

ELECTIVE A

F& B Management - i

HM -701 – A

Teaching Assessment

Theory –	3 Hour / week
Practical -	3 Hour / week

Assessment Scheme

	Marks	Duration
Theory -	70	3Hour
Practical –	50	3Hour
Internal –	30	

150

Objective :

This course is aimed to impart Knowledge to the student Regarding advanced in food and Beverage operations and Management.

At the course the student end of this will

1. Understand European cuisine in detail.
2. Design kitchen and related facilities,
3. Conceptualize Invalid diet management.
4. Standardize new recipes and
5. Understand the variables of kitchen management.
6. Know advanced techniques in bakery and its management.
7. Gain aesthetic skills.

COURSE CONTENT

UNIT.1- DETAILED STUDY OF EUROPEAN CUISINE

UNIT.2- DESIGNING KITCHEN

Staff analysis.
Equipment analysis of a menu.
Job designing & Work flow analysis.
.Location & Space analysis.
Policy & Budget.
Other technical factors.
Actual Designing.

UNIT.3- INVALID DIET MANAGEMENT

Standardization of new recipe
Standardization cycle tasting, evaluating,
Five P' S Of Kitchen Management ,People, Product, Plant and Property,
Promotion and Profit.
Status of Indian bakery Industry.

UNIT 4 - BAKERY FLOUR,

A 'brief introduction of commercial flour milling process Floor constitution in relation to baking quality
A BRIEF INSIGHT OF - Emulsifier, Surfactants and Enzymes used in Bakery products.
Bakery Fats , Flavors for Bakery industry.

UNIT 5 - RECENT DEVELOPMENT IN BREAD MAKING TECHNOLOGY

Bakery projectisation and organization
Processing during emergency breakdown
Aesthetic skills Ice carving, Vegetable carving - Butter Sculpture, Center pieces (Innovative) -
Marzipan, Sugar craft .- Advance icing.

TEXT READINGS

Jima Grigson	European Cookbook
Kotas & Davis	Food cost control
Birchfield	Design & Layout of Food Service facility

Practical

The practical study of diet management,
Bakery Projectisation, processing during emergency breakdown.

ELECTIVE A

F & B Management - ii

HM -702 – A

Teaching Assessment

Theory – 3 Hour / week

Assessment Scheme	Marks	Duration
Theory -	70	3Hour
Internal –	30	
100		

OBJECTIVE

By the end of this course the students should be able to
Understand the components of cost and its utilization in profit maximization in F & B operation. Understand capital and operational budgets for F & B Operations. Understand how history and scatter sheet can be used for performance analysis and appraisal. Design and market Menu cards. Establish new F & B outlets and upgrade the existing ones.

COURSE CONTENT

UNIT 1 - F & B OPERATIONAL COST CONTROLLING:

Components of cost,
Factors affecting food cost, labor cost & overhead expenses,
Profit Maximization

UNIT 2 - OPERATIONAL AND CAPITAL BUDGET FOR F & B ENTERPRISES.

UNIT 3 - OPERATIONS PERFORMANCE ANALYSIS & APPRAISAL

Sales history
Scatter sheet

UNIT 4 - MENU CARD DESIGN

Choice of Material
Aesthetic
Determining the type of restaurant, quality: Size, Shape, print, artwork etc
Classification of dishes.
Marketing characteristics: of Menu card.
Menu designing for new establishment

UNIT 5 - EXECUTION OF F & B PROJECTS

Analyzing clientele, Hiring of-Staff,
The layout and space management,
The equipment analysis and procurement,
Interior designing.
Sequencing various activities involved during
Project ,stage.

TEXT READING

Kotas Davis
Celtman
Jack miller

Food cost control Cost control
Cost control for hospitality Industry
Menu pricing & Strategy

ELECTIVE B

Accommodation Management - i

HM -701 – B

TEACHING ASSESSMENT

Theory	3 Hour/ week
Practical	3 Hour/ week

ASSESSMENT SCHEME :

	MARKS	DURATION
Theory	70	3 hrs
Practical	50	3 hrs
Internal	30	

150

OBJECTIVES :

The purpose is to impart and develop the two most important skills in this challenging field. Administration skills ; including contracts, budget, budgetary control and setting up of housekeeping department in a new hotel.

Motivational skills as a leader, change agent, and supervisory role and involvement in working with employee group.

Effective use of communication.

COURSE CONTENT

UNIT.1- CONTRACT CLEANING .

Different jobs that can be given on contract.

Methods of Pricing.

