

ORDINANCE AND COURSE CURRICULUM FOR
MHMCT (MASTER OF HOTEL MANAGEMENT & CATERING TECHNOLOGY)
TWO YEAR PROGRAMME
2015 Onwards



**INSTITUTE OF HOTEL & TOURISM
MANAGEMENT MAHARSHI DAYANAND
UNIVERSITY – ROHTAK HARYANA INDIA 124001**

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ORDINANCE

TWO YEAR MASTER DEGREE PROGRAMMES IN HOTEL AND TOURISM MANAGEMENT (MHMCT/MTTM)

Maharshi Dayanand University is running the following regular programmes leading to the award of Master's Degree in Hotel & Tourism Management under the aegis of Faculty of Management Sciences:

- (i) Two Year Master of Hotel Management & Catering Technology(MHMCT);
- (ii) Two Year Master of Tourism & Travel Management (MTTM);

A. ADMISSION AND ELIGIBILITY

1. The duration of Master of Hotel Management & Catering Technology (MHMCT) and Master of Tourism & Travel Management (MTTM) shall be of two academic years. Each year shall be divided into two semesters.

A candidate shall have to pass all the four semester examinations within a maximum period of five years of his/her admission to the first semester of 2-Year Hotel / Tourism Management Programme failing which he/she will be deemed to be unfit for the programme. However, a candidate, who having passed the second semester examination discontinues his/her studies, for legitimate and justified reasons may be permitted to join third semester within three years of his/her passing the second semester examination.

2. The minimum qualifications for admissions to the first semester of each of the programme shall be as under: -

Bachelor or Master's Degree in any discipline with not less than 45% marks in the aggregate (minimum pass marks in case of SC/ST candidates) of this university or any other examination recognized as equivalent thereto by this university

3. The first semester to fourth semester examination shall be open to regular student who:
 - a) Bears a good moral character.
 - b) Has been on the rolls of the Institute during the semester;
 - c) Has attended not less than 75% of lectures delivered in theory and practical.
 - d) The candidate may be promoted to the next semester automatically unless detained from examination on any genuine grounds.

B. EXAMINATION

4. Every candidate shall be examined in the subject(s) as laid down in the Scheme of Examinations/Syllabi prescribed by the Academic Council from time to time.
5. The external examiner will set the question papers as per the criteria laid down in the Scheme of Examination for the programme.

6. The medium of instruction and examination shall be English.
7. The last date of receipt of admission forms and fees shall be fixed by the Vice-Chancellor.
8. The amount of examination fee to be paid by a candidate for each semester shall be as per the decision of the University from time to time.
9. The Examination for the first and the third semesters shall ordinarily be held in the month of December/January and for the second and the fourth semesters in the month of May/June or on such dates as may be fixed by the Vice-Chancellor.

All supplementary examinations will be held for re-appear/failed candidates along with regular semester examinations.

10. The Director/Principal of the Institute/College shall forward, a list of the eligible students who have satisfied the requirements of rules for appearing in the Examinations to the Controller of Examinations, as per the schedule of examinations of the University.
- 11.a) As soon as possible, after the termination of the examination the Controller of Examinations shall publish a list of candidates who have passed the Semesters Examination.
- b) Each successful candidate shall receive a copy of the detailed marks card on having passed the Semester Examinations.
12. The list of successful candidates after the fourth semester examinations shall be arranged in three divisions on the basis of the aggregate marks obtained in the first, second, third and fourth semester examinations taken together, and the division obtained by the candidate will be stated in his/her degree as under:
 - a) Those who obtain 40% marks but less than 50% marks - THIRD DIVISION
 - b) Those who obtain 50% marks but less than 60% marks – SECOND DIVISION;
 - c) Those who obtain 60% or more marks – FIRST DIVISION;
 - d) Those who pass all the four semester examinations at the first attempt obtaining 75% or more marks in the aggregate shall be declared to have passed with – DISTINCTION.

C. EVALUATION

- 13 a) The Director/Principal of the concerned Institute/College shall forward the Internal Assessment marks awarded to the students to the Controller of Examinations, which shall be awarded as per the following criteria :

i)	Seminar presentation, class participation, Attendance	10 marks
ii)	Case analysis and presentation	05 marks
iii)	Surprise test(s)	05 marks

- b) The Director/Principal of the Institute/College will preserve the records on the basis of which the, Internal Assessment awards have been prepared for inspection, if needed by the University up to one month from the date of declaration of the semester examination results This record, including the attendance, will be disposed off after one month .
14. a) The internal assessment/training report awards of a candidate who fails in any semester/paper(s) shall be carried forward to the next examination.
- b) Candidate(s) who have not obtained pass marks in the Internal Assessment in any paper(s) will not be allowed to take examination in the said paper(s) in the c o n c e r n e d semester. He/she will, however, be provided a n opportunity to appear before the Committee comprising three faculty members, to be constituted by the Director of the concerned Institute, to re-assess performance of the candidate as per the criteria laid down under Clause 13(a), corresponding to schedule given for supplementary examinations in **clause 9** and the internal assessment given by the Committee shall be final. The candidate will reappear in paper(s) in the next semester if passed.
- c) A candidate who fails to obtain pass marks as specified in clause 18 in training report shall be accorded opportunity to undergo training again and resubmit fresh training report.
- d) A candidate who fails to obtain pass marks (as cited in Clause 18) Comprehensive viva-voce shall have to re-appear before the board of examiners as and when held next time.
15. a) Every student of MHMCT/MTTM shall be required to undergo a Practical training in an industrial organisation approved by the Institute, for Twenty weeks, The students shall be required to undergo training in the various areas of the organisation concerned. The organisation may assign a specific project to the candidate, which will be completed by him/her during the period of training. The work done by the candidate in the training shall be submitted in the form of a training report. The last date for the receipt of training report in the office of the Controller of Examinations shall be one month after the date of completion of training. The Candidate shall be required to submit two copies of his/her Training/Project Report. The Vice-Chancellor on the recommendation of the Director of the Institute may extend the last date of the receipt of the training report, with late fee.
16. a) Training/ Project Report will be evaluated by the external examiner only to be appointed by the P.G.Board of Studies in Hotel & Tourism Management.

- b) The marks obtained by the candidate for the project report shall be taken into account when he appears in any future examination under reappear clause.

17. The Training Report/Project Report, will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report/Project Report may be typed in 1.5 line spacing. But the References/Bibliography should be typed in single space.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper-and submitted to the approved authority.

18. The comprehensive viva-voce shall be conducted by a Board of Examiners to be appointed by the Vice-Chancellor on the recommendation of the PG Board of Studies in Hotel & Tourism Management comprising the following members;-

- a) One Internal Faculty to be nominated by the Director of the concerned Institute;
- b) One External Examiners from the Academic field; and
- c) One Executive from the Industry.

(Two members shall form the quorum.)

19. The practical exam(s) of the courses (wherever specified) shall be conducted by the following Board of Examiners, consisting of two members:

- a) One internal faculty member(to be appointed by the Director of the concerned Institute); and
- b) One external examiner (to be appointed by the Vice-Chancellor on the recommendations of the PG Board of Studies in Hotel & Tourism Management.

20. The minimum percentage of marks to pass the examinations in each semester shall be:-

- a) 40% in each written paper and internal assessment/workshop separately;
- b) 40% in Training Report/Project Report/ Practical and Viva -Voce separately;
- c) 40% in the total of each semester examination.

