



**M.Sc. HOTEL MANAGEMENT AND CATERING SCIENCE
CHOICE BASED CREDIT SYSTEM -
LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)**

(Applicable to the candidates admitted from the academic year 2022-23 onwards)

Sem.	Course	Title	Ins. Hrs.	Credit	Exam Hrs.	Marks		Total
						Int.	Ext.	
I	Core Course I (CC)	Advanced Food Production Management	6	5	3	25	75	100
	Core Course II (CC)	Advanced Food and Beverage Service Management	6	5	3	25	75	100
	Core Choice Course I (CCC)	1. Brand Management 2. Catering Management	6	5	3	25	75	100
	Core Practical I (CP)	Advanced Food Production Management Practical	6	3	3	40	60	100
	Elective Course I (EC)	1. MICE Tourism 2. Travel management	6	4	3	25	75	100
	Value Added Course I (VAC)	Business Ethics	-	2*	3	25	75	100*
	Total			30	22	-	-	-
II	Core Course III (CC)	Front office Management	6	5	3	25	75	100
	Core Course IV (CC)	Accommodation Operations Management	5	5	3	25	75	100
	Core Choice Course II (CCC)	1. Hotel Facility Management 2. Allied Catering Industries	5	5	3	25	75	100
	Core Practical II (CP)	Advanced Food and Beverage Service Management Practical	6	3	3	40	60	100
	Elective Course II (EC)	1. Organizational Behaviour 2. Services Marketing	5	4	3	25	75	100
	Non-Major Elective Course I	Front Desk operations	3	2	3	25	75	100
	Total			30	24	-	-	-
III	Core Course V (CC)	Tour Guiding and Escort services	6	5	3	25	75	100
	Core Course VI (CC)	Research Methodology	5	5	3	25	75	100
	Core Choice Course III (CCC)	1. Tourism Geography 2. Human Resource Management	5	5	3	25	75	100
	Core Practical III (CP)	Front office and Accommodation Management Practical	6	3	3	40	60	100
	Elective Course III (EC)	1. E-Business 2. Customer Relationship Management	5	4	3	25	75	100
	Non-Major Elective Course II	Basic Restaurant Service	3	2	3	25	75	100
	Total			30	24	-	-	-
IV	Core Course VII (CC)	Crisis and Disaster Management	6	5	3	25	75	100
	Core Course VIII (CC)	Financial Management	6	5	3	25	75	100
	Entrepreneurship / Industry Based Course	Tourism and Hospitality Entrepreneurship	6	5	3	25	75	100
	Project	Project	12	5	-	20	80	100
	Value Added Course II (VAC)	Sustainability for Tourism and Hospitality	-	2*	3	25	75	100*
	Total			30	20	-	-	-
Grand Total			120	90	-	-	-	2100

***The value added courses credit will not be included in the total CGPA.
These courses are extra-credit courses.
Instruction hours for these courses are 30 hours.**

Summary of Curriculum Structure of PG Programmes

Sl. No.	Types of the Courses	No. of Courses	No. of Credits	Marks
1.	Core Courses	8	40	800
2.	Core Choice Courses	3	15	300
3.	Core Practicals	3	9	300
4.	Elective Courses	3	12	300
5.	Entrepreneurship/ Industry Based Course	1	5	100
6.	Project	1	5	100
7.	Non-Major Elective Courses	2	4	200
	Total	21	90	2100
	Value Added Courses *	2*	4*	200*

PROGRAMME OBJECTIVES:

- To impart practical, theoretical and personal skills required for senior management roles within a variety of international hotel organisations.
- To train the learners in synthesising strategic, organisational and marketing processes of a commercial hospitality enterprise within the context of the global nature of the business.
- To cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions.
- To demonstrate high standards with regard to performance in the hotel industry adopting value-based and ethical practices.
- To equip students with entrepreneurial initiative in the field of hospitality and its allied sectors

PROGRAMME OUTCOMES:

After successful completion of this PG Degree programme, the students will be able:

1. To demonstrate professional skills in all domains of hospitality industry.
2. To take decisions to handle guests and diverse situations encountered in the industry.
3. To efficiently operate industry used technology, equipment and tools.
4. To Communicate effectively in handling guests, inter-personal relations and with society at large.
5. To work with required capability in teams as well as provide leadership in carrying out assigned tasks.

**Employment Opportunities Available for candidates of
M.Sc. Hotel Management and Catering Science:**

- Opportunity to acquire recognized higher Post Graduate qualifications in Hospitality Hotel Administration
- Enter the hospitality industry at supervisory level in departments like training, sales and marketing, human resource management.
- Faculty positions in Hotel Management and Tourism Management Institutes.
- Opportunity to acquire higher qualification for in-service sponsored candidates from industry. Such in-service candidates can then shoulder managerial responsibilities in their area of specialization
- Opportunity for the faculty from recognized Hospitality/Hotel Management and Tourism Institutes for enhancement of professional qualification towards advancement in teaching career

Some of the job profiles available for a candidate with a M.Sc. Hotel Management and Catering Science degree are listed below:

- Hotel Manager
- Marketing Executive
- Cabin Crew
- Catering Officer
- Sales Executive
- Hospitality Executive
- Resort Manager

First Year

**CORE COURSE I
ADVANCED FOOD PRODUCTION MANAGEMENT
(Theory)**

Semester I

Code

Credit: 5

OBJECTIVES:

At the end of this course the students should be able to

- Know the history of cooking, its modern developments and develop brief idea of various cuisines
- Understand the professional requirements of kitchen personnel and the importance and maintenance of hygiene
- Have insight of kitchen organization, duties and responsibilities of kitchen staff, workflow, and kitchen equipment
- Have through knowledge of methods of cooking and understanding raw materials.

UNIT - I INTRODUCTION TO CULINARY ARTS:

Basic Principles of Culinary Arts - 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. Attitudes & behavior in the kitchen.

UNIT - II KITCHEN MANAGEMENT:

The Hierarchy – classical kitchen brigade (English & French) in a star category hotel- Department Staffing - Different types of kitchens – Kitchen layout- Kitchen Planning - Centralized Kitchen – Satellite Kitchen – Off Premises Catering – Menu planning.

UNIT - III COMMODITIES USED IN CATERING INDUSTRY:

Characteristics of Raw Materials (Salt, Fat & Oil, Egg etc...) - Cereals (wheat, rice and other millets in India) - pulses (types, and nutritive value) - Dairy products - Classification of vegetables & Fruits – Different Herbs, spices, & condiments used in western and Indian cookery.

UNIT IV THE ART OF FOOD PREPARATION:

Mise-en-Place- Preparation of ingredients – Mixing of ingredients- Texture of food – Liaison - Sprouting (pulses and legumes)- Blanching, filleting of fish, Deboning and jointing (poultry, mutton, beef, pork etc.) Cooking Techniques (Conduction, Radiation, Convection) - Various Methods of cooking food (boiling, poaching, grilling, broiling, steaming, barbeque.)

UNIT - V KITCHEN HYGIENE AND APPLIANCES:

Personal hygiene required for kitchen staff- safety and security required for kitchen staff- Kitchen Hygiene- FIFO, LIFO-Date Coding, uses of thermometers – HACCP Principles- The steps of the HACCP System - Quality standards maintained in the kitchen- types of kitchen equipment - Major electrical equipment used in the kitchen – sundry equipment and utensils used in the kitchen.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- New technologies adopted and designing of modern equipment for food production-
Modern trends in the production of Bakery and Confectionary products

REFERENCES:

1. Chef Parvinder S. Bali, Food Production Operations, 3rd Edition, Oxford University Press, 2021.
2. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, 1st Edition, Octopus Publishing Group, London, 2001.
3. Louis Saulnier, Le Repertoire De La Cuisine, 5th Edition, Barrons Educational Series, United States, 2010.
4. Fuller. John, Chef's Manual of Kitchen Management, 2nd Edition, HarperCollins Distribution Services, United Kingdom, 2007.
5. Modern Cookery – Vol. I & II –Thangam E. Philip (Orient Black Swan Publications)
6. Theory of Cookery – Krishna Arora (Frank Bros. & Co., New Delhi)
7. Food Production Operations, Parvinder S. Bali. (Oxford Publications)
8. https://www.academia.edu/47170808/PRODUCTION_MANAGEMENT_Food_Production_Semester_6_B_sc_HHA
9. https://www.tutorialspoint.com/food_production_operations/food_production_operations_tutorial.pdf
10. <https://www.egyankosh.ac.in/bitstream/123456789/46633/1/Unit-14.pdf>

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Acquire knowledge about nature, aims and quality standards of cooking and apply appropriate sanitation, health and safety practices in cooking
- Select and use different food production equipment and understand about ingredients used for cooking and how their characteristics are used to design, formulate and prepare dishes
- Understand the characteristics and methods of cooking of Indian and International cuisines.
- Gain knowledge about the appropriate pre-preparation, cooking, decorating and presenting the food dishes
- Comprehend the preparation of stocks, soups and sauces and method of preparing basic gravies in Indian cuisine.

First Year

**CORE COURSE II
ADVANCED FOOD AND BEVERAGE SERVICE
MANAGEMENT**

Semester I

Code

(Theory)

Credit: 5

OBJECTIVES:

- To understand the challenges associated with the Food and Beverage Industry.
- To review aspects of management and planning in Food and Beverage operations
- To recognize the role and structure of Food and Beverage functions, along with its relationship with other departments within the hotel.
- To discuss the industry's opportunities and future trends.

UNIT – I MENU ENGINEERING:

Compiling of menus – Aspects of Menu - Gueridon Service - Special Equipment's used - Care & Maintenance of equipment - Taking order for Gueridon Service - General points to be remembered while serving from a Gueridon - Sequence of service - The Gueridon (lay out diagram)

UNIT – II BAR OPERATIONS:

Types of Bars - Planning of Bar - Allocation of Area - Designing of Bar - Furniture and Furnishings - Atmosphere - Interior decoration etc. - Selection and Purchase of Equipment - Cutlery, Crockery and Glassware's - Linen ware - Bar Equipment - Still Room Equipment.

UNIT – III COCKTAILS AND MOCKTAILS:

Mixology – Proper measuring of Alcohol – Drinks Mixing Techniques – Proper Glass for Proper Drink - Garnishing of Drinks. - Food and Wine Harmony- Mock tails – Cocktails (Different Liquor Based) (Vodka, Whisky, Brandy, Rum, Gin, Beer, Wine, Tequila)

UNIT – IV RESTAURANT PLANNING:

General points of Planning a Restaurant - - Needs and demands of customer - - Policy of the firm - The Menu - Planning Team - Planning and Designing of Restaurant - Fast food-its concept & history and functioning of fast-food units

UNIT – V BEVERAGE COSTING:

Introduction to Beverage costing - Objectives of Beverage control - Difference between Food costs and Beverage costs - Control tools -Measuring devices – Corkage -Liquor Control Methods - Standard cost control methods - Bar procedure - Purchasing of liquor - Malpractice in Bar - Purchasing – receiving and issuing procedures - Beverage sales control - Legal requirements - Maintaining stock register (Books of accounts) Both from cellar and dispense bar

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned- Online food and beverage sales adopted in the modern era - Food and beverage cost control techniques and waste management.

REFERENCES:

1. R.Singaravelavan, Food and Beverage Service, 2nd Edition, Oxford University Press, New Delhi, 2018.
2. Dennis R. Lillicrap, John A. Cousins, Food & Beverage Service, 9th Edition, John Wiley & Sons Incorporated, London, 2014.
3. Brian Varghese, Professional Food and Beverage Service Management, New Edition, Laxmi Publications, New Delhi, 2015.
4. Mahendra Singh Negi, Training Manual for Food and Beverage Services, 2nd Edition, I K International Publishing House Pvt. Ltd, New Delhi, 2016
5. LendalH .Kotschevar& Ronald F. Cichy, Managing Beverage Service, 1st Edition, Educational Institute of the American Hotel & Lodging Association, Lansing, Michigan, USA. 2004
6. Food and Service by Lilicarp. D. Cousins.J,Smith,R
7. Food and Beverage Service – Bobby George
8. Robert A. Lipinski & Kathleen A. Lipinski, Professional guide to alcoholic beverages Van Nostrand Reinhold, 2nd Edition, 1989.
9. <https://www.worldcat.org/title/food-and-beverage-management/oclc/1000298008?referer=di&ht=edition>
10. <https://www.pdfdrive.com/food-and-beverage-management-fourth-edition-e41335548.html>
11. https://www.ihmnotes.in/assets/Docs/Books/Food_and_Beverage_Management.pdf

COURSE OUTCOMES:

- On successful completion of this course, students will be able to:
- Categorize and Plan to coordinate and execute food and beverage service requirements for a variety of hospitality events.
- Apply the principles of cellar management and demonstrate skills in service of wines and cocktails.
- Make use of the Professional skill of Guerdon service.

