

# **B.Sc HHA**

## **(Hospitality & Hotel administration)**

### **Proposed Course Outline**

#### **Semester I**

<b>Sl.No.</b>	<b>Subject</b>	<b>Marks</b>
1.	(1.1.1C) Food Production-I	50
2.	(1.1.2C) F &B Service-I	50
3.	(1.1.3C) Foundation Course in Front Office-I	50
4.	(1.1.4C) Foundation Course in Accommodation Operation-I	50
5.	(1.1.5C) Business Communication	50
<b>Practical</b>		
6.	(1.1.6C) Foundation Course in Food Production	50
7.	(1.1.7C) F & B Service	50

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## Course Outline

### Semester II

<b>Sl. No</b>	<b>Subject</b>	<b>Marks</b>
1.	(1.2.8C) Foundation Course in Front office operation -II	50
2.	(1.2.9C) Foundation Course in Accommodation Operation -II	50
3.	(1.2.10C) Fundamental of Tourism	50
4.	(1.2.11C) Food Science and Nutrition	50
5.	(1.2.12C) Basic Accountancy	50
<b>Practical</b>		
6.	(1.2.13C) Application of Computer in Front Office	50
7.	(1.2.14C) Foundation Course in Accommodation	50

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## Course Outline

### Semester – III

SL NO	COMPULSORY			MARKS
1	(2.3.15C) Organization Behavior			50
2	(2.3.16C) Fundamentals of Communication			50
<b>HONORS : HOTEL / HOSPITAL / TRAVEL MGMT</b>				
	Hotel	Hospital	Travel	
3	(2.3.17H) Food Production Operation	(2.3.17H) Basic Nursing	(2.3.17H) Tourism Product of India	50
4	(2.3.18H) F & B Operation	(2.3.18H) Hospital Organization & Management	(2.3.18H) Cultural Heritage of India	50
5	(2.3.19H) Hotel Engineering	(2.3.19H) Hospital Operation	(2.3.19H) Tourism Concept & Principle	50
<b>PRACTICAL</b>				
6	(2.3.20H) Food Operation	(2.3.20H) Basic Nursing	(2.3.20H) Indian Heritage	50
7	(2.3.21H) F & B Operation	(2.3.21H) Hospital Operation	(2.3.21H) Tourism Product of India	50

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**Semester –IV**

<b>SL NO</b>	<b>INTERNSHIP &amp; PROJECT</b>	<b>MARKS</b>
1	Project ( Internship ) PJ(2.4.22)	100+150 =250

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## Course Outline

### Semester –V

SL NO	COMPULSORY			MARKS
1	(3.5.23C) Sales & Marketing			50
2	(3.5.24C) HRM			50
3	(3.5.25C) Financial Management			50
<b>HONOURS : HOTEL / HOSPITAL / TRAVEL MGMT</b>				
5	(3.5.26 H) Front Office Management	(3.5.26 H) Drug Management	(3.5.26 H) International Tourism	50
6	(3.5.27H) Accommodation Management	(3.5.27 H) Quality of Health Care	(3.5.27 H) Tourism Marketing	50
<b>PRACTICAL</b>				
7	( 3.5.28 H) Front Office Management	( 3.5.28H) Quality of Health Care	(3.5.268H) International Tourism	<b>50</b>
8	( 3.5.29H) Accommodation Management	( 3.5.29H) Bio-Science & Epidemiology	( 3.5.29H) Tourism Marketing	<b>50</b>

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## Course Outline

### Semester – VI

<b>SL NO</b>	<b>COMPULSORY</b>			<b>MARKS</b>
1	(3.6.30C) Strategic Management			50
2	(3.6.31C) Communicative Eng.			50
<b>HONOURS : HOTEL / HOSPITAL / TRAVEL MGMT</b>				
3	(3.6.32H) Facility Planning	(3.6.32H) Food Safety	(3.6.32H) Airline-Ticketing	50
4	(3.6.33H) F & B Management	(3.6.33H) Health Law & Policy	(3.6.33H) Travel Agency Mgmt	50
5	(3.6.34H) Advanced Food Production	(3.6.34H) Medical Terminology	(3.6.34H) MICE Industry	50
<b>PRACTICAL</b>				
6	(3.6.35H) Front Office Management	(3.6.35H) Hospital Architecture Planning & Designing	(3.6.35H) Airline-Ticketing	50
7	PJ (3.6.36H) Mini Project(Internship)	PJ (3.6.36H) Mini Project(Internship)	PJ (3.6.36H) Mini Project(Internship)	100

### FOUNDATION COURSE IN FOOD PRODUCTION – I (1.1.1C)

#### UNIT-I

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**INTRODUCTION TO COOKERY:** Levels of skills and experiences Attitudes and behaviour in the kitchen Personal hygiene. Uniforms & protective clothing ! Safety procedure in handling equipment

**CULINARY HISTORY:** Origin of modern cookery

**HIERARCHY AREA OF DEPARTMENT AND KITCHEN:** Classical Brigade, Modern staffing in various category hotels, Roles of executive chef, Duties and responsibilities of various chefs, Co-operation with other departments

**CULINARY TERMS:** List of culinary (common and basic) terms Explanation with examples

### **AIMS & OBJECTS OF COOKING FOOD**

Aims and objectives of cooking food, Various textures, Various consistencies, Techniques used in pre-preparation Techniques used in preparation.

## **UNIT-II**

### **BASIC PRINCIPLES OF FOOD PRODUCTION –I**

- i) **Vegetables And Fruit Cookery:** Introduction – classification of Vegetables, Pigments and color changes, Effect of heart on vegetables, Cuts of vegetables, Classification of fruits, Uses of fruit in cookery, Salads and salad dressings
- ii) **Stocks:** Definition of stocks, Types of stocks, Preparation of stock, Recipes, Storage of stock, Uses of stock, Care and precautions
- iii) **Sauces:** Classification of sauces, Recipes for mother sauces, Storage & Precautions

## **UNIT-III**

**METHODS OF COOKING FOOD:** Roasting, Grilling, Frying, Baking, Broiling, Poaching, And Boiling

- Principles of each of the above
- Care and precautions to be taken
- Selection of food for each type of cooking

**SOUPS:** Classification with examples, Basic recipes of consommé with 10 Garnishes

**EGG COOKERY:** Introduction to egg cookery, Structure of an egg, Selection of egg, Uses of egg in cookery

### **COMMODITIES:**

- i) **Shortenings (Fats & Oils):** Role of Shortenings, Verities of Shortenings, Advance and disadvantages of using various Shortenings, Fats & Oils – Types, Varieties
- ii) **Rising agents:** Classification of Rising Agent, Role of Rising Agents, Actions and Reactions
- iii) **Thickening Agent:** Classification of Thickening Agents, Role of Thickening Agents
- iv) **Sugar:** Importance of Sugar, Types of Sugar, Cooking of Sugar – Various

## **FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE – I (1.1.2 C)**

### **UNIT-I**

**INTRODUCTION :** Introduction to the Hotel Industry and Growth of the hotel, Industry in India. Role of Catering establishment in the travel/tourism industry, Types of F&B operations, Classification of Commercial, Residential/Non-residential. Welfare Catering - Industrial/Institutional/Transport such as air, road, rail, sea, etc. Structure of the catering industry- a brief description of each

**DEPARTMENTAL ORGANISATION & STAFFING:** Organization of F&B department of hotel , Principal staff of various types of F&B operations, French terms related to F&B staff Duties & responsibilities of F&B staff Attributes of a waiter ,inter-departmental relationships (Within F&B and other department)

### **UNIT-II**

**FOOD SERVICE AREAS (F&B OUTLETS) :** Specialty Restaurants, Coffee Shop, Cafeteria, Fast Food (Quick Service Restaurants),Grill Room, Banquets, Bar, Vending Machines, Discotheque

**ANCILLIARY DEPARTMENTS :** Pantry, Food pick-up area , Store, Linen room , Kitchen stewarding

**F & B SERVICE EQUIPMENT:** Familiarization & Selection factors of: Cutlery, Crockery, Glassware, and Flatware Hollowware. All equipment used in F&B Service, French terms related to the above.

### **UNIT-III**

**NON-ALCOHOLIC BEVERAGES:** Classification (Nourishing, Stimulating and Refreshing beverages), Tea: Origin & Manufacturer, Types and Brands, Coffee : Origin & Manufacturer, Types and Brands, Juice and soft drinks, Cocoa & Malted Beverages: Origin & Manufacture



## **FOUNDATION COURSE IN FRONT OFFICES – I (1.1.3 C)**

### **UNIT-I**

#### **INTRODUCTION TO TOURISM, HOSPITALITY & HOTEL INDUSTRY**

Tourism and its importance, Hospitality and its origin, Hotels, their evolution and growth, Brief introduction to hotel core areas with special reference to Front Office.