D. OTHER PROVISIONS

21. There will be no improvement facilities available to Management students. However, grace marks will be allowed as per University rules.
- 22.. Nothing in this Ordinance shall deem to debar the University from amending the Ordinance and the same shall be applicable to all the students whether old or new.
- 23.. Any other provision not contained in the above shall be governed by the rules and regulations framed by the University from time to time.

**CURRICULUM AND SCHEME OF EXAMINATIONS FOR TWO
YEAR MHMCT PROGRAMME FROM THE SESSION 2015-16**

MHMCT - FIRST SEMESTER

Paper	Nomenclature	External	Internal assessment	Practical	Total
15 MHMCT 101	Hospitality & Tourism Business	80	20	-	100
15 MHMCT 102	Front Office-1	80	20	50	150
15 MHMCT 103	F&B S Foundation -I	80	20	50	150
15 MHMCT 104	Accommodation Operation-1	80	20	50	150
15 MHMCT 105	Management Functions in Hospitality & Tourism	80	20	-	100
15 MHMCT 106	Accounting for Hospitality & Tourism	80	20	-	100
15 MHMCT 107	Communication Skills & Personality Development	80	20	50	150
		560	140	200	900

MHMCT - SECOND SEMESTER

Paper	Nomenclature	External	Internal assessment	Practical	Total
15 MHMCT 201	Food Production -1	80	20	50	150
15 MHMCT 202	F&B S Foundation –II	80	20	50	150
15 MHMCT 203	Accommodation Operation-II	80	20	50	150
15MHMCT 204	Entrepreneurship in Hospitality and Tourism	80	20	-	100
15 MHMCT 205	Human Resource Management	80	20	-	100
15 MHMCT 206	Research Methodology	80	20	-	100
15 MHMCT 207	Computer Applications	80	20	50	150
		560	140	200	900

MHMCT - THIRD SEMESTER

Paper	Nomenclature	External	Internal assessment	Practical	Total
15 MHMCT 301	Food Production –II	80	20	50	150
15 MHMCT 302	Front Office-II	80	20	50	150
15 MHMCT 303	F&B Management	80	20	-	100
15 MHMCT 304	Hotel Law	80	20	-	100
15 MHMCT 305	Hospitality & Tourism Economics	80	20	-	100
15 MHMCT 306	Marketing for Hospitality & Tourism	80	20	-	100
15 MHMCT 307	Foreign language - French	80	20	100	200
		560	140	200	900

MHMCT – FOURTH SEMESTER

Paper	Nomenclature	Training Report		Viva Voce		Total
15 MHMCT 401	Training Report & Viva Voce	100				100
	Based on Training in any of the Travel/ Tour Operations/ Tourism / Hospitality Operational Areas/ Presentation on IE & Log Book			100		100
15 MHMCT 402	Project Report & Viva Voce	100			100	200
Total		200		200		400

Sem- IV Shall be for Industrial Exposure Training (20 weeks)

15 MHMCT 101

HOSPITALITY & TOURISM BUSINESS

External: 80

Internal: 20

Unit-I

Tourism, tourists, visitors, excursionists, travelers, resources, attractive, product Market concept. Tourism: Meaning, nature and scope, Tourism: Types, elements and components, Historical development of tourism, Travel motivators & deterrents, Pull and push forces in tourism. Performance of tourism in India at national and International level

Unit - II

Hospitality- Introduction, concept, development over the ages in context of Indian and international hospitality, The Hotel Industry: Organization of Hotels, ownership structure: (Sole Proprietorship, partnership, Franchisees, Management Contract) concept, their advantages and disadvantages. Overview of major Hotel Departments: Success Stories & Case Study of Oberoi Group, Taj Hotels & ITDC

Unit- III

Economic impacts of Tourism, Socio-cultural Impacts of Tourism, Environmental Impacts of Tourism, Emerging concepts: Eco / rural/farm/ green/ wildness/sustainable/special interest tourism

Unit- IV

Transportation: Types and relevance in tourism

Travel Agencies and Tour-Operators: Overview and relevance in tourism

Concept of Tourism Chain; Vertical and Horizontal integration in tourism chain

An overview of hospitality & tourism Education with special reference to India

Suggested Reading:

1. Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
2. Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
3. Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
4. McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
5. Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood Cliffs, N.J., Prentice Hall, 1985
6. Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990
7. Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976
8. Sevlam, M., Tourism Industry in India, Himalaya Publishing House, Bombay, 1989
9. Seth, P.N., Successful Tourism Planning and Management, Cross Section Publications
10. Kaul, R.N., Dynamics of Tourism: A Trilogy, Sterling Publishers, New Delhi II.
11. Peters, M., International Tourism, Hutchinson, London

NOTE :

The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

15 MHMCT 102

Front Office –I

External: 80
Internal: 20
Practical: 50

- Unit- I Introduction to Front Office**
Layout of the front office, Different section of the front office and their Importance, Qualities of Front Office staff.
Organizational set-up of Front office Department in small, medium and large hotels. Job description and Job specification of different front office personnel.
- Unit- II Basic Information for Front Desk Agents**
Different types of rooms. Numbering of rooms and food plan, Basis of charging a guest.
Tariff and tariff fixation, Terms used at Front Desk.
- Unit-III Reservation**
Sources & Modes of Reservation, Types of Reservation, Systems of Reservation
Amendments and cancellations procedures, Group reservation, overbooking.
Modes of Payments- Advantages and Disadvantages
- Unit-IV Registration**
Pre-registration activities, Methods of registration, Room & rates assignment, Handling registration of Foreigners, Room change procedure.
Telephonic etiquettes/ manners, the need for developing the telephone skills
- Practical:**
- Appraisal of Front Office Equipments and Furniture (Rack, counter, Bell Desk)
 - Filling up of Various Performa
 - Welcoming of Guests
 - Telephone Handling
 - Role play:
 - Reservations
 - Arrivals & Departure
 - Luggage handling
 - Message and Mail Handling
 - Paging
 - HMS Training

Suggested Reading::

- Front office management in hotel, Chkravarti B.K., CBS publishers and distributors, 1999.
- Front office: procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
- Bhatnagar S, K., Front Office Management, Frank Brothers & Co.
- Bardi James, Front Office Operations
- Front office, Elsevier publications
- Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.

