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<th>Sl. No.</th>
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<td>1.</td>
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**SEMESTER – II**

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**SUMMER SEMESTER (4 WEEKS)**

**SUMMER TRAINING**

Summer Training - Chronological Diary needs to be maintained and submitted within the first week of the reopening date of 3rd semester. The training report along with the company certificate should be submitted.
### SEMESTER – III

<table>
<thead>
<tr>
<th>Sl. No.</th>
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<td>1.</td>
<td>BH8301</td>
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<td>9.</td>
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### SEMESTER – IV

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**PRACTICAL**

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**TOTAL NUMBER OF CREDITS = 96**

**LIST OF ELECTIVES**

#### ACCOMMODATION

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<td>Front Office and Housekeeping Management</td>
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#### FOOD SERVICES

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<td>1.</td>
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#### TRAVEL & TOURISM

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The student needs to choose one elective under each stream.
OBJECTIVES:
To enable student
- Acquire the basics of accounting mechanism in Hospitality industry
- Understand revenue management techniques in hospitality industry

OUTCOME:
- Undertake accounting functions in hospitality industry

UNIT I  THE ACCOUNTING FRAMEWORK  9

UNIT II  FINANCIAL STATEMENTS  12
Statement of Income and Expenditure, the P & I Account -The Balance Sheet - Ratio Analysis – Fund flow and Cash Flow Statements - Financial Statement Analysis

UNIT III  ACCOUNTING FOR MANAGEMENT DECISIONS  12

UNIT IV  COST CONTROLLING  15
Costs and Controls in Food Purchasing-Food Receiving, Storage and Issuing- Food Production-Beverage Purchasing, Receiving, Storing and Issuing- Beverage Production etc. Costs and controls in Labor- Controls in Sales- Controls for Other Expenses.

UNIT V  REVENUE MANAGEMENT IN HOSPITALITY  12
Internal Assessment - Competition Analysis - Demand Forecasting – Itinerary planning – Channel evaluation – Cash and Inventory management - Dynamic Value-Based Pricing-Practical Applications in Lodging Food and Beverage- Sports, Entertainment, and Event Management,- Cruise, Spa, and Luxury Resorts- Gaming and Theme Parks.

TOTAL: 60 PERIODS

TEXTBOOKS:

REFERENCES
2. Peter Harris, Accounting & Finance for the International Hospitality Industry, Elsevier Butterworth Heinemann 2011,
COURSE OBJECTIVE
To prepare the learners with knowledge and skills essential to understand the various laws involved in the hospitality industry.

COURSE OUTCOME
The learners shall be competent for both practicing and knowing the laws that apply to every area of the industry.

UNIT I  INTRODUCTION TO HOSPITALITY LAWS  9

UNIT II  COMMERCIAL AND CORPORATE LAW OF HOSPITALITY INDUSTRY  9

UNIT III  TRAVEL AND TOURISM LAWS  9

UNIT IV  INDUSTRIAL LAWS, CONSUMER PROTECTION ACT AND VAT  9

UNIT V  CYBER LAWS, IPR AND COPY RIGHTS IN HOSPITALITY INDUSTRY  9

TOTAL : 45 PERIODS

TEXT BOOKS
1. Legal Aspects of Business, Texts, justiceprudence and cases, Daniel Alburquerque, Oxford University press

REFERENCES
3. Handbook of Environmental Law, P.B. Sahasranaman, Oxford University Press,
COURSE OBJECTIVES:
To introduce the concepts of scarcity and efficiency; to explain principles of micro economics relevant to managing an organization; to describe principles of macro economics to have the understanding of economic environment of business.

COURSE OUTCOMES:
Students are expected to become familiar with both principles of micro and macro economics. They would also become familiar with application of these principles to appreciate the functioning of both product and input markets as well as the economy.

UNIT I  INTRODUCTION TO SERVICE ECONOMY  12
Introduction to service economy – The nature and scope of service economy – The role of service economy to national and global economic development – Service economy – Microeconomic perspectives – Market for service – Competitive Vs non-competitive markets – Market price – The role of theories and models – Positive and normative economic analysis – The role of government in the service economy.

UNIT II  MARKET DEMAND  12

UNIT III  PRODUCTION FUNCTION  12
Production function – Short-run and long-run production – Production with one or more than one variable input – Diminishing marginal returns – Input substitution – Returns to scale – Economies and diseconomies of scale – Economies of scope.

UNIT IV  COST OF PRODUCTION  12

UNIT V  MARKET SYSTEMS  12
Analysis of market – Perfect versus imperfect markets – Features of different market systems – Producer’s behaviour – Profit maximization and choosing output – short-run and long-run analysis of different markets – Pricing of product – Competition versus cost based pricing methods.

REFERENCES:
BH8104  FUNDAMENTALS OF HOSPITALITY  L T P C

3 0 0 3

COURSE OBJECTIVES:
The students shall be able to:
1. Gain an overview about the hospitality and tourism industry.
2. Identify the major areas of coverage of hospitality industry.
3. Figure out the different types of hotels and restaurants.
4. Realize the interrelationship between travel and tourism.
5. Grasp the position of Entertainment and Recreation industries in Hospitality.

COURSE OUTCOMES:
By the end of the course, students should be able to:
1. Explain the fundamentals of hospitality and tourism industry.
2. Describe the hospitality industry from various perspectives of hotel, tourism, travel and transport.
3. Explain issues, challenges, recent trends and future of hospitality industry.