First Year

**CORE CHOICE COURSE I
1) BRAND MANAGEMENT
(Theory)**

Semester I

Code

Credit: 5

COURSE OBJECTIVES:

- To introduce the students about the important concepts relating to brand management.
- To educate the students relating to brand positioning and brand strategies.
- To expose the students to different dimensions of brand image.
- To enable the students to leverage the brand
- To train the students on brand valuation.

UNIT – I INTRODUCTION TO BRAND MANAGEMENT:

Brand - Evolution, perspectives, anatomy, types of brand names, brand name associations, Brands Vs Products, Advantages of Brands to consumers & firms. Brand elements: components & choosing brand elements, Branding challenges & opportunities.

UNIT – II BRAND POSITIONING:

Basic concepts – alternatives - risks – Brands & Consumers – strategies for positioning the brand for competitive advantages – Points of parity – Points of difference – Buying decision perspectives on consumer behaviour, Building a strong brand – Method & implications

UNIT – III BRAND IMAGE:

Image dimensions, brand associations & image, Brand identity – perspectives, levels, and prisms. Managing Brand image – stages – functional, symbolic & experiential brands. Brand Equity – Sources of Equity. Brand Equity models, Brand Audits. Brand Loyalty & Cult brands.

UNIT –IV LEVERAGING BRANDS:

Brand extensions, extendibility, merits & demerits, Line extensions, line trap – Co-branding & Licensing Brands. Reinforcing and revitalisation of Brands – need, methods, Brand Architecture – Product, line, range, umbrella & source endorsed brands. Brand Portfolio Management.

UNIT – V BRAND VALUATION:

Methods of valuation, implications for buying & selling brands. Applications – Branding industrial products, services and retailers – Building Brands online. Indianization of foreign brands & taking Indian brands global – issues & challenges.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Innovations in branding - Impact of technology on branding

REFERENCES:

1. Strategic Brand Management, Kevin Lane Keller, Prentice Hall 2003
2. Best Practice Cases in Branding, Kevin Lane Keller, Prentice Hall 2003. Bulk Pack with readings
3. Kapferer, Strategic Brand Management, Kogan Page, New Delhi.
4. Harsh Varma, Brand Management, Excell Books, New Delhi.
5. Majumdar, Product Management in India, PHI
6. Sengupta, Brand Positioning, Tata McGraw Hill.
7. RameshKumar, Managing Indian Brands, Vikas
8. Chandrasekar, Product Management, Himalaya.
9. [https://ebooks.lpude.in/management/mba/term_4/DMGT508_PRODUCT AND BRAND MANAGEMENT.pdf](https://ebooks.lpude.in/management/mba/term_4/DMGT508_PRODUCT_AND_BRAND_MANAGEMENT.pdf)
10. <http://www.eiilmuniversity.co.in/downloads/Brand-Management.pdf>
11. http://www.untag-smd.ac.id/files/Perpustakaan_Digital_1/BRAND%20NAME%20PRODUCTS%20New%20Strategic%20Brand%20Management%20-%2000749450851.PDF

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

- Explain how branding applies to virtually everything.
- Summarize how consumers evaluate brand extensions and how brand extensions contribute to parent brand equity.
- Identify the different types of brand elements.
- Outline the rationale for developing a global brand.
- Identify the four components of brand positioning.

First Year

**CORE CHOICE COURSE I
2) CATERING MANAGEMENT
(Theory)**

Semester I

Code

Credit: 5

COURSE OBJECTIVES:

- To have an introduction of catering and facilities provided in the catering of a star category hotel
- To acquire knowledge about the operating procedures followed in the catering and banquet department
- To demonstrate knowledge of the key functional areas of catering management
- To explain the importance of catering in the hospitality sector.
- To Describe the different banquet arrangements in the star category hotels

UNIT - I MANAGEMENT NATURE AND SCOPE:

Meaning and Definitions of Management - Nature of Management – Management as a Profession - Importance of Management-Levels of Management - Functions of Management – Planning organizing - Staffing –Directing-Co-Ordinating-Controlling

UNIT - II PERFORMANCE APPRAISAL AND PROMOTION:

Meaning of performance Appraisal - Features and Advantages of Performance Appraisal - Methods of Performance Appraisal - Steps to make performance Appraisal - Meaning and Criteria for Promotion

UNIT – III PRINCIPLES AND FUNCTIONS OF CATERING MANAGEMENT:

Principles of Management-Authority and responsibility - Individual goals subordinate to establishment goals - Functions of Management - Steps in Organizing - Changes in food preferences and eating habits - The types of customers or establishment

UNIT - IV CATERING SYSTEM:

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

UNIT- V CATERING SERVICES:

Measuring gas Consumption - Atmospheric Steaming oven - Electrical Installation, Installation and Maintenance - Cost of equipment, Installation and Maintenance - Energy saving Equipment - Water Treatments

UNIT - VI CURRENT CONTOURS: (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- New techniques followed in the purchase of food and beverages in hotels - Menu planning strategies and importance of menu engineering with concepts such as stars, Plow horses, Dogs, etc. during compilation and review of menus

REFERENCES:

1. Nancy Loman Scanlon, Catering Management, 3rd Edition, Hoboken, N.J.: John Wiley & Sons, ©2007.
2. Sethi M and Malhan S. (2011). Catering Management – an Integrated approach Second edition. (pp- 1-5). New Delhi, New Age International (P) Limited.
3. Kinder (Faye) Meal Management Ed4.1973, Mac Millan publishing Co. New York.
4. West BB, Wood L, Harger VF & Shugart GS. 1977. Food Service in Institutions, John Wiley & Sons
5. Jones, P .1987. Food service Operations-Comprehensive survey of Catering Industry. Cassell Publications
6. <https://www.pdfdrive.com/catering-management-3rd-editionpdf-e33468707.html>
7. <https://www.caterzen.com/free-catering-ebooks>
8. www.fnbclasses.blogspot.com
9. <https://epgp.inflibnet.ac.in/Home/ViewSubject?catid=1827>

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Understand concepts and [functions of catering management](#)
- Know the importance and guidelines of menu planning
- Aware of functions and types of menus followed in catering institutes
- Understand the [importance of food selection](#) , purchase and storage of food
- Gain knowledge on different purchasing methods and guidelines followed in catering institutes

First Year

**CORE PRACTICAL I
ADVANCED FOOD PRODUCTION
MANAGEMENT PRACTICAL
(Practical)**

Semester I

Code

Credit: 3

COURSE OBJECTIVES:

- Develop knowledge & interest in basic Indian food production.
- Know different equipment used in cooking.
- Understand basic skills required in the food production department

Unit – I:

Identification of different kitchen equipment's tools and commodities
Demonstration & Preparations of Basic stocks and sauces, soups Demonstration
- cuts of Vegetables, fish, Poultry, Beef. Mutton, Pork

Unit – II:

Preparations Indian rice in different Regional Pulao-5 varieties Biryani -5 varieties.

Unit – III:

Indian gravies-5 varieties Chat items-5 varieties Breakfast items south Indian and northern Indian varieties-5 varieties Indian snacks- 5 varieties 10 continental and oriental menus consisting of the following (Mexican, Spanish, Italian, Thai, Japanese, Chinese, English)

Unit – IV:

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

Unit – V:

Cakes - 5 varieties, Pastry - 4 varieties, Yeast Products- 5 varieties, Cookies And biscuits -5 varieties, Cake icings -5 varieties

UNIT - VI CURRENT CONTOURS: (For Continuous Internal assessment only)

Contemporary developments related to the course during the semester concerned
- Modern techniques adopted in the quantity food preparation by using labour saving devices - Food plating and food photography

REFERENCES:

1. Chef Parvinder S. Bali, Food Production Operations, 3rd Edition, Oxford University Press, 2021.

2. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, 1st Edition, Octopus Publishing Group, London, 2001.
3. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, 1st Edition, Octopus Publishing Group, London, 2001.
4. Louis Saulnier, Le Repertoire De La Cuisine, 5th Edition, Barrons Educational Series, United States, 2010.
5. Fuller. John, Chef's Manual of Kitchen Management, 2nd Edition, HarperCollins Distribution Services, United Kingdom, 2007.
6. Practical Cookery – Kinton and Ceserani (ELBS Publications)
7. The Theory of Catering – Kinton and Ceserani (ELBS Publications)
8. A Taste of India – Madhur Jeffrey.
9. Cookery Book – Tarla Dalal
10. International Cuisine & Food Production Management, Parvinder S. Bali.(Oxford Publications)
11. https://www.academia.edu/47170808/PRODUCTION_MANAGEMENT_Food_Production_Semester_6_B_sc_HHA
12. https://www.tutorialspoint.com/food_production_operations/food_production_operations_tutorial.pdf
13. <https://www.egyankosh.ac.in/bitstream/123456789/46633/1/Unit-14.pdf>

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Demonstrate ability to identify solutions to problems related to the food production
- Select and use different food production equipment and understand about ingredients used for cooking and how their characteristics are used to design, formulate and prepare dishes
- Demonstrate familiarity and competence with the practical skills and techniques used to produce various food and beverages.
- Gain knowledge about the appropriate pre-preparation, cooking, decorating and presenting the food dishes
- Capacity to formulate foods that meet specified requirements and which are intended to contribute to reducing community health concerns.

First Year

ELECTIVE COURSE I

Semester I

Code

**1) MICE TOURISM
(Theory)**

Credit: 4

COURSE OBJECTIVES:

- Understand the Five Stages of M.I.C.E Management.
- Learn how to conduct an M.I.C.E site inspection.
- Understand the various types of special M.I.C.E, and the requirements for each.
- Learn various organization's role on MIEC tourism development in India.

UNIT – I INTRODUCTIONS TO MICE:

Definition of MICE – Evolutions of MICE Industry – Components of MICE – Economic and social significance of MICE – Types of MEEC (Meetings, exhibitions, events & conventions) Terminology, Careers. - Meeting, Exhibition, Event, and Convention Organizers and Sponsors: identify various markets available in the areas of M.I.C.E

UNIT – II MICE – TYPES AND CHARACTERISTICS:

Mice market – Association and corporate meeting, its characteristics and differences – process of meeting management – role of travel agency in management of conferences – pre and post conferences tour – evaluations of events and its importance.

UNIT – III MICE IN INDIAN CONTEXT:

Conferences venues – concept, facility check in and check out procedure – Requirements – room lay out – F&B Planning for conference – Interrelated venues – project planning and development – Introduction to conference in India - role and functions of ICPB and ICCA.

Unit – IV Trade Show and Exhibitions:

Trade show and exhibitions – Types of shows – Benefits of exhibitions – Participant decision – Making Process – Contract Negotiations – principles – Negotiations with hotel – Airlines, and Ground Handler- Developments of events, sales, and marketing plan – Impact of covid 19 on MICE Industry.

UNIT – V CONTEMPORARY TECHNOLOGY USED IN MICE:

Latest meeting technologies – video conferencing and information communications technology – factors including information communication technology affecting future of MICE – Human Resource requirements for conferences incentive tour and special requirements for its organizations

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Challenges faced in MICE Tourism and suggested measures to overcome them
- Role of MICE Tourism in yielding revenue to the hospitality industry

REFERENCES:

1. Kilkenney, Shannon (2006) The Complete Guide to Successful Event Planning, Atlantic Pub. Group.
2. Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.
3. Schaumann, P. (2005) Practical advice from an event planner. The Guide to Successful Destination Management. Wiley.
4. Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
5. Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational institute of AH & MA.
6. Getz, D. (1997). Event Management & Event Tourism. New York: Cognizant Communication Corporation.
7. https://tourism.gov.in/sites/default/files/2020-04/MICE_India_final.pdf
8. https://www.cukashmir.ac.in/departmentsdocs_22/E-Module-II_MTTM_C-404.pdf
9. <https://desklib.com/document/role-mice-industry-tourism-development/>

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Develop and update MICE industry knowledge
- Manage stakeholders and Partnership.
- Select Venue and Site
- Develop MICE/EVENT Concept
- Design MICE/ Event Experience

First Year

**ELECTIVE COURSE I
2) TRAVEL MANAGEMENT
(Theory)**

Semester I

Code

Credit: 4

COURSE OBJECTIVES:

- To discuss the growth of travel industry in historical perspective.
- To analyse the role of travel industry in development of tourism.
- To assess knowledge on the origin of travel and its different modes
- To determine the changing pattern of travel in modern era.
- To identify the formation of travel as an industry in global perspective.

UNIT – I TRAVEL SYSTEM:

Introduction to Travel Documentation and Formalities – Major Documents for International Travel and Domestic Travel - Cargo Documentation – Travel Advisories – Travel Regulations - Travel Insurance. –Emigration and Immigration. -Evolution of transport system - Importance of transport in tourism - Developments in transport systems - Major transport associations and organizations working with the tourism industry - International Union for Public Transport.