NOTE : The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

15 MHMCT: 103

Food & Beverage Services Foundation – I

External Marks: 80
Internal Marks: 20
Practical: 50
Time: 3 Hrs

- Unit – 1** **F&B Services:** –Introduction, Importance, Function, Sections Classification of catering establishment- commercial and non commercial Departmental Organization & Staffing – Organization Structure of F&B specifications of different F&B service positions, attributes of F&B personnel
- Unit- 2** **Food & Beverage Service equipments:** Introduction, Classification and features. **Types of food Service Methods:** Table Service- Silver/English, Family, American, Butler/French, Russian, Self Service- Buffet & Cafeteria, Specialized Service- Gueridon, Tray, Trolley, Lounge, Room, etc., Single Point Service- Take Away Vending, Kiosks, Food Courts & Bars (Brief Overview), **Restaurant** – Introduction, types, functioning, order taking and serving food, controlling
- Unit 3** **Menu:** Introduction, Types- Ala Carte & Table D'hote, Menu Planning, considerations and constraints, Menu Terms, Menu Design, Classical French Menu, Table Cheeses: Introduction, Types, Service, Storage
- Unit-4** **Room Service:** Introduction, Cycle of Service, Forms & formats, order taking, breakfast cards, order taking to clearance, Billing Methods , KOTs & BOT's,

Practical:

ACTUAL SERVICE PRACTICAL

- a) English/ Silver Service.
- b) Pre-plated service
- c) Taking the order
- d) Taking restaurant reservations/ Bookings
- e) Receiving & Seating guests.
- f) Setting Room Service tray for different meals
- g) Laying the table covers.
- h) Napkin folding (10 folds)

Suggested Readings:

- Text book of Food & Beverage Service By S.N. Bagchi & Anita Sharma – Aman Publication
- Food & Beverage Service by Anil sagar & Deepak Gaur-A.P.H. Publishing Corporation
- Food & Beverage Service By Vijay Dhawan- Frank Bros. & Co.
- Food & Beverage Service Training Manual By Sudhir Andrews – Tata Mc-Graw Hill Publishing Co. Ltd
- Food & Beverage Service By Dennis Lillicrap – John Cousins
- An Introduction to Food & Beverage Studies by Marzia Magris & Cathy Mccreery- Global Books & Subscription services

NOTE : *The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.*

15 MHMCT – 104

Accommodation Operation – 1

External Marks: 80

Internal Marks: 20

Practical: 50

Time: 3 Hrs

- Unit-1** Introduction: Meaning and definition. Importance of Housekeeping, Responsibility of the Housekeeping department, a career in the Housekeeping department.. Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Role' of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff - skills of a good Housekeeper, Inter departmental Coordination with more emphasis on Front office and the Maintenance department.
- Unit-2** Cleaning Science: Characteristics of a good cleaning agent, PH scale and cleaning agent with their application, Types of cleaning agent, cleaning products (Domestic and Industrial), Cleaning Equipment: Types of Equipment, Operating Principles of Equipment, Characteristics of Good equipment (Mechanical/Manual), Storage, Upkeep, and Maintenance of equipment. Care and Cleaning of Different Surfaces: Metal, Glass, Leather, Rexene, Ceramic, Wood, Wall and floor covering, Stain Removal.
- Unit-3** Cleaning of Public Areas: Cleaning process, Cleaning and upkeep of Public areas, (Lobby, Cloak rooms/ Restaurant/bar/banquet Halls/Administration offices/Lifts and Elevators/Staircase/back areas/Front areas/ Corridor), Pest Control: Types of pests, Control procedures, Safeguarding Assets: Concerns for safety and security in Housekeeping operations, Concept of Safeguarding assets.
- Unit-4** Cleaning of Guest Rooms: Daily cleaning of (Occupied/Departure vacant Under repair VIP rooms, Weekly cleaning/spring cleaning, Evening service, Systems & procedures involved, Forms and Formats, Guest room cleaning - Replenishment of Guest supplies and amenities

Practical

Rooms layout and standard supplies. (Amenities)

Identification of cleaning equipments both manual and Mechanical. Use of different Brushes, brooms, mops, identification of cleaning agents.

Maids Trolley: Set Up, Stocking and usage.

Bed making:

- Identifying of linen.
- Step by step procedure for making bed/ Turn down service.

Cleaning guestrooms (Vacant occupied, departure), placing/ replacing guest supplies and soiled linen.

| Cleaning of different surfaces e.g. windows , tabletops, picture frames under beds, on carpet, metal surfaces, tiles, marble and granite tops.

NOTE : *The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.*

Suggested Readings:

Hotel and Catering Studies – Ursula Jones

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).

Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.

Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.

- House Craft – Valerie Paul
- House Keeping Management - Matt A. Casado; Wiley
- Publications Housekeeping and Front Office – Jones
- Housekeeping Management – Margaret M. Leappa & Aleta Nitschke In House Management by A.K. Bhatiya.
- Key of House Keeping by Dr. Lal
- Commercial Housekeeping & Maintenance – Stanley Thornes
- Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burstein, Publisher :CRC
- Managing Housekeeping Custodial Operation – Edwin B. Feldman
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
- Professional Management of Housekeeping Operations (II Edn.)- Robert J. Martin & Thomas J.A. Jones, Wiley Publications
- Safety and Security for Woman Who Travel By Sheila Swan & Peter Laufer Publisher: Traveler’s Tales
- Security Operations By Robert Mc Crie, Publisher: Butterworth- Heinemann
- The Professional Housekeeper – Tucker Schneider, ; Wiley Publications

15 MHMCT – 105

MANAGEMENT FUNCTIONS IN HOSPITALITY & TOURISM

External Marks: 80
Internal Marks: 20
Time: 3 Hrs

UNIT-1

ROLE OF A MANAGER

Roles and Responsibilities of a Professional Manager
Managerial Skills

Business ethics , Corporate Social Responsibility – Legal, Ethical, economic and Philanthropic Dimensions

UNIT-2

DECISION MAKING AND DIRECTING

- Types of Decisions, Decision Making Models
- Management by Objectives (MBO)
- Managerial Communication – Types , process and
- Barriers Motivation – Concept and Theories
- Delegation and coordination
- Controlling techniques

UNIT-3

ORGANIZATIONAL CLIMATE AND CHANGE

Management of Organizational conflicts

Change – Resistance to change and managing change

UNIT-4

BEHAVIOURAL DYNAMICS

Analyzing Interpersonal Relations

- Leadership – Concept and Theories
- Group Dynamics – Types of groups, reason for formation of groups, and group cohesiveness.

Suggested Reading:

- Harold Koontz & Heinz Weirich: Management, McGraw Hill, Tokyo
- Stonier & Wankel : Management, Prentice Hall India Ltd., New Delhi
- Richard M.Hodgets : Management, Academic Press, New York
- Hampton: Management, McGraw Hill, Tokyo
- Peter F.Drucker : Practice of Management, Pan Books, London

NOTE : *The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.*

15 MHMCT 106

ACCOUNTING FOR HOSPITALITY & TOURISM

External Marks: 80

Internal Marks: 20

Time: 3 Hrs

- I. **Financial Accounting:** Meaning, Need, Objectives, Concepts, Conventions and Assumptions, Branches of Accounting, Internal and External Users of Accounting, Advantages and Limitations of Financial Accounting, Accounting Standards.
- II. **The Double Entry System:** Its Meaning and Scope. The Journal, Cash Book. Ledger. Trial Balance. Trading Account. Profit and Loss Account. Balance Sheet, Entries and Adjustments of different heads in different Books and Accounts, Introduction of Company Accounts.
- III. **Managing Accounting:** Meaning, Functions, Scope, Utility, Limitations and Tools of Management Accounting. Analysis of Financial Statements- Ratios, Comparative and Common Size Statements.
- IV. **Budget and Budgetary Control:** Its Meaning, Uses and Limitations, Budgeting and Profit Planning, Different Types of Budgets and their Preparations, Flexible Budget, Master Budget Zero Based Budgeting.

Suggested Reading:

- Juneja, Chawla & Saksena – Double Entry Book Keeping – Kalyani Publications.
- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House.
- Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.
- R.L. Gupta – Advanced – Sultan Chand & Sons.
- S.N. Maheshwari – Principals of management accounting – XI Edition – Sultan Chand & Sons.
- Khan & Jain, Financial Accounting.