UNIT I  INTRODUCTION TO HOSPITALITY INDUSTRY  9

UNIT II  HOTEL INDUSTRY  9

UNIT III  TOURISM INDUSTRY  9

UNIT IV  TRAVEL & TRANSPORT  9
History growth and present status of travel agency – Travel formalities – Linkages and arrangements with hotels, airlines and transport agencies – Transport system – Different types of transport – Impact of Science and Technology.

UNIT V  HOSPITALITY AND ITS RELATED SECTORS  9

TOTAL: 45 PERIODS

REFERENCES:

BH8105 ORGANIZATIONAL BEHAVIOUR LT P C 3 0 0 3

COURSE OBJECTIVE:
To provide an overview of theories and practices in organizational behavior in individual, group and organizational level.

COURSE OUTCOMES:
Students will have a better understanding of human behavior in organization. They will know the framework for managing individual and group performance.

UNIT I FOCUS AND PURPOSE 5

UNIT II INDIVIDUAL BEHAVIOUR 12

UNIT III GROUP BEHAVIOUR 10
Organization structure – Formation – Groups in organizations – Influence – Group dynamics – Emergence of informal leaders and working norms – Group decision making techniques – Team building - Interpersonal relations – Communication – Control.

UNIT IV LEADERSHIP AND POWER 8

UNIT V DYNAMICS OF ORGANIZATIONAL BEHAVIOUR 10

TOTAL: 45 PERIODS

TEXTBOOKS
REFERENCES

BH8106 PRINCIPLES OF MANAGEMENT L T P C
3 0 0 3

COURSE OBJECTIVE:
To familiarise the students to the basic concepts of management in order to aid in understanding how an organization functions, and in understanding the complexity and wide variety of issues managers face in today’s business firms.

COURSE OUTCOMES:
The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation.

UNIT I MANAGEMENT

UNIT II PLANNING

UNIT III ORGANISING
Nature and purpose of organizing- Organization structure- Formal and informal groups/organization- Line and staff authority- Departmentation- Span of control- Centralization and decentralization- Delegation of authority- Staffing- Selection and Recruitment- Orientation- Career development- Career stages- Training- Performance appraisal

UNIT IV DIRECTING
Managing people- Communication- Hurdles to effective communication- Organization culture- Elements and types of culture- Managing cultural diversity.
UNIT V  CONTROLLING
Process of controlling- Types of control- Budegetary and non-budgetary control techniques-
Managing productivity- Cost control- Purchase control- Maintenance control- Quality control-
Planning operations.

TOTAL: 45 PERIODS

TEXT BOOKS:

REFERENCES:

BH8107  STATISTICS  LT P C
3 1 0 4

COURSE OBJECTIVE:
To learn the applications of statistics in business decision making in services.

COURSE OUTCOME:
To facilitate objective solutions in business decision making under subjective conditions in services.

UNIT I  INTRODUCTION TO DESCRIPTIVE STATISTICS 12

UNIT II  SAMPLING DISTRIBUTION AND ESTIMATION 12
Introduction to sampling distributions, sampling distribution of mean and proportion, application of central limit theorem, sampling techniques. Estimation: Point and Interval estimates for population parameters of large sample and small samples, determining the sample size.
UNIT III TESTING OF HYPOTHESIS - PARAMETRIC TESTS 12
Hypothesis testing: one sample and two sample tests for means and proportions of large samples (z-test), one sample and two sample tests for means of small samples (t-test), F-test for two sample standard deviations. ANOVA one and two way.

UNIT IV NON-PARAMETRIC TESTS 12

UNIT V CORRELATION, REGRESSION AND TIME SERIES ANALYSIS 12
Correlation analysis – Simple Linear Regression- Time series analysis: Variations in time series, trend analysis, cyclical variations, seasonal variations and irregular variations – Forecasting Errors. Index Numbers – Laspeyre’s, Paasche’s and Fisher’s Ideal index.

TOTAL: 60 PERIODS

TEXTBOOKS:

REFERENCES:

BH8108 WRITTEN COMMUNICATION L T P C
3 0 0 3

COURSE OBJECTIVES:
To familiarize learners with the mechanics of writing.
To enable learners to write in English precisely and effectively.

COURSE OUTCOMES:
Learners should be able to
i) get into the habit of writing regularly,
ii) express themselves in different genres of writing from creative to critical to factual writing,
iii) take part in print and online media communication,
iv) read quite widely to acquire a style of writing, and
v) identify their areas of strengths and weaknesses in writing.
UNIT I PERSONAL COMMUNICATION
Journal writing, mails/emails, SMS, greeting cards, situation based – accepting/declining invitations, congratulating, consoling, conveying information.

UNIT II SOCIAL COMMUNICATION
Blogs, Reviews (films, books), posting comments, tweets, cross-cultural communication, gender sensitivity in communication.

UNIT III WORK PLACE COMMUNICATION
e-mails, minutes, reports of different kinds – annual report, status report, survey report, proposals, memorandums, presentations, interviews, profile of institutions, speeches, responding to enquiries, complaints, resumes, applications, summarizing, strategies for writing.

UNIT IV RESEARCH WRITING
Articles for publication (Journals), developing questionnaire, writing abstract, dissertation, qualities of research writing, data (charts, tables) analysis, documentation.

Unit V WRITING FOR MEDIA AND CREATIVE WRITING
Features for publication (Newspapers, magazines, newsletters, notice-board), case studies, short stories, travelogues, writing for children, translation, techniques of writing

TOTAL : 45 PERIODS

TEXTBOOKS

REFERENCE:

Management books
Robin sharma - The greatness guide
Steven Covey - 7 Habits of Effective people
Arindham Chaudhuri - Count your chickens before they hatch
Ramadurai - TCS Story

Blogs : Seth Godwin, Guy Kawasaki, Kiruba Shankar
Review: Harvard Business review
Reports: Deloitte, Netsis
Magazines: Bloomberg Businessweek, Economist
COURSE OBJECTIVE:
To familiarise the students to the principles of scientific methodology in business enquiry; to develop analytical skills of business research; to develop the skills for scientific communications.