### **UNIT-II**

#### **CLASSIFICATION OF HOTELS**

Size, Star, Location & clientele, Ownership basis, Independent hotels Management contracted hotel Chains, Franchise/Affiliated Supplementary accommodation Time shares and condominium

#### **TYPES OF ROOMS**

Single, Double, Twin, Suits

#### **TIME SHARE & VACATION OWNERSHIP**

What is time share? Referral chains & condominiums, how is it different from hotel business? , Classification of timeshares, Types of accommodation and their size.

### **UNIT-III**

#### **FRONT"OFFICE ORGANIZATION**

Function areas, Front office hierarchy, Duties and responsibilities, Personality traits

#### **HOTEL ENTRANCE, LOBBY AND FRONT OFFICE**

Layout, Front office equipment (non automated, semi automated and automate) Functions, Procedures and records

#### **BELL DESK**

Functions, Procedure and records

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## **FOUNDATION COURSE IN ACCOMMODATION OPERATIONS – I ( 1.1.4 C)**

### **UNIT-I**

#### **THE ROLE OF HOUSEKEEPING IN HOSPITALITY OPERATION**

Role of Housekeeping in Guest Satisfaction and Repeat Business

#### **ORGANISATION CHART OF THE HOUSEKEEPING DEPARTMENT**

Hierarchy in small, medium, large and chain hotels, Identifying Housekeeping Responsibilities, Personality Traits of housekeeping Management Personnel, Duties and Responsibilities of Housekeeping staff, Layout of the Housekeeping Department

### **UNIT-II**

#### **CLEANING ORGANISATION**

Principles of cleaning, hygiene and safety factors in cleaning, Methods of organizing cleaning Frequency of cleaning daily, periodic, special, Design features that simplify cleaning, Use and care of Equipment

#### **CLEANING AGENTS**

General Criteria for selection, Classification, Polishes, Floor seats, Use, care and Storage, Distribution and Controls, Use of Eco-friendly products in Housekeeping

#### **COMPOSITION, CARE AND CLEANING OF DIFFERENT SURFACES**

Metals, Glass, Leather, Leatherites, Rexines, Plastic, Ceramics, Wood, Wall finishes Floor finishes

### **UNIT-III**

#### **INTER DEPARTMENTAL RELATIONSHIP**

With Front Office, With Maintenance, With Security, With Stores, With Accounts, With Personnel.

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## **BUSINESS COMMUNICATION (1.1.5 C)**

### **UNIT-I**

#### **BUSINESS COMMUNICATION**

Need, Purpose, Nature, Models, Barriers to communication, listening on the job Definition Guidelines for effective listening, Listening computerization and note taking

#### **EFFECTIVE SPEAKING**

Restaurant and hotel English, Polite and effective enquiries and responses, Addressing a group, Essential qualities of a good speaker, Audience analysis, Defining the purpose of a speech, organizing the ideas and delivering the speech

### **UNIT-II**

#### **NON VERBAL COMMUNICATION**

Definition, its importance and its inevitability, Kinesics. Body movements, facial expressions, posture, eye contact etc, Protemies: The communication use of space , Paraianguage: Vocal behaviour and its impact on verbal communication, Communicative use of artifacts-furniture, plants, colours, architects etc.

### **UNIT-III**

#### **SPEECH IMPROVEMENT**

Pronunciation, stress, accent, Important of speech in hotels, Common phonetic difficulties Connective drills exercises, introduction to frequently used foreign sounds

#### **USING THE TELEPHONE**

The nature of telephone activity in the hotel industry, The need for developing telephone-skills, Developing telephone skills

# **Practical**

**Foundation course in food production (1.1.6 C)**

**F&B Service (1.1.7 C)**

## **FOUNDATION COURSE IN FRONT OFFICE OPERATIONS – II (1.2.8 C)**

### **UNIT-I**

#### **TARIFF STRUCTURE**

Basis of charging, Plans, competition, customer's profile, Standards of service & amenities, Hubbart formula, Different types of tariffs, Rack Rate, Discounted Rates for Corporate, Airlines Groups & Travel, Agents

#### **FRONT OFFICE AND GUEST HANDLING**

Introduction to guest cycle, Pre arrival, Arrival, during guest stay, Departure, after departure

### **UNIT-II**

#### **RESERVATIONS**

Importance of reservation, Modes of reservation, Channels and sources (FITs, Travel Agents, Airlines, GITs), Types of reservations (Tentative, confirmed, guaranteed etc.), Systems (non automatic, semi automatic fully automatic), Cancellation, Amendments, Overbooking .

#### **ROOM SELLING TECHNIQUES**

Up selling, Discounts

### **UNIT-III**

#### **ARRIVALS**

Preparing for guest arrivals at Reservation and Front Office, Receiving of guests, Pre-registration, Registration (non automatic, semi automatic and automatic), Relevant records for FITs, Groups, Air crews & VIP.

#### **DURING THE STAY ACTIVITIES**

Information services, Message and mail handling, Key Handling, Room Selling Technique, Hospitality Desk, Complains Handling, Guest Handling, Guest History

#### **FRONT OFFICE CO-ORDINATION**

With other departments of Hotel,

## **FOUNDATION COURSE IN ACCOMMODATION OPERATIONS – II (1.2.9 C)**

### **UNIT-I**

**ROOM LAYOUT AND GUEST SUPPLIES:** Standard rooms, VIP ROOMS, Guest's special requests

**AREA CLEANING:** Guest rooms, Front-of-the-house Areas, Back-of-the house Areas, Work routine and associated problems e.g. high traffic area, Facade cleaning etc.

### **UNIT-II**

## **ROUTINE SYSTEMS AND RECORDS OF HOUSE KEEPING DEPARTMENT**

Reporting Staff Placement, Entering Check List, Floor Registers, Log Sheet, Lost and Found Register and Enquiry File, Maid's Report and Housekeeper's Report, Handover Records, Guest's Special Requests Register, Record of special Cleaning, VIP List.

### **UNIT-III**

#### **TYPES OF BEDS AND MATTRESSES**

**PEST CONTROL** : Areas of infestation, Preventive measures and Control measure  
**KEYS** Types of keys, Computerized key cards, Key control

## **FUNDAMENTALS OF TOURISM (1.2.10 C)**

### **UNIT-I**

#### **Tourism Phenomenon**

Understanding Tourism-I, Understanding Tourism – II, Historical Evolution and Development  
Tourism Industry  
Tourism System, Constituents of Tourism Industry and Tourism Organization  
Tourism Regulations Statistics and Measurements.

### **UNIT-II**

#### **Tourism Service and Operations –I**

Modes of Transport, Tourist Accommodation, Informal Services in Tourism  
Subsidiary Services: Categories and Roles  
Shops, Emporiums and Melas (Fairs)

#### **Tourism Services and Operations – 2**

Travel Agency, Tour Operators, Guides and Escorts, Tourism information.

#### **Geography and tourism**

India's Biodiversity: Landscape, Environment and Ecology, Seasonality and Destinations  
Map and Chart Work.

### **UNIT-III**

#### **Tourism Marketing and Communications**

Tourism Marketing -1: Relevance. Product Design, Market Research, Tourism Marketing - 2: promotional  
Events, Advertising Publicity, Selling, Role of Media, Writing for Tourism, Personality  
Development and Communicating Skill.

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## **Tourism: The Cultural Heritage**

Use of History, Monuments and Museums, Living Culture and Performing Arts, Religions of India,

## **Tourism: Planning and Policy**

Tourism Policy and Planning, Infrastructure Development, Local Bodies, Officials and Tourism-Development, Dependency and Manila Declaration

**Tourism impact:** Economic Impact, Social, Environmental and Political Impacts, Threats and Obstacles to Tourism.

## **Food Science & Nutrition (1.2.11 C)**

### **Module I**

Definition and scope of science and its inter relationship with food chemistry, food microbiology and food processing

### **Carbohydrates**

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Introduction, effect of cooking, factor affecting, use of carbohydrate in food preparation

### **Fat and oil**

Classification, autoxidation, flaverreversion, refining, hydrogenation, winterization, effect of heating on fats, oils with respect to smoke point, commercial use of fats

### **Proteins**

Basic structure and properties, types of proteins based on their origin, effect of heat on proteins, fundamental properties commercial use in food preparation.