NOTE : *The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.*

15 MHMCT 107

COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT

External Marks: 80
Internal Marks: 20
Practical: 50
Time: 3 Hrs

UNIT – 1 :

Basics Of Communication: Introduction—Meaning and Definition of Communication, Communication Process Models, Importance of Communication, Forms Of Communication, Whole Communication, Communication Network, Formal and Informal Communication, Communication Barriers, Essentials Of Effective Communication .

Modern Forms of Communication: Fax, E-mail and Teleconferences. Practical: 1. Group Discussion on —How to have successful communication|

2. Practical use of modern forms of communication

UNIT – 2

Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language use and misuse, Art of good Conversation, Art of Intelligent Listening

Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place

Etiquettes & Manners : Dinning Etiquettes, Office Etiquettes, Phone Etiquettes

Oral Communication : Dyadic Communication, Meetings, Group Discussion, Seminars and Interviews. **Soft skills and Telephonic Skills.**

Practical: 1. Practice mock interview in classrooms with presentations on self. Self Introduction – highlighting positive and negative traits and dealing with people Face to face.

2. Role Play on various Telephonic Conversations

3. Group Discussion on: —Hospitality as a Career|

UNIT- 3:

Non Verbal Communication: Kinesics, Proxemics, Paralanguage and Physical context, Basic Personality Traits: Physical appearance, gestures, Posture and facial expression and eye contact. **Customer care:** appropriate mannerism, handling customers, nature of complaint, handling objections, responding to a complaint & negotiation, resolving conflict.

Practical: 1. Role Play

2. Oral Presentation on topics like —Personality Traits and Attributes for successful Hospitality Career|

UNIT – 4:

Written Communication: Writing job application letters, Resume writing, writing reference letters and letters of recommendations, interview call letter, Appointment letter and resignation letter. **Hotel and Tourism Terminology** and their phonetic transcription.

Practical: Practice speaking skills in different role-play situations

Suggested Reading:

Murphy and Hildebrandt, (2008) Effective Business Communication, McGraw Hill Education.

Business Correspondence and Report Writing | -Sharma, R.C. and Mohan K. Publisher: Tata Mc Graw Hill 1994

Communications in Tourism & Hospitality- Lynn Van Der Wagen, Publisher: Hospitality Press

Business Communication- K.K.Sinha

Essentials of Business Communication By Marey Ellen Guffey, Publisher: Thompson Press

How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books

Basic Business Communication By Lesikar & Flatley, Publisher Tata Mc Graw Hills

Body Language By Allan Pease, Publisher Sheldon Press Wagen, Lynn Vander, *Communication, Tourism & Hospitality*, Hospitality Press Pvt. Ltd.

Cambridge English Pronouncing Dictionary by Daniel Jones: Cambridge University Press
English Phonetics and Phonology by Peter Roach: Cambridge University Press

NOTE : The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

15 MHMCT -201 **Food & Beverage Production – I**

External Marks: 80
Internal Marks: 20
External Practical: 50
Time : 3 Hrs

Unit- 1 Introduction to cookery and evolution. Aims and objectives of cooking Food. Qualities of Kitchen staff. Kitchen Staff organization-liaison of kitchen with other departments. Duties and attributes of kitchen staff.

Unit- 2 Handling kitchen accidents e.g. burns, cuts, fractures and Heart attack. Fire: Introduction, Types and how to extinguish different types of fire
Various types of fuels used in kitchen. Kitchen equipment- types and selection. Basic food nutrients, their importance and effect of heat on these.

Unit – 3 Ingredients used in cooking-I: Cereals and Grains, Fruits and Vegetables, and Sweetners, Egg, Milk and Milk Products, Salt and Oil & Fat - Types, Purchasing and Storing considerations.

Unit – 4 Pre-preparation techniques of ingredients.
Cooking methods- introduction and types.

Practical:

- Personal hygiene.
- Knowledge of cooking ingredients.

- Knowledge of basic first aid
- Knowledge of equipments.
- Knowledge of Fuels.
- Knowledge of pre-preparation techniques.
- Knowledge of various cooking methods.
- Knowledge of preparation techniques of Cakes.
- Knowledge of preparation techniques of pastries.
- Planning Kitchen for various types of hotels.
- Preparing HACCP documents.
- Preparing Food and Beverage Cost Controlling forms.

Suggested Readings:

- Theory of Cookery by Krishna Arora
- Modern Cookery (Vol. I) by Philip E. Thangam
- Larousee Gastronomique by Paul Hamlyn
- The Book of Ingredients by Jane Grigson
- The professional Chef by Le Rol A. Palsom
- Professional Cooking by Wayne Gisslen
- The complete guide to the art of modern cookery by Escoffier
- Professional cooking by Wayne Glasslen
- Understanding Commercial Baking by Lundberg Donald E. & Kotsehevar

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15 MHMCT -202

Food & Beverage Service Foundation - II

External Marks: 80
Internal Marks: 20
External Practical:
50 Time : 3 Hrs

Unit-1

Bar: Introduction, Types, Layout, Equipments Used, Control Methods & Licenses, Manpower for Bar, Bar Menus.

Unit-2

Non Alcoholic Beverages: Introduction, Types and classification, Tea, Coffee, Others
Alcoholic Beverages: (A brief overview), Wines, Types & Classification, Service & storage

Unit-3

Beers: Introduction, Production, Types and Popular Brands, Indian and International. Service,

Other Fermented & Brewed Beverages: Sake, Cider, Perry, Alcohol Free Wines. (A brief Overview)

Spirits: Introduction to Spirits (Whisky, Brandy, Rum, Vodka, Gin & Tequila), Spirits-Types, Brands Indian and International & Service, Liqueurs: Types, Brands & Service – Popular Brands: Indian and International.

Unit-4

Banquet Operations: Introduction, Organizational Structure, Buffet: Introduction, Types, Equipments Used, menu planning. Types of Function, Booking Procedure, Seating Arrangements.

Practical

- 01 Service of Alcoholic Beverages: - Wines, Spirits.
- 02 Opening & closing of wines corks (Champagne, Red & White wines)
03. Service of Spirits & Liqueurs
04. Bar setup and operations
05. Cocktail Mocktail Preparation, presentation and service
06. Conducting Briefing/De-Briefing for F & B outlets
07. Service of Beer, Sake and Other Fermented & Brewed Beverages.
08. Service of Sparkling, Aromatized, Fortified, Still Wines.
09. Set up a table with Prepared Menu with wines

Suggested Reading:

- Food & Beverage Service - Dennis R. Lillcrap. & John .A. Cousins. Publisher: ELBS
- Food & Beverage Service Management- Brian Varghese
- Food & Beverage Service Training Manual - Sudhir Andrews, Tata McGraw Hill. Food & Beverage Service Lillcrap & Cousins, ELBS
- Introduction F& B Service- Brown, Heppner & Deegan
- Menu Planning- Jaks Kivela, Hospitality Press
- Modern Restaurant Service – John Fuller, Hutchinson
- Professional Food & Beverage Service Management -Brian Varghese
- The Restaurant (From Concept to Operation)
- The Waiter Handbook By Gram Brown, Publisher: Global Books & Subscription Services New Delhi

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15 MHMCT -203 Accommodation Operation-II

External Marks: 80
Internal Marks: 20
External Practical: 50

Unit-1

Housekeeping Supervision: Importance of inspection, Check-list for inspection, typical areas usually neglected where special attention is required, Self-supervision techniques for cleaning staff, Degree of discretion / delegation to cleaning staff.

