

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 2015 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 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.

All students are to carry out a project work either individually or in a group of not more than 5 under the supervision of a teacher. The project work may commence in the 5th semester.

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 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:

Courses	Credits
Language courses	18
Foundation courses	5
Core courses including project	42

Vocational Courses	35
Complementary courses	16
Open courses	2
Elective	2

	120
	=====
Social Service/ Extension activities	1

Practical Records

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 and Complementary Courses in S3 & S4 shall be handled by teachers in commerce.

Course under Vocational Courses, Complementary Courses in S1 & S2 and open courses 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 Visit

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.

Industrial Exposure Training

Industrial Exposure Training (IET) is an integral part of Hotel Management Course. Hence, IET of 90 days (30 days each in 3 semesters) in a star classified hotel inside Kerala State immediately on completion of End Semester examinations of Semester II, Semester III and Semester IV in Front Office Operations , Accommodation Operations and Food Production / Food & Beverage Service respectively.

IET shall be monitored and evaluated by a full time teacher course co-coordinator in Commerce.

General Structure for the Career-related First Degree Programme in Commerce & Hotel Management and Catering

Sem. No.	Courses	Instructional Hours per Week		Credits	Uty. Exam Duration (Hours)	Evaluation		Total Credits
		L	P			Internal	Uty Exam	
I	Language Course I (English I)	5	-	3	3	20%	80%	3
	Language Course II (Addl. Language I)	5	-	3	3	20%	80%	3
	Foundation Course I	4	-	2	3	20%	80%	2
	Core Course I	4	-	3	3	20%	80%	4
	Vocational Course I	2	1	3	3	20%	80%	3
	Complementary Course I	3	1	4	3	20%	80%	4
II	Language Course III (English II)	5	-	3	3	20%	80%	3
	Language Course IV (Addl. Language II)	5	-	3	3	20%	80%	3
	Foundation Course II	4	-	3	3	20%	80%	3
	Core Course II	4	-	3	3	20%	80%	3
	Vocational Course II	2	1	3	3	20%	80%	3
	Complementary Course II	3	1	4	3	20%	80%	4
III	Language Course V (English III)	5	-	3	3	20%	80%	3
	Core Course III	4	-	3	3	20%	80%	2
	Core Course IV	4	-	3	3	20%	80%	3
	Vocational Course III	2	2	4	3	20%	80%	3
	Vocational Course IV	3	1	3	3	20%	80%	3
	Complementary Course III	4	-	4	3	20%	80%	4

IV	Language Course VI (English IV)	5	-	3	3	20%	80%	3
	Core Course V	4	-	3	3	20%	80%	3
	Core Course VI	4	-	3	3	20%	80%	3
	Vocational Course V	2	2	4	3	20%	80%	4
	Vocational Course VI	3	1	4	3	20%	80%	4
	Complementary Course IV	4	-	4	3	20%	80%	4
V	Core Course VII	4	-	3	3	20%	80%	3
	Core Course VIII	4	-	4	3	20%	80%	4
	Core Course IX	4	-	3	3	20%	80%	3
	Vocational Course VII	4	-	4	3	20%	80%	4
	Vocational Course VIII	3	-	3	3	20%	80%	3
	Open Course I	3	-	2	3	20%	80%	2
	Project	3	-	-	-	-	-	-
VI	Core Course X	4	-	3	3	20%	80%	3
	Core Course XI	4	-	3	3	20%	80%	3
	Core Course XII	4	-	4	3	20%	80%	4
	Vocational Course IX	2	2	4	3	20%	80%	4
	Vocational Course X	3	-	3	3	20%	80%	3
	Elective	3	-	2	3	20%	80%	2
	Project	3	-	4	-	-	-	4

The programme structure showing the details of the courses offered is given below.
CAREER RELATED FIRST DEGREE PROGRAMME IN COMMERCE

& HOTEL MANAGEMENT AND CATERING

PROGRAMME STRUCTURE

SEMESTER – I

Courses	Course Code	Course Title	Instructional Hours per week		End Sem Exam Hours	Credits
			L	P		
Language I	EN 1111	English I	5	-	3	3
Language II	1111.3	Additional Language I	5	-	3	3
Foundation I	HM 1121	Methodology and Perspectives of Business Education	4	-	3	2
Core I	HM 1141	Environmental Studies	4	-	3	4
Vocational I	HM 1171	Front Office Management	2	1	3	3
Complementary I	HM 1131	Accommodation Operations	3	1	3	4
TOTAL			23	2		19

SEMESTER – II

Courses	Course Code	Course Title	Instructional Hours per week		End Sem Exam Hours	Credits
			L	P		
Language III	EN 1211	English II	5	-	3	3
Language IV	1211.3	Additional Language II	5	-	3	3
Foundation II	HM 1221	Informatics and Cyber Law	4	-	3	3
Core II	HM 1241	Financial Accounting	4	-	3	3
Vocational II	HM 1271	Advanced Front Office Operations	2	1	3	3
Complementary II	HM 1231	Advanced Accommodation Operations	3	1	3	4
TOTAL			23	2		19

SEMESTER – III

Courses	Course Code	Course Title	Instructional Hours per week		End Sem Exam Hours	Credits
			L	P		
Language V	EN 1311	English III	5	-	3	3
Core III	HM 1341	Functional Application of Management	4	-	3	2
Core IV	HM 1342	Advanced Financial Accounting	4	-	3	3
Vocational III	HM 1371	Food Production Theory and Practice	2	2	3	4
Vocational IV	HM 1372	Food and Beverage Service Management	3	1	3	3
Complementary III	HM 1331	Managerial Economics	4	-	3	4
TOTAL			22	3		19

SEMESTER – IV

Courses	Course Code	Course Title	Instructional Hours per week		End sem Exam Hours	Credits
			L	P		
Language VI	EN 1411	English IV	5	-	3	3
Core V	HM 1441	Business Communication and Office Management	4	-	3	3
Core VI	HM 1442	Banking Theory and Practice	4	-	3	3
Vocational V	HM 1471	Advanced Food Production Theory and Practice	3	1	3	4
Vocational VI	HM 1472	Advanced Food and Beverage Service Management	3	1	3	4
Complementary IV	HM 1431	Information Technology in Business	4	-	3	4
TOTAL			23	2		21

SEMESTER – V

Courses	Course Code	Course Title	Instructional Hours per week		End Sem Exam Hours	Credits
			L	P		
Core VII	HM 1541	Entrepreneurship Development	4	-	3	3
Core VIII	HM 1542	Indian Financial Markets	4	-	3	3
Core IX	HM 1543	Cost Accounting	4	-	3	4
Vocational VII	HM 1571	Facility Planning and Basic Hotel Engineering	4	-	3	4
Vocational VIII	HM 1572	Hotel Law	3	-	3	3
Open I	HM 1581	Open Course – 1/2/3	3	-	3	2
Project		Project	3	-	-	-
TOTAL			25	-		19

SEMESTER – VI

Courses	Course Code	Course Title	Instructional Hours per week		End Sem Exam Hours	Credits
			L	P		
Core X	HM 1641	Auditing	4	-	3	3
Core XI	HM 1642	Applied Costing	4	-	3	3
Core XII	HM 1643	Management Accounting	4	-	3	4
Vocational IX	HM 1671	Bakery and Patisserie Theory and Practice	3	1	3	4
Vocational X	HM 1672	Nutrition and Food Preservation	3	-	3	3
Elective	HM 1661	Elective Course – 1/2/3	3	-	3	2
Project	HM 1644	Project	3	-	-	4
TOTAL			24	1		23
Grand Total (Sem I+II+III+IV+V+VI)						120

OPEN COURSES

Semester	Course Code	Course Title
V (for Students from the disciplines other than commerce)	HM 1551.1	Nutrition and Food Preservation
	HM 1551.2	Front Office Management
	HM 1551.3	Accommodation operations
VI (for students from the department of commerce)	HM 1661.6	Marketing Management
	HM 1661.7	Culinary French
	HM 1661.8	Tourism Development and Regulations

Duration of Examination for Courses having practicals

Semester	Courses	Theory	Practical
II	Advanced Front Office Management	3 hrs	1 hr
II	Advanced Accommodation Operations	3 hrs	1 hr
IV	Advanced Food Production	3 hrs	3 hrs
IV	Advanced F and B Theory and Practice	3 hrs	1 hr
VI	Bakery and Patisserie Theory and Practice.	3 hrs	3 hrs

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 Commerce department and each student has to choose any one among the courses offered in that group as part of his/ her course of study.

