilities and conditions, Linen Inventory system, Par stock: Factors affecting par stock, calculation of par stock, Discard Management, , types of Uniform, Importance, characteristics, selection, par stock

Unit-3

Interior Decoration:- Importance, Definition & Types, Classification, Principles of Design: Harmony, Rhythm, Balance, Proportion, Emphasis, Elements of Design: Line, Form, Colors, Texture. Colours: Color Wheel, Importance & Characteristics, Classification of colors, Color Schemes. Floor Coverings & Finishing, Ceilings & their Maintenance, Wall Coverings, Windows, Lighting: Classification, Types & Importance, Applications, Furniture Arrangements: Principles, Types of joints, Selection.

Unit-4

Laundry Management: In-house Laundry vis contract Laundry: merits & demerits, Layout, Laundry Flow process, Equipment (Washing machine, Hydro extractor, Tumbler, Calendar/Flat work Iron, Hot head/Steam press, Cooler press, Pressing tables), Stains and Stain removal, Laundry detergents

Practical:

1. Laundry equipment handling
2. Laundry operations
3. Handling different types of fabrics in manual & mechanical laundry
4. Special decorations
5. Stain Removal: Different types of stains to be removed by hand using different chemicals.
6. Flower Arrangements

Suggested Reading:

Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson Hotel and Catering Studies – Ursula Jones

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).

Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill. House Craft – Valerie Paul

House Keeping Management by Dr. D.K. Agarwal .House Keeping Management for Hotels, Rosemary Hurst, Heinemann

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Unit-I

Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. Research methodology: meaning and procedural guidelines. Literature review – Meaning, Importance and sources of literature

Unit-II

Research design- Meaning of research design; need for research design; features of a good Research design; different research designs. Sampling design: the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit-III

Measurement and scaling techniques- Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales. Collection of Data- nature, sources of data; methods of data collection.

Unit-IV

Processing of data: Classification and Tabulation, Interpretation of data Report writing-meaning functions; types of research report; significance of report writing report.

Suggested Reading:

1. Research Methodology (Pearson Publication) by Ranjit Kumar
2. Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
3. Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
4. Research Methodology (New Age Publishers) by C.R. Kothari
5. Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

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HUMAN RESOURCE MANAGEMENT IN HOTEL INDUSTRY-16MHM-2112

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit-I

HRM-Concept, Objectives and functions. Role of HR Practitioners; HR Policies, Recent trends in HRM in Hotel industry, Impact of globalization on HRM; Role of HRM in Hotels sector.

Job Analysis and design-meaning, process and methods; Job description of major position in a star hotel.

Unit-II

Methods of Manpower search, HR Planning, Recruitment and Selection-Attracting and Selecting HR for deferent levels, Tests, Interviews and final placement. Training in hotel industry-need and importance, Methods of training. Career and Succession Planning in hotel industry.

Unit-III

Performance appraisal –meaning needs and importance; techniques of performance appraisal in hotel industry.

Compensation-Aims, & components, Factors determining pay rates: Establishing pay rates; Job Evaluation; Pay for performance; Employee benefits & services.

Unit-IV

Industrial Relations: Trade unions, Industrial disputes and settlements, Grievances handing. Disciplinary procedures, Suspension, Dismissal, Retrenchment Separation, VRS, Health and safety measure in hotel industry; Employee Participation & empowerment in hotel industry.

SUGGESTED READINGS:

- 1.Dressler, Gary Human Resource Management. Pearson ducation Asia, ND
- 2.Rao, VSP, Human Resource Management –Text &Cas. s. Exeel Book, ND
- 3.Ramaswamy E Managing Human Resources Oxford University Prss, ND
- 4.John, Human Resource Management Irwin/MGH
- 5.Casio Wayne F. Managing Human Resource. MGH. ND
- 6.SubbaRao, Essentials of Human Resource Management & industrial relations Text,Cases & Games. Himalaya Publishing House.
- 7.Mondy R. W., Noe R.M Premeaux S and Mondy J.B., Human resource Management,PHI.
- 8.Aswthppa, Human Resurce Management. TMH. ND

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Jawahar Education Society
Wavidiyalave

Third Semester
Advance Food Production - 16MHM- 2201

External Marks: 80

Internal Marks: 20

Time: 3 Hour

UNIT-I Eastern and Western Cuisine:

Gujarati, Rajasthani, Goan, Maharastra, Bengal, History, methodology, Equipment, and culinary terms.

UNIT-II Northern cuisine

Moghlai, Avadh (including Dum-pukht), Punjabi, Kashmiri - history, methodology, equipment, culinary terms Tandoor, Types of Tandoor-Make, size of Tandoor fixing, preparing-Indian Breads Indian Breakfast Items

UNIT-III South Indian Cuisine

Hyderabadi, Andhra, Tamilanadu, Chettinad. Equipment and culinary terms.

