



SYLLABUS

For

Master of Hotel Management

(MHM)

(For admission in 2022-23 and onwards)



[MHM- Model Curriculum Structure]

Semester-I												
S. No.	Subject Codes	Subject Name	Periods			Sessional Exam			ESE		Subject Total	Credit
			L	T	P	CT	TA	Total	TE	PE		
1		First 3 Weeks Mandatory Induction Program for all MHM I Year Students beyond class hours										
2	22MHMT 101	Writing Effective Literature Review	4	0	0	20	10	30	70		100	4
3	22MHMT 102	Research Methodology	4	0	0	20	10	30	70		100	4
4	22MHMT 103	Seminar (Research Work)	4	0	0	20	10	30	70		100	4
5	22MHMT 104	Research publication and Ethics	4	0	0	20	10	30	70		100	4
6	22MHMT 105A	Advance Culinary Management	4	0	0	20	10	30	70		100	4
	22MHMT 105B	Food & Beverage Service Management-II										
	22MHMT 105C	Room Division Management- II										
7	AEC 101/ AEC 102	Business Communication / Properties Development & Planning	2	0	0	30	20	50	50		100	2
8	VAC101/ VAC 102	Foreign Language – French / Healthy Living & Fitness/ Personality Development Skills (MOOC)	2	0	0	30	20	50	50		100	2
9	22BHMP 101	Advance Culinary Management	0	0	4	30	20	50	50		100	2
10	22BHMP 102	Food & Beverage Service Management-II										
11	22BHMP 103	Room Division Management- II										
12	GP-01	General Proficiency						50			50	
		Total									850	26

Abbreviations: L-No. of Lecture hours per week, T-No. of Tutorial hours per week, P-No. of Practical hours per week, CT-Class Test Marks, TA-Marks of teacher's assessment including student's class performance and attendance, PS-Practical Sessional Marks, ESE-End Semester Examination, TE- Theory Examination Marks, PE- Practical External Examination Marks

**[MHM- Model Curriculum Structure]**

Semester-II												
S. No.	Subject Codes	Subject Name	Periods			Sessional Exam			ESE		Subject Total	Credit
			L	T	P	CT	TA	Total	TE	PE		
1	22MHMT 201	Food Production Operation and Management	4	0	0	20	10	30	70		100	4
2	22MHMT 202	F & B Service Operation and Management	4	0	0	20	10	30	70		100	4
3	22MHMT 203	Front office Operation and Management	4	0	0	20	10	30	70		100	4
4	22MHMT 204	Accommodation Operation and Management	4	0	0	20	10	30	70		100	4
5	22MHMT 205	Hotel Sales & Marketing Management	2	0	0	30	20	50	50		100	2
6	22MHMT 206	Human Resource Management	2	0	0	30	20	50	50		100	2
7	GP-02	General Proficiency						50			50	
		Total									650	20

Abbreviations: L-No. of Lecture hours per week, T-No. of Tutorial hours per week, P-No. of Practical hours per week, CT-Class Test Marks, TA-Marks of teacher's assessment including student's class performance and attendance, PS-Practical Sessional Marks, ESE-End Semester Examination, TE- Theory Examination Marks, PE- Practical External Examination Marks



Syllabus

Writing Effective Literature Review (22MHMT 101)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

This course guides students through the entire process of preparing a literature review, selecting and analyzing existing literature and structuring and writing a quality literature review. Most importantly, the course develops skills in using evidence to create and present an engaging and critical argument.

Course Outcomes:

After completion of the course student will be able to:-

- Evaluate the purpose of a literature review
- Develop and clarify their thinking, embed their ideas, and articulate their thoughts clearly
- Identify the key preparation steps of a literature review and use each step to effectively articulate their research question and literature review plan
- Identify the key considerations when evaluating journals, selecting the most appropriate journal for their literature review
- Build a strong and convincing argument using suitable literature and data to develop and present their argument in their literature review
- Write and structure a strong literature review avoiding common pitfalls when writing
- Recognize what each section of the literature review requires and formulate their own with the help of examples and guidelines

Syllabus:

UNIT-I

(8hours)

Purpose of a literature review: Why literature reviews matter, the complexity of literature reviews, persuade the reader Identify and justify your argument

UNIT-II

(8 hours)

Process, language and structures: The process from start to finish, Finalize your research question and approach, Look at your assessment criteria, Reading strategies

UNIT-III

(8 hours)

Selecting and analyzing the right literature: Identifying sources, which journals should I use? Navigating an article, Reading an article in depth

UNIT-IV

(8 hours)

Argument throughout literature review: Engaging in an academic argument, Using evidence to form your argument, Looking at the existing arguments, Developing a counter argument

UNIT-V

(8 hours)

Structure a literature review: The overall structure, the introduction, the main body, the conclusion Plagiarism

Text Book

- Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners, Sage Publication, 2014.
- Kothari C.R. : Research Methodology, New Age International, 2011.
- Shajahan S. : Research Methods for Management, 2004.
- Mustafa A. : Research Methodology, 2010.

Reference Books

- Thanulingom N : Research Methodology, Himalaya Publishing
- C. Rajendar Kumar : Research Methodology , APH Publishing



Syllabus
Research Methodology (22MHMT 102)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

To raise the interest among the students for research by giving them knowledge of using different tools of research and their applicability in hospitality industry.

Course Outcomes:

After completion of the course student will be able to:-

- Discuss the Introduction to Research.
- Learn about Research Design.
- Identify the basic information Data Collection.
- To learn Analysis of data.
- Will be able to learn writing report.

Syllabus:

UNIT-I

(8 hours)

Introduction to Research Methodology

Meaning, definition, Characteristics, and types of Research, Methodology of research, research process (statement of research problem), problems encountered by researchers in India.

