



**Course Structure under CBCS**

**(For the candidates admitted from the academic year 2016-2017 onwards)**

| Sem.               | Course                     | Course Title                                  | Ins. Hrs / Week | Credit    | Exam Hrs  | Marks |      | Total       |
|--------------------|----------------------------|---|-----------------|-----------|-----------|-------|------|-------------|
|                    |                            |   |                 |           |           | Int.  | Ext. |             |
| <b>I</b>           | Core Course – I (CC)       | Hospitality French                            | 6               | 4         | 3         | 25    | 75   | 100         |
|                    | Core Course – II (CC)      | Front Office Management                       | 6               | 4         | 3         | 25    | 75   | 100         |
|                    | Core Course – III (CC)     | Food & Beverage Service Management            | 5               | 4         | 3         | 25    | 75   | 100         |
|                    | Core Course – IV (CC)      | Food Production Theory                        | 5               | 4         | 3         | 25    | 75   | 100         |
|                    | Core Practical – I (CP)    | Advanced Food Production (P)                  | 8               | 4         | 3         | 40    | 60   | 100         |
|                    | <b>TOTAL</b>               |   |                 | <b>30</b> | <b>20</b> |       |      |             |
| <b>II</b>          | Core Course – V (CC)       | Principles of Service Marketing               | 6               | 5         | 3         | 25    | 75   | 100         |
|                    | Core Course – VI (CC)      | Event Management                              | 6               | 5         | 3         | 25    | 75   | 100         |
|                    | Core Practical – II (CP)   | Advanced Food & Beverage Service (P)          | 8               | 4         | 3         | 40    | 60   | 100         |
|                    | Elective Course – I (EC)   | Accommodation Management                      | 5               | 5         | 3         | 25    | 75   | 100         |
|                    | Elective Course – II (EC)  | Principles of Accounting                      | 5               | 5         | 3         | 25    | 75   | 100         |
|                    | <b>TOTAL</b>               |   |                 | <b>30</b> | <b>24</b> |       |      |             |
| <b>III</b>         | Core Course – VII (CC)     | Personality and Soft Skill Development        | 6               | 5         | 3         | 25    | 75   | 100         |
|                    | Core Course – VIII (CC)    | Research Methodology                          | 6               | 5         | 3         | 25    | 75   | 100         |
|                    | Core Practical – III (CP)  | Front Office & Accommodation Management (P)   | 8               | 4         | 3         | 40    | 60   | 100         |
|                    | Elective Course – III (EC) | Tourism Management                            | 5               | 5         | 3         | 25    | 75   | 100         |
|                    | Elective Course – IV (EC)  | Home Scale and Food Preservation              | 5               | 5         | 3         | 25    | 75   | 100         |
|                    | <b>TOTAL</b>               |   |                 | <b>30</b> | <b>24</b> |       |      |             |
| <b>IV</b>          | Core Course – IX (CC)      | Basic Baking Science                          | 5               | 5         | 3         | 25    | 75   | 100         |
|                    | Core Course – X (CC)       | Catering Management                           | 5               | 5         | 3         | 25    | 75   | 100         |
|                    | Core Practical – IV (CP)   | Application of IT in Hospitality Industry (P) | 8               | 4         | 3         | 40    | 60   | 100         |
|                    | Elective Course – V (EC)   | Entrepreneurship Management                   | 5               | 4         | 3         | 25    | 75   | 100         |
|                    | Project                    | Dissertation                                  | 7               | 4         | -         | -     | -    | 100         |
|                    | <b>TOTAL</b>               |   |                 | <b>30</b> | <b>22</b> |       |      |             |
| <b>GRAND TOTAL</b> |                            |   | <b>120</b>      | <b>90</b> |           |       |      | <b>2000</b> |

|                |   |    |
|----------------|---|----|
| Core Papers    | - | 10 |
| Core Practical | - | 4  |
| Elective       | - | 5  |
| Project        | - | 1  |

Note:

|              |   |           |
|--------------|---|-----------|
| Project      | : | 100 Marks |
| Dissertation | : | 80 Marks  |
| Viva Voice   | : | 20 Marks  |

Note:

|              |          |          |          |          |
|--------------|----------|----------|----------|----------|
| 1. Theory    | Internal | 25 marks | External | 75 marks |
| 2. Practical | "        | 40 marks | "        | 60 marks |

3. Separate passing minimum is prescribed for Internal and External

- a) The passing minimum for CIA shall be 40% out of 25 marks (i.e. 10 marks)
- b) The passing minimum for University Examinations shall be 40% out of 75 marks (i.e. 30 marks)
- c) The passing minimum not less than 50% in the aggregate.

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**CORE COURSE I**  
**HOSPITALITY FRENCH**

**OBJECTIVES :**

The Main Objective is to equip the Students Communication with a new language of French & to execute his profession with a Additional Language to gain proficiency in his Job.

