

HMSE 701 - A

Retail Management

TEACHING SCHEME:

Theory :6Hrs/week

ASSESSMENT SCHEME

	: MARKS	DURATION	Credit
Theory	: 60	6Hrs	6
Internal	: 40		
TOTAL	100	6Hrs	6

COURSE CONTENT

Unit 1:

Introduction to Retailing: Concept of retailing, Functions of retailing, Terms & Definition, Retail formats and types, Retailing Channels, Retail Industry in India, Importance of retailing, Changing trends in retailing.

Unit 2:

Understanding the Retail Consumer: Retail consumer behaviour, Factors influencing the Retail consumer, Customer decision making process, Types of decision making, Market research for understanding retail consume

Unit 3:

Retail Market Segmentation and Strategies: Market Segmentation and its benefits, Kinds of markets, Definition of Retail strategy, Strategy for effective market segmentation, Strategies for penetration of new markets, Growth strategies, Retail value chain.

Unit 4:

Merchandise Management: Meaning of Merchandising, Factors influencing Merchandising, Functions of Merchandising Manager, Merchandise planning, Merchandise buying, Analysing Merchandise performance

Unit 5:

Retail Operations and Retail Pricing: Store administration, Premises management, Inventory Management, Store Management, Receipt Management, Customer service, Retail Pricing, Factors influencing retail prices
Pricing strategies, Controlling costs

SUGGESTED READINGS:

- Levy IM. And Weitz B.A (2004), Retailing Management, 5th ed., Tata McGraw Hill.
- Berman B. Evans J. R. (2004), Retail Management, 9th Edition, Pearson Education.
- Bajaj C; Tuli R., Srivanstava N.V. (2005), Retail Management, Oxford University - Press, Delhi
- Dunne P.M, Lusch R.F. and David A. (2002), Retailing, 4th ed., South-Western, - Thomson Learning Inc.
- Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi

Event Management

HMSE 701 - B

TEACHING SCHEME:

Theory :6Hrs/week

ASSESSMENT SCHEME

	: MARKS	DURATION	Credit
Theory	: 60	6Hrs	6
Internal	: 40		
TOTAL	100	6Hrs	6

COURSE CONTENT

Unit 1:

Introducing Events: • Definition, Scope of Event Management. Characteristics and complexities of events

Growth and development of event industry, Trade fairs and their roles

Typology of planned events,

Varieties & importance of events –

Key steps to successful events

Unit 2:

Marketing Events – Marketing mix , segmentation, event tourism packaging

Crisis management & Public Relation in Events

Short study of ICPB , ICCA

International event markets --- Germany, London, Hong Kong, Singapore etc.

Unit 3:

MICE Tourism: • Components of MICE Tourism –Meeting, Incentive, Conference & Exposition/ exhibition definition

Nature and demand of Conference market: A brief study of MICE market in India

Unit 4:

Event planning - Checklist for different events, planning schedule & actions agenda

Conference program designing,Pre & Post event responsibility

Unit 5:

Sponsorship - sponsors, organizers, customers & guests.

Risk Management, Safety and Global Issues in Event Management

SUGGESTED READINGS:

- Event Management in leisure & tourism – David Watt

-. Conferences – Tomy Rogers

Food Service Management

HMSE 701 - C

TEACHING SCHEME:

Theory :6Hrs/week

ASSESSMENT SCHEME

	: MARKS	DURATION	Credit
Theory	: 60	6Hrs	6
Internal	: 40		
TOTAL	100	6Hrs	6

COURSE CONTENT

Unit – 1

The Foundations: The Foodservice Industry, The Systems Approach, The Fundamentals, Food Safety, Cleaning, Sanitation, and Environmental Safety, The Menu

Unit – 2

The Operational Functions: Purchasing, Receiving, Storage, And Inventory, Production, Beverage Provision,

Unit – 3

Food and Beverage Service, Events Conferencing & Banqueting, Apprising Performance, Strategic Decisions,

Unit – 4

The Facilities: Facilities Planning And Design, Equipment And Furnishings, Environmental Management