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:

Attendance less than 51%	-	0 mark
51 % - 60 %	-	1 mark
61 % - 70%	-	2 marks
71 % - 80%	-	3 marks
81 % - 90 %	-	4 marks
91% and above	-	5 marks

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: HM 1121 – METHODOLOGY AND PERSPECTIVES OF BUSINESS EDUCATION

No of institutional 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 objective:

1. To understand business and its role in society.
2. To understand entrepreneurship and its heuristics
3. To comprehend the business environment
4. To enable the students to undertake business activities
5. To provide a holistic, comprehensive and integrated perspective to business education

Module 1: Economic system and business- meaning of economic system- its functioning – different economic systems and their features- capitalism, socialism, communalism, mixed economies- division of labour- innovation- flow of goods and services, circular flow of income- different forms of business organizations- individual and organized business –family and corporate business. Business for profit, business not for profit and business for non- profit. Business entities – individual, partnerships, co- operatives, trusts , undivided families, joint stock companies- private- public, joint ventures and MNCs etc. –(basic concepts only) **(13 hrs)**

Module 2: Business and Economic Development- Meaning of economic growth and development- measures of economic development- Role of Business in economic development- company, industry and economy interrelationship- role of public and private sectors, new economic Policy- liberalization- privatization and globalization. Emergence of” managerialism”. (a brief study only) **(13 hrs)**

Module 3: Establishing business- steps in establishing a business- environmental analysis- legal , physical, financial, social, economic, technical etc.- idea generation- procedures and formalities- commencement of business – entrepreneur- individual, group entrepreneurs- intrapreneur- entrepreneurship. Mobilisation of financial resources for business – sources of funds- savings- factors affecting savings- loans and advances- equity and preference shares retained earnings and debt etc.- market for raising finance- money market and capital market- lending institutions- banks and non- banking institutions- payment to government – taxes, direct and indirect – state and national levels (a brief study only) **(20 hrs)**

Module 4: Trained man power for quality enhancement- role of trained manpower for quality at individual , family, organizational and national level- quality of life and quality of work life- the role of human resources management problems in small , medium and large organizations – use of technology in organization- (a brief study only) **(13 hrs)**

Module 5: Learning business information-Meaning of information – business information – methods and techniques of collecting and learning business information- observation, reading techniques – listening to lectures , note taking –seminars and workshops- student seminars –

individual and team presentations- conferences and symposiums- filed studies- case studies and project reports etc. (a brief study only) **(13 hrs)**

Books recommended

1. Keith Davis and William Frederic.C. Business and Society – management , Public policy , Ethics, International student Edition McGraw- Hill Book Co Newdelhi
2. Peter F.Drucker. Management- Task , Responsibilities, practices Allied publishers pvt Ltd, Mumbai
3. Peter f . Drucker The practice of management , Harper and Row Publishers Inc.NY.
4. N.D Kapoor Business Law Sulthan Chand & Sons
5. Francis Cherunilam Business Environment Text and Cases Himalaya Publishers
6. H.R Machiraju Indian Financial System Vikas Publications
7. P Suba Rao Essentials of HRM Himalaya publishers
8. Velasquez Business Ethics Eastern Economy edition
9. Nandan H Fundamentals of Entrepreneurship PHI, New Delhi
10. C.B.Gupta, business Organisations and management- Sultan Chand , 8th Edition 2013

Core Course I: HM 1141 – ENVIRONMENTAL STUDIES

No. of instructional hours per week: 4

No. of Credits: 4

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)

Module II: Ecology and Ecosystems, Biodiversity and its Conservation, and Natural resources – meaning of ecology – structure and function of an ecosystem – producers – consumers – decomposers – energy flow in the ecosystem – ecological succession- food chain – 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 a mega-diversity nation – hot-spots of diversity – threats to diversity – conservation of diversity in situ, ex-citu. 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 (25 hrs)

Module III: Industry and environment - pollution – environmental pollution – soil pollution – air pollution – water pollution – thermal pollution – noise pollution – causes, effect and control measures – waste management – waste minimisation through cleaner technologies – reuse and recycling - solid waste management. (18hrs)

Module IV: Social issues and environment – Unsustainable to sustainable development – urban problems related to energy – water conservation – water harvesting – resettlement and rehabilitation of people – environment ethics – waste land reclamation – consumerism and waste products.

(15 hrs)

Module V: Human Population and environment – population growth – variation among nations – population explosion – environment and human health – human rights – value education – Women and child welfare. (10hrs)

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. (This will part of the internal marks. i.e. for EVS the internal marks = attendance – 5 marks + test paper – 5 marks + field project – 10 marks)

Books recommended

Misra. S.P and Pandey .S.N. *Essential Environmental Studies*, Ane Books India, New Delhi.
Kiran B. Chokkas and others. *Understanding Environment*, Sage Publications New Delhi.
Arumugam N. and Kumaresan V. *Environmental Studies*, Saras Publications, Kanyakumari.
Benny Joseph. *Environmental Studies*, Tata McGraw-Hill Publishing Co.Ltd.,New Delhi.

Vocational Course I: HM 1171- FRONT OFFICE MANAGEMENT

No. of instructional hours per week: 3

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 Objective

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 – Overview of accommodation industry – Modern trends that accelerate the growth of industry.
- b) Size – Grouping hotels on the basis of size
- c) Target market – Guest profile Market segmentation
- d) Classification of hotels – Commercial hotels – Airport hotels – Resort hotels – Timesharing Condominium – Conference and convention centers - Heritage hotels – Classification with specific reference to India (star systems) – Supplementary accommodation
- e) Types of rooms – Single – Double – Suits – Pent house – Cabana – Lanai etc.
- f) Levels of Service - Intangibility of service – Quality assistance – Rating service – World – class service - Mid range service – Economy limited service
- g) Ownership and affiliation – Independent hotels – Chain hotels – Franchise and referral groups – Management controls
- h. Basis of room tariff charges and various types of room plans – European plan – American plan – Modified American plan (10 hrs)

Module II

ORGANISATION OF LODGING PROPERTIES

Hotel organization - organization charts – Classifying functional areas – Front Office organization – Front Office personnel (staffing) including uniformed staff – Job description – Functional organization of front office department - Supervisory techniques – Career development (8 hrs)

Module III

FRONT OFFICE OPERATION

Guest Cycle

1. Reservation – Types of reservation – Guaranteed reservations – Payment – Credit Card – Advanced Deposit – Travel agents – Corporate – Non – guaranteed reservation – Reservation enquiry – Sources of reservation – Central reservation system – Inter sell agencies - Property direct – Group reservation – Reservation availability – various charts – computerized systems – Reservation records – Reservation confirmation – Conformation amendments – Cancellations – Reservation Maintenance – Modified non – guaranteed reservation – Reservation cancellation – Non – guaranteed – Credit card guarantee – Advance deposit – Other guaranteed reservations – Reservation records – Expected arrival and departures – Processing deposits – Reservation consideration – Legal implication – Other bookings – Waiting list – Group reservation – Convention conferences – Housing convention bureaus – Creating a group block tour groups – Potential reservation problems – Errors in reservation records – Miscommunication with external reservation system – Failure of CRS – A day as reservation Manager.

2. Registration – Pre – registration activities – Receiving guest selling Techniques and Tips – Room and rte assignment – Room status – Room rack – Computerized – Registration records – Registration and rooming procedure – FITs – Groups / crews – Indian and foreign – Room change – Self – registration – Issue of room keys – Fulfilling special request – When guest cannot be accommodated – Walk in guest – Guest with non – guaranteed reservation – Guest with guaranteed reservation
3. Ongoing responsibilities – Communication within Front Office – Log Book – Information directory – Mail handling – Information service – Inter departmental communication – House keeping – Food and beverage service – Engineering and maintenance – Revenue centers – Marketing and Public relation – Guest services – Equipment and supplies – Special procedures – Guest relation - - Complaint handling – Follow up procedure – Front office security function – Importance of security system – Key control – Types of keys – Hard keys /conventional keys – Electronic key system – Surveillance and access control – Protection of funds – Safe deposit boxes – Keys and key controls – Access – Unusual access –Lost and found – Emergency procedures – Medical emergency – Robbery – Fire – Employee safety; programme – telephone services – Telephone equipment – Telephone procedure – Telephone manners – Use of correct phrases – Telex and fax messages – Equipment and procedures
(12 hrs)

MODULE IV

BELL DESK

Location – Functions – Procedures and activities

Promoting in house sales

Role of front office in marketing, Planning a point of sales front office

Front – of – the house Areas – Back – of – the house Areas – Work routine and associated problems of high traffic area

DAILY ROUTINE SYSTEMS HK DEPARTMENT

Reporting Staff placement – Room Occupancy Report – Guest Room Inspection – Entering Checklist, Floor Register, Work Orders, Log Sheet (10 hrs)

MODULE V

INTER RELATIONSHIP

With front Office – With Maintenance – With food and beverage – with Security – With Stores – With Accounts - With personnel – Use of Computers in HKD

HOUSE KEEPING CLERICAL WORK

Lost and found Register and Enquiry file – Maid’s Report and Housekeeper’s Report – Hand over Records – Guests special cleaning – Call Register – VIP Lists. (14 hrs)

Books Recommended:

1. Hotel Front Office – Training Manual – Sudhir Andrews
2. Front Office Management – Sushil Kumar Bhatnagar
3. Hotel Management Vol. 1 – Dr. B.K. Chakravarthi
4. Principles of Hotel Front office Management – Soe Baker, Pam Bradley
5. Hotel Management & operations – William.S. Gray/Salvadore C.Liguori

Complementary Course I : HM 1131- ACCOMMODATION OPERATIONS

No. of Instructional hours per week: 4 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 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 house keeping in hospitality operation – Type of hotels and service offered – Types of rooms – Role of House keeping 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. **CLEANING AGENTS** : General criteria for selection – Classification – Polishes – Floor seals - Use Care and Storage – Distribution and Controls – Use of Eco – friendly products in House keeping. **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)

Books Recommended

1. Hotel, Hostel & Hospital house keeping – Joan C. Branson
2. Hotel Hostel House keeping – Training Manual – Sudhir Andrews
3. Hospitality operations – Stephen Ball / Peter Jones
4. Professional Management of House keeping operations - Thomas J.A. Jones

SEMESTER - II

Foundation Course II: HM 1221- INFORMATICS AND CYBER LAW

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 utilise 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 (12hrs)

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. (15hrs)

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 (18hrs)

Module IV: CYBER WORLD - Cyber space, information overload, cyber ethics, cyber addictions, cybercrimes – categories – person, property, Government – types - stalking, harassment, threats, security & privacy issues, (12 hrs.)