UNIT – II ROAD TRANSPORT:

Evolution of Road Transport (Silk Route, Roman Road Network) – Road Transport in India-Types of Roads (National, State and Village)- Types of Road Transport (Government, Private and Tourist Coaches) – Car Rental System.

UNIT – III RAIL TRANSPORT:

History of Railways – Major railway systems of the world – Amtrak; Euro rail; Brit rail, Japan railways – Indian railways: Past, Present and future; Luxury tourist trains – Palace on Wheels; Maharaja Express; Royal Orient; Deccan Odyssey; Heritage toy trains of India; Inderal pass – International Railway Congress association (IRCA).

UNIT – IV WATER TRANSPORT:

Origin and development of Sea Travel – Water Transport in India – Inland and International Water Transport of India – Development of Backwaters (Boat Houses) - Development of Cruise Liners – Facilities of Cruise Liners- Role of Cruise Liners in Tourism

UNIT – V AIR TRANSPORT:

History of air Transport – Functions and Role of ICAO, IATA, AAI, DGCA – Role of airlines in Tourism – Outline of Air India and Private airlines operating in India. Passport -Types of Passports - Rules and Regulations Visa - Types of Visas – Embassies and Consulates – Formalities for applying for Visas – Supporting documents – Rules governing the issuance of Visas

UNIT – VI CURRENT CONTOURS: (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Role of domestic and international airlines in promotion of tourism -
Development of cruise liner tourism in India to attract domestic tourists

REFERENCES:

1. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296
2. Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi.
3. Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi.
4. Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey.
5. Page Stephen J. Brunt Paul, Busby Graham and Cornell.J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K.
6. Gee, Chuck Y., James C. Makens, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York.
7. Youell, R. (1998). Tourism-An Introduction. Addison Wesley Longman, Essex.
8. Michael M. Coltman. (1989). Introduction to Travel and Tourism- An International Approach. Van Nostrand Reinhold, New York.
9. https://www.tutorialspoint.com/tourism_management/tourism_management_tutorial.pdf
10. https://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf
11. https://www.academia.edu/20788471/Travel_Agency_and_Tour_Operations_Management_MBA_TOURISM_IV_Semester

COURSE OUTCOMES:

On successful completion of this course, students will be able:

- To understand concepts of Tourism and Travel management.
- To explain the theories and practices of travel industry
- To understand the role of transport in fostering close contact and unity between traveling individuals and societies
- To analyse the influence of transport on tourism development
- To solve transportation problems utilizing knowledge of world geography and the transportation system.

First Year

**VALUE ADDED COURSE I
BUSINESS ETHICS
(Theory)**

Semester I

Code

Credit: 2*

COURSE OBJECTIVES:

- To understand the Business Ethics and to provide best practices of business ethics
- To learn the values and implement in their careers to become a good manager
- To develop various corporate social Responsibilities and practise in their professional life
- To Imbibe the ethical issues in corporate governance and to adhere to the ethical codes

UNIT – I BUSINESS ETHICS:

Introduction – Meaning – Scope – Types of Ethics – Characteristics – Factors influencing Business Ethics – Importance of Business Ethics – Arguments for and against business ethics- Basics of business ethics – Corporate Social Responsibility.

UNIT – II PERSONAL ETHICS:

Introduction – Meaning – Emotional Honesty – Virtue of humility – Promote happiness – karma yoga – proactive – flexibility and purity of mind.

UNIT – III ETHICS IN MANAGEMENT:

Introduction – Ethics in HRM – Marketing Ethics – Ethical aspects of Financial Management – Technology Ethics and Professional ethics.

UNIT – IV ROLE OF CORPORATE CULTURE IN BUSINESS:

Meaning – Functions – Impact of corporate culture – cross cultural issues in ethics.

UNIT – V CORPORATE GOVERNANCE:

Meaning, scope, composition of BODs, Cadbury Committee, various committees, reports on corporate governance, scope of Corporate Governance, Benefits and Limitations of Corporate Governance with living examples.

UNIT – VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Health and safety at the workplace - Ethical corporate espionage

REFERENCES:

1. Modh, Satish, Ethical Management: Text and Cases in Business Ethics and Corporate Governance. New Delhi: Macmillan Publishers India Ltd, 2005.
2. Mathur, U.C., Corporate Governance and Business Ethics: Text and Cases. New Delhi: Macmillan Publishers India Ltd, 2005.
3. Murthy CSV: Business Ethics and Corporate Governance, HPH
4. Bholanath Dutta, S.K. Podder – Corporation Governance
5. N.M.Khandelwal : Indian Ethos and Values for Managers
6. S Prabhakaran; Business ethics and Corporate Governance
7. <https://d3bxy9euw4e147.cloudfront.net/oscms-qa/media/documents/BusinessEthics-OP.pdf>
8. <https://2012books.lardbucket.org/pdfs/business-ethics.pdf>
9. <http://www.freebookcentre.net/business-books-download/Business-Ethics.html>

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Augment the importance of ethics in business and business communication interpersonal relationships
- Develop ability to apply critical and argumentative thinking in the business judgment
- Evaluate the application of fundamental ethical principles in the business decision-making and action taking
- Analyse the relationship between macroeconomic policy and good economics, the importance of corporate social responsibility
- Prepare a code of ethics as a statement of norms and beliefs and shape the company and strategy in business practice companies.

First Year

**CORE COURSE III
FRONT OFFICE MANAGEMENT
(Theory)**

Semester II

Code

Credit: 5

COURSE OBJECTIVES:

- To give an overall view of the Classification and categorization of Hotels and its Evolution and define front desk operations and procedures
- To identify the responsibilities of front office in inter - Departmental communications and security functions.
- To elucidate the front office management operations
- To explain the concept and elements of yield management
- To enumerate the night audit functions and procedures.

UNIT – I INTRODUCTION TO HOTEL INDUSTRY:

Evolution and Growth of the Hotel Industry, - Hotel Definition - Classification of Hotels and other types of Lodging - Classification based on Size – location - Types of Guest rooms -The guest cycle - Front office systems - Front office forms -The front desk - Front office equipment's - Front office computer application.

UNIT – II FRONT OFFICE RESPONSIBILITIES:

Front office communication - Inter departmental communications – Guest Services - Guest relations - Front office security functions – Guest Accounts – Creation and Maintenance of Guest accounts.

UNIT – III FRONT OFFICE MANAGEMENT:

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

UNIT – IV YIELD MANAGEMENT:

The concept of yield and management - Measuring yield - Elements of Yield management - Using yield management - Potential High and Low Demand tactics – Implementing revenue strategies – Availability strategies.

UNIT – V NIGHT AUDITING:

Functions of Night audit - Operation modes - Night audit process - Verifying night audit - Automated system update - Finding errors in the Night audit

UNIT - VI CURRENT CONTOURS: (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned - Role of automation in front office operations including reservation, registration, handling of local and foreign currency, etc. Preparation of transcripts by the night auditor, which will result in efficient front office management pertaining to guest revenue.

REFERENCES:

1. Jatashankar R. Tewari, Hotel Front Office, 2nd Edition, Oxford University Press, New Delhi, 2013
2. John R Walker, Introduction to Hospitality Management, 3rd Edition, Pearson Education India, Noida, 2009.
3. Clayton W. Barrows, Introduction to the Hospitality Industry, 8th Edition, John Willey & Sons Inc, New York, 2011.
4. Michael L. Kasvana, Managing Front Office Operation, 5th Edition, Educational Institute of the American Hotel & Motel Association, Lansing, United States, 2000.
5. Front Office Operation by Michel Kasanova.
6. Front Office Management by Bhatnagar A.K
7. Principles of Hotel Front Office Operations - Sue Baker, P. Bradley, J. Huyton
8. Hotel Front Office Operation and Management, Jatashanker R.Tewari, Oxford University press, 2010.
9. Principles of Front Office Operations Dr. Jag Mohan Negi Published by S.Chand
10. https://www.ihmnotes.in/assets/Docs/Books/Hotel_Front_Office.pdf
11. http://uru.ac.in/uruonlinelibrary/Hospitality_Management/Hotel%20Front%20Office%20Management%203rd%20Edition%20-%20John%20Wiley%20and%20S.pdf
12. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Understand the evolution, meaning and classifications of hotel.
- To perform duties efficiently in coordination with other departments
- To undertake reservations and process payments of Front office in the Hotel.
- Solve the problem of night audit utilizing knowledge of audit process.
- Discuss and able to classify basic Terminologies of yield management.

First Year

**CORE COURSE IV
ACCOMMODATION OPERATIONS
MANAGEMENT**

Semester II

Code

(Theory)

Credit 5

COURSE OBJECTIVES:

- Knowledge on structure and organization of accommodation facilities
- knowledge of managing guest accommodation operations
- Demonstrate the knowledge of managing housekeeping operations
- Demonstrate the knowledge of design and layout of accommodation facilities
- Demonstrate the knowledge of guest security and safety

UNIT – I FUNCTIONS OF HOUSEKEEPING:

Planning and Organizing the Housekeeping department - Importance of Housekeeping - Inter Departmental Relationships - Managing Inventories - Controlling expenses - The Budget Process.

UNIT – II PLANNING AND BUDGETING:

Planning the operating Budget - Budgeting Expenses - Controlling Expenses - Purchasing Systems - Capital Budgets.

UNIT – III MATERIAL PLANNING:

Agreeing on Terms – To Select and use Consultants - Material Planning: Administration of Equipment and Supplies - Material Budget - Guest room Furniture and Fixtures - Ceiling, Walls, Furniture and Fixtures - Selection Considerations - Types of Ceiling Surfaces and Wall Coverings - Types of Furniture and Fixtures - Care Considerations

UNIT – IV SERVICES OFFERED:

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

UNIT – V ECO FRIENDLY CONCEPTS OF HOUSEKEEPING:

Eco Friendly Concept in Housekeeping Department - The Housekeeper's role in Environmental Control - Measures to reduce the consumption - Refuse of non-biodegradable products- Reuse methods Recycle. - The Concept of safeguarding Assets - Development of others – Developing Executive Housekeepers – Training Evaluating Supervisors and Managers - Management Theory and Housekeeping Administration.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned - Interior decoration such as Flower arrangements - Modern trends in room renovation, refurbishing, etc. to result in better customer satisfaction.

REFERENCES:

1. Thomas J. A. (2007). Professional Management of Housekeeping Operations. John Wiley & Sons, Inc
2. Raghubalan- G.-& Raghubalan- S. (2011). Hotel housekeeping operations and management. New Delhi: Oxford university press.
3. O'Fallon, M. and Rutherford, D. (2013). Hotel Management and Operations. Hoboken, New Jersey: John Wiley & Sons, Inc.
4. Matt, A. (2011). Housekeeping Management. John Wiley & Sons, Inc
5. Hotel House Keeping Training Manual – Sudhir Andrews, Tata Mc Graw Hill Publishers, New Delhi.
6. Accommodation and Cleaning Services – David M. Allen, Stanley Thrones Publications.
7. Hotel, Hostel & Hospital Housekeeping – Joan C.Branson & Margaret Lennox, Elbs Publishers.
8. Professional Management Of Housekeeping Operations – Robert J.Marti
9. <http://www.microlinkcolleges.net/elib/files/undergraduate/Tourism%20%20Hotel%20Management/Latest%20front%20office&HK%20book.pdf>
10. https://www.mlsu.ac.in/econtents/1186_e-book%20of%20Hotel_management_and_operations.pdf
11. <https://www.uou.ac.in/sites/default/files/slm/BHM-103T.pdf>

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Draw up a step-by-step action plan for the organization of the functions of the HKD ensuring efficient, effective and economic operations
- Create policies for dealings with accidents and in the event of fire as well as enumerate the causes and list preventive measures that can be implemented
- Enumerate areas of coordination between housekeeping and other departments.
- Liaise with vendors for effective outsourcing
- 7. Adopt best practices in environmental management
- Create policies for dealing with common pests including both preventive and control measures.

First Year

CORE CHOICE COURSE II
1) HOTEL FACILITY MANAGEMENT
(Theory)

Semester II

Code

Credit 5

COURSE OBJECTIVES:

- To educate on the operational and functional planning of food service facilities
- To impart knowledge on the energy conservation practices in hotel industry.
- To learn on planning considerations and understand the architectural and cost considerations involved during planning stage.
- To understand the layout of different food and beverage outlets and their planning considerations.

UNIT - 1 PLANNING MANAGEMENT:

Introduction to Facilities Planning — Planning process – Design & Layout Equipment Requirements – space Requirements – Bidding of Awarding Contracts – Construction Works, planning Team.

UNIT - 2 CONCEPT OF DESIGNING:

Concept of Designing Hospitality properties – Development Strategy & Brand Management – Asset Management.