COURSE OUTCOME:
Students would become acquainted with the scientific methodology in business domain. They would also become analytically skillful. They would become familiar with the nuances of scientific communications.

UNIT I  INTRODUCTION
9

UNIT II  RESEARCH DESIGN AND MEASUREMENT
9

UNIT III  DATA COLLECTION
9

UNIT IV  DATA PREPARATION AND ANALYSIS
9

UNIT V  REPORT DESIGN, WRITING AND ETHICS IN BUSINESS RESEARCH
9

TOTAL:45 PERIODS

TEXT BOOKS
OBJECTIVES:
To enable student
  • Understand the nuances involved in making finance decisions
  • Understand asset management techniques in hospitality industry

OUTCOME
  • Effectively handle finance functions in hospitality industry

UNIT I  INTRODUCTION TO FINANCIAL MANAGEMENT

UNIT II  THE RELATIONSHIP BETWEEN RISK AND RETURN.

UNIT III  COST OF CAPITAL AND CAPITAL STRUCTURE

UNIT IV  CAPITAL BUDGETING AND WORKING CAPITAL MANAGEMENT

UNIT V  OTHER FINANCIAL ISSUES

TEXT BOOKS:

REFERENCES:
FOREIGN LANGUAGE

COURSE OBJECTIVE:
To impart preliminary knowledge about the French language and civilization.

COURSE OUTCOME:
Students can understand and speak simple phrases in French.

UNIT I    INTRODUCTION  10
Spelling with the French alphabet - Nationalities – Professions - Numbers 1-100 - Date and Time – Seasons – Meals – Cloths.

UNIT II    GRAMMAR  10
Indefinite and Definite articles - Verbs : avoir et être in present tense, travailler, habiter, s’appeler and venir in present tense; - Verbs in “ future proche” - Possessive adjectives - Negative form: Oui, Non, Si - Pronouns used after prepositions - Pronouns complements directs

UNIT III   COMMUNICATION  10

UNIT IV    TERMINOLOGIES IN HOTEL INDUSTRY  8
Restaurant Brigade - Hot Plate Language - Kitchen Brigade - Ingredients used in Kitchen - Culinary Terms in French – French gastronomy

UNIT V    FRENCH CULTURE  7
Facts about France - French culture – Historical personalities - Geography

TOTAL: 45 PERIODS

REFERENCES
2. S. Bhattacharya. French for Hotel Management & Tourism Industry. Frank Brothers. 2010
COURSE OBJECTIVE:
To provide knowledge about management issues related to staffing, training, performance, compensation, human factors consideration and compliance with human resource requirements.

COURSE OUTCOME:
Students will gain knowledge and skills needed for success as a human resources professional in the hospitality industry.

UNIT I  PERSPECTIVES IN HUMAN RESOURCE MANAGEMENT  5

UNIT II  THE CONCEPT OF BEST FIT EMPLOYEE  8

UNIT III  TRAINING AND EXECUTIVE DEVELOPMENT  10
Types of training methods purpose benefits resistance. Executive development programmes – Common practices - Benefits – Self development – Knowledge management.

UNIT IV  SUSTAINING EMPLOYEE INTEREST  12

UNIT V  PERFORMANCE EVALUATION AND CONTROL PROCESS  10

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES
COURSE OBJECTIVES
- To understand the importance of information in hospitality
- To know the technologies used for effective business process

COURSE OUTCOMES
- Importance of property management system
- Awareness of emerging trends in information and communication technologies

UNIT I  COMPUTING ESSENTIALS  8
Information and Communication Technology Infrastructure – Software, Hardware and Networking; Management Information Systems – Types, Evolution and Benefits; Database Management- Files, Records, and Fields; Database Management Systems; Multidimensional Databases.

UNIT II  SYSTEM SELECTION & DATA SECURITY MAINTENANCE  8
Information Needs; Sales Literature; System Requirements; Request for Proposal; Contract Negotiations; Installation Factors; System Security and Data Privacy; Operational Precautions; Risk and Disaster Management; Manual Operations Plans.

UNIT III  PROPERTY MANAGEMENT SYSTEM  10
Property Management Systems - PMS Interfaces Issues, Call Accounting Systems, Categories of Locking Systems, Energy Management Systems and climate control; Auxiliary Guest Services, Guest-Operated Devices, Fire alarm and security system;
Reservation Systems - Electronic Distribution Channels; Intersell Agencies; Central Reservation Systems; Property-Level Reservation; Distribution of Revenues;
Rooms Management Module – Room Status, Room and Rate Assignment, Guest Data, Housekeeping Functions, Generation of Reports;
Guest Accounting Module – Types, Posting to Accounts, Front Office Audit, Account Settlement, System Update.

UNIT IV  RESTAURANT MANAGEMENT SYSTEM  10
Point-of-Sale Technology - POS Order Entry Units; POS Printers; Account Settlement; PCI Compliance; Managing Guest Accounts; POS Software; Automated Beverage Control Systems; Food and Beverage Management Applications - Recipe Management; Sales Analysis; Menu Management; Menu Item Pricing; Integrated Food Services Software;
Sales and Catering Applications - Sales Office Automation; Revenue Management; Catering Software;
UNIT V e-COMMERCE AND EMERGING TECHNOLOGIES
The growth of e-Commerce – Technologies and Benefits; e-Commerce business models; Electronic Distribution; Internet Marketing; Social Media and Social Networking; Emerging Trends – Long Tail, M-commerce, SoLoMo, Crowd sourcing, Data Mining, Cloud Computing; Open-Source; Role of e-Governance; e-Payment Systems.