Advantages & Disadvantages..

UNIT.2- VARIABLES OF OPENING A HOUSEKEEPING DEPARTMENT IN A NEW HOTEL.

Budget & budgetary control.

Communication system

Some Myths about communication.

The communication Process

Considerations in Selecting a communication method.

Formal and informal Channels of communication.

Three special communication skills.

Overcoming Barriers to Effective Communication.

Effective communication Procedures. Interview: A special type of communication.

Types downward, upward : Horizontal methods

Modes of communication used in Housekeeping department.

UNIT 3 -THE SUPERVISOR AND MOTIVATIONAL TECHNIQUES:

The Organization and the Motivated Employee

The Supervisor and Motivation.

The Employee as an Individual.

WORKING WITH EMPLOYEE GROUPS:

Employee Groups in the Hospitality Operation.

The individual Employee and the Group.

UNIT 4 - MANAGEMENT AN OVERVIEW OF THE PROCESS

Supervisors Are Managers
Definitions of Management
Evolutions of the Management Process
A Close Look at the Management Process.
The Supervisor as a Decision-Maker

UNIT 5 - FOCUS ON THE SUPERVISOR

Levels of Management.
Skills Needed for Effective Supervision.
Responsibilities of the Supervisor.
Keys to Supervisory Success.
How the Supervisor spends time
Common Reasons for Supervisory Failure.

TEXT READING

R.S. Dwivedi	Human Relation and organizational behavior
Carmouche & Kelly	Behavioral Studies in hospitality management
Georgina Tucker	The professional Housekeeper
Joan C. Branson	Hotel, Hostel & Hospital Housekeeping

PRACTICALS

The practicals for this course will comprise of tasks, assignments, and lab work based on the theory syllabus detailed above

ELECTIVE B

Accommodation Management - II

HM -702 – B

TEACHING ASSESSMENT

Theory 3 Hour/ week

ASSESSMENT SCHEME :

	MARKS	DURATION
Theory	70	3 hrs
Internal	30	

100

OBJECTIVE :

The aim of the syllabus is to make the students aware of

- 1, The future of Accommodation industry; growing interdependence between travel and hotel industry: and Franchising
2. Planting accommodation facilities in general and for specific needs.
3. Crises management including Q security and loss prevention aspects.

COURSE CONTENT,

UNIT.1 INTERDEPENDENCE OF HOTEL AND TRAVEL AGENTS

Current trends in this relationship
Development tour packages
Other - Promotional strategies, executed through travel agents

UNIT.2 FUTURE & TRENDS in ACCOMMODATION INDUSTRY

Time share.
Heritage. Hotels,
Floatels
Other trends

UNIT 3 FRANCHISING DEFINITION AND MEANING, USUAL TERMS AND

Condition of franchising

UNIT 4 - REQUIREMENT /MANAGEMENT OF NON COMMERCIAL ACCOMMODATION SERVICES

UNIT 5 - HUMAN RESOURCE PLANNING FOR ACCOMMODATION OPERATIONS

PLANNING HOTEL FACILITIES - Modern trends and norms in general facility planning –
Planning facilities as per specific guest requirement

TEXT READING

Lane & Dupre Hospitality world A K. Bhatia International Tourism, . Janet Housden . Franchising and other business relationships in Hotels and Catering services

Teaching Assessment

Theory – 3 Hour / week

Assessment Scheme

	Marks	Duration
Theory -	70	3Hour
Internal –	30	
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OBJECTIVE

- 1- To develop an insight into meaning nature scope and value of contemporary approach to human resource management in an organization.
- 2- To describe organization of a human resource management functionary in an establishment, and to identify attributes of a successful personnel manager
- 3- To explain various methods of recruitment, selection, induction and placement.
- 4- To develop the importance and methods adopted for training and development of employees in today's environment in workplace.
- 5- To provide a detailed orientation regarding methods of evaluation of a job, compensation management, performance appraisal. To discuss matters relating to job changes; and definition and explanation of terms pertaining to employee separation

Course Content

UNIT 1 - INTRODUCTION

Nature and scope of human resource management –

Concept and Nature, Human Resource Management as a profession, objectives and importance, Functions and Scope of Human Resource Management*

Organization of Personnel Department, Qualities of Personnel Manager, Role of Personal. Manager, Status of Personnel Manager.

Characteristics of Hospitality Industry for a Human Resource, HRD as responsibility of all managers

UNIT 2 - PROCUREMENT OF HUMAN RESOURCES:

Human Resource Planning.