- To establish the standard of language and its proper usage.
  - To enable the student to use the language to communicate .
  - The Student expresses his views in different ways by greeting & Introducing.
  - To understand the usage of Language with suitable Basic Grammer.
  - The Language enables the student to interact with the guest and to fulfil their wishes.
1. **Introduction to the Language** : The letters of the alphabet and their pronunciation, different accents used in written French

**2. Self-Introducing and basic grammer**

| Self Introduction                                | Grammer  | Vocabulary                                      |
|--|--|---|
| Name, Address, Age, Nationality, Profession etc. | Verbs: To Be, To have, To reside, to be called (present tense) | Professions, Countries and their Nationalities. |

**3. Presenting and introducing another person.**

**4. Greeting-How to reply to a greeting**

**5. Interacting with the Guest in a Hotel**

| Know-How        | Speech act   | Grammer  | Vocabulary   |
|-----------------|--|--|--|
| Savior<br>Faire | How to welcome a customer?<br>How to inform about the price of the rooms? How to inquire about the accommodation and the confirmation of booking?<br>How to verify a booking and how to refuse politely? | The Articles,<br>Negative form,<br>1 <sup>st</sup> group verbs, (present tense),<br>ilya (there is, there are), c'est (this is) it is and their negation | Housing,<br>Entertainment,<br>Likes and dislikes,<br>numerals 1-50 |

**6. Interaction with the Guest in Restaurant**                      5.2 At a restaurant

| Kow-How      | Speech act   | Grammer  | Vocabulary  |
|--------------|--|--|---|
| Savoir faire | How to ask the menu card, the bill? How to take care of the customers in the restaurant?<br>How to thank him? How to Inform the timings of the restaurant and other expressions? | Prepositions (a, en, de avec, sans)(at, in of with, without) | Names of vegetables and Fruits. French desserts and dishes. |

**7. Familiarities of Days and months in French**

**REFERENCE:**

A Votre Service

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## **CORE COURSE II**

### **FRONT OFFICE MANGEMENT**

#### **General Objective of the Course:**

On completion of study of this course, the student will be able to understand concept, significance, and role of important Front office operations

#### **Specific Objectives of the Units:**

On completion of study of these units, the student will be able

- Unit - I** : to define front desk operations and procedures.
- Unit - II** : to identify the responsibilities of front office in inter-departmental communications and security functions.
- Unit - III** : to elucidate the front office management operations
- Unit - IV** : to explain the concept and elements of yield management
- Unit - V** : to enumerate the night audit functions and procedures.

#### **UNIT I Front Office Operation**

- 1.1 The guest cycle
- 1.2 Front office systems
- 1.3 Front office forms
- 1.4 The front desk
- 1.5 Front office equipments
- 1.6 Front office computer application

#### **UNIT II Front Office Responsibilities**

- 2.1 Front office communication
- 2.2 Inter departmental communications
- 2.3 Guest relations
- 2.4 Front office security functions

#### **UNIT III Front Office Management**

- 3.1 Management functions
- 3.2 Establishing Room rates
- 3.3 Forecasting room availability
- 3.4 Budgeting for operations
- 3.5 Evaluating front office operation

#### **UNIT IV Yield Management**

- 4.1 The concept of yield and management
- 4.2 Measuring yield
- 4.3 Elements of Yield management
- 4.4 Using yield management

## **UNIT V Night Audit**

- 5.1 Functions
- 5.2 Operation modes
- 5.3 Night audit process
- 5.4 Verifying night audit
- 5.5 Automated system update

- T.B - 1** : Hotel front Office Training Manual -Sudhir Andrews
- T.B - 2** : Principles of Hotel Front Office Operations - Sue Baker, P. Bradley, J. Huyton
- T.B - 3** : Hotel Front Office Operation and Management, Jatashanker R.Tewari, Oxford University press, 2010.

### **Books for Reference:**

1. Basic Hotel Front Office Procedures – Peter Renner
2. Front Office Procedures – Peter Abbott & Sue Lewry

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## **CORE COURSE III**

### **FOOD & BEVERAGE SERVICE MANAGEMENT**

#### **OBJECTIVES:**

At the end of syllabus students should be able to demonstrate appropriate skills and shows an understanding of the following units.

Unit I : Understanding purchasing function – organization and the administration – Distribution system – Buyers relationship.

Unit II : To enable the students to understand purchase specification – optimal prizes, suppliers – payment policy – ordering and receiving storage procedure – security system.

Unit III : To enable the student to gaining the convenience / processed food products – grocery items – all diary and non-vegetarian products – alcohol and non-alcohol beverages services – furniture fixtures equipments.

Unit IV : To evaluate the cost control techniques and enable the student to understand par stock, non moving / slow moving items – costing and reconciliation of beverages / tobacco and it controls.

#### **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 IV**

### **FOOD PRODUCTION THEORY**

#### **Objectives –**

To put an in depth knowledge to the learner on basics of cookery.  
To classify the learner on the types of kitchen and the personnel  
To differentiate the learner on various commodities used in catering industry  
To emphasize the learner on the art of making the preparation of food.  
To stress the learner on the importance of kitchen hygiene and rules regulations

#### **UNIT I INTRODUCTION TO BASIC COOKERY**

Traces of ancient cookery- origin of modern cookery practices- eating habits changing pattern of eating foods-fusion cooking – importance of food in our daily life – cultural and religious influence of food in India.

#### **UNIT II ORGANISATION STRUCTURE IN THE KITCHEN**

Different types of kitchen – classical kitchen brigade ( English & French ) in a star category hotels- Duties and responsibilities of executive chef and other staff  
Mise-en-place in kitchen- mise- en- scene.

#### **UNIT III COMMODITIES PERISHABLES USED IN CATERING INDUSTRY**

The five food groups- cereals (wheat, rice and other millets in India and Other continents ) pulses(types, sources nutritive value ).( Spices of India and continents)  
Sweeteners-Fats and oils-Dairy products vegetable Indian-continent types. Fruit – types Herbs (continental & Indian)

#### **UNIT IV INTRODUCTION TO FOOD PREPARATION**

Methods Of Preparing The Foods(Washing, Peeling Paring, Grating, Grinding, Mashing ,Sieving, Steeping, Marinating(meat, fish , chicken etc) Sprouting (pulses and legumes), blanching, filleting of fish, Deboning and jointing (poultry, mutton, beef, pork etc.) Methods of mixing foods( stirring, emulsifying, blending etc.)  
Methods of cooking food (boiling, poaching, grilling, broiling, steaming, barbeque etc.)

