

Course Structure

I SEMESTER

Course Code	Title	Hrs/wk	Marks	Credits
BHM130	Foundation in Baking Science	2	50	2
BHM 131	Fundamentals of Culinary Arts	3	100	3
BHM 132	Food & Beverage Service Foundation 1	3	100	3
FRE 131	French -1	3	100	3
BHM 134	Food Safety & Hygiene	3	100	3
BHM 135	General English	3	100	3
BHM 136	Introduction to computers and information systems.	3	100	3
BHM 137	Accommodation-1	3	100	3
BHM130A	Foundation in Baking Science (Practical's)	2	50	2
BHM 131A	Fundamentals of Culinary arts –(Practical)	4	50	2
BHM 132A	Food & Beverage Service -1 (Practical)	4	50	2
BHM 136A	Introduction to computers and information systems (Practical)	2	50	2
BHM 137A	Accommodation-I(Front Office Practical)	2	50	2

II SEMESTER

Course Code	Title	Hrs/wk	Marks	Credits
BHM230	Baking Science and baking operations	2	50	2
BHM 231	Hotel Accounting-I	3	100	3
FRE 231	French –2	3	100	3
BHM 233	Culinary Operations	3	100	3
BHM 234	Food & Beverage Service Foundation 11	3	100	3
BHM 235	Accommodation-2	3	100	3
BHM 236	Food Science & Nutrition	3	100	3
BHM 237	Business Communication	3	100	3
BHM230A	Baking Science and baking operations	2	50	2
BHM 233A	Culinary Operations (Practical)	4	50	2
BHM 234A	Food & Beverage Service-II(Practical)	4	50	2
BHM 235A	Accommodation-2 (House Keeping Practical)	2	50	2

III SEMESTER

Course Code	Title	Hrs/wk	Marks	Credits
FOC 301	Holistic Education	2	100	1
BHM 330	Pastry Arts	2	50	2
BHM 331	Quantity Kitchen Operations	3	100	3
BHM 332	Wine Studies and Mgmt	3	100	3
BHM 333	Hotel Costing & Management Accounting	3	100	3
FRE 331	French - III	3	100	3
BHM 335	Principles of Mgmt	3	100	3
BHM 336	Accommodation-3	3	100	3
BHM 330A	Pastry Arts (Practical's)	2	50	2
BHM 331A	Quantity Kitchen Operations - (Practical)	4	50	2
BHM 332A	Wine Studies –(Practical)	4	50	2
BHM 336A	Accommodation-3 (Practical)	4	50	2

IV SEMESTER

Course Code	Title	Hrs/wk	Marks	Credits
BHM430	Advanced Baking Science	2	50	2
BHM 431	Advanced Culinary Concepts	3	100	3
BHM 432	Beverage Studies and Mgmt	3	100	3
BHM 433	Research Methodology	3	100	3
BHM 434	Financial Management	3	100	3
FRE 431	French IV	3	100	3
BHM 436	Travel & Tourism	3	100	3
BHM430A	Advanced Baking Science (Practical's)	2	50	2
BHM 431A	Advanced Culinary Concepts - (Practical)	4	50	2
BHM 432A	Beverage studies and Mgmt (Practical)	4	50	2

V SEMESTER

Course Code	Title	Hrs/wk	Marks	Credits
BHM 501	Industrial Training	22	200	12

VI SEMESTER

Course Code	Title	Hrs/wk	Marks	Credits
BHM 621	Sales and Marketing Mgmt	3	100	3
BHM 622	EDP & Business Plan	3	100	3
BHM 623	Managerial Economics	3	100	3
BHM 624	Business Statistics	3	100	3
BHM 625	Food & Beverage Management & Controls	3	100	3
BHM 626	Hotel Information System-1	3	100	3
BHM 625A	Advanced Food Production operations – VI (Practical)	4	50	2
BHM 625B	Food & Beverage Management – VI (Practical)	4	50	2
BHM 625C	Advanced Baking and Pastry arts	2	50	2
BHM 626A	Hotel Information System- (Practical)	2	50	2

VII SEMESTER

Course Code	Title	Hrs/wk	Marks	Credits
BHM 721	Organizational Behavior	3	100	3
BHM 722	Business law	3	100	3
BHM 723	Environmental Studies & Facility Planning	3	100	3
BHM 724	Sustainable Practices for Hotels	3	100	3
BHM 725	Specialization Practical BHM 725 A Front office BHM 725 B House Keeping BHM 725 C Food and Beverage service BHM 725 D Advanced Culinary Operations BHM 725 E Advanced baking Science and Patisserie operations	4	50	4
BHM 726	Specialization Research Project	Nil	50	2

VIII SEMESTER

Course Code	Title	Hrs/wk	Marks	Credits
BHM 822	Human Resources Management	3	100	3
BHM 823	Brand Management	3	100	3
BHM 824	Strategic Management & Revenue Management	3	100	3
BHM 825	Hospitality Ethics & Social Responsibility	3	100	3
BHM 826	Finishing School		No Exam	1

Certificate Courses

Title	Hrs/wk	Marks	Credits
Certificate course in Theory and Studies of Alcoholic beverages (BAR TENDING)	3	50	2
Certificate course in Bakery and Confectionery	3	50	2
Certificate course in Restaurant operations and management	3	50	2
Certificate course in Indian Cuisine	3	50	2
Certificate course in Quick foods	3	50	2

I SEMESTER

BHM 130: FOUNDATION IN BAKING SCIENCE

Course description

This paper is offered as a learning tool on the basics of baking science and attains knowledge to develop baking and confectionery into the next phase of operations and execution. Acquired knowledge and skills in Baking science Fundamentals will inherently provide a solid foundation for professional applications in production kitchens. Students will be introduced to the fundamental concepts, skills and techniques of basic cookery and kitchen organization. Students should be focussed, committed to learning and successfully build upon the experience gained to grasp the broader bases of knowledge.

Learning Outcomes

By the end of the course, students should be able:

- To demonstrate principles of food safety and sanitation through professional work habits.
- To know baking science history, ingredients, usage and identification.
- To properly identify and use small and large kitchen equipment, including hand tools.
- To define and explain terminology specific to this course; and accurately apply principles of mathematics to a written project.
- To demonstrate professional behaviour while working with peers.
- To organize a station and perform multiple tasks effectively and on a daily basis.
- To communicate and work effectively within a group.
- To demonstrate professional behaviour, manage time, space, and resources effectively in the kitchen; communicate, work effectively and cooperatively within a group.

Course outline

Unit 1	02 hours
Boulangerie and Patisserie	
A historical Perspective and current opportunities	
Unit 2	02 hours
Equipments used in bakery and Confectionery	
Types of Ovens and its different Temperatures. Bakery Kitchen Layout, Equipments used in bakery, a brief introduction of commercial flour milling process.	
Unit 3	02 hours
Baking Mathematics	
Baking formulas and conversions	
Unit 4	16 hours
Ingredients used in bakery and confectionery	

Ingredients used in bakery and confectionery -Flour: Wheat- Types and Milling, Physical structure of Wheat, Types of flour. Sugar: Source and Manufacturing of Sugar, Types of sugar, cooking of sugar with their Temperatures. Yeast: History, Types of Yeast, and Action of Yeast in leavened dough. Eggs: Structure-Grading-Properties of eggs. Cream: Types of Cream.

Unit 5**04 hours**

Hygiene and Safety Practices, good hygiene practice gives advice to bakery businesses on how to comply with the Food Safety. Describe the basic laws and regulations of food hygiene and sanitation. Explain the Hazard Analysis Critical Control Point system. Explain the Standard Sanitation Operating Procedures.

Unit 6**04 hours**

Custards, Creams, Mousses and Soufflés

Skill development

Market visit, Practical sessions in the lab, Familiarization of equipments, Understanding the wide industry in brief

Learning Activities

Lecture led discussions, Case studies, Journal writing, pressi, article review, video analysis, group projects, etc.

Assessment

Grading in the course will be dependent on CIA's (20%), Mid Term (25%), End Term (50%) and attendance (5%). CIA's are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Written Test (10 Mks)**

This component tests familiarity and understanding the content of the course.

Terminology Test (10 Mks)

This component tests familiarity and understanding the basic baking science terms. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the test.

Individual Writing Assignments (10 Mks): The objective is to develop writing and research skills of the students. Informal, exploratory writing, when assigned regularly, can lead students to develop insightful, critical, and creative thinking.

Group Projects (20 Mks): Group projects will involve working with peers outside class on a specific project. It provides an opportunity to apply what is learnt in the class and to work in teams with a deadline. Projects by definition are unique, transient endeavors undertaken to achieve a desired outcome, and essentially bring about change in an efficient manner.

References

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning
The Culinary Institute of America. (2010). *Mastering the art and craft: Baking and Pastry*.
New Jersey: John Wiley & Sons.

BHM 131: FUNDAMENTALS OF CULINARY ARTS

Course description

This paper is offered as a learning tool on the basics of culinary and attains knowledge to develop culinary into the next phase of operations and execution. Acquired knowledge and skills in Culinary Fundamentals will inherently provide a solid foundation for professional applications in production kitchens. Students will be introduced to the fundamental concepts, skills and techniques of basic cookery and kitchen organization. Students should be focussed, committed to learning and successfully build upon the experience gained to grasp the broader bases of knowledge.

Learning Outcomes

By the end of the course, students should be able:

- To demonstrate principles of food safety and sanitation through professional work habits.
- To know culinary history, ingredients, usage and identification.
- To understand the principles of egg cookery, its components and versatility.
- To prepare and assess the flavour and quality of white stocks, clear and thick soups, grand sauces, and cold emulsion sauces.
- To accurately and safely perform advanced knife cuts.
- To properly identify and use small and large kitchen equipment, including hand tools; perform basic knife cuts accurately and safely.
- To define and explain terminology specific to this course; and accurately apply principles of mathematics to a written project.
- To demonstrate professional behaviour while working with peers.
- To organize a station and perform multiple tasks effectively and on a daily basis.
- To communicate and work effectively within a group.
- To demonstrate professional behaviour, manage time, space, and resources effectively in the kitchen; communicate, work effectively and cooperatively within a group.

Course outline

Unit 1: Introduction to the Art of Cookery (07 Hrs)

Uniform, kitchen tools, safety procedures, middle ages to modern cookery, Menu terms, Kitchen hierarchy / brigade.

Unit2: Methods of Cooking & Basics of Vegetable Cookery (07 Hrs)

Aims and Objectives of Cooking Food- Importance classifications-Principles - Equipments required - Methods of cooking-boiling-roasting-poaching braising-grilling-baking-roasting-broiling-stewing-sautéing-blanching-steaming-micro-waving etc.

Unit 4: Culinary Fundamentals (6 Hours)

Stocks ,Soups ,Sauces & Salads - Stocks – Types & Uses, Sauces – Classification and Importance -Soups – Classification, Importance, Salads – definition, parts, types and salad dressings.

Unit 5: Kitchen Equipments (8 Hours)

Types of equipment - special equipment-refrigeration-kitchen machinery, storage tables, hand tools, weighing & measuring, pot wash, diagrams, uses, maintenance,

Unit 6: Food Commodities (8 Hours)

Classification of Ingredients with examples and uses in cookery - Cereals, pulses, vegetables, mushrooms, fruits, eggs, oils etc.

Unit V: Introduction to Eggs and egg cookery (9 Hours)

Introduction, Structure, Classification, types, selection, storage, uses, cooking principles.

Skill development

Market visit, Practical sessions in the kitchen, Familiarization of Kitchen equipments, various cuts of vegetables.

Learning Activities

Lecture led discussions, Case studies, Journal writing, article review, video analysis, group projects, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Written Test (20 Mks)**

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to perform well in the Quiz.

Terminology Test (20 Mks)

This component tests familiarity and understanding the basic culinary terms . Students who regularly attend classes and read the text and other relevant materials will be able to do well in the test.

Role Plays (20)

Role Plays help the students in: Developing interpersonal and communication skills, conflict resolution, group decision making, developing insight into one's own behaviour and its impact on others

Individual Writing Assignments (20 Mks):The objective is to develop writing and research skills of the students. Informal, exploratory writing, when assigned regularly, can lead students to develop insightful, critical, and creative thinking. It will allow them to remember and use ideas from assigned readings, lectures, and other projects. These brief writing activities also allow instructors to get a general sense of students' grasp of course concepts and materials, and can, in turn, inform future lecture notes, class plans, and pacing.

Group Projects (20 Mks):Group projects will involve working with peers outside class on a specific project. It provides an opportunity to apply what is learnt in the class and to work in teams with a deadline. Projects by definition are unique, transient endeavors undertaken to achieve a desired outcome, and essentially bring about change in an efficient manner.

References

Bali, P.S. (2011). *Quantity food production operation and Indian cuisine*; Oxford university press

Bali, P. S. (2009). *Food production operations*. New Delhi; Oxford University Press.

Escoffier, A. (1979). *The Complete Guide To The Art Of Modern Cookery: The first translation into English in its entirety of Le Guide Culinaire*. London: Heinemann.

Kinton, R., & Ceserani, V. (2005). *The Theory of Catering*. London: E. Arnold.

Larousse, L. (2001). *Larousse Gastronomique: The World's Greatest Cookery Encyclopedia*. Hamlyn.

BHM 132 FOOD AND BEVERAGE SERVICE FOUNDATION - 1

Course description

The aim of the Food & Beverage Operations module is to provide students with an understanding of the operational & supervisory aspects of running a food & beverage operation or an international clientele in a range of establishments. To encourage an appreciation of the origins of such systems & to understand the various factors involved in meeting customer needs. Students will gain an understanding of food & beverage & its service in a variety of styles of restaurant & establishments & they will have sufficient knowledge to produce a broad plan for specified food & beverage operations.

Learning Outcomes

- To Demonstrate knowledge of the key functional areas of the food & beverage operation
- To learn the kitchen operation including food production systems,
- To examine the appropriateness of the different methods of food & beverage service to manage Customer expectations.
- To learn menu structure and trends.

Course outline

Unit -1 Food and Beverage Service Industry 5 Hours

The Food and Beverage Service Industry, Introduction to the food and beverage industry, Types of catering Establishments, Various food and beverage operations. Restaurant concepts & types of outlets; banqueting, fast food, hotel, industrial, outside catering, institutional, in-flight, restaurant, public house & transport catering.

Unit - 2 Food and beverage service areas in hotels. 8 Hours

Food and Beverage service areas in hotel, Introduction, Front of the house Area - Restaurant, Coffee shop, Room service, bars, banquets, Discotheques, Snack bar, Lounges, Business centers, Clubs, Ancillary areas and Kitchen stewarding - Still room, Spare linen room, Silver room or plate room, Hot Plate.