Module V: CYBER REGULATIONS – Scope of cyber laws, - Provisions under IT Act 2000, cyber related Provisions under IPC (15 hrs.)

Books Recommended:

1. Ramesh Bangia. *Learning Computer Fundamentals*, Khanna Publishers, New Delhi.
2. Rajaraman, *Introduction to information Technology*, PHI, New Delhi.
3. Alexis Leon & Mathews Leon. *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
4. Ramachandran et.al. *Informatics and Cyber Laws*, Green Tech Books, Thiruvananthapuram
5. Barbara Wilson. *Information Technology: The Basics*, Thomson Learning.
6. George Beekman, Eugene Rathswohl. *Computer Confluence*, Pearson Education, 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

Aim of the Course: To impart knowledge and understanding of the principles and concepts of financial accounting and develop the skill required for the preparation of financial statements and accounts of various business areas.

Recommended Structure of Preparing question. Theory 30% Practice(Problem)70%

Course Objectives

1. To familiarize the students with Accounting Standards
2. To equip the students to prepare the accounts of special business areas.

Module1: Introduction to Accounting- Journalising- posting- preparation of Trial Balance(Review only) Generally Accepted Accounting Principles- Indian Accounting Standards- Procedure for setting various Accounting Standards (Basic Concepts) Accounting errors- Meaning – Definition –Types –Detection and rectification of errors –Suspense Accounts.
(12 hrs)

Module2: Depreciation Accounting- Meaning -Fixed and reducing balance with adjustments – Annuity method – Depreciation fund method – insurance policy method Revaluation method- Depletion unit method- Machine hour rate method- Mileage method- Sum of year's digits method- Preparation of Accounts for sole trader- (with advanced adjustments)
(15 hrs)

Module 3: Sectional and Self Balancing Ledgers- Introduction – The Three Ledges- Sectional Ledgers- Total Debtors Account- Total Creditors Account- Self Balancing Ledgers- Scheme of entries- Transfers from one ledger to another ledger- contra balances in ledgers. Distinction between Self balancing and Sectional balancing system- Advantages and disadvantages of Sectional and Self balancing ledgers.
(15 hrs)

Module 4: Accounts of Hire Purchase and Instalment purchase system- Meaning – difference between Hire Purchase and Instalment- Accounting entries in the books of purchaser and vendor- Default in payment- Complete and partial repossession – Instalment system – Entries in the books purchaser and seller
(18 hrs)

Module 5: 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)

Books Recommended;

- 1.Gupta R. L. and Radhaswamy .M. Advanced Accounting , Sultan Chand & Sons , New Delhi.
- 2.Shukla M. C .Grewal .T. S. and S.C. Gupta. Advanced Accounts S. Chand &Co. Ltd. New Delhi.
- 3.Jain S.P. and Narang K. L. Financial Accounting , Kalyani Publishers , New Delhi.
- 4.Naseem Ahmed , Nawab Ali Khan and Gupta . M. L. Fundamentals of Financial Accounting Theory and Practice , Ane Books Pvt . L td.New Delhi.

Vocational Course II: HM 1271- ADVANCED FRONT OFFICE OPERATIONS

Instructional hrs per week: 3.

No. of Credits : 3

Aim of the course:

To acquaint 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 1

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 2

NIGHT AUDIT - Guest charges, Departmental total, City ledger, Cashier, Financial reports, Housekeeping.

INQUIRIES/REPORTS - Reservation, Registration, Check outs, Housekeeping, Credit balances

BACK OFFICE - Accounts payable, Accounts receivable, Payroll, Budgets, General ledger, Reports

Module 3

SECURITY - Keys, Fire alarms, Burglar alarm, Security code transactions

ELECTRONIC MAIL - Security codes, Mail

Module 4

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 – 5

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.

FOREIGN EXCHANGE, PASSPORT, VISA - Foreign Currency, Passport, Passport and other valid documents, Visa, Tourist Visa, Collective Visa, Other Types of Visa, landing Permits.

Complementary course II : HM 1231-ADVANCED ACCOMMODATION OPERATIONS

No. of Instructional Hrs per week: 4 hrs 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 pest control, flower arrangement and interior decoration.

Module 1

LINEN ROOM - Activities of the Linen Room. - Layout and equipment in the Linen Room, Selection criteria for various linen Items – Room Linen, F&B Linen, Purchase of linen, Calculation of linen requirements, Linen control-procedures and records, Stocktaking-procedures and records, Recycling of discarded linen, Linen Hire.

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

PEST CONTROL - Areas of infestation, Preventive measures, Control measures for different infestations.

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. (20 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 Equipments and Agents Also, Inventory levels for non Recycled Items.

HOUSE KEEPING IN INSTITUTIONS OTHER THAN HOTELS - Assignment

CONTRACT SERVICES - **Types** of contract services - Guidelines for luring contract services. - Advantages and Disadvantages of Contact Services. (10 hrs)

Module 5

INTERIOR DECORATION - Elements of Design - Color 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, Color Harmony and Color Schemes. (12 hrs)

SEMESTER – III

Core Course III: HM 1341- Functional Application of Management

No. of instructional hours per week : 4

No. of Credits: 2

Aim of the Course: To give an understanding on the functional application of management
Course objectives: To familiarise the students with various aspects of organizational management .

Module – 1: Introduction to Management – Concepts, Significance, Management and administration . Management Process- Functions of management. **(brief explanation to functions of management) (12hrs)**

Module 2: Financial Management- - Concept of finance- Functions of finance - Meaning, scope and objectives of financial management - Source of finance- short term and long term, Working capital- concepts and factors affecting working capital. **(15 Hrs)**

Module 3: Operations management- Meaning , scope, production function in an organisation- Routing, scheduling and despatching, Material Management, Safety consideration and environmental aspects. **(15 Hrs)**

Module 4: Marketing Management –Marketing-Meaning, Definition, Concept , Importance, Marketing and selling . Marketing management - importance – major problems of marketing in India- Marketing mix ,Product, price, place and promotion. **(15 Hrs)**

Module 5: Human Resource Management – Meaning- Definition- Job analysis , job specification, Job description and job evaluation,- Recruitment , Selection, Training, Placement, Development and Compensation . **(conceptual framework only) (15 Hrs)**

Books recommended:

1. Tripathy Reddy, Principles of Management, Tata Mc Graw Hill Publishers, New Delhi.
2. L.M. Prasad, Principles of Management, sultan Chand & sons, New Delhi.
3. M.Y. Khan and P.K. Jain, Financial management, Tata Mc Grawhill Publishers, New Delhi.
4. R.S. Goel, Operations management, Kalyani Publications, Ludhiana.
5. R. C. Agarwal, Marketing Management, Educational publishers, Agra.
6. Philip Kotler and Gary Armstrong, Principles of Marketing, PHI, New Delhi.
7. William. J .Stanton, Fundamentals of Marketing, McGraw-Hill, New York
8. Rajan Nair, Marketing Management, Sultan Chand & Sons, New Delhi.
9. C. B. Mamoria, Personnel Management, Sultan Chand&Sons, New Delhi.
10. I M. Pandey, Financial Management, Vikas Publishing House, New Delhi.

Core Course IV: HM 1342 – 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 financial accounts of different forms of business organisation.

Course objectives:

1. To enable the students to prepare the accounts of partnership firms in various situations.
2. To familiarize the students with the system of accounting for corporates.

Module I

Partnership Accounts: Introduction- features – fixed and fluctuating capitals – Admission, retirement and death of partners (**theory only**)

(8 hrs)

Module II

Dissolution of Partnership Firms – preparation of realization and capital accounts- insolvency of partners- application of decision in Garner vs Murray- insolvency of all partners

(15hrs)

Module III

Final Accounts of Companies – Company's statutory records-preparation of final accounts- forms and contents of balance sheet, profit and loss account (vertical form)

(14 hrs)

Module IV

Amalgamation and Absorption - Accounting for amalgamation of companies – meaning – types – merits and demerits of amalgamation – determination of purchase consideration: Lump sum, Net worth and Net Payment methods – Accounting in the books of purchasing and vendor company- post amalgamation Balance Sheet – Accounting for absorption

(25hrs)

Module V

External and Internal reconstruction – meaning- accounting for external and internal reconstruction- preparation of new balance sheet

(10 hrs)

Books Recommended:

1. Gupta R.L. and Radhaswamy.M : Advanced Accounting
2. Shukla M.C.and Grewal.T.S : Advanced Accounts
3. Jain S.P.and Narang.K.L : Advanced Accountancy
4. Naseem Ahmed, Nawab Ali Khan and Gupta.M.L : Fundamentals of Financial Accounting Theory and Practice.
5. Maheswari S.N. and Maheswari S.K. : Advanced Accountancy

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

No. of Instructional hrs per week. 4

No. of Credit: 3

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 - **CULINARY TERMS** - 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 & Responsibilities of various chef, Co-operation with other Departments.