TOTAL: 45 PERIODS

TEXT BOOKS

REFERENCES

BH8206 SERVICES QUALITY MANAGEMENT

COURSE OBJECTIVE:
To learn the quality philosophies and tools in the services perspective.

COURSE OUTCOME:
To apply quality philosophies and tools in hospitality services.

UNIT I INTRODUCTION TO QUALITY MANAGEMENT
UNIT II  CONCEPTS OF SERVICES QUALITY

UNIT III  APPLYING STATISTICAL PROCESS CONTROL TO SERVICES

UNIT IV  TOOLS AND TECHNIQUES FOR SERVICE QUALITY
Quality functions development (QFD) – Benefits, Voice of customer, information organization, House of quality (HOQ), building a HOQ, QFD process. Applying the seven old and new tools for service quality. Bench marking in services, FMEA.

UNIT V  QUALITY SYSTEMS IMPLEMENTATION FOR SERVICES

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES
1. Indian standard – quality management systems – Guidelines for performance improvement (Fifth Revision), Bureau of Indian standards, New Delhi.
2. Valarie A Zeithmal and Parasuraman, Service Quality, Marketing Science Institute, Massachusetts.
COURSE OBJECTIVE:
to develop an understanding of the special context and techniques of the marketing of services that services play in the economy and its future, and to enrich the knowledge on advanced economies of the world are now dominated by services, and virtually all companies view service as critical to establishing and retaining competitive advantage regardless of the market of physical products, have a service element, or pure services.

COURSE OUTCOMES:
Basics of services marketing and the service logic of marketing and analyze issues of delivering and performing service and managing service promises. Exposure to concepts of services, service marketing, service logic and service quality; consumer behaviour, expectations and perceptions in relation to services; understanding customer requirements, and service development and design.

UNIT I INTRODUCTION

UNIT II SERVICE MARKETING OPPORTUNITIES
Assessing service market potential - Classification of services – Expanded marketing mix – Service marketing – Environment and trends – Service market segmentation, targeting and positioning.

UNIT III SERVICE DESIGN AND DEVELOPMENT

UNIT IV SERVICE DELIVERY AND PROMOTION
Positioning of services – Designing service delivery System, Service Channel – Pricing of services, methods – Service marketing triangle - Integrated Service marketing communication.

UNIT V SERVICE STRATEGIES

TOTAL: 45 PERIODS

TEXT BOOKS
REFERENCES
5. Gronroos, Service Management and Marketing –Wiley India.

BH8208 SERVICES OPERATIONS MANAGEMENT L T P C 3 0 0 3

COURSE OBJECTIVE:
To help understand how firms can deliver excellent service while achieving business success.

COURSE OUTCOME:
To design and operate a service business using the concepts, tools and techniques of service operations management.

UNIT I INTRODUCTION
Operations Management – Definition, transformation processes, differences between goods and service; Services – Importance, role in economy, service sector – nature, growth; Evolution of Service Operations Management; Nature of services -Service classification , Service Package,open-systems view;

UNIT II SERVICE STRATEGY
Service Strategy –Strategic service vision, competitive environment, generic strategies, winning customers; Role of information technology; stages in service firm competitiveness; Retail design strategies – store size – Network configuration; Internet strategies, Environmental strategies.

UNIT III PROJECT MANAGEMENT AND SCHEDULING
Project Management – Nature, Process, Scheduling Techniques, PERT, CPM; Personnel Scheduling in Services – consecutive days off, daily work times, hourly work times

UNIT IV SERVICE FACILITY
Facility design – nature, objectives, Service facility layout; Service Facility Location – considerations, facility location techniques – metropolitan metric, Euclidean, centre of gravity, retail outlet location , location set covering problem
UNIT V MANAGING CAPACITY

Strategic Capacity Management - planning service capacity, sequencing and allocation of capacity; Managing Waiting Lines – Queuing systems, psychology of waiting, Queuing Theory - single and Multi-channel models – infinite number of customers and infinite calling source. Managing for growth- expansion strategies, franchising , globalization; process analysis – process flow diagram, process steps, process simulation.

TOTAL: 45 PERIODS

TEXT BOOKS


REFERENCES

COURSE OBJECTIVE
- to have hands-on experience on decision modeling

COURSE OUTCOME
- Knowledge of spreadsheets and data analysis software for business modeling

[Business models studied in theory to be practiced using Spreadsheet / Analysis Software]

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<td>Inventory Models</td>
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<td>Extended experiments – 3</td>
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</tr>
</tbody>
</table>

- Spreadsheet Software and
- Data Analysis Tools

TOTAL: 60 PERIODS

TEXTBOOKs
5. Vikas Gupta, Comdex Business Accounting with Ms Excel, 2010 and Tally ERP 9.0 Course Kit, Wiley India, 2012
6. Kiran Pandya and Smriti Bulsari, SPSS in simple steps, Dreamtech, 2011
COURSE OBJECTIVE:
To provide the background of Indian culture and to give students a solid foundation for understanding and managing cultural diversity in the workplace. The course enables students to understand issues related to cross-cultural management and teaches how to recognize, analyze and implement ethical decisions.