Unit -3 Food and beverage service equipments 10Hours

Food and Beverage service equipments, Introduction - Types of table ware (Flatware, Cutlery and Hollow-ware), Disposables, and Criteria for selection – Requirements, Special equipments – Equipment usage, Functions, Care and Maintenance.

Unit -4 Food and beverage service personnel 10 Hours

People in food and beverage service, Food and beverage service organization, Food and beverage service personnel- Job description and Job Specifications, Attitudes and Attributes – Competencies, Basic Etiquettes for catering staff, Inter departmental Relationship, career path in food and beverage service.

Unit – 5 Food and Beverage service method 7 Hours

Food and Beverage service methods, Self service – Buffet and cafeteria service, Specialized service – Gueridon, Tray, Trolley, Lounge, Room service, Single point service – Take away, vending, Kiosk, Food courts, Bar and Automats

Unit - 6 Menu - Menu structure**5 Hours**

Menu, Introduction – History, Classical French menu sequence, Types of menu – table d' hote, a la'carte, Food and Beverage terminology related to the inputs of the semester.

Learning Activities

Lecture led discussions, self assessments, group projects, minor projects etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Moodle assignments (10 Marks)**

Assignments in the form of Quiz, Case studies are uploaded and viewed by students.

Written Examination (20 Marks)

The examination will cover the whole of the assessment criteria in this unit & will take the form of 10 x 2 mark questions.

Individual Writing Assignments (30 Marks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing

Group Projects (40 Marks): Conceive and execute project that identifies and engages with a specialized topic.

Prescribed Text

Liilicrap, D., & Cousins. J.A (2010). *Food and beverage service*; ELBS Delhi.

References:

Fuller, J.(2008). *Modern Restaurant Service*: Hutchinson

Liilicrap, D., & Cousins, (2010) J.A *Food and beverage service*: Edition 7 ELBS Delhi

Varghese, B. (2010). *Food and Beverage service management*

FRE 131 FRENCH

Course description

The first level of the method allows the acquiring of communicative skills, the mastery of which is absolutely essential for minimal exchanges in India between a professional in a specific field and a French speaking client. The spiral progression in the method allows the gradual mastery of language skills through a series of exercises.

Learning Outcomes

- To teach the very basics of French.
- To enable students understand the Hotel Familiarized language where French terms are used.
- To prepare the student to understand the language gradually in the other semesters to come.

Course outline

Unit- 1 Here you are 10 Hours

Situations - Reception / Coach

Know –how - Greeting / Showing something / Thanking

Grammar - Definite and Indefinite Articles / Contracted Articles / Possessive and Demonstrative Adjectives.

Cultural information – To greet a person / Names

Unit-2 Hello / Good Morning 10 Hours

Situations - Airport / Reception / Bar

Know- how - Introducing oneself / Receiving clients

Grammar - Present tense

Cultural information - French tourists abroad / India as seen by the French / French visitors in India

Unit-3 - I have a ... 7 Hours

Situations - Reception / Travel Agency / Travel Exchange / Tourist spots

Know-how - Receiving / Communicating

Grammar - Present tense / Alphabets

Cultural information – Hotels in France

Unit - 4 A Room for 7 Hours

Situations - Reception / Bar / Travel Agency

Know- how - Receiving / Allotting a room

Grammar - Conditional present tense

Cultural information - Air conditioning / Noise / Swimming pool

Unit - 5 There's only.. 7 Hours

Situations - Reception / Travel Agency / Travel Exchange / Shop

Know-how - Receiving / giving rates

Grammar - How much? / How many etc?

Cultural information - Tariffs of hotel rooms in France

Unit - 6 Can you...?**4 Hours**

Situations - Reception / Travel Exchange / Bar / Restaurant
Know-how - Helping with formalities/ Writing recipes in French
Grammar - Imperative tense.
Cultural information - Formalities for checking in / foreign currency

Learning Activities

Oral Practice of the Language, video and audio exercises, role plays, and written skills practiced. Etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Assignments (10 Marks)**

Assignments in the form of Quiz, students are placed into team.

Written Examination (20 Marks)

The examination will cover the whole of the assessment criteria in this unit (Unit wise written examination)

Individual Writing Assignments (30 Marks): The objective is to develop writing and research skills of the students. Includes, business correspondence, Independent study and evaluation.

Group Projects (40 Marks): Terms and terminologies related to Food and beverage

Prescribed Text

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

References:

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

BHM 134: FOOD SAFETY & HYGIENE

Course description

This course has been developed especially for delivery to all staff involved in all aspects of the preparation, storage and serving of food. Food Safety Standard requires food businesses ensure that people who handle food and the people who supervise them, have skills and knowledge in food safety and food hygiene for the work they do.

The course covers hygiene, food handling and cleaning practices and procedures that are all required, all in an online course that can be taken as time permits in the workplace.

Learning Outcome

- Basic techniques of food handling
- It teaches food preservation techniques
- Skills and knowledge they need to handle food safely and ensure that it remains safe to eat.
- Personal hygiene
- Cross contamination
- Food receipt, storage, handling, display and temperature control
- Cleaning, sanitation & pest control
- Food spoilage and waste
- Food poisoning, causes and prevention

Unit -1 Introduction

2 Hours

To Food Safety-Food Hazards-Risks-Contaminants-Food Hygiene

Unit-2 Food Microbiology

12 Hours

General characteristics of micro-organisms based on their occurrence and structure, factors affecting their growth in food (intrinsic and extrinsic), common food borne micro-organisms - Bacteria (spores/capsules), Fungi, Viruses, Parasites, those that bring about food spoilage, micro organisms that bring about useful changes in food, fermentation, vinegar, anti-biotic, Food poisoning, Food infections. Food borne diseases: Types (Infections and intoxications), common diseases caused by food borne pathogens, preventive measures

Unit-3 Food Preservation

6 Hours

Physical agents in food preservation, Chemical agents in food preservation, Use of low temperature in food preservation, Preservation by drying, Preservation of meat, fish & egg using different methods.

Unit-4 Food adulteration & additives

6 Hours

Definition of adulterated food, Common adulterants in different foods, Detection of food adulterants, Classification of additives & its role

Unit-5 Food Standards

6Hours

The need for food laws, Prevention of food adulteration act standards, Fruit product order standards, Agmark standards, Indian standards institution, International – Codex Alimentarius,

ISO, Regulatory agencies – WTO, Consumer protection Act.

Unit-6 Hygiene and sanitation in food sector

5Hours

General principles of food hygiene, general hygiene practices for commodities, equipment, work area and personnel, cleaning and disinfection (Methods and agents commonly used in the hospitality industry), safety aspects of processing water (uses & standards), waste water & waste disposal.

Learning Activities

- Video and audio exercises, role plays, and written skills practiced. Etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Throughout the program students will be asked to complete a range of interactive assessment tasks assessing your knowledge. **(10 Marks)**

Assignments (10 Marks)

Assignments in the form of Quiz, students are placed into team.

Individual Writing Assignments (10 Marks): The objective is to develop writing and research skills of the students. Includes, business correspondence, Independent study and evaluation.

Group Projects (20 Marks): Project objectives and benefits; Project deliverables.

Prescribed Text

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

References

Frazier, W., & Westhoff, D.(2008) *Food Microbiology(SIE)*: McGraw-hill.

Jay. J, (2005) *Modern Food Microbiology*. Modern books

Jacob, M. (1989). *Safe food handling. A training guide for managers of food service establishments.*

BHM 135 GENERAL ENGLISH

COURSE DESCRIPTION

The General English course focuses on accuracy and fluency with an integrated skills and strategy-based curriculum that aims at developing the four language skills—listening, speaking, reading, and writing. The course also focuses on improving pronunciation and increasing vocabulary. Participants are placed in one of the following stages based on their placement test results: elementary, pre-intermediate, intermediate, and pre-advanced.

Learning Outcome

- The student is trained on written skills like business letters, paragraphs and drafts, to name a few.
- The paper also deals with remedial English with emphasis on chords, tenses, and usage of grammar.
- Oral skills are taught as a development tools for listening and speaking.

Course Outline

Unit-1

10 Hours

Communication – The need for Communication, Purpose and Factors of Communication, Barriers to Communication, Nonverbal Communication

Unit-2

12 Hours

Foundations of Business Communication- Importance, Need and Process of Business Communication. Overcoming Barriers in Communication.

Unit-3

12 Hours

Written Communication

3X3 Writing process. Choosing the right words/sentences/paragraphs. Researching and Organizing data, Composing, Drafting, Adapting, Proof reading, Paragraph writing, preparing summaries, paraphrasing, note making, letter writing-routine letters, request letters, reply letters, thank you letters, letters to the editor.

Unit - 4

11Hours

Oral Skills

Speaking skills, listening skills, reading comprehension, analysis and comprehension of current affairs

Learning Activities

- Video and audio exercises, role plays, and written skills practiced. Etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Throughout the program students will be asked to complete a range of interactive assessment tasks assessing your knowledge. **(20 Marks)**

Individual Writing Assignments (20 Marks): The objective is to develop writing and research skills of the students. Includes, business correspondence, Independent study and evaluation.

Group Projects (10 Marks): Project objectives and benefits; Project deliverables.

Reference

Bhaskar, W.W.S., & Prabhu,N.S. (1978) *English through reading*, Macmillan.
Eunice, D., & Shahani, G., *Communication Skills in English*, Noble Publishing.

BHM 136 INTRODUCTION TO COMPUTERS AND INFORMATION SYSTEMS

Course description

An introduction to computing and information systems in organizations for undergraduate students. Topics include hands-on coverage of spreadsheet analysis, and database management; examples of information systems applications in organizations; management of information and computer technology; and current trends and future directions.

This subject deals with the basic concepts of functioning of a computer and its applications in different areas of management. The subject starts with an introduction to basics of computer, its applications, software and hardware. The subject exposes the students to basic concepts of operating system, technology in communications and Ecommerce. The discussion about office automation and the software applications are dealt here with practical implementation.

Learning outcomes

- To appreciate the importance of information systems in an organization, particularly in the context of information technology system.
- To understand the difference between information system and information technology
- To learn how to manage IT-enabled business transformation and services.
- To describe the function of computer operating systems.
- To Identify and describe network topologies and security.
- To describe common application software and their use.
- To explain the evolution of the Internet and its effect on the globalization of business and social networks.
- To discuss laws and ethics related to computer use.
- To identify trends and careers in Information Technology (IT).

Course outline

Unit -1

5 hours

Introduction to Computers and Information Systems

Evolution of computers, Basic application of computers, Components, CPU, Computer memory, Concepts of Computer system

Unit – 2

06 hours

Information Systems

Value of Information systems and information technology, Technology society, Technology and enterprise, Government policies and technology, Organization and Information system, Types of information system.

Unit -3

06 hours

Collaboration and Communication System

E-Business, E-Commerce and E-Governance, Interactive jobs in global economy, E-mail and Internet management, Social networking, B2B, B2C, Point of Sales system
Digital goods and Digital markets.

Unit – 4 **06 hours**
Ethical and social issues in Information System
 Understanding ethical and social issues related to systems, Ethics in information Society, Moral dimension of information system

Unit - 5 **06 hours**
Computer Networking
 CRS, Functions of CRS, CRS for transportation, Airlines, Hotel Bookings, Database and information management systems.

Unit – 6 **06 hours**
Computer crime and abuse
 Equity and access Health risk, Repetitive strain injury RSI, Computer Vision Syndrome CVS. Techno stress

Unit – 7 **10 hours**
Securing Information System
 Technologies and tools for protecting infrastructure resources, Access control, Fire wall protection, Intrusion detection, Antivirus software, Secured wireless, Ensuring software quality. Contemporary security challenges and vulnerabilities. Netiquettes.

Learning Activities

Individual project, Exams and quizzes, general skill for students to test by using ICT skills

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Throughout the program students will be asked to complete a range of interactive assessment tasks assessing your knowledge. **(20 Marks)**

Individual Writing Assignments (20 Marks): The objective is to develop writing and research skills of the students. Independent study and evaluation.

Group Projects (10 Marks): ICT skills.

Reference:

- French , C.S (1998). *Data Processing and information technology*. BPB Publications:
 Roche., J (2009). *Step by step computer applications*; McMillan
 Sinha, P. (1992). *Computer fundamentals*. BPB Publications.

BHM 137 ACCOMMODATION MANAGEMENT – I (Front Office)

Course description

The Hospitality Industry came into existence in order to accommodate Tourists. The hotel Industry is a people oriented Industry. It is the effectiveness, efficiency, and courteous behavior of the Hotel employees that make a lasting impression on the guests total experience. This paper is a foundation course to one among the core subjects in hotel management. This paper focuses on the introduction to the root level basics in front office, introducing them to the various divisions and their work procedures. It also tells how the core revenue generating departments function in the initial stages and the SOP's of the departmental functioning.

Learning outcome

- To develop students overall knowledge of the industry
- To develop deeper understanding of the functioning of core departments
- Introducing them to the formats and procedures followed by hotels.
- Equipping the students with information on running the operations of a particular department.
- Giving basic knowledge of the job profiles so as to pursue a career in the same.
- Understanding the Evolution and growth of the Industry.

Course outline

Unit -1 Hospitality Industry –a profile

3Hours

Meaning – Definition – Evolution-Development -Complimentary role with other industries - Contribution to Indian & Global economy.

Unit - 2 Hospitality Products & Services

3Hours

Hospitality accommodation, Food & beverage facilities, Ancillary services, Support services, Hospitality Organizations.

Unit -3 Hotel Organization

4Hours

Structure of a Star Hotel & F.O Department-Classification of the product – Rooms, Rate, Plans, Clientele-Qualities and Attributes of F.O Personnel – Understanding Duties of FOM, Reception Reservation and other F.O staff.

Unit - 4 Front Office Organization

3Hours

Front office operations – Organization chart, staffing, scheduling, work shifts, job specifications & job descriptions of Front office personnel

Unit -5 Front Office Operations

4Hours

The guest cycle, Front office systems, Front office forms, the front desk, Front office equipments.

Unit -6 The Accommodation Product

5Hours

Need for hotel product brochures, tariff cards -Types of guest rooms, executive floors or club floor concept -Types of room rates, basis for charging room rates -Meal plans – Types, needs and

use of such plans -Types of guests – FIT, Business travelers, GIT, Special Interest Tours, domestic, foreign

Unit-7 Reservations

8Hours

Reservation methods-inquiring, Group reservation, The Reservations record Reservation confirmation, Reservation maintenance, Reservation reports, Reservation considerations.