Unit-2

Linen/Uniform Tailor Room: Layout, Types of Linen, sizes and Linen exchange procedure, Selection of linen, Storage Facilities and conditions, Par stock: Factors affecting par stock, calculation of par stock, Discard Management, Linen Inventory system, Uniform designing: Importance, types, characteristics, selection, par stock

Unit-3

Interior Decoration:- Importance, Definition & Types, Classification, Principles of Design: Harmony, Rhythm, Balance, Proportion, Emphasis, Elements of Design: Line, Form, Colors, Texture. Colours: Color Wheel, Importance & Characteristics, Classification of colors, Color Schemes. Floor Coverings & Finishing, Ceilings & their Maintenance, Wall Coverings, Windows, Lighting: Classification, Types & Importance, Applications, Furniture Arrangements: Principles, Types of joints, Selection.

Unit-4

Laundry Management: In-house Laundry vis contract Laundry: merits & demerits, Layout, Laundry Flow process, Equipment (Washing machine, Hydro extractor, Tumbler, Calendar/Flat work Iron, Hot head/Steam press, Cooler press, Pressing tables), Stains and Stain removal, Laundry detergents,

Practical:

1. Laundry equipment handling
2. Laundry operations
3. Handling different types of fabrics in manual & mechanical laundry
4. Special decorations
5. Stain Removal: Different types of stains to be removed by hand using different chemicals.
6. Flower Arrangements

Suggested Reading:

Accommodation & Cleaning Services, Vol. I & II, David, Allen, Hutchinson

Hotel and Catering Studies – Ursula Jones

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).

Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.

House Craft – Valerie Paul

House Keeping Management by Dr. D.K. Agarwal .

House Keeping Management for Hotels, Rosemary Hurst, Heinemann

- Housekeeping and Front Office – Jones
- Housekeeping Management – Margaret M. Leappa & Aleta
- Nitschke In House Management by A.K. Bhatiya.
- Key of House Keeping by Dr. Lal Commercial
- Housekeeping & Maintenance – Stanley Thornes
- Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.
Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burstein, Publisher :CRC
- Managing Housekeeping Custodial Operation – Edwin B. Feldman
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
- Professional Management of Housekeeping Operations (II Edn.)- Robert J. Martin & Thomas J.A. Jones
Safety and Security for Woman Who Travel By Sheila Swan & Peter Laufer
Publisher: Traveler's Tales
Security Operations By Robert Mc Crie, Publisher: Butterworth- Heinemann
The Professional Housekeeper – Tucker Schneider, Publisher: VNR.

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15 MHMCT -204

Entrepreneurship in Hospitality & Tourism

External Marks: 80
Internal Marks: 20
Time : 3 Hrs

Unit I: Nature of Entrepreneurship and Small Business: The emergence of Small Business, Seeking Entrepreneurial Opportunities, Start-up and Buy-out Opportunities, Franchising Opportunities, Family Business Opportunities.

Unit II: Developing the New Venture Business Plan: The role of Business Plan for a New Venture, Creating a Competitive Advantage, Market Analysis and Formulating Marketing Plans, Selecting Management Team and Form of Organization, Location and Physical facilities, Accounting Statements and Financial Requirement, Sources of Finance.

Unit III: Small Business Marketing: Consumer Behaviour and Product Strategy, Pricing and Credit Strategies Promotion, Personal Selling, Advertising and Sales Promotion, Distribution Channels and Global Markets.

Unit IV: Managing Small Business Operation Professional Management in Growing Firm, Managing Human Resource, Quality Management and the Operation Process, Purchasing and Computer-based Inventory Management.

Suggested Readings:

1. Siropolis, N.C., Entrepreneurship and Small Business Management, 1998.
2. Saini, J.S., Entrepreneurship Development: Programmes, and Practices, 1998.
3. Singh, Daleep, Effective Managerial Leadership, 1995.
4. Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998.
5. Diwan, P., Environment Management Law and Administration, 1998.

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15 MHMCT -205

Human Resource Management

External Marks: 80
Internal Marks:
20 Time : 3 Hrs

Unit-I

HRD concept, objective, need and importance. HRD Philosophy and approaches: Mechanical, Paternalism and social approaches and their applicability in tourism Industry. Constraints of HRD

Unit- II

Acquisition of Human Resources; Tourism Manpower planning; Job analysis; Recruitment and Selection procedures; Employee training and executive development; Placement and orientation of new employee; Transfer and promotion.

Unit- III

Performance Appraisal; career planning; Maintenance of Human Resource compensation; wage and salary administration, CTC (Cost to company) concepts and implications

Unit- IV

Personnel welfare and working conditions, Employee retention and strategies, HRD in public and private sectors of Tourism in India; Assessment, identification of issues & problems, Grievance Handling System

Suggested Reading:

1. Human Resource Development & Management in The Hotel Industry- S.K. Bhatia, Nirmal Singh
2. Principles and Techniques of Personnel Management Human Resource Management- Dr. Jagmohan Negi
3. Human Resource Development Practice in Travel and Tourism- S.C. Bagri
4. Human Resources Management : VSP Rao

NOTE : *The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.*

15 MHMCT -206 Research Methodology

External Marks: 80
Internal Marks: 20

Unit-I

Research: meaning, characteristics, types and relevance of research; trend and challenges with special reference to tourism and hotel business. Research process. Identification and formulation of research problem. **Research methodology:** meaning and procedural guidelines. **Literature review** – Meaning, Importance and sources of literature

Unit-II

Research design- Meaning of research design; need for research design; features of a good Research design; different research designs. **Sampling design:** the concept of sampling; Aims of sampling, census versus sample survey; steps in sampling design; characteristics of a good sample design; criteria for selecting a sampling procedure; sampling techniques/methods: probability sampling and non-probability sampling.

Unit-III

Measurement and scaling techniques- Measurement in research; sources of Error in measurement; test of sound measurement; technique of developing measurement tools; measurement scales; meaning of scaling; bases of scales- classification, importance; scaling techniques-rating and ranking; types of scales. **Collection of Data-** nature, sources of data; methods of data collection.

Unit-IV

Processing of data: Classification and Tabulation, Interpretation of data **Report writing-** meaning functions; types of research report; significance of report writing report.

Suggested Reading:

1. Research Methodology (Pearson Publication) by Ranjit Kumar
2. Management Research Methodology (Pearson Publication) by Krishnaswamy, Sivakumar & Mathirajan
3. Business Research Methods (Tata McGraw Hill Publication) by Cooper & Schindler
4. Research Methodology (New Age Publishers) by C.R. Kothari
5. Methods in Social Research (Surjeet Publications) by William J. Goode & Paul K. Hatt

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15 MHMCT -207 Computer Applications

External Marks: 80
Internal Marks: 20
Practical: 50

Unit I

Introduction to Computers

Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotel.

Unit II

Introduction to Computer Hardware

Components of Computers-Hardware: Hardware elements - input, storage, processing & output devices. Block diagram of computer,

Unit II

Introduction to Computer Software's & MIS

Types of Software, System Software, Application Software, Utility Software's, Use of MS-Office: Basics of MS-Word. MS-Excel and MS-Power Point, Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS.

Unit IV

Introduction to Internet & E-Commerce

Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing).Benefits, Hardware and Software requirements, Web Browser, Search Engines, E-Commerce, Concept, framework, advantages, applications, basic infrastructure requirement, E-commerce categories.

Practical: In ref to Theory Syllabus

Suggested Readings:

Leon & Leon, Introduction to Computers, Vikas Publishing House, New Delhi.

June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
Comer 4e, Computer networks and Internet, Pearson Education

White, Data Communications & Computer Network, Thomson Learning,
Bombay. Hanson & Kalyanam, Internet Marketing & e-commerce, Thomson
Learning, Bombay

Bharat Bhasker, Electronic Commerce, TMH, N Delhi

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15 MHMCT 301 Food Production –II

External Marks: 80
Internal Marks: 20
Practical: 50

Unit- 1 Stocks, Soups and Sauces – Introduction, classification, important considerations and recipes.

Unit- 2 Fish, Poultry, lamb/Mutton, Beef and Pork- Introduction, cuts, selection points.

Unit- 3 Bakery- Introduction, and importance of baking ingredients. Cake – Cake making methods, Cake Faults- reason for faults

Unit – 4 Pastry – Pastry making methods, Pastry Faults- reason for faults

Cuisine: Concept. **Indian & French Cuisine:** Introduction, main ingredients used and special features.

Practical:

- Personal hygiene.
- Knowledge of cooking ingredients.
- Knowledge of basic first aid
- F&B production terminology
- Knowledge of equipments.
- Knowledge of Fuels.
- Knowledge of preparation techniques.
- Knowledge of various cooking methods
- Knowledge of Types, Selection criterion, Nutritional value, and Cuts of Fish, Lamb/Mutton, Pork, and Beef/Veal.
- Preparation of Stocks.
- Preparation of Soups.
- Preparation of Sauces.
- Knowledge of preparation techniques of Cakes.
- Knowledge of preparation techniques of pastries.

Suggested Reading:

- Theory of Cookery by Krishna Arora
- Modern Cookery (Vol. I) by Philip E. Thangam
- Larousee Gastronomique by Paul Hamlyn
- The Book of Ingredients by Jane Grigson
- The professional Chef by Le Rol A. Palsom
- Professional Cooking by Wayne Gisslen
- The complete guide to the art of modern cookery by Escoffier
- Professional cooking by Wayne Glasslen
- Understanding Cookeional Baking ry by Lundberg Donald E. & Kotsehevar

NOTE : *The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.*

15 MHMCT 302 Front Office –II

External Marks: 80

Internal Marks:

20 Practical: 50

Time : 3 Hrs

- Unit- I Guest Accounting**
Types of Accounts maintained at the front office, Front office cashiering
Guest check out procedures, Preparation of bills- manual, mechanical & fully automated system, Express check out (ECO), Presentation & settlement – Cash & credit note, handling foreign exchange.
- Unit-II Night Auditing, Control of cash & credit**
Concept of Night Auditing, Purpose of night audit function, Night auditor's Job
Night audit process/ procedures, preparing the night auditor reports
Concept of cash & credit control, Objectives of credit control measures, Credit control- before arrival, during stay & after departure
- Unit-III Yield management**
Concept of yield management, Measuring yield, Objectives & benefits of yield management, Tools & strategies of yield management.
- Unit-IV Role of Front office in hotel security.** Security Programme- Concept, developing a programme. Key control.
Handling emergency situations.

Practical:

- Billing Functions: Manual and Computerized
- Skill to handle guest departure
 - Handling emergency situations
 - Handling foreign exchange
 - Property Management System

Suggested Reading:

- Professional Front Office, Sue Baker, Pearson publications
- Hotel Front Office, Tewari, Oxford Publications
- Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
- Bhatnagar S, K., Front Office Management, Frank Brothers & Co.
- Bardi James, Front Office Operations
- Front office, Elsevier publications
- Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.

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15 MHMCT 303

Food & Beverage Management

External Marks: 80

Internal Marks: 20

- Unit- I Food and Beverage Management-** Concept, importance and scope.
Process of Food and Beverage Management.
- Unit-II Food & Beverage Control** – Concept, Operations; Food cost control
and portion control Beverage cost control
- Unit-III Purchasing & Receiving**
Aims, Purchasing staff, sources of supply, selection of suppliers, types
of food purchased, quality purchasing, definition & advantages of
standard purchase specification, purchase procedure, different method
of purchasing. , **Receiving** Aims, importance and functions, receiving
procedure, equipment required for receiving, Record maintained in
receiving departments
- Unit-IV Storing & Issuing**
Storing & issuing procedures, Storing & Issuing controls, Store Room
personnel, Equipments, Location of store rooms

Suggested Reading:

- Arora K. 1977: Theory of cooking, Frank Bros. & Co. Delhi
- Escoffer. 1979 : The complete guide to the art of modern cookery, virtue and co. ltd. Sureey.
- Halliday. EG and Noble I.T 1959: How's and Why's of cooking. The university
& Co.
- Hughes. D and Bannion M. 1970 : Introductory Foods . The Macmillan Co. Ltd. New York
- Understanding cooking . Arnold . Hanemann India
- Philip T.E 1981: modern cookery for teaching and the trade . vol-I . orient Longman
Ltd. Bombay
- Saulnier L.. 1914: Le Repertoire de la cuisine . Leon Jaggai and sons Ltd. London.

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15 MHMCT 304 Hotel Law

External Marks: 80
Internal Marks: 20

- Unit- I** Indian Contract Act, Definition, Essential Elements, Classifications of Contract (Offer, Acceptance, Consideration) Significance of Contract Act in Hotel Industry.
- Unit-II** Licences & Permits: For Hotels & Catering Establishments, Procedure for Obtaining Licences, Their Renewal, Suspension & Termination
- Unit-III** **Food & Liquor Legislation**
Prevention of Food Adulteration Act, Definition, Authorities under the Act, Procedure of taking a Sample, Quality Standards: ISI & Agmarc
- Unit-IV** **Important Acts:**
Consumer Protection Act
Payment of Wages
Industrial Dispute Act
Environment Protection Act

Suggested Readings:

- Hotel & Tourism Law – Jagmohan Negi
- Hotels Laws – AHL&A
- Hotel Laws – Jyotsana
- Food & Beverage Law – Jagmohan Negi

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15 MHMCT 305 Hospitality & Tourism Economics

External Marks: 80
Internal Marks:
20 Time : 3 Hrs

Unit-I

Concept of Economics and their relevance to hospitality & tourism. Hospitality & Tourism organisations and the market for tourism products. Hospitality & Tourism organisations and the external environment social, economic and physical environment. Tourism and economic development.

Unit-II

Demand for Hospitality & tourism: concepts and definitions of demand for tourism, determinants of tourism demand, measurement of tourism demand and elasticity of tourism demand. Supply of tourism product: Patterns and characteristics cost of

tourism product, pricing of tourism product and marketing strategy in tourism industry.

Unit-III

The economic impacts of tourism: Direct, indirect, induced and negative. The measurement of economic impact, multiplier –meaning and types (investment, employment and tourism multiplier), linkage and leakages. Tourism impact on balance of payments and exchange rates.

Unit-IV

Tourism demand forecasting, concept of break even point, cost benefit analysis in tourism and project feasibility study. Principal sectors of Indian economy with special reference to tourism, ITDC, state tourism Development Corporation

Suggested Reading:

- Mithani, D.M., Economic theory (Macro Analysis) Himalaya publishing house, 1990
- Witt, stephe, F., Moutinho, Luiz (eds.) Tourism Marketing and management handbook, prentice hall international (UK) Ltd.
- Sheela. A.M., Economics of Hotel Management, New Age International Publication (P) Ltd., New Delhi.
- Kamra K.K. , Economics of Tourism

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15 MHMCT 306 Marketing for Hospitality & Tourism

External Marks: 80
Internal Marks: 20
Time : 3 Hrs

Unit I

Introduction to Marketing

Needs, Wants and Demands; Products and Services; Markets; Marketing; The sProduction Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Marketing Strategies, Marketing Mix, The Marketing Environment.

Unit II

Consumer Markets and Consumer Buyer Behavior

Characteristics, Factors Affecting Consumer Behavior, Types of Buying Decision Behavior, The Buyer Decision Process, The Buyer Decision Process for New

Products, Consumer Behavior Across International Borders, Business Buyer Behavior. Market Segmentation (Concepts & Types), Targeting, and Positioning

Unit II

Product Pricing and Services Strategy

What is Product, Product Classification, Product life cycle & strategies, Individual Product Decisions, Services Marketing (Concept & Characteristics), New-Product Development Strategy? Approaches to hospitality service pricing; marketing intermediates in hospitality business, Branding and Competitive Differentiation.

Unit IV

Integrated Marketing Communication

The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, Direct Marketing, Personal Selling, Concept of Evangelism Marketing, CRM, Network Marketing and Interactive Marketing.

Suggested Readings:

Kotler Philip and Keller; Marketing Management; PHI, New Delhi

Kotler, Philip, Kevin Keller, A. Koshy and M. Jha, Marketing Management in South Asian Perspective , Pearson Education, New Delhi

Kerin, Hartley, Berkowitz and Rudelius, Marketing, TMH, New Delhi

Etzal, Michael J, Marketing: Concepts and Cases, TMH, New Delhi

NOTE : The question paper will be set by the external examiners. The external examiner will set 08 questions in all, selecting not more than two questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to one question. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.

15 MHMCT 307 Foreign Language - French

External Marks: 80
Internal Marks: 20
Practical: 100
Time : 3 Hrs

Unit-1

Vocabulary & written expression: Pronunciation, Salutation, Les jours de la semaine, Les mois de l'année , Les nombres cardinaux.

Grammar : L'article défini et indéfini, Les pronoms sujets

Oral / Situation: to be given by concerned teacher

Unit-2

Vocabulary & written expression : Se Présenter, Présenter quel qu'un, Les expressions de politesse, L'Heure

Grammar : Les verbes être, avoir et du première groupe

Oral / Situation: Présentez-vous, Présentez votre ami(e) / voisin(e), conversation utilisant les expressions de temps.

Unit-3

Vocabulary & written expression: Les vins de France, Les fromages de France, Le matériel de cuisine, le menu français et remplir la fiche pour le client.

Grammar: Les verbes du deuxième groupe, Les verbes: savoir, vouloir, faire, aller, venir, pouvoir, partir et prendre en présent, la négation et l'interrogation

Oral / Situation: Décrivant la cuisine et les français, conversation utilisant les informations culturelles

Unit-4

Vocabulary & written expression: Les expressions décrivant votre famille, votre ville, Se renseigner: Réserver- Confirmer une réservation- Annuler une réservation, Préparer un itinéraire, Préparer une publicité pour visiter quelque place.

Grammar: Les adjectifs de lieu, de couleur et qualité et les adjectifs démonstratifs, Les prépositions avec les pays, Passé récent et future proche.

Oral / Situation: 1. Annuler et refaire une réservation au téléphone

2. Décrire un lieu, une ville, une région, un pays et les loisirs qu'ils offrent

Simple Translation and Comprehension based on simple text.

Practical:

- Role-playing of different situations
- Understanding questions
- Conversation
- Picture composition

Suggested Reading:

- Larousse compact Dictionary: French-English/ English-French
- Conjugaison - Le Robert & Nathan
- Larousse French Grammar
- Grammaire Collection "Le Nouvel Entraînez vous" level débutant
- Vasanti Gupta, Malini Gupta, Usha Ramachandran, Bon Voyage, w.r goyal Publishers and distributeurs, New Delhi
- French for Hotel and Tourism Industry by S. Bhattacharya
- A votre service 1
- Parlez à l'hôtel by A. Talukdar

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SEMISTER - IV

INDUSTRIAL EXPOSURE (SEMESTER- IV)

Duration of Exposure: 20 weeks

Leave Formalities: 1 weekly off and festivals and national holidays given by the hotel. 10 days medical leave supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager / Concerned Officer of the unit trained in. Industrial Exposure will require an input of 120 working days (20 weeks x 06 days = 120 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term end examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as ‘absent’ in industrial training and results.

Once the student has been selected / deputed for industrial exposure by the institute, he/she shall not undergo IE elsewhere. In case students make direct arrangements with the hotel for industrial training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek industrial exposure on their own. There will be no interchange of candidates from one hotel / training unit to other of their own. The training in III semester necessarily needs to be in an approved hotel equivalent to three star or above/ Heritage or other such good property. Prior written approval to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure in both semesters.

Training Schedule:

IV Semester

Housekeeping: 4 weeks; Front Office: 4 weeks; Food and Beverage Service: 4 weeks
Food Production: 4 weeks; Others (In the areas of Interest/ Project) 4 weeks
Total weeks: 20 weeks.

Academic Credits for training shall be based on following

Log books and attendance, Appraisals, Report and presentation, Project, Others as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental / sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in all four departments in IV semester on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student’s experiences in the department and what has he learned / observed. (*Refer to What to Observe Sheets for more details.*)

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Logbook. ;
2. Appraisals;
3. A copy of the training certificate.
4. IT Report in all four Departments.
5. PowerPoint presentation on a CD, based on the training report.
6. Project Report
7. Attendance sheet.
8. Leave card.

For distribution of marks refer to details on Course structure

WTO (What to Observe)

During your tenure as an Industrial Exposure, apart from carrying out the assigned jobs, you are suggested to make the following observations in your department.

WHAT TO OBSERVE

Food & Beverage Service

BANQUETS

1. What is banquetting – the need to have banquet facilities, scope, purpose, menus and price structures
2. Types of banquet layouts
3. Types of banquet equipment, furniture and fixtures
4. Types of menus and promotional material maintained
5. Types of functions and services
6. To study staffing i.e. number of service personnel required for various functions.
7. Safety practices built into departmental working
8. Cost control by reducing breakage, spoilage and pilferage
9. To study different promotional ideas carried out to maximize business
10. Types of chaffing dish used-their different makes and sizes
11. Par stock maintained (glasses, cutlery, crockery etc.)
12. Store room - stacking and functioning

RESTAURANTS

1. Taking orders, placing orders, service and clearing
2. Taking handover from the previous shift

3. Laying covers, preparation of mise-en-place and arrangement and setting up of station
4. Par stocks maintained at each side station
5. Functions performed while holding a station
6. Method and procedure of taking a guest order
7. Service of wines, champagnes and especially food items
8. Service equipment used and its maintenance
9. Coordination with housekeeping for soil linen exchange
10. Physical inventory monthly of crockery, cutlery, linen etc.
11. Equipment, furniture and fixtures used in the restaurant and their use and maintenance
12. Method of folding napkins
13. Note proprietary sauces, cutlery, crockery and other service accessories kept at the station
14. K.O.T. handling, check preparation, ordering and the timely pickup