COURSE OUTCOME:
The students should be able to i) describe Indian culture and its transition, ii) explain how different national cultures can influence the individuals and groups in social and business settings iii) contrast positive effects of cultural diversity in the workplace with the negative effects, and identify important considerations in managing diversity iv) Identify the problems in making ethical decisions and summarize code of ethics.

UNIT I  INTRODUCTION TO INDIAN CULTURE
Salient features of Indian cultures – socio, ethnic historical and religious perspectives of Indian culture; Cultural transition.

UNIT II  CULTURAL DIMENSIONS AND REFLECTIONS
Key elements of Indian cultural dimensions – Dimensions of national cultures -Distinctiveness of Indian culture in personal life, social life and work life - Cultural traits under major religious background – Reflection in arts, paintings, dance, music – Ceremonies celebrations – Place of worships – Belief, attitude and perception – Museum – Special interest – Tourism-

UNIT III  CULTURAL MIX
Cultural dissimilarities across world – across nation; Major issues – challenges to hospitality industry; Influence of global culture – Relationship between national culture and organization structure; International dimensions of organizational culture; Impact on personal and work life – Impact on tourist-

UNIT IV  CROSS CULTURAL MANAGEMENT
Frameworks of cross cultural management- Cultural shock and acculturation- Cross- cultural training- Managing multicultural teams- Cultural negotiations- Global leadership and motivational issues-Cultural differences in ethics and decision making

UNIT V  VALUE SYSTEMS & ETHOS

TOTAL: 45 PERIODS

TEXT BOOK:
1. F.r. Allchin, Conservation of Indian Heritage, Cosmo publications, New Delhi.

REFERENCES:
3. Rajiv Desai , Indian business culture - An Insider’s guide , Butterworth and Heinemann,199
COURSE OBJECTIVE:
To prepare students for responsible, educated, effective and efficient management of the physical plant demands; especially in the areas of energy, water and waste as related to their impact on the environment and facilities management.

COURSE OUTCOMES:
The students should be able to i) explain goals and objectives of facilities and maintenance management, ii) describe the theoretical aspects of utility systems, energy conservation, mechanical equipment and building design, iii) organization and management of maintenance department, iv) describe the basics of HVAC, electrical, water, sewer, refrigeration and illumination system and safety and security systems in the hotel and v) explain how green management practices can contribute to the overall sustainability of the hotel area.

UNIT I INTRODUCTION TO FACILITY MANAGEMENT
Role of facilities – Cost associated with facilities- Design considerations- Impact of facility design on facility management- Planning considerations- Planning of office area, food & beverage service outlet areas and service support areas- Management’s responsibilities towards facility management- Responsibilities of facility manager and facility department.

UNIT II MAINTENANCE MANAGEMENT SYSTEM
Goals – Organization in star rated hotels- Types of maintenance and repair- Contract maintenance services- Computerized and internet based services-Budgeting for POM and utilities- Capital expenditure management.

UNIT III HEATING, ELECTRICAL, LIGHTING AND LAUNDRY SYSTEMS

UNIT IV ENVIRONMENT AND SUSTAINABILITY MANAGEMENT
Motivations for environmental concern- Pollution and control: air, water and noise- Water and sanitation- Land use planning and management- Involving staff, customers, communities and partnerships

UNIT V SAFETY AND SECURITY SYSTEMS
Building design, maintenance and safety- Safety in the guest bath- Fire safety: prevention, detection, notification, suppression and control- Evacuation plans-Security: key controls, electronic locks- Terrorism, anti-social and extra ordinary events.

TOTAL: 45 PERIODS

TEXTBOOKS:
REFERENCES:

BH8303 FOOD AND BEVERAGE MANAGEMENT

COURSE OBJECTIVE:
To study the empirical foundations and develop a professional orientation toward the practice of food and beverage management as it applies to business, culinary arts and hospitality.

COURSE OUTCOMES:
The students will understand the fundamental principles of food preparation, cooking techniques, material handling, heat transfer and professionalism.

UNIT I KITCHEN MANAGEMENT
Job description – Hierarchy, Attitude and behavior; - Food premises - Kitchen planning – Basic Preparation and operations – Basic principles of food production - Equipments – Fuels - coordination with other departments.

UNIT II MENU
Types of menu – menu planning – Beverage menu - Menu designing – menu merchandising – menu balancing – wine and food pairing.

UNIT III PRE - PRODUCTION

UNIT IV FOOD AND BEVERAGE PRODUCTION
Food production methods - Beverage production methods – F & B Service areas - Food and beverage service methods – Specializes services.

UNIT V CATERING MANAGEMENT
Types of catering – fast-food and popular catering – hotels and quality restaurants – industrial catering, hospital catering – basic policies – financial marketing and catering – control and performance management

TOTAL 45 PERIODS

TEXT BOOKS
REFERENCES

BH8304 HOSPITALITY STRATEGIC MANAGEMENT

COURSE OBJECTIVE
• To understand the concept and process of strategic management to be adopted in the hospitality and tourism industry

COURSE OUTCOME
• knowledge about the strategies that a firm has to possess to be competitive

UNIT I INTRODUCTION TO STRATEGIC HOSPITALITY MANAGEMENT
Strategic Management-Origin, Concept, Scope and Process; Strategic Thinking; Global competitiveness; Key Players in Indian Hospitality and Tourism Industry.

UNIT II MICRO AND MACRO STRATEGIC ENVIRONMENT

UNIT III STRATEGIC DIRECTION & FORMULATING BASIC STRATEGIES
Strategic Direction-Creating a Strategic Direction, Mission Statements, Organizational Vision, Organizational Values; Strategy Formulation at the Business-Unit Level-Generic Business Strategies, Competitive Dynamics, Strategic Group Mapping; Corporate-Level Strategy and Restructuring - Concentration Strategies, Vertical Integration Strategies, Diversification Strategies, Mergers and Acquisitions, Strategic Restructuring, Portfolio Management.