Concept and Objectives, Need and Importance, Process and Levels of Human Resource Planning, Problems and Guidelines for Human Resource Planning.

Job Analysis and Job Design

Concept. And Uses of Job Analysis, Process and Methods of Job Analysis, Job Description and Job Specification, Role Analysis, Concept of Job Design, Approaches and methods of Job Design, Job Redesign in India.

Recruitment and Selection

Meaning and Process of Recruitment, Recruitment Policy and Organization, Sources and Techniques of Recruitment, Recruitment Practices in India, Meaning and

Process of Selection, Selection Tests and Interviews.

Placement and Induction

Concept of Placement, Concept and Objectives of Induction, Induction in India industries, Contents of Induction Programme, How to make Induction effective?, Advantages of Formal 1 Induction.

UNIT 3 – TRAINING AND DEVELOPMENT

Concept and need of Training, importance and objectives of Training, Identifying Training Needs

UNIT 4 – JOB EVALUATION

Concept, Processes and objectives of job Evaluation

UNIT 5 – JOB CHANGES

Transfers , Promotions and Separations

References :

Mirza S Human resources Management

H L Kumar Personnel Management in Hotel & Catering Industry

Hospitality Marketing Management HM – 704

Teaching Assessment

Theory – 3 Hour / week

Assessment Scheme

Marks Duration

Theory - 70

3Hour

Internal – 30

100

Objectives :

Introduction to the fundamental concept of Marketing Management, especially in context of Services industry

Course Content

UNIT 1 - Introduction to Hospitality Marketing

UNIT 2- The concept of Marketing

Foundation and practices

Solving Customers Problems

UNIT 3 – Customer Behavior and customer Markets

The package market

The Business Traveler

UNIT 4 – The Hospitality Presentation mix

Employees

Customers

UNIT 5 – Channels of distribution

Travel agents

Franchising

Tour operators

Text Reading

Robert D. Reid

Hospitality Marketing Management

John Roberts

Marketing for the Hospitality industry

Computer Application HM - 705

Teaching Assessment

Theory –	3 Hour / week
Practical -	3 Hour / week

Assessment Scheme

	Marks	Duration
Theory -	70	3Hour
Practical –	50	3Hour
Internal –	30	
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OBIECTIVE:

The objective of the course is to systematically develop the computer skills. During this semester the students will be given knowledge of MICRO SOFT WINDOWS, so • as to facilitate them to work on_modern packages which are mostly window bases,,

UNIT 1 -LEARING ABOUT WINDOWS

- Introducing Windows
- Starting Windows
- The Windows Screen
- Communicating with windows
- Getting Help
- Ending Your Windows Session

UNIT 2 - WORKING WITH WINDOWS

- Running and Exiting windows Applications
- Working with Multiple Windows Applications
- Minimizing and Maximizing windows
- Changing the Size and Position of Windows and Icons

UNIT 3 - THE FILE MANAGER

- Getting to know File Manager
- Working with Directory Trees
- Working with Directory Listings
- Running Application Programs
- Working with Directory and File Attributes
- Searchirg for Files and Directories

Selecting Files
Copying and Moving Files and Directories
Renaming Files and Directories
Deleting Files and Directories

UNIT 4 - THE ACCESSORIES

Introducing Desktop Accessories and Utilities
Using Windows Clock
Using the Windows calculator
Managing your Schedule with Windows Calendar
Managing Data with Windows Card file
Making Notes with Windows Paintbrush
Word Processing with windows writes
Using your modem with Windows Terminal

UNIT 5 - SPECIALTY TASKS

Working with **Groups**
Printing Files
Sharing Text and Graphics Between Applications
Returning Temporarily to Dos

Practical

1 - Practice of Windows as per Current Syllabus

References

1 – R. K Taxail	Windows made simple
2 – Allan Simpson	Easy Guide to Window

Research Project - HM – 706

Teaching Assessment

Practical - 1 Hour / week

Assessment Scheme

	Marks	Duration
Practical –	50	1 Hour
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	50	

OBJECTIVE: To encourage and guide students to adopt RESEARCH as methodology tackling and solving problems related to hospitality industry. This course will also help the students to update their Knowledge about the industry

- i- Define a specific problem
- ii- suitable methodology
- iii- Set scope/ limitations
- iv- Design and administer suitable structured and unstructured research tools.
- v- Collect, edit and present primary and secondary data.
- vi- Edit and present
- vii- Do analysis and to draw definite Conclusions

Write the report in acceptable format and language