

## **Title of Programme: Master of Hotel Management**

### **I. Programme's Mission & Objectives: This programme aims;**

- To equip learners with an in-depth understanding of the required theoretical, conceptual, intra-personal and inter-personal skills necessary for a career in hotel, restaurant and hospitality.
- To inculcate a sense of social purpose and ethics that will permeate their decision making.
- To encourage and help in development of entrepreneurial and leadership capabilities.
- To nurture standards of professional excellence based on integrity, honesty, and fairness.

### **II. Relevance of the program with HEI's Mission and Goals:**

The programme has been sculpted to address the changes that are taking place in corporate world and society at large. The programme intends to meet the growing demand of entrepreneurs, business leaders and effective managers who can face the challenges resulting from cut-throat competition. The programme shall contribute in disseminating hospitality knowledge and management skills through distance learning with introduction of flexible and innovative methods of education to ensure 'independent learning'. The programme intends to enhance professional and managerial competence of the aspirants, refine their managerial skills, and capabilities so that they can secure self-employment, and other employment opportunities with the motto of appropriate service to the state, nation and entire humanity.

**Nature of prospective target group of learners:** The programme shall also be useful for the professionals who want to advance and improve in their current job profile. Further, the programme is also for young aspirants who wish to enhance their professional skills with a sound management qualification.

Accordingly, the target learners of the programme are;

- Hotel Management Graduates
- Government Employees working in hospitality sector
- Early- and mid-career professionals working in hotel, restaurant, cruise liners, and various catering establishments

### **III. Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:**

The programme has been designed to ensure norms and standards for hotel management education. The programme provides conceptual understanding of hotel administration, managerial skills, research skills, Information Technology, industrial and global trends, thus, equipping learners with tools and techniques to lead and manage in today's ever-changing hospitality environment. Adequate attention is also paid to the application of knowledge, self awareness among students and development of problem solving, and decision making skills.

The learning upshots of this qualification are described in four areas:

- Knowledge and understanding
- Cognitive skills
- Practical and professional skills
- Key skills

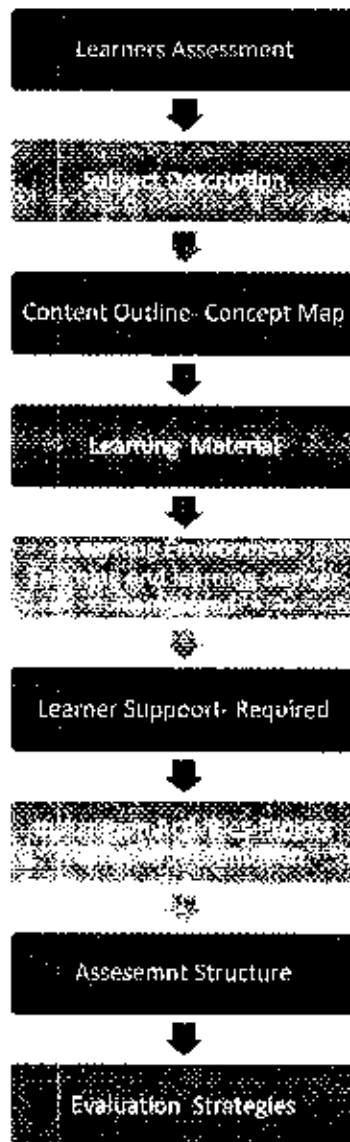
### **IV. Instructional Design :**

Instructional design is a scientific system that includes the principles of the effective design and implementation of a programme. The successful distance learning design incorporates the unique learning requirements of adult learners. Prior to the development of the courses, curriculum assessment has been done and access devices and pedagogical tools have been applied for making curriculum. The contents of each course are divided into Blocks and Units. The entire study material is divided into small and manageable chunks to facilitate distance learners. For self assessment of learners Self Check Exercises are provided to recapitulate, consolidate and evaluate what they have learnt so far before moving on to the next stage.



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The programme has been developed on the basis of the following sequential steps:



The following quality criteria is considered while formulating instructional design for ensuring the success of adult education:

- Quality design, development, and production of instructional materials
- Application and use of delivery technologies
- Presentation of learning materials
- Effective Learner Support Services
- Convergence of Technologies
- Design, develop and validation of the concepts through project work

#### V. Procedure for Admissions, Curriculum Transaction and Evaluation:

##### Admission

Admission to MHM programme is open to diploma/graduates of Hotel Management and catering technology on first come first serve basis.

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इलाहाबाद विभागाध्यक्ष

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Eligibility	Duration (Yrs)		SILM	Mode of Exam Annual /Sem	Year/ Sem	Programme	Project/ Workshop	Exam	Practical	Viva-Voce	Identity Card	Student Welfare	Degree Fee	Grand Total
	Min	Max												
Three years Diploma in Hotel Management and Catering Technology (with 5 year Experience or Graduation in any stream), Bachelor of Hotel Management, B.Sc. in Hospitality and Hotel Administration	2	4	English	SEMESTER	I	6000	-	600	-	-	50	100	-	6750
					II	6000	-	600	-	-	-	-	-	6600
					III	6000	-	600	-	-	-	-	-	6600
					IV	6000	1000	450	-	-	-	300	600	

**Curriculum Transaction:** The MHM programme consist of 16 courses in all .Each course comprises of four credits. The total credits of the programme are 64.