UNIT-II

(8 hours)

Research Design-

Meaning, Characteristics of Research design, steps in research design. Concept of Hypothesis, types of hypothesis, formulation of hypothesis

UNIT-III

(8 hours)

Sampling Design and Data Collection

Meaning of sampling, sample size, sample unit, Types of sample design. Data collection –Meaning, types of data, methods of collecting primary -data-observation, interview and questionnaire, Sources of secondary data. (Research Approaches and Research Instruments)

UNIT-IV

(8 hours)

Processing and Analysis of data

Editing, coding, Classification and tabulation of data, graphical presentation of data, interpretation of data, methods of data analysis.

UNIT-V

(8 hours)

Report Writing

Meaning, types and steps involved in writing report, layout of the research report, mechanics of writing a research report

Text Book

- Research Methodology by C P Khotari
- Statistics For Manager by O P Aggarawal
- How To Research & Write Thesis in Hospitality Tourism by James Paynper& John Willy
- Marketing Research by Harper W Boyd

Reference Books

- Thanulingom N : Research Methodology, Himalaya Publishing
- C. Rajendar Kumar : Research Methodology , APH Publishing



Syllabus
Seminar (Research Work) (22MHMT103)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

The objective of this course is aimed at sharpening the research skills, develop a practical Understanding of the Hospitality system, attain some field experience etc.

Course Outcomes:

After completion of the course student will be able to :-

- Discusses about the allotted subject keeping in mind the further study
- Demonstrate the ability to describe in detail about the hospitality related issues.
- Understand the research skills to solve complex situations.
- Identify the problems and the solution of the given situations to meet out hospitality standards.
- Justify the need of the subject study on which he or she is preparing project.

Syllabus:

Project Work – I Practical

Keeping in view the diverse nature of hospitality industry and long term implications of the same in the economy, society, culture and environment, it is required for hospitality graduates to have a basic project acumen which can sharpen not only the research skills but assist in developing a practical understanding of hospitality process. The project is intended to serve the student to develop ability to apply multidisciplinary concepts, tools and techniques to deal with any subject related to hospitality industry.

Emphasis should be placed on project for selected professional elective subject area. Some sample themes could be:

- Survey of customer behavior
- Comparative survey of operations
- Survey of energy conservations
- Impacts of various systems on operations
- Impact of Guest/ Staff behavior on operations
- Segmentation analysis of guest.
- Comparative analysis of strategies
- Profiling study of customer
- Comparative Study of cost control
- Comparative study of safety and security
- Case studies of hotels / restaurants/ hospitality operation
- Socio / economic / environmental impact studies

The above themes are suggestive, whereas candidates are free to select the topic of their choice with consultation of the guide and must seek formal approval.

Types of Project

The project may be one of the following types:

- Comprehensive case study of work process
- Inter-Organizational study
- Any other study related to Hospitality segment
- Case study of hospitality segment

Project Supervision

Each project shall be guided by a supervisor duly appointed by the Head of the department.

Project Proposal (Synopsis):

Project proposal/Synopsis of the project should be prepared in consultation with the guide and submitted in the department. The synopsis should clearly state the objectives and purpose of the proposed project to be undertaken, brief of research problem, limitations and chapter plan.

Project Documentation As approved by the guide.

Project Submission

Final draft of the project should be submitted in the department duly certified by the concerned guide.

Project Presentation & Evaluation

Via/Voce by University appointed external examiner & Guide together.



Syllabus

Research publication and Ethics (22MHMT 104)

L: T: P:: 2:0:0

Credits-2

Course Objectives:

To understand the philosophy of science and ethics, research integrity and publication ethics. To identify research misconduct and predatory publications.

Course Outcomes:

After completion of the course student will be able to :-

- Discuss the concept of philosophy and ethics.
- Learn about ethics with respect to science and research.
- Identify and learn about Publication ethics.
- Will be able to learn about open access publishing.
- To learn about publication misconduct.

Syllabus:

UNIT-I (8hours)

PHILOSOPHY AND ETHICS

Introduction to philosophy: definition, nature and scope, concept, branches - Ethics: definition, moral philosophy, nature of moral judgments and reactions.

UNIT-II (8 hours)

SCIENTIFIC CONDUCT

Ethics with respect to science and research - Intellectual honesty and research integrity - Scientific misconducts: Falsification, Fabrication and Plagiarism (FFP) - Redundant Publications: duplicate and overlapping publications, salami slicing - Selective reporting and misrepresentation of data.

UNIT-III (8 hours)

PUBLICATION ETHICS

Publication ethics: definition, introduction and importance - Best practices / standards setting initiatives and guidelines: COPE, WAME, etc. - Conflicts of interest - Publication misconduct: definition, concept, problems that lead to unethical behavior and vice versa, types - Violation of publication ethics, authorship and contributor ship - Identification of publication misconduct, complaints and appeals - Predatory publisher and journals.

UNIT-IV (8 hours)

OPEN ACCESS PUBLISHING

Open access publications and initiatives - SHERPA/RoMEO online resource to check publisher copyright & self-archiving policies - Software tool to identify predatory publications developed by SPPU - Journal finder / journal suggestion tools viz. JANE, Elsevier Journal Finder, Springer, Journal Suggested, etc.

UNIT-V (8 hours)

PUBLICATION MISCONDUCT

Group Discussion a) Subject specific ethical issues, FFP, authorship b) Conflicts of interest c) Complaints and appeals: examples and fraud from India and abroad Software tools: Use of plagiarism software like Turnitin, Urkund and other open source software tools.

Text Book

- Nicholas H. Steneck. Introduction to the Responsible Conduct of Research. Office of Research Integrity.2007. Available at: <https://ori.hhs.gov/sites/default/files/rcrintro.pdf>
- The Student's Guide to Research Ethics By Paul Oliver Open University Press, 2003
- Responsible Conduct of Research By Adil E. Shamoo; David B. Resnik Oxford University Press, 2003
- Ethics in Science Education, Research and Governance Edited by Kambadur Muralidhar, Amit Ghosh Ashok Kumar Singhvi. Indian National Science Academy, 2019. ISBN : 978-81-939482-1-7.