Unit -8 Front Office security Functions

7Hours

Role of Front Office in Hotel Security - Check in: use of metal detectors, scanty baggage handling - Keys control: ELS (Electronic Cards), Handling Grand Master / Master key, lost & found & damaged keys, use of key cards, Guest & staff movement & access control - Protection of funds, safe deposit boxes

Unit – 9 Lobby and Bell Desk Operation

8Hours

Role of lobby managers, Role of guest relation executive, Function of bell desk-Layout - equipment used-Function of Hospitality desk / Concierge desk-Handling vips - Staff Organization, Duty Rota - work schedule -Luggage handling procedure -Bell desk forms - formats -Car valet operations

Learning activities

Lectures, Group discussions, case studies, article reviews, video, role play, group presentations, etc.

Assessment

Grading in the course will be dependent on cias (20%)Mid Term (25%).End Sem(50%) and attendance (5%).cias are opportunities to engage in the course and learn continually as the course progresses and will have multiple components.

CIA Components

Objective Type Test.

(20 Marks)

This component will help in assessing the individuals understanding of the course. Regular attendance and attentiveness will help the individual to perform well.

Moodle assignment

(20 Marks)

2 assignments will be given with the help of Moodle. This would be articles that need to be reviewed. The purpose of this is to develop the writing, reading and critical thinking skills of an Individual. The grading will be on the basis of content, grammer, and articulation.

Group Presentations

(40 Marks)

Group presentations will involve working with peers on a specific topic and sharing information with the rest of the class.

Individual assignment

(20 Marks)

The objective is to develop the writing and research skills of the students and to enhance their creativity. The students will be asked to make a brochure and talk about their intended hotel.

Reference Books

Coli, D. (1998). *Front Office Operations* ;(4ed.) Pearson Education India

Gary, K.V., & Jerome,J.V (2009) *Check in - Check out – Managing Hotel Operations* ; Darling Kindersley India.

James, B. (1947). *Hotel Front Office Management*; (5ed), John Wiley & sons

Michael, K. & Richard,B. (2012)*Managing Front Office Operations*;(8ed), Prentice Hall

Sudhir, A. (2009). *Hotel Front Office: A Training Manual*; Tata mcgraw-hill

BHM 130 A: FOUNDATION IN BAKING SCIENCE

Learning Out comes

- Familiarization with ingredients, industry
- Role of each ingredient in the product
- Basic introduction to rolls and breads, varieties, flavoring, baking etc

Unit 1

30 Hrs

Breads-Soft rolls-single knot, double, round, snail, different flavorings added rolls(fried onions, cheese, spinach) knots –Grissini-Sandwich Bread - Yogurt Rolls -Toast Bread - Pan de sal.- Brioche-doughnuts, muffins- French bread, Brown bread, Whole wheat bread.

References

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

The Culinary Institute of America. (2010). *Mastering the art and craft: Baking and Pastry*. New Jersey: John Wiley & Sons.

Assessment

Kitchen Journal (20 Mks):

Students would be marked on the journal which helps to read the enlarged discussion on herbs, spices and seasonings, and note that their use is included in suitable amounts in the recipes and also it shows how to present the dishes correctly and charmingly, from the simplest to the most formal service and how to prepare ingredients with classic tools and techniques.

Practical Skills during the class (20 Mks)

Sensory skills and the knowledge of ingredients and commodities will be gained as students prepare a variety of hot and cold foods according to industry accepted standards and they will be marked every class on the same. Would also be marked on organizational skills and safe food handling practices will be emphasized throughout the course.

Kitchen Hygiene and cleanliness (10 Mks)

The students will be marked for maintaining a high level of personal hygiene and kitchen hygiene which will give them the necessary experience to fine tune their cooking skills.

BHM 131A: FUNDAMENTALS OF CULINARY ARTS

Course description

This paper is a practical paper of Food Production Foundation, which deals with all the practical aspects of the basics of food preparation, organizing a kitchen, identification of equipments, tools and ingredients.

Learning Out comes

- Students learn about types of knives, knife skills, i.e., usage of the knife, how to hold and cut.
- The rhythm of cutting vegetables is taught after which traditional cuts of vegetables are taught.
- Students get to learn and recognize spices, vegetables, different types of fish and meat.
- Organizing the kitchen table along with Mise-en-place is taught at this level.
- Students are put into practice of the food safety norms.

Course Outline

Unit -1	8 Hrs
Proper usage of a kitchen knife and hand tools & Understanding the usage of small equipment.	
Unit -2	8 Hrs
Familiarization, identification of commonly used raw material	
Unit -3	8 Hrs
Basic hygiene practices to be observed in the kitchen	
Unit -4	8 Hrs
First aid for cuts & burns, Safety practices to be observed in the kitchen, Demonstration of fire fighting for kitchen fires	
Unit -5	8 Hrs
Demonstration of cooking methods – two items of preparation of each method	
Unit -6	8 Hrs
Basic cuts of vegetables, Basic stock preparation, Egg cookery including classical preparations.	
Unit -7	12 Hrs
Breads-Soft rolls-single knot, double, round, snail, different flavorings added rolls(fried onions, cheese, spinach) knots –Grissini-Sandwich Bread - Yogurt Rolls -Toast Bread - Pan de sal.- Brioche-doughnuts, muffins- French bread, Brown bread, Whole wheat bread.	

Assessment

Kitchen Journal (20 marks)

Students would be marked on the journal which helps to read the enlarged discussion of herbs, spices and seasonings, and note that their use is included in suitable amounts in the recipes and also it shows how to present the dishes correctly and charmingly, from the simplest to the most formal service and how to prepare ingredients with classic tools and techniques.

Practical skills during the class (20 marks)

Sensory skills and the knowledge of the ingredients and commodities will be gained as students prepare a variety of hot and cold food according to industry accepted standards and they will be marked every class on the same. Would also be marked on organizational skills and safe food handling practices will be emphasized throughout the course.

Kitchen Hygiene and cleanliness (10 Mks)

The students will be marked for maintaining a high level of personal hygiene and kitchen hygiene which will give them the necessary experience to fine tune their cooking skills.

References

Ceserani, K., & Foskett, D. (1990). *Practical Cookery*. London: Hodder & Stoughton.

BHM 132A FOOD AND BEVERAGE SERVICE FOUNDATION – I

Course description

This course provides students with practical skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting and, whenever possible, exceeding the expectations of guests.

Learning Outcomes

- Summarize typical restaurant server and bus person duties, etiquette.
- List and discuss the tasks that banquet servers and room service attendants perform.
- To learn the duties of beverage servers and bartenders.
- Demonstrate knowledge of the key functional areas of the food & beverage operation
- Menu structure and trends.
- To learn the temperature zones in food safety and understand common causes of food contamination, infections, and intoxications.
- Steps to be taken when handling a food borne illness complaint.

Course outline

Unit - 1 Restaurant Etiquettes

08 Hours

Etiquette towards the guest (Observe the attributes towards the guest and apply the mannerism in the industry), Etiquette of service (Timely, Courtesy, Sincere and Honesty)

Unit - 2 Restaurant Hygiene Practices

04 Hours

To teach standard hygiene practices followed in upscale restaurants. Involves customer and organization benchmarking for effective service. Food consistency and spoilage, Food borne illness and Food storage.

Unit – 3 Mise-en-place and Mise-en-Scène

04 Hours

Ménage, setting up the back areas and the restaurant meal time wise, for optimum effective operations.

Unit - 4 Identification of food and beverage service equipments.

12 Hours

Familiarization of various equipments by showing samples of glassware and table ware, General points to be considered while purchasing Food and beverage service Equipments, (Flat ware, Glassware, Crockery, Cutlery and Special equipments), Identification of crockery and cutlery.

Unit - 5 Laying and Relaying of table and serviette folds and carrying salver, tray and style of service

16 Hours

Observe the skill for laying and relaying of table cloths and practice it in the restaurant, Serviette folds: To lay different types of serviette folds by observing and modifying it after practicing. Carrying a salver /Tray, Service of water, handling the service gear, Carrying plates, Glasses and other equipments, clearing an ashtray, Learn how to carry a tray and develop the

skills for carrying room and develop the skills for carrying room service and restaurant tray service, Learn the skill of service of water and develop the skill for willingness of service.

Unit – 6 Menus**16 Hours**

Laying of A la' carte and Table d' hote cover, Compilation of a three course menu, soup, main course and Dessert, Course wise service of food, Food and Beverage terminology related to the inputs of the semester. . Describe the importance of the menu to food service operations and explain how it is planned and designed.

Learning Activities

Lecture led discussions, self assessments, Practical

Assessment

Grading in the course will be dependent on cias (Mock Practical examination) 50 marks, Menu.

CIA components**Practical evaluation**

Practical evaluation (10 Marks)

Group Projects (40 Marks): Conceive and execute project that identifies and engages with a specialized topic. E.g.:-Organization chart and the various organizational structures that can be found in food and beverage operations.

Prescribed Text

Liilicrap, D., & Cousins. J.A (2010). *Food and beverage service*; ELBS Delhi.

References:

Fuller, J. (2008). *Modern Restaurant Service*: Hutchinson

Liilicrap, D., & Cousins, (2010) J.A *Food and beverage service*: Edition 7 ELBS Delhi

Varghese, B. (2010). *Food and Beverage service management*

BHM 136A INTRODUCTION TO COMPUTERS AND INFORMATION SYSTEMS

Course description

This paper is offered as Skill development in computer science paper. It deals with the basic computer operations and operating systems.

Learning Outcome

The module is prescribed in the course to inform the students about the role of computer information systems in travel trade. The prescribed unit enhances the skills of students especially when they will be attached for practical.

Course Outline

Unit-1 10 Hours

Fundamental of Computer - Identifying Input and Output devices - Memory devices
Connecting devices and checking the power supply

Unit-2 5 Hours

Understanding the word processing.
Word processing basics, Text creation and manipulation, Formatting, Table handling
Language and thesaurus, printing

Unit-3 5 Hours

Using Spread sheet, Elements of Electronic spread sheet, Addressing of the cells
Formulas and functions (Basic), Editing of spread sheet, Printing, Spread sheet and accounting,
Diagram creation

Unit-4 5 Hours

Using presentation
Basics of presentation software, New in presentation, Reparation and presentation of slides, Slide
show, Printing, Providing aesthetics. 5 Hours

Learning Activities

- Creating Bio-data using Word Processor
- Letter writing and formatting
- Brochure Preparation using PPT and other packages.
- Creating a presentation to launch a new product (use layouts, graphics, back grounds, formatting and alignment).
- Spread sheets – sales projection, Pie-Diagram, bar diagram preparation, Attendance monitoring system, protection and usage.
- Create marks cards using Spread sheets
- Product sales projection using spread sheets
- Pivotal spread sheet

Assessment

Grading in the course will be dependent on cias (Mock Practical examination) 50 marks.

CIA components

Practical evaluation - (10 Marks)

Group Projects (40 Marks): Conceive and execute project that identifies and engages with a specialized topic by using ICT.

Reference:

French , C.S (1998). *Data Processing and information technology*. BPB Publications:
Raghuram, V *Fundamentals of computer*. Mcgraw Hill Publications. (3rdedition).
Sinha, P. (1992). *Computer fundamentals*. BPB Publications.

BHM 137A ACCOMODATION MANAGEMENT 1 (Front Office)

Course description

This paper is offered as a tool for practical knowledge of all operational departments it mainly deals with forms and formats used in the front office department and helps in day today operations. Basic Etiquettes, mannerisms and Telephone skills will be imparted by the completion of this paper.

Learning Outcome

- This paper sets a base of etiquettes and conceptual knowledge of the departments.
- It sets the foundation for any hospitality organization work culture.

Course Outline

Unit – I	05 hours
Telecommunication skills – telephonic situation handling	
Unit – II	05 hours
Forms and formats earlier semester - Identification of equipments, work structure and stationery	
Unit – III	05 hours
Preparing and filling up reservation forms - Role play of accepting reservations, walking a guest and compliant handling for bumped reservations -Reservation handling by computers. Actual computer lab work with the PMS -Preparing and filling up registration card - Role play for different check ins as – Walk in, Fit, FFFIT, Corporate, VIP, CIP and Groups	
Unit – IV	05 hours
Basic manners and grooming standards required for Front Office operation How to handle inquiries, suggestive selling -How to convert inquiries to valid reservations	
Unit – V	05 hours
Role-play of Lobby Manager, Guest Relation Executive, Concierge, Bell Captain and Bell Boys. Real Life Situations to be enacted, situation handling procedures.	
Unit – VI	05 hours
Assignment on a Boucher with a tariff sheet to be submitted at the end of the semester	

Learning Activities

Lectures, role plays, demo, mock setups, discussions etc.

CIA Components

Internal assessment (20)

This will depend on an individual's active participation in the class, attentiveness and response to instructions given.

Mock Practical's (30)

At the end of the semester there will be a mock practical session conducted. This will cover all the sessions conducted in practical .Student will be evaluated on an Individual performance basis.

Reference:

Any book related to Front Office or as recommended in the Theory papers.

FOC 101 HOLISTIC EDUCATION

Course description

Holistic education is a philosophy of education based on the premise that each person finds identity, meaning, and purpose in life through connections to the community, to the natural world, and to humanitarian values such as compassion and peace. Holistic education aims to call forth from people an intrinsic reverence for life and a passionate love of learning.

Purpose of Holistic Education

The purpose of holistic education is to prepare students to meet the challenges of living as well as academics. Holistic education believes it is important for young people to learn:

- About “thy”selves.
- About healthy relationships and pro-social behavior.
- Social development.
- Emotional development.
- Resilience.
- To appreciate beauty, experience transcendence, appreciate and evaluate truth and transform and accept harmony.

Course materials

Provided by Total Quality Management System, (TQMS), Christ University

II SEMESTER

BHM 230 BAKING SCIENCE AND OPERATIONS

Course Description

The course introduces the student to the world of viennoiserie, lamination technique, advanced flour technology, levains, manufacturing process and practices.

Learning Outcomes

The students will be able to learn the bakery and confectionery layout and the principles of baking. Gain knowledge of viennoiserie, advanced flour technology. Students will be able to understand the baking techniques.

Unit 1 Viennoiserie 6 hours

Introduction to the world of Viennoiserie, Yeast raised pastries-laminated Viennoiserie, Lamination technique. Styles of lamination

Unit 2 The baking process and dough mixing 4 hours

Fermentation-advanced flour technology and dough conditioners.

Unit 3 Starters or levains 6 hours

Pate fermentee-Biga-Poolish- sponge

Unit 4 Good Manufacturing practices in baking. (GMP'S). 3 hours

Production and testing practice that helps to ensure a quality product.

Unit 5 Bread making process 7 hours

Faults in Bread -How to judge the quality of Bread.

Unit 6 Fruits and Nuts 2 hours

6.a Thickening agents in Bakery and Confectionery

6 b Flavoring agents and Food color.

Unit 7 Sponges, types of sponges, method and styles of making sponges 2 hours

Learning activities

The teaching will be mainly on lecture led discussions, presentations, presentations from students, group projects and visits to industrial units.