UNIT IV IMPLEMENTING STRATEGIES AND ESTABLISH CONTROL SYSTEMS
Interorganizational Relationships and the Tourism Cluster;Functional-Level Resource Management; Organizational Design and Control- Organizational Structures design, Organizational Control, power and politics.

UNIT V STRATEGIES FOR HOSPITALITY ENTREPRENEURSHIP
Strategies for Entrepreneurship and Innovation -Entrepreneurial Start-ups, Innovation and Corporate Entrepreneurship; Global Strategic Management and the Future- Global Strategies, International Market Selection, Global Stakeholders, Emerging Trends; Strategic issues in not-for-profit organisation and Small & Medium Size Enterprises.

TOTAL: 45 PERIODS
TEXT BOOK

REFERENCES

BH8305 TOURISM AND TRAVEL MANAGEMENT L T P C 3 0 0 3

COURSE OBJECTIVE
To prepare the learners with knowledge and skills essential know what is tourism, its types and the Nations contribution to the industry

COURSE OUTCOME
The learners will have a complete idea about the different concepts, trends and strategies and more used in this industry.

UNIT I INTRODUCTION
Tourism - Definitions and Concepts – Components of tourism, Geographic components of tourism - Types of Tourists, Visitor, Traveler, and Excursionist – Differentiation Tourism, recreation and leisure, their inter-relationships – Tourism organization / Institutions –Role and functions of International agencies in Hospitality industry.

UNIT II TRAVEL MANAGEMENT
Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel and Health Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

UNIT III TOUR PLANNING
Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies

UNIT IV TOURISM MANAGEMENT
Tourism infrastructure- Tourism organizations-Travel motivators-Leisure or holiday Tourism-Visiting friends and Relatives (VFR)- Cultural Tourism-Adventure Tourism-Sports Tourism-Religious Tourism-Business Tourism-Medical Tourism-Alternative Forms of tourism-Tourism Products and types.
UNIT V  ECO TOURISM

TOTAL : 45 PERIODS

TEXT BOOKS
2. Tourism Operations and Management, Sunetra Roday, Archana Biwal & Vandana Joshi, Oxford University Press

REFERENCES
1. Tourism principles and practices, Sampad Kumar Swain & Jitendra Mohan Mishra, Oxford University Press

BH8311 PROFESSIONAL SKILL DEVELOPMENT LAB

COURSE OBJECTIVE:
To enable learners to speak fluently and flawlessly in all kinds of communicative Contexts with speakers of all nationalities.

COURSE OUTCOMES:
Learners should be able to
I. speak confidently with any speakers of English, including native speakers,
II. speak effortlessly in different contexts – informal and formal,
III. ‘think on feet’ even in difficult circumstances,
IV. hold interesting and meaningful conversations with others, including strangers, and
V. listen to others with utmost attention.

UNIT I PERSONAL COMMUNICATION
Day-to-day conversation with family members, neighbours, relatives, friends on various topics, context specific – agreeing/disagreeing, wishing, consoling, advising, persuading, expressing opinions, arguing.

UNIT II SOCIAL COMMUNICATION
Telephone calls (official), colleagues in the workspot, discussing issues (social, political, cultural) clubs (any social gathering), answering questions, talking about films, books, news items, T.V. programmes, sharing jokes.

UNIT III GROUP/MASS COMMUNICATION
Group discussion (brainstorming ), debate, panel discussion, anchoring/master of ceremony, welcome address, proposing vote of thanks, introducing speakers, conducting meetings, making announcements, Just-a-minute (JAM), Block and tackle, shipwreck, spoof, conducting quiz, negotiations, oral reports.

Attested

Sajjan
DIRECTOR
Centre For Academic Courses
Anna University, Chennai-600 025
UNIT IV  INTEGRATED SPEAKING AND PRESENTATION SKILLS  10
Listening to speak (any radio programme/lecture), reading to speak, writing to speak, watching to speak, (any interesting programme on TV)  Reading aloud any text/speech, lecturing, PowerPoint presentation, impromptu, Interviews of different kinds (one to one, many to one, stress interview, telephonic interview)

UNIT V  EMPLOYABILITY AND CORPORATE SKILLS  20
Interview skills – Types of interview, preparation for interview, mock interview. Group Discussion – Communication skills in Group Discussion, Structure of GD, GD process, successful GD techniques, skills bought out in GD – leadership and co-ordination. Time management and effective planning – identifying barriers to effective time management, prudent time management techniques, relationship between time management and stress management. Stress management – causes and effect, coping strategies – simple physical exercises, simple Yoga and Meditation techniques, Relaxation techniques, stress and faith healing, positive forces of nature, relaxation by silence and music. Decision making and Negotiation skills, People skills, Team work, development of leadership qualities.

TOTAL: 60 PERIODS

Note: Students will undergo the entire programme similar to a Seminar. It is an activity based course. Student individually or as a group can organize event(s), present term papers etc. This will be evaluated by the faculty member(s) handling the course and the consolidated marks can be taken as the final mark. No end semester examination is required for this course

REFERENCE:
3. Listening to/Watching great speeches such as Barack Obama, M.A. Chidambaram, Vijay Mallaya etc. Tedtalk TV channels (News, documentaries)
COURSE OBJECTIVE:
To understand the process of planning, organizing and conducting variety of events successfully.

COURSE OUTCOME:
Acquisition of skills in organizing all types of events individually or in groups.