### **Module II**

#### **Food processing**

Definition, objective, types of treatment

#### **Evaluation of food**

Objective, sensory assessment of food quality, methods introduction to proximate analysis of food constituents, rheological aspects of food.

#### **Emulation**

Theory of emulation, types of emulation, emulsifying agents, role of emulsifying agents in food emulsions

### **Module III**

#### **Colloids**

Definition, application of colloids system in food preparation

#### **Flavor**

Definition, description of food flavors (tea, coffee, wines, meat, fish, spices)

## **Basic Accountancy (1.2.12 C)**

### **UNIT-I**

#### **INTRODUCTION TO ACCOUNTING**

Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, Generally Accepted Accounting

#### **PRIMARY BOOKS (JOURNAL)**

Meaning and Definition, Format of Journal, Rules of Debit and Credit, Opening entry, Simple and Compound entries, Practical

#### **SECONDARY BOOK (LEDGER)**

Meaning and Uses, Formats, Posting, Practical

### **UNIT-II**

#### **SUBSIDIARY BOOKS**

Need and Use, Classification: Purchase Book, Sales Book, Purchase Returns, Sales Returns, Journal Proper, Practical

#### **CASH BOOK**

Meaning, Advantages, Simple, Double and Three Column, Petty Cash Book with impress System (simple and tabular forms), Practical

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**BANK RECONCILIATION STATEMENT**

Meaning, Reasons for difference in Pass Book and Cash Book Balances, Preparation of Bank Reconciliation Statement, No Practical

**UNIT—III****TRAIL BALANCE**

Meaning, Methods, Advantages, Limitations, Practical.

**FINAL ACCOUNTS**

Meaning, Procedure for preparation of final accounts, Difference between trading accounts, profit&loss accounts and balance sheets, adjustment: closing stock, pre-paid expenses, depreciation

**CAPITAL AND REVENUE EXPENDITURE**

Meaning, definition of capital and revenue expenditure

# **PRACTICAL**

**APPLICATION OF COMPUTER IN FRONT OFFICE (1.2.13 C)  
FOUNDATION COURSE IN ACCOMODATION (1.2.14 C)**

## **Organization Behavior (2.3.15 C)**

### **Module-I Understanding and Managing Individual Behavior:**

Organization Behavior: Concept, Nature and scope, S-O-B-C Model, Personality: Determinants and Theories, Matching Personality with Job, Perception: Meaning and Process, Learning Process, Attitude: Formation, Components, Characteristics & Measurement.

### **Module-II Person to Person Relationship and Small Group Behavior:**

Formation of groups, Theory and stages of group development, Types of groups, Group norms, Cohesiveness, Models of small group behavior Group effectiveness, Team Building, Conflict and conflict resolution, Leadership Pattern – Leader, Followers and Situation and leadership effectiveness, Leadership Styles, Theories – Trait theory, Managerial Grid theory and contingency theory. Motivation – Concept, Nature and Process, Theories of Motivation, Need priority Model, Theory X and Theory Y, Two Factor Theory, E.R.G. Model, Achievement theory, Expectancy theory, Equity Theory, Theory Z, Contingency Model.

### **Module-III Organizational Climate and Culture**

Management of Stress: Potential sources, Consequences and coping strategies; Organizational culture, Concept, Types of culture organizational climate Vs organization culture, Factor contributing towards creating and sustaining culture; Organizational Change- concept, process, Resistance to change and overcoming Resistance, Organization Development (OD) – Concept, nature, Process and intervention strategies.

## **Fundamental of Communication (2.3.16 C)**

### **Module –I: LETTERS**

Some Concepts in Communication, Formal Letters-1, Formal Letters-2, Informal Letters-1  
Informal Letters-2, Conversation, Formal Conversation, Face to face-1, Formal Conversation. Face to face -2,  
Informal Conversation:.,Face-to-face-1, Informal Conversation: Face –to face-2, Discussions, Telephone  
Conversation

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## **Module –II:**

Other Forms of Official Communication, Memoranda, Reports-1, Reports-2, Minutes of Meetings, Telegrams and Telexes, Interview and Public Speaking, Interviews, Debates, Discussions, Speeches, Seminar Talks

## **Module –III:**

Diaries, Notes, Tables and Figures, Diaries: Private, Diaries: General, Travelogues, Notes, Tables, Charts and Graphs, Mass Media: Print Writing for newspapers-1

Writing for newspaper-2

Articles for journals

Advertising-1

Advertising -2

Writing for Radio

Writing for Radio-1

The movement of sounds

Writing for radio-2

The movement of ideas

Writing for Radio-3

Radio Drama-1

Radio Drama-2

Mass media: Television

A Television Script

Television Drama

Documentary and Feature programmes

Interviews

Media, Context and Words

## **FOOD PRODUCTION OPERATIONS (2.3.17 H)**

### **Module – I: QUANTITY FOOD PRODUCTION**

#### **EQUIPMENT**

- A. Equipment required for mass/volume feeding
- B. Heat and cold generating equipment
- C. Care and maintenance of this equipment
- D. Modern developments in equipment manufacture

#### **INDENTING**

Principles of Indenting for volume feeding Portion sizes of various items for different types of volume feeding. Modifying recipes for indenting for large scale catering Practical difficulties while indenting for volume feeding

### **Module – I I: Diet menus and nutritional requirements**

#### **Off Premises Catering**

- Reasons for growth and development
- Menu Planning and Theme Parties
- Concept of a Central Production Unit

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- Problems associated with off-premises catering

#### Mobile Catering

- Characteristics of Rail, Airline (Flight Kitchens and Sea Catering)
- Branches of Mobile Catering

Quantity Purchase & Storage  
 Introduction to purchasing system  
 Purchasing system specifications  
 Purchase specifications  
 purchasing techniques

### **Module – I I I: REGIONAL INDIAN CUISINE**

Introduction to Regional Indian Cuisine

#### **STATES**

Andhra Pradesh, Bengal, Goa, Gujarat, Karnataka, Kashmir, Kerala, Madhya Pradesh, Maharashtra, North Eastern States, Punjab, Rajasthan, Tamil Nadu and Uttar Pradesh/Uttaranchal

#### **COMMUNITIES**

Parsee, Chettinad, Hyderabadi, Lucknowi, Avadhi, Malbari/Syrian Christian and Bohri

#### **DISCUSSIONS**

Indian Breads, Indian Sweets, Indian Snacks

### **SALE CONTROL SYSTEM**

- A. KOT/Bill Control System (Manual)" -
- Triplicate Checking System
  - Duplicate Checking System
  - Single Order Sheet
  - Quick Service Menu & Customer Bill
- B. Making bill
- C. **Cash** handling equipment
- D. Record keeping (Restaurant Cashier)

## **FOOD & BEVERAGE OPERATIONS (2.3.18 H)**

### **Module – I**

#### **ALCOHOLIC BEVERAGE**

Introduction and definition, Production of Alcohol, Fermentation process, Distillation process, Classification with examples

#### **DISPENSE BAR**

Introduction and definition, Bar layout - physical layout of bar, Bar stock - alcohol & non alcoholic beverages, Bar equipment

### **Module – III**

#### **WINES**

Definition & History, Classification with, examples, Sparkling, Fortified, Aromatized, Production of each classification, Old World wines (Principal wine regions, wine laws, grape varieties. production and brand names, France, Germany, Italy, Spain, Portugal.

New World Wines (Principal wine regions, wine laws, grape varieties, production and brand names), Food & Wine Harmony, Storage of wines, Wine terminology (English & French)

#### **BEER**

Introduction & Definition, Types of Beer, Production of Beer, Storage

### **Module – III:**

#### **SPIRITS**

Introduction & Definition induction of , Sprit, Pot-still method, Patent still method production of Whisky, Rum, Gin, Brandy, Vodka, Tequilas Different Proof Spirits, American Proof, British Proof (Sikes scale), Gay Lussac OIML Scale),

#### **APERITIFS**

Introduction and Definition , Types of Aperitifs, Vermouth (Definition, Types & Brand names) Bitters (Definition, Types & Brand names) LIQUEURS .Definition & History , Production of Liqueurs, Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean Kernel)  
D. Popular Liqueurs (Name, colour, predominant flavour & country of Origin)

## **HOTEL ENGINEERING (2.3.19 H)**

### **UNIT-I**

#### **MAINTENANCE:**

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Preventive and breakdown maintenance, comparisons, Role & Importance of maintenance department in the hotel industry with emphasis on its relation with other departments of the hotel. organization chart of maintenance department, duties and responsibilities of maintenance department

### **FUELS USED IN CATERING INDUSTRY:**

Types of fuel used in catering industry; calorific value; comparative, study of different fuels B Calculation of amount of fuel required and cost.