Assessments

The assessments will be mainly through CIA, midterm and end term exam. The CIA will be further divided into various patterns listed below.

Presentations: This component is where the analysis of a particular subject/topic will have to be done and presented in the form of a power point presentation.

Written Assignments: This component will test the written and grammatical skills. Here, the given topic will have to be analyzed and a written document, adhering to the number of words will have to be submitted.

Case study analysis: The given case studies here will have to be analyzed and questions pertaining to it will have to be answered. It can be hand written or typed as told by the instructor. The APA format will have to be followed.

Book review: Article review based on the subscribed food magazine or a quiz on the same will be conducted.

References

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

The Culinary Institute of America. (2010). *Mastering the art and craft: Baking and Pastry*. New Jersey: John Wiley & Sons.

BHM 231 HOTEL ACCOUNTING –I

Course description

The purpose of the course is for students to become familiar with accounting concepts as they relate to business and personal financial situations. In addition to journalizing, preparing financial statements, and analyzing business information, several other areas are introduced – checking accounts, payroll processing, and computerized accounting systems. This paper is offered in the second semester. It prepares the student in careers of managing hotel accounts as well as trains in maintaining simple accounts in case of an entrepreneurship.

Learning Outcome

- To give an insight into simple accounts
- To enable students acquire an understanding of the concept and the meaning of accounting theory and practices.
- To enable students to maintain proper accounts
- To develop knowledge on sales book, purchase book, single entry and double entry systems.

Course Outline

Unit-1

8 hours

Accounting Theory – Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

Unit – II

8 hours

Account Records – Principles of Double Entry System, Journal Entries, Ledger, and Subsidiary Books – Cash, Sales & Purchase books, and Bank Reconciliation statement.

Unit - III

12 hours

Financial Statements – Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem.

Unit - IV

9 hours

Depreciation Reserves and Provisions – Meaning, basic Methods.

Unit - V

8 hours

Computer Applications – Preparation of Records and Financial Statements.

Learning Activities

Lecture , Accounting Case studies, , Group Assignments, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Written Test (20 Marks)

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to perform well in the Quiz.

Terminology Test (20 Marks)

This component tests familiarity and understanding the basic accounting terms.

Individual Writing Assignments (10 Marks): The objective is to develop writing and research skills of the students. Informal, exploratory writing, when assigned regularly, can lead students to develop insightful, critical, and creative thinking.

References

- Chawla, R., & Juneja *Double-Entry Book-Keeping*,
Kapoor, N.D. (2010) *A Complete Course in Accounting Volume – I*,
Siddiqui, A.(2002)*Comprehensive Accountancy*, Modern books

FRE 231 FRENCH

Course description

This course continues the development of the skills of listening, speaking, reading, and writing, with increasing emphasis on the practice of reading and writing. It includes introduction to the cultural background of French As language. At the end of this course students should be able to read appropriate authentic materials write short papers in French and communicate with a native speaker.

Learning Outcomes

- To teach the very basics of French.
- To enable students understand the Food and Beverage terminologies where French terms are used.
- To prepare the student to understand the language gradually in the other semesters to come.
- It consolidates and builds competencies in listening, speaking, reading and writing
- This course is an intensive training in oral expression and corrective phonetics.

Course Outline

<p>Unit – I</p> <p>Situations - Reception / Travel exchange / Bar / Restaurant / Room / Tourist spot Know-how - Solving a problem / To excuse oneself</p> <p>Grammar - Negative forms</p> <p>Cultural information - Problems / Hygiene habits / TV / Restaurant timings</p>	8 hours
<p>Unit – II</p> <p>This way pleases....</p> <p>Situations - Restaurant / Reception / Travel Agency</p> <p>Know-how - Placing / Taking an order</p> <p>Grammar - Near future tense</p> <p>Cultural information - Breakfast / Appetizers</p>	7 hours
<p>Unit – III</p> <p>Have you made your choice?</p> <p>Situations - Restaurant / Travel Agency</p> <p>Know-how - Taking an order / Describing dishes / Suggesting dishes</p> <p>Grammar - Simple past tense</p> <p>Cultural information - Non European cuisine / Indian cuisine</p>	8 hours
<p>Unit – IV</p> <p>How would you like it cooked?</p> <p>Situations - Restaurant / Tourist spot</p> <p>Know-how - Taking an order</p> <p>Grammar - Future tense</p> <p>Cultural information - Food & the French people</p>	7 hours
<p>Unit – V</p>	8 hours

The red wine is...

Situations - Restaurant / Travel Agency / Shop

Know-how - Describing wines / Comparing

Grammar - Degrees of comparison

Cultural information - Wine & France / Vineyards / French people & Wine

Unit – VI

7 hours

That will be...

Situations - Restaurant / Reception / Shop / Travel Agency / Tourist spot

Know-how - Settling a bill

Cultural information - Means of payment / Tips

Learning Activities

Sharpening written and oral skills with various situations in the industry for e.g.: car rentals, bar, restaurant, shopping etc, 'A Votre Service' attempts to bring about a fluency in language communication

Assessment

Grading in the course will be dependent on CIAs (20%), Mid Term (25%), End Term (50%) and attendance (5%). CIAs are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Assignments (10 Marks)

Assignments in the form of Quiz, students are placed into team.

Written Examination (20 Marks)

The examination will cover the whole of the assessment criteria in this unit (Unit wise written examination)

Individual Writing Assignments (20 Marks): The objective is to develop writing and research skills of the students. Includes, business correspondence, Independent study and evaluation.

Prescribed Text

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

References:

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

BHM 233 CULINARY OPERATIONS

Course description

This course introduces the student to all aspects of the kitchen organization layouts and modern kitchen hierarchy, garde manger and butchery. This course emphasizes the history of cheese, preparation of cheese making, types of cheese and international cheese. Topics covered include principles of meat cookery, including beef, veal, lamb and pork and principles of poultry, game, fish and shellfish. Students will learn the composition and structure of meat, poultry, fish and shellfish, and will learn quality indicators when purchasing these products. Students will learn the proper cooking methods for various cuts of meat, poultry, fish and shellfish.

Learning Outcomes

The students will be able to learn the modern kitchen layout and the principles of garde manger, gain knowledge of cheese and varieties of international cheese and will be able to understand the structure and cooking techniques of meat and shellfish

Course Outline

Unit - 1 Kitchen Organization Layout and Hierarchy

6Hrs

Kitchen layout and functions, receiving area, storage area, cold butchery, and vegetable Mise en place area, cold kitchen, hot kitchen, garde manger, bakery and confectionery. The classical and new kitchen brigade, duties and responsibilities and job description of the kitchen personnel.

Unit – 2 Cheese

9 hours

Cheese-classification, History, making of cheese, types and international cheese.

Unit – 3 Introduction to Meat

11 hours

Introduction, characteristics, selection and grading, processing, classification, categories, yield test.

Unit - 4 Introduction to fish & Shellfish

13 hours

Introduction, characteristics, selection and grading, processing, classification, categories, yield test.

Unit - 5 Introduction to Indian Cuisine

12 hours

History, characteristics, different ingredients used, regional differences, equipments used, cooking methods, religious influences

Learning activities

The teaching will be mainly on lecture led discussions, presentations, presentations from students, group projects and visits to industrial units.

Assessments

The assessments will be mainly through CIA, midterm and end term exam. The CIA will be further divided into various patterns listed below.

Presentations: This component is where the analysis of a particular subject/topic will have to be done and presented in the form of a power point presentation.

Written Assignments: This component will test the written and grammatical skills. Here, the given topic will have to be analyzed and a written document, adhering to the number of words will have to be submitted.

Case study analysis: The given case studies here will have to be analyzed and questions pertaining to it will have to be answered. It can be hand written or typed as told by the instructor. The APA format will have to be followed, if it is a journal analysis.

Book review: Article review based on the subscribed food magazine or a quiz on the same will be conducted.

References

- Achaya, K. T. (1994). *Indian food: A Historical Companion*. Delhi: Oxford University Press
- Arora, K. (n.d.). *Theory Of Catering*. Frank Brothers.
- Bali, P. S. (2009). *Food production operations*. New Delhi: Oxford University Press.
- Foskett, D., & Paskins, P. (2011). *The theory of hospitality & catering: For levels 3 and 4*.
- Jaffrey, M., Wilson, H., & Hanscomb, C. (1995). *A Taste of India*. London: Pavilion.
- Mathew, K. M. (1964). *Art of Indian Cookery: By Mrs. K.M. Mathew*. Kottayam: Manorama Pub. House.
- Mohan, R. (2008). *Art of Indian Cookery* (4th ed.). Roli Books Pvt Ltd.

BHM 234 FOOD AND BEVERAGE SERVICE FOUNDATION – II

Course description

This course provides the importance of service to food and beverage organizations, the methods adopted by food and beverage organizations to consistently meet customers' needs and wants, discuss the key and their responsibilities in food and beverage service and to compare and contrast the different food and beverage service methods. Students also develop and plan menus according to customer requirements, examine the appropriateness of the different methods of food and beverage service to manage customer expectations and trends in modern diets.

Learning Outcomes:

- To learn how the menu serves as a food cost control mechanism
- To monitoring Menu-related controls.
- To list and discuss the tasks that banquet servers and room service attendants perform.
- To learn the importance of the menu to food service and explain how it is planned and designed
- Menu structure and menu styling trends.
- To learn how banquets and catered events are sold, booked, planned, and executed.
- Room service issues and summarizes procedures for delivering room service.
- On-site food service operations in the business and industry, health care, and college and university markets.

Course outline

Unit - 1 The Menu

05 Hours

Types of menu – Table d' hote and A' la' carte, Cover setup - Sequence of service – Silver service, Crumbing, Clearing etc - Classical foods and accompaniments with cover - Menu design – Menu compiling, menu card design and format - Menu writing – Steps in menu planning, menu planning for large quantities of clientele. Writing a menu in French and it's in English - Menu evaluation - Pricing of the menu both a'la carte and table d' hote. Priorities of a menu planner.

Unit – 2 Types of meals:

04 Hours

Breakfast – Types of breakfast, Continental, American and English breakfast, Courses and cover setup, Brunch – Courses cover and service methods, Lunch and Dinner – Courses cover and service methods, Hi-tea, Supper, Eleverages – Courses, covers and service methods.

Unit – 3 Room service / in room dining

04 Hours

Introduction to In room dining, Types of room service, general principles, room service menu planning, forms and formats. Room service work flow.

Unit – 4 Function catering and Function administration

05 Hours

To compile a Function prospectus for various catering operations, Types of Function, Function staff responsibilities, service methods in function catering. Booking and organization of functions, Seating arrangements, Banquet layouts, ODC or Off Premises Catering.

Unit - 5 Buffets. 05 Hours
Introduction to Buffets and Various setups – Informal and formal. Seating arrangements and layouts, Types of buffets.

Unit – 6 Food and beverage control methods. 08 Hours
Legal considerations, basic type of licensing, billing methods – Duplicate checking system and triplicate checking system, taking and order through KOT / BOT, making a KOT / BOT, Placing food orders in Kitchen, Computerized KOT/BOT. Point of Sale System. (POS).

Unit – 7 Non – Alcoholic beverages 06 Hours
Nourishing, Refreshing and Stimulating, Hot and Cold Non - Alcoholic beverages – Types, Service methods, Mock-tails – Classical and Non classical, Types, Preparation, Equipments used, service methods. Food and Beverage terminology related to the inputs of the semester.

Unit – 8 Restaurant Planning 08 Hours
Preliminary planning process, Planning various food and beverage outlets and ancillary and support areas. Factors, concept, menu, space requirements. Restaurant design team.

Food and Beverage terminology related to the inputs of the semester.

Learning Activities

Lecture led discussions, self assessments, group projects, minor projects etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Moodle assignments (10 Marks)

Assignments in the form of Quiz, It adds insights from your related Library and online research books and discussion forum.

Written Examination (20 Marks)

The examination will cover the whole of the assessment criteria in this unit & will take the form of 10 x 2 mark questions.

Individual Writing Assignments (30 Marks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing

Group Projects (40 Marks): Conceive and execute project that identifies and engages with a specialized topic. In the form of Menu compilation, Table d' hote and A' la' carte menu planning, designing.

Prescribed Text

Liilicrap, D., & Cousins, J.A *Food and Beverage Service*: ELBS Delhi.

References:

Andrews, S. *Food and Beverage service training manual*: Tata mcgraw Hill

Fuller, J. *Modern Restaurant Service*: Hutchinson

Liilicrap, D., & Cousins, J.A *Food and Beverage Service*: ELBS Delhi.

Ninemeier, J.D., *Food and Beverage Management*: Educational Institute, AH & LA.

Varghese, B. *Food and Beverage service management*

BHM 235 ACCOMMODATIONS MANAGEMENT – II (*Hotel Housekeeping*)

Course description

The major part of hotel's margin of profit comes from room sales, because a room once made can be sold over and over again.. In addition to ensuring the efficient functioning of hotel operations, housekeeping personnel are also responsible for the aesthetic aspects such as the maintenance, design and decoration of hotel premises. Till a decade back, housekeeping was considered an unskilled and labor-oriented department, but today it has emerged as the backbone of hotel operations. This department has evolved into an organized department where housekeepers utilize the management tools of planning, organizing, directing and controlling. Students are instructed and trained in Housekeeping skills that this new era demands. The three types of expertise required in housekeeping department: management of resources, administration of assets, and knowledge of housekeeping technical operations. Part one is geared covering management concepts and responsibilities as they apply to the housekeeping department. Part two deals with structural planning including an effective model for staffing the department by teams and Part three provides discussion of the technical skills needed for running the housekeeping department, including description of material, inventory techniques, linen and laundry room management, and the function of cleaning.

Learning Outcomes

- ❖ Understand the classification of lodging establishments.
- ❖ Define the management structure of lodging establishments and the elements of the rooms division.
- ❖ State the importance of the Housekeeping department.
- ❖ Learn how management concepts apply to the position of Executive Housekeeper.
- ❖ Discuss the necessity of achieving high productivity in Housekeeping while also considering the needs of the employees in the department.
- ❖ Understand the composition of a staffing matrix for a large hotel.
- ❖ Importance of scheduling workers in Housekeeping department and defining the criteria for workloads.
- ❖ The purpose of conducting inventories
- ❖ Strategies to be followed in purchasing Housekeeping reusable and non reusable guest essentials and expendables.
- ❖ Establishing linen pars and importance of effecting linen controls and conducting physical inventories.
- ❖ Provide benchmarks for cost management and controls.

Course outline

PART I Management of Lodging Operations

Unit – I Introduction to Housekeeping Management

3 hours

The Rooms Division, Introduction and Importance of the Housekeeping department, Designing and layout of Housekeeping Department, Classification by the type of service and size, Interaction between Housekeeping and other departments.