UNIT I EVENT CONTEXT
History and evolution, events industry, impact analysis, participants and spectators, balancing impacts, Handling Unethical Behavior,

UNIT II EVENT MARKETING
Event planning, pricing and promotion; volunteer team building; sourcing and managing staff Special events-types, traditional, cultural, Riviera, galas, mega-events, trade shows, exhibitions, conferences and conventions, end-to-end tours, excursions, out-door events, social events, seasonal events, environmental impacts, marketing plan; lead-generation, management and follow up,

UNIT III EVENT PLANNING & ADMINISTRATION
Sponsorships, screening, budget and controls, fund-raising, negotiation and contracts; role of Government, Negotiation and contracts; Promotional Items, give-aways, Event planning, space management, use of web technology, Develop In-Office and On-Site Ethics and Business Etiquette Policies.

UNIT IV EVENT LOGISTICS
Transportation; booth/space design, internal communications, public relations, networking, media handling, checklists, safety and precautions, Other considerations-entertainment, photo/video coverage, prizes and gifts, risk assessment, safety and security arrangements, Venue and supplier checklist

UNIT V LOCATION & EVENT DESIGN
Venue Essentials, Creative events concepts, tabletops, other décor props, understanding clients, fundraising galas, Conferences and Conventions, Incentives and Other Special Events, Event Planning Ethics and Etiquette, Protocol, Site selection, requirements and constraints, new venues, ancillaries and amenities, final touches

TOTAL: 45 PERIODS

TEXT BOOKS
1. Lynn, Brenda R. Carlos , Event Management.

REFERENCES
COURSE OBJECTIVES:
- Understand the scope and practice of business logistics and supply chain in service-oriented firms

COURSE OUTCOME:
- Student gains knowledge on effective management of the logistics and supply chain

UNIT I INTRODUCTION
Business logistics and supply chain - importance, objectives, study approach, strategy - planning, selecting proper channel, performance measuring. Outsourcing- Make vs buy approach – sourcing strategy.

UNIT II MANAGING FLOWS

UNIT III INVENTORY

UNIT IV TRANSPORTATION

UNIT V ORGANISATION AND CONTROL

TOTAL: 45 PERIODS

TEXT BOOKS:

REFERENCES:

BH8001 ACCOMMODATION MANAGEMENT

COURSE OBJECTIVE
To make the learner to understand about the operation and the management of Housekeeping department in hotel

COURSE OUTCOME
The learner shall be competent for handling Accommodation management processes and procedures in hospitality Industry

UNIT I INTRODUCTION

UNIT II HOUSEKEEPING FUNCTIONS
Duties & Responsibilities of Housekeeping department: Executive Housekeeper, Asst Executive Housekeeper-Middle level Management-Skill based employee’s responsibilities-Communication responsibilities-Total quality innovations-tariffs

UNIT III INFRASTRUCTURE MANAGEMENT

UNIT IV HOSPITALITY PERSONNEL MANAGEMENT
Managing Human Resources:-Induction and Training-Recruiting, Selecting-Skill Training & Coordination-Motivation & Employee Discipline

UNIT V GREEN HOSPITALITY

TEXT BOOKS:
2. Hotel Front office & Operations management, Oxford University Press, Jatashankar R.Tiwari

REFERENCE BOOKS:
1. Matt A. A Casado, Housekeeping Management
2. Aleta Nitschke, Marget M.M. Kappa, Managing Housekeeping operations
3. Robert J. Martin, Professional Management of Housekeeping operations
BH8002 FRONT OFFICE AND HOUSEKEEPING MANAGEMENT

COURSE OBJECTIVE:
To study the flow of activities and functions in today’s lodging operation. To establish the importance of Front office and House Keeping and its role in the hospitality industry.

COURSE OUTCOMES:
The student understands the best practice in Front Office and Housekeeping operations methodology by the practical application of theoretical knowledge, to a range of front office and housekeeping tasks and situations in a commercial environment.

UNIT I INTRODUCTION

UNIT II FRONT OFFICE OPERATIONS

UNIT III FRONT OFFICE MANAGEMENT

UNIT IV HOUSEKEEPING OPERATIONS
Importance of Housekeeping – Organizational structure – Layout – Coordination with other departments - Duties and responsibilities –Hotel guestrooms – contents and cleaning; – public areas – Housekeeping control desk

UNIT V HOUSEKEEPING MANAGEMENT

TOTAL 45 PERIODS

TEXT BOOKS

REFERENCES
COURSE OBJECTIVES:
The students shall be able to:
1. Gain knowledge on various Food and Beverage control aspects
2. Know the significance of control and cost control in the Food and Beverage industry.
3. Understand the process of purchase, receiving and storing of Food and Beverages.
4. Determine standards, the operating budget, and income/cost control

COURSE OUTCOMES:
By the end of the course, students should be able to:
1. List and define the terms related to Food & Beverage cost control.
2. Demonstrate the different methods of purchasing & food storage
3. Identify who is the person responsible to control and what is needed to control.
4. Explain how control procedures help managers assess operational results.
5. Explain how control systems help managers carry out critical functions on a daily basis.