#### **UNIT V KITCHEN HYGIENE**

Personal hygiene required for kitchen staff- safety and security required for kitchen staff – HACCP Principles- quality standards maintain in the kitchen- types of kitchen equipments- major electrical equipments used in the kitchen – sundry equipments and utensils used in the kitchen

#### **REFERENCE BOOKS:**

1. Modern Cookery for Teaching and Trade – Vol. I & II –Thangam E. Philip (Orient Longman Publications)
2. Practical Cookery – Kinton and Ceserani (ELBS Publications)
3. The Theory of Catering – Kinton and Ceserani (ELBS Publications)
4. Theory of Cookery – Krishna Arora (Frank Bros. & Co., New Delhi)
5. A Taste of India – Madhur Jeffrey.

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**CORE PRACTICAL I**  
**ADVANCED FOOD PRODUCTION (P)**

**Objective**

Identification of different kitchen equipments tools and commodities

Demonstration & Preparations of Basic stocks and sauces, soups

Demonstration and cuts of fish, Poultry, Beef, Mutton, Pork

Preparations Indian rice preparations

Pulao-5 varieties

Biryani-5 varieties.

Pulao-5 varieties

Indian gravies-5 varieties

Chat items-5 varieties

Breakfast items south Indian and northern Indian varieties-5 varieties

Indian snacks- 5 varieties

10 continental menu consisting the following

Horsd'oeuvres-5 varieties

Soup-5 varieties

Main course-5 varieties of each of the following

(Pasta, Risotto, Pilaf, Steak of lamb beef mutton pork fish)

Vegetable preparations

Continental desserts

**PÂTISSIERIE**

Cakes-5 varieties

Pastry-4 varieties

Yeast goods-5 varieties

Cookies And biscuits-5 varieties

Cake icings-5 varieties

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## **CORE COURSE V**

### **PRINCIPLES OF SERVICE MARKETING**

#### **OBJECTIVES :**

1. To extinguish the principles of service in Marketing.
2. To understand the service rendered the Customers.
3. To instinct the Principles of service by executing strategies in Quality.
4. To update and know the role of Marketing in Strategic planning.
5. To create a well equipped knowledge about Customerly Service and Hospitality.
6. The Main aim of this course is to promote Service Marketing, promote Tourism and extinguish Hospitality through Service.

#### **UNIT - I     MARKETING OF SERVICE**

- 1.1    Meaning of Definition of Marketing
- 1.2    Characteristics of Service
- 1.3    Problems in Service Marketing
- 1.4    Distinction between Product Marketing and Service Marketing
- 1.5    Classification of Service
- 1.6    The Service Marketing mix

#### **UNIT - II     CUSTOMER EXPECTATIONS OF SERVICE**

- 2.1    Service Expectations
- 2.2    Possible Levels of Customer Expectations
- 2.3    Sources of Desired Service Expectations
- 2.4    Sources of Adequate Service Expectations
- 2.5    Service Customers want the Basics

#### **UNIT - III    DELIVERING AND PERFORMING SERVICE**

- 3.1    Employees are the Service and the Brand
- 3.2    The Critical Role of Service Employees
- 3.3    Employee Satisfaction, Customer Satisfaction and Profits
- 3.4    The Effect of Employee Behaviours on Service Quality Dimensions
- 3.5    Strategies for Delivering Service Quality through people

#### **UNIT- IV     THE ROLE OF MARKETING IN STRATEGIC PLANNING**

- 4.1    Market Oriented Strategic Plammomg
- 4.2    Establishing Strategic Business Units
- 4.3    Planning New Businesses
- 4.4    Internal Environmental Analysis
- 4.5    External Environmental Analysis

#### **UNIT- V      MARKETING FOR HOSPITALITY AND TOURISM**

- 5.1    Importance of Marketing
- 5.2    Tourism Marketing

- 5.3 Market Needs, Wants and Demands
- 5.4 Marketing value, Satisfaction and Quality
- 5.5 Exchange Marketing, Transactions and Relationships

**REFERENCE BOOKS :**

1. Marketing Management-Dr.N.Premavathy  
(Marketing, Principles of Marketing, Modern Marketing)  
Sri Vishnu Publications, First Edition-2010
2. Service Marketing (Integrating Customer Focus Across the Firm)  
Valarie A.Zeithaml/Mary Jo Bitner  
Dwayne D.Gremler/Ajay Pandit  
Mc Graw Hill Education (India) Private Limited Edition-2013
3. Marketing-Dr.N.Rajan Nair, Sanjith R.Nair  
Sultan Chandol Sons-Educational Publishers  
Seventh Edition-2012 &2014 -New Delhi
4. Marketing for Hospitality and Tourism/Pearson Education Asia  
Philip Kotler John Bowen James Makens  
First Indian Reprint -2002
5. Hospitality Sales of Promotion Derek Taylor  
Series Editor -John O'Connor  
Reed Educational and Professional Publishing Ltd-2002

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## **CORE COURSE-VI**

### **EVENT MANAGEMENT**

#### **OBJECTIVES :**

1. To exhibit and built the leadership qualities by managing the Events
2. By planning and executing the programmed event with proper schedule and organization.
3. To equip a quiet basic knowledge about decorative and attractive execution of stage and the function of public relative action related to it.
4. To develop the quality of program organizer.
5. To ensure the sources of Finding Agencies, additional Revenue and to give suggestion for Menus.
6. The main and Basic concept of this course is to ascertain the student with all Leadership Qualities to run or manage a programme and organize it in a full fledged manner.