UNIT - 3 FUNCTIONAL ORGANIZATIONS:

Functional Planning – Concepts of Flow – Functional Requirements – Other Requirements – Work place Design – Environment of Work place – Materials Handling – Various kinds of Equipment - minor, Major Departments of Hotel Operations

UNIT 4: SPACE ORGANIZATION AND PROCEDURES:

Space Requirements – Space Estimates – Total Facility Size – Dining Areas – Production Areas – Space Calculations – Receiving Area – Storage Areas – Serving Areas.

UNIT - 5 FOOD AND BEVERAGE LAYOUT DESIGN:

Foods service Layouts – General Restaurants – Hotel Food Service – Airlines Catering Kitchen – In Plant Cafeteria – Maintenance – International Dimensions.

UNIT – 6 CURRENT CONTOURS: (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned - Planning of kitchen layouts such as island type, shore type, institutional type, etc. their advantages and limitations.- Planning food and beverage outlets in various locations, interior decoration, and menu planning to suit customer requirements.

REFERENCES:

1. Hospitality Facilities Management & Design – David M Stipanuk & Harold Hoffman
2. How things work – The Universal Encyclopedia of machines – Vol 1 & 2. 3.
3. Textbook of Hotel Maintenance – MS Swaminathan.
4. Edward A Kazarian – Food Service Facilities Planning.
5. Joseph Ransely – Developing Hospitality Properties & Facilities.
6. David M Stipaunk – Hospitality Facility Management.
7. S.K.Hajra – Production Management Accounting.
8. <https://www.uou.ac.in/sites/default/files/slm/HM-403.pdf>
9. https://www.grupponazca.com/wp-content/uploads/2016/06/SchedaHotel_ENG_bassa.pdf
10. https://cognella-titles-sneakpreviews.s3-us-west-2.amazonaws.com/80123-2A-URT/edwards_SP.pdf

COURSE OUTCOME:

- The engineering criteria with appropriate thumb rules will also be discussed.
- Relate and discuss on the flow chart of the planning process in relation to space management and architecture consideration and cost estimate.
- List the physical layouts of food and beverage service outlets along with their support areas and their functional and operational importance.
- Examine the methods for Space Calculations for Receiving, Storage and Serving Areas.
- Understand the architectural and cost considerations involved during planning stage.

First Year

CORE CHOICE COURSE II
2) ALLIED CATERING INDUSTRIES
(Theory)

Semester II

Code

Credit 5

COURSE OBJECTIVES:

- Comply with environment regulation and housekeeping.
- Assist in exigencies and carry out elementary first aid during emergencies.
- Work in a team, understand and practice soft skills, technical English to communicate with required clarity.
- Explain energy conservation, global warming and pollution and contribute in day to- day work by optimally using available resources.
- Explain personnel finance, entrepreneurship and manage/organize related task in day-to-day work for personal & societal growth.

UNIT - I INDUSTRIAL CATERING:

Definition – Role of subsidy – Menu planning for industrial catering – cyclic menus - Service procedures – Role of labour-saving devices – Importance of nutritive value – Food costing for industrial catering

UNIT - II TRANSPORT CATERING:

Definition – Classification into Airline, Marine, Railways and Surface transport catering – planning of food production areas and food & beverage service areas – menu compiling for transport catering units – problems faced in transport catering – suggestive measures to overcome the problems.

UNIT - III HOSPITAL CATERING:

Definition – role of diet menus – planning of diet kitchen and kitchen for hospital employees and visitors – role of dietician in planning diet menus – role of nutritive value

UNIT IV - CRUISE LINER CATERING

Meaning – planning of kitchens in cruise liners – compiling of menus for cruise liners – service procedures in the dining areas and bars

UNIT - V INSTITUTIONAL CATERING:

Meaning – salient features of institutional catering units – compiling of menus for institutional catering. - Outdoor catering – meaning – organisation of outdoor catering – role of preliminary survey in outdoor catering – factors of planning – importance of transportation – limitations of outdoor catering and suggestive measures to overcome them.

UNIT – VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Role of event management in organising social and cultural functions - Role of IRCTC in the promotion of religious tourism, planning of food production and service areas in pilgrimage and luxury trains

REFERENCES:

1. Theory of cookery by Krishna Arora
2. Professional Chef – The Art of Fine Cooking by Arvind Saraswat.
3. Practical Cookery by Victor Ceserani & Ronald Kinton (Eighth Edition)
4. Managing Food & Beverage operations – S.K.Bhatnagar.
5. Planning and Control for Food and Beverage operations – Jack D. Ninemeier.
6. Food & Beverage Management - Bernard Davis & Sally Stone - ELBS.
7. Profitable Food & Beverage Management - Richard Kotas & Chandana Jayawardena - Hodder & Stoughton.
8. Food Cost Control - Richard Kotas & Bernard Davis - International Textbook Company.
9. Food Costing & Budgeting - Boardman - Heinneman.
10. Food & Beverage Operations - David Fearn - Newnes, Butterworth.
11. Cost Accounting, Principles & Practice - S.P. Jain & K.L. Narang - Kalyani Publishers.
12. Catering Management – An integrated approach – Mohini sethi & Surjeet Malhan- Mac Millan publications
13. Food & Beverage Service – Singaravelavan – Oxford university press

COURSE OUTCOMES:

- Recall the different types of hotel industries outlets and explain commercial and welfare food service operations.
- Classify the Staff etiquette and adopt different profiles, dress codes and attributes of catering and hospitality industry.
- Identify, select kitchen & other equipment and explain purpose of various Ancillary sections.
- Analyse the various modern cookery levels of skill, attitude and behaviour in the Kitchen.
- Recommend the Kitchen Utensils, Equipment, Tools and carry out their care and maintenance.

First Year

**CORE PRACTICAL II
ADVANCED FOOD AND BEVERAGE SERVICE
MANAGEMENT PRACTICAL**

Semester II

Code

(Practical)

Credit: 3

COURSE OBJECTIVES:

- Understand the challenges associated with the Food and Beverage Industry.
- Review aspects of management and planning in Food and Beverage operations
- Recognize the role and structure of Food and Beverage functions, along with its relationship with other departments within the hotel.
- Discuss the industry's opportunities and future trends.

Unit – I:

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

Unit – II:

Innovative Cocktails and Mock tails. Setting of the table according to menus, mock services to be practiced.

Unit – III:

Classification of Restaurants. Planning and layout for multi cuisine restaurant /specialty / fast food / take away

Unit – IV:

Laying of Tables for a seven-course menu with wine accompaniments. Guéridon Service / Flambé Service

Unit – V:

Planning for a sit-down buffet. Setting up of Beverage Salvers for service of Spirits. Setting up of Banquet Tables for a Small Group with Cocktail arrangements.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Knowledge on setting of fork buffet, sit down buffet, finger buffet, cold buffet, etc.
- Planning of speciality restaurants, seating arrangements, interior decoration, theme decoration, arrangements for cultural events, purchase of authentic dining table equipment to match the theme.

REFERENCES:

1. R. Singaravelavan, Food and Beverage Service, 2nd Edition, Oxford University Press, New Delhi, 2011.
2. Sudhir Andrews, Food and Beverage Management, 3rd Edition, Tata McGraw Hill Education, New Delhi, 2014.
3. Dennis R. Lillicrap, John A. Cousins, Food & Beverage Service, 9th Edition, John Wiley & Sons Incorporated, London, 2014.
4. Brian Varghese, Professional Food and Beverage Service Management, New Edition, Laxmi Publications, New Delhi, 2015.
5. Mahendra Singh Negi, Training Manual for Food and Beverage Services, 2nd Edition, I K International Publishing House Pvt. Ltd, New Delhi, 2016.
6. <https://www.worldcat.org/title/food-and-beverage-management/oclc/1000298008?referer=di&ht=edition>
7. <https://www.pdfdrive.com/food-and-beverage-management-fourth-edition-e41335548.html>
8. https://www.ihmnotes.in/assets/Docs/Books/Food_and_Beverage_Management.pdf

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Prepare and utilize Gueridon trolley and Equipment
- Organize and take orders and serve drinks in banquets and bar.
- Identify upcoming events and conferences.
- Take part in the smooth banquet operations.
- Extend the techniques and methods for laying seven course menus

First Year

ELECTIVE COURSE II
1) ORGANIZATIONAL BEHAVIOUR
(Theory)

Semester II

Code

Credit: 4

COURSE OBJECTIVES:

1. To describe how people behave under various conditions
2. To expose about the implications of emotions and significance of emotional intelligence.
3. To explain the significance of stress, conflict and issues in managing teams.
4. To insist the importance of organizational change and organizational culture.
5. To introduce the organizational behavior responses to different cultures.

UNIT - I ORGANISATIONAL BEHAVIOUR:

History – evaluation, challenges & opportunities, contributing disciplines, management functions and relevance to organisational behaviour. Personality- Determinants, structure, behaviour, assessment, psycho –analytical social learning, job-fit, trait theories

UNIT – II EMOTIONS, ATTITUDES, VALUES AND PERCEPTION:

Emotions and Emotional Intelligence as a managerial tool. Implications of EI on managers and their performance. Attitudes – relationship with behaviour, sources, types, consistency, work attitudes. Values – importance, sources, types, ethics and types of management ethics. Perception – process, selection, organisational errors, Managerial implications of perception. Learning – Classical, operant and social cognitive approaches. Implications of learning on managerial performance

UNIT – III STRESS, CONFLICT, GROUP BEHAVIOUR:

Stress – Nature, sources, effects, influence of personality, managing stress. Conflict – Management, Levels, Sources, bases, conflict resolution strategies, negotiation. Foundations of group behaviour: linking teams and groups, stages of development influences on team effectiveness, team decision making. Issues in Managing teams

UNIT – IV ORGANISATIONAL CHANGE, POLITICS AND CULTURE:

Organisational change – Managing planned change. Resistance to change- Approaches to managing organisational change- organisational development – values – interventions, change management. Organisational politics – political behaviour in organisation, Impression management, self-monitoring. Organisational Culture –dynamics, role and types of culture and corporate culture, ethical issues in organisational culture

UNIT – V ORGANISATIONAL BEHAVIOUR AT DIFFERENT CULTURES:

Organisational Behaviour responses to global and cultural diversity, challenges at international level, Homogeneity and Heterogeneity of National cultures, Differences between countries, The Challenges of work force diversity and managing diversity cases.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned -
Emerging trends in the organisational behaviour during the present globalised era -
Applications of IT tools in OB

REFERENCES:

1. [Stephen P. Robbins](#) (Author), [Timothy Judge](#) (Author), [Dr Timothy Campbell](#). (2016). Organizational behavior. (2 ed.) FT Publishing International
2. Luthans, F. (2014). Organizational behaviour. (8thed.). McGraw Hill Publication.
3. Hellinegal Slocum, Woodman, Organisational Behaviour, IX edn., Thomson learning
4. Umasekaran, Organisational Behaviour, Tata Mc Graw Hill.
5. [Bhattacharya](#). (2016). Organizational behavior. (2ed.) Oxford University Press India
6. Aswathappa, K. (2012). Organizational Behavior. (5thed.).Himalaya Publishing House.
7. George, J.M., & Jones, G.R. (2009). Understanding and managing organizational behavior. (5thed.). Pearson Education.
8. Keith, D. (1995). Organizational Behavior. (9thed.). Tata McGraw Hill.
9. Mullins, L. J. (2002). Management and Organizational Behavior. (6th ed.).FT Prentice Hall.
10. Sekaran, U. (1998). Organizational Behavior. (7thed.). Tata McGraw Hill.
11. Narayana, P. S., & Rao, V. S. P. (2000). Organization theory & behaviour. (2nded.). New Delhi: Konark Publishers Pvt Lt
12. <https://old.mu.ac.in/wp-content/uploads/2014/04/Management-PAPER-II-Organizational-Behavior-final-book.pdf>.
13. <https://2012books.lardbucket.org/pdfs/an-introduction-to-organizational-behavior-v1.1.pdf>
14. http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

- Understand why managers require knowledge of OB.
- Identify the three levels of analysis in this OB model.
- List the major challenges and opportunities for managers to use OB concepts.
- Explain the value of the systematic study of OB.
- Analyze the OB at different cultures.

First Year

**ELECTIVE COURSE II
2) SERVICES MARKETING
(Theory)**

Semester II

Code

Credit: 4

COURSE OBJECTIVES:

- To explain the importance of services marketing
- To educate the students about various service products
- To explain the pricing of services
- To insist the importance of people in services
- To introduce the process in services marketing

UNIT – I INTRODUCTION TO SERVICES:

Meaning – Fastest Growing Services – Classification – Strategic Aspects of Services Marketing – Segment Selection – Positioning for the Selected Segments – Services Marketing Environment in India – Ethics in Services Marketing.

UNIT – II CREATING THE SERVICE PRODUCT:

Service Products bundled with Conventional Products and Standalone – Service Life Cycle – Service Design – Service Quality – Customisation Vs Standardisation – Defects, Failures and Recovery – Service Guarantees – Service Level Agreements. Service Location: Choosing Location – Role of Internet – Transcending physical constraints of location – Channel Management Issues – Role of Credit/Debit Cards on Point of Sales.