### MHM First Year

#### *First Semester*

- Business Communication
- Advance Food Production
- Accommodation Management
- Principles of Management

#### *Second Semester*

- Food and Beverage Service
- Front Office Management
- Accountancy and Finance for Hospitality
- Human Resource Management


### MHM Second Year

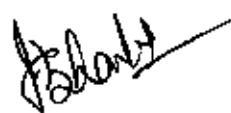
#### *Third Semester*

- Food and Beverage Management
- Bakery and Confectionary
- Introduction to Marketing
- Research Methodology

#### *Fourth Semester*

- Bar Management
- Event Management
- Facility Planning

  
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- Project Work

**Evaluation:** Learners are evaluated on the basis of term end examination and one assignment per course. The assignment is submitted to the Coordinator of the Study Centre to which the student is assigned or attached with. The components of evaluation for each course include the following:

- a. Assignments 20 % weightage
- b. End-term examination 80 % weightage

The project work is assessed using the following components:

- Proposal
- Report
- Conduct of work
- Analysis
- The final report presentation also includes comprehensive *viva-voce*

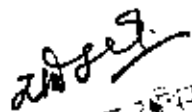
**VI. Requirement of the Laboratory Support and Library Resources:** It is essential for every study center to have Training Kitchen, Training Restaurant, Front Office area and a Model Room to train learner in area of Food Production, Food and Beverage Service, and Accommodation Operations.

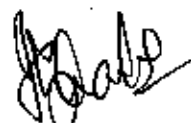
A well equipped library having sufficient number of books and resource material to supplement the learners and faculty requirements are needed. Further, for the programme it is essential that every study centre should have sufficient computers with proper internet connectivity to support learners requiring IT facilities.

**VII. Cost Estimate of the Programme and the Provisions:**

COST ESTIMATION		
PARTICULARS	DETAILS	AMOUNT (IN RS.)
Instructional services		
Development of in-house SLM	Payment to course writers	450000
	Payment to Editors	225000
	<b>Total Cost</b>	<b>675000</b>

**VIII. Quality Assurance Mechanism and Expected Programme Outcomes:** The Department reviews its programme time to time through its expert committee, Board of Studies meetings to enhance the standard of its curriculum and instructional design. The Board of Studies and Expert Committee comprise of renowned academicians and practitioners who design, review and update the course curriculum and the study material accordingly.

  
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**SYLLABUS**  
**MASTER OF HOTEL MANAGEMENT**

**FIRST YEAR**

**First Semester**

- HM-101 Business Communication
- HM-102 Advance Food Production
- HM-103 Accommodation Management
- HM-104 Principles of Management

**Second Semester**

- HM-201 Food and Beverage Service
- HM-202 Bakery and Confectionary
- HM-203 Accountancy and Finance for Hospitality
- HM-204 Human Resource Management

**SECOND YEAR**

**Third Semester**

- HM-301 Food and Beverage Management
- HM-302 Front Office Management
- HM-303 Introduction to Marketing
- HM-304 Research Methodology

**Fourth Semester**

- HM-401 Bar Management
- HM-402 Event Management
- HM-403 Facility Planning
- HM-404 Project Work

**Semester – I            HM-101: Business Communication**

**Course Contents:**

**Unit 1: Concept of Communication-** Communication: Definition, Need, Purpose and Process, Importance of Communication in Tourism Industry, Communication Networks, Directions of Communication, Types of Communication, Differences between Oral and Written Communication, Directions of Communication, Barriers and Gateways to Communication, Cross Cultural Communications, Concepts of Culture, Functions and Impacts of Culture on Communication, Important Expression in Cross Cultural Communication

**Unit 2: Written Communication-** Principles of Business Communication, Process of Preparing Effective Business Messages, Stages of Writing, Purpose of Written Communication in Professional Environment, Types of Written Communication, Report, Proposals, Circulars, Memos, Noting, Agendas, Minutes and Drafting, Writing Letters, Business Letter Formats, Types of Letters, Telex Messages, E-mail Communication, Communication through Internet.

**Unit 3: Verbal Communication-** Listening: Definition, Types and Levels of Listening; Keys to effective Listening, Effective Speaking: Essential Qualities of a Good Speaker, Appearance and Bodily Actions, Use of Voice, Use of Visual Aids, Telephone Handling: Need for favourable voice quality, Listening vs. Hearing, Handling Verbal Complaints, Barriers of Verbal Communications

**Unit 4: Non-verbal Communication-** Classification of Non Verbal Communication: Kinesics, Proxemics, Time Language, Paralanguage, Physical Context, Body Gestures and Messages that are communicated through Gestures, Grooming Standards, Impact of Body Language in Tourism and Hospitality Industry, Assertive, Aggressive and Passive Behaviours.

**Reference Books:**

1. Business Communication: Concepts, Cases and Applications – P D Chaturvedi, Mukesh Chaturvedi, Pearson Education, First Edition, 2004.
2. Business Communication, Process And Product – Mary Ellen Guffey – Thomson Learning, Third Edition, 2002.
3. Basic Business Communication – Lesikar, Flatley TMH 10 Edition, 2005.

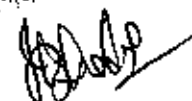
**HM-102: ADVANCE FOOD PRODUCTION**

**Course Content:**

**Unit - 1 Introduction to the art of cookery-** Culinary history-Development of the culinary art from the middle ages to modern cookery, modern hotel kitchen, Nouvelle Cuisine, Indian regional cuisine, Popular International cuisine (an introduction).French, Italian, Chinese- Characteristics, Menu terms, Names of the Dishes, popular spices used, etc. Aims and objectives of cooking food- Importance of cooking food with reference to the catering industry, Principles of a balanced and a healthy diet, Action of heat on food

**Unit - 2 Kitchen Equipments and Hygiene-** Different types of kitchen equipments, different types of special equipments, heat generating, refrigeration, kitchen machinery, storage tables, hand tools, weighing and measuring, pot wash, diagrams, uses, maintenance, criteria for selection. Personal hygiene, their importance, food handling & storage, care, sanitation practices, attitude towards work in the kitchen, fumigation. HACCP - Principles of food handling & storage Conversion tables: American, British measures and its equivalents

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**Unit - 3 Methods of Cooking-** Classification, principles, equipment required, methods of cooking- boiling, roasting, poaching, braising, grilling, baking, roasting, broiling, stewing, sautéing, blanching steaming, micro-waving etc. Basic preparations, Mise-en-place of all the basic preparations, stocks, egg preparations

**Unit - 4 Food Commodities-** Classification with examples and uses in cookery Cereals, pulses, vegetables, mushrooms, fruits, eggs, foundation ingredients their characteristics and their uses in cookery.

**Unit- 5 Introduction to Cold Kitchen-**The Function of the Larder Department, Responsibilities of the Chef Garde-Manger, Larder Control, Stock Sheet, Liaison with Kitchen and Pastry Department, Use and Care of Machinery and Utensils in larder section. Starters - Classification of Starters, Single Starters, Mixed Starters, Salads-Salad Dressings and Cold Sauces, Forcemeats, Garnishes and Seasonings, Sandwiches- types of sandwiches, Open Sandwiches.

**Reference Books:**

1. Hamlyn Larousse Gastronomique Publisher: Octopus Publishing Group 2-4, Heron Quays, London- E14 4JP
2. Kinton & Cessarani, Practical Cookery Published by A division of Hodder and Head line PLC, 338, Euston Road, London, Ninth edition 2000
3. Kinton & Cessarani, Theory of Catering Published by A division of Hodder and Head line PLC, 338, Euston Road, London, Ninth edition 2000
4. D. D. Sharma, Cold Kitchen Aman Publications, L G- 4A, Ganapati Bhawan, 4675-B/21, Ansari Road, Darya Ganj, Delhi- 110002
5. Thangam E.Philip, Modern cookery for Teaching and Trade(Vol I & Vol II) – Orient black Swan Publishers Ltd.,

**HM-103: Accommodation Management**

**Course Contents:**

**Unit 1 : Role of Housekeeping in Hospitality Operations:** Introduction to Housekeeping-Layout of Housekeeping Department-Hierarchy of Room divisions-Team work in Housekeeping department ,Duties & Responsibilities of Housekeeping department: Executive Housekeeper, Asst Executive Housekeeper-Middle level Management-Skill based employee's responsibilities-Communication responsibilities

**Unit 2: House Keeping Procedures-Control Desk- Duty Rota & work schedule, Briefing & Debriefing, Forms, Files, Formats & Registers, The Linen Room & HK Stores procedures, Supervision in House Keeping - Rules on a guest floor, Key Controls, Guest room Cleaning Services, Cleaning the Public Areas, Laundry Systems - In-house v/s Contract, Files with format used in House keeping department.**

**Unit 3 : Interior Design:** Design-elements of Design (Line, Shape, Form, Colour, Size, Texture, Direction, Value), Principles of Design (scale, composition, Harmony, Rhythm Proportion, Balance, focal point), Colour and colour scheme Uses Factors affecting the Colour scheme of a guest room, Light And Light Fitting-light and types of Light, Source of light, Kinds of light, Principles of Lighting, Lighting for activities Glare & Shadows, Windows and Window treatments-Types of window treatment, Blinds -Rollet Venetian, Draperies, Casements Curtains, Glass Curtains, Cafe Curtains, Valence, Swage & tail, Pelmet, Cornice. Factors to be considered in Selection of Window treatment, Beds & Bedding-Types of Bed & Sizes- (Zeil Bed, Extra Bed, Sofa Bed, Fold away Beds, Bolsters, Bed linen, Blankets, Bedspread quilt) Types of mattresses & Pillows with sizes -(interior spring, Mattresses, Rubber & Plastic Mattresses) Principals of Flower Arrangements, Types of Flower Arrangements

**Unit 4: Cleaning Science-**Characteristics of good cleaning agent, Application of cleaning agent, Types of cleaning agent, cleaning products, Cleaning equipments, Classification and types of equipment with Diagrams, Care and Cleaning of Metals -Brass, Copper, Silver, EPNS, Bronze, Gun Metal, Chromium, Pewter, Stainless Steel, .Types of tarnish, Cleaning agents and methods used.

**Unit 5 : Furniture, Fittings and Carpets-**Types of furniture -(Built-in, Free standing, fitted) Major furniture woods & uses, Care & Maintenance, Wall& Wall Coverings-Types of wallpapers- (sponge able, washable, anaglyptic, wood chip, wood grain, Flock, Wood Panelling, Glass wall Covering, Metal wall Covering, leather (hid) Wall Covering), Selection, Care & Uses Advantages & disadvantages, Floor & Floor Covering- Composition Types Uses, Care, Advantages & Disadvantages, Carpet-Types of Carpet woven -(wilton, Ax Minster, Brussels & Cords, Oriental), Non -Woven - (Tufted, pile bonded carpets, Needle punched Carpets, Electro statically locked carpets), Uses & Disadvantages Care & Maintenance, Fabric & Fibber- Classification of fibres, Types of Construction Fabrics & commonly used fabrics, Soft furnishing Curtains upholsteries, loose covers, Cushions Bedspreads selection- Care, uses.

**Reference Books:**

1. Sudhir Andrews, Hotel House Keeping Training Manual, Tata Mc Graw Hill Publishers, New Delhi, Edition 2, 2005.
2. Matt A. A Casado, Housekeeping Management
3. Aleta Nitschke, Marget M.M. kappa, Managing Housekeeping operations
4. Robert J. Martin, Professional Management of Housekeeping operations

**HM-104: Principles of Management**

**Course Contents:**

**Unit 1: Introduction to the Concept of Management** Evolution of the Process of Management and its present status, Nature, Definition, Characteristics and Importance of Management, Different Schools of Management: Administrative, Scientific, Behavioural, Open Systems, Contingency, Systems, Theory Z, Mc Kinsey's Seven S, Skills and Roles of Management Professionals

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**Unit 2: Key Functions of Management-I** Planning: Meaning, Concept and Importance; Process and Types of Planning Principles of Planning, Steps of Planning; Decision Making; Management by Objectives Organizing: Meaning and Importance; Organisational Structures and Department Organizing: Delegation and Decentralization; Span of Control; Types of Organisation

**Unit 3: Key Functions of Management-II** Staffing: Nature and Purpose; Process of Staffing; Directing Leading; Motivation; Communication Controlling: Need and importance of Control; Methods of Control Characteristics of Effective Control; Controlling a Tourism organization: Challenges and Strategies

**Unit 4: Management of Tourism, Hospitality and Travel Trade** Tourism & Travel Trade: Characteristics and Unique Features The Art of Managing a Tourism Trade Organization Mega Events: Planning, Managing and Effective Implementation Case Study on Management of GMVN and KMVN

**Reference Books:**

1. Principal and Practice of Management- Shejwalker
2. Essential of management: Kootz and weitrich

**HM-201: Food and Beverage Service**

**Course Content:**

**Unit 1 : Food & Beverage Service-** Introduction, Types of Catering Establishments F & B Service areas in a hotel - Restaurant, Coffee Shop, Room Service, Bars, Banquets, Discotheques, Still Room, Grill Room, Snack Bar, executive lounges, business centre & Night Clubs.

**Unit 2: F & B Service Equipment** - Usage of Equipment, criteria for selection, requirements, quantity and types Furniture, Linen, Chinaware, Silverware & Glassware, Disposables Special Equipments & Other Equipments - Care and maintenance

**Unit 3: Food & Beverage Service Organization** Job Descriptions & Job Specifications of F& B Service Personnel Attitude & Attributes -Food & Beverage personnel, competencies. Basic Etiquettes for catering staff - Interdepartmental relationship

**Unit 4: Food & Beverage Service Methods** Table Service-Silver/English, Family, American, Butler/French, Russian Self Service-Bufferet & Cafeteria

**Unit 5: Specialized Service-**Guerdon, Tray, Trolley, Lounge, Room, etc., Single Point Service-Take Away Vending, Kiosks, Food Courts & Bars, Automats Food & Beverage Terminology

**Reference Books:**

1. Food & Beverage Service Training Manual - Sudhir Andrews, Tata McGraw Hill
2. Food & Beverage Service - Lillicrap & Cousins, ELBS
3. Modern Restaurant Service - John Fuller, Hutchinson
4. Food & Beverage Service Management-Brian Varghese
5. Introduction F& B Service - Brown, Heppner & Deegan
6. Professional Food & Beverage Service Management -Brian Varghese

**HM-202: Front Office Management**

**Course Contents:**

**Unit 1 : Introduction to Hotel Industry and growth of Hotel Industry in India** - Classification of Hotels- based on location, clientele, size, length of stay, other types of hotels - Heritage Hotel, casino, time- share hotels, Boutique Hotel. Star rating of Hotels- list of famous International chain / group of Hotels.

**Unit 2 : Functions of Front Office department** - Types of rooms - Tariff - Types of plans - Importance of front Office-Layout of front office & different equipments in front Office-Organizational structure - Job description of Front Office staff. Communication within the Front office - Logbook - Information Directory - Handling Mail - Handling Message - Telephone service - Inter - Departmental Communications Guest Service - Guest relations - Complaints Handling - Concierge and Bell Desk - Job Description of concierge - Errand Cards - Baggage Handling- Paging the guest

**Unit 3: Guest Cycle-** Sources of reservation -Modes and Types of reservation-Terms used in reservation- Registration, Pre- registration - Check In procedures, over booking, Procedure for handling over booking, Registration, reception, allotment of room, guest services, check out procedures., Front office Accounting:-Accounts-Guest accounts & Non Guest Accounts-Folios-Vouchers-Ledgers-Credit monitoring Procedures-Accounts Maintenance-Foreign Currency Encashment Procedures-Internal Control-Night Auditing, Meaning, Purpose, Procedures- check out types and Methods of settlement.

**Unit 4: Budgeting and Yield Management** -planning ,Capital & operations budget for front office , Refining budgets, budgetary control, Forecasting room revenue , Advantages & Disadvantages of budgeting , 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, Yield management team

**Unit 5: Evaluation of Front Office Operation-** Planning & Evaluating Front Office Operations- Setting Room Rates (Details/Calculations thereof), - Hubbart Formula, market condition approach & Thumb Rule - Types of discounted rates - corporate, rack etc., Forecasting techniques, Forecasting Room availability, Useful forecasting data - % of walking, % of overstay, % of under stay, Forecast formula, Types of forecast, Sample forecast forms, Factors for evaluating front office operations

**Reference Books:**

1. Hotel Front Office Operations and Management, Jatashankar R Tewari (2009) Oxford University Press, New Delhi

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2. Hotel Front Office Management James A. Bardi (2002) Wiley.
3. Hotel Front office Training manual – Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
4. Managing Front Office Operations - Michael L. Kasavana and Richard M. Brooks (2005) Educational Institute of American Hotel & Lodging Association.
5. Front Office: Procedures, Social Skills, and Management - Abbott P. and Lewry S. (1991), Butterworth Heinemann.

### HM-203: Accounting and Finance for Hospitality

**Course Content:**

**Unit – 1: Introduction to Accounting-** Accounting: Meaning, Definition, Objective & Scope, Basic terms in Accounting, Accounting principles, Branches of Accounting, Uses of Accounting, Limitation of Accounting, Concept & Conventions: Accounting Vs Accountancy; Functions of accountant in Modern Times, Practical System of Book-Keeping - Cash Book, Types of Cash Book, Single Column, Double Column, The Double Entry System.

**Unit – 2: Subsidiary Books Of Accounts - Journal-** Debit & Credit, Rules of Debit & Credit, Method of Journalising, Ledger- Meaning of Ledger, Utility of Ledger, Posting of Entries, Petty Cash Book, Trial Balance: Meaning, Objective and Preparation of Trial Balance, Errors and Rectification of Errors, Profit and Loss Account, Preparation of Balance Sheet

**Unit – 3: Financial Accounting-** Meaning, Need, Objective, Concept and Function of Finance and Finance Management, Statement of Changes in Financial Position, Fund Flow Analysis, Financial Statement Analysis; Ratio Analysis, Analysis of Risk and Uncertainty.

**Unit – 4: Financial Planning-** Sources of Finance; Meaning and Steps of Financial Planning, Over and Under-Capitalization Theories, Theory and Planning of Working Capital Management, Meaning and Importance of Capital Budgeting, Rationale for Capital Expenditure, Evaluation Techniques- PBP, BCR, NPV, IRR; Dividend.

**Reference:**

1. Singhal A.K. and Ghosh Roy. H.J. **Accounting for Managers**, JBC Publishers and Distributors, New Delhi.
2. Pandey, I.M. **Management Accounting**, Vikas Publishing House, New Delhi.
3. Horngren, Sundem and Stratton, **Introduction to Management Accounting**, Pearson Education, New Delhi.
4. Anthony R.N. and Reece J.S. **Management Accounting Principles**. Homewood, Illinois, Richard D.Irwin, 1995.
5. Hansen & Mowen, **Cost Management**, Thomson Learning
6. **General Accounting For Hotel Management** – B.S.Raman, United Publishers, Mangalore.
7. **Basic Accountancy** – A.Gupta – Sultan Chand & Co.Publishers, New Delhi.

### HM-204: Human Resource Management

**Course Content:**

**Unit 1: The Foundation and Challenges Of HRM-** HRM: Definition, Role, Significance and Challenges, HRD: Meaning and Importance; Differences between HRM and HRD, HRM in Tourism Industry in India: Travel Agencies, Tour Operations and Hotels, Organizational Structure of HR Department in Tourism Industry with the help of Case Studies.

**Unit 2: Human Resource Planning-** Human Resource Planning: Meaning, Nature and Needs of Human Resource Planning, Planning Process, Recruitment and Selection, Training and Development, Job Evaluation: Concept, Scope, Limitation and Methods, Job Analysis and Job Description.

**Unit 3: Introduction to Organisational Behaviour-** Human Resource Motivation: Techniques and Importance, Theories of Motivation, Employee Welfare and Compensation Management, Employee Discipline and Grievance Handling.

**Unit 4: Human Resource Accounting and Information Systems-** Human Resource Accounting and Audit, Human Resource Policies, Human Resource Records and Information Systems, Emerging Issues and Trends in HRM

**Reference:**

1. Edwin B. Flippo Personnel Management
2. C.B. Memoria Personnel Management
3. Tripathi Personnel Management

### HM-301: FOOD AND BEVERAGE MANAGEMENT

**Course Content:**

**Unit- 1 F&B Control – Overview-**Introduction, Objectives of F&B Control, Problems in F&B Control, Methodology of F&B Control, Personnel Management in F&B Control. **COST & SALES CONCEPTS-**Definition of Cost, Elements of Cost, Classification of Cost, Sales defined, Ways of expressing sales concepts. Cost/Volume/Profit Relationships (Break-even analysis).

**Unit - 2 Food Control-**Food Purchasing Control, Food Receiving Control, Food Storing and Issuing Control, Food Production Control, Food Cost Control, Food Sales Control, Standard Yield, Standard Portion Sizes, Standard Recipes **BEVERAGE CONTROL-**Beverage Purchasing Control, Beverage Receiving Control, Beverage Storing and Issuing Control, Beverage Production Control, Beverage Cost Control, Beverage Sales Control.

**Unit - 3 Labour Control -** Labour cost considerations, Organizational plan, Job analysis, Forecasting and scheduling of Personnel, Standards of Performance, and Payroll Analysis. **Frauds In F&B Control-**Frauds in Purchasing, Receiving, Storing, Issuing, Preparing and Selling Stages of F&B Control, Prevention of Frauds. **Inventory Control-**Importance,

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objectives, methods, levels & technique, perpetual inventory, monthly inventory, pricing of commodity, comparison of physical and perpetual inventory.

**Unit - 4 F&B Management - Overview**-Introduction, Objectives of F&B Management, Responsibilities of F&B Management, Constraints to F&B Management. **Menu Management**-Introduction, Types of Menu, Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In-House Marketing Tool. **Material Management**- Introduction, concepts.

**Unit- 5 F&B Management In Fast-Food And Popular Catering**- Introduction, Basic Policies -financial, marketing and catering, Control & Performance Measurement. **F&B Management In Hotels And Quality Restaurants**- Introduction, Basic Policies -financial, marketing and catering, Control & Performance Measurement. **F&B Management In Function Catering**- Introduction, Basic Policies -financial, marketing and catering, Control & Performance Measurement. **F&B Management in Industrial/Institutional Catering**- Introduction, Basic Policies -financial, marketing and catering, Control & Performance Measurement.

**Reference Books:**

1. Food & Beverage Management, Bernard Davis & Sally Stone, Published by: Butterworth-Heinemann Ltd. UK
2. Food & Beverage Control, Richard Kotas and Bernard Davis, Published by: International Text book Company Limited, Glassgow.
3. Principles of Food, Beverage, and labour Cost Control, Paul R. Dittmer, Published by: John Wiley & Sons INC
4. Food & Beverage Operation - Cost Control & Systems Management, Charles Levinson, Prentice Hall

**HM-302: BAKERY & CONFECTIONARY**

**Course Content:**

**UNIT - 1 Historical Back ground of Baking** and Introduction to Large, Small Baking Equipments and Tools - Structure of Wheat - Types of Flour, Composition of Flour, W A P of Flour - Milling of Wheat, Difference between Semolina, Whole wheat flour and Refined flour -Flour Testing

**UNIT - 2 Basic Pastries** - Short Crust - Puff and Flaky (laminated) - Choux - Suet, Bread Making Ingredients, Methods, Improvers, Process, Fault and remedies - Variety of Yeast Dough Products- Lean yeast Breads, Rich Yeast Breads, Quick Breads and Artisan Breads

**UNIT - 3 Cake Making** Ingredients, Methods, Improvers, Process, Fault and remedies - Variety of Cakes - Rich, Lean, High ratio, Low ratio cakes ,Specialty cakes, Gateaux - Introduction to Chocolate ,making of chocolate and Basic chocolate works.

**UNIT - 4 Introduction to Icings** and its varieties, Marzipan, Nougat and Pastillage- Sugar works and decorative works with sugar.

**UNIT - 5 Cookies**, Ingredients Mixing methods, Types and Process - Frozen desserts, Custards, Bavarois, Mousse, Soufflé and Puddings.

**Reference:**

1. Basic Baking - S.C. Dubey, Society of Indian Bakers, New Delhi.
2. Professional Baking - Wayne Gisslen, Wiley&Sons, New Delhi
3. Baking Fundamentals - The American Culinary Federation.

**HM-303 Introduction to Marketing**

**Course Content:**

**Unit 01: Introduction to Marketing**- Nature importance and core concept of Marketing, Different Orientation towards market place and Marketing Philosophies (Product Oriented, Market Oriented and Societal), Marketing management process

**Unit 02: Marketing Analysis and Research**- Service marketing - unique features & challenges, Applicability of Marketing principles with special reference to Travel and Hospitality industry, Marketing Information System and Market Research, Measuring / Fore casting Market Demand, Analysis of Consumer's Buying Behaviour, Concept of Market Segmentation and Market Targeting.

**Unit 03: Designing Marketing Strategies** - Marketing Mix: Design and Development, Competitive Differentiation and Product Positioning, New and Innovative Product Development Strategies, Concept of PLC and related Strategies

**Unit 04: Planning and Controlling Marketing Programs**- Product Strategies - Product Levels, Product Issues, Brand Decisions, Pricing Strategies - Pricing Product, Considerations and Approaches, Distribution Channel Strategies - Nature and Importance of Distribution Systems; Channel design decisions, Channel Management Decisions, Sales Promotion - Selecting, Developing, Implementing and Monitoring Sales Promotion Strategies

**Reference Books:**

1. Services marketing - Zeital Valerire - A and Mary Jo Baiter publisher Megraw Hill companies
2. Kotler Philip, Marketing Management: Analysis, planning, implementation and control, Prentice Hall of India, New Delhi
3. Kotler Philip and Armstrong, Gary, Principles of Marketing; Prentice Hall of India
4. Saxena, Rajan, Marketing Management; Tata McGraw Hill, New Delhi
5. Staton, Willian et al. Fundamentals of Marketing; McGraw Hill International Edition
6. Wilson, Richard and Gilligan Colin, Strategic Marketing Management-Planning, Implementation and Control; Viva Books Pvt. Ltd. New Delhi
7. Marketing Management; V. S. Ramakumari MAC MILLAN India Ltd.

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A. S. Dandekar  
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8. Hospitality Marketing, Wearne, Neil, Global Books & Subscription Services.
9. Marketing & Sales Strategies for Hotels and Travel Trade, Dr. Jagmohan Negi, S. Chand & Co.
10. Marketing for Hospitality & Tourism, Kotler Philip, Pearson Education Asia.

#### HM-304 Research Methodology

##### Course Content:

**Unit 1: Introduction to Research-** Research: Meaning, Types, Scope and Significance, Guiding Principles in Selection of Research Problem; Research Objectives and Approaches, Research Process and Criteria of Good Research; Research Method vis a vis Methodology, Research Design – Meaning, Need, Typologies and Key Components .

**Unit 2: Data Collection, Survey and Sampling-** Data: Meaning, Nature, Types and Sources; Methods of Collecting Secondary Data, Surveys – Definition, Purpose and Scope; Survey Techniques and their Limitations, Questionnaires and Schedules – Definition and Differentiation; Types of Questionnaires; Salient Features of an Effective Questionnaire, Sampling and Sample Designs: Concept, Purpose and Types; Criteria for Selecting appropriate sampling Procedure.

**Unit 03: Data Analysis – Tools and Techniques-** Frequency Distribution: Meaning; Problems and Considerations in constructing numerical frequency distributions, Measures of Central Tendency and variation; Correction and Regression analysis, Probability and Probability Distributions: Probability: Meaning; Definition; Sample space and sample points, Conditional Probability; Bayes Theorem and probability on large samples space.

**Unit 04: Hypothesis Testing-** Hypothesis Testing; Basic concepts concerning Hypothesis Testing; Procedure and flow diagram for Hypothesis Testing; Test of Significance, Parametric and Non-Parametric Testing, F Test and Chi-Square Test.

##### Reference Books:

1. Panneerselvam, R., RESEARCH METHODOLOGY, *Prentice hall of India, New Delhi, 2004.*
2. Kothari CR, RESEARCH METHODOLOGY-METHODS AND TECHNIQUES, *New Wiley Eastern Ltd., Delhi, 2009.*

#### HM-401: Bar Management

##### Course Content:

**Unit 1: Bar and Bar Operation:** Introduction, definition, A brief history of bars and alcoholic beverages , Development of bars, Modern Bar design, layout and location, Ownership types – pubs and bars, Legal aspects affecting beverage businesses, Roles of the bartender, Job description .

**Unit 2: Bar and Service Equipment -** , Bar area – large equipment, Bar area – small equipment and utensils, Glassware, Food service equipment , Techniques of Mixology Garnish, Preparation Classic and Contemporary Cocktails

**Unit 3: Serving Alcoholic and Non-Alcoholic Beverages -** Beverage service procedures , Responsible service of alcohol , Beverage service and the law ,The Principles and Practice of Bar and Beverage Management, Management responsibilities in beverage staff training , Preventing guest intoxication and identifying over-consumption , Alcoholic bar provisions- beer, whiskey, rum, gin, brandy, wines, types of wines, Non-alcoholic bar provisions- water, mineral water, aerated water, bitters, juices, syrups, and cordials

**Unit 4: Customer care and Payment-** Customer care- ,Creating first impressions , Handling Cash and Payments in Bars- Payment systems used in the bar , Procedures and controls for receiving payments in the bar, Cash counting, floats and cash drawers , Fraudulent and dishonest activities

**Unit 5: Beverage Control Systems-**Introduction, Managing costs and revenue to make profits, Policies for pricing, Stock control, Receiving, checking, storing and issuing controls, System of bar books, Cellar management, Control of possible losses in the bar, Controls for beverage production, Point-of-sale systems for stock and beverage control.

##### Reference Books:

1. Bar management and control: Dr. BK Chakravarti
2. Managing Bar Operations: Lendal Henry Kotschevar and Mary L. Tanke

#### HM-402 EVENT MANAGEMENT

##### Course Content:

**Unit - 1 Introduction to Event Management -**Categories and Definitions-Needs and Objectives of Event Management- Creativity and implications of Events- Organization Structure of Event Management -Functions of a Multifaceted Event Management

**Unit - 2 Event Management Planning-**Event Planning-Arranging Chief Guest/Celebrities-Arranging Sponsors-Blue Print of the Function area-Factors affected in Event Management.

**Unit - 3 Different Management in Event-**Back Stage Management and its Importance-Brand Management and its Characteristics-Budget management and its controlling Methods-Leadership management and its authority-Feed Back Management and its measuring tools

**Unit - 4 Basic Qualities of Event management Person-** Social and Business Etiquette-Speaking Skills and Team Spirit - Stage Decoration -Time Management – Selecting a Location.

**Unit - 5 Various Event Activities-** Concept Exhibition - Space Planning – ITPO - Sports Planning- Tourism events and Leisure Events

##### Reference Books:

1. Anton Shone, Successful Event Management, Cengage Learning Business Press, Edition 2, 2004.
2. Julia Tum, Management of Event Operations, Atlantic Publishing Company, Second Edition -2007

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 Dr. Anil Kumar

### HM-403: FACILITY PLANNING

#### Course Content:

**Unit - 1 Introduction:** The role of facilities in the hospitality industry, cost associated with hospitality facilities, the cost of development and construction, cost of operation, cost of renovation and modernization, impact of facility design on facility management, components, layouts and materials, methods and types of construction, paints and varnishes.

**Unit - 2 Managing Maintenance :** systems, types of maintenance, maintenance management **Water And Waste Water Systems:** water usage in the lodging industry, water systems, water quality, water heating, swimming pool water systems, water conservation **Energy Management:** background, energy pricing, energy cost control and building systems, reducing guest room energy costs, reducing food and beverage production and service energy costs, reducing boiler and chilling energy costs, energy management and conservation systems.

**Unit - 3 Electrical Systems:** fuses and circuit breakers, distribution panels and wiring, electric Motors, controls and drive elements, electronic equipment, reading electrical utility meters, Checking the bill for electrical energy, ac and dc system of supply, power in ac single and three phase **Heating, Ventilation and Air Conditioning Systems:** guest room HVAC system, types, centralized systems, decentralized systems, guestroom HVAC maintenance, Refrigeration cycle, cooling systems operations and maintenance, factors influencing building comfort.

**Unit - 4 Lighting Systems:** basic definitions, light sources, natural lights, artificial light, lighting system design, design factors, lighting system maintenance, cleaning fixtures and lamps, replacing lamps, effects of maintenance on light outputs.

**Unit - 5 Safety and Security Systems:** safety and the hospitality industry, fire safety, fire Prevention, fire detection, fire notification, fire suppression, and fire control. **Basic Fuels:** types, calorific value, definition, comparison, cost calculation

#### Reference Books:

1. Hospitality Facilities management and Design, David M. Stipanuk, Harold Roffmann Publisher: Educational Institute, AHMA
2. How things work-The Universal Encyclopedia of Machines, Volume 1 & 2
3. The Management of Maintenance and Engineering Systems in the Hospitality Industry, Frank D. Borsenik & Alan T. Stutts, Publisher: John Wiley & Sons Inc. NY
4. Air Conditioning Engineering, W.P.Jones, Publisher: English Language Book Society / Edward Arnold
5. Building Construction, Sushil Kumar, Standard Publishers & Distributors, Delhi

### HM-404: Project Work

Keeping in view the diverse nature of tourism & hospitality industry & its long- term implications on the economy, society, culture & environment, It is mandatory to do some project work so as to sharpen the research skills, develop a practical understanding of the Hospitality system, attain some field experience etc.

Students are required to prepare a project on a topic of their choice approved from Faculty from Institute/Head of Department (Front Office/ Food & Beverages/ Food Production/ Accommodation Operation) Computer Typed (Times New Roman) compiled & Hard bound copy (Two print Copies) and One soft copy in C.D.

#### The Project should include:-

- The First page should include Name of The Institute / University, Project undertaken, Roll Number & Name.
- Certificate by Candidate of genuine work.
- Acknowledgement.
- Certificate of approval.
- Introduction to the topic.
- Problem Definition
  - Need of study
  - Problem Definition
  - Research objective
  - List of Information
- Research Methodology
  - Research design
  - Source of data
  - Instrumentation of data collection
  - Sampling Design
- Analysis, Findings & Interpretation.
- Suggestions & Recommendations.
- Conclusion or Silent Findings
- Limitation
- Bibliography
- Annexure

#### Selecting A Topic:-

Selecting a topic is the first issue. About the only thing you will be sure of should be that do you want to write on a subject that directly relates to Hotels or is associated with tourism. A lot of thinking & creativity is required at planning stage.

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NEW YORK

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The purpose of project for you is to:

- Learn about various hospitality issues.
- Learn how to evaluate the potential.
- Improve organizing & managerial skills.

**Sample themes of Research are:-**


Various topics can be selected suggested themes are-

- Surveying of Guest Behavior
- Surveying of Environment Conservation
- Surveying of Negative impacts of System
- Segmentation of Guest staying in unit.
- Profiling of Tourists/ Guests
- Comparative analysis of Tariff Strategies.
- Linkages amongst various constituents of Hospitality industry
- HRD- Policies of Unit/ Chain
- Cost Control in Housekeeping/ Kitchen
- Safety & Security Issues- Case studies

The above mentioned are simply few suggested topics. The candidates are free to select a topic of their choice with due consultation with the faculty member who is mentoring the candidate in the Institute.

**Evaluation of Project:**

Project submitted by student shall be evaluated by one external evaluator and viva-voce shall be conducted. The total marks for the evaluation is 50 will be divided as 30 Marks (External Evaluation) and 20Marks (Viva-Voce). Vive-voce examination will be jointly conducted by one internal and one external examiner.

  
कुल सचिव  
समाख्येय विश्व विद्यालय  
राजस्थान