UNIT I  AN INTRODUCTION  8
Definition of Food & Beverage Control - Need- Objectives - Fundamentals of Control –Elements of Control-Special Problems of Food & Beverage Control - The Reality of Control

UNIT II  PROCUREMENT, PRODUCTION AND SERVICE CONTROL  10
Aids to Purchasing - Purchasing of F&B- Specifications- Selection of a Supplier, Rating- EOQ Analysis. Receiving of F&B- Quantity, Quality & Inspection- Storing and Issuing of F&B - Transfer Notes, Breakages and Damaged Goods - Stocktaking of F&B- Stock Turnover, Stock Levels- ABC Analysis. F&B Production Methods- - F&B Service Methods-Classification of F&B Service- F&B Control

UNIT III  FINANCIAL CONTROL  9

UNIT IV  CONTROL SYSTEM - I  8

UNIT V  CONTROL SYSTEM - II  10
Frauds in Inventory- Methods, Levels, Techniques, Perpetual Inventory, Monthly Inventory, Comparing of Pyhsical and Perpetual Inventory. Operating Frauds in Bar Control- Social Concern and Legal Concern - Preventing Pilferage & Fraud- Portion control - Glassware used & Prices. Yardsticks- Total F&B sales, departmental profit, ratio of food, ASP, sales mix, payroll costs, index of productivity, stock turnover, sales/ waiter.

TOTAL- 45 PERIODS

TEXT BOOKS

REFERENCES
COURSE OBJECTIVE:
- To study the importance of personal cleanliness; sanitary practices in food preparation; causes, investigation, control of illness caused by food contamination (Hazard Analysis Critical Control Points); and work place safety standards

COURSE OUTCOME:
- Ability to provide safe and quality food

UNIT I    FOOD SAFETY
Introduction - Food Hazards – Risks – Contaminants - Food Hygiene - Food preservation, Physical agents, Chemical agents, Use of low temperature in food preservation, Preservation by drying, Preservation of meat, fish & egg using different methods.

UNIT II    FOOD MICROBIOLOGY
General characteristics of micro-organisms - common food borne microorganisms- Bacteria, Fungi, Viruses, Parasites; - micro-organisms that bring about useful changes in food, fermentation, vinegar, anti-biotic; - Food poisoning - Food infections - Food borne diseases - preventive measures.

UNIT III    FOOD QUALITY
Food standards - need for food laws; - Food adulteration & Additives - Detection of food adulterants, Prevention of food adulteration act standards; - Fruit product order standards - Agmark standards - Indian standards institution - International – Codex Alimentarius, ISO, Regulatory agencies; - HACCP.

UNIT IV    HYGIENE AND SANITATION
General principles of food hygiene - general hygiene practices for commodities, equipment, work area and personnel; - Hygiene storage – Food spoilage – Food contamination due to pests, cross contamination; - cleaning and disinfection - safety aspects of processing water, waste water & waste disposal.

UNIT V    RECENT TRENDS
Emerging pathogens - Genetically modified foods - Food labelling - Newer trends in food packaging and technology - BSE (Bovine Serum Encephhalopathy)

TOTAL 45 PERIODS

TEXT BOOKS
1. Jacob M. Safe Food Handling:A Training Guide for Managers of Food Service Establishments

REFERRENCE BOOKS
1. Hobbs Betty. Food Processing
COURSE OBJECTIVE
To prepare the learners with knowledge and skills essential to study and plan according to the different destination to suit their need.

COURSE OUTCOME
The learners shall be competent for analyzing how the destinations are segmented and handle design a product of their own.

UNIT I INTRODUCTION

UNIT II DESTINATION INTERGRATED SERVICES AND COMMUNICATION

UNIT III SUSTAINABLE TOURISM

UNIT IV RECREATION MANAGEMENT
Recreation: an overview-Recreation Theories - Recreation and leisure services-Recreational Resources - the Demand and Supply for Recreation and Tourism -Recreational demand - Recreational and Tourist Motivation - Barriers to Recreation-Environmental perspectives.

UNIT V EMERGING TRENDS IN DESTINATION MANAGEMENT

TOTAL : 45 PERIODS

TEXT BOOKS
1. Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination branding: Creating the Unique Proposition, Butterworth and Heinemann

REFERENCES
COURSE OBJECTIVE
- To understand the components of tourism
- to know how to plan and develop a sustaining tourism destination

COURSE OUTCOME
- Knowledge in the planning and development of tourist attractions

UNIT I  TOURISM COMPONENTS AND SUPPLY
Supply Components: Natural Resources; Built Environment; Operating Sectors; Hospitality and Cultural Resources; Matching Supply with Demand; Measuring and Forecasting Demand; Economic Impact.

UNIT II  TOURISM POLICY - STRUCTURE, CONTENT, AND PROCESS
Tourism Policy – Definition; Policy focusing competitive Destination; Major Parameters of Tourism Destination Management; Process of Tourism Policy Formulation; Translating Policy into Reality; Formulating Policy to Deal with Crises.

UNIT III  TOURISM PLANNING, DEVELOPMENT, AND SOCIAL CONSIDERATIONS
Planning for Tourism Destination; Nature of Tourism Planning; Relating Tourism Planning towards Tourism Policy; The Planning Process; Goals of Tourism Destination; Political Aspects of Tourism Development; Development of Tourist Potential.

UNIT IV  TOURISM AND THE ENVIRONMENT
Environmental Issues in Tourism Planning – Conceptual Model, Destination factors, Exogenous factors, Global factors and WTTC Position; Sustainable Development and Tourism; Ecotourism; Current Tourism Industry Practices for Environmental sustainability; Tourism as Capitalism.

UNIT V  TOURISM PROSPECTS
Nature of Future Growth in Tourism; Leisure, Recreational and Society; Forces Impacting the future of Tourism – Economic, Branding, Terrorism, Conflicts between countries, Technology; Tourist characteristics – Knowledge-Based Society and workforce, Demographic Shift; Changing Nature of Tourism Products;

TOTAL: 45 PERIODS

TEXTBOOKS

REFERENCES: