



## BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI – 620 024.

### M.Sc. Hotel Management & Catering Science - Course Structure under CBCS

(applicable to the candidates admitted from the academic year 2008-2009 onwards)

Semester	Course	Course Title	Ins. Hrs / Week	Credit	Exam Hrs	Marks		Total
						Int.	Extn.	
I	Core Course – I (CC)	Food & Beverage Management & Cost control	6	5	3	25	75	100
	Core Course – II (CC)	Advanced Front office procedures	6	5	3	25	75	100
	Core Course – III (CC)	Tourism in the Hospitality Industry	6	5	3	25	75	100
	Core Course – IV (CC)	Advanced food Pproduction Practical	6	4	6	40	60	100
	Core Course – V (CC)	Human Resource Management	6	4	3	25	75	100
		Total		30	23			
II	Core Course – VI (CC)	Marketing Management and Marketing Research	6	5	3	25	75	100
	Core Course – VII (CC)	Advanced Food & Beverage service practical	6	5	3	40	60	100
	Core Course – VIII (CC)	Facility Management	6	4	3	25	75	100
	Core Course – IX (CC)	Accommodation Management	6	4	3	25	75	100
	Elective – I	Hotel Accounts	6	4	3	25	75	100
		Total		30	22			
III	Core Course – X (CC)	Tourism Marketing	6	5	3	25	75	100
	Core Course – XI (CC)	Front office & house keeping Management practical	6	5	3	40	60	100
	Core Course – XII (CC)	Research Methodology	6	5	3	25	75	100
	Elective - II	Basic Baking Science	6	4	3	25	75	100
	Elective – III	Home Scale Food preservation	6	4	3	25	75	100
		Total		30	23			
IV	Core Course – XIII (CC)	Community Nutrition	6	5	3	25	75	100
	Core Course – XIV	Guest House Management	6	4	3	25	75	100
	Project Work	Dissertation 80 Marks [2 reviews – 20+20=40 marks Report Valuation = 40 marks] Viva 20 Marks	6	5	-	-	-	100
	Elective - IV	Entrepreneurship Management	6	4	3	25	75	100
	Elective - V	Application of Computers - Practical	6	4	3	40	60	100
		Total		30	22			
		Grand Total	120	90				2000

P.T.O.

**Note:**

Core Courses include Theory, Practicals & Project

No. of Courses	14 - 17
Credit per Course	4 - 5
Total Credits	70

**Elective Courses**

(Major based / Non Major / Internship)

No. of Courses	4 – 5
Credit per Course	4 – 6
Total Credits	20

	Internal	External
Theory	25	75
Practicals	40	60

**Project**

Dissertation	80 Marks	[2 reviews – 20+20 Report Valuation	=	40 marks
			=	40 marks]
Viva	20 Marks			20 marks

Passing Minimum in a Subject

CIA	40%	} Aggregate 50%
UE	40%	

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# **M.Sc. Hotel Management and Catering Science**

## **SEMESTER I**

### **CORE COURSE – I (CC)-FOOD & BEVERAGE MANAGEMENT & COST CONTROL**

#### **1. Gaining a perspective on selection and procurement**

- The concept of selection and procurement
- Distribution systems
- Forces affecting the distribution systems
- An overview of purchasing function
- The organization and the administration
- Buyers relationship with purchasing other company personnel

#### **2. Principles of selection & procurement :**

- The purchase specification
- The optimal amount
- The optimal prices
- The optimal suppliers
- The optimal payment policy
- Typical ordering procedure
- Typical receiving procedure
- Typical storage procedure
- Security in the purchasing system

#### **3. Selection and procurement of the items :**

- Purchase procedure
- Convenience foods
- Processed produce and other grocery items
- Dairy product/egg/meat/poultry/fish etc.,
- Alcoholic and non alcoholic beverages
- Non food expenses items
- Services
- Furniture, Fixtures and Equipments

#### **4. Cost Control Techniques :**

- Yield Management
- Food costing
- Par Stock
- ABC/XYZ analysis
- Non moving and slow moving items

- Beverage costing
- Bar Control
- Records in food cost control
- Records in beverage cost control
- Food cost reconciliation
- Beverage cost reconciliation
- Tobacco cost reconciliation

**Reference :**

1. Hotel Management & Costing – D. Antony Ashok Kumar.
2. Purchasing & Selection & Procurement for the Hospitality Industry – Willies Smith.

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**CORE COURSE II (CC) – ADVANCED FRONT OFFICE PROCEDURES**

**1. Front Office Operation :**

- The guest cycle
- Front office systems
- Front office forms
- The front desk
- Front office equipments
- Front office computer application

**2. Front Office Responsibilities :**

- Front office communication
- Inter departmental communications
- Guest relations
- Front office security functions

**3. Front Office Management :**

- Management functions
- Establishing Room rates
- Forecasting room availability
- Budgeting for operations
- Evaluating front office operation

#### **4. Yield Management:**

- The concept of yield and management
- Measuring yield
- Elements of Yield management
- Using yield management

#### **5. The Night Audit:**

- Functions
- Operation modes
- Night audit process
- Verifying night audit
- Automated system update

#### **Reference:**

1. Front Office Procedures – By Seaton
2. Basic Hotel Front Office Procedures (III edn.) – Peter Renner
3. Front Office Procedures – Peter Abbott

### **CORE COURSE III (CC)**

#### **TOURISM IN THE HOSPITALITY INDUSTRY**

##### **1. Historical Dimension :**

- Travel in Prehistoric Times
- Travel in Ancient Civilization
- Travel in the middle ages
- Travel in the industrial age

##### **2. Psychological Dimension : Perception and Attitudes :**

- Tourism as behaviour
- Perception
- Attitudes

##### **3. Psychological Dimension – Motivation, Personality, Values and Learning**

- Motivation
- Personality

- Values
- Learning

#### **4. Social and Culture Dimensions**

- Societies, culture and tourism
- Social and cultural behaviour
- Social interaction
- Social impacts

#### **5. International Dimensions**

- Defining international tourism
- Importance of international tourism
- Travel flows
- International Tourism
- International Tourism and peace

#### **6. Economic Dimensions**

- The economic question
- Life long ideas
- Tools of tourism economics

#### **7. Environmental Dimensions**

- Environment and tourism behavior
- The geography of tourism
- Environment as an attraction

#### **8. Tourism environment connection**

- The greeting of tourism
- Tourism Planning & Developing
- Tourism Planning
- Tourism Development
- The tourism development life cycle.

#### **9. Research and Measurement**

- Research & Tourism
- Types of Research
- The Research Process

## **10. Tourism Policy**

- Policy defined
- International Tourism Organizations

### **REFERENCE :**

- 1) Tourism and Hospitality Industry – Joseph .D. Fridgen
- 2) Tourism in the Age of Globalisation – Routledge.
- 3) Tourism Development – Bhatia.

## **CORE COURSE IV (CC) – ADVANCED FOOD PRODUCTION PRACTICALS**

### **A la Carte / Table D’hote-Menu**

**With recipes of continental 40% Indian 40% Chinese 10% Bakery 10% and Special emphasis on recipes of Buffet of Breakfast, Lunch and Dinner.**

### **Reference :**

1. Modern Cookery for teaching & Trade Volume – I & II – Thangam E. Philip
2. Theory of Cookery – Krishna Arora.
3. Practical Cookery – Ceserani and Kinton.

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## **CORE COURSE - V (CC) - HUMAN RESOURCES MANAGEMENT**

1. Study and evolution of Managerial Practice and Policy in the administration of personnel. Role of personnel in the management ; advisory and service function to other department, typical organization set up of the personnel department.
2. Manpower Planning – Recruitment – Selection and Placement Sources of labour supply; methods of selection, use of test in selection and placement and development of personnel.
3. Training and programmed learning objectives, types and methods ; TWI, Management development. Its meaning scope and methods. Organization development – Induction of personnel.

4. Work environment – Fatigue – Safety and accident prevention – Accident records.
  5. Transfer, promotion and termination of services-the rational behind them. Developing and administering promotion plans.
  6. wage and salary administration; principles and techniques of wage fixation, job evaluation, merit rating methods of wage payment, incentive schemes.
  7. Communication, importance, channels and media of communication- suggestion schemes –Brain storming and other importing methods.
  8. Moral importance of moral employee attitudes and behavior and the significance to employee productivity.
  9. Trade Unions and their organization structures and policies; Joint consultation and employee participation in management.
- Intervention of the state in the settlement of employer and employee difference-  
Collective bargaining.
- Integration of personnel policy directed towards good industrial Relation and the need for constant review.

**Reference:**

1. Personnel Management by Edwins b.Elippo-Mc Graw-Hill Publications.
2. Personnel Management- Werther & Davis Mc Graw Hill Publishing Co.Ltd.,
3. Personnel Management and Industrial relation by P.C.Tripathi Sultan Chand & Sons.
4. Personnel Management and Industrial Relations - Pradeep Kumar Kader Math and Ram Nath Co., Meerut.



## **SEMESTER II**

### **CORE COURSE VI [CC] – MARKETING MANAGEMENT & MARKETING RESEARCH**

Marketing Management Philosophies-What is marketing ? - the concepts of marketing.

Strategic planning-Marketing Management process-analysis marketing opportunities, selecting target consumers, and developing marketing mix.

Analysis of macro and microenvironment.

Marketing Research as an aid to marketing. Marketing Research Process-Sales forecasting –Techniques.

Buyer behaviour; influence factors on Consumer Behaviour Buying situations –buying decision process –industrial buyer behaviour.

Market segmentation, targeting and positioning; Competitive marketing strategies.

Product policies – Consumer and Industrial product decisions, branding, packaging and labeling – New product development and product life cycle strategies. Pricing-pricing strategies and approaches.

Distribution – Nature of channels - channel - decisions retailing and wholesaling Promotion - Advertising scope, designing copy, media selection; Sales promotion strategies.

Sales force decisions, selection, training, compensation and control.

Consumer protection-Awareness of consumer rights in the market place.

#### **Reference:**

1. Principles of Marketing-Philip Kotler – Gany Armstrong
2. Marketing management – Shartekar S.A.Himalaya Publisher, New Delhi.
3. Cases and Marketing management – Ronald Rahul dravid Gist -Holt.Ruiehant & Winston Inc.New York.

## **CORE COURSE VII [CC] – ADVANCED FOOD AND BEVERAGE SERVICE PRACTICAL**

Hierarchy of Food and Beverage Service outlets like Restaurant, Room Service, fast foods, Banquets etc.,

Table d'hote menu, A la Carte menu compilation and with accompaniment & cheese, Cigarette, Cigar Wines and services.

Setting of the table according to menus, mock services to be practiced.

## **CORE COURSE VIII [CC]-FACILITY MANAGEMENT**

### **Facility Location and lay out**

- Introduction
- General Procedure of location
- Factors affecting location
- Location analysis, Cost analysis
- Space Determination
- Work place design
- Lay out techniques
- Types of layout
- Cost Comparisons

### **Facility Design**

- Lodging, Planning and Design
- Site Design, Hotel Design
- Guest rooms suites-The Lobby – Food and Beverage Outlets - Function Areas-Administrative Offices - Food Production Areas – Other Back areas of the House.

### **The Project Planning Team**

### **Design of Function Areas**

- Receiving Area-Storage Areas-Dining room-Office space

## **Renovation**

Reasons to renovate-the life cycle of a Hotel-Types of Renovation – The Renovation Process

## **Other Renewal Issues**

### **Reference:**

1. Production Management-S.K.Hajra Choudhry
2. Hospitality Facility Management-David M Stipanuk & Harold Roffmann

## **CORE COURSE IX [CC] - ACCOMMODATION MANAGEMENT**

1. Planning and Organizing the Housekeeping department
2. Managing Inventories
3. Controlling expenses
  - The Budget Process
  - Planning the operating Budget
  - Budgeting Expenses
  - Controlling Expenses
  - Purchasing Systems
  - Capital Budgets
4. Ceiling, Walls, Furniture and Fixtures
  - Selection Considerations
  - Types of Ceiling Surfaces and Wall Coverings
  - Types of Furniture and Fixtures
  - Care Considerations
5. Housekeeping plans into Action
  - To present your program to Management and Staff
  - The Program Implementation
6. Contract Cleaning
  - Types of Services
  - Agreeing on Terms
  - To Select and use Consultants
7. Management Theory and Housekeeping Administration

8. Material Planning: Administration of Equipment and Supplies
  - Material Budget
  - Guest room Furniture and Fixtures
9. The Housekeeper's role in Environmental Control
  - The Concept of safeguarding Assets
10. Development of others
  - Developing Executive Housekeepers
  - Training and Evaluating Supervisors and Managers

**Reference:**

1. Managing Housekeeping Custodial Operation-Edwin B.Feldman
2. Professional Management of Housekeeping Operations (II Edn.)-Robert J.Martin &Tomas J.A.Jones.
3. House keeping Management-Margaret M.Leappa&Aleta Nitschke

## **ELECTIVE I HOTEL ACCOUNTS**

### **UNIT-I**

Meaning of Accounting – Meaning and Objectives of Book keeping –  
Account Concepts and Conventions – Principles of double entry, kinds of Accounts.

### **UNIT-II**

Journal – Ledger – Meaning – Preparation of Ledger Accounts – Balancing  
of Ledger.

### **UNIT-III**

Trial Balance – Definition- Objectives – Limitations – Preparation of Trial  
Balance.

## **UNIT-IV**

Subsidiary Books – Purchase Book, Sales Book, Purchase – Returns Books, Sales – Returns Book.

## **UNIT-V**

Final Accounts – Items to be posted in debit and Credit side of the Trading Account, Profit and Loss Account and Balance Sheet.

### REFERENCE BOOKS :

1. Advanced Accountancy by Jain and Narang – Kalyani Publishers.
2. Advanced Accountancy by Shukla and Grewal - S. Chand & Sons.

## **SEMESTER III**

### **CORE COURSE X [CC] - TOURISM MARKETING**

1. Analysis of Tourism Service Systems:
  - Introduction
  - Models of the tourism industry
  - The basic tourism model
  - The tourism system
  - Tourism services
  - Tourism marketing
  - Consequences and elements of tourism
  
2. The Demand for Tourism
  - International patterns in tourism demand
  - Allocating time for tourism
  - Financial factors influencing tourism
  - Distribution of tourism activity
  
3. Strategic Tourism Marketing:
  - Contribution of marketing to organization
  - Strategic decision and gaps
  - Tourism service development
  - Market segmentation
  - Tourism branding
  - Advertising and competition
  - Pricing strategies for tourism services
  
4. The consequences of Tourism:
  - Tourists behavior and residents, attitudes, assessing, impact of tourism
  - Economic consequence of tourism
  - Resort development

- Development of expertise
- Resident attitude towards tourism
- Regulations and competition in tourism
- Government role in tourism planning
- Tourism as a strategic tool for national development
- Government roles in tourism promotion
- Regional tourism promotion
- Predicting the demand for tourism services.

**Reference:**

1. Tourism marketing by Eric Laws.
2. Tourism Principles And Practices – A.K. Bhatia
3. Marketing Management – Philip Kotler

**CORE COURSE XI [CC]**

**FRONT OFFICE & HOUSE KEEPING MANAGEMENT PRACTICALS**

Hierarchy of Staff of Housekeeping and Front Office Departments of five star hotel, medium hotel to be studied in detail. Mock practices of arrival and departure of guest, Lost and found, format of the entire front office operations to be designed and known.

Registration & Reservation Procedures – Handling Check – In & Walk – In Guests – Checkout Procedures.

Role of Information Section & Cash Section in Front Office. Different types of cleaning, Polishing of metal, wood etc to be practiced.

Carpet cleaning, floor, spring-cleaning. Laundry - washing, dry cleaning of different fabrics and clothes to be known.

Furniture and Fixtures of different types of wood, metal etc to be practiced, in cleaning and maintaining. Colour Schemes Wall, interior and exterior to be known and practiced.

## **CORE COURSE XII [CC]- RESEARCH METHODOLOGY**

1. Research Methodology- An Introduction
  - a. Meaning of Research
  - b. Objectives of Research
  - c. Types of Research
  - d. Research Approaches
  - e. Importance of knowing how Research is done
  - f. Research process
  - g. Criteria of good Research
  
2. Defining the Research problem
3. Research Design
4. Sampling Design
5. Measurement and Scaling Techniques
6. Methods of data collection
7. Processing and Analysis of Data
8. Sampling Fundamentals
9. Analysis of Variance and Covariance
10. Testing of Hypothesis

### **Reference:**

1. Research Methodology- C.R.Kothari

## **ELECTIVE COURSE – II (EC) – BASIC BAKING SCIENCE**

### **UNIT-1**

### **RAW MATERIAL**

- i. Wheat and Wheat milling process
- ii. Water
- iii. Sugar



- iv. Yeast
- v. Salt
- vi. Fat
- vii. Stabilizers & Chemicals

#### **UNIT -II PROCESSING & PRODUCTION (BREAD)**

- i. Flying ferment
- ii. Mixing
- iii. Fermentation
- iv. Knock-back
- v. Baking
- vi. Cooling

#### **UNIT – III - BREAD MAKING METHODS**

- i. Various Bread making methods
- ii. How to judge the quality of bread
- iii. Bread faults
- iv. Bread disease
- v. Bread improvers

(To be supported with Demonstration of Various methods of production of bread)

#### **UNIT - IV CAKE MAKING**

- i. Cake making ingredients
- ii. Cake making methods
- iii. Characteristics of cakes
- iv. Balancing of cake formula
- v. Cake faults and remedies

#### **BISCUITS & COOKIES – INGREDIENTS – SIMPLE RECIPES**

(To be supported with Demonstration of Various methods of production of cakes & Biscuits)

#### **UNIT -V BAKERY MACHINERY AND EQUIPMENTS**

- i. Major equipments and minor equipments
- ii. Care and Maintenance of Equipments.

#### **REFERENCE BOOKS:**

1. Basic baking – C. DUBEY
2. The professional pastry chef- BO FRIBERG
3. Modern Cookery for Teaching and Trade – Volume I & II – Thangam E. Philip  
(Orient Longman Publications)

### **ELECTIVE COURSE –III (EC) HOME SCALE FOOD PRESERVATION**

#### **UNIT – I:**

Basic Principles of Food Preservation meaning, objectives and basic principles of food preservation (Asepsis, Removal, anaerobic Conditions)

#### **Unit – II : Food Spoilage**

Food Spoilage and its prevention

Causes, Types (Physical, Enzymatic and Microbial – Moulds, Yeast and Bacteria)

#### **Unit – III : Food Preservation Using High and Lower Temperature**

Principles, Types, Methods and advantages of each.

High temperature Canning process, Principles involved, Spoilages encountered, aseptic canning.

Low Temperature :-

Refrigeration – Principles and Working Systems.

Freezing – Principles, Methods, Advantages and disadvantages.

#### **Unit – III : Food Preservation using high and low temperature**

Principles, types, methods and advantages of each.

High temperature – Canning process, principles involved, spoilages encountered, aseptic canning.

Low temperature :

1. Refrigeration – Principles and Working systems.
2. Freezing – Principles, Methods, Advantages and Disadvantages.

#### Unit – IV :

Food Preservation using drying, dehydration and radiation Principles, advantages, mechanical devices and methods employed for drying and dehydration. Pretreatment of foods, factors affecting drying and dehydration. Radiation – types, uses and safety limits.

#### Unit – V :

Food Preservation using Chemicals. Types of preservatives, advantages and disadvantages, permissible limits. Related Experience : Preparation of Squashes and Juices. Preparation of jams, jellies, marmalade, Preparation of Pickles, sauces, ketchups, Preparation of dehydrated products. Industrial visit.

#### Reference :

- 1) Food, Facts and Principles (Second Edition)  
- N. Shakundalamanay & M. Shadaksharasamy.
- 2) Food Processing and Preservation – B.Sivasankar.
- 3) Food Microbiology (Fourth Edition)  
- William C. Frazier & Dennis C. Westhoff.

## **IV SEMESTER**

### **CORECOURSE XIII(CC)- COMMUNITY NUTRITION**

#### **UNIT – I CONCEPTS OF NUTRITION :**

Definition of nutrition and health and their inter relationship. Balanced diet, basic principles of meal planning, ICMR Recommended Dietary Allowances for all age groups.

#### **UNIT – II ASSESSMENT OF NUTRITIONAL STATUS**

Anthropometric, Clinical, Biochemical and Dietary methods.

## **UNIT – III NUTRITIONAL PROBLEMS IN THE COMMUNITY**

Importance of good nutrition, prevalence, etiology and measures to overcome malnutrition deficiency disorders – PEM, micro nutrient deficiencies (Vitamin A, Nutritional Anemia, IDD) over nutrition (obesity) – Prevalence, Causes, Complications and dietary guidelines. Food Adulteration – Definition, Adulterants in different foods, their ill effects and detection (house hold level techniques)

Food standards – BIS, Agmark and food laws.

## **UNIT – IV : NUTRITION PROGRAMMES**

National nutrition policy, intervention programmes to combat malnutrition, ICDS programmes, Mid day meal programme.

Role of International Organizations – UNICEF, FAO, WHO.

## **UNIT V :**

Nutrition Education

Definition, need, principles and methods of nutrition education.

Related Experience :

1. Case study of Children with micronutrient deficiencies.
2. Study of two on-going nutritional programmes
3. Detection of adulterants in common food items.

## **REFERENCES :**

1. Infant feeding difficulties, 4<sup>th</sup> Edition, 1977.
2. Venkatachalam P.S. and Rebellow, L.W., Nutrition for the mother and child, ICMR, Special Report, 1971.

3. Symposia of the Swedish Nutrition Foundation, III Cunnar Blix 1969 ;
4. Davidson, Sir Stanley, Passmore R. and Brock J.F. Human Nutrition and Dietetics, E. and S. Livingston Ltd., Edinburgh and London, 1973.
5. Jelliffe, D.B. Assessment of the Nutritional Status of the Community, WHO, Geneva, 1966.
6. Jelliffe, D.B. Infant in the subtropics and tropics, WHO Geneva, 1968.
7. Martin E.A. Roberts, Nutrition in Tamilnadu Sangam Publishers, 1972.
8. Devadas R.P. Nutrition in Tamilnadu Sangam Publishers, 1972.
9. Gopalan, C. Rama Sastri B.V. and Balasubramanian, Nutritive value of Health Indian Foods, National Institute of Nutrition KMR I. 1981.
10. Shills, E.M., Oison, A.J. and Shika, K. Modern Nutrition in Health and Diseases, Le and Febigar, Philadelphia, Vol. I 1994.
11. Vinodini Reddy, Phalhad Rao, Guminath Sastry, I and Kasinath. K.C. Nutrition trends in India. National Institute of Nutrition, Hyderabad, 1993.
12. Gnana Sundaram, S.A. Manual of Practical paediatric Nutrition, Students Offset service, T.Nagar, Madras.

## **CORE COURSE (CC) XIV GUEST HOUSE MANAGEMENT**

### **UNIT – I**

#### **1 GUEST ROOM MANAGEMENT**

- 1.1 Room Reservation
- 1.2 Availability of Accommodation and Rates
- 1.3 Charges and cancellation
- Arrival and Departure

- Settlement of bills
- Deposits
- Servicing a guest room/Bathroom
- Room inspection
- Types of cleaning - Daily cleaning, Weekly Cleaning and Spring cleaning
- Turn down Service
- Special Requests
- Handling LOST and FOUND Articles
- Cleaning of other operational areas:[Lobby, Dining hall, stairways, corridors]
- Handling of linen[Guest linen ,House linen]

## **UNIT - II FOOD SERVICE MANAGEMENT**

- Food production
- Menu Planning - Break fast, Lunch, Dinner, Snacks, Beverages.
- Food purchasing, Storage and Control
- Food production systems
- FOOD AND BEVERAGE SERVICE
- Laying /preparing the table
- Taking orders
- Service of food and beverages
- Billing
- Clearing the table
- Dish washing
- Room service

## **UNIT - III**

### **STAFF MANAGEMENT**

- Duty allotment
- Handling guest complaints
- Building maintenance

- Handling job orders
- Preventive maintenance
- Periodic maintenance
- Maintaining registers

#### **UNIT - IV**

##### **HYGIENE AND SAFETY MANGEMENT**

- Personal hygiene
- Work hygiene
- Fire safety
- Guest safety
- Need for security