## **UNIT-II**

### **Gas:**

Heat terms and units; method of transfer ,LPG and its properties; principles of • Bunsen and burner, precautions to be taken while handling gas; low and high-pressure, burners, corresponding heat output. Gas bank, location, different types of manifolds

### **Electricity:**

Fundamentals of electricity, insulators, conductors, current, potential difference resistance, power, energy concepts; definitions, their units and relationships, AC and DC; single phase and three phase and its importance on equipment specifications Electric circuits, open circuits and close circuits, symbols of circuit elements, series and parallel connections, short circuit, fuses; MCB. earthing, reason for placing switches on live wire side. Electric wires and types of wiring, Calculation of electric energy consumption of equipment, safety precaution to be observed while using electric appliances. Types of lighting, different lighting devices, incandescent lamps, fluorescent lamps, other gas discharged lamps, illumination, and units of illumination. External lighting, Safety in handling electrical equipment. Water systems:

## **UNIT-III**

### **WATER SYSTEM**

Water distribution system in a hotel, Cold water systems in India, Hardness of water, water softening, base exchange method, (Demonstration), Cold water cistern swimming pools Hot water supply system in hotels, Flushing system, water taps, traps and closets Contract maintenance: Necessity of contract maintenance, advantages and disadvantages of contract maintenance B Essential requirements of a contract

## **Basics of Nursing (2.3.17 H)**

## **UNIT-I**

### **FUNDAMENTAL NURSING SKILLS**

Concepts, principles of sterility and cleanliness, Basic concepts of Hand washing, Handling Sterile articles.

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## **DEMONSTRATION**

Hand washing techniques, gowning, use of masks, gloves, isolation Unit, Barrier Nursing.

## ***IDENTIFYING PATIENTS NEEDS***

Identifying basic needs of patients, Maslow's hierarchy of needs, Faye Abdella's 21 Needs, Virginia Henderson's 14 needs

## **MEETING PATIENTS NEEDS**

*BODY MECHANICS* :- Principles and use of body mechanics

*COMFORT, REST AND SLEEP* :- Importance of comfort, rest and sleep, Problems related to comfort rest and sleep, Bed making- principles and types - open, Closed, occupied-top to bottom, side to side, Operation bed, comfort devices, Positions for comfort.

## **DEMONSTRATIONS**

**Bed Making** : Simple Bed, Closed and Open Bed, Occupied bed - side to side and top to bottom, Operation bed , comfort devices, Positions used for comforts -supine, recumbent position, Fowlers, Sims.

## ***UNIT-II***

### ***ACTIVITY AND EXERCISE***

Importance of exercise, Problems related to lack of activity and exercise, Active and passive exercise, Moving patients in bed –bed to wheel chair and vice –versa, Bed to stretcher and vice-versa, Visit to physiotherapy department.

### ***DIVERSIONAL THERAPY***

Meaning , Importance, Various methods of diversional therapy

***SPIRITUAL NEEDS*** : Importance and recognition of spiritual needs Nurses role in meeting the spiritual needs of patients

***PERSONAL HYGIENE***: Importance of personal hygiene, Care of mouth, skin, nails and hair , Bed sores and their prevention ,Care of pressure areas sore and back care

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## **DEMONSTRATIONS**

Mouth wash (assisted, for a helpless patient and for unconscious patient), Sponge bath, nail cutting, hair wash in bed and treatment of pediculosis, Back care

**NUTRITION** : Importance of diet in health and illness Problems of nutrition due to illness, Diets in illness, Standard hospital diet Other diets(liquid ,soft diet),Policies and practices in relation to serving diet Serving and feeding helpless patients

## **UNIT-III**

### **ARTIFICIAL METHODS OF FEEDING**

Insertion of naso gastric tubes Naso gastric feeding- different methods Nurses responsibilities in caring for patients on naso gastric tube feeding.

### **VITAL SIGNS**

BP, TPR, Normal values, variation, and their significance, Measuring and recording vital signs

### **DEMONSTRATION**

Measuring and recording TPR and BP

### **PATIENTS ADMISSION TO THE HOSPITAL, TRANSFER AND DISCHARGE**

Understanding patient as a person ,Psychological aspects of illness and patient's reaction to admission Principles and procedures in admission, transfer and discharge

### **DEMONSTRATION**

Admission ,transfer and discharge of a patient

### **NURSING PROCESS**

Definition, concepts, importance, Steps of the nursing process Nursing care plan.

## **HOSPITAL ORGANIZATION AND MANAGEMENT (2.3.18 H)**

### **UNIT-I**

NB: "C" stands for Compulsory paper and "H" stands for honors paper



Hospital Management: World History of Hospitals; History of Hospitals in India; Definition and Functions of Management, Classification of Hospitals: Government Owned; Non-Government, Private or Voluntary Organisations, Individuals Hospitals; Differentiation of Hospital from Industry. Hospital Organisation: Definition of an Organisation; Hospital Management as a Service Organisations; Administrative Organisation

## **UNIT-II**

Formal and Informal Organisation: Organisation Division – The Department; Span of Management & Organisation Levels; Formal & Informal Groups; Types of Groups; Informal Roles of Employees; Intraindividual Conflict; Goal Conflict in Perspective; Role Conflict and Ambiguity; International Application Example; Interpersonal Conflict; Strategies for Interpersonal Conflict Resolution

## **UNIT-III**

Hospital Planning: Need for Planning; Constraints to Planning in Developing Countries; Factors Influencing Modern Hospitals; Principals of Planning; Steps in Hospital Planning; Architect's Brief, Project Report; Basic Steps in Project Development; Equipment Planning for a Hospital; Accident Clinic. Managing the Paediatric Ward, Obstetric Unit, Mortuary, Radiology Department, Pathology Department, Operation Theatre: Location and Spacing of Different Departments in a Hospital; Modern Technologies for Hospitals and Health Care; Modern Technologies in Cardiology; Modern Technologies in Neurology; Modern Technologies in Obstetrics and Gynaecology; Laser Surgery; Modern Technologies in Orthopaedics; Modern Technologies in Urology

# **HOSPITAL OPERATION- I (2.3.19 H)**

## **UNIT I**

Meaning and scope of patient care services – significance of patient care – role of administration in patient care – classification of Hospital.

## **UNIT II**

NB: “C” stands for Compulsory paper and “H” stands for honors paper

Front office services – outpatient services – inpatient services – Accident and Emergency Services – Billing services

Lab services – Radiology and Imaging services – Rehabilitation services – Blood bank services – Telemedicine

### **UNIT III**

Operation theatre – Intensive care units – Hospital acquired infections – Sterilization – Nursing services – Ward Management

Concept of quality – Quality control – Quality assurance – ISO 9000 standards – TQM – Accreditation – NABL – JCAHQ – Quality manual – Medical tourism.

### **References:**

Management process in Health care - S.Srinivasan

Hospital Department Profiles - Gold Berry A.J

## **TOURISM PRODUCT OF INDIA (2.3.17 H)**

### **MODULE-I**

Tourism products: Definition, Concept and classification of tourism products, nature tourism products, Mountains, hills, climates, rivers, lakes, glaciers, flora and fauna, beaches, deserts, island, parks, and sanctuaries, Man-made tourism products: Fairs, Festivals, conference and conventions, architecture, sculpture, painting, shopping, cuisine, handicrafts, ornaments and antiques.

Culture heritage of India: stages of evaluation, continuity change, religion and philosophy, Source of Information – the Vedas, Epics and Puranas: thoughts of GITA Indian Society, Sociology perspective

### **MODULE-II**

Architectural Heritage Of India: Glimpses on the prominent architectural style flow over the Historical monuments with architectural excellence – ancient and Modern – their spatial and regional dimensions, Monument of golden triangle Desert Triangles (Jodhpur – Jaisalmer – Bikaner), Historical and archaeological touristic significance.

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Popular Religions, Centers of Hindu, Buddhist, Jain, Sikh, Muslims, and Christian. Case studies of religious monuments – Mahabalipuram, Khajuraho, Konark, Dilwara, Sarnath, Sanchi, Amritsar, Ajmer and Panaji Architectural heritage of Ellora and Elephanta (Yoga and meditation centre).

Museums, Art & libraries, National Museums – Assets and unique features of museums of special interest.

### **MODULE-III**

Performing arts of India: Classical dances and dance styles, folk dances with the touristic appeals, Musical instruments: Different schools of Indian Sculpture and painting.

Fairs and festivals: Social, religious and commercial fairs of touristic significance, Seasonal Trends, Festival Calendars: organizational and promotional events like boat race, white water festival. Lite festival and carnival (Goa) etc.

Handicraft of India: Important handicraft objects and centers: Craft meals, sanitary industry

Folk culture – Folk customs and costumes, rituals, religious observances, Folklore .

Creative tourism attraction: Academic, scientific and industrial developments, organizations.

## **CULTURAL HERITAGE OF INDIA (2.3.18 H)**

### **UNIT I**

The Indus Valley Civilization; The Vedic Age, The golden Age of Guptas, The Mogul Art and Architecture

### **UNIT II**

Religions of Indian Origin; Hinduism, Buddhism, Sikhism, Religions of Non Indian Origin; Islam, Christianity, Zoroastrianism, the Unity of Religions

### **UNIT III**

Folk Dance, Music, Art and Handicrafts & Fairs & Festivals of India, Art and Architecture; Origin, Scope, Development and its Historic Importance

NB: “C” stands for Compulsory paper and “H” stands for honors paper

## **Reference Books:**

1. Majumdar R.C, The Vedic Age, Sultan Chand,2004
2. Nehru J.N., Discovery of India, Orient Publication, 1960
3. Sharma D.S., The Hinduism Through the Ages, Arnold-Heinemann, 1978
4. Radhakrishna S., Religion and Culture, Orient Paperbacks
5. Vivekananda Swarni, Essentials of Hinduism, Vedanta Press & Bookshop
6. Panikkar K. Jvl, Essential features of Indian Culture, Orient Longman,2004

## **TOURISM CONCEPTS & PRINCIPLES (2.3.19 H)**

### **Unit – I**

**Introduction:** What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2<sup>nd</sup> world war, recent and current 1945–2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists, Visitor, Traveler, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

**Tourism Products & Attraction:** Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

### **Unit –II**

**Types and Forms of Tourism:** Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social,

adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR.

### **Unit – III**

**Tourist Transportation: Air transportation:** The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

**Surface Transport:** Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits

**Rail Transport:** Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass.

**Water Transport:** Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

**A study of International Tourism Organisations:** Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

## **PRACTICAL**

**FOOD OPERATION (2.3.20 H)**

**F&B OPERATION (2.3.21 H)**

**BASIC NURSING (2.3.20 H)**

**HOSPITAL OPERATION (2.3.21 H)**

**INDIAN HERITAGE (2.3.20 H)**

**TOURISM PRODUCT OF INDIA (2.3.21 H)**

## **Sales and Marketing (3.5.23 C)**

### **Objectives:**

*The course will help the students learn the concepts, marketing strategies, analysis and interpretation.*

### **Module-I: Marketing Concepts & Challenges**

**Nature and scope of Marketing Management, Marketing process, Marketing environment, Marketing Organizations, Marketing Challenges, Marketing in 21<sup>st</sup> Century(Concepts of Green Marketing, Social Marketing), Marketing Mix. (Case Study: Case study related to any topic of Unit-I)**

### **Module-II: Marketing Planning & Control**

**Marketing Planning and Marketing Competitiveness, Customer Value, Marketing Planning Process, Identifying and analyzing the competitors, Defining the competitive strategy and Marketing Control- Control process.**

**(Case Study: Case study related to any topic of Unit-II)**

### **Module-III: Understanding Customer and Marketing Information System:**

**Types of Consumers, Factors influencing consumer behavior, Consumer Decision making Process, MIS-subsystems, Conducting Marketing Research and Demand forecasting. (Case Study: Case study related to any topic of Unit-III)**

**Market Segmentation, Targeting and Positioning, Brand Equity and Crafting Brand Positioning. (Case Study: Case study related to any topic)**

## **Human Resource Management-I (2.5.24 C)**

**Objectives:** *The objective of this course is to create an understanding of the various policies and practices of human resource management.*

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**Module-I Introduction to Human Resource Management: (4 hours)**

**Concept, Nature and scope of Human Resource Management, growth and development of Human Resource Management in India, Emerging trends of HRM in Globalized economy.**

**Module-II Creating the Human Resource base**

**Concept of equal employment opportunity, Recruitment & Selection-Concept & Objective Concept of affirmative action (Reservation for priority categories), Selection: Procedure, Tests and Interviews Orientation, Promotion: Bases of Promotion, Transfer: Types of Transfer, Separations, Outplacement. Performance Management- Performance Appraisal – objectives, uses, methods, Traditional vs. Modern Methods**

**Module-III Developing Human Resources (7 hours)**

**Training & Development-Concept, Training Vs Development, Learning Principle, Training need assessment, Types of training programmes, on-the-job and off-the-job, In basket Training, Transactional Analysis, Sensitivity Training, Grid training, Apprenticeship training; Evaluation of Training Programmes. Management by objectives (MBO), Assessment center, 360 Appraisal, BARS, TQM, Kaizen, JIT and QC.**

**FINANCIAL MANAGEMENT (3.5.25 C)**

**UNIT-I**

**FINANCIAL MANAGEMENT-MEANING & SCOPE**

**Meaning of business finance, Meaning of financial management, Objectives of financial management**

**FINANCIAL STATEMENT ANALYSIS AND INTERPRETATION**

**Meaning and types of financial statements, Techniques of financial analysis, Limitations of financial analysis, Practical problems**

## **RATIO ANALYSIS**

**Meaning of ratio Classification of ratios Profitability ratios,. Turnover ratios  
Financial ratios Du Pent Control Chart Practical Problems**

### **UNIT-II**

## **FUNDS FLOW ANALYSIS**

**Moaning of funds flow Statement, Uses of funds flow statement, Preparation of  
fund flow statement, Treatment of provision for taxation and proposed  
dividends ( as non-current liabilities**

## **CASH FLOW ANALYSIS**

**Meaning of cash flow statement, Preparation of cash flow statement, Difference  
between cash flow and funds flow analysis, practical problems.**

**Financial Planning Meaning and scope**

**Meaning of Financial Planning, Meaning of Financial Plan, Capitalization,  
Practical Problems**

### **UNIT-III**

## **Capital Expenditure**

**Meaning of Capital Structure, Factors determining capital structure, Point of  
indifference , Practical Problem**

## **WORKING CAPITAL MANAGEMENT**

**Concept of working capital, Factors determining working capital needs,Over  
trading and under trading**

## **FRONT OFFICE MANAGEMENT (3.5.26 H)**

### **UNIT-I**

## **PLANNING & EVALUATING FRONT OFFICE OPERATIONS**

**Forecasting Room availability, Useful forecasting data,% of walking,% of  
overstaying,% of understay, Forecast formula. Sample forecast forms.**

## **BUDGETING**

**Making of front office budget, Factors affecting budget planning, Capital  
operation budget for front office, refining budgets, forecasting room revenue**



## **UNIT-II**

### **COMPUTER APPLICATION IN FRONT OFFICE OPERATION**

**Fidelio / IDS / Shawman, Amadeus, YIELD MANAGEMENT, Concept and importance Applicability to rooms division, Capacity management Discount allocation Duration control Measurement yield, Potential high and low demand tactics, Yield management software, and Yield management team**

## **UNIT-III**

### **FRENCH**

**Conversation with guests, Providing information to guest about the hotel, city, sightseeing, car rentals, historical places, banks, airlines, travel agents, shopping, centers and worship places etc. Departure (Cashier, Bills Section and Bell Desk), Stock records - issuing and control**

## **ACCOMMODATION-MANAGEMENT (3.5.27 H)**

### **UNIT-I**

#### **PLANNING AND ORGANISING THE HOUSE KEEPING DEPARTMENT**

**Area inventory list, Frequency schedules, Performance and Productivity standards, Time and-Motion study in House Keeping operations, Standard Operating manuals - Job procedures, Job allocation and work schedules, Calculating staff strengths & Planning duty rosters, team work and leadership in HK, Training in HKD, devising training programmes for HK staff, Inventory level for no recycled items, Budget and budgetary controls, The budget process, Planning capital budget, Planning operation budget, Operating budget- controlling expenses - income statement, Purchasing systems - methods of buying**

### **UNIT-II**

#### **HOUSEKEEPING IN INSTITUTIONS & FACILITIES OTHER THAN HOTELS**

**Contract Services, Types of contract services, and Guidelines for hiring contract services, Advantages & disadvantages of contract services**

#### **SAFETY AND SECURITY**

**Safety awareness and accident prevention, Fire safety and fire fighting, Crime prevention and dealing with emergency situation',**

### **UNIT-III**

#### **ENERGY AND WATER CONSERVATION IN HOUSEKEEPING OPERATION**

**INTERIOR DECORATION, Elements of design, Colour and its role in decor -types of colour schemes, Windows and window treatment, Lighting and lighting fixtures, Floor finishes, Carpets, Furniture and fittings, Accessories**

#### **LAYOUT OF GUEST ROOMS**

**Sizes of rooms, sizes of furniture, furniture arrangement, Principles of design, Refurbishing and redecoration, New Property Count down.**

### **Drug Management (3.5.26 H)**

- ✂ Drug Management ; Present scenario
- ✂ Hospital Pharmacy Licenses, Drug Licenses, Narcotics drugs
- ✂ Purchase of drugs and other consumable materials. Drug Storage
- ✂ Pharmacy Billing. Computerized drug management system
- ✂ Rational use of drugs and Prescription Audit
- ✂ Spurious drugs, Banned drugs
- ✂ Procedure of Drug Indenting, On time Drug dispensing
- ✂ Inventory Control – ABC, VED, SDE, FSN Analysis
- ✂ Methods of ordering –
  - a) Two bin system (Lead Time, Buffer stock, Reorder Level)
  - b) Cyclic System

#### **Suggested Reading**

- ✂ Materials Management - Gopalakrishnan
- ✂ Materials Management - A. C. Dutta

## **Quality in Health Care (3.5.27 H)**

### **Module – I:**

**Fundamentals of Quality Management: Introduction – Objectives - Historical Back Ground – Concept of Quality Care and Quality Management – ISO 9000 Quality Management System - Effects and Benefits of ISO 9000 management System – Present Indian Scenario – Organization of quality Management System – Approaches to measurement of Quality. Techniques of Quality Management: Improving Hospital Performance – Patient Participation – Quality Health Care through Patient Satisfaction – Conceptual model of potential Contribution in quality in the health care system.**

### **Module – II:**

**Organization wide Quality Improvement in Health Care: Introduction – organizing for Quality Assessment – Deming’s Contribution and his 14 management guideline – Organization wide Quality Improvement fundamentals – A Quality Improvement model of Daily Patient Care – Quality Assurance and Quality improvement. Assessing Quality Health Care: Some attributes of Quality in Health Care – Some attributes of a Good Patient Practitioners Relationship – The measurement of Quality – Procedure for Formulating explicit Criteria and standards – Determinates of Quality – Structure – Process – Outcome.**

### **Module – III:**

**The implementation of Total Quality: Planning Quality – organizing Quality – Evaluating Quality – Transforming organizations to a Total Quality Philosophy and Culture. Outcome Management and Total Quality.**

## **INTERNATIONAL TOURISM (3.5.26 H)**

### **MODULE-I**

**India the sub continent, rivers of India, major physical divisions climate, rain, monsoon, seasonal incidence-flood, droughts, famine –causes and effects, seasons for different travel centers/circuits, rich natural ambiance. Cultural heritage. Growth of fusion of Indian culture, Indian people cast, tribes & religions development of tourism in India.**

### **MODULE-II**

**International Tourism:**

**UK, France, Germany, Italy, Spain, Portugal, Switzerland, USA, New Zealand, Australia, Gulf country, Indian Ocean Islands, Singapore, Thailand, Hong Kong , China ,Japan, south American countries and other famous destinations, over view and world’s continents longitude & latitude of map reading skills time and climate zones, currencies around the world, exploring earth’s countries, major cities and air ports around the world, relationship between geography and tourism.**

### **MODULE-III**

**Season and off-season, in tourism, causes of seasons and off-seasons of different destination, major tourist flow pattern between countries worldwide and domestically, elements of transport-routes networks, about leading tourism organizations in the world**

**Important religion and philosophies, Islam, Christianity, Hinduism, Buddhism, Confucianism, Taoism, Shintoism etc.**

**Cultural value, religions, society, language, non – verbal gestures, dining etiquettes, social and**

**business practices, greetings, dos and don'ts preferences of Japanese, Americans, Chinese, Australia, Kiwis, Scandinavians, Britishers, Germans, Russians & CIS, Africans, Middle Esterns, French, Italians, Portuguese, Spanish South Americans (Latin Americans), Caribbean's Orientals from Thailand, Indonesia, Korea, Taiwan, Malaysia etc.**

## **TOURISM MARKETING (3.5.27 H)**

### **UNIT 1**

**Introduction to marketing and its concepts. Marketing of service and its special features, Uniqueness of Tourism and Hospitality marketing, measuring market demand, market segmentation: - identifying market segment and selecting the target market. The eight P's of tourism service marketing, the marketing mix.**

### **UNIT 2**

**Product / service decision, new product development: Bonding and package decision, positioning, designing and managing marketing strategies, managing tourism and hospitality business, managing product life cycle {PLC}.**

### **UNIT 3**

**Tourism and hospitality promotion: advertising, public relation and publicity, sales promotion, sales forecasting, personal selling and sales management.**

### **UNIT 4**

**Distribution channels in tourism and hospitality. Marketing small tourism and hospitality business, Marketing destinations and attractions. Marketing accommodations.**

### **UNIT 5**

**Concept, nature and scope of marketing research, marketing research process, Marketing Information System {MIS}.**

**PRACTICAL**

**FRONT OFFICE MANAGEMENT (3.5.28 H)**  
**ACCOMODATION MANAGEMENT(3.5.29 H)**  
**QUALITY OF HEALTH CARE (3.5.28 H)**  
**BIO-SCIENCE &EPIDEMOLOGY(3.5.29 H )**  
**INTERNATIONAL TOURISM(3.5.28)**  
**TOURISM MARKETING(3.5.29 H)**

## STRATEGIC MANAGEMENT (3.6.30 C)

### Module I

#### CONCEPT OF STRATEGY:

Defining strategy, Levels at which strategy operates, Strategic Decision Making and Approaches to Strategic Decision making, Mission and Purpose, Objectives and Goals, Strategic Business Units, Corporate Planning Process

#### ENVIRONMENT ANALYSIS AND DIAGNOSIS

Concept of Environment and its components, Environment scanning and appraisal, organizational appraisal, Strategic advantage analysis and diagnosis, SWOT analysis

### Module II

#### STRATEGY FORMULATION & CHOICE OF ALTERNATIVES

Strategies — Modernization, Diversification, Integration, Merger, Take-over and Joint Venture strategies, Turnaround -- divestment and Liquidation strategies, of Strategic Choice — Industry, competitor and SWOT analysis; Synergy and Dysergy, GAP Analysis; Porter's Five forces Model of competition; Mckinsey's 7's framework; GE-9 Cell Model, Boston's Consultancy Model, Distinctive competitiveness; Selection of matrix, Factors affecting Strategic Choice — Cost, Leadership, Differentiation focus, value chain analysis, bench marking, service blue printing. **STRATEGY IMPLEMENTATION**

Inter-relationship between formulation and implementation; Issues in strategy implementation, Resource Allocation, Budgets, Organization structure, Matching and strategy, Behavioral Issues — Leadership styles, Corporate culture and values power, Social Responsibilities — Ethics, Building capable organization; Functional Issues — Financial, Marketing, Operations and Personnel Plans an Policies

### Module III

#### STRATEGY AND STRUCTURE

Structural Considerations, Structure for strategies, Organizational design and change. Importance, Symptoms of malfunctioning of strategy, Overview of strategic control, techniques of strategic evaluation and control, Control, Tailoring strategy to fit specific industry and company situation, strategy and competitive advantage in diversified agencies, Evaluating the strategies of diversified agencies.

## COMMUNNICATIVE ENGLISH (3.6.31 C )

### UNIT-I

#### Language and Communication

1. Need,purpose,natureAnd models
2. Process of communication and various factors of communication
3. Barriers to communication and overcoming these barriers

NB: "C" stands for Compulsory paper and "H" stands for honors paper

4. Non-verbal communication, signs, symbols and body language, language as a sign system, eye-contact, facial expressions and posture.
5. Communication in hospitality organization and its effects on performance.

## UNIT-II

### **Remedial English**

1. Common errors and their correction in English usages with emphasis on concord, tense sequence, use of prepositions, phrasal verbs, reference and dictionary skills.
2. Linkers and cohesive device
3. Expressing the same idea/thought unit in different ways

## UNIT-III

### **Skills of written English**

1. Note making and developing notes into drafts-rewriting of drafts. The use of cohesive devices.
2. Correspondence letter to editor and write ups concerning event management (publicity materials, handouts, posters, and information, flow charts)
3. Writing bio-data, Application, complaint
4. Precise writing
5. Writing reports (factual record of incident/data)log book writing.