BAR

1. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles
2. Types of glasses used in bar service and types of drinks served in each glass
3. Liaison with f& b controls for daily inventory
4. Spoilage and breakage procedures
5. Handling of empty bottles
6. Requisitioning procedures
7. Recipes of different cocktails and mixed drinks
8. Provisions of different types of garnish with different drinks
9. Dry days and handling of customers during the same
10. Handling of complimentary drinks
11. Bar cleaning and closing
12. Guest relations and managing of drunk guests
13. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens
14. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens

15. To know the different brands of imported and local alcoholic and non-alcoholic beverages
16. Bar salesmanship
17. KOT/BOT control
18. Coordination with kitchen for warm snacks
19. Using of draught beer machine
20. Innovative drinks made by the bar tender

ROOM SERVICE/ INROOM DINNING

1. Identifying Room Service Equipment
2. Importance of Menu Knowledge for Order-taking (RSOT functions/procedures)
3. Food Pickup Procedures
4. Room service Layout Knowledge
5. Laying of trays for various orders
6. Pantry Elevator Operations
7. Clearance Procedure in Dishwashing area
8. Room service Inventories and store requisitions
9. Floor Plan of the guest floors
10. Serving Food and Beverages in rooms
11. Operating dispense Bars

WHAT TO OBSERVE

F&B Production

1. Area & Layout of the Kitchen
2. Study of Standard Recipes
3. Indenting, Receiving & Storing
4. Preparing of batters, marinations and seasonings
5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.)
6. Daily procedure of handover from shift to shift
7. Recipes and methods of preparation of all sauces
8. Quantities of preparation, weekly preparations and time scheduling
9. Stock preparation and cooking time involved
10. Cutting of all garnishes

11. Temperatures and proper usage of all equipment
12. Plate presentations for all room service and a la carte orders
13. Cleaning and proper upkeep of hot range
14. Cleanliness and proper upkeep of the kitchen area and all equipment
15. Yield of fresh juice from sweet lime / oranges
16. Storage of different mise-en-place – (Raw, Semi-Processed)
17. Bulk preparations
18. Finishing of buffet dishes
19. Recipes of at least 10 fast moving dishes
20. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen
21. Rechauffe / Leftover Cooking

WHAT TO OBSERVE

Front Office

1. Greeting, meeting & escorting the guest
2. Total capacity and tariffs of the rooms
3. Location and role of status board, different types of status's maintained
4. Special rates and discounts applicable to groups, business houses, airlines, vip 's etc
5. Identification of kind, mode and type of reservation
6. Filing systems and follow-up on reservations
7. Types of plans and packages on offer
8. Forms and formats used in the department
9. Meaning of guaranteed, confirmed and waitlisted reservations
10. Reports taken out in the reservations department
11. Procedure of taking a reservation
12. Group reservations, discounts and correspondence
13. How to receive and room a guest
14. Room blockings
15. Size, situations and general colour schemes of rooms and suites
16. Discounts available to travel agents, tour operators, FHRAI members etc
17. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones
18. Guest registration, types of guest folios, arrival slips, c-forms and their purpose

19. How to take check-ins and check-outs on the computer
20. Various reports prepared by reception
21. Key check policy
22. Mail & message handling procedures
23. Percentage of no-shows to calculate safe over booking
24. Group and crew rooming, pre-preparation and procedures
25. Scanty baggage policy
26. Handling of room changes / rate amendments / date amendments / joiners / one person departure / allowances / paid outs and all formats accompanying them
27. Requisitioning of operating supplies
28. Handling of special situations pertaining to guest grievances, requests etc
29. BELL DESK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedures, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc.
30. TRAVEL DESK: coordination, booking, transfers etc.

WHAT TO OBSERVE

Housekeeping

LINEN & UNIFORM

1. Learn to identify the linen / uniform by category/size even when in fold
2. Study the Pest Control procedure followed & learns how the linen/uniform is preserved against mildew
3. Observe system & quantum of Linen Exchange with Laundry, Room, and Restaurants
4. Note the discard procedure & observe the percentage of discard
5. Observe procedure for exchange of uniforms and linen
6. Note procedure followed for uniform/linen exchange after closing hours
7. Note arrangement of linen/uniforms systematically in shelves/hangers.
8. Understand the need & use of par stocks maintained
9. Study total number and variety of items

ROOMS

1. Number of rooms cleaned in a shift

2. Time taken in making bed
3. Thoroughly observe the cleaning equipments and detergents / any other cleaning supplies used
4. Observe all guest supplies kept in guestroom and bathroom. Understand the procedure for procurement and replenishment of guest supplies
5. Study the systematic approach in cleaning a room and bathroom and the various checks made of all guests facilities e.g. telephone, channel music, A/C, T. V. etc
6. Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency
7. Observe how woodwork, brass work are kept spotlessly clean and polished
8. Observe procedure for handling soiled linen & procurement of fresh linen
9. Observe the procedure for Freshen up and Turn down service
10. Observe room layout, color themes and furnishings used in various categories and types
11. Carpet brushing and vacuum cleaning procedure
12. Windowpanes and glass cleaning procedure and frequency
13. Observe maintenance of cleanliness in the corridors and other Public areas on the floors
14. Understand policy and procedure for day-to-day cleaning
15. Observe methods of stain removal
16. Understand the room attendant's checklist and other formats used
17. Observe handling of guest laundry & other services (like shoe shine etc.)

THE CONTROL DESK

1. Maintenance of Log Book
2. Understand the functions in different shifts
3. Observe the coordination with other departments
4. Observe the area & span of control
5. Observe the handling of work during peak hours
6. Observe the formats used by the department and study various records maintained

PUBLIC AREA

1. Observe the duty and staff allocation, scheduling of work and daily briefing
2. What to look for while inspecting and checking Public Area

3. Importance of Banquets function prospectus
4. Observes tasks carried out by the carpet crew, window cleaners and polishers
5. Note Maintenance Order procedure
6. Study the fire prevention and safety systems built into the department
7. Observe coordination with Lobby Manager, Security and other departments
8. Observe the pest control procedure and its frequency
9. Study the equipment and operating supplies used the procedure for its procurement
10. Observe Policy and procedures followed for various cleaning

Project Report

Project Report: - As you know 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 your research skills, develop a practical understanding of the Hospitality system, attain some field experience etc. Students are required to prepare a project report on a topic of their choice approved from Faculty from Institute/ Training Manager/ Head of that Department (F.O/F&Bs/ F.P/ A.Op) Computer Typed {Times New Roman/ 1.5 Spacing, Heading 14 Pt Font, Text 12 Pt Font } compiled & hard bound copy (Two print Copies) and One soft copy in C.D.

The Project report should include:-

The First page should include Name of The Hotel, Project undertaken, your 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.

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: -

Accommodation Management-

- — Technology in Hotel Accommodation Services-: A case study of Hotel- ABC.l

Various topics can be selected suggested themes are-

- Surveying of Guests Behavior
- Surveying of Environment Conservation
- Surveying of Negative impacts of System
- Segmentation of Guests 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. You are free to select a topic of your choice with due consultation with the faculty member & from Operational Head of that area of the Unit you are undergoing your training.