Unit – 5

The Management Functions: Organizational Design, Leadership, Human Resource Management, Performance Improvement, Financial Management, Marketing

SUGGESTED READINGS:

- Food & Beverage Management 3/e John Cousins, David Foskett & Andrew Pennington, Good Fellow Publishers
- Foodservice Management: Principles and Practices by June Payne-Palacio Ph.D. RD and Monica Theis, Prentice Hall Publishers
- Foodservice Management Fundamentals by Dennis R. Reynolds; Wiley Publishers

HMSE 701 - D

Bakery Management

TEACHING SCHEME:

Theory :6Hrs/week

ASSESSMENT SCHEME

	: MARKS	DURATION	Credit
Theory	: 60	6Hrs	6
Internal	: 40		
TOTAL	100	6Hrs	6

Course Content

Unit - 1

Bakery Introductions: Basic Ingredients: Sugars; Shortenings; Eggs; Wheat and Flours; Milk and Milk Products; Yeast; Chemical Leavening Agents; Salt, Spices, and Flavourings; Cocoa and Chocolate; Fruits. Professional Bakery Equipments & Tools, Production Factors; Staling;

Unit - 2

Bread and Rolls: Overview of Production; Common Problems; White Pan Bread ; Pullman, Split-top, and Round Split Breads; French and Italian Breads and Rolls; Vienna Bread; Bolillos; Pan de Agua; Egg Bread and Rolls; Hard Roll Varieties; Soft Roll Varieties; Pan de Sal; Rye Bread Varieties; Cornmeal Bread; Whole Wheat Bread; Raisin Bread; Cheese Bread; Indigenous Breads of India; Middle Eastern Pita Bread;

Unit - 3

Sweet Yeast Dough Products: Danish Pastry; Buns; Coffee Cake Dough Products; Specialty Rolls and Yeast-Raised Cakes; Croissants; Doughnuts and Crullers: Preparation for Frying; Finishing Doughnuts; Use of Prepared Mixes; Yeast-raised Doughnuts; Cake Doughnuts; Combination Doughnuts; Whole Wheat Doughnuts; Common Problems with Doughnuts and Crullers.

Unit - 4

Pastries: Short Dough Pastries; Puff Pastries; Common Problems with Puff Pastries; Eclairs and Cream Puffs; Common Problems with Eclairs and Cream Puffs; Cream Cheese Dough Products; Icings and Cream and Whipped Toppings: Icings; Cream Toppings; Whipped Toppings.

Unit - 5

Cakes and Cake Specialties: Cake Production; Common Problems with Cake Production; Creamed Cakes; Common Problems with Creamed Cakes; Whipped Cakes; Common Problems with Sponge Cakes;

SUGGESTED READINGS:

- Practical Baking, 5th Edition by William J. Sultan Wiley Publications ·
- Baking and Pastry: Mastering the Art by The Culinary Institute of America, Wiley Publications ·
- In the Hands of a Baker <http://www.ciaprochef.com>
- Baking by Marha Dey , www.hermehouse.com
- The Golden Book of Baking by barronsduc www.barronseduc.com

HMSE 702

Human Resource Management

TEACHING SCHEME:

Theory : 6Hrs/week

ASSESSMENT SCHEME

	: MARKS	DURATION	Credit
Theory	: 60	6Hrs	6
Internal	: 40		
TOTAL	100	6Hrs	6

Course Content

Unit – 1

Introduction to Human Resource Management: Introduction, Definition & Concept, Growth Drivers in India, Importance of HRM, Hospitality Industry Characteristics, Human Resource Roles, HR Challenges. Manpower Planning, Process, Managing Workers,

Unit – 2

Recruitments, Learning & Development, Performance Appraisal: Recruitments, Introduction, Concept, Sources, What to look for in prospective candidates, Recruitments Policy and Techniques. Learning & Development, Introduction, Concept, Functions, Training Cycle, Evaluation, Methods, Organisational Culture & Training. Performance Appraisal - Introduction, Purpose, Process, Challenges, Underlying Theories, Balance Score Card, The 360 Degree Feedback System, Managing Employee Performance