UNIT- II The Executive Housekeeper as Department Manager 12 hours

Management Concept as They Apply to the Executive Housekeeper, Concern and combining concern for people and production, Coordination of effort in the Workplace.

Executive Housekeeper as Department Head, Technical ,people and conceptual skills, Supervision, Leadership, Motivation, Communication, Power/Authority and Delegation Management Responsibilities of the Executive Housekeeper, Time Management, Problem solving, Total Quality Management, Ethical Values, Decision Making

PART II Organization of the Housekeeping Department**Unit - III Structural Planning Of the Housekeeping Department 8 hours**

Areas of Housekeeping Responsibility, Area Cleaning Inventories, Cleaning Frequency Schedule, Performance Standards, Division of Guestrooms, Staffing Matrix

Unit - IV Housekeeping Staffing Patterns 6 hours

Control desk – Importance –Role –Coordination, Section Housekeeper Need Table Standing Schedules, Adjusted Daily Schedules (Rotational &Alternative)

PART III Technical Skills Management**Unit - V Management of Inventory and Equipment 4 hours**

Classification of Material, Capital Expenditure and Operating Budgets, Purchasing Housekeeping Material, Inventory Control

Unit - VI Characteristics of Housekeeping Equipment And supplies 5 hours

Housekeeping *F.F. &E.*, Software and Department Equipment, Design, Furniture, Fixtures, Equipment, Department Equipment, Software, Guest supplies, Non-reusable supplies, Reusable supplies

Unit - VII The Cleaning Function 4 hours

Guestroom cleaning and Servicing, Public Areas and Back-of-the-House Cleaning

Unit - VIII Linen Management 3 hours

Linen Characteristics, Bed Linen, Bath linen, Napery, Shower Curtains
Linen Purchasing - Par Levels,
Linen Control – Issuing, Inventories

Learning Activities

Lectures, discussion questions, mini cases (Unit related), Assignments, writing Q&A , group reports, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Q&A based on Textbook Reading**(20 Points)**

Students who regularly attend classes and read the text book on given reading material (Unit) will be able to perform well in this component.

Housekeeping Notebook (10 Points): The purpose of writing notebook is the active participation in the class and this is possible through regular note-taking, writing situational study answers and other reports. The grading will be on the basis of relevant content and neatness.

Individual Writing Assignments (20 Points): The purpose is to develop writing skills of the students.

Group work(40 Points): Group work will involve working with your peers outside of class on a specific topic. It gives the opportunity to apply what is learnt in Housekeeping and to work in teams with a deadline.

Prescribed Text

Raghubalan, G., & Raghubalan, S. (2011). *Hotel housekeeping operations and management*. New Delhi: Oxford university press.

References: Any recent editions of Hotel Housekeeping Textbook

BHM 236 FOOD SCIENCE & NURTITION

Course description

Understanding the depth and breadth of the Food Science and Nutrition programs. Emphasis on academic and career planning. Students are required to complete this course within their first year in the major. Theoretical aspects and practical applications of the principles of culinary science and food preparation, Basic principles of food science. Chemical, physical, and microbiological properties of foods. Ingredient properties, preservation, and processing. Overview of the commercial food processing industry at state and national levels.

Learning outcome

- This paper sets the base for students to learn the importance of nutrition and the science of food
- Sets the base for students for learning of food, science, health and nutrition.
- Nutrients and health
- Food processing and impact on health
- Factors influencing food intake and food habits
- Menu planning and influence of dietic food

Course outline

Unit - I

2Hrs

Introduction- Food & its relation to health, Objectives in the study of nutrition

Unit - II

10Hrs

Major Nutrients-Their characteristics, functions, metabolism, food sources, deficiencies, Carbohydrates, Lipids, Proteins, Vitamins & Minerals, Water : Definition-Dietary sources (visible, invisible)-functions-role of water in maintaining health(water balance)

Unit - III

16Hrs

Classification of raw materials into food groups: Cereals, Pulses & legumes, Milk & milk products, Eggs& poultry, Meat & Fish, Fruit & Vegetables, Nuts & dried fruits, Sweet foods & sweetening agents, Spices & condiments, Fats & Oils. Food Processing - definition, objective, types of treatment, effect of factors like heat, acid, alkali on food constituents

Unit - IV

6Hrs

Factors influencing food intake & food habits, Physiologic factors that determine food intake, Environmental & behavioral factors influencing food acceptance

Unit – V

6Hrs

Balanced Diet / Menu planning: Definition, importance of balanced diet, RDA for various nutrients – age, gender, physiological state, planning of nutritionally balanced meals based upon the three food group system, factors affecting meal planning, critical evaluation of few meals served at the Institutes/Hotels based on the principle of meal planning, calculation of nutritive value of dishes/meals.

Unit – VI**5Hrs**

Importance of Therapeutic Diet: Planning of Diet for Therapeutic Conditions, Role of Hotels, Common Conditions – Over weight, Obesity, Diabetes Mellitus - Coronary Heart Disease & Anemia

Learning Activities

Lectures, discussion questions, video cases, Assignments, writing Q&A, group reports, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Individual Writing Assignments (25 marks): The purpose is to develop writing skills of the students. Individual investigation, research studies, or surveys of selected problems.

Group work (25Marks): Group work will involve working with your peers outside of class on a specific topic. It gives the opportunity to apply what is learnt in Housekeeping and to work in teams with a deadline.

Reference:

Abraham, P., & Anita, F. (2009). *Crimped dietician and Nutrition*. Tata mcgraw Hill.

Dr. Rao R., *Text book of Biochemistry*.

Swaminathan, M., (1997). *Food science, chemistry and experimental foods*. Tata mcgraw Hill

Rangana, S. *Hand book of analysis and Quality control for fruits and vegetables*. Tata Mcgraw Hill, Academic press.

Shalakshara, S., & Manay. (2009). *Text book of Biochemistry*. Jain books , India

BHM 237 BUSINESS COMMUNICATIONS

Course description

A detailed study of business communication. Includes analysis and practice in writing a variety of messages used to communicate in business and industry. The course expands basic communication skills and knowledge as students prepare for the increased communication demands of the business world. The topics covered provide a macro approach to business communication practices and skills at the corporate level.

Learning Outcome

- The student is trained on written skills like business letters, paragraphs and drafts, to name a few.
- The paper also deals with remedial English with emphasis on chords, tenses, and usage of grammar.
- Oral skills are taught as a development tools for listening and speaking.
- Students will demonstrate and apply an understanding of the theories and process underpinning communication in a business setting.
- Students will demonstrate and apply an understanding of the influence of their own and others' self-concept, perception and culture on the communication process.

Course Outline

Unit - 1 Written Communication

20 Hrs

Business correspondence –Acknowledgement letters, placing orders, claim letters, letters of recommendation.

Memos, E mails, Bio-data, reports, creating publicity material, hand outs, posters.

Unit - II Organisational Communication

10Hrs

Communication in teams, Team development, guidelines for team development, planning productive meetings, ethics in the work place.

Unit – III Communicating across cultures

5Hrs

Importance, understanding culture, characteristics, dimensions of culture, improving communication with multi-cultural audiences

Unit - IV Presentations

10 Hrs

Effective oral presentations, organising content, delivery techniques, speaker notes and hand outs, collaborative presentations, use of voice.

Learning Activities

Lectures, discussion questions, video cases, Assignments, writing Q&A, group reports, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Individual Writing Assignments (20 marks): The purpose is to develop writing skills of the students. Individual investigation, research studies, or surveys of selected problems.

Group work (20Marks): Group work will involve working with your peers outside of class on a specific topic. It gives the opportunity to apply what is learnt in Housekeeping and to work in teams with a deadline.

Video and audio presentation (10 marks). Students will be analyzed during the presentation, communication skills.

Reference:

Guffy, M.E. *Business Communication: Process & product*, Thomson Asia Pvt Ltd
Raymond V ., Marie E ., Kathryn R., & Neerja P. *Business Communication: Making
Connections in a digital world*, Tata mcgraw Hill Education Pvt. Ltd.
Bovee, T. *Business Communication Today*, Tata mcgraw Hill Education Pvt. Ltd.

BHM 230 A BAKING SCIENCE & OPERATIONS

Course description

This paper teaches the concepts of methods of baking, behavior of ingredients

Learning Outcome

Students get to work hands on in preparing simple sponges and complex international classical sponges, filling, icing etc .

Unit 1

30 hours

Sponges- fatless sponge- vanilla and chocolate, Mylander sponge-coffee and chocolate, Dobos sponge, Swiss roulade sponge-vanilla and chocolate, Sacher sponge, Joconde sponge, Devils sponge, Genoise sponge- other basic sponges.

References

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

The Culinary Institute of America. (2010). *Mastering the art and craft: Baking and Pastry*. New Jersey: John Wiley & Sons.

BHM 233A CULINARY OPERATIONS

Course description

This paper teaches the concepts of methods of cookery, behavior of ingredients and basic European cooking techniques.

Learning Outcomes

Students get to work hands on in preparing simple three course Indian and European dishes.

Course outline

UNIT I:	8 Hours
Basic sauce preparations and few (2-4) commonly used derivatives.	
UNIT II:	10 Hours
Preparation of traditional / classical Indian, English and continental breakfast dishes	
UNIT III:	10 Hours
Preparation of three course simple Indian menus and Indian snacks / high tea items	
UNIT IV:	08 Hours
Preparation of basic continental cookery-stews, sauces, soups, and basic fish preparations	
UNIT V:	24 Hours
Sponges- fatless sponge- vanilla and chocolate, Mylander sponge-coffee and chocolate, Dobos sponge, Swiss roulade sponge-vanilla and chocolate, Sacher sponge, Joconde sponge, Devils sponge, Genoise sponge- other basic sponges.	

CIA Components

Kitchen Journal (20 Mks):

Students would be marked on the journal which helps to read the enlarged discussion on herbs, spices and seasonings, and note that their use is included in suitable amounts in the recipes and it also shows how to present the dishes correctly and charmingly, from the simplest to the most formal service and how to prepare ingredients with classic tools and techniques.

Practical Skills during the class (20 Mks)

Sensory skills and knowledge of ingredients and commodities will be gained as students prepare a variety of hot and cold foods according to accepted standards of industry and they will be assessed on the same during each class. Organizational skills and safe food handling practices, which will be emphasized throughout the course, will also be assessed.

Kitchen Hygiene and cleanliness (10 Mks)

The students will be marked for maintaining a high level of personal hygiene and kitchen hygiene which will provide them the necessary experience to fine tune their cooking skills.

References

Ceserani, V., Kinton, R., & Foskett, D. (1990). *Practical Cookery*. London: Hodder & Stoughton.

Philip, T. E. (2010). 13. *Philip E.Thangam, Orient Longman, Modern Cookery (Vol-I) For Teaching & Trade* (6th ed.). Orient Blackswan.

BHM 234A FOOD AND BEVERAGE SERVICE FOUNDATION - II

Course description

Students are introduced to the heart of food and beverage operations, where layout, ambiance, menu choices and service will determine the overall customer's experience. Students will be taught to apply different service styles, mock tails, bar men showmanship, in accordance to pre-established service concepts.

Learning Outcomes

- Professionally serve to guests a variety of food and beverage products
- Demonstrate knowledge of the key functional areas of the food & beverage operation
- Menu structure and trends.
- Demonstrate the restaurant management skills in a practical environment
- To provide a source of information useful in food and beverage training programs.

Course outline

Unit – 1 Menu.

16 Hrs

Types of menu – Table d' hote and A' la' carte, Cover setup - Sequence of service – Silver service, Crumbing, Clearing etc - Classical foods and accompaniments with cover - Menu design – Menu compiling, menu card design and format - Menu writing – Steps in menu planning, menu planning for large quantities of clientele. Writing a menu in French and it's in English - Menu evaluation - Pricing of the menu both a'la carte and table d' hote.

Unit – 2 Types of meals.

08 Hrs

Breakfast – Types of breakfast, Continental, American and English breakfast, Courses and cover setup, Brunch – Courses cover and service methods, Lunch and Dinner – Courses cover and service methods, Hi-tea, Supper, Elevences – Courses, covers and service methods.

Unit – 3 Function catering and Function administration

08 Hrs

To compile a Function prospectus for various catering operations, Checklist preparation, Banquet setup for different types of function, Preparing for Out Door Catering. Function administration procedures.

Unit – 4 Food and Beverage Control methods

08 Hrs

Billing methods – Duplicate checking system and triplicate checking system, taking and order through KOT / BOT, making a KOT / BOT, Placing food orders in Kitchen, Computerized KOT/BOT. Point of sale system (POS).

Unit – 5 Non Alcoholic Beverages

20 Hrs

Non- Alcoholic beverages: Nourishing, Refreshing and Stimulating, Hot and Cold Non - Alcoholic beverages – Types, Service methods, Mock-tails – Classical and Non classical, Types, Preparation, and Equipments used service methods.

Food and Beverage terminology related to the inputs of the semester.

Learning Activities

Lecture led discussions, self assessments, Practical Evaluation.

Assessment

Grading in the course will be dependent on cias (Mock Practical examination) 50 marks, Menu compiling, Non alcoholic beverage service.

CIA components

Practical evaluation

Practical evaluation (30) Marks)

Group projects (20 Marks): Conceive and execute project that identifies and engages with a specialized topic.

Junior Mixologist – Intra class mock tail competition (50)

Prescribed Text

Lilicrap, D., & Cousins, J.A Food and Beverage Service: ELBS Delhi.

References:

Fuller, J. *Modern Restaurant Service*: Hutchinson

Lilicrap, D., & Cousins, J.A *Food and Beverage Service*: ELBS Delhi.

Ninemeier, J.D., *Food and Beverage Management*: Educational Institute, AH & LA.

Varghese, B. *Food and Beverage service management*

BHM 235A ACCOMMODATIONS MANAGEMENT- (HOUSE KEEPING)

Course description

This paper is a practical aspect of Hotel Housekeeping Foundation. It deals with all basics of set up of the stores, pantries, knowledge of different linen usage, placement of supplies and amenities etc...

At the end of the practical the student will be able to do basic of maintaining and cleaning the room, public areas, and inspections and usage and storage of mechanical cleaning equipments.

Learning Outcomes

The student learns basics of knowing and managing the room structures, maintenance of rooms and the public areas of hotels

- Handling the trolleys and trolley set up
- Handling guest queries as well as employee conflicts.
- Set of Linen room and managing par stock as well as inventory management
- Short case studies on the theory units.

Course Outline

Unit – 1 Housekeeping staffing - case study **5 hours**
Housekeeping staffing matrix for all the areas which housekeeping department is responsible for.

Unit- 2 Room layouts and set up and cleaning functions- Demonstration and case study **5 hours**
Basic room layout setting up room with essentials and expendables techniques and procedures for different types of rooms and knowing the technical terms for the linen used for the same.

Unit- 3 Preparations of hot and cold face towels – Demonstration **7 hours**
To enable students to know the importance of hygiene practices in hotels and making them understand the necessity of providing personalized services to the guest. One of the practice is to provide hot or cold face towels to the guest on arrival and teaching them do's and don'ts of it.

Unit -4 Linen par calculations and inventory management – Calculations and case study **8 hours**
Par management and par calculations of different types of linen used in the departments including F&B Linen, SPA linen, swimming pool and gymnasium linen, banquet and conference linen etc.

Unit – 5 A Report **5 hours**
A report based on market survey and workshop on features and use of different cleaning equipment and cleaning chemicals.

Learning activities

Market survey, Workshop on professional cleaning Management of hotel areas with Diversey /Eco Labs, Report writing, Short cases and analysis, Group assignments and PAR calculations

Practical Assessment – (50Marks)

Practical assessment will be based on the report, different situational study, preparation of assessment plans, and appraisal of Housekeeping product, supplementary questions and Viva voce. Oral questioning will be used to provide evidence of the candidate's knowledge

Prescribed Text

Raghubalan, G., & Raghubalan, S., (2011). *Hotel Housekeeping Operations and Management*. New Delhi: Oxford University Press.

Reference

Any recent editions of Hotel Housekeeping Management and Operations Textbook

FOC 201 HOLISTIC EDUCATION

Course description

Holistic education is a philosophy of education based on the premise that each person finds identity, meaning, and purpose in life through connections to the community, to the natural world, and to humanitarian values such as compassion and peace. Holistic education aims to call forth from people an intrinsic reverence for life and a passionate love of learning.

Purpose of Holistic Education

The purpose of holistic education is to prepare students to meet the challenges of living as well as academics. Holistic education believes it is important for young people to learn:

- About “thy”selves.
- About healthy relationships and pro-social behavior.
- Social development.
- Emotional development.
- Resilience.
- To appreciate beauty, experience transcendence, appreciate and evaluate truth and transform and accept harmony.

Course materials

Provided by Total Quality Management System,(TQMS), Christ University

III SEMESTER

BHM 330 PASTRY ARTS

Course description

This course covers the basic theory and skill sets used throughout the field of baking and pastry. Topics covered include the use of hand tools and equipment found in a bakeshop, as well as the exploration of baking and pastry ingredients and their functions. Students will gain a working knowledge of the major methods such as creaming, blending, foaming, meringues, pre-cooked, cut-in, lamination, straight dough, custards, frozen desserts, chocolates, and sauces. Students will also taste and evaluate products they create in class to enhance their understanding of the course material.

Learning outcomes

- Vendor development, selecting procedures and purchase systems.
- Knowledge Chocolaterie,
- Alcoholic beverages used in baking.
- Business of baking and pastry arts.
- Sorbet and ice cream manufacturing.

Course Out line

Unit 1 The business of baking and pastry Advanced Baking Principles-baking science-stabilizers-liquefiers-proteins in flour-hydration of a dough or batter	5 hours
Unit 2 Manufacturing of Chocolate and different types of Chocolate.	5 hours
Unit 3 Sorbet and Ice Cream Manufacturing 3. a De hydrated fruits manufacture 3. b. Alcoholic Beverages used in Bakery and Confectionery	5 hours
Unit 4 Cookie – Styles of Making Cookies -Types of Cookies - Faults in Cookies	5 hours
Unit 5 Cakes- Styles of making Cakes - Faults in Cakes.	5 hours
Unit 6 Terms used in bakery and confectionery	5 hours

Learning activities

The teaching will be mainly on lecture, LED, discussions, presentations, presentations from students, group projects and visits to industrial units.

Assessments

The assessments will be mainly through CIA, midterm and end term exam. The CIA will be further divided into various patterns listed below.

Presentations: This component is where the analysis of a particular subject/topic will have to be done and presented in the form of a power point presentation.

Written Assignments: This component will test the written and grammatical skills. Here, the given topic will have to be analyzed and a written document, adhering to the number of words will have to be submitted.

Case study analysis: The given case studies here will have to be analyzed and questions pertaining to it will have to be answered. It can be hand written or typed as told by the instructor. The APA format will have to be followed, if it is a journal analysis.

Book review: Article review based on the subscribed food magazine or a quiz on the same will be conducted.

References

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

The Culinary Institute of America (2010). *Mastering the art and craft: Baking and Pastry*. New Jersey: John Wiley & Sons.

BHM 331 QUANTITY KITCHEN OPERATIONS

Course description

Quantity Kitchen Operations deals with large scale food production, right from the first stage, where the selection of ingredients takes place to the final preparation. It also gives students quite a vast description on the culture, eating habits, preparation of popular dishes from the cuisines of India. India, being a land of Traditional values, has a lot of glimpses in their cuisine, thus, this paper also talks about the socio-cultural cuisines and tastes, and how eating habits have evolved over the last few decades. This paper is offered to students of second year where the stress lies on operations of large scale catering, its principles and management.

Learning outcomes

- Understand the meaning of volume catering and the nuances of it.
- Get an in-depth view of India, its cultures, values, and systems all pertaining to food.
- Get to know the facts of slow food movement.
- Design and visit to a large scale food production kitchen
- Vendor development, selecting procedures and purchase systems.
- Learn the different types of cold cuts, production style and uses.
- Cold cuts from different countries.

The leaning objective would be compressive knowledge on regional Indian cuisine, large scale catering as whereas management aspects related to catering. The students after learning about the basics of operations move a step higher with these modules.

Course Out line

Unit - I Volume catering

7 hours

Types, Institutional, Industrial, Central Processing Units, and Equipment used in volume cookery.

Unit - II: Introduction to Indian cuisine

6 hours

Introduction, Philosophy, Influence (regional and religious), equipments, techniques and concept of Slow food Movement. Importance of social, economic, and environmental sustainability in food production and consumption networks. How traditional knowledge shapes both small-scale production of high-quality local food and bio-cultural diversities. Relationships between food, place, and identity and Understanding urban food systems, zero mile food, traditional local productions and ethnic food

Unit - III Regional cuisines of India

8 hours

Introduction to regional cuisine, key points and cuisines of , Andhra, Awadh, Bengal, Goa, Kashmir, Kerala, Maharashtra, Parsi, Punjab, Rajasthan, Tamilnadu.

Unit - IV Stores, purchase and costing

8 hours

Principles of storage, Types of stores, Layout of Dry stores and cold room, Staff Hierarchy, Guidelines for efficient storage, control procedures, Inventory Procedures, Re-order levels, Bin Cards, Form and formats, Function of a stores manager.

Inventory, control procedures, portion control, modifying recipes, challenges, indenting, purchase system, checking pilferage. Principles of food costing.

Unit - V Cold Cuts & Cured Meats.

8 hours

Farcis, terrines, pates, galantines, ballotines, mousses, quenelles, -types, préparation, menu examples. Cold sauces, dips, chaudfroid, aspics, methods of preparations, examples, chacutiére, sausages, types, preparation, popular sausages, SPS , cooking methods, casings, storage, problems.

Unit- VI Sandwiches

8 hours

Types, preparations, selection of spreads, fillings, classical sandwiches, smorsbord, canapés, presentation styles and appropriate garnishes and accompaniments.

Learning activities

The teaching will be mainly on lecture, LED, discussions, presentations, presentations from students, group projects and visits to industrial units.

Assessments

The assessments will be mainly through CIA, mid term and end term exam. The CIA will be further divided into various patterns listed below.

Presentations: This component is where the analysis of a particular subject/topic will have to be done and presented in the form of a power point presentation.

Written Assignments: This component will test the written and grammatical skills. Here, the given topic will have to be analyzed and a written document, adhering to the number of words will have to be submitted.

Case study analysis: The given case studies here will have to be analyzed and questions pertaining to it will have to be answered. It can be hand written or typed as told by the instructor. The APA format will have to be followed, if it is a journal analysis.

Book review: Article review based on the subscribed food magazine or a quiz on the same will be conducted.

References

Achaya, K. T. (1994). *Indian food: A Historical Companion*. Delhi: Oxford University Press

Bali, P. S. (2012). *International Cuisine & Food Production Management Parvinder S.Bali*. Oxford.

Bali, P.S (2011). *Quantity Food Production Operations and Indian Cuisine*. Oxford University, Pr.

Bhatnagar, S., & Saxena, R. K. (1997). *Dastarkhwan-e-Awadh*. New Delhi: harpercollins Publishers, India.

Gill, P. (2011). *Punjabi Cuisine*.

Jaffrey, M., Wilson, H., & Hanscomb, C. (1995). *A Taste of India*. London: Pavilion.

- Kalra, J. I. (1986). *Prashad: Cooking with Indian Masters*. Allied Pub. Private.
- Karan, P., & Welcomgroup Hotels, P. (1998). *A Princely Llegacy, Hyderabadi cuisine*. New Delhi: harpercollins Publishers India.
- Mathew, K. M. (1964). *Art of Indian Cookery: By Mrs. K.M. Mathew*. Kottayam:Manorama Pub. House.
- Mohan, R. (2008). *Art of Indian Cookery* (4th ed.). Roli Books Pvt Ltd.
- Ruhlman, M., & Polcyn, B. (2005). *Charcuterie: The craft of salting, smoking, and curing* (1st ed.). New York: W.W. Norton.
- Sapru, S. A. (1999). *Zaika: Kashmiri Pandit Cuisine*. New Delhi: harpercollins Publishers India.
- T. (n.d.). *The Book of Ingredients*.
- Waza, K. M., Waza, K. M., & Waza, K. M. (2001). *Wazwaan: Traditional Kashmiri cuisine*. New Delhi: Roli Books.

BHM 332 WINE STUDIES AND MANAGEMENT

Course description

The course in 'Wine studies and management' provides an in-depth knowledge on wine and the wine industry. It aims to gain a professional wine knowledge and understanding of the wine world, to prepare students for management positions in this field. The course undertakes a Holistic approach by enlightening the students on the ill effects of alcohol and social responsibility towards the trade

Learning Outcomes

- Identifying the nature of the customer demand.
- Recognize various food and beverages products, including a variety of wine styles.
- Patron care and wine rituals.
- Professional Wine Service, preparation of wine list and proper handling of wine.
- Suggestive selling of wine and Food and wine harmony.

Unit – I

Introduction to Beverages

2 hours

This Unit will initiate the students to the world of alcoholic beverages. Students will have knowledge of alcohol, types of alcohol, ill effects of alcohol and social responsibility towards the trade

Unit - II

Introduction to Wines

6 hours

This Unit will initiate the students to world of wines.

Students will have knowledge of the exciting world of wines, Origin, Viticulture, Vilification, manufacture and modern trends.

In addition a general overview of wine classification, types and key terminology used.

Unit – III

Old World Wines

12 hours

This Unit will initiate the students to the countries which started the culture of appreciating and promoting wines as a industry.

Students will learn wines from the countries of France, Italy, Germany, Spain, etc. About appellations involved for the same, laws, regions and other key developments related with respect to the trade.

Unit - IV

New world wines

10 hours

This Unit will initiate the students to the modern day wine industry and countries which are in the forefront of the new wine revolution .Knowledge of new countries involved in wine business, modern manufacturing styles,methods.

Unit - V

Fortified and Aromatised Wines

10 hours

This Unit will initiate the students on basic information on fortified and aromatized wines. Knowledge origin of fortified and aromatized wines, types, styles, manufacturing and service of the same

Unit - V I

Food and Wine Harmony

5 hours

This Unit will initiate the students to various food and the wines that can be paired with them. Students will have knowledge of various types of cuisines, and match new and old world wine pairing nuances

Learning Activities

Lecture led discussions, video analysis, role plays, group projects, case studies, hands-on training, industry visits.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Multiple Choice Quizzes (10 Mks)

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

Journal (10 Mks): The purpose of the journal is the active participation in the class and developing analytical and critical thinking on various topics of the course. This is achieved through regular note-taking, add insights from your related library and online research, write case study answers and other reports assigned by the instructor. The grading will be on the basis of relevant content, depth of analysis, grammar, spelling, and neatness.

Individual Writing Assignments (10 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

Group Projects (20 Mks): Group projects will involve working with your peers outside of class on a specific project. It gives the opportunity to apply what is learnt and to work in teams with a deadline.

Prescribed text:

Lillicrap, D. R. (1994). *Food and beverage service*. London: ELBS.

Coltman, M. M. (1989). *Beverage management: Product knowledge and cost control*. New York: Van Nostrand Reinhold

References:

- Berberoğlu, H., & Berberoğlu, H. (1984). *The world of wines, spirits, and beers*. Dubuque, Iowa: Kendall/Hunt Pub. Co.
- Burroughs, D., Burroughs, D., Bezzant, N., & Wine and Spirit Education Trust. (1993). *The new wine companion*. Oxford: Published on behalf of the Wine and Spirit Education Trust.
- Coltman, M. M. (1989). *Beverage management: Product knowledge and cost control*. New York: Van Nostrand Reinhold
- Lillicrap, D. R. (1994). *Food and beverage service*. London: ELBS.
- Stevenson, T., & Sotheby's (Firm). (2001). *The new Sotheby's wine encyclopedia*. New York: DK Pub.

BHM 333 HOTELS COSTING & MANAGEMENT ACCOUNTING

Course description

The purpose of the course is for students to become familiar with accounting concepts as they relate to business and personal financial situations. In addition to journalizing, preparing financial statements, and analyzing business information, several other areas are introduced – checking accounts, payroll processing and computerized accounting systems.

Learning outcome

- Define accounting terms.
- Explain business organization concepts.
- Define account classification.
- Explain the parts of the accounting equation.
- Describe how business activities change the accounting equation. This paper sets the base to learn the Costing techniques.
- It sets the foundation for Uniform System of Accounting.

Course outline

Unit - I	4 hours
Cost Accounting- meaning and scope- objective- Advantages & Disadvantages of cost accounting- Cost concept-Cost unit- Cost center - Elements of costing- Costing methods and techniques.	
Unit – II	7 hours
Material cost: Classification of material- meaning- objectives of material control- methods of pricing material- issues: FIFO method and LIFO method	
Unit– III	8 hours
Preparation of cost sheet: meaning- importance-methods of preparing cost sheet.	
Unit – IV	10 hours
Marginal costing technique: meaning- significance- Break Even Point- calculation of BEP- P/V ratio.	
Unit – V	7 hours
Standard Costing Techniques: Standards for material and labour variance only.	
Unit – VI	5 hours
Visitors Tabular Ledger: meaning & purpose – very basic of audit- night audit in hotels.	
Unit – VII	4 hours
Uniform System of Accounting and Departmental accounting	

Learning Activities

Lecture led discussions, group assignment, classrooms activities/discussions, satisfactorily complete all assignments, projects, and tests.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Written Test (20 Marks)

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to perform well in the Quiz.