##### **UNIT – V ENVIRONMENTAL ISSUES**

- Pest control
- Waste disposal
- Resource management

##### **REFERENCE BOOKS :**

1. Front office management- S.K. BHATNAGAR
2. Professional food beverage service management- BRIAN VARGHESE
3. Theory of cookery - K. ARORA (Frank Brothers & Company)
4. Hotel , Hostel and Hospital House keeping – BRANSON& LENNOX

#### **PROJECT WORK**

#### **Project work related to Hotel Operations.**

#### ELECTIVE IV ENTREPRENEURSHIP MANAGEMENT

## **UNIT-1**

Definition of Entrepreneur - importance of entrepreneurship in under developed economies - Constraints in such countries to Entrepreneurship - Achievement, motivation and methods of Improving in a person.

## **UNIT-2**

Content of Entrepreneurship Development - program functions of the trainer ,motivator-EDP institutes in India and their functions, particularly EDP Institute , Ahamadabad: ITCOT and SISI: NMSIC and its prototype training centers. The role of development banks and Commercial banks , Universities and Engineering Colleges in this regard.

## **UNIT-3**

Factors to be considered when selecting a project and its location – Technical and economic feasibility –Planning the Project –Essentials of a report of a business- Counseling facilities available for technical training and project formulation - Choosing the scale of business. Importance of market survey and how to do it.

## **UNIT-4**

Managerial skills required by Entrepreneurs and methods of acquiring them – Role of management consultant in India - Relative merits of different types of organization, particularly sole proprietorship - partnership and company - Different types of credit required By a firm, fixed capital, working capital, packing and export credit, and sources of these. Benefits of leasing.



## **UNIT –5**

Problems faced by rural and women entrepreneurs – Industries Suitable for handicapped Persons – reservation for small industries - problems of family business-industrial estates - backward area benefits. Prevention of industrial pollution of air and water around the business unit-causes and prevention of industrial sickness.

### **REFERENCE**

1. Dynamics of entrepreneurial development- VASANTH DESAI
2. A practical guide to industrial entrepreneur- S.B. SREEVASTAVA
3. Entrepreneur development –C.B.GUPTA and N.P. SRINIVASAN.
4. Entrepreneurship development principles, policies and programmes  
P.SARAVANAVEL
5. Entrepreneurship development in India- C.B.GUPTA and N.P. SRINIVASAN

### **ELECTIVE V- APPLICATION OF COMPUTER PRACTICALS**

#### **MS-DOS**

1. Creating directories, sub-directories, files, listing the sub-directories and files page wise and width wise, displaying the contents of the files.
2. Copying, renaming, deleting the file, changing and removing a directory.

#### **MS-WORD**

1. Text manipulation – changing the font size, font type, font style, making the text bold, underlining the text, aligning the text (center, left, right, justified), cut, copy, paste.
2. Paragraph indenting & spacing, bullets & numbering, spelling & grammar check, inserting a picture from clip art, autoshapes, word art.
3. Table manipulation – creating tables, inserting & deleting rows & columns, changing width & height, changing table border.

4. Mail merge concept, printing formats.

### **MS-EXCEL**

1. Entering the data, changing the fonts, changing row heights & column width, formatting the data, sorting the data.
2. Formula processing – creating simple formula, using functions (ABS, SQRT, LEN, SUM, ROUND, AVG, COUNT, CONCATENATE, FIND).
3. Inserting & formatting charts, inserting pictures, printing formats.

### **MS-POWER POINT**

1. Creating simple presentation, saving, opening an existing presentation, creating a presentation using Auto content wizard & template.
2. Using various auto-layouts, charts, table, bullets & clip art.
3. Viewing an existing document in various views – outline view, slide view, slide show view, slide sorter view and note pages view.

### **INTERNET & HTML**

Creating a E-mail ID, sending & receiving e-mail, accessing websites related to hotel industry.

Creating a html document, saving & opening an existing document.

Formatting a text – changing the font size, font type, font style, colour, making the text small, big, bold, aligning the text.

4. Using various html tags – bgcolor, marques table, paragraph, horizontal, image tag.