Reference Books

- Anderson B.H., Dursaton, and Poole M.: Thesis and assignment writing, Wiley Eastern 1997.
- Bjorn Gustavii: How to write and illustrate scientific papers? Cambridge University Press.
- Bordens K.S. and Abbott, B.b.: Research Design and Methods, McGraw Hill, 2008. 8. Graziano, A., M., and Raulin, M.,L.: Research Methods – A Process of Inquiry, Sixth Edition, Pearson, 2007



Syllabus

Advance Culinary Management (22MHMT 105 A)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

To impart in depth knowledge of Kitchen management, Menu Planning, Different types of catering systems, and latest control management systems.

Course Outcomes:

After completion of the course student will be able to :-

- Discuss the review of basic food production
- Learn about Kitchen Management.
- Identify and learn about Kitchen layout and design.
- Will be able to learn about Menu Planning.
- To learn about quality control and product development.

Syllabus:

UNIT-I

(8hours)

Reviewing Food Production Basics

Reviewing Cooking methods in reference to cooking of Soups, Sauce. Basics of Cuts: Fish, Meat and Poultry and their usage in different cooking process/methods. Concept of heat transfer and its effect in food texture, Role of dry and wet Masalas in Indian cooking, various traditional styles/methods of Indian cooking. Different Indian Curries.

UNIT-II

(8 hours)

Kitchen Management: Objective and principles of kitchen management, Inventory and store management, Indenting, Purchasing & receiving, yield management.

UNIT-III

(8 hours)

kitchen layout and Design:

Principles of kitchen layout & design, Placement of equipment. Layouts of kitchen: Multi-cuisine Restaurant kitchen, Specialty restaurant kitchen, bakery & confectionery in various organizations, Garde-Manger. Layout of Receiving & Storage area, Layout of Service & wash up. Kitchen stewarding.

UNIT-IV

(8 hours)

Menu Planning: Types of Menu, Menu Management system, Principles of Menu Planning. Factors affecting menu planning, Menu planning for Invalids, Diet Menu, children's menu, Transport/On-board Menu, canteens and cafeteria menus. Menu Engineering, Menu cycle, Menu Evaluation, Menu costing and pricing, Computer based Menu Management system.

UNIT-V

(8 hours)

Quality control and Product Development: HACCP principles and process, kitchen audit planning, testing new equipment, developing new recipes, Food Trials, Organoleptic & Sensory Evaluation, New Concept:-Molecular Gastronomy and Organic Foods.

Text Book

- Professional charcuterie – By John Kinsella and David T, Harvey
- The Professional Garde Manager – By David Paul Larousse
- The Professional Chefs' – Guide to Kitchen Management – By John Fuller, John Knight, Charles A. Salter
- Kitchen Planning & Management – By John Fuller & David Kirk

Reference Books

- Practical Professional Cookery By Kauffman & Cracknell Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu



Syllabus

Food & Beverage Service Management II (22MHMT 105 B)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

To induce supervisory and managerial skills about the operations of different kind of F & B outlets, events/ODC/ functions etc.

Course Outcomes:

After completion of the course student will be able to :-

- Discuss the Restaurant Planning
- Learn about Restaurant operation
- Identify Menu management.
- Will be able to learn about Event Management.
- To Learn about Budgetary control.

Syllabus:

UNIT-I

(8hours)

Restaurant Planning

Types of Restaurants, Factors to be considered while plan a Restaurant(Location, Competition, Customer profile, Legal Obligations, obtaining operational capital,Source of Finance, style or concept, Staffing, Capabilities

UNIT-II

(8hours)

Restaurant Operations

Restaurant physical layout, cuisine and menu offering, selection of equipment, Design). Furniture, Lighting, Equipment and Licenses required etc. Ancillary Areas: Still room, Pantry, Kitchen Stewarding, Hot Plate, Linen Room and Store.

UNIT-III

(8 hours)

Event Management

Types of functions, Role of sales and marketing, Taking bookings, Planning and organizing themes of Indian and International cuisine, Concept & planning for MICE segments.

UNIT-IV

(8 hours)

Menu Management

Introduction, Type of F&B Menu, E-Menu, QR Code, Planning, Menu Engineering, Menu Merchandising; types of merchandizing (e.g. Floor Stands, Posters, Wall displays, Place Mat, tent cards etc.), Sales promotion, Public relations, Advertising, Suggestive Selling and Up Selling techniques, Quality aspects of restaurants and catering outlets.

UNIT-V

(8 hours)

Budgetary Control

Introduction, Objectives, Types of Budget – Master, Capital & Operating; Steps of preparing a departmental budget, budgetary control Procedure & Importance.

Text Book

- Food and Beverage Service – Dennis Lillicrap and John Cousins
- Food and Beverage Management – Bernard Davis, Andrew Lockwood and Sally Stone
- Facility Planning and Design – Edward Kagarian
- Theory of Bakery Parvinder S. Bali

Reference Books

- Bar and Beverage Book – Costas Katsigris, Mary Proter& Thomas
- Theory of Catering – Kinton and Cesarani



Syllabus

Room Division Management II (22MHMT 105 C)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

To induce supervisory and managerial skills about the operations of room division and revenue management

Course Outcomes:

After completion of the course student will be able to :-

- Learn about Planning organizing and evaluating room division.
- Learn about standard operating manual
- Learn to take yield and revenue management.
- To learn about emerging concept in hospitality.
- Will be able to learn room selling technique.