Terminology Test (20 Marks)

This component tests familiarity and understanding the basic accounting terms.

Individual Writing Assignments (10 Marks): The objective is to develop writing and research skills of the students. Informal, exploratory writing, when assigned regularly, can lead students to develop insightful, critical, and creative thinking.

References

Horwath, E.B., & Luis T. *Hotel Accounting*

Michale M. (2001) *Hospitality Management Accounting*

Educational Institute of American Hotel & Lodging Assosiation , USA, *Uniform System Accounting*

Jain, S.P., & Narang, N. *Cost Accounting Principles and practice*

FRE 331 BHM FRENCH

Course description

A Votre Service aids the acquisition of skills that allow for a more extensive communication between a professional in the field and a Francophone client in a south Asian context. This is promoted by the introduction of wider range of vocabulary and more complex grammatical structures.

Learning outcome

- This paper sets the foundation for learning the basics of communicative French and the writing skills in French.
- The paper mainly deals with the basics of grammar.

Course outline

Unit - 1 8 hours

I'm looking for...

Situations - Hotel

Know-how - Indicating places

Grammar - Prepositions of place / Cardinal numbers / Interrogation

Cultural information - A plan of a supermarket at Paris

Unit - II 7 hours

You have to turn...

Situations - Hotel / Restaurant

Know-how - Indicating places

Grammar - Prepositions of place / Interrogation

Cultural information - A plan of Paris

Unit - III 8 hours

At what time ...?

Situations - Hotel / Travel Agency

Know-how - Indicating time / Time-table

Grammar - Prepositions of time / Contracted articles

Cultural information - Work timings / Public holidays & Vacations

Unit - IV 7 hours

How long?

Situations - Travel Agency / Hotel

Know-how - Indicating dates / Duration

Grammar - Expressions of time / Conjunctions

Cultural information - Means of transport

Unit - 5 8 hours

You will visit...

Situations - Travel Agency / Tourist spot

Know-how - Describing an excursion
Grammar - Prepositions of time / Adverbs of place
Cultural information - Tourism in France

Unit - 6

7 hours

Remove your shoes...
Situations - Hotel / Tourist spot
Know-how - Giving instructions
Grammar - Imperative mood / Adverbs of time
Cultural information - Everyday life

Learning Activities

Lecture led discussions, video and audio analysis, role plays, group activities, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Assignments (10 Marks)**

Assignments in the form of Quiz, students are placed into team.

Written Examination (20 Marks)

The examination will cover the whole of the assessment criteria in this unit (Unit wise written examination)

Individual Writing Assignments (20 Marks): The objective is to develop writing and research skills of the students. Includes, business correspondence, Independent study and evaluation.

Prescribed Text

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

References:

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

BHM 335 PRINCIPLES OF MANAGEMENT

Course description

Principles of Management (POM) are the foundation to comprehend the various techniques under the “art of getting things done” in an organization. Organizations cannot survive without adopting the basic management techniques. This course will deal with the classical theories and modern approaches of management and the basic functions of management such as Planning, Organizing, Leading and Controlling. Students will learn the various theories and concepts of management along with the functions of management which will enable them in future to apply and practice the same in organizations. Learning this course will enable students to develop the interpersonal skills which are necessary for leaders and managers. Apart from the above, most importantly, the students will imbibe the various managerial and organizational skills that are required by managers in an organization.

Learning Outcomes

- ❖ Comprehend various theories and concepts of management
- ❖ Learn various managerial activities in the organization
- ❖ Awareness towards leadership styles
- ❖ Sensitize the importance of motivation in employees
- ❖ Develop managerial skills through learning
- ❖ Know the various organizational structures
- ❖ Build cohesiveness through comprehending team dynamics
- ❖ Enhance Interpersonal skills and leadership qualities
- ❖ Imbibe managerial and organizational skills
- ❖ Exposure towards International Management styles

Course outline

Unit - 1 Concept of Management

5hours

Nature, management Vs administration, levels of Management, characteristics of management - concepts, Role of manager, skill of managers, the functions of management - POLC.

Unit - 2 Evolution of Management

5 hours

Management Thought Journey from Inception to date - Brief history and change in conceptual orientation from times of F. W. Taylor & Henry Fayol. –Scientific Management, Administrative Management, Bureaucratic management, Human Relations, MIS, Systems Theory, Contingency theory and Contemporary approaches

Unit - 3 Planning

5 hours

Meaning, nature and importance of planning, type of plans, characteristics of planning advantages and disadvantages of planning, steps in planning, planning premises, forecasting, components of planning: objectives, strategies, policies, procedures, methods, rules, programmes and budgets. Decision making – Tools and Techniques

Unit – 4 Organizing**6 hours**

Meaning, nature and importance of organization, principles of organization, organization charts and manuals-formal and informal organization, types of organization, functional, line and staff and committee, span of management, delegation, centralization and decentralization.

Unit -6 Leadership**5hours**

Leadership theories in brief, different styles of leadership and their relevance with reference to context and conditions / situations.

Unit - 7 Motivation**5 hours**

Meaning, nature and importance of motivation, benefits of motivation, theories of motivation, Maslow's theory of need hierarchy. Herzberg's hygiene-motivation theory. Vroom's expectancy theory-Mc Gregory's theory 'X' and theory 'Y', Morale-incentives.

Unit - 8 Communication**3 hours**

Meaning and nature of communication, types of communication: upward/downward, verbal/non-verbal, formal/informal, barriers to communication, communication process.

Unit – 9 Operation management**4 hours**

Meaning, dimension of operation management , productivity, Ethics

Unit - 10 Co-Ordination & Controlling**3 hours**

Need for co-ordination, principles and techniques of co-ordination. Meaning, control process, need for control, control techniques

Unit – 10 Trend in global management**4 hours**

Introduction - Kaizen, Japanese 5S practice, TQM, Six Sigma, managing across cultures.

Learning Activities

Audio Video Simulations, Discussions, Lectures, Subject Intensive Presentations, Literature reviews, Group Activities, Written assignments, Quizzes

Assessment

Grading in this course will be depend on Continuous Internal Assessment's (CIA) which carries 20% weightage, Mid Term Examination (ME) which carries 25% weightage, End Term Examination (EE) which carries 50% weightage and Student's Attendance (SA) which carries 5% weightage. Cias are conducted to develop knowledge and to assess the students on a continuous mode and to make the student understand the amount of knowledge that is transformed during the study. The CIA will have various components as given below so that the students have an opportunity to learn and excel.

CIA components***Case Analysis (20 Marks)***

Students will be grouped and each group will be given a case for analysis. The groups can present the same after each unit is completed. Marks will be given to the members of the group on analysis and on two page report.

Unit- wise Class Test (20 Marks)

There will be test on each of the above units which will be conducted as soon as the unit/topic is completed. This will enable students to learn the various concepts and theories involved in that particular unit once the lecture is completed. The marks from all test will be consolidated to 20 marks before submitting the same to COE office.

Subject Intensive Presentations (25 Marks)

Students will present on various topics that is involved the above units. The Topics will be given in advance, so that they have necessary time to prepare and present the given topic. This will develop the interpersonal skill amongst students.

Individual Writing Assignments (25 Marks): Students will be asked to review a literature and write about the same in order to develop the writing skill and creativity. All articles that is written should follow APA 6th Edition format.

Teacher's Assessment (10 marks)

Every student will be assessed and appraised by the teacher on the student's attitude in class, behavior and conduct, grooming, discipline and time management.

Prescribed Texts

Prasad, L. M. (2008). *Principles and practice of management*. (7 ed.). Delhi: Sultan Chand & Sons

Books Recommended for References:

V V Tesone, D. (2012). *Principles of management for the hospitality industry*. Great Britain: Routledge.

Gupta, M. (2009). *Principles of management*. PHI Learning Pvt. Ltd.

Bhat, A., & Kumar, A. (2008). *Management principles, processes and practices*. (1 ed.). New Delhi: Oxford University Press.

Stoner, J. A. F., Freeman, R. E., & Gilbert, D. R. (1995). *Management*. (6 ed.). Prentice Hall College Div.

Koontz, H., & Weihrich, H. (1990). *Essentials of management*. (5 ed.). New York: Mcgraw-Hill College
Davar, R. S., Davar, S. R., & Davar, N. R. (1982). *The management process*. (7 ed.). Progressive Corporation.

Drucker, P. F. (1974). *Management: tasks, responsibilities, practices*. Harper & Row.

Dale, E. (1973). *Management: theory and practice*. New York: mcgraw-Hill.

Allen, L. A. (1958). *Management and organization*. New York: mcgraw-Hill.

Learning Activities

Lecture, Discussions, Short Case studies, Q&A writing, written Assessments, Group Report etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias will help students to learn and understand the course objectives and help faculties to engage them continuously as the course progresses.

CIA components

Q&A based on Textbook Reading (20 Points)

Students who regularly attend classes and read the text book on given reading material (Unit) will be able to perform well in this component.

Housekeeping Notebook (10 Points): The purpose of writing notebook is the active participation in the class and this is possible through regular note-taking, writing situational study answers and other reports. The grading will be on the basis of relevant content and neatness.

Individual Writing Assignments (20 Points): The purpose is to develop writing skills of the students.

Group Activities(40 Points): Group activity will involve working with your peers outside of class on a specific topic. It gives the opportunity to apply what is learnt in Housekeeping and to work in teams with a deadline.

Prescribed Text

Raghubalan, G., & Raghubalan, S., (2011). *Hotel Housekeeping Operations and Management*. New Delhi: Oxford University Press.

Casado, M. A., (2000). *Housekeeping Management*. New York: Wiley.

Reference

Any recent editions of Hotel Housekeeping Management and Operations Textbook

**BHM 336 PART II ACCOMMODATIONS MANAGEMENT
(Front Office)**

Unit - IV Registration**4 hours**

Pre-registration activities, Registration activity, The registration record, Room and rate assignment – fits, Groups, Crew, Indian & Foreign, Method of payment, Issuing the room key, Fulfilling special requests, Creative options, Change of room, Over-booking cases

Unit-V Front office cash / checkout and settlement**4 hours**

Role of the Front desk cashier, Importance of front office cash, Duties and responsibilities of front desk cashier, Checkout and account settlement, Checkout options, Unpaid account balances.

Unit -VI Front office accounting fundamentals**3 hours**

Hotel credit management (including credit cards) - Foreign currency awareness and handling procedures – The guest folio -Tracking transactions – account allowance -Internet control – Transcript, cash sheet, cash banks

Unit -VII The night audit /Credit control**4 hours**

Function of night audit - Operating model – non-automated. Semi automated- night audit process - Verifying the night audit Hotel credit policy regarding guaranteed bookings/corporate account holders/credit card users –Control measures at the time of : reservation, check-in, during stay, check-out, after departure, Prevention of Skippers : on arrival/during stay/on departure day

Unit - IX Front office management concepts**8 hours**

Tariff decisions, Cost and pricing – Hubbart formula, Marginal or contribution pricing, Market pricing, Inclusive / non inclusive rates, Control – verification, night audit, computerized control systems, occupancy and revenue reports, Daily Front Office reports and statistics and its analysis, Selling Concept, Selling models, plan, sales call, closing the call, Internal / In-house sales promotion, merchandising, Direct sales – travel agents, tour operators, hotel booking agencies, Internet, tourist information center, direct mail, personal calls, and telephone selling letters Differential rates, Booking horizons, Forecasting bookings

Learning activities

Lectures, Group discussions, case studies, article reviews, video, role play ,group presentations, etc.

Assessment

Grading in the course will be dependent on cias (20%)Mid Term (25%).End Sem(50%) and attendance (5%).cias are opportunities to engage in the course and learn continually as the course progresses and will have multiple components.

CIA Components

Objective Type Test. (20 Marks)

This component will help in assessing the individuals understanding of the course. Regular attendance and attentiveness will help the individual to perform well.

Moodle assignment (20 Marks)

2 assignments will be given with the help of Moodle. This would be articles that need to be reviewed. The purpose of this is to develop the writing, reading and critical thinking skills of an Individual. The grading will be on the basis of content, grammar, and articulation.

Group Presentations (40 Marks)

Group presentations will involve working with peers on a specific topic and sharing information with the rest of the class.

Individual assignment (20 Marks):

The objective is to develop the writing and research skills of the students and to enhance their creativity. The students will be asked to make a Travel Compendium with travel packages.

Reference Books

- Coli,D. (1998). *Front Office Operations*;(4 ed.) Pearson Education India
James,B. (1947). *Hotel Front Office Management*;(5 ed),John Wiley & sons
Michael,K,. & Richard,B. (2012) *Managing Front Office Operations*;(8 ed) Prentice Hall
Sudhir, A.(2009) *Hotel Front Office:A Training Manual*;Tata mcgraw-hill
Bhatnagar,S.K (2005) *Front Office Management*; Frank Bros. & Co
Ahmed, I. (2002) *Front Office Operations and Management*; Thompson& Delmar

BHM 330 A PASTRY ART

Course description

The course is a part of the theory learning process. Here menus from popular cuisines from India are tried and tested for taste and presentation. It is a completely hands on course, where you begin with buying the produce from the market to the final presentation. The course also deals with certain basic Bakery preparations

Course outline

Demonstration on carving – vegetable, fruits, ice, Margarines, sugar work.	10 hours
Cookies - Danish Butter -Salt Cookies -Coconut Cookies -Choc-chip cookies - Biscotti, Anzac.	10 hours
Cakes- Nutty Butter cake -Banana bread -Plum Cake - Queens Cake- Carrot cake, English Tea cake, Chocolate Tea cake, Walnut Brownies	10 hours

Assesment:

Practical evaluation & Mock practical examination (50 marks)

Reference

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

The Culinary Institute of America. (2010). *Mastering the art and craft: Baking and Pastry*.
New Jersey: John Wiley & Sons.

BHM 331A QUANTITY KITCHEN OPERATIONS

Course description

The course is a part of the theory learning process. Here menus from popular cuisines from India are tried and tested for taste and presentation. It is a completely hands on course, where you begin with buying the produce from the market to the final presentation. The course also deals with certain basic Bakery preparations

Learning outcomes

(60 hours)

The learning here would be hands on knowledge on basics of cooking methods.

Four course Menu from the following Regions;

- Karnataka, Tamilnadu, Kerala, Andhra Pradesh, Gujarathi, Lucknow, Moghlai, Punjabi, Bengali, Hyderabadi and Kashmiri cuisines. 35 hours
- Demonstration on carving – vegetable, fruits, ice, Margarines, sugar work. 25 hours

Reference

Bali, P. S. (2012). *International Cuisine & Food Production Management* Parvinder S.Bali. Oxford.