Unit – 3

Employee Motivation, Compensation & Benefit Management: Employee Motivation, Concept, Various Motivation Theories (Maslow's Theory, Herzberg's Theory, Adam's Equity Theory, B.F Skinner's Reinforcement Theory), Motivating Employees & Measurement. Compensation & Benefits: Policy, Components, Determinants, Theories, Employee Compensation Practices in India

Unit – 4

Job Satisfaction, Organisational Culture, Disciplinary Action: Introduction, Theories of Motivation, Correlates of Job Satisfaction, Importance of Job Satisfaction, Measuring Job Satisfaction.

Unit – 5

Organisational Culture: Introduction, Observational Aspects, Functions, Cultural Models, Positive or Negative Organisational Cultures, Managing and Changing Organisational Cultures. Disciplinary Action: Introduction, Principles of Natural Justice, Counselling, Disciplinary Guidelines, Disciplinary Process, Charge Sheet

SUGGESTED READINGS:

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh
- Principal and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan Negi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri
- Human Resource Management in Hospitality – Malay Biswas

HMSE 703

Safety Security and Travel Documentation

TEACHING SCHEME:

Theory :
6Hrs/week

ASSESSMENT SCHEME

	: MARKS	DURATION	Credit
Theory	: 60	6Hrs	6
Internal	: 40		
TOTAL	100	6Hrs	6

COURSE CONTENT:

Unit - 1

Safety Security and Hotels: Understanding Safety & Security, Differentiation between safety and security, Best Practices in Indian Hotels, The Case of Taj & Oberoi at Mumbai, Security Departments in Hotels, Guidelines for Security in Hotels, Dealing with Emergencies - Fire, Death, Crisis Management, Disaster Management.

Unit - 2

Safety Security and Tourist Destinations: Understanding the destination images from tourist perspective, the role of the media in influencing consumer perceptions of travel safety Understanding Tourist Security, its importance and impact of tourism industry,

Unit - 3 Role of Media in influencing tourist perceptions, consumer awareness of travel advisories and their influence on behaviour. Common problems & Challenges with hotel & tourism destinations security. Security issues at airports, railway stations, single woman travellers in India, Tourist Police & Its Role, Role of Ministry of Govt of India, UNWTO Guidelines/ Advises on Safety and Security, International Issues on Tourist Security, the role of insurance in the travel industry

Unit - 4

Travel Documentation: Introduction to Travel Documentation, Documentation required while leaving and entering into India. Passport its types and procedures to obtain an Indian passport, Currency Regulations and concept of Basic Travel Quota (BTQ), Custom Regulations, Health Certificates, Insurance and Immigration.

Unit - 5

Understanding VISA and Permits Understanding the concept of VISA its types, Categories in which India give Visa to foreign tourists. Visa Requirements and procedure to obtain tourist visa for Singapore, UK, USA and Australia. Restricts and Special area permits for foreign tourists in India and their procedures to obtain,VISA on Arrival Scheme of Govt of India.

SUGGESTED READINGS:

- **Tourism Security: Strategies for Effective Managing Travel Risk and Safety** By Peter Tarlow
- **Safety and Security in Tourism Relationships, Management and Marketing** By C. Michael Hall, Dallen J. Timothy and David Timothy Duval.
- **Tourism, Security and Safety (The Management of Hospitality and Tourism Enterprises)** - Yoel Mansfeld & Abraham Pizam

HMSE 704 A

Media & Journalism in Hospitality

TEACHING SCHEME:

Theory : 6Hrs/week

ASSESSMENT SCHEME

	: MARKS	DURATION	Credit
Theory	: 60	6Hrs	6
Internal	: 40		
TOTAL	100	6Hrs	6

COURSE CONTENT:

Unit 1 :

Journalism, Hospitality & Tourism: Introduction to Journalism, Definition of a Journalist, Nature & Scope of Journalism, Journalism - Hospitality & Tourism: Careers & Opportunities, Familiarisation with tasks and profile of a Journalist, Ethics for Journalists, Current Issues for Journalists, Travel, Tourism & Hospitality Writing, Types of Travel Writing.