Syllabus:

UNIT-I

(8hours)

Planning, organizing & Evaluating Room division:

Forecasting techniques, Forecasting Room availability, Forecast formula, Forecast types, Forms and formats, Factors for evaluating Room division operations, Area inventory list, Frequency schedules, Performance and Productivity standards, Time and Motion study,

UNIT-II

(8hours)

Standard Operating manuals –

Job procedures, Job allocation and work schedules, staff strengths & Planning duty rosters, concept of Ergonomics, devising training programmes, Devising/ designing training module, Refresher training, Induction training, Remedial training, Time and motion study.

UNIT-III

(8 hours)

Yield/Revenue Management:

Setting Room Rates with different formulas, rates and its types, Concept and importance, Applicability to rooms division, Capacity management, Discount allocation, Duration control, elements of revenue management, Measurement yield, Potential high and low demand tactics, Yield management software, Yield management team, Formulas and numerical.

UNIT-IV

(8 hours)

Emerging Concepts in Hospitality:

New Concept Hotel (Time Share, Ecotels, Capsules, Boutique Hotels, Yotels etc.), Modern Hotel Design and its advantages, Environment friendly House Keeping practices, Case studies.

UNIT-V

(8 hours)

Rooms Selling Techniques:

Sales techniques– Personal Selling, Creative Selling, USP identification, Telemarketing – tools & techniques. Offering alternatives and suggestive Selling, Internal / In-house sales promotion. Direct sales/through intermediaries. Tailor made Package, Plans according to seasons. Online Selling: - Meta Search Engine, Hotel Apps & website, Social Media, OTA's, TA's, Airlines Network, Cruise-Liners, Railway Networks, CRS, Non-Affiliate Networks & GDS. Strategy formulation for various market segments

Text Book

- Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).
- Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.
- The Professional Housekeeper – Tucker Schneider,; Wiley Publications
- Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- Managing Front Office Operations – Kasavana& Brooks Educational Institution AHMA
- Front Office – Operations and management – Ahmed Ismail (Thomson Delmar).

Reference Books

- Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
- Housekeeping and Front Office – Jones
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
- Managing Computers in Hospitality Industry – Michael Kesavana& Cahell.
- Front Office Operations – Colin Dix & Chris Baird.
- Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers



Syllabus
Business Communication (AEC 101)

L: T: P:: 2:0:0

Credits-2

Course Objectives:

The objective of this course is that the student would be to have a basic knowledge of communication skills.

Course Outcomes:

After completion of the course student will be able to :-

- Discuss the concept of communication.
- Learn about Strategies to Improve Individual Reading and Listening Skills
- Identify and learn about oral communication
- Will be able to learn about written communication.
- To learn about effective public relation skills.

Syllabus:

UNIT-I

(8hours)

Communication

Meaning, Process, Importance of Communication in Business, Types of Information, Formal and Informal Communication, Internal and External Communication, Communication Channels, Ethical Considerations for Business Communication, Media of Communication, Barriers of Communication, Approaches to Effective Communication, Essentials of Effective Business Communication (7Cs model)

UNIT-II

(8hours)

Strategies to Improve Individual Reading and Listening Skills

Developing Reading Skills: Identify The Purpose of Reading, Factors Effecting Reading, reading tactics and strategies: training eye and training mind (SQ3R), Recognizing a broad range of thought patterns in reading selections, reading and interpreting visuals, making inferences, recognizing facts and opinions. Developing Listening Skills: importance, purpose of listening, art of listening, factors affecting listening, components of effective listening, and process of listening, principles and barriers to listening, activities to improve listening.

UNIT-III

(8 hours)

Oral Communication:

Advantages and Disadvantages, Conversation as Communication, Art of Public Speaking, Telephonic Conversations and Voice Mails, Group Communication through Committees, Preparing and Holding Meetings, other formal communication with public at large, seminar, symposia and conferences, Overcoming Stage fright, Ambiguity Avoidance.

UNIT-IV

(8 hours)

Written Communication:

Advantages and Disadvantages, Covering letter, Need, Functions and Kinds, Layout of Letter Writing, Types of Letter Writing: Persuasive Letters, Request Letters, Sales Letters, Departmental Communication: Meaning, Need and Types: Interview Letters, Promotion Letters, Resignation Letters, Newsletters, Circulars, Agenda, Notice, Office Memorandums, Press Release Report Writing: Structure, Types, Formats. Nonverbal – Features, Understanding of Body Language, Posture, Gestures.

UNIT-V

(8 hours)

Developing Effective Public Relations

Drafting Speech, Press Release, Brochures, Handouts, Leaflets, e-newsletters. Group Discussion- Nature, Uses and Importance, Guidelines for GD Presentations: How to make effective Presentations, Four P^s of Presentation, Structuring, Rehearsing, and Delivery Methods. Resume Writing: Planning, Organizing Contents, Layout, Guidelines for Good Resume.

Interviews: Preparation Techniques, Frequently Asked Questions about How to face an interview board, Proper bodyposture, Projecting a positive image, Steps to succeed in interviews, Practice Mock.

Text Book

- Lesikar, Petit & Flatley, Lesikar's Basic Business Communication, Tata McGraw Hill
- Raman Meenakshi Prakash Singh, Business Communication, Oxford University Press.
- Rizvi Ashraf, Effective Technical Communication, Tata McGraw Hill
- Krizan, Buddy, Merrier, Effective Business Communication, Cengage Learning Poe & Fruchling, Basic Communication, AITBS

Reference Books

- Diwan & Aggarwal, Business Communication, Excel
- Baugh, Frayer & Thomas, How to write first class Business Correspondence, Viva Books
- Devaraj, Executive Communication, Tata McGraw Hill



Syllabus
Properties Development & Planning (AEC 102)

L: T: P:: 2:0:0

Credits-2

Course Objectives:

The objective of this course is that the student would be to have a basic knowledge of Property development.

Course Outcomes:

After completion of the course student will be able to :-

- Discuss the Technical requirements as established by law and Need
- Learn about Facilities Design & Analysis
- Identify and Initiation of Green Practices in Hospitality Industry.
- Will be able to learn about Planning for Special Guests
- To Learn about waste minimization

Syllabus:

UNIT-I

(8hours)

Technical requirements as established by law and Need

Introduction; developing business profile; project selection; feasibility report constitution of the establishment – type of business i.e. Sole proprietorship, partnership, companies etc.; specific clearances – land conversion, building approval, trade licenses (essential licenses/permits etc.); infrastructure requirements – specific clearances from civic bodies, financial assistance/aid; fire safety; pollution control board.

UNIT-II

(8hours)

Facilities Design & Analysis

Overview of project design; design consideration – architectural, building, etc.; systematic layout planning – flow of guest/staff movement – diagrams, analysis of areas – operational, functional, administrative; design of areas – overview, cost considerations; facilities design for other hospitality areas e.g., hostels, hospitals, industrial canteens, flight services (including costs & controls)

UNIT-III

(8 hours)

Initiation of Green Practices in Hospitality Industry

Energy & water conservation: environment-friendly HVAC units; skylights to save energy; high efficiency lighting in guest-rooms & public areas; solar panels; occupancy sensors; water conservation fixtures; preventive maintenance.

UNIT-IV

(8 hours)

Planning for Special Guests

Special guests: meaning and types; planning considerations; international planning guidelines.

UNIT-V

(8 hours)

Waste minimization:

Organic composting; dumpster monitoring (segregation of dry & wet garbage); recycling (e.g. Individual newspapers not sent to rooms, use of bulk soap & shampoo dispensers, guestroom bathrooms, using recycled paper products like bags, coasters etc); alternatives to plastic bottled water; achieving close to zero-solid waste; sustainable food & beverage options.

International certifications of green practices: eco-leaf rating; green globe rating; green key rating; Nordic swan rating; LEEDS.

Text Book

- Iced desserts- Farrow and Lewis
- Theory of Cookery, K.Arora, Frank Brothers
- Professional Baking - Volume 1 Wayne Gisslen · 2004
- Theory of Bakery Parvinder S. Bali

Reference Books

- Advanced Bread and Pastry Michel Suas · 2012
- Bakery Products: Science and Technology Y. H. Hui, Harold Corke, Ingrid De Leyn · 2008



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DEHRADUN

Syllabus

Foreign language French (VAC 101)

L: T: P:: 2:0:0

Credits-2

Course Objectives:

The objective of this course is that the student would be to have a basic knowledge of French language.

Course Outcomes:

After completion of the course student will be able to :-

- Learn about Introduction to computers.
- Learn about Computer software.
- Identify and learn about Internet services.
- Will be able to learn about Basic Computer application.

Syllabus:

UNIT-I

(8hours)

Human body, Diet and Health

Awareness of important body organs, their location and broad function, Importance of breakfast fruits, whole grain, and knowledge about constituent of diet (Protein, fats, carbohydrate).

UNIT-II

(8hours)

Lifestyle diseases

Harmful effect of junk/processed foods, Dangers of obesity, Disease ensuing because of lifestyle e.g. diabetes heart diseases etc.

UNIT-III

(8 hours)

Exercise & Addictions

Benefits of yoga and exercise, Chewing, Drinking, And Smoking.

UNIT-IV

(8 hours)

Importance of mental health

Stress management, Anxiety and depression, Awareness of commonly encountered diseases Ailments.

UNIT-V

(8 hours)

First Aid

Text Book

- Corbin. Charles Beetal. C.A., (2004) Concepts of Fitness and Welfare Boston McGraw Hill.
- Puri. K.Chandra.S.S. (2005). Health and Physical Education. New Delhi: Surjeet Publications

Reference Books

- Principles of Physical Education: Com. Philadelphia: W.B.Sounders
- First aid in commonly encountered emergency



Syllabus

Advance Culinary Management Practical (22MHMP 105A)

L: T: P:: 0:0:4

Credits-2

Course Objectives:

This course gives reveals how to manage the kitchen operation.

Course Outcomes:

After completion of the course student will be able to :-

- Understand the classification 5 course menu.
- Be able to prepare low calorie food
- Be aware of Indenting for menus
- Be able to understand the Food Holding techniques

Syllabus:

(40 hours)

- Students should learn to plan, make and cost 5 course menus independently.
- Low calorie cooking.
- Preparing Standard recipes for dishes listed in menus, food cost calculations and yield management of the menus.
- Indenting for menus.
- Preparing purchase orders and storing of items.
- Practicing Food Holding techniques and Plate Presentations
- Practicing different menus for trade test with focus on menu development.



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Syllabus

Advance Culinary Management Practical (22MHMP 105A)

L: T: P:: 0:0:4

Credits-2

Course Objectives:

This course gives reveals how to manage the kitchen operation.

Course Outcomes:

After completion of the course student will be able to :-

- Understand the classification 5 course menu.
- Be able to prepare low calorie food
- Be aware of Indenting for menus
- Be able to understand the Food Holding techniques

Syllabus:

(40 hours)

- Students should learn to plan, make and cost 5 course menus independently.
- Low calorie cooking.
- Preparing Standard recipes for dishes listed in menus, food cost calculations and yield management of the menus.
- Indenting for menus.
- Preparing purchase orders and storing of items.
- Practicing Food Holding techniques and Plate Presentations
- Practicing different menus for trade test with focus on menu development.



Syllabus
Food & Beverage Service Management II Practical (22MHMP 105B)

L: T: P:: 0:0:4

Credits-2

Course Objectives:

This course gives reveals the planning and operation of managing F&B service outlet.

