FACULTY OF COMMERCE

Scheme and syllabus for the Career Related First Degree Programme in Commerce & Hotel Management and Catering
Under the Choice Based Credit and Semester System (CBCSS) [Schedule 2 (a)]

(To be introduced from 2018 admissions)

The Career Related First Degree Programme in Commerce & Hotel Management and Catering is designed with the objective of equipping the students to cope with the emerging trends and challenges in the industrial and business world.

Eligibility for admission
Eligibility for admissions and reservation of seats for the Career Related First Degree Programme in Commerce & Hotel Management and Catering shall be according to the rules framed by the University from time to time. No student shall be eligible for admission to the Career Related First Degree Programme in Commerce & Hotel Management and Catering unless he/she has successfully completed the examination conducted by a Board/University at the +2 level of schooling or its equivalent.

Registration
Each student shall register for the courses in the prescribed registration form in consultation with the Faculty Advisor within two weeks from the commencement of each semester.

Duration
The normal duration of the Career Related First Degree Programme in Commerce & Hotel Management and Catering shall be three years consisting of six semesters. The duration of each semester shall be five months inclusive of the days of examinations. There shall be at least 90 working days in a semester and a minimum 450 hours of instruction in a semester. Odd Semester (June-October) commences in June and Even Semester (November-March) commences in November every year.

Programme Structure
The Career Related First Degree Programme in Commerce & Hotel Management and Catering shall include:

1. Language courses
2. Foundation courses
3. Core courses
4. Vocational Courses
5. Complementary courses
6. Open Courses/ Elective
7. Project

Language courses include 4 common courses in English and 2 courses in an additional language chosen by the student. The student shall choose any one of the following additional languages offered in the college: Malayalam, Hindi, Tamil, French, German, Russian, and Arabic.
**Foundation** courses include 2 courses which are compulsory basic courses. Foundation course one aimed at providing general education on general education on the methodology of Business studies and foundation course two aimed at providing basic education on general informatics and cyber laws. **Core** courses include 12 compulsory courses in the major subject, **Vocational** courses include 10 courses in Vocational subject and **Complementary** courses include 4 courses in the allied subjects.

There shall be two open courses. The students attached to the Department of Commerce can opt one course from their Department and another from any one of the other Departments in the college. The open course (1) in the 5th semester is a non-major elective open to all students except to the students from the Department of Commerce and the open course (2) in the 6th semester is an elective course in the major subject offered to the students of the Department of Commerce.

**Project Work:**

Every student is required to undertake a project **either individually or in a group of not more than 5 under the supervision of a teacher** and a report of the same have to be submitted at least 15 days before the commencement of 6th end semester examination. The project work may commence in the 5th semester. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

The project work shall have the following stages:

- Project proposal presentation and preliminary study – 5th semester
- Field work and data analysis – 6th Semester
- Report writing, presentation and Final report Submission – 6th Semester

The Report shall be printed and spiral bound with not less than 50 A4 size pages. The layout of the report is

- Font: Times New Roman; Size: 12; Line Space: 1.5
- Margin: Left – 1.25, Right – 1, Top – 1, Bottom – 1 (all in inches)

**Structure of the Report**

1. Title Pages
2. Certificate of Supervising Teacher with signature and counter signed by Head of the Department
3. Contents
4. List of Tables and Charts
5. Chapter I – Introduction, Review of Literature, Statement of the Problem, Need and Significance of the study, Objectives, Methodology and Chapterisation scheme (5-8 pages)
6. Chapter II - Theoretical Background and Secondary data (10-15 pages)
7. Chapter III – Data analysis and Interpretation
8. Chapter IV – Summary of Findings, Suggestions and Conclusion
9. Appendix – Questionnaire, Specimen copy of forms, other exhibits etc.

The student secures the credits assigned to a course on successful completion of the course. The student shall be required to earn a minimum of 120 credits including credits for language courses, foundation courses, core courses, vocational courses, complementary courses (as the case may be), project and open/ elective courses within a minimum period of six semesters for the award of the Degree excluding credits required for social service/extension activities. The minimum credits required for different courses are given below:

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<th>Courses</th>
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<tbody>
<tr>
<td>Language courses</td>
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Foundation courses 5
Core courses including project 42
Vocational Courses 35
Complementary courses 16
Open/ elective courses 4

120

Social Service/ Extension activities 1

Practical
Practical records completed by the students shall be duly certified by the teacher in charge and counter signed by the Head of the department and the Principal must be produced at the time of practical examination and viva voce.

The maximum marks for evaluation of practical shall be 80 distributed among the following components of evaluation.

Output of practical 50
Practical record 15
Viva Voce 15

Courses under Foundation Course, Core Course, Complementary Courses in S3 & S4 and Open Course in S6 shall be handled by teachers in commerce.

Course under Vocational Courses, Complementary Courses in S1 & S2 and Open course in S5 related to hotel management shall be handled by teachers appointed for Vocational Courses in Hotel Management and Catering.

Hotel Visit
A minimum of 2 hotel visits (one each in the First and Second Semester) in a star classified hotel inside Kerala shall be conducted to familiarize with organization and structure of hotel Industry.

Industrial Exposure Training
Industrial Exposure Training (IET) is an integral part of Hotel Management Course. Hence, an IET of 90 days (30 days each in 3 semesters) shall be undergone in a star classified hotel inside Kerala State before completion of IV Semester examinations in Front Office Operations, Accommodation Operations and Food Production/Food and Beverage Service respectively. It is recommended that each student shall undergo training during summer vacations in first and second years. IET shall be monitored and evaluated by the course co-ordinator. The student shall maintain a logbook on daily basis. At the end of the training the student shall submit a training report along with the logbook and the performance appraisal from each department. The training report is to be prepared by the student in two typed copies and to be submitted within V\textsuperscript{th} semester for assessment. The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training will be considered satisfactorily completed would the student
be allowed to appear for the viva-voce of the fifth semester. The student will be awarded altogether 100 marks for industrial training which includes training report and viva-voce.

Once the student has been selected for industrial training by the Institute, he/she shall not be permitted to undergo it elsewhere. In case students make direct arrangements with the hotel, that will have to be approved by the Institute.

**Evaluation of Practical**

The maximum mark for evaluation of practical shall be 100 distributed among the following components

- **Journal** - 10
- **Grooming** - 10
- **Presentation** - 40
- **Viva** - 20

**Total** - 100

*Front Office-Case study(20), Role play (10), Formats(10)

*House Keeping- Work schedule(20), Formats (20)

*Food and Beverage service-Moke(20), Cover laying(10), Menu compiling (10)

*Food Production-Indent and Plan of Work(10), Presentation of Dish(20), Scullery and Hygiene (10)

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**General Structure for the Career-related First Degree Programme in**

**Commerce & Hotel Management and Catering**

4
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<tr>
<th>Sem No.</th>
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<th>Uty Exam Duration (Hours)</th>
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## CAREER RELATED FIRST DEGREE PROGRAMME IN COMMERCE & HOTEL MANAGEMENT AND CATERING PROGRAMME STRUCTURE

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<td>Vocational Course VIII</td>
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**SEMESTER VI**

<table>
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<th>Courses</th>
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<th>Instructi</th>
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<td>Vocational Course IX</td>
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<td>Vocational Course X</td>
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<td>HM1 551.1</td>
<td>Nutrition and Food Preservation</td>
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<td>Front Office Management</td>
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<td>HM1 551.3</td>
<td>Accommodation Operations</td>
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<td>VI</td>
<td>HM1 651.1</td>
<td>Practical Accounting</td>
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<td></td>
<td>HM1 651.2</td>
<td>Management of Foreign Trade</td>
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<td></td>
<td>HM1 651.3</td>
<td>Strategic Management</td>
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</table>
Notes:
1. The open course offered in the fifth semester is an elective course for students from the Disciplines other than Commerce. He/ She can choose any one among the courses offered in that group as part of his/ her course of study.
2. The open course offered in the sixth semester is an elective course for students from the Department of Commerce and each student has to choose any one among the courses offered in that group as part of his/ her course of study.

V. Practical Sessions
Practical sessions are included for all Core and Elective Courses of B. Com Programme. This shall be on a module basis and needs to be included for at least one module where learning through experiencing has maximum relevance. Evaluation will be done internally.

Objectives
1. To impart knowledge and skills on the applications of the concepts learnt in a given context.
2. To learn by experiencing and observing
3. To document and reflect upon learnings
4. To develop exhibits of case studies undertaken, analysis made, exercises done and fact-finding missions.

Process
1. Identify concepts in the module
2. Identify real life cases/ situations/ illustrations where they find application
3. Ascertain steps to link 1 to 2
   • Collection of instruments/Vouchers/ Documents/ Annual reports/ Products/ Advertisements/ Pictures/ Charts.
   • Identify Parties involved with their functions and processes.
   • Record learning with supportive collections in a Commerce Lab Record
4. Presentations of Findings
   The findings will be recorded in the Commerce Lab Record (CLR) along with the learning as the final outcomes. Based on this further assessment may be made in the form of supportive assignments, seminars, group discussions, quizzes etc. This would hammer the learning and strengthen the presentation skills of the learner.

VI. Industrial Visit - cum Study Tour
An Industrial Visit cum tour of not less than Seven days within South India, forms part of the Course of study during fifth/Six Semester, to acquaint with different types of Institutions under hospitality industry. It should cover an organization where functional applications of concepts/theories covered in the Programme are being practiced. The visit should be pre-planned with an objective to learn identified applications. The total time to be devoted in the organization is four days out of Seven days set aside for the tour. The outcome of the visit to be documented in a report with the following forma

Student Tour Dairy
1. Name of the College

2. Name of the Student

3. B.Com Programme .......Semester

4. Name of the Organisation

5. Date of Visit

6. Learning Objectives
   - To Observe applications of ..................................................
   - To Understand processes ..................................................

7. Interactions held ..................................................

8. Outcome in the form of learnings ..................................................

9. Observations (along with pictures, citations, illustrations)

Counter Signed by HoD
Social Service/Extension activities

Students are to participate in Extension/NSS/NCC or other specified social service, sports, literary and cultural activities during 3rd/4th semester. These activities have to be carried out outside the instructional hours and will fetch the required one credit extra over and above the minimum prescribed 120 credits.

Audit courses (zero credit)

The students are free to do additional courses (skill based, vocational courses) prescribed by the University outside the 25 hour weekly instructional period. These courses may be taken as zero credit courses.

Attendance

The minimum number of hours of lectures, seminars or practical’s which a student shall be required to attend for eligibility to appear at the end semester examination shall not be less than 75 per cent of the total number of lectures, seminars or practical sessions.

Evaluation

There shall be Continuous Evaluation (CE) and End Semester Evaluation (ESE) for each course. CE is based on specific components viz., attendance, tests, assignments and seminars. The CE shall be for 20 marks and ESE shall be for 80 marks. The marks of each component of CE shall be: Attendance – 5, assignment / seminar – 5 and test paper -10. The teacher shall define the expected quality of an assignment in terms of structure, content, presentation etc. and inform the same to the students. Due weight may be given for punctuality in submission. Seminar shall be graded in terms of structure, content, presentation, interaction etc.

The allotment of marks for attendance shall be as follows:

<table>
<thead>
<tr>
<th>Attendance</th>
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<td>Less than 51%</td>
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<td>51% - 60%</td>
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<td>61% - 70%</td>
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<td>71% - 80%</td>
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<td>81% - 90%</td>
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<td>91% and above</td>
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Assignments/ Seminars

Each student shall be required to do one assignment or one seminar for each course. The seminars shall be organized by the teacher / teachers in charge of CE and the same shall be assessed by a group of teachers including the teacher / teachers in charge of that course.

Tests

For each course there shall be at least one class test during a semester. Valued answer scripts shall be made available to the students for perusal within 10 days from the date of the test.

End Semester Evaluation (ESE)

End Semester Examination of all the courses in all semesters shall be conducted by the University. The duration of examination of all courses shall be 3 hours.

Evaluation of Project
The report of the project shall be submitted to the Department in duplicate before the completion of the sixth semester. There shall be no CE for project work. A Board of two examiners appointed by the University shall evaluate the report of the project work. The viva – voce based on the project report shall be conducted individually. The maximum marks for evaluation of the project shall be 100, distributed among the following components of project evaluation.

(i) Statement of the problem and significance of the study - 10
(ii) Objectives of the study - 5
(iii) Review of literature - 5
(iv) Methodology - 15
(v) Analysis and interpretation - 15
(vi) Presentation of the report - 10
(vii) Findings and suggestions - 10
(viii) Bibliography - 5
(ix) Viva-voce - 25

Promotion to Higher Semesters

Students who complete the semester by securing the minimum required attendance and by registering for the End Semester Examination of each semester conducted by the University alone shall be promoted to the next higher semester.

SEMESTER – I

Foundation Course I: HM1121– METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

No of instructional hours per week: 4
No of credits: 2

Aim of the course: To provide the methodology for pursuing the teaching learning process with a perspective of higher learning in business education.

Course Objectives:
1. To create a basic awareness about the business environment and the role of business in economic development.
2. To provide a holistic, comprehensive and integrated perspective to business education
3. To give a fundamental understanding about ethical practices in business.

Module I: - Meaning of business information- learning business information - methods and techniques of collecting and learning business information- business linkages between business and different economic systems- meaning of economic systems - their functioning - different economic systems and their features - capitalism, socialism, communism and mixed economy. Different forms of business organizations - individual and organized, family and corporate, business for profit and business not for profit. Business entities - Individual, partnerships, co-operatives, trusts, undivided families, joint stock companies, Joint ventures –MNCs. (Basic concepts only) (15 Hours)

Module II: - Economic sectors of the Economy: An Overview – primary sector, secondary sector, tertiary sector - business examples in different sectors. Emerging areas in Service sector- Tourism, IT, Healthcare, KPO, BPO, Event Management etc. (A brief study only) (10 Hours)


Module IV: - Trained manpower for quality enhancement- role of trained manpower for quality at individual level, family level, organizational level and national level - Human Capital Management - concept, importance and benefits. Quality of life and Quality of Work Life - Quality circle. Management problems in small, medium and large organizations. Use of technology in business (a brief study only). Business ethics - concept, need and importance. Social ethics, social responsibility and social service – role of NCC and NSS in promoting social values among students. (a brief study only) (15 Hours)

Module V: - Individual and team presentations by observation, reading techniques - listening to lectures, note taking- seminars and workshops - conferences and symposiums, field studies, case studies and project reports (a brief study only) (12 Hours)

Note:
1. A field study on how far privatisation and globalisation enhance the quality of manpower.
2. Students are to be organised into groups of five and should be required to present papers on topics relating to the role of business in economic development and ethical practices in business. The assignments are to be based on the presentations made in the specified areas.

Books recommended:-
5. N.M.Khandelwal : Indian Ethos and Values for Managers
Core Course I: HM1141-ENVIRONMENTALSTUDIES

No. of instructional hours per week: 4 No. of Credits:3

Aim of the course: To develop knowledge and understanding of the environment and enable the students to contribute towards maintaining and improving the quality of the environment.

Course objectives:
1. To enable the students to acquire basic ideas about environment and emerging issues about environmental problems.
2. To give awareness about the need and importance of environmental protection

Module I: Environmental studies—meaning—scope—importance (4hrs)

– food webs and ecological pyramids. Ecosystem–concept–types of ecosystems–structure and functions of forest ecosystem, grass land ecosystem- desert ecosystem, aquatic ecosystem. Biodiversity and its conservation- introduction– definition– genetic, species and ecosystem diversity - value of biodiversity–biodiversity at global, national and local levels–India as mega-diversity nation–hot-spot of diversity–threats to diversity–conservation of diversity in situ, ex-situ. Natural resources- features– air resources, forest resources, water resources, mineral resources, food resources–energy resources, land resources– over exploitation of natural resources– consequences– conservation of natural resources– role of an individual in conservation of natural resources (25hrs)


Module V: Human Population and environment – population growth–variation among
Women and child welfare. 

Note:: All students must visit a local area to document environmental issues and prepare a 
brief report on the same identifying issues involved and suggesting remedies.

Books recommended
Misra.S.P and Pandey.S.N. Essential Environmental Studies, Ane BooksIndia, New 
Delhi.
KiranB.Chokkasandothers.UnderstandingEnvironment,SagePublicationsNewDelhi.Arumuga
mN. and Kumaresan V. Environmental Studies, Saras Publications, Kanyakumari. Benny

Vocational Course I: HM 1171- FRONT OFFICE OPERATIONS

No. of instructional hours per week: 3 hours theory and 1 Hour Practical No. of Credits: 3

Aim of Course: To develop ability to understand hotel & hospitality industry and probe the
opportunity to serve as Front Office Manager

Course Objectives
1. To enable the students to acquire basic knowledge of Lodging Industry
2. To provide knowledge about the Front Office Operations and Promoting sales.

Module I: LODGING INDUSTRY
a) Hospitality industry – Historical background – Introduction to hotel industry in India - Modern
trends that accelerate the growth of industry.
b) Size – Grouping hotels on the basis of size
 c) Classification of hotels – Commercial hotels – Airport hotels – Resort hotels –
 Conference and convention centers - Heritage hotels –Classification with specific reference
to India (star systems)
d) Levels of Service - Intangibility of service – Quality assistance – Rating service –
 World – class service - Mid range service – Economy limited service
e) Ownership and affiliation – Independent hotels – Chain hotels – Franchise and
 Referral groups
f) Basis of room tariff charges and various types of room plans – European plan –
 American plan – Modified American plan

Module II: ORGANISATION OF LODGING PROPERTIES
Hotel organization - organization charts – Classifying functional areas – Front Office organization –
Front Office personnel (staffing) including uniformed staff – Jobdescription – Functional
organization of front office department – Supervisory techniques

Module III: FRONT OFFICE OPERATION
Guest Cycle
Guest Cycle – Pre-Arrival, Arrival, Occupancy, Departure;
Reservation
Reservation and Types of Reservations – Guaranteed Reservations and Non-Guaranteed Reservation. Modes and Sources of Reservation. Processing Reservation Request – Receiving Reservation Inquiries, Determining Room Availability, Accepting or Denying Request, Reservation Confirmation, Amending Reservation, Reservation Cancellation. Waiting List, Group Reservation, Over Booking. Importance of Reservation for Hotel and Guest. Potential Reservation Problems – Errors in Reservation Records

Registration
Pre – Registration and Registration – Form C and Guest Registration Card (GRC). Registration Procedure - Receiving And Identifying Guest, Registration Records, Room and Rate Assignment, Establishment the Mode of Settlement of Bills, Issue Room Keys, Fulfilling Special Requests. Registration Procedure for Walk-in Guest, VIPs, Groups, Scanty Baggage and Foreign Nationals. Latest Trends – Self Registration (12 hrs)

MODULE IV

MODULE V
BELLOK DESK & INTER RELATIONSHIP
BELLOK DESK – Location – Functions – Procedures and activities
INTER RELATIONSHIP
INTER RELATIONSHIP with – Housekeeping – Food and beverage service – Engineering and maintenance – Revenue centres – Marketing and Public relation (14 hrs)

PRACTICALS
1. Preparing and filling up reservation forms
2. Preparing and filling up registration card
3. Role play for different check ins as – Walk in, FIT, Corporate, VIP and Groups
4. Operating PMS system in computer lab. Familiarization of all options

Books Recommended:
2. Front Office Management – Sushil Kumar Bhatnagar
3. Hotel Management Vol. 1 – Dr. B.K. Chakravarthi
Complementary Course I: HM 1131- FUNDAMENTALS OF HOUSE KEEPING

No. of Instructional hours per week: 4 (3 hours theory and 1 Hours Practical) No. of credits: 4

Aim of the Course:
To develop capability to understand the house keeping in hospitality operation

Course Objectives:
1. To impart students’ basic knowledge about House keeping, cleaning equipment and cleaning agents.
2. To provide knowledge about the Accommodation operation and to highlight the scope as a House keeping manager.

MODULE I – INTRODUCTION
The role of housekeeping in hospitality operation – Types of hotels and services offered – Types of rooms – Role of Housekeeping in Guest Satisfaction and Repeat business. Organization Chart of the House Keeping Department-Hierarchy in small medium, large and chain hotels – Identifying Housekeeping Responsibilities – Personality Traits of Housekeeping Management Personnel – Duties and responsibilities of Housekeeping Staff – Layout of the housekeeping Department (8 hrs)

MODULE II
CLEANING EQUIPMENT: General criteria for selection – Manual equipment – Mechanical equipment – Use and care of Equipment
COMPOSITION CARE AND CLEANING OF DIFFERENT SURFACES
Metals - Glass – Plastic – Ceramics – Wood – Wall finishes – Floor finishes (12 hrs)

MODULE III
MAIDS SERVICE ROOM
Location lay out and essential features – Chambermaid’s trolley
KEYS
Types of keys – computerized key Cards – Key control
CLEANING ORGANIZATION
Principles of cleaning hygiene and safety factors cleaning – Frequency of cleaning – Design features that simplify cleaning (16 hrs)
MODULE IV
HOTEL BED MAKING
Types of beds and mattresses – Step by step procedure for making a bed turning down
DAILY CLEANING OF GUESTROOM
Learning by the modular methods the cleaning of – vacant room – occupied room –
Check – out room – Evening service (15 hrs)

MODULE V
STANDARDS SUPPLIES
Ordinary rooms – VIP Rooms and VVIP Rooms – Guest’s special requests
Lost and Found-Procedure and records
Periodical Cleaning-Special Cleaning
Tasks – Schedules and records
Public Area Cleaning (19 hrs)

PRACTICAL
1. Identification, use and care of cleaning equipment
2. Identification of cleaning agents
3. Identification of hotel linen
4. Bed Making
5. Cleaning of guest rooms- Departure, Occupied and Vacant

Books Recommended
1. Hotel, Hostel & Hospital house keeping – Joan C. Branson
3. Hospitality operations – Stephen Ball / Peter Jones
4. Professional Management of Housekeeping operations - Thomas J.A. Jones
5. Hotel House Keeping Operations and Management, Mr. G Raghubalan, SmriteeRaghubalan,
Oxford Higher Education
SEMESTER - II

Foundation Course II: HM1221-INFORMATICSANDCYBERLAWS

No. of instructional hours per week: 4  No. of credits: 3

Aim of the course: To update and expand informatics skills and attitudes relevant to the emerging knowledge society and to equip the students to effectively utilize the digital knowledge resources for business studies.

Course objectives:
1. To review the basic concepts and fundamental knowledge in the field of informatics.
2. To create awareness about the nature of the emerging digital knowledge society and the impact of informatics on business decisions.
3. To create an awareness about the cyber world and cyber regulations.

Module I: Overview of Informatics - meaning, feature and importance - Computer networks & Internet, wireless technology, cellular wireless networks, introduction to mobile phone technology, Purchase of technology, license, guarantee, and warranty. New development in informatics (12 hrs)

Module II: Knowledge Skills for Higher Education - Data, information and knowledge, knowledge management, Internet access methods – Dial-up, DSL, Cable, ISDN, Wi-Fi. Internet as a knowledge repository, academic search techniques, creating cyber presence. Academic websites, open access initiatives, opens access publishing models, Introduction to use of IT in teaching and learning - Educational software, Academic services – INFLIBNET, NICNET, BRNET. (15 hrs)

Module III: Social Informatics - IT & Society – issues and concerns – digital divide, IT & development, IT for national integration, overview of IT application in medicine, healthcare, business, commerce, industry, defence, law, crime detection, publishing, communication, resource management, weather forecasting, education, film and media, IT in service of disabled, Futuristic IT – artificial intelligence, Virtual reality, bio computing. Health issues – guide lines for proper usage of computers, internet and mobile phones E-wastes and green computing, impact of IT on language & culture-localization issues (18 hrs)


Books Recommended:
2. Rajaraman, Introduction to information Technology, PHI, New Delhi.
7. IT Act 2000,
8. Rohas Nagpal, IPR & Cyberspace – Indian Perspective.

Core Course II: HM 1241-FINANCIAL ACCOUNTING

No. of instructional hours per week: 4 No. of credits: 3

Course Objectives
1. To familiarize the students with different methods of depreciation.
2. To equip the students to prepare the accounts of specialised business enterprises.


**Depreciation Accounting**- Meaning -Fixed and reducing balance methods with adjustments – Annuity method – Depreciation fund method – insurance policy method - Revaluation method- estimated life and estimated resale value as per AS 6 Depreciation. (20 hrs)

**Module 2- Accounts of Hire Purchase and Installment purchase system**- Meaning – difference between Hire Purchase and Installment- Accounting entries in the books of purchaser and vendor- Default in payment- Complete and partial repossession – Installment system – Entries in the books purchaser and seller. (15 hrs)

**Module 3- Voyage, Packages and containers accounts** –Voyage Accounts Meaning- Advantages- Preparation of voyage accounts- Voyage in progress – Accounting for packages and containers – Accounting treatment – Containers trading account- Containers provision account. (12 hrs)

**Module 4- Investment Accounts**- Fixed income bearing securities- Variable income bearing securities- Purpose of Investment ledger-Cum Interest- Ex Interest- Difference- Columnar Investment Accounts- Adjustment for Equity shares Investment accounts- Dividend received-Bonus share- Right Shares. (12 Hrs)

**Module 5- Insurance Claims**- Types of risks- preparation of statement to ascertain value of stock on the date of fire – Treatment of salvage – valuation of stocks prior to date of fire — Treatment of Average Clause, Treatment of Abnormal items Claims for loss of stock- Average Clause- Journal entries- calculation of Amount of Claim- Loss of Profits on insurance (13Hrs)

Recommended Structure of questions for ESE:- Theory 30% Problem 70%

Recommended Practicals:
1. Collection of details of Repossessed Assets which were sold on hire purchase system and making a presentation on their actual accounting treatment.
2. Collection and evaluation of the statements from insurance companies to ascertain the value of stock at the date of fire and to understand the settlement.

Books Recommended

**Vocational Course II: HM 1271- : Front Office Management**

Instructional hrs per week: 3**hours theory and 1 Hour Practical**.
No. of Credits :3

**Aim of the course:**
To develop the students with the procedures and applicability of Automated and non-automated techniques used in Front Office.

**Course objectives:**
1. To familiarise the students with the front office management system.
2. To enable the students to develop the skill for the maintenance of various front office records.

**Module I**
**FRONT OFFICE COMPUTER APPLICATIONS**
Selection of Front Office Management System Software – Amadeus, Fidelio Etc.,

**Room Management Software**
Room inventory, Room status, Availability

**Registration**
Reservation, Guest data, Reports, Self check-in

**Posting**
Paid out, Miscellaneous charges, Telephone, Display folio, Reports

**Call Accounting**
Guest information, Employee information, Post charges, Messages, wakeup calls, Reports.

**Checkout**
Folio, Adjustment, Cashier, Back office transfer, Reports, Guest history

**Module II**
**NIGHT AUDIT**
Definition – Audit and Night Audit, Functions of Night Audit, Duties and Responsibilities of Night Auditor, Night Audit Procedure

**Module III**
Check out and settlements, Functions, Departure procedure, Method of settlements, Cash payment, Credit Payment, Direct billing transfer, Combined settlement methods, Late Checkout. Checkout options, Express Video checkout and self-check out, Unpaid account balance, Collection of accounts.

**Module IV**
**Planning and Evaluation**
Management Functions; Yield Management – Benefits of Yield Management; Percentage of Walk-ins, Percentage of Overstay, Percentage of Under Stay; Evaluating front office operations -
Occupancy Percentage and Double occupancy percentage, Average Daily Rate, Average Room Rate Per Guest

**Module V**

**FOREIGN EXCHANGE PASSPORT and VISA**

Foreign Currency, **Passport and Visa**-Definition - Visa and Passport; Passport and Types of Passport; Visa and Types of Visa

**SECURITY**

Keys, Fire alarms, Burglar alarm, Security code transactions

**Front office records**

Guest histories, Marketing follow through

a) A day as front office Manager

b) A day as a deputy manager

c) Front office equipment-Manual (non automated system front office-equipment)

Semi-automated system- Automated system front office equipment.

**PRACTICALS**

1. Handling check-outs

2. Operating PMS system in computer lab. Familiarization of all options

3. Prepare guest folio

4. Prepare various vouchers

**Books Recommended**

- Front office operations by Colin Dix & Chirs Baird
- Hotel Front office management by James Bardi, VNR
- Managing front office operations by Kasavana & Brooks
Complementary course II: HM 1231- House Keeping Operations

No. of Instructional Hrs per week: 3 hrs theory and 1 Hour Practical
No. of Credit: 4

Aim of the course:
To give advance training in House Keeping – linen rooms – Decorations and small level of event management.

Course objective:
1. To impart specific knowledge on Linen rooms, sewing room
2. To provide practical exposure on flower arrangement and interior decoration.

Module 1
LINEN ROOM

UNIFORMS
Advantages of providing uniforms to staff. Issuing and exchange of uniforms, type of uniforms, Selection and designing of uniforms, layout of the Uniform room. (16 hrs)

Module 2
SEWING ROOM
Activities and area to be provided
Equipment provided.

LAUNDRY
Commercial and on-site Laundry, Flow process of Industrial Laundering-OPL, Stages in the Wash Cycle, Laundry Equipment and Machines, Layout of the laundry, Laundry agents, Dry Cleaning, Guest laundry/Valet service, Stain removal. (14 hrs)

Module 3
FLOWER ARRANGEMENT
Flower arrangements in Hotels
Equipment and material required for flower arrangement, Conditioning of plant material, Styles of flower arrangement, principles of design as applied to flower arrangement.
SPECIAL DECORATIONS
Various occasions-Materials used and cost incurred, Theme decorations. (10 hrs)

Module 4
PLANNING AND ORGANIZING THE H.K.D.
Area Inventory List-Frequency Schedules, Performance and Productivity standards, Time and Motion study, Standard Operating Manuals-Job procedures, Job Allocation and Work Schedules-Calculating Staff Strength & planning Duty Rosters, Training in the H.K.D.-Performance Appraisals, Selection of Cleaning Equipment and Agents Also, Inventory levels for non-Recycled Items. (20 hrs)

CONTRACT SERVICES
Types of contract services-Guidelines for luring contract services. Advantages and Disadvantages of Contract Services. (20 hrs)

Module 5
INTERIOR DECORATION
Elements of Design-Colour and its role in Décor, Windows and window treatment, lighting and Lighting Fixtures, Floor Finishes, Carpets, Furniture and fittings, Accessories. LAYOUT OF GUEST ROOMS – Refreshing And Redecoration. Sizes of rooms, sizes of furniture arrangement, principles of design, Colour Harmony and Colour Schemes. (12 hrs)

PRACTICALS
1. Identification of Different linens
2. Uniform and linen exchange procedure
3. Flow process of a laundry – Industrial visit
4. Identification of Stain and Stain removal
5. Flower arrangement

Reference Books:
- Hotel House Keeping Operations and Management, Mr. G Raghubalan, SmriteeRaghubalan, Oxford Higher Education
SEMESTER – III

Core Course III : HM 1341–MANAGEMENT CONCEPTS AND THOUGHT

No: of instructional hours per week: 4  No: of credits: 3

Aim of the course: To provide a comprehensive perspective on management theory and practice

Course objectives:
1) To equip learners with knowledge of management concepts and their application in contemporary organizations
2) To facilitate overall understanding of the different dimensions of the management process.

(15hrs)

(15 hrs)


MODULE-IV: Motivation and Communication - Motivation-Meaning and Importance, Intrinsic and Extrinsic motivation, Positive and negative motivation; Motivational Theory-Carrot and stick theory, Maslow’s Hierarchy of Human Needs Herzberg’s Two Factor theory, Alderfer’s ERG theory, Vroom’s-Expectancy theory, David McClelland’s Need based Motivational Models-Factors

**MODULE-V**: New Horizons of Management (Conceptual Framework only) TQM-Meaning-Principles of TQM-Deming’s 14 points, Barriers to TQM, Customer requirements- The Five Fs-Change Management – Concept and Importance, Knowledge Management- Concept and Importance- Concept of Learning Organisation. (9hrs)

**Recommended Practicals:**
1) Collect Vision/Mission Statements of leading organizations. Examine ways in which elements of these statements are being put into practice.
2) Identify Best Practices of business concerns in your locality with regard to different managerial functions.
3) Study the Reward and Recognition system used by any leading business organization in your local area.
4) Conduct an interview with a successful business leader. Identify the leadership style followed by the leader based on the information collected.
5) Study the Quality Management Practices adopted by any business concern.

**Recommended Books:**
7. *Principles of Management*-Gupta Meenakshi
Core Course IV: HM1342- ADVANCED FINANCIAL ACCOUNTING

No. of instructional hours per week: 4
No. of Credits: 3

Aim of the course: To equip the students with the preparation of accounts of various business areas.

Course Objectives

1. To create awareness of accounts related to dissolution of partnership firms.
2. To acquaint students with the system of accounting for different branches and departments.
3. To enable students to prepare accounts of consignments.


Module 3: Joint venture: Meaning- features- difference between joint venture and partnership – joint venture and consignment-Accounting treatment when one of the ventures is appointed to manage the venture-When separate set of books are not maintained for recording joint venture transaction- when separate set of books are kept for the venture–when memorandum method is followed. (15 hrs)

Module 4: Branch Accounts- meaning, features and types of branch accounting- accounting for the branches not keeping full system of accounts- Debtors system, Stock and Debtors system, final accounts – wholesale branch- accounting for branches keeping full system of accounts- adjustment for depreciation of fixed assets, expenses met by Head office for the branch and reconciliation-incorporation of branch Trial Balance in the Head Office books.(20 hrs)
Module 5: Departmental Accounting- meaning - features- advantages- objectives- methods of
departmental accounts- allocation and apportionment of departmental expenses- difference between
departmental accounts and branch accounts- inter departmental transfers- preparation of
departmental trading and profit and loss account. (15 hrs)

Structure for preparing question paper: Theory 30% Problem 70%

Recommended Practicals:
1. Visit some branches and identify their accounting methods.
2. Collect data from one or two partnership firms/ joint ventures on the accounting procedure adopted.

Books Recommended:

SEMESTER – III

Vocational Course III: HM 1371- FOOD PRODUCTION THEORY AND
PRACTICE

No. of Instructional hrs per week. 3 hours theory and 2 Hours Practical

No. of Credits 4

Aim of the course: To impart basic knowledge on Cookery, and organization and structure of
kitchen.

Course objectives:
1. To enable the student to acquire basic knowledge of food production.
2. To give basic knowledge on organization & Layout of Kitchen

Module 1
INTRODUCTION OF COOKERY
Levels of skills and Experience, Attitudes and Behaviour in the kitchen, Personal hygiene,
uniforms, Safety procedure in Handling Equipment.

CULINARY HISTORY
Origin of Modern Cookery-List of culinary (common & basic) terms, Explanation with examples

HIERARCHY & KITCHEN STAFFING
Classical Brigade, Modern staffing in various category hotels, role of Executive Chef, Duties and
Responsibilities of various chef, Co-operation with other Departments.

Module II
KITCHEN ORGANIZATION & LAYOUT
General layout of kitchen in various organizations, Layout receiving Areas, layout of Storage Area,
Layout of service and wash up.

EQUIPMENT & FUEL
Various Fuels used, Advantages & disadvantages of each, Filament Equipment used in Food
Production.
AIMS and OBJECTS OF COOKING FOOD
Aims and objectives of cooking food, Various textures, Various consistencies, Techniques used in preparation, Techniques used in preparation.

Module III
METHODS OF COOKING FOOD.
Roasting, Grilling, Frying, Baking, Broiling, Poaching, Boiling - Principles of each of the above - Care & precautions to be taken with each method - Selection of food for each type of cooking.

BASIC PRINCIPLES OF FOOD PRODUCTION: VEGETABLE & FRUIT COOKERY
Introduction Classification of vegetables, Pigments and colour changes, Effects of heat on vegetables, Cuts of vegetables, Classification of fruits, Uses of fruit in Cookery, Salads and Salad dressing.

BASIC PRINCIPLE OF FOOD PRODUCTIONS: STOCKS
Definition of Stock, Types of Stocks, preparation of stock, Recipes, Storage of Stocks, uses of Stocks, Care and precautions in stock Making.

Module IV
BASIC PRINCIPLES OF FOOD PRODUCTION: SOUPS
Classification with examples, Basic recipes, Consommes, Garnishes and accompaniment for soups.

BASIC PRINCIPLES OF FOOD PRODUCTION, SAUCES
Classification of Sauces, Recipes for mother Sauces, Derivatives.

Module V
Basic Principles of Food Production: Egg Cookery, Fish Monger, Poultry, Meat Cookery
Introduction to egg cookery- structure of an egg - selection of egg- uses of egg cookery- methods of cooking egg; Introduction to fish mongery- classification of fish-cuts of fish- selection of fish- shell fish- cooking of fish; Introduction to poultry – types, basic cuts, basic preparation methods; Introduction to meat cookery- cuts of beef/ veal - cuts of lamb/ mutton- cuts of pork

PRACTCIAL
I. PRACTICAL

• Familiarization of Kitchen, Equipments& Ingredients

• Demonstration & Practice of Standard Cuts of Vegetables

II. PRACTICAL

• Demonstration and practice preparation of stocks and sauces

III. PRACTICAL

• Demonstration and practice preparation of soups and bread rolls

IV. PRACTICAL

• Demonstration & practice of Cuts of poultry, Preparation and jointing of chicken.
V. Three course Menu should be combined from the following

- 10 Soup preparations - Consommé, Minestrone soup, Cream of Tomato, Cream of chicken soup, Cream of pumpkin, Vegetable clear soup, Seafood gumbo soup, Tom yom soup, French onion soup etc.
- 10 Egg preparations - Hardboiled egg, soft boiled egg, Scrambled egg, Sunny side up, Fried egg, Poached egg, Stuffed egg, Omelet, Spanish omelet, cheese omelet etc.
- 10 Vegetable preparations - Glazed carrot, Fried vegetables, Carrot vichy, Saute vegetables, Jardinere de legume, Cauliflower au gratin, Potato croquet, Mashed potato etc.

Books Recommended

- Practical Cookery, Victor Ceserani & Ronald Kinton, ELBS
- Theory of Catering, Victor Ceserani & Ronald Kinton, ELBS
- Theory of Catering, K. Arora, Frank Brothers
- Modern Cookery for Teaching & Trade Vol. I, Thangam Philip, Orient Longman

Vocational Course IV: HM 1372- FOOD AND BEVERAGE SERVICE

Instructional hrs per week: 3 hours theory and 1 Hour Practical
No. of Credits: 3

Aim of Course:
To impart knowledge on importance of Food and Beverage Service in Hotel Industry.

Course Objectives:
1. To give basic knowledge on Hotel & Catering Industry
2. To give in-depth knowledge on the organization & Staffing in F & B Service.

Module 1

Introduction to the Hotel & Catering Industry.
Role of catering establishment in the travel/Tourism industry, Types of F & B operations (Classification) Commercial: Residential/Non-Residential, Welfare: Industrial/Institutional/Transport (Air, road, rail. Sea)

Departmental Organisation & Staffing
Organization of the F&B dept. of a hotel, Principle staff of various types of F&B operations, Duties & responsibilities of F & B staff, Attributes of a good waiter, Interdepartmental relationships (Within F&B & with other depts.)
Ancillary departments
Pantry, Food pick-up areas, Stores, Linen room, Kitchen stewarding. (15 hrs)

Module II
F&B Service Equipment
Classification of equipment, Familiarization of equipment, Criteria for selection & Requirements (Qty/Types of Crockery), Tableware (Silver/Stainless), Glassware, Linen including furnishings, Other equipment, Care & maintenance of equipment including silver cleaning.

Meals & Menu Planning
Origin of the menu- menu planning objectives - menu terminology - basic types of menus - general menu planning - sequence of course Courses of French classical menu - table d'hôtel menu (Indian and Continental) - a la carte menu (Indian, Continental and Chinese);
Mise-en-scene & Mise-en-place (including arrangement of Side-boards) (20hrs)

Module III
Forms and Techniques of Service
Styles of service- French service- American service- English service –Russian service -buffet service, - order of serving food &beverages -breakfast, lunch, dinner-handling service utensils-cleaning of plates
Types of Breakfast- Indian B/F, English B/F, American B/F, Continental B/F, Lunch, Dinner, Brunch, Afternoon/High Tea, Supper, Descriptions of dishes, Accompaniments. (15hrs)

Module IV
Non- Alcoholic Beverages

Module V
Room Service
Type of room Service, Room Service organization, House rules for Room Service Staff, Tray Trolley set-ups Mise-en-place and service of various R.S. items, R.S. equipment, (12 hrs)

PRACTICALS:
1. Familiarization of equipment
2. Methods of cleaning, care & maintenance of equipment including cleaning/polishing
3. Arrangement of side boards- different types and uses
4. Laying table cloth- relaying a table cloth
5. Laying various covers
6. Napkin folds- lunch folds- dinner folds- breakfast folds
7. Receiving guests- procedures
8. Taking Food and Beverage Orders in Restaurants
9. Service of meals – Pre Plated service of all courses

Books Recommended

- Food & Beverage Service –Lillicrap& Cousins, ELBS
- Modern Restaurant Service –John Fuller, Hutchinson
- Food & Beverage Service Management-Brian Varghese
- Introduction F& B Service-Brown, Heppner &Deegan
- Professional Food & Beverage Service Management –Brian Varghese

Complementary Course III: HM 1331 – E-Business

No of instructional Hours per week: 4  No. of credits: 4

Aim of the Course: To expose the students to e-business and its potentialities.

Course Objectives
1. To provide students a clear-cut idea of e-commerce and e-business and their types and models.
2. To acquaint students with some innovative e-business systems.
3. To impart knowledge on the basics of starting online business.


Module 2: E-business Systems (basic concept only) Integration of e-business suits – ERP, e-SCM, CRM, e-procurement, e-payment. (12 hours)

Module 3: e-Business Application -
E-Tourism, online employment and job market, online real estate, online publishing and e-books, online banking and personal finance, e-grocers, e-shopping, online delivery of digital products, entertainment and media. E-learning and online education (14 hours)


Module 5: Launching a successful online Business and EC projects -Requirements, funding options, processes, techniques, and website design (theory only). (10 hours)

Reference books
2. Electronic Business and Electronic Commerce Management, Dave Chaffey, Prentice Hall
3. **E-learning Tools and Technologies**: Horton and Horton, Wiley Publishing


5. **E-Governance**, Pankaj Sharma. APH Publishing Corporation, New Delhi


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**SEMESTER IV**

**Core Course V: HM1441-BUSINESS REGULATORY FRAME WORK**

No. of instructional hours per week: 4  
No. of credits: 3

**Aim of the course**: To acquaint the students with the legal framework influencing business decisions and operations.

**Course objective**:
1. To provide a brief idea about the framework of Indian business Laws
2. To enable the students to apply the provisions of business laws in business activities
3. To motivate the students to take up higher studies in business Laws

**Module 1**: Introduction to law- Meaning of law- definition of law – importance of law- branches of law –sources of law- mercantile law- importance- sources- other business regulations – statutory and professional- objectives(basic study only)  (4 hrs)


(20 hrs)

Recommended Practical
1) Prepare model of a (a) Power of Attorney Contract (b) Indemnity Bond (c) Contract of Guarantee
2) Collect newspaper cuttings relating to Right to Information Act, TRAI and Intellectual Property Rights, with special focus on recent legal judgments.
3) Prepare a Model RTI Application for obtaining information under the Right to Information Act, in any area.

Books Recommended
1. Kapoor. N.D, Business law, Sulthan Chand and Sons
2. Chandha P.R, Business lawgajgotia, New Delhi
5. B S Moshal, Modern Business law, Ane books, New Delhi

Core Course VI: HM 1442 BANKING AND INSURANCE

Aim of the course: To expose the students to the changing scenario of Indian banking and Insurance.

Course objectives:
1. To provide a basic knowledge about the theory and practice of banking
2. To provide a basic understanding of Insurance business.
3. To familiarize the students with the changing scenario of Indian Banking and Insurance.

Module I: Banking:-Banking functions -Liquidity management- credit creation- Banking and non-banking functions- CORE bank solutions- Retail bank product and services-Mergers in banking-Central bank system-Central banks in different countries - Role of RBI- General policies of RBI. (15hrs)

Module II: Banking Practice: Banker – customer – Definition as per Banking Regulation- Relationship between banker and customer – General and special relationship – Negotiable instruments – differences between transferability and negotiability- Asset liability management– opening and operation of accounts by special types of customers – minor, married woman, firms, company. (20 hrs)


Module IV: Introduction to Insurance: Meaning of risk- Classification of risk-features of insurable risk-Meaning and functions of Insurance-Importance of Insurance - classification of insurance business in India- Life – General - fire, accident, asset, medical, home, commercial travel, rural,
Module V: Insurance Claims and regulations—Meaning—Importance—types of claims—Procedure of settlement of Life Insurance claims and Non-Life Insurance claim—Privatization of insurance industry—FDI in insurance – Bancassurance - IRDA regulations  

Recommended Practical
1. Collect application forms for opening Account in banks and make a presentation in class.
2. Study the Internet banking and, Mobile banking procedure and document it.
3. Collect cheques with different types of crossing and examine the differences.

Books Recommended:
6. Radhaswami M. Practical Banking, Sultan Chand & Sons, New Delhi.
8. O P Agarwal, Principles and practice of insurance.
Vocational Course V: HM 1471-ADVANCED FOOD PRODUCTION THEORY AND PRACTICE

Instructional hrs per week: 2 hours theory and 3 Hours Practical
No. of Credit: 4

Aim:
To give advance Training of Quantity Cooking and different styles of cooking.

Course Objectives:
1. To give in-depth practical training on Quantity food production.
2. Different regional cooking
3. Institutional and Industrial cooking.

Module I
Quantity Food Production Equipment.
Equipments used in quantity kitchen (both hot and cold kitchens). Care maintenance and storage of equipment, Specifications when purchasing equipment, List of equipment manufacturers, Modern equipment in the market.

Kitchen Stewarding
Importance, Opportunities in K.S. Records maintained, Machines used, Inventory. Theme dinner and outdoor catering.

(18 hrs)

Module II
Indenting
Principles of indenting, Quantities/portions for bulk production, Practical difficulties involved in indenting.

Costing
Basic costing, Food costing, Food cost control, Problems related to food costing, Importance and relevance of food costing.

(12 hrs)

Module III
Volume Feeding
Planning of menus for various categories, such as: School/college students, Industrial workers, Hospitals, Canteens, Outdoor parties theme dinners, Transport/mobile catering, Parameters for quantity food menu planning.

(10 hrs)

Module IV
Institutional and Industrial Catering
Types of institutional and industrial catering. Menu planning for institutional and industrial catering. Scope of Hospital catering, diet menus and its importance.

Food Protection

(12 hrs)

Module V
International Cuisines
Introduction to popular International Cuisines—featuring regional classification, ingredients, methods of cooking, courses of menu. (Asian, European (continental), North& South American, Spanish, Italian and Mexican).

Indian Regional Cuisine
Introduction to regional cooking, Factors affecting eating habits, Heritage of Indian cuisine, Differentiation of regional cuisine, Indian Breads, Indian sweets, States to be covered: Goa, Tamilnadu, Kerala, Maharashtra and Punjab. Also regional styles such as Chettinadu and Hydrabadi.

(20 hrs)

PRACTCIAL

Menu- 01
Greek Salad
Greek Rice Pilaf
Grilled Chicken Skewers
Oven-Roasted Vegetables
Chocolate Mousse

Menu -04
1
Coleslaw Salad
Pasta alfredo
Chicken Chasseur
Bean Goulash
Fruit Trifle

Menu 05
2
Veg Pulau
MethiMurg
BainganBhurta
Dal Makahni
SoojiHalwa

Menu 06
Italian Cuisine
3
Minestrone Soup
Insalata Di Verdure
Risotta
Chicken Caccioatore
Torta Di Mele

Menu 07 – American Cuisine
2
Cabbage Chowder
Poulet A La Rex
Pommes Marguises
Ratatouille
Cinnamon Muffins

Menu 08
Chinese Cuisine
4
Hot & Sour Chicken Soup
Veg Fried Rice
Chicken satay
Veg. Manjurian
Dates Pancake

Menu 09 – Thai cuisine
5
Yam Hai Dao
Chiang Mai Noodle Soup
Thai Fried Rice
Green Thai Beef Curry
Coconut Pan Cake

Menu 10
Tandoori Roti
Jeera Rice
AlooGobhi
Rajmah
BhunaGosht
Rou Di Kheer

Menu 11
MalabariPratha
Coconut Rice
Chicken Chettinad
Avial
Mysore Pak

Menu 12
Thukpa
Kashmiri Pulav
Mutton Rogan Josh
Dum Aloo
Phirne

Books Recommended
1. Modern cookery - Thankom Philip
2. Sweet & Sour -Marshall cavondish
3. Fundamentals of menu planning-Paul McVerty
4. Theory of Cookery- Krishna Arora
5. 101 Chicken recopies - Nita Metha
Vocational Course VI: HM 1472-ADVANCED FOOD AND BEVERAGE SERVICE

Instructional hrs per week: 3 hours theory and 2 Hour Practical
No. of Credits: 4

Aim:
To give in-depth knowledge on Alcoholic Beverages and Bar operations.

Course Objectives:
The course is focused to
1. Different alcoholic beverages, cocktails and spirits.
2. Managing F&B outlets

Module I
Alcoholic Beverages
Introduction & Definition, Classification, Production

WINES
Introduction & Definition, Classification, Table/Still/Natural. Fortified, Sparkling, Aromatized. Wine producing countries of the world including India. Principal Wine Regions of France, Germany, Italy & Spain.

BEER
Introduction and Definition, Types of Beer, Definition and Production of Each, Type, Storage, A) Bottled & Canned Beers, B) Draught Beers

Module II
SPIRITS

Aperitifs
Definition, Types, Service.

LIQUERS
Definition, Production, Service.

Module III
COCKTAILS
Definition, History in Brief, Classification, Cocktail Bar Equipment, Preparation & Service of cocktails, Mock tail /Speciality Coffees.

GLOSSARY TERMS RELATED TO ALCOHOLIC BEVERAGES.

Module IV
FUNCTION CATERING BANQUETS
History, Types, Organization of Banquet Department, Supervisory Skills, Duties and Responsibilities, Sales, Booking Procedure, Banquet Menus, Banquet protocol, Spaces Area Requirement, Table plans/Arrangements, Mise-En- Place, Service Toasting.
BUFFETS
Informal Banquets, Reception, Cocktail Parties Convention, Seminar Exhibition, Fashion Shows, Trade fair, Wedding, Outdoor Catering. (12hrs)

Module V
BAR OPERATIONS
Types of Bar, Cocktail, Dispense, Area of Bar, Front Bar, Back Bar, Under Bar, Bar Equipment, Staffing in Bar, Opening and Closing duties. (10hrs)

PRACTICALS
1. Service of Non-Alcoholic Beverages
2. Room Service Order taking
3. Making KOT, Presenting bills to guests
4. Service of Wines: Red wine
5. Service of Wines White/Rose wine
6. Sparkling wines / Fortified wines / Aromatized wines/
7. Service of Beer
8. Service of different types of Aperitifs and Spirits

Books Recommended
• Food & Beverage Service Training Manual - Sudhir Andrews
• Food & Beverage Service – Lillicrap& Cousins
• Modern Restaurant Service – John Fuller
• Food & Beverage Service Management – Brian Varghese
• Introduction F&B Service - Brown, Heppner & Deegan
• Food and Beverage Service, R Sringaravellam, Oxford Press
Complementary Course IV: HM 1431 – BUSINESS STATISTICS

No. of instructional hours per week: 4  No. of credits: 4

Aim of the course: To develop the skill for applying appropriate statistical tools and techniques in different business situations.

Course Objectives:
1. To enable the students to gain understanding of statistical techniques those are applicable to business.
2. To enable the students to apply statistical techniques in business.

Module I—Introduction: - Meaning, definition, functions, and importance of statistics.- distrust of statistics – statistical studies - census study vs. sample study - collection of data – primary and secondary - methods of data collection – sampling - theoretical basis for sampling – methods of sampling – probability methods vs. non-probability methods. Classification, tabulation and presentation of data. Measures of dispersion.—Range, Quartile Deviation, Mean Deviation Standard Deviation. (a review only) (17 hrs)

Module II—Correlation: - Meaning and definition- correlation and causation – types of correlation—methods of measuring correlation for ungrouped data - Karl Pearson’s co-efficient of correlation and its interpretation, Probable error - , Coefficient of determination - Spearman’s rank correlation-co-efficient of Concurrent deviation- application of different measures of correlation in business. (15hrs)

Module III—Regression analysis: - Meaning and definition - Types of Regression - Regression lines- determination of simple linear regression-. Regression equations and their application in business. Properties of correlation and regression co-efficient – Comparison of regression and correlation. (15hrs)

Module IV—Index numbers: - Meaning and importance-Problems in construction of index numbers-Methods of constructing of index numbers- Simple aggregative, Average of Price relatives, Laspeyer’s, Paasche’s, Dorbish- Bowley’s, Marshall-Edge worth’s and Fisher’s ideal index numbers, Test of Consistency: Time Reversal Test and Factor Reversal Test. Chain Base Index Nos. Shifting of Base year. Cost of living Index and its use in determination of wages – Wholesale Price Index Number, Population index, inflation index, Operational indices- Sensex and Nifty. (15hrs)


Books Recommended:
SEMESTER – V

CORE COURSE VII: HM 1541-ENTREPRENEURSHIP DEVELOPMENT

No of instructional hours per week: 4                    No. of credits: 3

Aim of the Course: To equip the students to have a practical insight for becoming an entrepreneur

Course Objectives:
1. To familiarize the students with the latest programmes of Government in promoting small and medium industries.
2. To impart knowledge regarding starting of new ventures.

Module I. Entrepreneurial Competencies:- Entrepreneurship - concept-Entrepreneurship as a career- Entrepreneurial Personality- characteristics of a successful entrepreneur- qualities and skills of successful entrepreneur-classification of entrepreneur-Entrepreneurial Functions-factors affecting entrepreneurial growth- women entrepreneurs- problems. (12 Hrs)


Recommended Practicals:
1. Interview a local entrepreneur and acquire practical knowledge in starting business.
2. Visit any institution supporting entrepreneurship and prepare visit report.
3. Generate unique project ideas and prepare feasibility report.
4. Prepare a project report for establishing a new business.

Books Recommended
4. MSME Act 2006
5. Peter F.Drucker- Innovation and Entrepreneurship
7. Shukla M.B Entrepreneurship and small Business Management, Kitab Mahal Allahabad

Core Course VIII: HM 1542 - COST ACCOUNTING

48
No of instructional hours per week: 5  No of Credits: 4

**Aim of the Course:** To impart knowledge of cost accounting system and acquaint the students with the measures of cost control.

**Objectives:**
1. To familiarize the students with cost and cost accounting concepts
2. To make the students learn cost accounting as a distinct stream of accounting

**MODULE I:** Introduction to Cost Accounting—Meaning and definition—cost concepts—cost centre, cost unit, profit centre, cost control, cost reduction—objectives—Distinction between financial accounting and cost accounting—Methods and Techniques of costing—Advantages of Cost Accounting—Limitations of Cost Accounting—Installation of Costing System—Cost Accounting Standards (CAS 1-19 an overview) (12 Hours)

**MODULE II:** Accounting and control of material cost—Documentary design—EOQ—Levels of inventory - Methods of pricing issue of materials—ABC VED and FSN analyses—JIT System—Perpetual Inventory Control System-Periodical inventory System—Continuous Stock taking—Materials Losses and accounting treatment—Primary and Secondary packing materials and their accounting treatment. (20 Hours)

**MODULE III:** Accounting and control of labour cost—Time keeping—Time booking—Systems of Wage Payment—Incentive plans—Idle time—Overtime and their accounting treatment—Labour turnover—Concept of learning curve. (20 Hours)

**MODULE IV:** Accounting for overheads—Classification—Departmentalization (Allocation and Apportionment)—Absorption—Determination of overhead rates—under/over absorption—Accounting treatment—Allocation of overheads under Activity Based Costing. (20 Hours)

**MODULE V:** Cost Accounting records—Integral and non-integral Systems—Preparation and presentation of cost sheets—Unit Costing—Tender-Quotations—Reconciliation of Cost and Financial Accounts. (18 Hours)

**Recommended structure for preparing Question Paper:** Theory-40% Problems—60%

**Recommended Practicals:**
1. Prepare a list of activities those come across daily, wherein cost accounting applications can be made.
2. Prepare cost sheets in respect of milk production, farming activities, hospitals nearby, margin free shops and small and tiny enterprises in any region.
3. Analyse and present consumption of various materials in the household and explore the possibility of applying inventory control techniques.
4. Prepare comparative cost sheets of products we regularly consume by using published annual accounts.

**Books Recommended:**
1. SP Jain and KL Narang—*Advanced Cost Accounting*, Kalyani Publishers New Delhi
2. NK Prasad—*Advanced Cost Accounting*, Book Syndicate Pvt. Ltd. Kolkata
5. MN Arora, *Principles and Practice of Cost Accounting* Vikas Publishing House, New Delhi
6. BM Nigam and Jain K *Cost Accounting* PHI, New Delhi
7. SN Maheswari—*Cost and Management Accounting*, Sultan Chand & Sons, New Delhi
Core Course IXHM 1543: MARKETING MANAGEMENT

No: of instructional hours per week: 4 No: of credits: 3

Aim of the course: To impart the knowledge of various concepts of modern marketing management

Course objectives:
1) To provide an understanding of the contemporary marketing process in the emerging business scenario.
2) To study various aspects of application of modern marketing techniques for obtaining a competitive advantage in business organizations.


MODULE-V: Promotion-Nature and Importance-Concept of push and pull mix-Types of promotion: Advertising-Personal selling, sales promotion and public relations-Functions and advantages of Advertising-Advertisement copy-Requirements of good advertisement copy.-Advertising media-Factors influencing selection of advertisement media-personal selling-essentials of effective selling-Sales promotion-Meaning, functions and different methods of sales promotion. (15hrs)

Recommended Practicals:
1. Prepare a questionnaire and conduct a mini survey of a few customers for identifying the factors influencing the buying behaviour for any product of your choice.
2. Collect advertisements of leading brands of any five products and identify the unique selling propositions.
3. Trace the brand history of any product.
4. Identify different sales promotion techniques in foreign markets and prepare a report.

Recommended Books
1. Marketing management-Philip Kotler, Kevin Lane Keller, Abraham Koshy and Jha, Pearson Publications.
Aim of the Course: To give awareness on Hotel Design

Course Objectives
1. To enable the students to acquire basic knowledge on planning and designing a hotel.
2. To acquaint with role and importance of maintenance department in hotel industry

Module I: HOTEL DESIGN
Design consideration; Attractive appearance – Efficient Plan – Good location – suitable material good workmanship – sound financing – competent management (12 hrs)

Module II: KEY TERMS BUILDING CONSTRUCTIONS
Plinth area, Floor area, Floor area ratio, Carpet area, Circulation area (10 hrs)

Module III: KITCHEN DESIGN
Key steps for designing a kitchen; Equipment requirement for commercial; Specification of different equipment; Layout of commercial kitchen: square, rectangular, U shape, L shape, parallel, Straight line; Environmental conditions. (15 hrs)

Module IV: STAR CLASSIFICATION OF HOTEL
Criteria of Star classification of hotel; 1, 2, 3, 4, 5 & 5 star deluxe category. (15 hrs)

Module V: CONTRACT MAINTENANCE
Necessity of contract maintenance; advantages and disadvantages. Essential requirements of a contract; types of contract their comparative advantages and disadvantages - negotiating and finalising.

EQUIPMENT REPLACEMENT POLICY
Circumstances under which equipments are replaced. Replacement policy of items that gradually deteriorates.

WASTE DISPOSAL AND POLLUTION CONTROL
Solid and liquid wastes, silage and sewage, disposal of solid waste. Sewage treatment Pollution related to Hotel Industry. (20 hrs)

Books Recommended:
Vocational Course VIII: HM 1572 - HOTEL LAW

No. of Instructional hours per week – 3
No. of Credits– 3

Aim of course:
To highlight the guest relations, Contractual relationship & essential Laws relating to hospitality Industry.

Course Objectives:
To provide knowledge on Hotel Laws relating to Guest relationship and various legislations and regulations related to Hotel Industry.

Module I: INDIAN CONTRACT ACT

Module II: FOOD SAFETY AND STANDARDS ACT, 2006
Definitions- Food Safety and Standards Authority of India, Duties and functions of Food Authority, General principles of food safety.Authorities responsible for enforcement of Act- Licensing and registration of food business, Notification of food poisoning. Food Safety Officer- Powers of Food Safety Officer- Liability of Food Safety Officer in certain cases- Power of search, seizure, investigation, prosecution and procedures. Analysis of food- Food Analysts- Functions of Food Analyst- Sampling and analysis.(10 hrs)

Module III: LABOUR LAWS
A) Workmen’s Compensation Act 1923
Definition of Dependent, Disablement, Occupational disease, liability of the employer to pay compensation and amount of compensation.
B) Payment of Wages Act 1936
Definition of Wages, Authorized deductions from the wages.(10 hrs)

Module IV: LICENSES AND PERMITS
Laws relating to Registration and approval and Bar Licenses.Licenses and Permits. Procedure for obtaining, Renewing Licenses, Suspension and Termination of licenses. List of Licenses required to open and operate Hotels and Restaurants. Laws relating to Alcoholic Beverages, State Excise law.(17 hrs)

Module V: IMPORTANCE OF HYGIENE IN THE CATERING INDUSTRY.
Introduction, General Hygienic and Sanitary practices-Specific Hygienic and Sanitary Practices to be followed by Food Business Operators engaged in catering / food service establishments. Good manufacturing practices for whole premise, Good food hygiene practices. Personal hygiene.Transportation and handling of food Storage.Special requirements for high risk foods.

Hazard Analysis & Critical Control Points (HACCP): Introduction to HACCP Management System, Importance and Principles.(10 hrs)

Books Recommended
2. Legal Aspect for Hospitality and Tourism Industry—By Atul Bansal
3. Hotel Law – By Amitabh Devendra
4. Business Law- Kapoor N D
Open Courses (For students from Disciplines other than Commerce)
Open course-I: HM 1551.1-NUTRITION AND FOOD PRESERVATION

No. of Instructional hours per week: 3No. of Credits: 2

Aim of Course:
To impart orientation on principles of nutrition and Preservation of Food.

Module I
1. Nutrition - Definition, Importance, Classification Of Nutrients And Foods, Function Of Food ToMan.
2. Carbohydrates - Composition, Classification, Functions, Food Source, Daily requirements, Excessand Deficiency.
3. Proteins - Composition, Classification, Functions, Food Source, Daily Requirements, Excessand Deficiency.
4. Fats - Composition, Classification, Functions, Food Source, Daily Requirements, Excessand Deficiency (8 hrs)

Module II
Minerals - Classification, Functions, Food source, Excess and Deficiency, Daily Requirements for Calcium, Iron, Sodium, Iodine and Fluorine.
Vitamins - Classification, Functions, Food source, Excess and Deficiency, Daily Requirements Water-Soluble Vitamins Classification - B-Complex (functions Food Source, Deficiency Daily requirements) - Ascorbic Acid (Functions Food Source, Deficiency Daily Requirements)(10 hrs)

Module III
Water - Importance, Water balance, Deficiency And oral Rehydration
Digestion and absorption - Mechanical and chemical Breakdown of Nutrient (CHO, FATS, PROTEIN) and its Absorption
Food groups - Nutritive Value Of Foods (Cereals, Pulses, Vegetables, Fruits Milk And milk products, meats, poultry, fish, Eggs, Condiments, Spices, Sugar Jaggery, And Alcoholic Beverages) (14 hrs)

Module IV
Disinfectant - Definition-Common disinfectants-Use on work areas, kitchen equipment, dish washing, hand washing. Sterilization of kitchen and service equipment, sanitizing catering equipment.
Preservation of food - Principles of food preservation-Different and effective methods of food preservation & canning, high and low temp. Dehydration, smoking etc) (12 hrs)

Module V
Food Adulteration - Definition and public health hazards. Prevailing food standards in India FPO, FSSAI, AGMARK, ISI)
Safe Food Handling - Personal Hygiene (uniform, medical check-up, good food handling habits and training)(10 hrs)
Books Recommended:
1. Food Microbiology – William C. Frazier
2. Hygiene & Sanitations in food Industry – S.Roday
3. Advanced Text Book on Food & Nutrition – Dr.Swaminathan
4. Basic Microbiology – George J. Banwart
Open Course I: HM 1551.2- FRONT OFFICE MANAGEMENT

No. of instructional hours per week: 3
No. of Credits: 2

Aim of the course: To develop ability to understand hotel & hospitality industry and probe the opportunity to serve as Front Office Manager.

Course Objectives:
1. To enable the students to acquire basic knowledge of lodging industry.
2. To provide knowledge about Front Office Operations.

Module I
Lodging Industry – Historical background – Introduction to hotel industry in India – Grouping hotels on the basics of size – Target market – Guest profile market segmentation – Classification of Hotels – Types of rooms – Room tariff and types of room plans. (12 hrs)

Module II

Module III
Front Office Operation
Guest Cycle Pre-Arrival, Arrival, Occupancy, Departure
Reservation – Types of reservation – Sources of reservation – Reservation records – Other bookings – Potential reservation problems. (10 Hrs)

Module IV

Module V
On-going Responsibilities – Communication within Front Office – Log book – Information directory – Mail handling – Inter-departmental communication – Housekeeping – Food and Beverage service – Engineering and maintenance – Marketing and Public relation – Guest services – Complaint handling –

Check out and settlements, Functions, Departure procedure, Method of settlements, Cash payment, Credit Payment, Direct billing transfer, Combined settlement methods, Late Checkout. Checkout options, Express Video checkout and self-check out, (10 hrs)

Books Recommended:
2. Front Office Management – Sushil Kumar Bhatnagar
3. Hotel Management Vol. 1 – Dr. B.K. Chakravarthi
5. Hotel Management & operations – William S. Gray/Salvadore C. Liguori
Open Course I: HM 1551.3 - ACCOMMODATION OPERATIONS

No. of Instructional hours per week: 3  No. of credits: 2

Aim of Course:
To develop capability to understand the housekeeping in hospitality operation

Course Objective:
1. To impart students’ basic knowledge about Housekeeping, cleaning equipment and agents.
2. To provide knowledge about the Accommodation operation and to highlight the scope as a Housekeeping manager.

Module I – INTRODUCTION
The role of housekeeping in hospitality operation – Type of hotels and service offered – Types of rooms – Role of Housekeeping in Guest Satisfaction and Repeat business. Organization Chart of the House Keeping Department Hierarchy in small medium, large and chain hotels – Identifying Housekeeping Responsibilities – Personality Traits of Housekeeping Management Personnel – Duties and responsibilities of Housekeeping Staff – Layout of the housekeeping Department (8 hrs)

Module II
CLEANING EQUIPMENT
General criteria for selection – Manual equipment – Mechanical equipment – Use and care of Equipment

Module III
MAIDS SERVICE ROOM
Location lay out and essential features – Chambermaid’s trolley. KEYS-Types of keys – computerized key Cards – Key control(10 hrs)

Module IV
HOTEL BED MAKING
Types of beds and mattresses – Step by step procedure for bed making. DAILY CLEANING OF GUESTROOM, Learning by the modular methods the cleaning of – vacant room – occupied room – Check out room – Evening service. (15 hrs)

Module V
STANDARDS SUPPLIES
Ordinary rooms – VIP Rooms and VVIP Rooms – Guest’s special requests Lost and Found (9 hrs)

Books Recommended:
1. Hotel, Hostel & Hospital housekeeping – Joan C. Branson
3. Hospitality operations – Stephen Ball / Peter Jones
4. Professional Management of Housekeeping operations - Thomas J.A. Jones
SEMESTER – VI
Core Course X: HM 1641– AUDITING

No of instructional hours per week: 4
No. of credits: 3

Aim of the Course: The acquaint the students with the principles and practice of auditing

Course Objectives
1. To provide students the knowledge of auditing principles, procedures and techniques in accordance with current legal requirements and professional standards.
2. To familiarize students with the audit of Companies and the liabilities of the auditor.


Module 2: Audit Process, Documentation and Internal Check – Preparation before audit -Audit Programme – audit process -audit note book – audit working papers – audit files – internal control – internal check – duties of auditors as regards cash transactions, purchases, sales, wages and stores. (15 Hours)


Module 5: Investigation - Meaning – investigation vs. auditing – types of investigation – investigation on acquisition of running business – investigation when fraud is suspected. (10 Hours)

Recommended Practical
1) Prepare a Model Audit Programme.
2) Collect vouchers of different kinds of transactions. Examine whether they have all the essential requisites of a valid voucher. Prepare a record with the documents collected.
3) Prepare a report of legal judgments relating to liability of auditors with reference to recent cases in India as well as in the global context.

Books Recommended
1. Bhatia RC. Auditing, Vikas Publishing House, New Delhi
Aim of the Course: To develop the skill required for the application of the methods and techniques of costing in managerial decisions.

Course objectives:
1. To acquaint the students with different methods and techniques of costing.
2. To enable the students to apply the costing methods and techniques in different types of industries.


**MODULE II**: Process Costing—Features—Treatment of Process losses and abnormal gain—Joint products and by-products—Methods of apportioning joint costs—Equivalent Production. (20 Hrs)

**MODULE III**: Service Costing—Meaning—Features—Composite Cost Unit—Service Costing applied on Transport—Hospital—Power House—Canteen. (15 Hours)

**MODULE IV**: Marginal Costing—Meaning—Difference between marginal costing and absorption costing—Break Even Analysis—Cost Volume Profit Analysis—Decision making—Key factor—Make or buy—Product/Sales mix decisions—Pricing decisions—Capacity determination. (25 Hrs)

**MODULE V**: Standard Costing—Meaning—Difference between standard cost and estimated cost—Historical costing Vs standard costing—Constituents of standard cost—Analysis of Variance (Materials only – quantity, price, cost, mix and yield) (12 Hours)

**Recommended structure for preparing Question Paper: Theory - 30% Problems 70%**

**Recommended Practicals:**
1. Visit a coconut oil mill or similar process industries to have real feel of process industries and prepare process cost accounts using actual data.
2. Visit passenger transport or goods transport utilities and analyse their cost structure.
3. Visit construction sites and study the pattern of contracting, subcontracting, etc and prepare contract accounts from actual figures.

**Books Recommended:**

**Core Course XII: HM1643-MANAGEMENT ACCOUNTING**

No.of instructional hours per week: 4  
No.of Credits: 4

**Aim of the course:** To develop professional competence and skill in applying accounting information for decision making.

**Course objectives:**
1. To enable students to acquire sound knowledge of concepts, methods and techniques of management accounting
2. To make the students develop competence with management accounting usage in managerial decision making and control.

**Module I:** Management Accounting – Nature and Functions; Financial vs. Management Accounting; Cost vs. Management Accounting; Role of Management Accountant - role of management accounting in decision making. Tools and techniques of management accounting - Management Reporting - essentials of a good report – methods and types of reports (15hrs)

**Module II:** Decision making: Concept and nature of decision making process; Information for decision making - Risk and uncertainty and the Decision making - Decision Analysis - Handling uncertainty, decision tree - Cost-Benefit vs. Cost-Effectiveness Analysis - Costs for decision making – fixation of selling price - Relevant Information and Short-Run Managerial Decisions - (Theoretical aspects only). (10hrs)


**Module V:** Capital Expenditure – Decision and Control – Need for sound capital investment policy – Average Rate of Return – Payback Method – Present Value Method – NPV – IRR - Profitability Index – Control of Capital Expenditure – Capital Rationing (20hrs)

**Recommended Practical:** Students are expected to analyse live cases of cost and management accounting reports attached to Annual Reports and make a presentation in the class.

**Books Recommended:**
Open Course (For students from Department of Commerce)
HM 1651.1 PRACTICAL ACCOUNTING

No of Instructional Hours -3(1 theory and 2 hours Practical)                      No. of credits: 2
(Notes – The college shall provide pre-printed accounting documents and register to enable the
students to learn accounting through practicing)

Aim and Objectives:
1. To acquaint the students an overall idea of how accounts are maintained in a practical manner.

2. To enable the students to prepare final accounts and annual report in depth.

Module 1: Classification and Codification of Accounts - Classification of accounts – Expenses –
Incomes – Assets – Liabilities – sub classification – element wise – direct, indirect, current, fixed,
short term and long- term classification – Codification of accounts and accounting nomenclature.
(10 hrs)

Module 2: Account Manuals - Rules and procedures to be followed in accounting – Treatment of
items in which the accountant is having discretion – disclosures to be made.                (10 hrs)

Module 3: Preparation and maintenance of Vouchers, Journals, Cash Book and Ledgers. (Needs to
provide the students with printed forms to do Practicals (10 hrs)

Module 4: Maintenance of Asset Registers - Preparation and maintenance of asset registers –
computation of depreciation – capitalization/sale/disposal/scrappy of fixed assets – priced stores
ledger – physical verification of assets, cash, stock and sub journal entries.                         (12 hrs)

Module 5: Preparation of Final Accounts - Trial Balance, Profit and loss account, balance sheet,
notes to accounts, auditors’ reports and replies thereof.                                       (12 hrs)

Recommended structure of question paper: Theory – 30% Practical – 70%

Recommended Books:

Advanced Accounts – M C Shukla & T S Grewal.
Advanced Accounts – P C Tulsian
Advanced Accounts – Jain and Narang.
HM 1651.2: STRATEGIC MANAGEMENT
No. of instructional hours per week: 3 No of credits: 2

Aim of the course: To enhance the decision making abilities of students in situations of uncertainty and dynamic business environment.

Course Objectives:
1. To give basic understanding about the concepts related to strategic management.
2. To acquaint the students with the managerial tasks associated with implementing corporate strategy.

Module I: Introduction to strategic management: Introduction, Concept of strategy-Meaning and definition of strategy, need for strategy, characteristics of strategy, Strategy and Tactics, levels of strategy, strategic management, nature of strategic management, importance of strategic management, characteristics of strategic management, process of strategic management, participants in strategic management, advantages of strategic management, limitations of strategic management. (12 hrs)


Module III: Strategic Analysis: Strategic analysis, Environmental Threats and Opportunity Profile (ETOP), Organisational Capability Profile (OCP), Strategic Advantage Profile (SAP), Corporate Portfolio Analysis (CPA), BCG Growth Share Matrix, Synergy and Dyssynergy, SWOT and TOWS analysis, GAP analysis. (12hrs)

Module IV: Strategy Implementation: Strategy implementation, Approaches to strategy implementation, Inter-relationship between strategy formulation and implementation, Issues in strategy implementation, Resource allocation. (10hrs)

Module V: Strategic Evaluation and Control: Strategic evaluation, Strategic control, Techniques of strategic evaluation and Strategic control. (10hrs)

Books Recommended
Open Course II: HM 1651.3 - MANAGEMENT OF FOREIGN TRADE

No. of instructional hours per week: 3
No. of credits: 2

Aim of the course: To expose the students to the overall management of foreign trade affecting International business.

Course objectives:
1. To acquaint the students with India’s foreign trade.
2. To familiarise the students with international trade and services.


Module II: International Socio-Economic Environment and system – Regional economic groupings – GATT, UNCATD and WTO – bilateralism vs Multilateralism – commodity agreements and commodity markets

Module III: India’s Foreign Trade – role of state trading in India’s foreign trade; export-oriented units; export of projects and consultancy services; Free Trade Zones in India; foreign collaboration and joint ventures abroad; export-import financing institutions.


Book Recommended:
3. Varshney R.L. India’s Foreign Trade, Kitab Mahal, Allahabad.
SEMESTER - VI
Vocational Course IX : HM 1671 - Bakery And Patisserie Theory And Practice

No. of Instructional Hours Per Week: 4 hours theory and 1 Hour Practical
No. of credits :4

Aim: To acquaint students with manufacture of Bakery & Pastry items
Objective;
a) To give exposure to production of Bread, Pastry cream
b) To familiarize with various commodities

Module I
COMMODITIES : FLOUR
Structure of wheat, Types of wheat, Types of flour, Processing of wheat flour, Uses of flour in food production, Cooking of flour (starch)

COMMODITIES : SHORTENINGS (FATS & OIL)
Role of shortening, Varieties of shortenings, Advantages & Disadvantages of using different shortenings, Fats & Oil Types, varieties.

Module II
COMMODITIES : RAISING AGENTS
Classification of raising agent, Role of raising agents, Action and reactions

COMMODITIES : SUGAR
Importance of sugar, Types of sugar, Cooking of sugar various, Uses of sugar

BASIC COMMODITIES I: MILK
Introduction, Processing of butter, Types of butter.

Module III
BASIC COMMODITIES : CREAM
Introduction, Processing of cream, Types of cream

BASIC COMMODITY: CHEESE
Introduction, Processing of cheese, Types of cheese, Classification of cheese, Cooking of cheese, uses of cheese.

Module IV
Bakery: Pastry
Short Crust, Laminated, Choux, Hot water/Rough Puff
Recipes and methods of preparation, Differences, Uses of each pastry, Care top be taken while preparing pastry, Role of each ingredient, Temperature of baking pastry.

BAKERY : SIMPLE BREADS
Principles of bread making, Simple yeast breads, Role of each ingredient in bread making, bread faults. Baking temperature and its importance.
Module V

BAKERY: PASTRY CREAMS
Basic pastry creams, Uses in confectionery, Preparation and care in production.

BAKERY AND CONFECTIONERY
Icings and Toppings (varieties, uses, difference, preparation)
MERINGUES (preparation factors affecting, cooking, types and uses)
CHOCOLATE (history sources, manufacturing process, classification, tempering)

PRACTICALS

ITEMS

Bread, Soft Rolls
French Bread, Bread Sticks, Brown Bread
Preparation of cookies and biscuits
Cakes: Butter sponge, fruit cakes, muffins
PASTRY: Demonstration and Preparation of dishes using varieties of Pastry
  - Short Crust – Jam tarts, Turnovers
  - Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns
  - Choux Paste – Eclairs, Profiteroles
  - Puff


HOT SWEET  – Bread & butter pudding  – Caramel custard  – Albert pudding  – Christmas pudding

INDIAN SWEETS Simple ones such as gajjarhalwa, kheer
Pizza

Books Recommended:
1. All time favourite cake & Cookie - Meirdeth
2. Biggar Better Burgers – Linda Henry
3. Cooking for all occasions – Norma MC millan
4. Art of Indian Cookery, Rocky Mohan, Roli
5. Prasad – Cooking with Masters, J. Inder Singh Kalra, Allied
6. Modern Cookery (Vol-I) For Teaching & Trade, Philip E. Thangam, Orient Longman
Vocational Course X: HM 1672 NUTRITION AND FOOD PRESERVATION

No. of Instructional hours per week: 3
No. of Credits: 3

Aim of Course:
To impart orientation on principles of nutrition and Preservation of Food.

Module I
1. Nutrition
Definition, Importance, Classification of Nutrients and Foods, Function of Food To Man.
2. Carbohydrates
Composition, Classification, Functions, Food Source, Daily requirements, Excess and Deficiency.
3. Proteins
Composition, Classification, Functions, Food Source, Daily Requirements, Excess And Deficiency.
4. Fats
Composition, Classification, Functions, Food Source, Daily Requirements, Excess and Deficiency

(8 hrs)

Module II
Minerals
Classification, Functions, Food source, Excess and Deficiency, Daily Requirements for Calcium, Iron, Sodium, Iodine and Fluorine.
Vitamins
Classification, Functions, Food source, Excess and Deficiency, Daily Requirements
Water-Soluble Vitamins Classification
B-Complex (functions Food Source, Deficiency Daily requirements)
Ascorbic Acid (Functions Food Source, Deficiency Daily Requirements)
Nutritional Losses Upon Cooking and ways to prevent it.

(10 hrs)

Module III
Water
Importance, Water balance, Deficiency and oral Rehydration
Digestion and absorption
Mechanical And chemical Breakdown of Nutrient (CHO, FATS, PROTEIN) and its Absorption
Food groups
Nutritive Value Of Foods (Cereals, Pulses, Vegetables, Fruits Milk And milk products, meats, poultry, fish, Eggs, Condiments, Spices, Sugar Jaggery, And Alcoholic Beverages)

(14 hrs)
Module IV
Disinfectant
Definition-Common disinfectants-Use on work areas, kitchen equipment, dish washing, hand washing. Sterilization of kitchen and service equipment, sanitizing catering equipment.

Preservation of food
Principles of food preservation-Different and effective methods of food preservation & canning, high and low temp, dehydration, smoking etc)

(12 hrs)

Module V
Food Adulteration
Definition and public health hazards.
Prevailing food standards in India FPO, FSSAI, AGMARK, ISI)

Safe Food Handling And Garbage Disposal
Personal Hygiene (uniform, medical check-up, good food handling habits and training)
Collection, storage and proper disposal of garbage from the premises.

(10 hrs)

Books Recommended:
1. Food Microbiology – William C. Frazier
2. Hygiene & Sanitations in food Industry – S.Roday
3. Advanced Text Book on Food & Nutrition – Dr.Swaminathan
4. Basic Microbiology – George J. Banwart
5. Food & Safety – concept & Reality – S.N. Mahindran