UNIT – III PROMOTING SERVICES:

Objectives – Plan – Promotion Life Cycle – Trends – Special Considerations in Promotion of Services - Pricing Services: Pricing Service Product – Demand Variations – Segmentation – Pricing of Financial Services – Pricing in Highly Competitive Sectors – Psychology of Pricing – Pricing IT Services.

UNIT – IV PEOPLE IN SERVICES:

Importance – Recruiting Employees – HR Function in Services – Motivation – Measuring Productivity – Training of Employees. Physical Evidence in Services: Service gaps for Employee and Customer – Importance of Design.

UNIT – V SERVICE PROCESS:

Customer point of View – Blue Printing – Technology – Managing Waiting Process – Use of IT – Complaints Management and Service Recovery – Order Taking and Order Fulfilment. Globalisation of Services: Globalisation and India – Five Stages – Managing Employees/partners.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Social media marketing for service industry - Personalised services for the customers

REFERENCES:

1. Rajendra Nargundkar, 2006, Services Marketing, Tata Mc Graw Hill.
2. Lovelock, Christopher, Wirtz, Jocken and Chatterjee, Jayanta, Services Marketing- People, Technology, Strategy, Pearson Education, New Delhi.
3. Zeithaml, Valarie A. & Bitner, Mary Jo, Services Marketing – Integrating Customer Focus Across the Firm, Tata Mc Graw Hill, New Delhi.
4. Rao, K., Rama Mohana, Services Marketing, Pearson Education, New Delhi.
5. Hoffman & Bateson, Essentials of Service Marketing, Thomson Asia Pvt. Ltd., New Delhi.
6. Rampal, M.K. & Gupta, S.L, Services marketing, Galgotia Publications, New Delhi.
7. Shanker Ravi, Services Marketing – The Indian Perspective, Excel Books, New Delhi.
8. Harsh Verma, 2008, Services Marketing, Pearson Education.
9. <http://www.microlinkcolleges.net/elib/files/undergraduate/Tourism%20&%20Hotel%20Management/hospitality%20Marketing%20Management.pdf>
10. <https://www.uou.ac.in/sites/default/files/slm/BHM-604T.pdf>
11. <http://educatererindia.com/wp-content/uploads/2017/04/Tourism-and-Hospitality-Marketing.pdf>

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

- Remember and Comprehend basic service marketing concepts
- Enabling the importance of Targeting and Positioning, Market Segmentation to apply the same.
- Illustrating New Product development and Product Life cycle for developing marketing skills.
- Analyzing the Pricing and Channel Management Strategies for improving decision making skills.
- Evaluate the present status of globalization of services

First Year

**NON MAJOR ELECTIVE I
FRONT DESK OPERATIONS
(Theory)**

Semester II

Code

Credit: 2

COURSE OBJECTIVES:

- Gain knowledge of functions of front desk
- Understand the duties and responsibilities of hotel personnel.
- Develop an insight on work culture interdepartmental coordination of hotel operation functions
- Apply the theoretical knowledge, to a range of front office tasks and situations in a commercial environment.
- Analyse the trend practices of front office and its role in the hospitality industry.

UNIT - I INTRODUCTION TO FRONT OFFICE:

Introduction to the hotel - Classification of hotel - Introduction to Front Office - Functional areas of Front Office - Sections and Layout of Front Office

UNIT - II ORGANIZATION STRUCTURE AND FUNCTIONS:

Organization of Front Office - Duties and responsibilities of Front Office personnel - Qualities needed for Front Office staff – Front office coordination with other departments

UNIT - III RESERVATION OF ROOMS:

Room tariff - Types of room rates and meal plans - The Guest Cycle - Room reservations - Importance of reservation - Types of reservations - Modes and Sources of Reservation - Systems of Reservation – Processing Reservation request - Reservation reports

UNIT - IV REGISTRATION AND INFORMATION:

Guest registration - Stages and formalities of registration - Check-in procedures - Guest services - Functions of information section – Methods of handling guest mails and messages – Procedures of Paging, Safe deposit locker

UNIT - V FRONT OFFICE ACCOUNTS AND BILL SETTLEMENTS:

Check out and settlement - Guest departure procedures - Front office accounting - Types of accounts - Vouchers, Folios and ledgers - Night Auditing - Types of keys and their control - Handling unusual events and emergency situations.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned - Knowledge on star classification of hotels and role of hotel and restaurant approval classification committee in grading of hotels - Importance of uniformed

staff such as Door Man, Bell Boy, Luggage Porter, Bell Desk Supervisor in the provision of required information and services to guests.

REFERENCES:

1. Jatashankar R. Tewari, Hotel Front Office, 2nd Edition, Oxford University Press, New Delhi, 2013
2. John R Walker, Introduction to Hospitality Management, 3rd Edition, Pearson Education India, Noida, 2009.
3. Clayton W. Barrows, Introduction to the Hospitality Industry, 8th Edition, John Willey & Sons Inc, New York, 2011.
4. Michael L. Kasvana, Managing Front Office Operation, 5th Edition, Educational Institute of the American Hotel & Motel Association, Lansing, United States, 2000.
5. Front Office Operation by Michel Kasanova.
6. Front Office Management by Bhatnagar A.K
7. Principles of Hotel Front Office Operations - Sue Baker, P. Bradley, J. Huyton
8. Hotel Front Office Operation and Management, Jatashanker R.Tewari, Oxford University press, 2010.
9. Principles of Front Office Operations Dr. Jag Mohan Negi Published by S.Chand
10. https://www.ihmnotes.in/assets/Docs/Books/Hotel_Front_Office.pdf
11. http://uru.ac.in/uruonlinelibrary/Hospitality_Management/Hotel%20Front%20Office%20Management%203rd%20Edition%20-%20John%20Wiley%20and%20S.pdf
12. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf

COURSE OUTCOMES:

On completion of this course, students will be able to:

- Understand the basics of hotel and Front Office department.
- Recognize the organizational structure and functions of Front Office.
- Know and explain the procedures followed in room reservations
- Acquire knowledge on handling guest's registration and provision of information.
- Handle the procedures involved in guest's check-in and check-out.

COURSE OBJECTIVES:

- To acquire comprehensive knowledge on techniques and best practices in guiding and escorting
- To develop basic knowledge in principles of tour guiding and tour operation.
- To understand the differences of tour operators from travel agency; its functions; characteristics and types.
- To know the actual activities involved in tour packaging such as itinerary planning and tour costing to come up with a package tour.
- To provide orientation on the principles of tour guiding and actual hands-on guiding in selected tourist destination.

UNIT – I INTRODUCTION TO TOUR GUIDING:

The tour guide - Meaning and classification - Qualities of an ideal tour guide - Various role of tour guide - The business of guiding - Organizing a guiding business

UNIT – II TECHNIQUES APPLIED IN TOUR GUIDING:

The guiding techniques - Leadership and social skill presentation and speaking skills tour escorting ethics - The guide's personality, moments of truth the seven sins of guide the service cycle - Working with different age groups working under different circumstances

UNIT – III RESPONSIBILITIES OF A GUIDE:

The role of guide and interpreter: creating, memorable interpretations, interpreting different themes - Nature art architecture and incidental interpretations - Responsibilities to local and society tour guide - Code of conduct.

UNIT – IV EXECUTION OF TOUR:

Conducting tours pre tour plans - Mode of transportation - Types of tours - Traveller with special needs - Guidelines for working with disabled persons - Relationship with fellow guides, motor/car operators and companies. - Famous car rental companies

UNIT – V HANDLING THE EMERGENCIES:

Dealing with emergencies accidents - Law and order general procedures - Evaluation and solutions - Complaint handling - Types of safety equipment used in tourism activities.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Knowledge on places of tourism interest and tourism infrastructure available in the selected destinations in India- Knowledge on protocols to be followed by domestic and foreign tourists during pandemic period

REFERENCES:

1. Pond, Kathleen Lingle. The Professional Guide: Dynamics of Tour Guiding. New York: Van Nostrand Reinhold, 1993.
2. Chand, Mohinder - Travel Agency and Tour Operations: An Introductory text, Anmol Publications
3. Mac Cannell, Dean. The Ethics of Sightseeing. University of California Press, 2011.
4. Wynn, Jonathan R. The Tour Guide: Walking and Talking New York. Chicago: The University of Chicago Press, 2011
5. Negi, Jagmohan (2006) Travel Agency and Tour Operation: Concepts and Principles. : Kanishka Publishers
6. Negi, Jagmohan (2007) Tour Guide & Tour Operations: Planning & Organizing Kanishka Publishers
7. <https://www.scribd.com/document/338466813/Tour-Guiding-and-Escorting>
8. <https://egyankosh.ac.in/bitstream/123456789/56442/1/Unit-16.pdf>
9. <https://www.slideshare.net/prejimp/an-introductory-to-tour-guiding-pdf>

COURSE OUTCOMES:

On completion of this course, students will be able to:

- Recognize the nature and importance of tour guide
- Apply the procedures and techniques of tour guiding
- Know the responsibilities of tour guide
- Execute a effectively planned and organized tour
- Handle the emergencies situation during the tour period

Second Year

**CORE COURSE VI
RESEARCH METHODOLOGY
(Theory)**

Semester III

Code

Credit: 5

COURSE OBJECTIVES:

- To explain the importance of research methods
- To educate the students about various sampling methods
- To explain the data collection and data processing steps
- To train the students on data analysis using software packages
- To introduce the process in report writing.

UNIT – I INTRODUCTION TO BUSINESS RESEARCH:

Meaning – Types of Research – Process of Research – Research Applications in Business Decisions – Features of a Good Research Study – Formulation of the Research Problem and Development of the Research Hypotheses – Research Design: Exploratory and Descriptive.

UNIT – II SAMPLING METHODS:

Sampling Concepts – Sample Vs Census – Sampling Vs Non-Sampling Error – Sampling Design – Probability Sampling Design – Non- probability Sampling Design – Determination of Sample Size.

UNIT – III DATA COLLECTION AND DATA PROCESSING:

Primary and Secondary data – Interviewing – Questionnaires – Questionnaire Design – Secondary Sources of data collection – Merits and limitations – Standard Data – Government Department Records – Organisational Records – Journals – Books – Sources of online data – RBI database – Bloomberg Database – CMIE database – Capital line Database.

UNIT – IV DATA ANALYSIS THROUGH STATISTICAL SOFTWARE:

Testing of Hypotheses - Analysis of Variance – Non-Parametric Test - Multiple Regression & Correlation – Factor Analysis – Discriminant Analysis.

UNIT – V REPORT WRITING:

Importance of Report Writing – Types of Research Report – Report Preparation and Presentation – Report Structure – Report Formulation – Guidelines for Effective Documentation – Oral Presentation.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned - Role of computers in hospitality and tourism research- Importance of Plagiarism Report while pursuing research degrees, presentation of research papers in conferences and publication of articles in journals

REFERENCES:

1. Cooper, D. R. (2018), Business Research: A Guide to Planning, Conducting, and Reporting Your Study, United States: SAGE Publications.
2. Joseph F. Hair Et al., (2015), Essentials of Business Research Methods, (2nd Edition), Routledge.
3. Mark Easterby – Smith, Richard Thorpe, Paul R. Jackson and Lena J. Jaspersen, (2018), Management and Business Research, 6th Edition, Sage Publishing.
4. Matthew J Rehart, (2021), Writing Business Research Reports - A Guide to Scientific Writing, Taylor and Francis.
5. Schindler, P. S. (2018). Business Research Methods. United States: McGraw-Hill Education.
6. Donald R. Cooper and Pamela S. Schindler, (2018), Business Research Methods, (12th Ed.), Tata McGraw Hill Publishing Company Limited.
7. Emma Bell, Alan Bryman & Bill Harley, 2015, Business Research Method 5th Edition, Oxford University Press.
8. Esteban-Bravo, M., Vidal-Sanz, J. M, (2021), Marketing Research Methods: Quantitative and Qualitative Approaches, India: Cambridge University Press.
9. MOOC Material: Understanding Research Methods, created by: University of London, delivered by: [Coursera](#), Taught by: J. Simon Rofe and Yenne Lee.
10. MOOC Material: Fundamentals of Quantitative Modelling, Created by: University of Pennsylvania, Delivered by: [Coursera](#), Taught by: [Richard Waterman](#).
11. MOOC Material: Mastering Data Analysis in Excel, Created by: [Duke University](#), Delivered by: Coursera, Taught by: [Daniel Egger](#) and [Jana Schaich Borg](#).

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

- Describe the nature and scope of Business Research methods
- Appraise the probability and non-probability sampling methods
- Evaluate the various methods of primary and secondary data collection
- Adapt the data analysis through statistical software
- Devise the oral and written report preparation

Second Year

CORE CHOICE COURSE III
1) TOURISM GEOGRAPHY
(Theory)

Semester III

Code

Credit: 5

COURSE OBJECTIVES:

- To acquaint with the interdependence between geography and tourism
- To familiarize on the locales, attractions, and accessibility to major tourist destinations across the continents.
- To be able to plan tour itineraries of various countries across time zones.

UNIT – I ROLE OF GEOGRAPHY IN TOURISM:

Tourism and Geography - Role of geography in tourism - IATA Traffic Areas – Countries, capital cities and codes – #Famous International Airports# - Airports and codes – International currencies and currency codes.

UNIT – II TRAVEL TIME CALCULATION PROCEDURES:

Time calculation - Flying time calculation - Time zones - Day light saving time - International date line - Marking of cities on outline maps - Map reading - #Types of maps.

UNIT – III PHYSICAL GEOGRAPHY:

Physical geography of Asia – Pacific Regions, tourist destinations, attractions, and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan and Nepal.

UNIT – IV LOCATIONS OF IMPORTANT TOURISM DESTINATIONS:

Africa & Middle East – Tourist destinations, attractions, and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, and Seychelles.

UNIT – V DESTINATIONS OF EUROPE AND AMERICAN CONTINENTS:

Europe – Tourism destinations - Attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, Spain, America - Tourism destinations, attractions, and accessibilities of major countries such USA, Spain, Brazil, Argentina, Mexico, and Caribbean Islands.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned - Influences of topography and climatic conditions in the inflow of tourists in the selected destinations- Food culture in various geographical locations due to the availability of ingredients

REFERENCES:

1. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography of Travel and Tourism: A Regional Approach, First Edition, Butterworth-Heinemann, Burlington, 2008.
2. Babu P George and Alexendru Nedelea, International Tourism World Geography & Development Perspectives, First Edition, Abhijeet Publications, 2008.
3. Colin Michael Hall, Stephen J. Page, The Geography of Tourism and Recreation Environment, Place and Space, Revised Edition, Routledge, 2003.
4. Velvet Nelson, An Introduction to the Geography of Tourism, 1st Edition, Rawat Publications, Jaipur, 2014.
5. Boniface B. and Cooper C. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
6. Burton, R. (1990). Travel Geography, Longman Edn.
7. Perlitz, L., & Elliot, S. (2001). International Destinations. Prentice Hall, Edn.
8. <https://bauldelturismo.com/wp-content/uploads/2018/07/Tourism-Geograp-Stephen-Williams.pdf>
9. <https://perpus.univpancasila.ac.id/repository/EBUPT180170.pdf>
10. <https://notendur.hi.is/sth158/0750679786Geography.pdf>

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Know the importance of travel geography
- Use the methods and procedures of calculating travel time
- Identify the physical geography of Pacific region's destinations
- Understand the existence and location of tourist spots
- Explain the attractions and accessibilities of countries

Second Year

CORE CHOICE COURSE III
2) HUMAN RESOURCE MANAGEMENT
(Theory)

Semester III

Code

Credit: 5

COURSE OBJECTIVES:

- Attain knowledge about human resource function in the Organization
- Acquire idea about the Human Resource Planning, Manpower planning.
- Obtain Knowledge about Recruitment, Selection, Training, Performance Appraisal.
- Application of ideas to evaluate the salary benefits, incentives, fringe benefits.
- Develop wholesome knowledge about key elements of human resource management

UNIT – I INTRODUCTION TO HUMAN RESOURCE MANAGEMENT:

Human Resource Management definition - Importance of Human Resource Management in service industries - Functions of Human Resource Management - Objectives of Human Resource Management - Need of Human Resource Management in tourism and hospitality.

UNIT – II NEED OF PLANNING IN HUMAN RESOURCE MANAGEMENT:

Manpower planning - Process of manpower planning - Job analysis-process of job analysis - Job description - Job specification - Job Design - Job enlargement - Job Enrichments. Job opportunities found in tourism.

UNIT – III PROCEDURES OF RECRUITMENT AND SELECTION:

Recruitment and selection - Selection process- Sources of recruitment - Internal, external - Techniques of recruitment - Direct, indirect - Selection procedure - Selection test- Placement and Induction. - Method of selection followed in hotel industry.

UNIT – IV IMPORTANCE OF TRAINING AND DEVELOPMENT:

Training and Development - Concepts - Training Methods - Distinction between Training Development - Organizational development - Self developments - On the job training - Evaluation of training effectiveness. -Nature and types of hotel's internships.

UNIT – V METHODS OF APPRAISAL:

Performance appraisal - Concepts- Methods- Barriers of effective appraisal Methods-Job Evaluation- Methods of job evaluation- job evaluation in hospitality industry - Incentives in Hospitality Industry

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Remote working in pandemic era- Virtual activities for employee engagement

REFERENCES:

1. Aswathappa.K., Human Resource and Personnel Management, 5th edition, Tata McGraw-Hill Publishing Company Ltd., New Delhi, 2008
2. David G. Collings, Geoffrey T. Wood; Leslie T. Szamosi, Human Resource Management - A critical approach, Second Edition, Abingdon, Oxon; New York, NY: Routledge, 2019.
3. Dianna L. Stone; James H. Dulebohn, Human resource management theory and research on new employment relationships, 2nd Edition, Charlotte, NC: Information Age Publishing, Incorporated, 2017.
4. Rhada_Sharma, Human Resource Management for Organizational Sustainability, first edition, Business Expert Press, New York, 2019.
5. Sami Itani, The ideological evolution of human resource management, First Edition, Emerald Publishing Limited, Bingley, U.K, 2017.
6. <https://brauss.in/hrm-basic-notes.pdf>
7. <https://www.sscasc.in/wp-content/uploads/downloads/BBM/Human-Resource-Management.pdf>
8. https://www.opentextbooks.org.hk/system/files/export/32/32088/pdf/Human_Resource_Management_32088.pdf

COURSE OUTCOMES:

On completion of this course, students will be able to:

- Understand the nature of human resource management
- Measure the need of planning in human resource management
- Follow the systematic procedures in recruitment and selection
- Analyse the benefits of training
- Apply the effective methods in evaluation job performance

Second Year

**CORE PRACTICAL III
FRONT OFFICE AND ACCOMMODATION
MANAGEMENT PRACTICAL**

Semester III

Code

(Practical)

Credit: 3

COURSE OBJECTIVES:

- To learn the organization of front office and housekeeping
- To determine the reservation and registration formalities
- To handle the functions of information section and cleaning & Polishing
- To classify the cleaning of carpets and linen
- To identify the types of furniture and fixtures.

UNIT – I TRAINING ON BASICS OF FRONT OFFICE:

Practice of standing behind the reception counter Practice of handling telephone and equipment of telephone section E-mail and internet access - Handling of inquiries and guest complaints. Knowledge of tariff - Using the guest history system

UNIT – II MAIL HANDLING, HANDLING ROOM KEYS AND MESSAGES:

Practice of entries in different books. Diaries and forms used at reception desk. Knowledge of sources, modes and types of reservation

Unit – III PROCESSING A RESERVATION - CONFIRMING A RESERVATION - CANCELLATION AND AMENDMENTS:

Pre-registration activity - Guest registration Procedure - Registration records and procedure. Identification of various cleaning equipment and agents. Usage and storage procedures of cleaning equipment and agents

UNIT – IV IDENTIFICATION OF TYPES OF FLOORINGS AND STAINS:

Cleaning and polishing of various surfaces - Hard flooring, Semi-hard floorings, and wooden flooring. Wall treatments – Tiles, wallpaper and fabric, Glass surfaces – mirrors. Metal cleaning – Silver, Brass, Copper. Maid's Trolley – Setting up a trolley and maintenance procedures

UNIT – V PERIODICAL CLEANING:

Methods and procedures to be followed in guest room and public areas Spring cleaning - Methods and procedures to be followed in guest room and public areas. Use of laundry equipment and dealing with different types of pests. First aid and fire prevention procedures. Preparation of housekeeping registers and reports

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- New trends in usage of Computer Reservation Systems- New arrival of brands
and technologies in cleaning agents and equipment

REFERENCES:

1. Jatashankar R. Tewari, Hotel Front Office, 2nd Edition, Oxford University Press, New Delhi, 2013
2. Sudhir Andrews, Hotel Front Office, 3rd Edition, Tata McGraw Hill, Noida, 2011.
3. Sue Baker, Principles of Hotel Front Office Operation, 2nd Edition, Cengage Learning, London, 2001
4. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association; 8th edition, 2012.
5. Basic Hotel Front Office Procedures – Peter Renner
6. Front Office Procedures – Peter Abbott & Sue Lewry
7. Managing Housekeeping Custodial Operation-Edwin B.Feldman
8. Professional Management of Housekeeping Operations (II Edn.)-Robert J.Martin &Tomas J.A.Jones.
9. Housekeeping Management-Margaret M.Leappa & Aleta Nitschke
10. https://www.ihmnotes.in/assets/Docs/Books/Hotel_Front_Office.pdf
11. http://uru.ac.in/uruonlinelibrary/Hospitality_Management/Hotel%20Front%20Office%20Management%203rd%20Edition%20-%20John%20Wiley%20and%20S.pdf
12. https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf

COURSE OUTCOMES:

On successful completion of this course, students will be able to:

- Communicate effectively with guests, colleagues and staff from other departments of the hotel verbally including on telephone, in writing and body language.
- Use various forms, formats and registers maintained in the front office department of a large hotel in paper form or on the PMS.
- Apply the systematic procedures and techniques of controlling the housekeeping department of a hotel
- Handle the emergency and problems arose during housekeeping functions.
- Create a clean, aesthetic, safe and comfortable environment for guests of hotel.

COURSE OBJECTIVES:

- To understand the use of Computers in decision making.
- To provide an insight into various processing and information systems.
- The objective is to expose the students to electronic modes of commercial operations.
- To expose the students about significance of E-business
- To educate the students about various e-payment methods

UNIT – I E-BUSINESS – AN INTRODUCTION:

Introduction, E-Commerce – definition, History of E-commerce, types of E-Commerce B to B etc. Comparison of traditional commerce and e-commerce. E-Commerce business models – major B to B, B to C model, Consumer-to-Consumer (C2C), Consumer-to-Business (C2B) model, Peer to-Peer (P2P) model – emerging trends. Advantages/ Disadvantages of ecommerce, web auctions, virtual communities, portals, e-business revenue models.

UNIT – II SECURITY FOR E-BUSINESS:

Security threats – An area view – implementing E-commerce security – encryption – Decryption, Protecting client computers E-Commerce Communication channels and web servers Encryption, SSL protocol, Firewalls, Cryptography methods, VPNs, protecting, networks, policies and procedures.

UNIT – III E-PAYMENTS:

E-payment systems – An overview. B to C payments, B to B payments. Types of E- payment system – Credit card payment, debit cards, accumulating balance, online stored value payment systems, digital cash, digital (electronic) wallets, agile wallet, smart cards and digital cheques. Secure Electronic Transaction (SET) protocol - RFID Concepts.

UNIT – IV E-BUSINESS MARKETING TECHNOLOGIES:

E-Commerce and marketing B to B and B to C marketing and branding strategies. Web transaction logs, cookies, shopping cart database, DBMS, SQL, data mining, CRM (customer relationship Management) system – permission marketing, affiliate marketing, viral marketing.

UNIT – V CYBER LAWS:

Legal Aspects of E-Business, Internet frauds – Cyber Laws. IT Act 2000 salient features. Guidelines on cyber securities to be included

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Cybercrimes in E-Business - Key challenges faced by modern E-Business

REFERENCES:

1. Electronic Commerce: A Managerial Perspective, Turban, E. et al., Prentice Hall-2008.
2. Frontiers of e-commerce, Ravi Kalakota, Pearson.
3. Electronic Business and Electronic Commerce Management, 2nd edition, Dave Chaffey, Prentice Hall, 2006
4. e-Learning Tools and Technologies, Horton and Horton, Wiley Publishing
5. Watson R T :“Electronic Commerce – the strategic perspective.” The Dryden press
6. Agarwala K.N and Deeksha Ararwala: “Business on the Net – Whats and Hows of ECommerce”
7. Agarwala and Ararwala : “Business on the Net – Bridge to the online store front,”
8. Murthy CSV: “E. Commerce” Himalaya Publishing House Pvt.Ltd.
9. Marriappa M – E- Commerce,
10. R. G. Saha, E-Business, HPH
11. M. Suman – E – Commerce & Accounting
12. Kalakota Ravi and A. B. Whinston : “Frontiers of Electronic Commerce”, Addison
13. http://ebooks.lpude.in/computer_application/bca/term_6/DCAP306_DCAP511_E-COMMERCE_AND_E-BUSINESS.pdf
14. <https://engineering.futureuniversity.com/BOOKS%20FOR%20IT/Introduction%20to%20e-Business%20Management%20and%20Strategy.pdf>
15. <https://irp-cdn.multiscreensite.com/1c74f035/files/uploaded/introduction-to-e-commerce.pdf>

COURSE OUTCOMES:

After completion of the course, the learners will be able to:

- Maintain database and processing software.
- Analyse records according to management policy.
- Get practical exposure in various reporting methods and Internet Accessibility
- Apply the e-business marketing technologies
- Evaluate the provisions relating to Cyber Laws

Second Year

ELECTIVE COURSE III

Semester III

2) CUSTOMER RELATIONSHIP MANAGEMENT

Code

(Theory)

Credit: 4

COURSE OBJECTIVES:

1. To make the students understand the organizational need, benefits and process of creating long-term value for individual customers
2. To disseminate knowledge regarding the concept of e-CRM and e-CRM technologies.
3. To enable the students, understand the technological and human issues relating to implementation of Customer Relationship Management in the organizations

UNIT – I INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT:

Introduction to Customer Relationship Management: Conceptual framework of customer relationship and its management evolution - Customer relationship marketing, Types of Customer Relationship Management - Win back prospecting, Loyalty, cross sell and up sell - Significance of CRM in modern business management.