Course Outcomes:

After completion of the course student will be able to :-

- To study the layout of Restaurant.
- To analyze different types of restaurant outlets.
- To describe maintenance of different seating arrangement.
- Understanding different Forms and formats of F&B service operation

Syllabus:

(40 hours)

- Planning a restaurant (Specialty, fast food and coffee shop) with the factors mentioned in the theory.
- Planning of bar with the factors mentioned in theory
- Preparation of duty rosters in restaurants and function catering
- Formal banquets (Seating arrangements and service procedures)
- Menu planning – Indian and International with wines
- Formats of records maintained in restaurants and bars (booking, Diary, KOT, Sales summery sheet, Guest comments, Log Book, etc)
- List of restaurants equipment manufacturers (Assignment)
- List of licenses required (Assignment)



Syllabus

Room Division Management II Practical (22MHMP 105C)

L: T: P:: 0:0:4

Credits-2

Course Objectives:

This course gives reveals the equipment used in room division along with essential supplies and grooming standard required in room division unit.

Course Outcomes:

After completion of the course student will be able to :-

- Discuss the different software used in room division operation
- Learn about Different report generation.
- Identify the situation handling.
- Will be able to learn AIL.

Syllabus:

(40 hours)

- Software: Mock training
- Practicing ergonomics to increase efficiency
- Reports generation
- Audits
- Situation handling
- Devising/ designing training module
- Express check-in, ECO
- Event designing
- Periodical cleaning and supervision
- Planning manpower of hotel
- Area inventory list



Syllabus

Food Production Operation and Management (22MHMT 201)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

The student would be able to understand the basics of cooking fruits and vegetables; especially emphasis is given on meat cookery. Understanding of Indian cookery along with concept of menu planning and would cover basic baking skills

Course Outcomes:

After completion of the course student will be able to :-

- Understand the historical background and origination of cooking food.
- Explain importance of cooking food and develop a balance and healthy diet.
- Apply the habits of personal hygiene after understanding the importance of level of skill.
- Identify different section of the kitchen, illustrate their work.
- Design different lay outs of a kitchens and will be able justify the coordination with other department.

Syllabus:

UNIT-I

(8hours)

Vegetable and Fruit Cookery: Introduction – classification of vegetables, Pigments and colour changes, Effects of heat on vegetables, Classification of fruits, Uses of fruit in cookery.

UNIT-II

(8hours)

Meat Cookery: Game- meaning- types with examples, Selection and cooking methods used. Poultry – Structure, Types, cuts with usage and examples with Selection techniques and cooking methods applicable. Meat – Structure, Types, Cuts with example and usage with different cooking methods, Selection techniques, Grading, tenderizers and its application. Special emphasis on- Selection, cuts size and uses of lamb, mutton, beef, veal & pork and offal's. Bacon, Ham, Gammon and Steaks -Description of steaks from sirloin & fillet.

UNIT-III

(8 hours)

Introduction to Indian Cookery: History and Key characteristics of Indian regional cuisine. • Characteristics and role of regional staple food. A detailed study on Indian Regional Cuisine regarding ingredients used traditional preparation & cooking methods, utensils and accompaniments of following cuisine: Kashmir, Bengal, Assam, Gujarat, Punjab, Rajasthan, Hyderabad, Goa, Tamil Nadu, Karnataka, Andhra Pradesh, etc. Basics of Indian masalas, gravies, breads and sweets. Specialty cuisines such as Mughlai, Awadhi, Hyderabad and South Indian. Basics of Tandoor: Preparing Tandoor, Types, Marinade preparation, Types of Tandoori dishes, Tandoori breads, Tandoori accompaniments. Indian Fast Foods

UNIT-IV

(8 hours)

Menu Planning: Introduction: Types of menus, terms and factors which affect Menu Planning. Development of the Menu. Compiling Menus. Nutritional Aspect of Menu Planning

UNIT-V

(8 hours)

Basic Bakery and Confectionery: Pastry –Introduction, types of dough and pastes.Uses, faults and remedies of pastry dough and paste. Types of sponges. Cakes – basics mixture for small cakes, faults & remedies. Cookies and Biscuits: Types – Short crust methods, dropping methods and Recipes Bakery and Confectionery: culinary terminologies.

Text Book

- Practical Cookery, Victor Ceserani& Ronald Kinton, ELBS
- Theory of Catering, Victor Ceserani& Ronald Kinton, ELBS
- Encyclopedia of Indian cookery- Hussain and Fernandez
- Modern Cookery: Thangam Philip
- Master Chefs of India: Prasad and Prasad
- Complete Indian cook book- MridulaBaljekar
- Menu planning- Kivela

Reference Books

- The Book of Ingredients: Jane Grigson,
- Chef manual of Kitchen Management: Fuller John,
- Theory of Cookery, Mrs. K.Arora, Frank Brothers
- The Professional Chef (4th edition), Le RolA.Polsom



Syllabus

F & B Service Operation and Management (22MHMT 202)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

This course shall reveal how to setup a Restaurant and managing its employees, Along with how to maintain Budget for the restaurant.

Course Outcomes:

After completion of the course student will be able to :-

- Understand the importance of planning and controlling in running a restaurant.
- Be able to prepare various menu's for different occasions keeping in mind the standards of menu making
- Be aware of various factors affecting restaurant planning & purchase process
- Be able to understand the process of food and beverage control through various forms and formats used in restaurants

Syllabus:

UNIT-I

(8hours)

Restaurant Planning

- Restaurant Planning & Operations
- Types of Restaurants
- Location or site
- Sources of Finance
- Design Consideration
 - Furniture
- Lighting and Décor
 - Equipment required
- Records maintained
- Licenses required

UNIT-II

(8hours)

Personal Management in F & B Service

- Developing a good F & B Team (desirable attributes for various levels of hierarchy)
- Allocation of work, Taskanalysis and Duty Rosters
- Performance Measures
- Customer Relations
- Staff Organizations and Training SalesPromotion

UNIT-III

(8 hours)

Event Management

- Types of functions
- Role of sales and marketing
- Taking bookings
- Planning and organizing themes of Indian and International cuisine
- Concept & planning for MICE segments
- Function Administration & Organization- Menus, Function contracts, Seating Arrangements
- Introduction, Types of Banquets and Buffets , Equipment Used, Calculation of Space Allocation in Banquets
- Buffet Presentation, menu planning in Buffets, staff Allocation in Buffets
- Buffet Management

UNIT-IV

(8 hours)

Guerdon & Flambé Service

- Introduction
- History, Types, Staffing, Equipments Used, Ingredients Used.
- Common preparations
- Flambe' dishes, Carving, Salad making etc.
- Trolley service - Beverages, Starters, High tea, Desserts etc.