UNIT-IV Pickles /Preserves & sweets

Pickles, Chutneys, Murabbas, Indian sweets, Milk Base, Flour Base, Cereal & Vegetable Base, Paneer, Chenna, Chakka, Khoya-Cooking of Indian sweets-culinary terms.

Practical's

1. Preparation of basic gravies and commonly used Indian Masala.
2. Regional Cuisines of India – Covering various States of India.
3. Preparation of simple Indian Desserts.

REFERENCES

- Quantity Food P[roduction, Planning & Management, Third Edition By John B Knight Publisher Woley & Sons
- A Historical Companion Indian Food By KT Achaya Published by Oxford Press
- Taste of India By Madhur Jafery
- Prasad Cooking with Indian Masters By Prasad, Allied Publisers Pvt Limited
- Professional Chef, The Culinary Institute of America Published By John Wiley & Sons Inc
- Professional Baking 4th Edition By Wayne Gisslen: John Wiley & Sons Inc
- The Professional Pastry Chef, Fourth Edition By Bo Friberg Publisher: Wiley & Sons INC

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Advance Food & Beverage Service - 16MHM-2203

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit 1

Wines: Wine Definition, History of wine, Development and Expansion of wine trade. Grapes wines/Viticulture, Grape varieties, Classification of Wines, Stages in Wine Making/Vinification. Wine Producing Countries.

Unit 2

Wines Equipment and Service: Types of Glassware, Equipment for service of Wine, Service of Wines. Pre and Post Meal Drink, Liqueurs, Types of Liqueurs, Making of Liqueurs Service of Liqueurs.

Unit 3

Spirits: Spirits Introduction and Definition-Post still and Patent Still, Brandy, Whisky, Rum, Gin, Vodka. Tequila, Beer, History, Manufacture, Types of Beer, Service of Beer, Storage of Beer, Ethnic Beverages of the world. Alcoholic Content with Reference to Proof Spirit. Matching food and Beverages.

Unit 4

Cocktails: Mixed Drinks. Classification of Mixed Drinks, Making Cocktails, Whisk(e)y based Cocktails. Gin based Cocktails, Brandy based Cocktails, Rum based Cocktails, Vodka based Cocktails, Wine based Cocktails, Tequila based Cocktail.

Practical

Preparation of different Mocktail.

Suggested Reading:

- Food & Beverage Service - Dennis R. Lillicrap. & John .A. Cousins. Publisher:ELBS
- Food & Beverage Service Management- Brian Varghese
- Food & Beverage Service Training Manual - Sudhir Andrews, Tata McGrawHill. Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F& B Service- Brown, Heppner & Deegan
- Menu Planning- Jaksakivela, Hospitality Press
- Modern Restaurant Service – John Fuller, Hutchinson
- Professional Food & Beverage Service Management -Brian Varghese
- The Restaurant (From Concept to Operation)
- The Waiter Handbook ByGrahm Brown, Publisher: Global Books & Subscription Services New Delhi

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Advance Front Office Management- 16MHM-2205

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit- I

Hotel Distribution System:

Online Travel Agency (OTA), Global Distribution system (GDS),
Central Reservation system (CRS).

Unit-II

Computers in Hotels:

Property Management System (PMS) used in hotel industry: various modules related to Reservations, Registration, Cashiering, Telephones, Guest History, Various reports generated in the Front Office and their purpose.

Unit-III

Rooms Division Management:

Room Occupancy report.
Front Office Cashier Report
Guest In-House Report o Expected Arrival Report
Expected Departure Report
Occupancy Forecasting Reports.

Unit -IV

HR Practices in Front Office:

Recruitment, selection, hiring, orientation, training, performance appraisal, job analysis.

PRACTICAL:

Property Management System
Night Auditing
Reservation by OTA, CRS, GDS

Suggested Reading:

- Professional Front Office, Sue Baker, Pearson publications
- Hotel Front Office, Tewari, Oxford Publications
- Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
- Bhatnagar S, K., Front Office Management, Frank Brothers & Co. □ Bardi James, Front Office Operations
- Front office, Elsevier publications
- Principles of hotel front office operations, Baker Sue, HuytonJeremy, Bradley Pam, London and New York: Continuum, 2000.

July

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Advance Accommodation Management- 16MHM-2207

External Marks: 80

Internal Marks: 20

Time: 3 Hour

Unit -I

Carpets Cleaning:

Types of carpet & Advantages and care of carpets, Carpet cleaning. Types & Styles of flower Arrangement, equipment used in flower Arrangement in hotel industry.

Unity-II

Desk Control:

Desk control operations, importance of Desk control, Duties & responsibility of Desk control operator. Register and forms maintained in H/K & Formats of Registers and reports.

Unit-III

Pest control:

Classification of pests, control measures, integrated pest management, importance of pest control in hotel industry. Methods of pest control.

Unit -IV

Managing housekeeping personnel:

Recruitment, selection, hiring, orientation, training, performance appraisal, job analysis.

Practicals:

Team cleaning, calculating staff strength, training schedule of employees, pest control operation.

Records & registers.

Suggested Readings:

Hotel and Catering Studies – Ursula Jones

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).

Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.

Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.

House Craft – Valerie Paul

House Keeping Management - Matt A. Casado; Wiley Publications

Housekeeping and Front Office – Jones

Housekeeping Management – Margaret M. Leappa&AletaNitschke

In House Management by A.K. Bhatiya.

Key of House Keeping by Dr. Lal

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Hotel French- 16MHM-2209

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

Unit-1

Vocabulary & written expression: Les accents, les salutations.

Grammar : Les pronoms sujets, les verbes être et avoir, les jours de la semaine.

Oral / Situation: to be given by concerned teacher.

Unit-2

Vocabulary & written expression : Se présenter, les nombres cardinaux, Les mois de l'année.

Grammar : Les verbes du premier groupe, l'article indéfini.

Oral / Situation: Présentez-vous.

Unit-3

Vocabulary & written expression: Présenter quelqu' un, L'expression de temps.

Grammar: Les verbes du deuxième groupe, l'article défini, Pluriel des noms

Oral / Situation: Présentez votre ami(e), votre famille.

Unit-4

Vocabulary & written expressions: Demander l'identité d'un objet ou personne, les verbes aller et venir.

Grammar: Négation, L'interrogation << Qu'est- ce que c'est?>> ; <<Qui est-ce?>>; Féminin et pluriel des adjectifs.

Oral / Situation: Décrivez votre personnalité et votre ville.

Simple translation and Comprehension based on simple text.

Practical

- Role-playing of different situations
- Understanding questions
- Conversation
- Picture composition

Suggested Readings:

1. Larousse compact Dictionary: French-English/ English-French
2. Conjugaison - Le Robert & Nathan
3. Larousse French Grammar
4. Grammaire Collection "Le Nouvel Entraînez vous" level debutant
5. Parlez à l'hôtel by A. Talukdar
6. A Votre Service I
7. French for Hotel and Tourism Industry by S.Bhattacharya

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Unit-I

Concepts and Context of CRM

Concepts, Nature, Importance of CRM in hospitality, Concepts of customer life cycle. The business environment of CRM: Legal, ethical, economic, competitive and social.

Unit-II

Key Concepts of CRM

Customer satisfaction loyalty, customer defection, word-of-mouth; closed loop marketing and touch point analysis, data mining and modeling, customer lifetime value benefits and difficulties in developing and implementing CRM.

Unit-III

Managing Customer Relationships

Building customers relationship management customer acquisition and requisites for effective acquisition customer adoption and customer retention, Preventing and dealing with customer inactivity and customer defection, customers win back strategies.

Unit-IV

Developing CRM Strategy

Customer Interaction Management (CIM): Concepts, Routes to Customer Interaction Management, Factors influencing customers Interaction Management, Electronic Data Interchange, Specific skills for customer interaction Management. Face-to-face, telephone, Post/email, internet, cell Center: Objectives of a Call Center: Features and Functions of Call Centre; Call Centre Planning and Income Calls Management Institute Key.

References:

1. Handbook of CRM : Achieving in Customer Management by Adrian Payne.
2. Customer Relationship Management by Kristin Anderson Carol Kerr
3. Marketing Insights from A to Z 80 Concepts Every Manager needs to know by PhilpKotler
4. CRM at Speed of Light, Third Edition: Essential Customer Strategies for the 21st Century by Pual Greenberg

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Fourth Semester

Industrial Training MHM- 401

Sr. no.	Course code	Course title	Credit	Max Marks		
				Training Report	Viva Voce	Total Marks
1	16MHM-2202	TRAINING REPORT & Viva Voce	35	400	400	800
2	16MHM-2204	Project Report & Viva Voce		150	150	300
		Total	35			1100

Duration of Exposure: 20 weeks

Training Schedule:

IV Semester the exposure shall be in various departments of a Hotel/ Hospitality Unit

All trainees must ensure that the log books and appraisals are signed by the departmental/sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a selected panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. (Refer to What to Observe Sheets for more details.)

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook;
2. A copy of the training certificate.
3. Training Report
4. PowerPoint presentation on a CD, based on the training report.
5. Attendance sheet.

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CBCS-01 – THE GREAT INDIAN CUISINE

External Marks: 60
External Practical: 20
Internal practical: 20
Time: 3 Hrs

Objectives:

This course aims to acquaint the learners with the Great Indian cuisine, the food philosophy and regional cuisines of India. Students shall learn and develop traditional and contemporary Indian food production skills in the laboratory, supplemented with theoretical inputs. Learners shall be exposed to the Indian cooking methods and techniques; the use and care of equipments; masalas, pastes, gravies and ingredients along with their roles in various areas of professional kitchen.

Unit I

Indian Cooking

Introduction, Philosophy of Indian Food, The great Indian Cuisine – Key features, Regional Influence on Indian Food, Popular Food of India (At least one simple three course menu from each region of India, North, East, south, West and Central India: its salient features and cooking).

Unit II

Condiments, Herbs and Spices Used in Indian Cuisine: Introduction, Condiments, Herbs and Spices used in Indian Cuisine (Allspice, Ajwain, Aniseed, Asafoetida, Bay leaf, Cardamom, Cinnamon, Cloves, Coriander seeds, Cumin, Chilli, Fenugreek, Mace, Nutmeg, Mustard, Pepper, Poppy Seeds, Saffron, Tamarind, Turmeric, Celery, Curry Leaf, Marjoram, Pomegranate Seeds, Stone Flowers, Basil, Betel Root, Black Salt, Red Chilli, Rock Salt) Various ways of using spices, their storage and usage tips.

Unit III

Masalas, Pastes and Gravies in Indian cooking: Masalas and Pastes: Introduction, Types, Blending of Spices, Concept of Dry and Wet Masalas, Pastes used in Indian Cooking, Purchasing, Storing Considerations. Basic Indian Gravies: Introduction, Gravies and Curries, Regional Gravies, Gravy Preparations. Knowledge about Souring Agents, Colouring Agents, Thickening Agents, Tendering Agents, Flavouring and Aromatic Agents, Spicing Agents in Indian Kitchens

Unit IV

Regional Cuisines of India: Cuisines of Kashmir, Punjab, Haryana, Rajasthan, Maharashtra & Awadh: Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialities during Festivals and Other Occasions, Community Foods.

Practical:

1. Understanding Indian Cooking and Preparation of simple popular foods of India (At least one simple three course menu from each region of India, North, East, South, West and Central India its salient features and cooking).
2. Condiments, Herbs & Spices in Indian Kitchen – Do's & Don't's
3. Understanding Preparations of Masalas, Pastes and Gravies in Indian Kitchen
Preparation of:
 - (i) Makhni Gravy
 - (ii) Green Gravy
 - (iii) White Gravy

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- (iv) Lababdar Gravy
- (v) Kadhai Gravy
- (vi) Achari Gravy
- (vii) Malai Kofta Gravy
- (viii) Yakhni Gravy
- (ix) Yellow Gravy
- (x) Korma Gravy

- Two Menus about 3-5 dishes per menu per state in context with theory syllabus

Note: For focused inputs Regional Theme Lunches/ Festivals may be organised as a part of activity based learning. .

Suggested Readings:

- Quantity Food Production Op. and Indian Cuisine – Parvinder S Bali, Oxford University Press
- A Taste of India By Madhur Jafferey - John Wiley & Sons
- Food of Haryana: The Great Chutneys – Dr Ashish Dahiya, University Press, MDU
- Indian Gastronomy – Manjit Gill, DK Publishers
- Food of Haryana: The Great Desserts – Dr Ashish Dahiya, University Press, MDU
- Punjabi Cuisine – Manjit Gill
- My Great India Cook Book – Vikas Khanna
- Modern Cookery (Vol –I) By Philip E. Thangam, Publishers: Orient Longman
- Practical Cookery By Kinton & Cessarani
- Hymns from the Soil: A Vegetarian Saga
- Practical Professional Cookery By Kauffman & Cracknell
- Professional Cooking by Wayne Gisslen, Publisher Le Cordon Bleu
- Theory of Catering by Kinton & Cessarani
- Theory of Cookery By K Arora, Publisher: Frank Brothers

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CBCS-II THEME EVENT IN HOSPITALITY & TOURISM

Unit - I Events- The Concept, Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

Unit - 2 Organising & Designing of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Setting Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

Unit - 3 Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

Unit -4 Managing Events: Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation. Note: An Event such as Conference/ Seminar may be planned and organised to supplement learning of students.

Suggested Readings: -

A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi.

- Anton Shone & Bryn Parry, 'Successful Event ;2Management

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AHMA

- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.

- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York

- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York

- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.

- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

- John Beech, Sebastian Kaiser, Robert Kaspar

- The Business of Events Management ; Pearson Publications

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