Module II

KITCHEN ORGANIZATION & LAYOUT - General layout of kitchen in various organization, 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 & 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 color 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, Consommés, Garnishes and accompaniment for soups.

BASIC PRINCIPLES OF FOOD PRODUCTION, SAUCES - Classification of Sauces, Recipes for mother Sauces, Derivatives. - **BASIC PRINCIPLES OF FOOD PRODUCTION MEAT COOKERY** - Introduction of meat cookery, Cuts of Beef/Veal, Cuts of Lamb/Mutton, Cuts of pork, Variety meats (Offal)

Module V

BASIC PRINCIPLES OF FOOD PRODUCTION : FISH MONGERY - Introduction of fish mongery, Classification of fish with examples, Cuts of fish, Selection fish and & shellfish, Cooking of fish (effects of heat) - **BASIC PRINCIPLES OF FOOD PRODUCTION: EGG COOKERY** - Introduction of Egg Cookery, Structure of an egg, Selection of egg, Uses of egg Cookery, Methods of Cooking egg.

FOOD PRODUCTION – Recommended Practicals

INTRODUCTION TO COOKERY - Demonstration classes and simple application by students.

PART A: BASIC WESTERN CUISINE - IDENTIFICATION OF VEGETABLES

Varieties of vegetables, Classification, Cuts of vegetables julienne, jardinière, Mignonette, Dices, Cubes, Macedonian, Paysanne, Lozenge, Shreds, Concasse, mirepoix Blanching of tomato capsicum, Methods of cooking vegetables, Boiling (potatoes, beans, cauliflower), Frying (aborigines, potatoes) Baking-potatoes, turnips, Braising-onions, leeks cabbage.

PREPARATION OF STOCKS - Demonstration and preparation of: white stock, Brown stock, Fish stock.

PREPARATION OF SAUCES. - Demonstration and preparation of basic mother sauces & 2-3 derivatives of each,. Bechamel (cheese sauce, momay, mustard sauce, parsley sauce), Espagnole (lyonnaise, madere, charcutiere), Tomato (Creole, Italienne, Piquant), Veloute (supreme, altermande. Normande), Hollaandaise (paloise, beamaise) Mayonnaise (tartare, cocktail)

PREPARATION OF SOUPS - Classification of soups, Preparation of basic soups, Consomme, royal, cannen, Claremont, ambassad (rice) Julienne, Pulse (lentils, peas, carrots) Cut vegetable (scotch broth, minestrone), Veloutes (cream de volaille princesse, veloute dame branch/marielouise), National soups (mulugutwany, French onion, ox-tale) Bisque (prawn, shrimp).

EGG COOKERY - Preparation or varieties of egg dishes. - Boiled (soft & Hard), Fried (sunny side up, double fried), Pouches, scrambled, Omelets (plain, stuffed, en cocotte (egg benedict) -

IDENTIFICATION & PRPARATION OF FISH - Identification & classification of fish such as flat fish (pomfret, black pomfret sole), Round fish 9surname, rawas, mackerel), Sshellfish (clams, mussels shrimp, crabs, lobster), Cephalopods (squid, cuttle fish) Cuts of fish such as fillet, dame, troncon, pauplette, goujon, preparation of simple fish dishes such as Saumon grille, pomfret meuniere, Sole mornau, Fish orly, Fish Colbert, al' anglaise. - IDENTIFICATION &

PREPARATION OF POULTRY - Cuts of poultry, Preparation and jointing of chicken, preparation of simple dishes such as Poulet roti a'l' anglaise, Poulet grille diable, Poulet sauté chasseur, poulet Maryland. - IDENTIFICATION & PREPARATION OF MEAT - Identification of varies cuts, Carczass demonstration of lamb & Pork, Tourmedos, fillet steak & escalope, Roast leg of lamp.

PART B : BASIC INDIAN CUISINE - RICE, CEREALS & PULSES - Identification of various varieties of rice cereals and pulses, preparation of simple preparations such as Boiled rice (draining & absorption method), Fried rice, simple various dal Preparation, Wheat products like Chapattis, Parathas, Phylkas, poories.

INDIAN MASALAS - Composition of Basic India Masalas – green, white, brown, tandoori Preparation of these and incorporation in simple dishes such as Vindaloo, khorma, Tikka, Safed mas, Navrattan khorma.

Books Recommended:

1. Sweet & Sour - Marshall cavondish
2. Modern Cookery - Thankom Philip
3. Pulaosa Biriyani - Katy Dacac
4. Fundamentals of Menu planning - Paul Mc verty
5. The Fish Cook book - Megha Patil
6. 101 Chicken Reciepies - Nita Metha

Vocational Course IV: HM 1372- FOOD AND BEVERAGE SERVICE MANAGEMENT

Instructional hrs per week: 4 No. of Credits: 3

Aim of Course:

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

Course Objective:

1. To give basic knowledge on Hotel & Catering Industry
2. To give indepth knowledge on the organization & Staffing in F & B Service.
3. Meals & Menu Planning.

Module 1

Introduction to the Hotel & Cat. 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&BS dept. of a hotel, Principle staff of various types of F&B operations, Duties & responsibilities of F& B staff, Attributes of a good waiter,. Inter-departmental relationships (Within F&B & with other depts..)

Layouts of Food service areas

Coffee shops, Banquet Operators, Room Service.

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, Basic types of menus, General menu planning, Considerations & Continental) a la carte (Indian/Continental)

Types of meals, Indian B/F, English B/F, American B/F, Continental B/F, Lunch, Dinner, Brunch, Afternoon/High Tea, Supper, Descriptions of dishes, Accompaniments, Continental/India, Seasonal availability of foods. (15 hrs)

Module III

Dining Service Method & Procedure.

Mise-en-scene & Mise-en-place (including arrangement of aide-boards)

PRACTICAL - Menus including laying; replaying Tablecloth & folding Serviettes, Restaurant reservation systems, Receiving the guest, Methods of service, French/Family, English/Silver, Buffet, Banquet, Tray, Special service (classical Hors of oeuvres cheese, fruit etc.), Necessity 6 functions of a control system, F & B Control Cycle, Making Bills, Cash handing equipment, Theft control procedures, Record keeping

(10 hrs)

Module IV

Non- Alcoholic Beverages

Classification (Nourishing /Stimulating /Refreshing) Stimulating/Nourishing: Tea, Origin & Manufacture, Types Brands, preparation & Service, Coffee, origin & Manufacture, Types & Brands, preparation & Service, Cocoa & Malted Bev./ Origin & manufacture, Types & Brands, Preparation & Service, Refreshing (Juices & Soft Drinks) Mixers (Tonic Mineral Waters) Brands,

Tobacco

History, Processing for cigarettes, Pipe tobacco & cigars, Cigars – shapes/sizes/colors, Storage & Service of cigars/Cigarettes (20 hrs)

Module V

Room Service

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

Books Recommended :

Food & Beverages Service – Dominic R. Lilicarp & Cousins
Food & Beverages Service A Training Manual – Sudhir Andrews.
Professional F & B Service – Brian Varghese

Complementary Course III: HM 1331- MANAGERIAL ECONOMICS

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

Aim of the course: To Acquaint the students with the application of economics in the context of managerial decision making.

Course objectives:

1. To familiarize the students with the economic principles and theories underlying various business decisions.
2. To equip the students to apply the economic theories in different business situations.

Module I

Introduction – Economics – managerial economics – distinction between managerial economics and traditional economics – characteristics of managerial economics – scope of managerial economics – use of managerial economics – role and responsibility of a managerial economist. (12hrs)

Module II

Demand Estimation – Demand– elasticity of demand – price – income – advertisement– cross – uses – measurement. Demand forecasting – short term and Long term forecasting – methods of forecasting – forecasting the demand for new products. (15hrs)

Module III

Theory of Production – Production function – Cobb Douglas Production function – Laws of production – Law of Diminishing Returns – Law of returns to scale – Economies and diseconomies of scale – Isoquant curve – Iso cost curve – optimum combination of inputs. (15hrs)

Module IV

Pricing Policy and Practices – objectives – role of cost in pricing – demand factor in pricing – factors to be considered when formulating a pricing policy – cost plus pricing – marginal cost pricing – going rate pricing – Breakeven point pricing –Product Line pricing – Pricing of a new product – Pricing over the life cycle of a product. (15hrs)

Module V

Business Cycles – Introduction – phases of a business cycle – causes and indicators – Theories of business cycles – control of business cycles. (15hrs)

Notes:

1. *Conceive a new product idea, fix a suitable price and justify it. The students may develop the various aspects regarding product features, product content, pricing and promotional strategies. (for module IV)*
2. *Study the growth stage of a company – its origin – vision and mission statement – objectives – market access – expansion and diversification. (for module V)*

Books Recommended:

1. Maheswari.K.L and Varshney : Managerial Economics
2. Samuel, Mote and Paul :Managerial Economics
3. Gupta G.S :Managerial Economics
4. Dwivedi .N.D :Managerial Economics
5. Reddy P.N and Appanniah. H.R : Principles of Business Economics

SEMESTER – IV

Core Course - V: HM 1441- BUSINESS COMMUNICATION AND OFFICE MANAGEMENT

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

Aim of the course: To explore the talents in business communication and enable the students to understand the appointment and role of a Company Secretary in business.