UNIT-V

(8 hours)

Room Service

- Introduction, general principles, pitfalls to be avoided
- Cycle of Service, scheduling and staffing, Room servicemenu planning
- Forms & formats, order taking, thumb rules, suggestive selling, breakfast cards
- Layout & Setup of Common Meals, use of technology for better room service
- Time management - lead time from order taking to clearance

Text Book

- Food & Beverage Service Training Manual-Sudhir Andrews
- Food & Beverage Service -Lillicrap& Cousins
- Modern Restaurant Service -John Fuller
- Food & Beverage Service Management-Brian Varghese Introduction F& B Service-Brown,

Reference Books

- Heppner &Deegan Professional Food & Beverage Service Management - Brian Varghese
- World Of Wines, Spirits & Beers-H.Berberoglu Beverage Book-Andrew, Dunkin & Cousins



Syllabus

Front office Operation and Management (22MHMT 203)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

This course gives idea of front office sales & marketing. Sales strategies to be used by front office, rate fixation of hotel room, role and importance of night auditing and the concept of yield management.

Course Outcomes:

After completion of the course student will be able to :-

- Understand the role of hotel staff in ensuring the safety and security of guest.
- The security of guest room – maintaining strict control on room keys.
- Firefighting, preventing accidents and providing first aid.
- Dealing with unusual events and emergency situations like bomb threats, robbery, theft, and drunken guests.

Syllabus:

UNIT-I

(8hours)

F.O. - Sales & Marketing

- Hotel Marketing
- Elements of marketing
- Room Selling Techniques – Up selling , Down selling,
- Roomavailability Forecast

UNIT-II

(8hours)

Tariff Structure

- Basis of charging
- Plans, competition, customer's profile, standards of service & amenities
- Different types oftariffs
- Rack Rate
- Discounted Rates for Corporate, Airlines, Groups & Travel Agents.

UNIT-III

(8 hours)

The Night Audit

- Importance & functions of night audit
- Operating modes : non automated, semi-automated, automated
- Nightaudit process-The night audit reports – generations& utility

UNIT-IV

(8 hours)

Guest Accounting (Manual):

Guest Weekly Bill, Visitors Tabular Ledger.

UNIT-V

(8 hours)

Yield management

- Introduction & concept
- Yield management team
- Measuring yield
- Objectives and Benefits of Yield Management
- Potential average single rate,
- Potential average double rate
- Identical yield, Rev PAR, Occupancy ratio

Text Book

- Hotels for Tourism Development, Dr. J.M.S. Negi, Metropolitan Book Co. (P) Ltd., New Delhi.
- Dynamics of Tourism, R.N. Kaul, Sterling Publishing Pvt. Ltd., New Delhi.
- Front Office Training manual–Sudhir Andrews. Publisher:TataMacGrawHill
- Front Office–Operations and management–AhmedIsmail(ThomsonDelmar).

Reference Books

- International Tourism, A.K. Bhatia, Sterling Publishing Pvt. Ltd., New Delhi
- Hotel Front Office Management, James A. Bardi, Van Nostrand Reinhold, New York.
- Front Office Operation Management-S.KBhatnagar,Publisher:Frank Brothers
- Managing Front Office Operations By Kasvan&Brooks



Syllabus

Accommodation Operation and Management (22MHMT 204)

L: T: P:: 4:0:0

Credits-4

Course Objectives:

This course gives the idea of planning and organizing the housekeeping department. It covers the detail of planning and implementing trends at the housekeeping department. Also explains the concept of contract services. The budget and budgetary control with respect to starting up of new property.

Course Outcomes:

After completion of the course student will be able to :-

- Plan their work schedule and staff job allocation.
- Forecast and prepare departmental budget.
- Track the purchasing and buying methods used in hotels.
- Analyze the different type of contract services.
- Analyze types of training in the housekeeping department.

Syllabus:

UNIT-I

(8hours)

Planning and Organizing the Housekeeping Department-

- Planning process
- Area Inventory List
- Frequency Schedule
- Performance and Productivity standard
- Time and motion study
- Standard Operating Manual
- Job Allocation and Work Schedules
- Calculating staff strength and duty roaster
- Teamwork and leadership
- Training in Housekeeping
- Inventory Level for Non Recycle Items

UNIT-II

(8hours)

Planning Trends in Housekeeping

- Planning Guest Rooms, Bathrooms ,suites ,Lounges
- Planning fir the Provision of Leisure facilities for the Guest
- Boutique Hotel Concept
- Special Provision for Physically Challenged Guest

UNIT-III

(8 hours)

Contract Services-

- Types of contract
- Guidelines for hiring contracts
- Advantages and disadvantages

UNIT-IV

(8 hours)

Budget

- Budget and budgetary control
- Budget process
- Methods of buying
- Stock record issuing and control

UNIT-V

(8 hours)

New Property Operations

- Starting Up Housekeeping Countdown
- Energy Conservation
- Water Conservation
- Waste Management

Text Book

- Hotel Housekeeping, Sudhir Andrews, Tata McGraw Hill
- The Professional Housekeeper, Tucker Schneider, VNR
- Professional Management of Housekeeping Operations, Martin Jones, Wiley
- House Keeping Management for Hotels, Rosemary Hurst, Heinemann
- Hotel, Hostel & Hospital House Keeping, Joan C. Branson & Margaret Lennox, ELBS

Reference Books

- Accommodation & Cleaning Services, Vol I & II, David. Allen, Hutchinson
- Managing House Keeping Operation, Margaret Kappa & Aleta Nitschke Management Stoner, Freeman & Gilbert Prentice Hall of India Pvt. Ltd.



Syllabus
Hotel Sales & Marketing Management (22MHMT 205)

L: T: P:: 2:0:0

Credits-2

Course Objectives:

The objective of this course is to help the student to understand the concept of Sales promotion, the role of advertising in promotion of Sales, how does marketing play a very key and vital role in increasing sales, what is market and how does it affect sales and business growth and what are the differences that come while dealing with a domestic and an international market.

Course Outcomes:

After completion of the course student will be able to :-

- How want for a product is created and how are the different concepts of marketing used to satisfy this want when the product to be offered is the hotel.
- Describe what consumers think and how does the marketing affect their way of thinking.
- Explain various ways in which the products reach the end consumers which are guests from the hotels point of view.
- Analyze the role of personal relations, communications and attributes of a good personality for marketing play a key role in creating a good marketing structure to increase business for a hotel.

Syllabus:

UNIT-I

(8hours)

Sales promotion

Meaning, Definition, Importance Objectives, of Sales Promotion, Factors Contributing the growth of Sales promotion, Tools/levels of Sales promotion- Consumer sales promotion, Dealer Sales Promotion, Sales force promotion. Sales Quota-Meaning, Benefits, Weakness, Basis necessary for fixing quota, Types of Quota Personal Selling-Definition, Concept, Objectives, Importance, Duties of Salesman and Qualities of successful salesman

UNIT-II

(8hours)

Advertising

Meaning, Definition and Objectives of advertising, advertising and Sales promotion, Functions and Advantages of Advertising Advertising Media – selection of advertising media, kinds of advertising media-indoor and outdoor advertising. Product Strategy-Meaning of brand, essentials of a good brand, benefits of brand, Types of brand. Meaning of branding, elements of branding. Case studies. Building Customer Loyalty-Meaning of customer loyalty, Customer Satisfaction, Customer value, Retaining customer through service quality, Developing Service Quality programme ,Case Studies

UNIT-III

(8 hours)

Marketing Environment

Concept of Micro and Macro Environment, Case study Marketing Planning - Meaning of Planning and Marketing Planning, Importance, Benefits and Characteristics of marketing Planning, Marketing Planning Processes. Marketing Segmentation -Definition, Criteria for Market Segmentation, Basis for Consumer Market Segmentation, Philosophies of Market Segmentation Market positioning - Product Positioning, Meaning, Qualities of Successful Position, Positioning Approaches, Product Repositioning, Case Studies.

UNIT-IV

(8 hours)

Marketing Control

Meaning and concept of control, significance, control process, tools and techniques of marketing control. Marketing of Services - Definition, Characteristics of Services.

UNIT-V

(8 hours)

Marketing Mix

Service Marketing International marketing – introduction, decision regarding international marketing, main activities, importance of international marketing. Recent trends in marketing – Relationship marketing, Word of-mouth marketing, Test marketing, case studies

Text Book

- Marketing for hospitality & Tourism, Philip Kotler, Second Edition, 1998
- Marketing Management, M.M. Verma & Agarwal, Kings Publication, 2003.
- Hospitality Sales and Marketing, Abbey, J.R.
- Modern Marketing Management, Davar
- Marketing Hospitality, Sales and Marketing for hotels, Motels & Resorts – Foster, D.C

Reference Books

- Sales & Marketing for the travel professional, FASTER D.C.
- Marketing Management, Kotler Philip
- Marketing for Hospitality & Tourism, Kotler. Philip
- Selling & Sales Management, Lonacaster G.



Syllabus

Human Resource Management (22MHMT 206)

L: T: P:: 2:0:0

Credits-2

Course Objectives:

The objective of this course is that the student would be able to learn about HRM practice in hospitality industry.

Course Outcomes:

After completion of the course student will be able to :-

- Learn about role of HRM.
- Learn about HRM planning.
- Learn to give job design and job analysis.
- To learn about action area in selection and recruitment.

Syllabus:

UNIT-I

(8hours)

Role of HRM in the Organization

Responsibilities & Objectives of HRM, HRM programmes, Implementation of HRM & HRM Model, Expectations from HR Managers, Contemporary challenges in HRM, Evaluation

UNIT-II

(8hours)

Human Resource planning

Definition & Meaning , Importance, Need for human resource planning, Objectives of human resource planning, The human resource planning system, Components & processes of human resource planning, Evaluation

UNIT-III

(8 hours)

Job Analysis & Design

Job analysis, Job description, Job Specification, Job Evaluation, Job Evaluation method, Job design

UNIT-IV

(8 hours)

Action Areas

Selection & Recruitment, Induction & Placement, Performance appraisal, Performance appraisal method, Transfer, promotion & Reward policy, Training & Development, On the Job training method, off the job training method

UNIT-V

(8 hours)

Training & Development

Training, Distinction between training & development, Training Objective, Investment in Training, Training Policy, Identification of training needs, Principles of training & development

Text Book

- Human Resource Management, Text & Cases by K. Aswathappa
- Human Resource Management, by S. Khandkar, S. Chand Publications

Reference Books

- Personnel Management - Text & Cases, By C. B. Mamoria & V. S. P. Rao, Himalaya
- Human Resource Management by Gary Dessler, Pearson Education Modern Cookery(Vol- I & II)By Philip E. Thangam, Publisher: Orient Longman