## **FACILITY PLANNING (3.6.32H)**

### UNIT-I

#### **HOTEL DESIGN**

Design Consideration, Attractive Appearance, Efficient Plan, Good location, Suitable material, Good workmanship, Sound financing, Competent Management

#### **FACILITIES PLANNING**

The systematic layout planning pattern (SLP) Planning consideration, Flow process, Flow diagram, Procedure for determining space considering the guiding factors for guest, room/ public facilities, support facilities & services, hotel-administration, Internal roads/budget hotel/5 star hotel

#### **ARCHITECTURAL CONSIDERATION**

Difference between Carpet area plinth area and super built area, their relationship, reading of blue print, approximate cost of construction estimation. Approximate operating areas in budget type / 5 star type hotel approximate requirement other operating areas per guest room. Approximate requirement and estimation of water / electrical load gas, ventilation.

### UNIT-II

#### **STAR CLASSIFICATION OF HOTEL**

Criteria for star classification of hotel (Five, four, three, two, one & Heritage)



## **KITCHEN**

Equipment requirement for commercial kitchen; heating, gas, Electrical; cooling (for various catering establishment), Developing Specification for various Kitchen equipment , Planning of various supporting service (pot wash, wet grinding, chef room, larder, store and other staff facilities)

### **KITCHEN LAY OUT & DESIGN**

Principles of kitchen layout and design, Areas of the various kitchens with recommended dimension , Factors that affect kitchen design , Placement of equipment , Flow of work, Space allocation, Kitchen equipment, manufacturers and selection, Layout of commercial kitchen (types, drawing a layout of a commercial kitchen)

## **KITCHEN STEWARDING LAYOUT AND DESIGN**

Importance of kitchen stewarding, Kitchen stewarding department layout and design, Equipment found in kitchen stewarding department

### **UNIT-III**

## **STORES - LAY OUT AND DESIGN**

Stores layout and planning (dry, cold and bar), Various equipment of the stores work flow in stores

## **ENERGY CONSERVATION**

Necessity for energy conservation, Methods of conserving energy in different area of operation of a hotel,. Developing. And. implementing energy conservation program for a hotel.

## **CAR PARKING**

Calculation of car park area for different types of hotels

## **PLANNING FOR PHYSICALLY CHALLENGED**

### **PROJECTMANAGEMENT**

Introduction to Network analysis, Basic rules and procedure for network analysis, CP.M, and PERT, Comparison of CPM and PERT, Classroom exercises I F. Network crashing determining crash cost, normal cost.

## **FOOD & BEVERAGE MANAGEMENT (3.6.33 H )**

### **Module – I:**

#### **FOOD COST CONTROL**

Introduction to Cost Control, Define Cost Control, The Objectives and Advantages of Cost Control, Basic costing, Food costing

#### **FOOD CONTROL CYCLE**

Purchasing Control, Aims of Purchasing Policy, Job Description of Purchase Manager/Personnel, Types of Food Purchase, Quality Purchasing, Food Quality Factors for different commodities, Definition of Yield, Tests to arrive at standard yield, Definition of Standard Purchase Specification, Advantages of Standard Yield and Standard Purchase Specification, Purchasing Procedure, Different Methods of Food Purchasing Sources of Supply, Purchasing by Contract, Periodical Purchasing, Open Market Purchasing, Standing Order Purchasing, Centralized Purchasing, Methods of Purchasing in Hotels, Purchase Order Forms, Ordering Cost, Carrying Cost, Economic Order Quantity,

### **Module – II:**

#### **RECEIVING CONTROL**

Aims of Receiving, Job Description of Receiving Clerk/Personnel, Equipment required for receiving, Documents by the Supplier (including format), Delivery notes, Bills/Invoices, Credit Notes, Statements, Records maintained in the Receiving Department, Goods Received Book, Daily Receiving Report  
Meat Tags, receiving procedure

#### **STORING & ISSUING CONTROL**

Storing Control, Aims of Store Control, Job Description of Food Store Room Clerk/personnel, Storing Control, Conditions of facilities and equipment, arrangement of Food, Location of Storage Facilities, Security, Stock Control, Two types of foods received - direct stores (Perishable & non-perishables)

Stock Records Maintained Bin Cards (Stock Record Cards/Books, Issuing Control, Requisitions, Transfer Notes, Perpetual Inventory Method, Monthly Inventory/Stock Taking, Pricing of Commodities, Stock taking and comparison of actual physical inventory and Book value, Stock levels, Practical Problems, Hygiene & Cleanliness of area

### **Module – III:**

#### **Production control**

Aims and Objectives, Forecasting, Fixing of Standards, Definition of standards (Quality & Quantity), Standard Recipe (Definition, Objectives and various tests), Standard Portion Size (Definition, Objectives and equipment used), • Standard Portion Cost (Objectives & Cost Cards; Computation of staff meal.

#### **SALES CONTROL**

Sales- ways of expressing selling, determining sales price, calculation of selling price factors to be considered ....., matching cost with sales, billing procedures, cashiers sales summary sheet.

## **ADVANCE FOOD PRODUCTION OPERATIONS-I (3.6.34 H)**

### **UNIT-I**

#### **LARDER, LAYOUT & EQUIPMENT**

Introduction of Larder Work, Definition, Equipment found in the larder, Layout of a typical larder with equipment and various sections

NB: “C” stands for Compulsory paper and “H” stands for honors paper

## **TERMS & LARDER CONTROL**

Common terms used in the Larder and Larder control, Essentials of Larder Control, Importance of Larder Control, Devising Larder Control Systems, Leasing with other Departments, Yield jesting

## **DUTIES AND RESPONSIBILITIES OF THE LARDER CHEF**

Functions of the Larder, Hierarchy of Larder Staff, Sections of the Larder, Duties & Responsibilities of larder-Chef

## **UNIT-II**

### **CHARCUTI ERIE I**

#### **SAUSAGE**

Introduction to charcuterie, Sausage - Types & Varieties, Casings - Types & Varieties, Fillings - Types & Varieties, Additives & Preservatives

#### **SOUPS**

Introduction to soups, types of soups, International soups, garnishing of soup, soup contamination, preservation of soup.

#### **FORCEMEATS**

Types of forcemeats, Preparation of forcemeats, Uses of forcemeats

#### **BRINES, CURES & MARINADES**

Types of Brines, Preparation of Brines, Methods of Curing, Types of Marinades, Uses of Marinades, Difference between Brines, Cures & Marinades

#### **HAM, BACON & GAMMON**

Cuts of Ham, Bacon & Gammon, Differences between Ham, Bacon & Gammon, Processing of Ham & Bacon, Green Bacon , Uses of the different cuts

## **UNIT-III**

#### **GALANTINES**

Making of galantines, Types of Galantine, Ballolines

#### **PATES**

Types of Pate, Pate de foie gras, Making of Pate, Commercial pate and Pale Maison, Truffle sources, Cultivation and uses and Types of truffle.

#### **MOUSE & MQUSSEUNE**

Types of mousse, Preparation of mousse, Preparation of mousseline, Difference between mousse and mousseline

#### **CHAUD FROID**

Meaning of Chaud froid, Uses of chaud froid

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## **ASPIC & GELEE**

Definition of Aspic and Gelee", Difference between the two, Making of Aspic and Gelee, Uses of Aspic and Gelee

## **FOOD SAFETY & QUALITY (3.6.32 H)**

### **UNIT-I**

Basic Introduction to Food Safety, Food Hazards & Risks, Contaminants and Food Hygiene

#### **MICRO-ORGANISMS IN FOOD**

General characteristics of Micro-Organisms based on their occurrence and structure., Factors affecting their growth in food (intrinsic and extrinsic), Common food borne micro-organisms: ,Bacteria (spores/capsules), Fungi, Viruses, Parasites

#### **FOOD SPOILAGE & FOOD PRESERVATION**

Types & Causes of spoilage, Sources of contamination, Spoilage of different products (milk and milk products, cereals and cereal products, meat, eggs, fruits and vegetables, canned products), Basic principles of food preservation, Methods of preservation (High Temperature, Low Temperature., Drying, Preservatives & Irradiation)

#### **BENEFICIAL ROLE OF MICRO-ORGANISMS**

A Fermentation & Role of lactic and bacteria B. Fermentation in Foods (Dairy foods, vegetable, Indian foods, Bakery products and alcoholic beverages), Miscellaneous (Vinegar & anti-biotics)

### **UNIT-II**

#### **FOOD BORNE DISEASES**

Types (Infections and intoxications),Common diseases caused by food borne, athogens, Preventive measures

#### **FOOD ADDITIVES**

Introduction, Types (Preservatives, anti-oxidants, sweeteners, food colours and flavours, stabilizers and emulsifiers)

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## **FOOD CONTAMINANTS & ADULTERANTS**

Introduction to Food Standards, Types of Food contaminants (Pesticide residues, bacterial toxins, mycotoxins, seafood toxins, metallic contaminants, residues from packaging material), Common adulterants in food, Method of their detection (basic principle)

## **FOOD LAWS AND REGULATIONS**

National - PFA Essential Commodities Act (FPO, MPO etc,, International - Codex Alimentations, ISO, Regulatory Agencies-WTO, Consumer Protection Act

## **UNIT-III**

### **QUALITY ASSURANCE**

Introduction to Concept of TQM, GMP and Risk Assessment, Relevance of Microbiological standards for food safety , Basic Principle and implementation)

### **I HYGIENE AND SANITATION IN FOOD SECTOR**

General Principles of Food Hygiene, GHP for commodities, equipment, work area and personnel, Cleaning and disinfection (Methods and agents commonly used in the hospitality industry), Safety aspects of processing water (uses & standards), Waste Water & Waste disposal

### **RECENT CONCERNS**

Emerging pathogens, Genetically modified foods, Food labeling, Newer trends in food packaging and technology, BSE (Bovine Serum Encephalopathy)

## **HEALTH LAWS AND POLICIES (3.6.33 H)**

### **UNIT I**

Code of ethics – introduction – professional ethics – personal qualities of the medical Professional.

#### **LAWS RELATED TO MEDICAL PRACTICE**

Medical council act – clinical trials – disability act – legal aspects of medical records –

Transplantation of human organ act – prevention of food and adulteration act – medical termination of pregnancy act, 1971 – birth and death registration act – sex determination act – Indian mental health act, 1987.

### **UNIT II**

LAWS RELATED TO HOSPITAL ADMINISTRATION, Companies act – law of contracts – consumer protection act , LAWS RELATED TO SUPPORT SERVICES, Biomedical waste (management and handling rules) – atomic energy act – Indian electricity act, 1956 – Indian boiler act – pollution control act.

#### **HEALTH POLICIES**

National health policy – salient features – population policy 2000. Pharmaceutical legislation in India – historical development of pharmaceutical education in India and its present status. Pharmacy act – drugs and cosmetics act – narcotics and psychotropic substances act – drug and magic remedies act – poisons act and rules.

### **UNIT III**

#### **OVERVIEW OF HEALTH CARE DELIVERY SYSTEM**

Overview of health care delivery system – brief history of evolution – growth of health care services after independent salient features of various committees. Health care infrastructure – National level – state level – district level –block level, primary health center level – sub center level – village level – role of private sector & voluntary organization.

#### **LAWS RELATED TO HOSPITAL FINANCE**

Securities and exchange board of India (SEBI) - securities contract regulation act – negotiable ,Instruments act – value added act (VAT) – patient bill – IRDA – service tax.

## **Medical Terminology (3.6.34 H )**

### **UNIT-I**

Introduction to medical terminology ,Word formation & syntax , Greek alphabet ,Greek & Latin prepositional & adverbial prefixes , Singular & plural endings Commonly used prefixes in medical terminology , Commonly used suffixes in medical terminology , Commonly used root words in medical terminology , Common Latin term used in prescription writing , Study of standard abbreviations, Commonly used medical terms to define different parts of the body

### **UNIT-II**

Medical terminology used by Cardiologist , Medical terminology used by Neurologist , Medical terminology used by Nephrologist , Medical terminology used by Gastro-intestinologist Medical terminology used by ENT surgeon, Medical terminology used by Dentist, Medical terminology used by Orthopedic surgeon

### **UNIT-III**

Medical terminology used by Gynecologist , Medical terminology used by Oncologist ,Medical terminology used by Dermatologist , Medical terminology used by Endocrinologist

## **AIRLINE TICKETING (3.6.32 H)**

### **Unit-I**

Aviation Geography: Time Difference, Flight Time, Elapse Time, Division of World by IATA. OAG (ABC) Book Familiarisation, Important Airlines, Airports of World, Minimum connecting time, Coding & Decoding of Country, City, Airport, Airline. Domestic Ticketing.

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## Unit-II

Global Indicators, International Sales Indicators. Practice Itinerary Planning, Passengers Documentation/Travel Formalities (TIM), Familiarisation of Air Tariff, Introduction to Fare Construction, Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) & Extra Mileage Principle, Highest Intermediates Point (HIP), Circle Trip, Minimum (CTM), Back-haul Check, Add- ons.

## Unit-III

General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares (Excursion, Students & Seaman), Passenger Ticket & Baggage check (with issuance of ticket with itineraries – One way (OW), Return (RT), Circle Trip (CT), Mixed Class Special Fares, Passengers Expenses en route, Credit Cards, Universal Air Travel Plan (UATP), Baggage Rules.

## TRAVEL AGENCY MANAGEMENT (3.6.33 H)

### Unit – I

**Travel formalities:** Travel Formalities: Passport, Visa, Health requirements, taxes, customs, currency, travel insurance, baggage and airport information. **Travel Agency and Tour Operation Business:** History, Growth, and present status of Travel Agency. Definition of Travel Agency and differentiation between Travel Agency and Tour Operation business. Travel Agency and Tour Operators: Linkages and arrangements with hotels, airlines and transport agencies and other segments of tourism sector.

**Approval of Travel Agents and Tour Operators:** Approval by Department of Tourism, Government of India. IATA rules and regulations for approval of a travel agency, Approval by



Airlines and Railways.

Study of various Fiscal and Non – Fiscal incentives available to Travel agencies and Tour Operations business.

## **Unit–II**

**Functions of a Travel Agent:** Understanding the functions of a travel agency - travel information and counselling to the tourists, Itinerary preparation, reservation, ticketing, preparation and marketing of Tour packages, handling business/corporate clients including conference and conventions. Sources of income: Commission, Service Charges. Travel Terminology: Current and popular travel trade abbreviations and other terms used in preparing itineraries.

## **Unit–III**

**Functions of a Tour Operator:** Market research and tour package formulation, assembling, processing and disseminating information on destinations, Liaisoning with principles, preparation of Itineraries, tour operation and post tour Management. Sources of income for tour operation.

**Public and Private sector in Travel Agency Business and Tour Operation Business:** Organisational Structure and various Departments of a Travel Agency. Case study of ITDC. Case study of SITA, Cox & Kings, TCI and Thomas Cook.

The Indian Travel Agents and Tour Operators – an overview. National Trade Associations: IATO and TAAI.

## **MICE INDUSTRY (3.6.34 H)**

### **Objectives:**

As a result of participating in this module, students will understand the managerial and operational aspects pertaining to event and conference or Convention Management.

### **Course Contents:**

#### **Unit – I**

**Event Management:** Role of events for promotion of tourism, Types of Events-Cultural, festivals, religious, business etc. Need of event management, key factors for best event management. Case study of some cultural events (Ganga Mahotsava, Lucknow mahotsava)

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and Taj Mahotsava)

## **Unit – II**

Concept of MICE. Introduction of meetings, incentives, conference/conventions, and exhibitions. Definition of conference and the components of the conference market. The nature of conference markets and demand for conference facilities. The impact of conventions on local and national communities.

Management of Conference at Site, Trade shows and exhibitions, principal purpose, types of shows, benefits, major participants, organization and membership, evaluation of attendees. Convention/exhibition facilities; Benefits of conventions facilities, Inter-related venues, Project planning and development.

## **Unit – III**

Budgeting a Conference Exhibition: Use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Registration, Seating Arrangements, Documentation, interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings; Interpretation and language.

Role of travel Agency in the management of conferences. Hotel Convention Service Management: Human Resources Management Transportation, Group Fares, Airline Negotiation, Extra Services, Cargo Transportation. History and function of ICCA, Role of ICCA, Roles and function of ICIB.

# **PRACTICAL**

**FRONTOFFICE MANAGEMENT (3.6.35 H )**

**HOSPITAL ARCHITECHER PLANNING & DESIGN (3.6.35 H)**

**AIRINE TICKETING (3.6.35 H)**

**MINI INTERNSHIP PROJECT (3.6.36H)**

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