Unit 2:

Pioneers in Hospitality & Tourism Journalism & Media: Pioneers in Travel Writing, Great travel stories of Marcho Polo, Hiuen Tsang, Iban Batuta, Al Baruni, V.S. Naipaul, Rahul Sankratayan, William Darlympal, Today's Hospitality Pioneers – Chef Manjit Gill, Studio Food Promoters - Chef Sanjeev Kapoor, Chef Vikas Khanna, David Rocco

Unit 3:

Creative Travel, Tourism & Hospitality Writing: : Introduction to creative writing, information collection, writing for hospitality, tourism and travel magazines, Writing for online magazines, Studies from Hospitality Biz India, Travel Biz Monitor and Express Hospitality Magazines, Travel web searching (browsing).

Unit 4:

Media Applications for Hospitality: Introduction Media, Its Role in Hospitality Promotion, Televisions, Food Food Channel, TLC Channel, Food & Travel Shows,

Unit 5 :

Social Media Creating Pages and Profiles, Merits/Demerits of Social Media. Developing promotional Literature, Travel & Hospitality Photography, New Trends

SUGGESTED READINGS:

- Magazines of Airlines, Hotels & Tourism Organisations.
- Hand Book of Journalism & Mass Communications by V.S. Gupta, Vir Bala Aggarwal, concept Publishers, New Delhi.
- Hospitality Biz India, Travel Biz Monitor
- Hotel Promotional Literatures

Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)

HMSE 704 - B

Computer Application

TEACHING SCHEME:

Practical :4Hrs/week

ASSESSMENT SCHEME

	: MARKS	DURATION	Credit
Practical	: 100	4Hrs	2
TOTAL	100	4Hrs	2

TOPICS TO BE COVERED :-

MS-POWERPOINT

- Slide enhancements
- Changing Defaults
- Viewing Slide shows

Practices

- 1) Introduction of Power point
- 2) Planning a presentation of Power point
- 3) Slide layout design

INTRODUCTION TO INTERNET

- Identify the Internet Browser and learn how to browse
- E-mails - how to send and receive

Practices

- 1) How to send and receive
- 2) Download from the Net

FAMILIARIZE WITH HOTEL SOFTWARE

- How to handle any hotel software

Practices

- 1) Bookings and Reservations through Hotel software
- 2) Reservation of Hotels through Internet.

SUGGESTED READINGS:

Microsoft® PowerPoint® 2010 Step by Step by Joan Preppernau and Joyce Cox

Teach Yourself VISUALLY PowerPoint 2016 by Barbara Boyd and Ray Anthony

Introduction to the Internet by Scott D. James

Sri Satya Sai University of Technology & Medical Sciences, Sehore (M.P.)

HMSE 704 - C**Web Application In Hospitality****TEACHING SCHEME:****Practical :4Hrs/week****ASSESSMENT SCHEME****: MARKS DURATION Credit****Practical : 100 4Hrs 2****TOTAL 100 4Hrs 2**

TOPICS TO BE COVERED :-

FRONT OFFICE SYSTEMS

Practices

- 1) Booking and Reservations
- 2) Billing
- 3) Front office management – Information.
- 4) Guest History Guest Relation

FOOD AND BEVERAGE COSTING

Practices

- 1) Food costing through Hotel Software
- 2) Liquor Costing through Hotel Software
- 3) Recipe costing through Hotel Software

BANQUET MANAGEMENT

Practices

- 1) Function Prospectus tracking through Hotel Software
- 2) Reports through Hotel Software
- 4) Hall Chart Maintenance through Hotel Software
- 5) Challan / Bill Printing through Hotel Software

SUGGESTED READINGS:

1. Dennis L. Foster Back Office Operation & Admin.
2. Dennis L. Foster Front Office Operation & Admin.
3. Jaffrey T. Clanke Table & Bar
4. Denni R Lillicrap F & B Service