UNIT – II CRM STRATEGY AND PLANNING:

Customer Relationship Management strategy: Introduction to Customer Relationship Management - Planning, Strategy for Customer Relationship Management, Process of segmentation, Choice of technology, Choice of organizational structure for Customer Relationship Management, Understanding the market intelligent enterprise - Application of technology in Customer Relationship Management.

UNIT – III APPLICATION OF CUSTOMER RELATIONSHIP MANAGEMENT:

Customer Relationship Management implementation guidelines - Implementation of Customer Relationship Management: Business oriented solutions, Project management, Customer Relationship Management in service, Customer Relationship Management in financial services -Need of CRM in Tourism and Hospitality.

UNIT – IV ROLE OF CUSTOMER RELATIONSHIP MANAGEMENT IN E-COMMERCE:

E-commerce in Customer Relationship Management - Use of e-commerce in Customer Relationship Management, CEM and data mining, Information required for effective Customer Relationship Management.

UNIT – V CUSTOMER LOYALTY AND CUSTOMER RELATIONSHIP MANAGEMENT:

Concept of loyalty at Customer Relationship Management: Definition of loyalty, Customer loyalty and customer decency, Process of developing customer loyalty status of Customer Relationship Management in India.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned - Customer engagement in the present pandemic era - Next generation CRM

REFERENCE:

1. Francis Buttle, Customer Relationship Management – Concepts and Technologies, 2nd Edition, Butterworth Heinemann, United Kingdom, 2009.
2. Ramana V & Somayajulu G, Customer Relationship Management, Excel Books Publications, New Delhi, 2004.
3. [Alok Kumar Rai](#), Customer Relationship Management: Concepts and Cases, Second Edition, PHI Learning Pvt. Ltd, 2009.
4. [G. Shainesh](#) and [Jagdish N. Sheth](#), Customer Relationship Management, First edition, Laxmi Publications, New Delhi, 2016.
5. https://repository.dinus.ac.id/docs/ajar/customer_relationship_management.pdf
6. <https://www.kobo.com/ww/en/ebook/customer-relationship-management-8>
7. <https://www.pdfdrive.com/customer-relationship-management-customer-relationship-management-e38359745.html>

COURSE OUTCOMES:

On completion of this course, students will be able to:

- Understand the importance of customer relationship management
- Apply the customer relationship strategies effectively
- Know the applications of customer relationship management in different services
- Explain the role CRM in E-Commerce
- Evaluate the contributions of CRM in customer loyalty

Second Year

**NON-MAJOR ELECTIVE II
BASIC RESTAURANT SERVICE
(Theory)**

Semester III

Code

Credit: 2

COURSE OBJECTIVES:

- To Study about the types of Catering Establishment and the attributes of Food and Beverage Service Personnel.
- To Gain Basic Knowledge on the Equipment, Menu and skills necessary for food and Beverage service.
- To study about the types of beverages, brands of cigars to improve service.

UNIT – I INTRODUCTION TO FOOD AND BEVERAGE SERVICE:

Classification of F & B Operations - Career Opportunities -Different F& B Service outlets - Staff Hierarchy of the various F & B Service outlets, their duties and responsibilities- Attributes of Food and Beverage Service Personnel.

UNIT – II UTENSILS AND EQUIPMENT:

Classification and Enumeration of Service Equipment –Furniture –Linen- Crockery –Flatware –Cutlery -Hollow ware -Glass ware –Disposable -Chaffing dishes -Sideboard -Items of Specialist Equipment -Stewarding - Role of Stewarding -Brief description on hygiene, sanitation and maintenance -Wash Up & Storage -Restaurant Pantry or Still Room – Layout & Equipment & Use -Silver Room or Plate Room – Layout & Equipment & Use - Hot Section – Layout & Equipment & use

UNIT – III MENU PLANNING:

Objectives. - Basic Types of Menus - Table d’hôte - A la Carte –Buffet - Menu Compiling -French Classical Menu – Compiling with Accompaniments and Garnishes -Types of Meals (Indian, English, American, Continental B/F, Health B/F- Lunch – Working Lunch, Diet Lunch –Dinner – Brunch- High – Tea- Supper -Late Night Menu.

UNIT – IV PREPARATION OF RESTAURANT:

Mise– en – scene, Mise – en – place – Briefing -Laying covers for different meals & menus (laying, relaying tablecloths & serviette folds) -Rules and procedure for service of a meal -Methods of service

UNIT – V TYPES OF BEVERAGES:

Classification of non-alcoholic beverages - Stimulating – Coffee, Tea, Cocoa - Refreshing – Aerated, Non-Aerated (Fresh Juices) -Nourishing – Milk & Malt beverages – Tobacco, Cigars and Cigarettes.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- SOP applied in hotels during Covid -19- Modern service utensils and equipment used in hotels

REFERENCES:

1. R.Singaravelavan, Food and Beverage Service, 2nd Edition, Oxford University Press, New Delhi, 2011.
2. Sudhir Andrews, Food and Beverage Management, 3rd Edition, Tata McGraw Hill Education, New Delhi, 2014.
3. Dennis R. Lillicrap, John A. Cousins, Food & Beverage Service, 9th Edition, John Wiley & Sons Incorporated, London, 2014.
4. Brian Varghese, Professional Food and Beverage Service Management, New Edition, Laxmi Publications, New Delhi, 2015.
5. Mahendra Singh Negi, Training Manual for Food and Beverage Services, 2nd Edition, I K International Publishing House Pvt. Ltd, New Delhi, 2016.
6. <https://download.e-bookshelf.de/download/0000/5716/34/L-G-0000571634-0030487935.pdf>
7. <https://www.ihmnotes.in/assets/Docs/Books/9780199464685.pdf>
8. https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_tutorial.pdf

COURSE OUTCOME:

- Explain the role of F & B department its functions and staffing.
- Identify and use the different types of restaurant equipment.
- Classifying the Professional skills of serving different events.
- Ssummarise the role of Ancillary departments in F&B.
- Identify among various brands of beverages and cigars

Second Year

**CORE COURSE VII
CRISIS AND DISASTER MANAGEMENT
(Theory)**

Semester IV

Code

Credit: 5

COURSE OBJECTIVES:

1. To facilitate the students to get an idea of factors which can cause disasters.
2. To make the students understand the consequences of disasters and its remedy.
3. To understand various natural and man-made disasters.
4. To facilitate the students to get an idea of Post Disaster Management System and overall planning for Developmental activities.
5. To understand what crisis is and how to build Crisis Management Team.

UNIT - I INTRODUCTION TO DISASTER MANAGEMENT:

Definition - Nature and Scope. Factors and Significance: Hazard and Vulnerability – Natural and Man - Made Disasters – Impact of Disaster on Socio, Economic and Psychological conditions

UNIT - II CONSEQUENCES OF DISASTERS AND HAZARDS:

Economic Damage - Loss of Human and Animal Life - Destruction of Ecosystem. Pre-Disaster Management - Early Warning and Prediction Systems: Role of IT - RS - GIS - GPS and ICS.

UNIT - III GLOBAL PERSPECTIVE (NATURAL AND MAN-MADE DISASTERS):

History of Disasters and Types of Hazards - Earthquakes - Volcanisms - Cyclones – Tsunamis -Floods - Droughts and Famines - Landslides & Avalanches - Study of Environmental Impacts Induced by Human Activity - Nuclear Reactor Meltdown -Industrial Accidents - Disease and Epidemics

UNIT - IV DISASTER MANAGEMENT AND PLANNING:

Post Disaster Management Planning - Management of Essential Supplies and Temporary Shelter Relief - Evacuation & other Logistic Management - Site Management – Medical Trauma and Stress Management - Integrated Developmental Planning for Disaster Management.

UNIT - V: CRISIS MANAGEMENT:

What is Crisis Management – Identifying a Crisis – Crisis Stages – Steps in managing crisis: establishing crisis executive management team, crisis management team and crisis communication team – Rescue, relief, rehabilitation and reconstruction – Crisis Management Plan.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned- Emerging practices in crisis and disaster management - Crisis management in pandemic era

REFERENCES:

1. Bryant Edwards (2005): Natural Hazards, Cambridge University Press, U.K.
2. Carter, W. Nick, 1991: Disaster Management, Asian Development Bank, Manila.
3. Central Water Commission, 1987, Flood Atlas of India, CWC, New Delhi.
4. Central Water Commission, 1989, Manual of Flood Forecasting, New Delhi.
5. Government of India, 1997, Vulnerability Atlas of India, New Delhi.
6. Sahni, Pardeep Et.Al. (Eds.) 2002, Disaster Mitigation Experiences and Reflections
7. <https://mrcet.com/downloads/MBA/Disaster%20and%20Crisis%20Management.pdf>
8. [http://202.91.76.90:81/fdScript/RootOfEBooks/E%20Book%20Collection%202021%20-%20A/CED/GE8071%20-%20Disaster%20Management%20\(Ripped%20from%20Amazon%20Kindle%20eBooks%20by%20Sai%20Seena\).pdf](http://202.91.76.90:81/fdScript/RootOfEBooks/E%20Book%20Collection%202021%20-%20A/CED/GE8071%20-%20Disaster%20Management%20(Ripped%20from%20Amazon%20Kindle%20eBooks%20by%20Sai%20Seena).pdf)
9. <https://biotech.law.lsu.edu/blog/chapter-1-intro-to-crisis-disaster-and-risk-mgmt-concepts.pdf>

COURSE OUTCOMES:

On completion of this course, students will be able to:

- Get an idea of difference between hazards and disasters which are both natural and man-made.
- Appraise various disasters prediction systems such as RS, GIS, GPS, ICS.
- Assess about impact of disasters on the Society.
- Get an idea of Post Disaster Management along with planning for Developmental planning.
- Apply exactly how to manage any crisis.

Second Year

**CORE COURSE VIII
FINANCIAL MANAGEMENT
(Theory)**

Semester IV

Code

Credit: 5

COURSE OBJECTIVES:

1. To introduce the students about the scope and nature of financial management.
2. To expose the students to various financing methods
3. To train the students on analyzing financial statements.
4. To educate the students about relevance of cost of capital
5. To expose the students to various capital structure theories

UNIT – I INTRODUCTION TO FINANCIAL MANAGEMENT:

Objectives, Functions, Scope, Evolution, Interface of Financial Management with Other Areas, Environment of Corporate Finance, Need for Ethical Finance.

UNIT – II SOURCES OF LONG-TERM FINANCE:

Equity Capital, Retained Earnings, Preference Capital, Term loans, Debentures, Pattern of Corporate Financing in India.

UNIT – III FINANCIAL STATEMENT ANALYSIS:

Introduction, Meaning and Concept of Financial Analysis, Types and Devices of Financial Analysis, Understanding Financial Statements: Balance Sheet, Income Statement, Common Size Analysis, Trend Analysis, Ratio Analysis, Dupont Analysis.

UNIT – IV COST OF CAPITAL:

Cost of Debt and Preference; Cost of Equity and Retained Earnings; Weighted Average Cost of Capital; Divisional and Project Cost of Capital; Cost of Capital in Practice. Dividend Policy: Types of Dividends; Irrelevance of Dividend; Relevance of Dividend; Factors Influencing Dividend Policy; Types of Dividend Policies.

UNIT – V CAPITAL STRUCTURE:

Introduction, Factors Affecting Capital Structure, Capital Structure Theories – Net Income Approach, Net Operating Income Approach, MM Approaches I & II, Traditional Approach, Optimal Capital Structure.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned - Recent successful and failed mergers and acquisition - Emerging trends in Fintech industry

REFERENCES:

1. Khan M. Y. and Jain P. K. 2018, Financial Management: Text, Problems and Cases, 8th Edition, Tata McGraw Hill, New Delhi.
2. Maheswari SN, 2019, Financial Management: Principles and Practice, Sultan Chand & Sons, New Delhi.
3. Brigham, Gapenski, Ehrhardt, 2019, Financial Management: Theory and Practice, 13th Ed., Dryden Press, New York.
4. John Tennent, 2018, The Economist Guide to Financial Management 3rd Edition, Profile Books Limited, London.
5. Pandey, I.M.,2016, Financial Management, 11th Ed., Vikas Publishing House, New Delhi
6. Prasanna Chandra, 2019, Financial Management: Theory and Practice, 10th Ed., Tata McGraw Hill, New Delhi.
7. Ravi M. Kishore, 2020, Financial Management, 8th Ed., Taxmann's Publication, New Delhi
8. Wild, Bernstein, and Subramanyam, 2019, Financial Statement Analysis, 10th Ed., McGraw Hill International, New Delhi.
9. MOOC Material: Accounting and Finance (edX), Created by: Indian, Delivered by: EdX, Taught by: MS Narasimhan.
10. Swayam Course Material: Financial Management, Created by Vanitha Tripathi, Delhi University.
11. Study.com Study Material: Principles of Finance.
12. NPTEL Course Material: Course Name: Construction Economics & Finance, Module: Financial Management, Course Co-ordination: IIT Guwahati.

COURSE OUTCOMES:

On completion of this course, students will be able to:

- Understand the concepts and functioning of finance
- Judge the benefits and limitations of each source of finance for running a business.
- Analyse financial statements and various ratios for overall understanding of financial performance of a company and apply the various tools of financial statement analysis
- Calculate the cost of debt, cost of equity and the Cost of Capital, and understand the importance of Company's capital structure in Corporate Finance.
- Evaluate the factors affecting capital structure and describe the capital structure theories

Second Year

**ENTREPRENEURSHIP **
INDUSTRY BASED COURSE
TOURISM AND HOSPITALITY
ENTREPRENEURSHIP

Semester IV

Code

(Theory)

Credit: 5

COURSE OBJECTIVES:

- To offer wide exposure to the students to handle issues in tourism related businesses professionally.
- To bridge the gap between theoretical and practical knowledge of the students by adopting innovative teaching pedagogy.
- To develop socially, ethically responsible business leaders.
- To sharpen soft and hard skills among the students for being better professionals.
- To promote entrepreneurial skills among students, for promoting a better ecosystem of business.

UNIT – I INTRODUCTION TO ENTREPRENEURSHIP:

Entrepreneurship – Definition - Role and expectation - Entrepreneurial motivations – Types - Entrepreneurship opportunities in tourism - Entrepreneurial skill for travel - Tourism and hospitality trade, problems of entrepreneurship in travel trade; Entrepreneurial Competencies - Small Scale Enterprises, Characteristics & Relevance of Small-Scale Enterprises, Role of Entrepreneurial ship in SSE and Economic Development.

UNIT – II ENTREPRENEURSHIP START-UPS:

Institutional Interface and Setup - Government Policy, Tourism Enterprises/Units eligible for assistance under MoT Scheme - Entrepreneurial process: Identification of an opportunity, Market Assessment, Analysing Competitive Situation - Understanding Trade Practices, Resource Mobilization.

UNIT – III ENTREPRENEURSHIP PLANNING:

Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises, Preparation of Business Plan, Elements of Business Plan, Feasibility Report.

UNIT – IV OWNERSHIP STRUCTURES:

Ownership Structures & Organizational Framework, Financial Management Issues, HR Issues, Strategies for Growth & Stability, Managing Family Enterprises.

UNIT – V ISSUES IN ENTREPRENEURSHIP:

Management Issues in Tourism & Hospitality Industry, Entrepreneurial Case Studies of Major Travel agencies/Tour Operators i.e., Cox & Kings, Raj Travels,

SOTC, etc. - Hotels i.e. Taj, Radisson, Welcome, etc. - World famous chain group of hotels.

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Global business opportunities through remote working - Emerging trends in hospitality and tourism entrepreneurship

REFERENCES:

1. [Michael Rimmington](#), [Clare Williams](#) and [Alison Morrison](#), Entrepreneurship in the Hospitality, Tourism and Leisure Industries, Routledge, 1998.
2. Page, Stephen, and Jovo Ateljevic, eds. Tourism and entrepreneurship: International perspectives. Routledge, 2009.
3. Ateljevic, Jovo, and Stephen J. Page, eds. Tourism and entrepreneurship. Routledge, 2017.
4. Entrepreneurship –Michael P.Peters Mc.Graw Hill Education Private Limited Year-2013
5. Entrepreneurship and new venture creation-A.Sahay,V Sharma Excel Books Publisher-2008
6. Entrepreneurship Development –Vasant Desai Himalaya Publishing House-2008
7. Entrepreneurship Development Dr.S.S.Khanka S.Chand of Company Pvt Ltd Year 2014
8. <https://books.emeraldinsight.com/resources/pdfs/chapters/9781787435308-TYPE23-NR2.pdf>
9. <https://www.perlego.com/book/1626759/entrepreneurship-in-the-hospitality-tourism-and-leisure-industries-pdf>
10. https://www.goodfellowpublishers.com/free_files/Contents%20and%20Introduction-79d3e2db099406554a20a9073358c59a.pdf

COURSE OUTCOMES:

- Identify entrepreneurs' community responsibilities
- Explain entrepreneurs' responsibilities to individuals
- Examine trends in business start-ups in recent decades like Tourism and hospitality Sectors
- Determine your competitive advantage
- Compare various types of business opportunities in hospitality industry

Second Year

PROJECT

Semester IV

Code

Project

Credit: 5

COURSE OBJECTIVES:

1. To enhance the communication skills further develop the practical skills in various areas of the Hotel.
2. To practice the theories with real-life scenarios.
3. To foster the professionalism in the Hotel industry.
4. To gain in-depth knowledge about the industry and the nature of many jobs within this sector.
5. To acquire deep understanding about career goals related to Hospitality.

Students have to undergo hands on comprehensive training or internship in a hotel for four weeks. They have to submit a training report also as a part of the programme after the internship.

Duration of Internship: 4 Weeks

Academic Credits for Training shall be based on following:

- Students have to submit the following on completion of industrial training to the faculty coordinator at the institute.
- Logbooks and attendance, Appraisals, Report and presentation, as applicable.
- All trainees must ensure that the logbooks and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed.
- A PowerPoint presentation (based on the report) should be made. This will be presented in front of internal and external examiners. 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 internship and what has he learned/ observed.

The Training Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be in A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

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

1. Logbook.
2. Appraisal form

3. A copy of the training certificate
4. Industrial Training Report
5. Power Point presentation on a CD, based on the training report.
6. Attendance records given by hotel's authority.

COURSE OUTCOMES:

On completion of this course, students will be able to:

- Acquire a knowledge of workplace dynamics, professional expectations, and the influence of culture on both
- Create proficiency in a range of business or industry skills appropriate to the field of the internship placement, including professional and inter-cultural communication through written, verbal, and non-verbal means
- Identify and clarify professional and career goals through critical analysis of the internship experience
- Associate to a professional environment, how they can draw skills from experience and process challenges, how they can contribute to a company's project and teamwork
- Grade of this growing process, in terms of cultural awareness, professional goals, personal aspirations

Code:

Credit: 5

Each candidate shall be required to take up a Project Work and submit it at the end of the final year. The Head of the Department shall assign the Guide who, in turn, will suggest the Project Work to the student in the beginning of the final year. A copy of the Project Report will be submitted to the University through the Head of the Department on or before the date fixed by the University.

The Project will be evaluated by an internal and an external examiner nominated by the University. The candidate concerned will have to defend his/her Project through a Viva-voce.

ASSESSMENT /EVALUATION /VIVA-VOCE:

1. PROJECT REPORT EVALUATION (Both Internal & External):

- I. Plan of the Project - 20 marks
- II. Execution of the Plan/collection of Data / Organisation of Materials / Hypothesis, Testing etc and presentation of the report. - 45 marks
- III. Individual initiative - 15 marks

2. VIVA-VOCE / INTERNAL& EXTERNAL - 20 marks

TOTAL - 100 marks

PASSING MINIMUM:

Project	Vivo-Voce 20 Marks 40% out of 20 Marks (i.e. 8 Marks)	Dissertation 80 Marks 40% out of 80 marks (i.e. 32 marks)
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A candidate shall be declared to have passed in the Project work if he/she gets not less than 40% in each of the Project Report and Viva-voce but not less than 50% in the aggregate of both the marks for Project Report and Viva-voce.

A candidate who gets less than 40% in the Project must resubmit the Project Report. Such candidates need to defend the resubmitted Project at the Viva-voce within a month. A maximum of 2 chances will be given to the candidate.

Second Year

**VALUE ADDED COURSE II
SUSTAINABILITY FOR TOURISM AND
HOSPITALITY**

Semester IV

Code

(Theory)

Credit: 2

COURSE OBJECTIVES:

- Learn the concept and importance of sustainability
- Understand the need of sustainability in tourism
- Know the best practices adopted for ensuring sustainability
- To make students aware about the role of sustainable tourism in the changing global scenario.
- This course broadly covers tourism, sustainable tourism development, responsible tourism, conventions, and ethics relating to sustainable tourism, etc.

UNIT – 1 SUSTAINABLE TOURISM & ITS DIMENSIONS:

Historical Background, Nature and Scope of Sustainable Tourism, Critiques of Current Thinking in Sustainable Management, New Approaches to Sustainable Tourism Management, Sustainable Tourism three Dimensions, Environmental Dimension, Economic Dimension, Social Dimension.

UNIT – II ROLE OF DIFFERENT AGENCIES IN SUSTAINABLE TOURISM:

Public Sector, Tourism Industry, Voluntary Sector, Host Community, Media, Tourist in Coastal Areas and Sea, Rural Area, Urban Areas, Mountainous Regions, Islands, Developing Countries. Role of Marketing in promotion of sustainable.

UNIT – III SUSTAINABLE TOURISM & RESPONSIBLE TOURISM:

Sustainable Tourism Development-Guiding Principles for Planning and Management, Responsible Tourism, Key Characteristics of Responsible Tourism, Empowering Community through Tourism, Community based Tourism and Global Climate change - Issues and problems.

Unit – IV SUSTAINABLE TOURISM INFRASTRUCTURE AND INSTRUMENTS FOR MORE SUSTAINABLE TOURISM:

Tourist Destinations, Visitor Attractions, Tour Operations, Transport, Hospitality, Cultural, Tourism, Eco-tourism, Business Tourism, Future of Sustainable Tourism, sustainable tourism instruments-measurement, command and control, economic, voluntary and supporting instruments.

UNIT – V STANDARDIZATION AND CERTIFICATION FOR TOURISM SUSTAINABILITY:

ISO 14000- Role of WTTC, UNWTO, PATA, UNEP, IUCN, Global observatory on sustainable tourism in Sustainable Tourism Development. - Agenda 21 for Travel

and Tourism Industry; Global Significance of Sustainable Tourism (GOST) and Global sustainable tourism criteria and council (GSTC).

UNIT - VI CURRENT CONTOURS (For Continuous Internal assessment only):

Contemporary developments related to the course during the semester concerned
- Role of sustainable tourism in the development of economy of the local inhabitants - Eco friendly practices to be followed by tourists in the conservation of environment and to develop responsible tourism.

REFERENCES:

1. Sustainable Tourism – A Marketing Perspective, Victor T.C. Middleton and Rebecca
2. Ecotourism - Fennell, D.A. New York: Routledge Publication
3. Ecotourism and Sustainable Development: Who Owns Paradise? - Honey. Washington, DC: Island Press 2 Taking Responsibility for Tourism- Goodwin, H. Woodeaton: Goodfellow Publishers Limited.
4. Tony Griffin, Sustainable Tourism, A Global perspective by Rob Harris, , Peter Williams, Butterworth-Heinemann.
5. World Tourism Organization, Sustainable Development of Tourism: An Annotated Bibliography,
6. Irene Herremans, Cases in Sustainable Tourism; an Experimental Approach to Making Decisions.
7. David Weaver Powell 's City of Book, Sustainable Tourism; Theory and Practice.
8. Swarbrooke, J. Sustainable Tourism Management, CABI publishers
9. <https://www.cpp.edu/~ddwills/SCHOTO%20Workshop/STM.PDF>
10. https://nmssanctuaries.blob.core.windows.net/sanctuaries-prod/media/archive/management/international/pdfs/day1_concepts_manual.pdf
11. https://www.academia.edu/34445755/Sustainable_Tourism_Theory_and_practice

COURSE OUTCOMES:

- Analyse the debate on the acceptance of sustainable tourism, exploring barriers and potential solutions
- Define the difference in sustainable and eco-tourism determining the role of eco in sustainable tourism and critically evaluate the impact this has had on the events industry.
- Describe the stakeholders and their influence on tourism development
- Report and critique sustainable tourism among the different geographical areas.
- Identify existing destination assets of a destination and determine its competitive advantage.