Course objectives:

- 1.To develop communication skills among students relevant to various business situations
- 2.To impart knowledge on the management of Modern Offices.

Module I: Communication– meaning-definition-features-objectives -process - classification– principles of effective communication-communication skills – importance of communication in management-types of communication-barriers to communication-communication network. (12hrs)

Module II: Oral communication–meaning-merits and demerits –essentials –meetings and conferences –presentation skills –group communication – intra personal and inter personal communication-transactional analysis- –telephone conversation–interview –ethics of communication –exercises in oral communication. (15hrs)

Module III: Written communication– meaning- merits and demerits –objectives- essentials –importance-qualities of effective letters – business letters: essentials -structure–business enquiry –orders –execution of orders – reports: meaning-definition- importance-types - business report writing –preparation of resume –electronic media on communication – importance of media in communication. (15hrs)

Module IV: Office Manager –meaning, definition, functions, duties & qualities of office manager. Office: meaning & definition- nature of office work, importance & functions of office-meaning & definition of office management- Office layout. (15hrs)

Module V: Record Keeping and Management -meaning - definition - scope of record management- principles of record keeping - Filing: meaning- definition -different types of filing system. Indexing: meaning, definition - types of indexing. (15hrs)

Note: Oral and written communication exercises to be pursued in the learning process.

Books Recommended:

- 1.Bhatia R.C., Business Communication. Ane Books Pvt.Ltd.,New Delhi.
- 2.Shalini Aggarwal. Essentials of Communication Skills, Ane Books Pvt.Ltd. New Delhi.
- 3.Asha Kaul.Effective Business Communication, PHI ,New Delhi.
- 4.Madhukar. R.K.Business Communication, Vikas Publishing House, New Delhi.
- 5.Francis Soundararaj.Speaking and Writing for Effective Business Communication, Macmillan india Ltd.,New Delhi.
- 6.Sadagopan.S. Management Information System, PHI, New Delhi.
- 7.Rajendra Paland Korlahalli J.S. Essentials of Business CommunicationSultanChand&Sons,New Delhi.
- 8.Goyal D.P.Management Information System, Macmillan India Ltd., New Delhi.
8. Chopra & Chopra, Office management -, Himalaya publications
9. Sharma & Gupta, Office Organisation & Management, Kalyani Publishers
10. Krishna Murty- S. Office Management ,Chand publications

Core Course VI: HM 1442 -BANKING THEORY AND PRACTICE

Number of instructional hours: 4/Week **Number of Credits:** 4

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

Course objectives:

1. To provide basic knowledge of the theory and practices of banking.
2. To familiarize the students with the changing scenario of Indian Banking.

Module I: Introduction to Banking :- Meaning and definition - Evolution of Banking – Structure – Types of Banks in India – Public sector banks and private sector banks – Scheduled banks – foreign banks – New generation Banks – functions of commercial banks – credit creation. (15 Hrs)

Module II : Central Banking : – Origin -= functions- Important central banks of the world – RBI – Constitution of RBI – functions – credit control – methods of credit control – RBI and agriculture credit – RBI and financial inclusion. (15 Hrs)

Module III: Banking Practice: – Banker – customer – Definition as per Banking Regulation Act – Relationship between banker and customer – General and special relationship – Negotiable instruments – cheque – essentials of a valid cheque – crossing – general and special – Dishonour of cheque – liabilities of wrongful dishonour – opening and operation of accounts by special types of customers – minor, married woman, firms, company. (20 Hrs)

Module IV: Innovations and Reforms in Banking :- E-banking – CORE – ECS – EFT – RTGS – NEFT – SWIFT – Banking Ombudsman – Mobile Banking – Internet banking . (15 Hrs)

Module V: Retail Banking: - Products and services - Housing loans – Vehicle loans – Personal loans – Education loans – farm loans – Banking sector reforms- Capital adequacy norms – NPA- Management of NPA. (17 Hrs)

Books Recommended:

1. Sundaram K.P.M and Varshney P.N. *Banking Theory Law and Practice*, Sultan Chand & Sons, New Delhi.
2. Maheswari S.N . *Banking Theory Law and Practice*, Kalyani Publishers New Delhi.
3. Sekhar K.C. *Banking Theory Law and Practice*, Vikas Publishing House, New Delhi.
4. Gordon E. and Natarajan K. *Banking Theory Law and Practice*, Himalaya Publishing House, Mumbai.
5. Lall Nigam B.M. *Banking Law and Practice*, Konark Publishers Pvt. Ltd., New Delhi.
6. Radhaswami M. *Practical Banking*, Sultan Chand & Sons, New Delhi.
7. Dekock . *Central Banking*, Crosby Lockwood Staples, London.

Vocational Course V : HM 1471-ADVANCED FOOD PRODUCTION THEORY AND PRACTICE

Instructional hrs per week:4

No. of Credit:4

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

Course Objective:

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. - Equipment used in quantity kitchen (both hot and cold kitchens). Care maintenance and storage of equipments, Specifications when purchasing equipments, List of equipment manufacturers, Modern equipments 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

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)

Module IV

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 V

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 - Hygienic Storage - Dry, Refrigerated & Freezer storage & protective display. Danger Zone. Food spoilage - detection and prevention. Food contamination & Cross contamination. (12 hrs)

Books Recommended

1. Modern cookery - Thankom Philip
2. Sweet & Sour -Marshall cavondish
3. Fundamentals of menu planning-Paul Mc Verty
4. Theory of Cookery - Krishna Arora
5. 101 Chicken recopies - Nita Metha

Vocational Course VI: HM 1472- ADVANCED FOOD AND BEVERAGE SERVICE MANAGEMENT

Instructional hrs per week: 4 No. of Credit: 4

Aim:

To give in-depth knowledge on Alcoholic Beverages and Bar operation on argument.

Course Objective:

The course is focused to

1. Different alcoholic beverages, cocktails and spirits.
2. Managing F&B outlet and
3. F & B control cycle.

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 & Definition, Types of beer, Definition and products of each type, storage Bottled & Canned Beers. Draught Beers (15 hrs)

Module II: SPIRITS - Introduction & Definition, Production of Spirit, Pot-still method, Patent-still method, Whisky, Rum, Gin, Brandy, Vodka, Tequila, Other Spirits-Proof spirits, Different Scales, Service. **Aperitifs** - Definition, Types, Service. **LIQUERS** - Definition, Production, Service. (20 hrs)

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. (10 hrs)

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. (10 hrs)

Module V: Bar Operations - Types of Bar, Cocktail, Dispense, Area of Bar, Front Bar, Back Bar, Under Bar, Bar Equipments, Staffing in Bar, Opening & Closing duties.

Beverage Control Cycle - Functions of Food and beverage Purchasing, receiving, storing, issuing. Method of operational sources of supply, standardized buying, purchasing order, spot purchase requisition. Stores and Stock Control (the process of indenting, Store Requisition, Store, Receipt, Stock Registers, the store keepers Log Book).Issuing (LIFO, FIFO) (17 hrs)

Books Recommended

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

Complementary Course-IV: HM 1431-INFORMATION TECHNOLOGY IN BUSINESS

No. of instructional hours per week: 4

No. of credits: 3

Aim of the course: To expose the students to the innovations in information technology and its potential application in business.

Course objectives:

1. To review the basic concepts and functional knowledge in the field of IT
2. To expose the students to computer application in the field of Business.

Module I: Introduction to Information Technology – meaning – definition – components of IT - Evolution of computers – Features and design of Hardware –. **Software - Overview** – system software – application software. (10hrs)

Module II: Internet - Meaning, Definitions, History. Internet structures – 7 layers. Internet protocols – TCP/IP, FTP, HTTP, URL. Internet Browsers – WWW Consortium, Search engines. Internet Security - network security, firewall, cryptography, password, biometrics, digital signature, and digital certificate. Business applications of internet - e-mail, UseNet, newsgroup, telnet, intranet, extranet, e-ticketing, chatting, FAQ. (18hrs)

Module III: E-Commerce - E-Commerce models with case study – B2B, B2C, C2C, C2B Business Applications of E-Commerce-Auctions – benefits, implementation and impact. Online financial Services – Stock trading, e-broking. E-business – Model -Do-it-yourself model, Made to Order Model, Information Service model, Emerging hybrid models. (18 hrs.)

Module IV: E-Banking EDI - working of EDI - E-Banking - features, benefits, limitations – digital payment systems - Credit Card, Debit Card, Smart Card, E-cash - .Processing of Credit Card: (12hrs)

Module V: E-Governance - Meaning, Definition, Models – G2G, G2B, G2C. E-citizen, E-service – e-filing, E-society ICT & E- Governance, Benefits and risks of E-Governance (14 hrs.)

Books Recommended:

1. Rajaraman V. *Fundamentals of Computer*, PHI, New Delhi.
2. Alexis Leon & Mathews Leon . *Fundamentals of Information Technology*, Vikas Publishing House, New Delhi.
3. Bharat Bhaskar . *Electronic Commerce*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4. Pankaj Sharma . *E-Governance*, APH Publishing Corporation, New Delhi
5. *Information Technology in Business*, Green Tech Books, Thiruvananthapuram.
6. Bansal S.K . *E-Business Fundamentals*, APH Publishing Corporation, N.Delhi.
7. Afuah A .and Tucci C. *Internet Business Models and Strategies*, McGraw-Hill.
8. Gary P Schneider. *E-Commerce*, Thomson.
9. Joseph. *E-commerce : An Indian Perspective*, PHI, New Delhi.
10. Stallings . *Cryptography and Network Security*, PHI ,New Delhi.
11. Stephen L Nelson . *MS Office: The Complete Reference*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.

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: To familiarize the students with the latest programs of the government authorities in promoting small and medium industries. To impart knowledge regarding how to start new ventures.

Module 1: Concepts of entrepreneur: Entrepreneur- Definitions-Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits-Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth – Entrepreneurship – Meaning – definition - Entrepreneur vs Intrapreneur - Women Entrepreneurs - Recent development – Problems - Entrepreneurial Development Programmes - Objectives of EDP - Methods of training - Phases of EDP. (15Hours)

Module 2: Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)-Functions of National Small Industries Corporation(NSIC)-Functions of Small Industries Development Bank of India (SIDBI)-Khadi Village Industry Commission (KVIC)- Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board(NEDB)-Objectives of National Institute for entrepreneurship and small business development (NIESBUD)- Techno park-Functions of techno park Incentives- Importance- Classification of incentives- Subsidy- Types of Subsidy (15 Hours)

Module 3: Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates-Classification-Benefits- Green channel- Bridge capital- Seed capital assistance-Margin money schemes –Single Window System- Sickness- Causes –Remedies- Registration of SSI (15 Hours)

Module 4: Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis- Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis-Government regulations for project clearance-Import of capital goods- approval of foreign collaboration-Pollution control clearances- Setting up of micro small and medium enterprises-Location decision- Significance. (15 Hours)

Module 5: Project Report-Meaning-Definition-Purpose of project reports-Requirements of good report-Methods of reporting-General principles of a good reporting system-Performa of a project report-Sample project report. (12 Hours)

Books Recommended:

1. Shukla M.B. *Entrepreneurship and small Business Management*, Kitab Mahal Allahabad.
2. Sangram Keshari Mohanty, *Fundamentals of entrepreneurship*, PHI, New Delhi.
3. Nandan H. *Fundamentals of Entrepreneurship*, PHI, New Delhi.
4. *Small-Scale Industries and Entrepreneurship*, Himalaya Publishing, Delhi
5. C.N.Sontakki, *Project Management*, Kalyani Publishers, Ludhiana.
6. Sangam Keshari Mohanty. *Fundamentals of Entrepreneurship*, PHI, New Delhi
7. Peter F. Drucker- *Innovation and Entrepreneurship*.
8. *Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.*
9. *MSME Act 2006.*

Core Course VIII: HM 1542 - INDIAN FINANCIAL MARKETS

No. of instructional hours per week: 4

No. of Credits: 3

Aim of the course: To provide a comprehensive knowledge of the working of financial markets in India.

Course objectives:

1. To give the students an overall idea about Indian financial markets.
2. To familiarize the students with financial market operations in India.

Module I

Financial System - Meaning – structure of Indian financial system – financial markets – financial institutions – financial instruments – financial services.

(10hrs)

Module II

Financial Market – structure – money Market – capital Market – market for mortgages – market for financial guarantees – foreign exchange market. (12hrs)

Module III

Capital Market - structure – primary market – meaning – methods and procedure of public issue – book building process – role of intermediaries. (15hrs)

Module IV

Secondary Market- functions of stock exchanges – securities traded in the stock exchange – major stock exchanges in India – BSE, NSE – trading procedure – online trading – dematerialization of securities – depositories – rolling settlement – derivatives trading – types of investors – speculation – insider trading – stock market indices – role of SEBI in regulating capital market (20hrs)

Module V

Mutual Funds – meaning – classification of mutual fund schemes – open ended schemes – closed ended schemes – sectoral funds – exchange traded funds – money market mutual funds. (15hrs)

Note:

1. *Students to prepare a chart showing movements in stock market indices (BSE, NSE) for at least two weeks and prepare a brief report on the causes for the movements. Identify the major gainers and losers in the stock market during the trading period.*
2. *Students to prepare a brief report on a mutual fund product as advertisement media.*

Books Recommended:

1. Gupta N.K and Monica Chopra : Financial Markets Institutions and services
2. Yogesh Maheswary : Investment Management
3. Kevin. S : Security Analysis and Portfolio Management
4. Preethi Singh : Dynamics of Indian Financial System
5. Sojikumar.K and Alex Mathew : Indian Financial System and Markets
6. Bharathi. V.P.Pathak : Indian Financial System
7. Khan. M.Y : Financial Services
8. Srivastava. R.M : Indian Financial System.

Core Course IX: HM 1543 - COST ACCOUNTING

No. of instructional hours per week: 4

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

Course objectives:

1. To familiarize the students with cost concepts.
2. To make the students learn the fundamentals of cost accounting as a separate system 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 – advantage of cost accounting – limitations of cost accounting – Installation of costing system – Cost Accounting Standards (CAS 1- 19 an overview). (10 hrs)

Module II: Accounting and control of material cost- Documentary Design- EOQ - levels of inventory. Methods of pricing of issues.ABC, VED and FSN analysis – perpetual and periodical inventory system – continuous stock taking – material losses and the accounting treatment – treatment of primary and secondary packing materials. (16hrs)

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. (16hrs)

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. (16hrs)

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. (14hrs)

Proportion of Theory to Problem- 40:60

Takes Input from :- this course CO 1542 takes its input from the Course CO 1242 in II Semester

Gives Output to :- This course CO 1542 gives its output to the course CO 1642 at VI Semester

Books Recommended:

1. Jain S.P and Narang K.L. *Advanced Cost Accounting*, Kalyani Publishers, New Delhi.
2. Prasad N.K. *Advanced Cost Accounting*, Book Syndicate Pvt. Ltd., Kolkata.
3. Khan M.Y. and Jain P.K. *Advanced Cost Accounting*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
4. Thulsian P.C. *Practical Costing*, Vikas Publishing House, New Delhi.
5. Arora M.N. *Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M. and Jain K. *Cost Accounting*, PHI, New Delhi.
7. Maheswari S.N. *Cost and Management Accounting*, Sultan Chand & Sons, New Delhi.

Vocational Course VII : HM 1571-FACILITY PLANNING AND BASIC HOTEL ENGINEERING

No. of Instructional hours per week 4.

No. of credits 4.

Aim of the Course: To give awareness on Hotel Design and Project Management.

Course Objective

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 with emphasis on its relation with other departments of the hotel.

Module I

1. Hotel Design

A. Design Consideration

Attractive Appearance - Efficient Plan - Good location - Suitable material - Good workmanship - Sound financing - Competent Management.

B. Evaluation of accommodation needs thumb rules

C. Ensuring that the hotel must combine the integrated function of housing feeding, entertainment, rentals, services, maintenance and light manufacturers.

(12 hrs)

Module II

Facilities Planning.

The systematic layout planning pattern (SLP); Planning Consideration.

Flow process & Flow diagram

Procedure for determining space, ways of determining space requirements space relationship

Architectural consideration

Difference between carpet area and plinth area.

Approximate cost of construction estimation.

Approximate operating areas in budget types/5 star type hotel, Approximate other operating areas per guest room.

Approx. water/electrical load requirement – estimation.

(20 hrs)

Module III

Star Classification of Hote

Criteria for star classification of hotel

Kitchen

Equipment requirement for commercial kitchen

Specification of different equipments

Layout of commercial kitchen

Planning of various supporting services.

(10 hrs)

Module IV

A. Gas

Heat terms and units; method of transfer.

LPG and its properties; principle of Bunsen burner: precautions to be taken while handling gas: Low and high pressure burners, corresponding heat output.

B. Types of lighting, different lighting devices, incandescent lamps, florescent lamps, other gas discharge lamps, illumination, units of illumination.

FUELS USED IN CATERING INDUSTRY.

Types of fuels used in catering industry, calorific value; comparative study of different fuels.

Calculation of amount of fuel required and cost

WATER SYSTEMS

C. Flushing cisterns, water taps, traps and closets

FIRE PREVENTION AND FIRE FIGHTING SYSTEM

Classes of Fire, methods of extinguishing fire. Fire extinguishers portable and stationery.

Fire directors and alarms.

(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 finalizing.

EQUIPMENT REPLACEMENT POLICY

Circumstances under which equipment 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 top Hotel Industry.

ENERGY CONSERVATION

Developing and implementing energy conservation program for a hotel

Necessity for energy conservation

Methods of conserving energy in different areas of operation of a hotel. (15 hrs)

Books Recommended:

1. S.Kapur-Facilitating Successfully – Infinity Books, Central Market, New Delhi – 2004.
2. Eleanor Curtis – Hotel Interior Structures – Wiley Academy, Britain – 2001.
3. Jagmohan Negi – Grading & Classification of hotels, Tourism Resorts & RP & Practices – Kanishka Publishers, New Delhi – 2004.
4. Amrik Singh Sudan – Food Service Operation – Anmol Publications Pvt. Ltd., New Delhi – 2002.
5. Stephen Ball/Peter Jones – Hospitality operations – Thomas Learning – 2003.

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 Objective:

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

Module I: Indian Contract Act - Definition of Contract, Proposal, Agreement, Consideration. Essentials of Valid contract Competent Parties, Types of Contracts – valid, void and voidable. Performance of Contract, Discharge of Contract, Remedies for Breach of Contract.
(7 hrs)

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 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

1. The students should refer to the respective Acts.
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 :3 No. 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 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 equipments, dish washing, hand washing. Sterilization of kitchen and service equipments, sanitizing catering equipments. **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, PFA, AGMARK, ISI). **Safe Food Handling And Garbage Disposal** Personal Hygiene (uniform, medical check-up, good food handling habits and training) Control and Eradication of pests and rodents 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 & Realigty – S.N. Mahindran
6. Food Microbiology -

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 – Overview of accommodation industry – Modern trends that accelerate the growth of industry – Grouping hotels on the basics of size – Target market – Guest profile market segmentation – Classification of Hotels – Types of rooms – Levels of service – Ownership and affiliation – Room tariff and types of room plans.

(12 hrs)

Module II

Organisation Of Lodging Properties – Hotel organization – Organisation charts – Classifying functional areas – Front office organization – Front office personnel (staffing) including uniformed staffs – Job description – Functional organization of the front office department – Supervisory techniques – Career development. (12 hrs)

Module III

Front Office Operation

Guest Cycle – Reservation – Types of reservation – Sources of reservation – Reservation records – Processing deposits – Reservation consideration – Legal implication – Other bookings – Potential reservation problems. (10 Hrs)

Module IV

Registration – Pre-registration activities – Room and rate assignment – Room status – Rooming procedure – FITs – Groups/Crews – Indian and Foreign – Room change – Self-registration – Walk in guest – Guest with non-guaranteed reservation – Guest with guaranteed reservation.

(10 hrs)

Module V

Ongoing Responsibilities – Communication within Front Office – Log book – Information directory – Mail handling – Inter-departmental communication – House keeping – Food service – Engineering and maintenance – Marketing and Public relation – Guest services – Complaint handling – Front office security function – Key control – Types of keys – Surveillance and access control – Emergency procedures – Medical emergency – Robbery – Fire – Employee safety – Programme – Telephone Services. (10 hrs)

Books Recommended:

1. Soebaker – Principles of Hotel Front Office Operations.
2. Sudheer Andros – Front Office Operations Manual.
3. Stephan and Peter John – Hospitality Operations.
4. William.S.Gray – Hotel Management And Operations.

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 house keeping 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 House keeping 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

CLEANING AGENTS: General criteria for selection – Classification – Polishes – Floor seals - Use Care and Storage – Distribution and Controls – Use of Eco – friendly products in Housekeeping.

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 (10 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 . (9 hrs)

Books Recommended :

1. Hotel, Hostel & Hospital housekeeping – Joan C. Branson
2. Hotel Hostel Housekeeping – Training Manual – Sudhir Andrews
3. Hospitality operations – Stephen Ball / Peter Jones
4. Professional Management of House keeping 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: To understand the principles and practice of auditing

Course objectives:

1. To familiarise the students with the principles and procedure of auditing.
2. To enable the students to understand the duties and responsibilities of auditors.

Module 1: Introduction - Meaning and Definition of Auditing-Objectives of Auditing-Accounting Ethics and Auditing-Auditing and Assurance Standards-Concept of Auditor's Independence-Audit Evidence-Concept of Materiality-Concept of True and Fair view-Types of Audit-Statutory Audit- Internal Audit- Continuous Audit- Final Audit-Cost Audit- Management Audit-Tax Audit-Government Audit-Performance Audit- Social Audit.

(15 hrs)

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 an auditor in connection with internal check as regards cash transactions, purchases, sales, wages and stores.

(15 hrs)

Module 3: Vouching and Verification - Vouching - meaning and importance- Requirements of a voucher Verification-meaning-Difference between vouching and verification- general principles for verifying assets-Valuation of assets-Difference between verification and Valuation-Verification of Liabilities-General Considerations while verifying liabilities

(15 hrs)

Module 4: Audit of Limited Companies & Liabilities of an auditor - Qualifications and Disqualifications of an Auditor-Appointment of auditor-Ceiling on number of audits- Auditors remuneration- Removal of auditor- Powers and Duties of an Auditor-Audit Report.

Liabilities of an Auditor

(17 hrs)

Module 5: Investigation: - Meaning and Definition of Investigation- Distinction between investigation and auditing-Types of Investigation- Investigation on acquisition of running business- Investigation when fraud is suspected.

(10 hrs)

Books Recommended:

1. Bhatia R.C. *Auditing*, Vikas Publishing House, New Delhi.
2. Dinkar Pagare . *Auditing*, Sultan Chand & Sons New Delhi.
3. Jagadeesh Prakash . *Auditing: Principles and Practices*, Chaitanya Publishing House, Allahabad.
4. Kamal Gupta. *Contemporary Auditing*, Tata McGraw-Hill Publishing Co.Ltd. New Delhi.
5. Saxena and Saravanavel . *Practical Auditing*, Himalaya Publishing House, Mumbai.
6. Sharma R. *Auditing*, Lakshmi Narain Agarwal, Agra.
7. Sharma T.R. *Auditing*, Sahityan Bhawan Publications, Agra.
8. Tandon B.N. *Practical Auditing* ,S Chand & Co.Ltd. New Delhi.

Core Course - XI: HM 1642- APPLIED COSTING

No. of instructional hours per week: 4

No. of Credits: 3

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 I- Specific Order Costing– Job costing – meaning– procedure –accounting.- Batch costing- meaning- procedure- Economic Batch Quantity.Contract costing– meaning– determination of profit or loss on contract – incomplete contracts –work certified and uncertified – work in progress account – cost plus contract. (16 hrs)

Module II Process Costing - Process Accounts – Process Losses – Abnormal gain and their treatment – Joint products and By products – methods of apportioning- joint cost equivalent production units. (16hrs)

Module III. Service Costing - Meaning - Features – Composite cost unit – Service Costing applied on transport– hospital – power house - canteen. (10hrs)

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- Pricing Decisions-capacity determination. (20hrs)

Module V: Standard Costing Meaning – concept – standard cost – estimated cost –historical costing vs standard costing. Components of standard cost. Variance Analysis – Material Variances only – quantity, price, cost, mix and yield. (10 hrs)

Proportion of Theory to Problem- 30:70

Input taken :- this course CO 1642 takes its input from the Course CO 1542 in vth semester

Output given:- This course CO 1642 gives its output to the course at PG level Cost Accounting for Managerial Decision Making

Books Recommended:

1. Jain S.P., Narang K.L and Simi Agarwal. *Advanced Cost Accounting*, Kalyani Publishers, New Delhi.
2. Prasad N.K. *Advanced Cost Accounting*, Book Syndicate Pvt. Ltd., Kolkata.
3. Khan M.Y and Jain P.K. *Advanced Cost Accounting*, Tata McGraw-Hill Publishing Co.Ltd., New Delhi.
4. Thulsian P.C. *Practical Costing*, Vikas Publishing House, New Delhi.
5. Arora M.N. *Principles and Practice of Cost Accounting*, Vikas Publishing House, New Delhi.
6. Nigam B.M and Jain K. *Cost Accounting*, PHI, New Delhi.
7. Maheswari S.N. *Cost and management Accounting*, Sultan Chand & Sons, New Delhi.

Core Course XII: HM 1643 -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 equip the students to interpret financial statements with specific tools of management accounting.
2. To enable the students to have a thorough knowledge on the management accounting techniques in business decision making.

Module I Introduction- Meaning-definition - objectives -difference between Financial Accounting and Management Accounting- Cost Accounting vs Management Accounting- Installation of management accounting- steps involved- role of management accounting in decision making. Tools and techniques of management accounting- advantages and limitations. (15hrs)

Module II Analysis and interpretation of financial statements - Presentation of financial statements- Vertical and Horizontal- Parties interested in financial statements. Tools and techniques of financial statement analysis- Preparation of Comparative Financial Statements-Common size Financial Statements- Trend analysis- Ratio analysis- classification of ratios- liquidity- solvency- efficiency- profitability. Computation of Ratios and Interpretation- Preparation of Balance Sheet using ratios. (25hrs)

Module III Fund flow analysis and cash flow analysis - Fund flow statement- Meaning- objectives- uses of Fund Flow statement- differences between Fund Flow Statement and Balance sheet- differences between Fund Flow Statement and Income statement- Preparation of Fund flow Statement. Cash Flow statement as per Accounting Standard- 3 – meaning- objectives and uses-differences between Cash Flow Statement and Fund Flow Statement- Preparation of Cash Flow Statement. (20hrs)

Module IV: Budgeting -Meaning – definition- uses – functional budgets – preparation of cash budget – flexible budget – meaning and concept of master budget. (12hrs)

Module V: Reporting to Management – Introduction – essentials of a good report – methods and types of reports. (5hrs)

Note: Students be directed to interpret financial statements with the help of Ratios, Fund Flow Statement and Cash Flow Statement and reporting to management.

Books Recommended:

1. Man Mohan, Goyal S.N. *Principles of Management Accounting*, Sahitya Bhawan Publications, Agra.
2. Shashi K.Gupta and Sharma R.K . *Management Accounting*, Kalyani Publishers, New Delhi.
3. Gupta S.P and Sharma R.K. *Management Accounting*, Sahitya Bhawan Publications, Agra.
4. Kulshustia and Ramanathan. *Management Accounting*, Sultan Chand & Sons, New Delhi.
5. Maheswari S.N. *Management Accounting and Financial Control*, Sultan Chand & Sons Delhi.
6. Pandey I.M *Principles of Management Accounting*, Vikas Publishing House, New Delhi.
7. Khan M.Y & Jain P.K . *Management Accounting*, Tata McGraw-Hill Publishing Co. Ltd., New Delhi.
8. Revi M. Kishore. *Management Accounting*, Taxman Publications Pvt.Ltd., New Delhi.
9. Jhamb H.V . *Fundamentals of Management Accounting*, Ane Books India, New Delhi.
10. Kaplan R.S and Atkinson A.A . *Advanced Management Accounting*, PHI, New Delhi.
11. Rajesh Kothari and Abhishek Godha . *Management Accounting Concepts and Applications*, Macmillan India Ltd., New Delhi .

Vocational Course IX : HM 1671 - BAKERY AND PATISSERIE THEORY AND PRACTICE

No. of Instructional Hours Per Week: 4 No. of credits 4

Aim: To acquaint with manufacture of Bakery & Pastary items

Objective; a) To give exposure to production of Bread, Pastry cream
b) to familiarize with various commodities

Module I: Bakery: Pastry - Short Crust, Laminated, Choux, Hot water/Rough Puff - Recipes and methods of preparation, Differences, Uses of each pastry, Care to 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, Baking temperature and its importance.

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

Module II: COMMODITIES 1: 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 1: SHORTENINGS (FATS & OIL) - Role of shortening, Varieties of shortenings, Advantages & Disadvantages of using different shortenings, Fats & Oil Types, varieties.

Module III: COMMODITIES 1: RAISING AGENTS - Classification of raising agent, Role of raising agents, Action and reactions

COMMODITIES 1: SUGAR - Importance of sugar, Types of sugar, Cooking of sugar various, Uses of sugar

BASIC COMMODITIES II: MILK - Introduction , Processing of butter, Types of butter.

Module IV: 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 V: BAKERY AND CONFECTIONERY - ICINGS AND TOPPINGS 9 varieties, uses, difference, preparation)

FROZEN GESSERTS (types, classification, ice-cream preparation, additives and preservatives used)

MERINGUES (preparation factors affecting, cooking, types and uses)

BREAD MAKING (role of each ingredient, bread faults)

CHOCOLATE (history sources, manuf. And processing, classification, tempering, application.

Books Recommended:

1. All time favourite cake & Cookie - Meirdeth
2. Biggar Better Burgers – Linda Henry
3. Cooking for all occasions – Norma MC millan
4. Bedassling desserts – west wood.

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 equipments, dish washing, hand washing. - Sterilization of kitchen and service equipment, sanitizing catering equipment's. - **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, PFA, AGMARK, ISI) - **Safe Food Handling And Garbage Disposal** - Personal Hygiene (uniform, medical check-up, good food handling habits and training) - Control and Eradication of pests and rodents - 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 & Realigty – S.N. Mahindran
6. Food Microbiology -

Open Courses (For Students from the Department of Commerce)

Open Course II: HM 1661.6 - **MARKETING MANAGEMENT**

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To provide knowledge of the concepts, principles, tools and techniques of marketing.

Course objectives:

1. To help the students to understand marketing concepts and its applications
2. To make the students aware of modern methods and techniques of marketing.

MODULE-1: Market Segmentation, Targeting and Positioning - market segmentation: meaning and definition- basis-importance-stages- understanding consumer behavior and consumption pattern – consumer buying process: steps- factors influencing consumer buying – customer relations management – components — market targeting – market positioning. (14hrs)

MODULE – 2: Product Development and Marketing- product: meaning – definition-features-classification- product innovation: meaning-strategies- product development: meaning- stages – product mix: goals- dimensions-variables – product life cycle (10hrs)

MODULE – 3: Product Pricing and Promotion-significance – factors affecting price determination – pricing strategies of products and services- product promotion: meaning-definition- promotion mix –goals- factors influencing promotion mix –forms of promotion-promotion and selling- promotion and sales promotion – advertisement: objectives – functions – types –advertisement copy : features-essentials- qualities- personal selling – sales promotion techniques. (12hrs)

MODULE – 4: Managing logistics and channels of distribution –meaning – types – phases-channels of distribution - channels of distribution – types-marketing channel systems: vertical and horizontal. Marketing systems- issues involved in creating distribution channels – factors determining channels of distribution- distribution intensity (10hrs)

MODULE – 5: Recent trends in Marketing – Direct marketing – E marketing – Tele marketing – M Business – Relationship marketing- Concept Marketing – Virtual Marketing – Marketing of FMCG – Social Marketing – De marketing – Re marketing – green marketing-Synchro marketing – Service marketing (concepts only) (8hrs)

Books Recommended:

1. Philip Kotler and Gary Armstrong Principles of Marketing, PHI, New Delhi.
2. William. J .Stanton , Fundamentals of Marketing, McGraw-Hill, New York.
3. Stanton W.J. Etzal Michael and Walker. Fundamentals of Marketing, McGraw-Hill, New York.
4. Nirmal Singh and Devendra Thakur. Marketing principles and Techniques, Deep Deep Publications Pvt. Ltd., New Delhi.
5. Mamoria and Joshy. Principles and Practice of Marketing, Kitab Mahal, Allahabad.
6. Rajan Nair. Marketing Management, Sultan Chand & Sons, New Delhi.
7. Ramaswamy and NamaKumari . Marketing Management, Macmillan India Ltd., New Delh

Open Course II: HM 1661.7 - CULINARY FRENCH

No. of Instructional hrs per week: 3

No. of Credits: 2

Aim of the course: To give basic knowledge in French as most of the culinary terms are pronounced in French language.

Course Objective: To familiarise the students with French terms at reception & Kitchen

Module I

(15 hrs)

.Topic

Methods to be used

Introduction to the language letters of the alphabet and their pronunciation. Distinction between vowels and consonant words and the use of different accents.

1. Lecture with printed material (2) Audio cassettes with the pronunciation and are an exercise in pronunciation.

Self introduction presenting and introducing another person Greetings – how to greet and reply to a greeting.

1. Lecture with printed material (2) Audio cassettes with relevant exercises (3) Picture talk (4) Class work with individual.

Module II

(10 hrs)

At the reception desk of a hotel

(1) Lecture with printed material (2) Audio cassettes (3) Role-playing in class (4) Home work – dialogue writing – a convention between a receptionist and a guest.

In the restaurant

1. With suitable printed material (2) Audio cassette (3) class-work will include written exercise (4) Role play with suitable situations.

Module III

(12 hrs)

Name of a) professions (b) countries & nationalities fruits & vegetables introduction to the number and gender of nouns and adjectives.

(1) Home work/assignment make a list of the names of the following (2) Class work use them in sentences (3) with written exercises.

From 1 to 100

1. lecture (2) Practical would include reciting the common tune and a game with numbers

Module IV

(5 hrs)

The time of the day

(1) Lecture (2) Orally making the students read the time in French.

Hotel and Kitchen personnel: French terms and the duties involved.

(1) Lecture (2) Role playing (3) home work: write 5-10 simple sentences on “My Family”

Module V

(12 hrs)

Various terms in kitchen procedures and the utensils used.

(1) Lecture (2) Visual method with the help of a flip chart.

Recipes

Various steps involved in preparing simple dishes/items i.e. mayonnaise omelets natural etc.

Open Course II: HM 1661.8- TOURISM DEVELOPMENT AND REGULATIONS

No. of instructional hours per week: 3

No. of credits: 2

Aim of the course: To impart knowledge about various tourism regulations.

Course Objectives:

1. To equip the students with various travel regulations.
2. To give information about various travel formalities.

Module I

Destination Development: Role of local bodies – Roads, Traffic signs and directions, sanitation and toilets, water supply, recreation, parks and parking, pollution, health hazards and medical aid, shopping centre, security, law and order problems for poor performance by local bodies.

(10 hrs)

Module II

Infrastructural Development: Aspects, Management, Bottlenecks and short comings, international standards achievement.

(10 hrs)

Module III

Manpower development needs: Role of institutions for manpower, development needs in tourism and hospitality, hotel management and catering technology institutes, Indian Institute of Tourism and Travel Management.

(10 hrs)

Module IV

Entrepreneurship in Tourism: Entrepreneurship – concepts and functions, qualities, process, opportunities, corporate forms in tourism – sole proprietorship – salient features – partnership – advantages and disadvantages – joint stock company –features – private company and public company.

(12 hrs)

Module V

Tourism regulations: Travel related documents. Inbound and outbound travel regulations, economic regulations, health regulations, currency regulations, law and order regulations, environment protection and conservation.

(12 hrs)

Books recommended:

1. Dharma Rajan & Seth. Tourism in India. New Delhi.
2. Bhatia A.K. Tourism Development: Principles and Practice, Sterling Publishers, New Delhi.
3. Reports of world tourism organizations.
4. Vinod. Entrepreneurship.