#### **UNIT I IMPORTANCE OF EVENT**

- 1.1 Introduction to meetings and Event Management
- 1.2 Categories and Definitions
- 1.3 Need of Event Management
- 1.4 Objectives of Event Management
- 1.5 Implications of Events and Creativity

#### **UNIT II FUNCTION CELEBRATION**

- 2.1 Event planning, arranging chief guest/Celebrities
- 2.2 Arranging sponsors and Brand Management
- 2.3 Back Stage Management
- 2.4 Budget Management and Contract Management
- 2.5 Types of Leadership for Events & Organization

#### **UNIT III STAGE AND DECORATION PROCESS**

- 3.1 Designing, Backdrop, Invitation Card, Publicity Material
- 3.2 Event decoration, Guest and Celebrities
- 3.3 Making press release, Marketing Communication
- 3.4 Media Research & Management, Photography
- 3.5 Video Coverage Management & Moments

#### **UNIT IV PROGRAMME ORGANIZATION**

- 4.1 Participation according to The Theme of the Event
- 4.2 Program Scripting, Public Relation
- 4.3 Electing a Location, Team Spirit
- 4.4 Social and Business Etiquette
- 4.5 Speaking Skills and Stage Decoration
- 4.6 Time Management

## **UNIT V      SOURCES OF ADDITIONAL REVENUR & MENUS**

- 5.1 Sponsorship and public funding
- 5.2 Grant funding and other income for events
- 5.3 Finding the Venue-Venue finding checklist
- 5.4 The Organization and Logistical activities
- 5.5 Issues in determining menus and Refreshments

### **REFERENCES :**

1. Successful Business Correspondence - Sudesh Puri Sahni Publications, Delhi -2000
2. Successful Event Management – Anton Shone & Bryn Parry, Publisher: Cengage Learning Business Press: 2 Edition (April 22,2004)
3. Management of Event Operations (Events Management) – Julia Tum, Philippa Norton, J, Nevan Wright, Publisher:Atlantic Publishing Company(FI):Pap/Cdr Edition (January 8,2007)
4. The Complete Guide to Successful Event Planning-Shannon Kilkenny, Publisher:Wiley & Sons, India (May 1992)
5. Professional Event Coordination(The Wiley Management Series)- Julia Rutherford Silbers and Joe Goldblatt Publisher:Wiley,John &sons, Incorporated.

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## **CORE PRACTICAL II**

### **ADVANCED FOOD AND BEVERAGE SERVICE (P)**

#### **Objective :**

At the end of this practical syllabus to enable the student to understand hierarchy of food and beverage service department – knowledge of menu and menu compilation – mock services and practices.

- 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.

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## **ELECTIVE COURSE I**

### **ACCOMMODATION MANGEMENT**

#### **General Objective of the Course :**

On completion of study of this course, the student will be able to know the concept, significance, and role of important Front office operations

#### **Specific Objectives of the Units :**

On completion of study of these units, the student will be able

- Unit - I** : to define front desk operations and procedures.
- Unit - II** : to identify the responsibilities of front office in inter departmental communications and security functions.
- Unit - III** : to elucidate the front office management operations
- Unit - IV** : to explain the concept and elements of yield management
- Unit - V** : to enumerate the night audit functions and procedures.

#### **UNIT I**

- 1.1 Planning and Organizing the Housekeeping department
- 1.2 Managing Inventories
- 1.3 Controlling expenses
- 1.4 The Budget Process

#### **UNIT II**

- 2.1 Planning the operating Budget
- 2.2 Budgeting Expenses
- 2.3 Controlling Expenses
- 2.4 Purchasing Systems
- 2.5 Capital Budgets

#### **UNIT III**

- 3.1 Ceiling, Walls, Furniture and Fixtures
- 3.2 Selection Considerations
- 3.3 Types of Ceiling Surfaces and Wall Coverings
- 3.4 Types of Furniture and Fixtures
- 5.6 Care Considerations

#### **UNIT IV**

- 4.1 Housekeeping plans into Action
- 4.2 To present your program to Management and Staff
- 4.3 The Program Implementation
- 4.4 Contract Cleaning
- 4.5 Types of Services

5.7 Agreeing on Terms – To Select and use Consultants

**UNIT V**

5.8 Management Theory and Housekeeping Administration

5.2 Material Planning: Administration of Equipment and Supplies

5.3 Material Budget

5.4 Guest room Furniture and Fixtures

5.5 The Housekeeper's role in Environmental Control

5.6 The Concept of safeguarding Assets

5.7 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

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## **ELECTIVE COUSE II**

### **PRINCIPLES OF ACCOUNTING**

#### **OBJECTIVES:**

1. The objective of this course is to substan the fundamental concepts of basic accounting.
2. The importance of maintaining ledger for ensuring the Accounts.
3. The methods adopted and its components in maintaining Accounts.
4. To establish the student's knowledge with the principles of Accounting and making himself aware of the statistical condition and deprevation.
5. To improve the sole trade and adjustment with in the companies, a form of understanding between them.
6. The main aim is to improvise the principle of Accounting among the students and its benefits in the field of Hotel Industry.

#### **UNIT- I**

Definition of Accounting – Accounting Principles – Accounting concepts and Conventions – Nature of Accounting – Kinds of Accounts.

#### **UNIT-II**

Journal – Ledger – Trial Balance – Rectificals of Errors – Bank Reconcilliali Statement(BRs)

#### **UNIT-III**

Subsidiary Books – Purchase Book, Sales Book, Purchase Returns Book, Sales Returns Book and Cash Book – Simple Cash Book and Petty Cash Book.

#### **UNIT-IV**

Methods of Depreciate – Straight Line Method – Written Down Value Method and Annuity Method.

#### **UNIT-V**

Final Accounts of Sole Trader and Final Accounts of Companies with Simple Adjustments.

#### **REFERENCES :**

1. Advanced Accounting – M.C.Shukla,T.S Grewel& S.C.Gupta “Sultan Chand & Sons”: Edition-2014
2. Advanced Accounting – S.P.Jain & K.L.Narang Kalyani Publishers-2012
3. Advanced Accounting – R.L.Gupta &Radhasamy “Sultan Chand & Sons”: Edition-2013
4. Principles of Accounting – Vinayakam,Mani&Nagarajan “Sultan Chand & Co”:  
Edition-2013
5. Principles of Accounting - R.L.Gupta &Radhasamy “Sultan Chand & Co”:  
Edition-2014

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## **CORE COURSE VI**

### **PERSONALITY AND SOFT SKILL DEVELOPMENT**

#### **Objectives :**

1. To make the student aspire the importance and significance of communication.
2. To initiate the students the mechanics of Human Brain and its attributes and Functions.
3. To endure the students knowledge with Advising and Counselling
4. To enrich the students positive attitude and their exhibitions in their working Area/Place.
5. To exhibit and initiate the leadership Qualities.
6. The General aim of this course is to enrich the student personality by developing their personal attributes, Quality developing positive thinking and leadership Qualities for their future endeavours and to acquire the knowledge of basic skills.

#### **UNIT I SELF ASSESSMENT**

- 1.1 Life Oriented Aspects-Personal Attributes
- 1.2 Relation Oriented Attributes Education and Upbringing, Leadership Oriented Attributes
- 1.3 Performance Oriented Attributes-Business Oriented Attributes
- 1.4 Self Qualifying Factors-Self Image Factor
- 1.5 Self Confidence Factor –Self Response Factor

#### **UNIT II MECHANICS OF FUNCTIONING MIND**

- 2.1 The Human Brain – The Human Body – The Human Mind
- 2.2 Constitution of mind-Conscious part of the Mind
- 2.3 Representative of Personal Attributes
- 2.4 Mechanics of Conscious Thought Process
- 2.5 Mechanics of Subconscious Thought Process

#### **UNIT III MECHANICS OF ADVISING AND COUNSELLING**

- 3.1 Need for Advice – Role of an Advisor
- 3.2 Quality of an Advice-Basic for an advice – Homework
- 3.3 Guidance for Advisor Counselling
- 3.4 Guidance for Counsellor- Quality of Counselling
- 3.5 Time aspect- Feedback Information- Concluding Remarks

#### **UNIT IV DEVELOPING POSITIVE ATTITUDE**

- 4.1 Features of attitudes-Attitude behavior
- 4.2 Formation of attitudes- Change of Attitudes
- 4.3 Attitude in a Workplace- The Power of Positive Attitude
- 4.4 The benefits of a positive attitude
- 4.5 Developing Positive Attitude

## **UNIT V      TEAM BUILDING AND TEAMWORK**

- 5.1 Aspects of team building –Team Goals
- 5.2 Skills needed for team work-Sharing
- 5.3 Characteristics of effective team
- 5.4 Role of a team leader-Leadership and Coaching
- 5.5 Difficulties faced in inter-group collaboration

### **REFERNCES :**

- 1. English for all Communication – K.K Ramanarayanam –Year-2003 Sage Publications India Pvt Ltd
- 2. Communication for development in the Third World –Srinivas R.Melkote H.Leslic Steeves-Year-2005 Sage Publications India Pvt Ltd,
- 3. Developing Communication Skills-Krishna Mohan/Meera Banerji Macmillan India Ltd Year-2004
- 4. Personality Development and Carrer Management- R.M.Onkar S.Chandol Company Ltd Year-2008
- 5. Soft Skills-Dr.K.Alex S.Chand & Company Pvt Ltd Year-2014

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## **CORE COURSE VIII**

### **RESEARCH METHODOLOGY**

#### **OBJECTIVES**

The aim is to ascertain the approaches of research and its methods in different forms and fields.

1. To Secure the knowledge of research in different aspects & fields of Hotel Industry.
2. The Methodology to collect the data & its techniques
3. To update the students with the on-growing technical extension and installing data of the Research
4. To Create a Methodology among the students for Research activity, by adopting essential fundamental concepts of Research.
5. To enable the student to execute a Research project with his finding and adopting a methodology to it.

#### **UNIT-I**

Introduction to Research Methodology – Meaning – Objectives – Research Approaches, Research Problem – Formulation of the Research Problem

#### **UNIT-II**

Types of Research – Desk Research – Field Research –Quantitative Research – Market Research – Coupon Research – Qualitative Research.

#### **UNIT-III**

Data Collection Techniques- Questionnaire – Interviews – Projective Methods – Secondary Data.

#### **UNIT-IV**

Processing and Analysing of Data – Problem in Processing – Sampling Design – Sample Survey Steps involved – Difference types – Random Sample – Complex Random Sample design. Use of Computer in , Research – Computer and Computer Technology – Computer and Researcher.

#### **UNIT -V**

Interpretation and Report Writing – Structure of a Report – Chapterisation – Meaning – Technique – Significance – Layout of Research Report – Types of Report – Oral Presentation – Mechanics – Conclusion. Documentation- Food Notes – Bibliography – Index,Charts,Diagram,Maps,Tables,Illustration,Photos, Post Script,Glossary.

#### **REFERENCE BOOKS :**

1. Research Methodology – C.R.Kothari
2. Research Methodology – Dr.Kumar & Lakshmi Narayana Agarwal

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**CORE PRACTICAL III**  
**FRONT OFFICE AND ACCOMMODATION MANAGEMENT (P)**

**General Objective of the Course:**

On completion of study of this course, the student will be able to practice the operations of Front office and housekeeping

**Specific Objectives of the Units:**

On completion of study of these units, the student will be able

- Unit – I** : to learn the organization of front office and housekeeping
- Unit – II** : to determine the reservation and registration formalities
- Unit – III** : to handle the functions of information section and cleaning & polishing
- Unit – IV** : to classify the cleaning of carpets and linen
- Unit – V** : to identify the types of furniture and fixtures.

**UNIT I**

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

**UNIT II**

- 2.1 Registration & Reservation Procedures
- 2.2 Handling Check-In & Walk-In Guests
- 2.3 Checkout Procedures.

**UNIT III**

- 3.1 Role of Information Section
- 3.2 Cash Section in Front Office
- 3.3 Different types of cleaning
- 3.4 Polishing of metal, wood etc to be practiced.

**UNIT IV**

- 4.1 Carpet cleaning, floor, spring-cleaning.
- 4.2 Laundry – washing
- 4.3 Dry cleaning of different fabrics and clothes to be known.

**UNIT V**

- 5.1 Furniture and Fixtures of different types of wood, metal etc to be practiced
- 5.2 Cleaning and maintaining
- 5.3 Colour Schemes Wall, interior and exterior to be known and practiced.

**Books for Reference:**

- 1. Basic Hotel Front Office Procedures – Peter Renner
- 2. Front Office Procedures – Peter Abbott & Sue Lewry
- 3. Managing Housekeeping Custodial Operation-Edwin B.Feldman
- 4. Professional Management of Housekeeping Operations (II Edn.)-Robert J.Martin &Tomas J.A.Jones.
- 5. House keeping Management-Margaret M.Leappa & Aleta Nitschke

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**ELECTIVE COURSE III**  
**TOURISM MANAGEMENT**

**OBJECTIVES :**

1. To make the student comprehend the tour and its concepts.
2. To help the student perceive the significance of Tourism Transport.
3. To introduce the student to the Hygiene and Sanitation.
4. To make the student get acquired with the conceptual importance of Globalisation of the Tourist Industry.
5. To make the student gain proficiency in assessing trends in Industry and Technology.
6. The general aim of this course is to provide the student the aspect and operations of Tourism, as it's a fast growing industry involving aspects like travel, cultural travel, educational and medical, business travel, outgoing travel and incoming travel.

**UNIT I      TOUR OPERATIONS**

- 1.1      The Origins of the Packaged Tour
- 1.2      Growth in the Package Vacations
- 1.3      Types of Tour Operations-Tour operation Economics
- 1.4      Customised Tours and Excursions
- 1.5      Control over Tour operating-Direct Marketing

**UNIT II      DIFFERENT FORMS OF TRANSPORT**

- 2.1      Tourism Transport-Basic Component
- 2.2      Modes of Transport-Car ownership Air Transport
- 2.3      Rail Transport-Highspeed Trains
- 2.5      Sea Transport-IPSA (International Passengership Associates)-TPPC  
(Trans Pacific Passenger Conference)

**UNIT III      HYGIENE AND SANITATION REGULATIONS**

- 3.1      Food Poisoning-Protection from Contamination
- 3.2      Food and Beverage Handling and Personal Hygiene
- 3.3      Service control areas- Public Dining Rooms
- 3.4      Contracts with Managerial Personnel
- 3.5      Social Security and Fringe Benefits

**UNIT IV      GLOBALIZATION OF THE TOURIST INDUSTRY**

- 4.1      Importance of Tourism to a Destinations Economy
- 4.2      Tourism Strategies and Investments
- 4.3      Segmenting and Monitoring the tourist market
- 4.4      Communicating with the Tourist Market

- 4.5 Organizing and Managing Tourism Marketing-Influencing Site Selection

## **UNIT V      TECHNOLOGY IN TOURISM SERVICE**

- 5.1 Important areas where technologies can be applied  
5.2 Multiple use of Technology-Trends in Industry  
5.3 Reservation Systems in the Transport  
5.4 Customer Relationship Management (CRM)  
5.5 Explanation-WTO,OECD,WTTC

### **REFERENCES :**

1. The Business of Travel Agency &Tour Operations and Management – A.K.Bhatia Sterling Publishers pvt [www.sterlingpublishers.com](http://www.sterlingpublishers.com) year-2004
2. Marketing for Hospitality and Tourism Philip Kotter, JohnBowen, Jennes Markers year-2002 Published by Pearson Education pvt
3. HRM in Tourism & Hospitality-Darren Lee-Ross-Year-1999 Cassell British Library Cataloging in publication data
4. Hotel Tourism Laws year-2001 Dr.Jagmohan Hegi Frank Bros &Co Publishers Ltd
5. Travel & Tourism Industry- year-2001 Neelam Soni Student Aid Publications Delhi

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**ELECTIVE COURSE IV**  
**HOME SCALE FOOD PRESERVATION**

**OBJECTIVES:**

1. To update the knowledge to secure the Basic Principles of Food preservation.
2. To make the Student understand the ways of preserving food.
3. To create a smooth knowledge of preventing the food from spoilage.
4. To create a awareness by Food Preservation through various Chemicals and their Contemporary needs.
5. To prevent and preserve is the basic concept of this course and to enrich the knowledge of chemicals and anti-oxidants in the field of the food preservation.
6. This course aim to deal the consequence of preserving food and its maintainence by using different methods and chemicals.

**UNIT I**

Food Preservation meaning, objectives and basic principles of food preservation (Asepsis, Removal, Anaerobic Conditions), Food Contamination, Microbial Organisms.

**UNIT II :**

Food Spoilage  
Food Spoilage and its Prevention, Role of Microbes in Food Spoilage  
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:-**

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. 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.

## **REFERENCES:**

1. Food, Facts and Principles (Second Edition) -N.Shakundalamany & M.Shandaksharasamy
2. Food Processing and Preservation-B.Sivasankar.
3. Food Microbiology (Fourth Edition) -William C.Frazier & Dennis C.Westhoff.
4. Devadas R.P.Nutrition in Tamilnadu Sangam Publishers, 1972
5. Gnana Sundaram, S.A.Manual of Practical paediatric Nutrition, Students Offset Service, T.Nagar, Madras
6. Jellifee, D.B.infant in the subtropics and tropics, Who Geneve, 1968
7. Marting E.A.Roberts, Nutrition in Tamilnadu Sangam Publishers, 1972

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## **CORE COURSE IX**

### **BASIC BAKING SCIENCE**

#### **OBJECTIVES :**

- To Differentiate the learner on wheat and its types.
- To classify the learner on types fats eggs yeasts.
- To define the reader on the production of Bread and cakes
- To give an in-depth knowledge on cookies
- To familiarise the learner on Bakery equipments

#### **Unit I**

Wheat – Classification – Types - Structure. Milling Process – Flour - Types – Composition – Flour test – Functions – Storage – Sugar – Types – Functions.

#### **Unit II**

Fats – Types – Functions – Eggs – Types – Yeast – Types – Functions – Salt – Functions. Leavening Agents – Types – Functions – Stabilizers – Emulsifiers – Improvers.

#### **Unit III**

Bread – Methods of Baking – Processing – Characteristics of Breads – Bread Faults – Cake making ingredients – Tips in Cake making – Methods of Making Cake Types – Balancing Cake Formula – Cake faults and remedies.

#### **Unit IV**

Cookies – ingredients - Process involved. In cookies – Methods – Cookies faults – Pastries – Types – Methods – Hygiene in Bakery – Personnel Hygiene.

#### **Unit V        **BAKERY MACHINERY AND EQUIPMENTS****

Major Equipments – Minor Equipments – Cleaning of Equipments and Machinery – Standard Weight and Measures – Oven temperature Chart – Temperature conversion Formula.

#### **REFERENCE BOOKS:**

- 1) Basic Baking Science & Craft by S.C. Dubey (S.C. Dubey F-10/5, Malaviya Nagar, New Delhi – 110 017).
- 2) Beautiful Baking - Consultant Editor – Carole Clements Richard Blady Publishing (Anness Publishers Ltd.)
- 3) Perfect Baking at Home–Kritika A.Mathew (Vasan Book Depot, Bangalore)
- 4) Practical Baking – Sultan
- 5) New Complete Book of Breads - Bernard Clayton (Fireside Rockefeller Centre, New York.
- 6) Baking made simple – M.K. Gaur & Manish Gaur. (Bakers Machinery & Consultancy Company, Bangalore).

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## **CORE COURSE X**

### **CATERING MANAGEMENT**

#### **OBJECTIVES :**

1. To extemplate the function of management and its scope
2. To enrich the personal appraisal in the field of catering
3. To introduce the students about the knowledge of organization and to execute the information regarding food
4. To make the students know about the preservation and maintenance of Quality in food
5. To update the knowledge of consumption for preparing food.
6. The General objective of this course is to ascertain and enrich the students capability of catering management.

#### **UNIT I MANAGEMENT NATURE AND SCOPE**

- 1.1 Meaning and Definitions of Management
- 1.2 Nature of Management – Management as a Profession
- 1.3 Importance of Management-Level s of Management
- 1.4 Fuctions of Management-Planning organizing
- 1.5 Staffing –Directing-Co-Ordinating-Controlling

#### **UNIT II PERFORMANCE APPRAISAL AND PROMOTION**

- 2.1 Meaning of performance Appraisal
- 2.2 Features and Advantages of Performance Appraisal
- 2.3 Methods of Performance Appraisal
- 2.4 Steps to make performance Appraisal
- 2.5 Meaning and Criteria for Promotion

#### **UNIT III PRINCIPLES AND FUNTIONS OF CATERING MANAGEMENT**

- 3.1 Principles of Management-Authority and responsibility
- 3.2 Individual goals subordinate to establishment goals
- 3.3 Functions of Management –Steps in Organising
- 3.4 Changes in food preferences and eating habits
- 3.5 The types of customer or establishment

#### **UNIT IV CATERING SYSTEM**

- 4.1 Problems of the catering industry
- 4.2 Regeneration food service system for hospitals
- 4.3 The cook-freeze process-Banqueting
- 4.4 Preparation of food Storage of frozen items
- 4.5 The reheating of frozen cooked portions –Quality control

#### **UNIT V CATERING SERVICES**

- 5.1 Measuring gas Consumption

- 5.2 Atmospheric Steaming oven
- 5.3 Electrical Installation, Installation and Maintenance
- 5.4 Cost of equipment, Installation and Maintenance
- 5.5 Energy saving Equipment –Water Treatments

**REFERENCES :**

1. Catering Management M.D.Jitendra Dominant Publishers & Distributors Year-1999
2. Hospitality Sales & Promotion Strategies for Success Derek Taylor/John O'Connor publication year-2001
3. Principles of Management (Business Mgt)-2014
4. Hotel, Hostel and Hospital Housekeeping –Joan C.Branson & Margaret Lennox Hodder & Stoughton-2004
5. Hotel/Motel Operations – Suzanne Stewart Weissinger , MTA –Delmar Thomson Learning – 2000

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## **CORE PRACTICAL IV**

### **APPLICATION OF IT IN HOSPITALITY INDUSTRY (P)**

#### **OBJECTIVES:**

1. To Accure the knowledge with latest techniques of Computer Software.
2. To Access the ability of Computer related to Hotel Management
3. To understand the basic components of Ms-Office and its function
4. To Update the Computer knowledge and ascertain their needs to the process of Hotel Management
5. To extinguish the knowledge of net facility in business.

#### **UNIT I INTERNET &HTML**

1. Creating a E-mail ID, sending & receiving e-mail
2. Accessing websites related to hotel industry
3. Designing web pages using html for a hotel (Formatting tags,image tags,tables, frames forms and links)

#### **UNIT II MS-WORD**

1. Text Manipulation- changing the font size, font type, font style,making the text bold, underling the text, aligning th text (center, left, right, justifies), cut, copy, paste
2. Paragraph indenting & Spacing, bullets&Numbering, Spelling & Grammer check, inserting a picture from clip art, auto shapes, word art.
3. Table manipulation –creating tables, inserting & deleting rows & columns, changing width & height, changing table border.
4. Mail merge concept, printing formats

#### **UNIT III MS-EXCEL**

1. Entering the data,changing the fonts, changing row heights & columns 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

#### **UNIT-IV MS-POWERPOINT**

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.

## **UNIT-V MS-ACCESS**

1. Creating a Database, Relationships, Creating Table through Design View.
2. Query Form & Reports

### **REFERENCE BOOKS:**

1. MS-Office 2000 Sanjay Saxena, Vikas Publishing House
2. Computer Applications in Business - S.V. Srinivasa Vallabhan, Sultan Chand and Sons, New Delhi
3. Software for windows made simple - Taxali, Tata McGraw Hill Publishing Company
4. MS-Office 2000 (Access only) Sanjay Sexana, vikas Publishing House
5. Computer Applications in Business (Access only) Srinivasa Vallabhan sultan Chand & internet programming and web design S.Aarathi, Kalaikathir Achagam

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## **ELECTIVE COURSE V**

### **ENTREPRENEURSHIP MANAGEMENT**

#### **OBJECTIVES :**

1. To face the current challenges and to become the future Entrepreneurship.
2. To develop their thinking with Business mind
3. To create a innovative technique in their future Entrepreneurship
4. To initiate Management control towards their field to become a good Entrepreneurship
5. To template the basic components, plans, strategies to execute a successful ownership
6. The general aim of this course is to extinguish the ability of the student by facing the challenges and executing the talents by becoming a good Entrepreneurship in the competitive field of job making.

#### **UNIT 1      **ENTREPRENEURSHIP AN OVERVIEW****

- 1.1      Entrepreneurship challenges in the 21<sup>st</sup> century
- 1.2      Creating Indian Entrepreneurship
- 1.3      The Future of Entrepreneurship
- 1.4      Entrepreneurship Characteristics
- 1.5      Corporate Entrepreneurship

#### **UNIT II      **DEVELOPMENT OF BUSINESS PLAN****

- 2.1      Business forms-Partnership
- 2.2      Procedure for formation of body corporate
- 2.3      Pre-operational Requirements and procedural Aspects of creating a venture
- 2.4      Structure of the Business plan
- 2.5      Presentation of the Business plan

#### **UNIT III      **PRODUCT SERVICE AND MARKET DEVELOPMENT****

- 3.1      Product Development Implications
- 3.2      Quality/Reliability/Dependability
- 3.3      Time to market-Innovativeness
- 3.4      Influences on Price-determination
- 3.5      Direct & Indirect methods of marketing

#### **UNIT IV      **THE ORGANIZATIONAL PLAN****

- 4.1      Developing the Management Team
- 4.2      Organization Chart and Functional Responsibilities of Directors
- 4.3      Legal Forms of Business-Ownership
- 4.4      Transferability of Interest-Capital Requirements
- 4.5      Management Control –Attractiveness for Raising Capital

## **UNIT V STRATEGIES FOR HARVESTING AND ENDING**

- 5.1 Effective Succession of Ownership
- 5.2 Succession of Business- Transfer to Family Members
- 5.3 Transfer to NonFamily Memebers
- 5.4 Options for selling the Business
- 5.5 Employee Stock Option plan

### **REFERENCES :**

1. Entrepreneurship –Michael P.Peters Mc.Graw Hill Education Private Limited Year-2013
2. Entrepreneurship and new venture creation-A.Sahay,V Sharma Excel Books Publisher-2008
3. Entrepreneurship Development –Vasant Desai Himalaya Publishing House-2008
4. Entrepreneurship Development Dr.S.S.Khanka S.Chand of Company Pvt Ltd Year 2014
5. Principles of Management (Business Management) Dr.J.Jayasankar Publishes by Margham Publications Year-2014

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