Bali, P.S (2011). *Quantity Food Production Operations and Indian Cuisine*. Oxford University, Pr.

Bhatnagar, S., & Saxena, R. K. (1997). *Dastarkhwan-e-Awadh*. New Delhi: harpercollins Publishers, India.

BHM 332A WINE STUDIES AND MANAGEMENT PRACTICAL

Course description

Demonstrate restaurant management skills in a practical environment. Ongoing application of theory and practical for various food and beverage products, including a variety of wine styles and pairing with table d' **hote** and a la carte menus.

Learning Outcomes

- Styles sequence of service
- Wine rituals
- Beverage product knowledge
- Menu evaluation
- Cheese and wine appreciation

Unit – I

Alcoholic Beverages - Fermented, Distilled and percolated 24 Hours

Taking and order for beverages - Compilation of menu with appropriate wine and their service - Set up of table with prepared menu with wine - Service of Wine – Red, white, Sparkling, Aromatized, Fortified, Still wines etc - Service of Beer, Cider, Perry - Beverage serving techniques correctly, safely and without spillage - Assisting customers in selection of food and wine combination, when appropriate - Menu evaluation - Pricing of the menu both a' la carte and table d' hote.

Unit – II Menu evaluation 20 Hours

Compilation of menu with appropriate wine and their service - Set up of table with prepared menu with wine

Unit – IV Cheese and wine Appreciation 16 Hours

Wine and cheese combination.

Learning Activities

Lecture led discussions, video analysis, role plays, group projects, case studies, hands-on training, industry visits.

Assessment

Grading in the course will be dependent on Mock Examination (50 Marks) and continues practical evaluation.

CIA components

Practical evaluation: Students are evaluated during the practical hours and feed back is given (20 Marks)

Restaurant Theme Setup (Group Projects (30 Marks)): Group projects will involve working with your peers outside of class on a specific project. It gives the opportunity to apply what is learnt and to work in teams with a deadline.

Books recommended Reading:

- Berberoglu, H., & Berberoglu, H. (1984). *The world of wines, spirits, and beers*. Dubuque, Iowa: Kendall/Hunt Pub. Co.
- Coltman, M. M. (1989). *Beverage management: Product knowledge and cost control*. New York: Van Nostrand Reinhold
- Burroughs, D., Burroughs, D., Bezzant, N., & Wine and Spirit Education Trust. (1993). *The new wine companion*. Oxford: Published on behalf of the Wine and Spirit Education Trust [by] Butterworth-Heinemann.
- Lillicrap, D. R. (1994). *Food and beverage service*. London: ELBS.
- Stevenson, T., & Sotheby's (Firm). (2001). *The new Sotheby's wine encyclopedia*. New York: DK Pub.

BHM 336A ACCOMMODATIONS MANAGEMENT

Part – I (Hotel Housekeeping)

Practical Assessment (25 Points)

Student will have to select one of the housekeeping topics and make a report (case study) on any one and present it as a part of final practical assessment. **15 hours**

Prescribed Text

Raghubalan, G., & Raghubalan, S., (2011). *Hotel Housekeeping Operations and Management*. New Delhi: Oxford University Press.

Casado, M. A., (2000). *Housekeeping Management*. New York: Wiley.

Reference

Any recent editions of Hotel Housekeeping Management and Operations Textbook

BHM 336B ACCOMMODATIONS MANAGEMENT

PART –II (Front Office)

Course description

This paper is offered as a tool for practical knowledge of all operational departments. It mainly deals with forms and formats used in the front office department and helps in day to day operations. The managerial aspects Revenue calculations, occupancy status and other various statistical calculations will be imparted through practical sessions.

Learning outcome

- To enhance managerial decision making skills of a student
- To equip the student with practical knowledge
- To construct an efficient reservation system that records crucial information which avoid problems in processing various types of reservations.
- To construct a registration system that helps ensure a hotel's profitability while meeting the needs of guests by using effective guestroom sales techniques and efficient credit establishment.
- To develop an efficient communication system to operate within the front office and between the front office and departments such as housekeeping and maintenance.
- To develop procedures regarding hotel safety and security, with particular emphasis on key control and emergencies.

Course outline

Unit – I Identification of lobby layout and all equipment	1 hours
Unit – II Preparation of guest folio - Filling up, accounting and totaling guest folios – semi automated and automated	4 hours
Unit – III Calculating of occupancy percentages - Making of plan grid and discount grid	1 hours
Unit – IV Preparing and filling up of forms and formatted related to 5 th semester syllabus -Preparation of transcript and night auditor's sales.	2 hours
Unit – V Computer application of cashiering, night audit and front office accounting – in details. Actual computer lab session on IDS – PMS system - Role play on guest complaint handling, critical and dangerous situation handling -Operating FIDELIO / IDS – PMS system in computer lab. Familiarization of all options -	2 hours
Unit – VI Role-play of Lobby Manager, Guest Relation Executive, Concierge, Bell Captain and Bell Boys. Real Life Situations to be enacted. Practical application of yield management. Role plays to understand the managerial attitudes. Yield management calculations. Preparing statistical data based on actual calculations. Role play and problem handling on different accommodation problems, Role play of Front Office Assistants, GRE, Lobby Manager, Bell Captain, Bell Boys, Concierge and Car Valet. Preparation of sales letters, brochure, tariff cards and other sales documents. Internet practice in computer lab to activate the IRS and GDS skills in students	5 hours

Learning Activities

Lectures,Role plays,demo,mock setups,discussions ect.

CIA Components

1.Internal assessment (10)

This will depend on an individual's active participation in the class, attentiveness and response to instructions given.

2.Mock Practicals (25)

At the end of the semester there will be a mock practical session conducted. This will cover all the sessions conducted in practical .Student will be evaluated on an Individual performance basis.

3. Assignment. (15)

The students will be asked to make a Travel Compendium, and a group presentation on Sales strategies. The students will be assessed on completion of the assignment and also based on team work exhibited and innovation of Ideas.

Books Recommended:

Any book related to Front Office or as recommended in the Theory papers.

FOC 301 HOLISTIC EDUCATION

Course description

Holistic education is a philosophy of education based on the premise that each person finds identity, meaning, and purpose in life through connections to the community, to the natural world, and to humanitarian values such as compassion and peace. Holistic education aims to call forth from people an intrinsic reverence for life and a passionate love of learning.

Purpose of Holistic Education

The purpose of holistic education is to prepare students to meet the challenges of living as well as academics. Holistic education believes it is important for young people to learn:

- About “thy”selves.
- About healthy relationships and pro-social behavior.
- Social development.
- Emotional development.
- Resilience.
- To appreciate beauty, experience transcendence, appreciate and evaluate truth and transform and accept harmony.

Course materials

Provided by Total Quality Management System,(TQMS), Christ University

SEMESTER IV

BHM 430 ADVANCED BAKING SCIENCE

Course description

Baking science concepts are an approach to teach various advance components of baking management and techniques. It works around kitchen principles which are required by a chef, balancing a respect for tradition with modern approaches to method and technique. With this strong foundation of knowledge bakers and pastry chefs are ready to develop advanced skills, experiment new ideas and understand any formulas.

Learning outcomes

- It presents an historical point of view of dough mixing and how it has evolved over time.
- It explains the basic theory as well as modern approaches to method and technique.
- Advanced skills required in the current scenario are also discussed extensively in this course.

Course outline

Unit 1 International Breads	10hours
Breads of the following countries – French, German, Italian, Austrian, British, Swiss, Mexican and Arabic.	
Unit 2 Quick breads	03 hours
Tarts: Types - Faults in Tarts	
Unit 3 Mousses	03 hours
Mousses: Steps in Making - Faults in Mousses	
Unit 4 Study on cream cheese	03 hours
Cream cheese- Introduction, history and types	
Unit 5 Classic desserts	03 hours
Classic desserts made from Chocolate, Cheese, Choux pastry, Puff pastry & Fruit based.	
Unit 6 Syrups, cream, custards egg foam and icings	03 hours
Doughs, Batters, Pastes, Creams	
Unit 7 Breakfast rolls	02 hours
Different Breakfast roll and preparations (2 hrs)	
Unit 8 Menu planning in baking and confectionery	03 hours

Learning Activities

Lecture led discussions, Case studies, Journal writing, article review, video analysis, group projects, etc.

Assessment

Grading in the course will be dependent on CIAs (20%), Mid Term (25%), End Term (50%) and attendance (5%). CIAs are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Written Test (20 Mks)**

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

Situation Handling (20 Mks)

This component tests the presence of mind of the students to handle the situation in the industry

Baking science Fundamentals Journal (10 Mks): The purpose of the kitchen journal is the active participation in the class and developing analytical and critical thinking on various recipes of the course. The grading will be on the basis of relevant content, depth of analysis and neatness.

Article review (10 Mks): To share the relevant insights of the article. The reviews are an attempt to summarize the current state of understanding on a topic. They analyze or discuss research previously published by others, rather than reporting new experimental results. Students would be required to contribute to the discussion by their original ideas. Grading will be on the basis of quality of the reflections.

Individual Writing Assignments (20 Mks): The objective is to develop writing and deep thinking which gives them a window into their thinking and learning. Students remember what they write about—because writing slows thinking down and requires careful, sustained analysis of a subject. Writing assignments can improve the classroom discussions.

Team Presentation(20 Mks): Group presentations will involve working with classmates and it gives the opportunity to work as a team. The aim of any presentation is to communicate (Eg. to motivate, to inform, to persuade or to teach) to help one to express his or her ideas and get others to understand it. Would be judged on body language, contents, team work, creativity, clarity of expression and response to questions.

References

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

The Culinary Institute of America. (2010). *Mastering the art and craft: Baking and Pastry*. New Jersey: John Wiley & Sons.

BHM 431 ADVANCED CULINARY CONCEPTS

Course description

The course deals with a slightly advance kitchen operation system, where emphasis is on duties that a chef, or kitchen manager would do. It shows the way of approaching kitchen operation in advance basic mode. Culinary concepts are an approach to teach various advance components of kitchen management and food production techniques. It works around kitchen principles which are required by a chef.

Learning outcomes

- The student learns the aspects of food styling,
- Advantages and disadvantages of convenience foods.
- This paper also teaches the various points on storage of cooked food and the critical control points.
- Develop a kind of awareness towards principles of food plating, garnishes and styling.
- Understand the concept of Low Cal Cuisine.
- It gives you the insights to different types of food preservation techniques, using the cold method.

Course outline

Unit - I Food styling and garnishes

8 hours

General principles, modern and special innovative garnishes, accompaniments, decorations and concept development

Unit - II Flavoring from plants

7 hours

Herbs, Spices, Tea and Coffee - handling, storing, cooking, tropical spices, temperate climate spices,

Unit - III Low calorie food.

7 hours

Menu, concept, pros and cons, preparation styles. Sourcing, holding, alternatives.

Unit - IV Cook chill systems & cook freeze system

6 hours

Purpose of chilling food, cook chill process, finishing kitchens, distribution of cook chill and types of containers to preserve food- Preparation of food for freezing, storage of frozen food, transport of frozen food, reheating of frozen or cooked food. Advantages of cook freeze over cook chill.

Unit-V Convenience food and fast foods

9 hours

Characteristics, types- Indian and western, Menu examples, equipment used, differences, Role of in fast food operations, advantages and disadvantages of convenience food, labor & cost saving aspect.

Unit - VI Popular International Cuisine**8 hours**

Features-Regional classification-Ingredients-methods of cooking-courses-Menu-Mexican-Chinese, Thai - Italian - Spanish- Lebanese-Mediterranean -Japanese cuisine

Learning Activities

Lecture led discussions, Case studies, Journal writing, article review, video analysis, group projects, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components***Written Test (20 Mks)***

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

Situation Handling (20 Mks)

This component tests the presence of mind of the students to handle the situation in the industry

Culinary Fundamentals Journal (10 Mks): The purpose of the kitchen journal is the active participation in the class and developing analytical and critical thinking on various recipes of the course. The grading will be on the basis of relevant content, depth of analysis and neatness.

Article review (10 Mks): To share the relevant insights of the article. The reviews are an attempt to summarize the current state of understanding on a topic. They analyze or discuss research previously published by others, rather than reporting new experimental results. Students would be required to contribute to the discussion by their original ideas. Grading will be on the basis of quality of the reflections.

Individual Writing Assignments (20 Mks): The objective is to develop writing and deep thinking which gives them a window into their thinking and learning. Students remember what they write about—because writing slows thinking down and requires careful, sustained analysis of a subject. Writing assignments can improve the classroom discussions.

Team Presentation(20 Mks): Group presentations will involve working with classmates and it gives the opportunity to work as a team. The aim of any presentation is to communicate (Eg. To motivate, to inform, to persuade or to teach) to help one to express his or her ideas and get others to understand it. Would be judged on body language, contents, team work, creativity, clarity of expression and response to questions.

References

- Foskett, D., & Paskins, P. (2011). *The theory of hospitality & catering: For levels 3 and 4*.
 Solomon, C., Solomon, D., & Harris, N. (2011). *The complete Asian cookbook*. Richmond, Vic: Hardie Grant Books.
 Kinton, R., & Ceserani, V. (1984). *The theory of catering*. London: E. Arnold
 Schapira, J., Schapira, D., & Schapira, K. (1996). *The book of coffee & tea: A guide to the appreciation of fine coffees, teas, and herbal beverages*. New York: St. Martin's Griffin.

BHM 432 BEVERAGE STUDIES AND MANAGEMENT

Course description

“Beverage studies and Management” provides an insight into the world of Alcoholic Beverages. The theoretic and practical approach to learning offered, will broaden and deepen the students understanding on the Beverage side of the ‘Food and Beverage Industry’. The student will be exposed to a broad range of beverage concepts essential to all hospitality managers. Emphasis is given to the managing, planning and operations on the beverage aspect of a Restaurant or Foodservice Operation. The course will have a Holistic approach to the subject by emphasizing on the legislation and ethical issues concerning the beverage industry.

Learning Outcomes

- ❖ Understand the various alcoholic beverages, its history, beverage industry and the latest trends.
- ❖ Display of showman ship – in preparation skills and serving of alcoholic beverage
- ❖ Working Knowledge of Mixology and Bar Management
- ❖ Serve and develop beverage items using imagination and creativity.
- ❖ Develop an holistic approach to the trade with the understanding of issues such as alcohol abuse, alcoholism, responsible drinking and Government as well as Societal/Cultural rules and regulations

Course outline

Unit – I

Distillation and Distillation Products

2Hrs

This Unit will initiate the students in understanding the world of distillates and spirits Industry. Students will have knowledge of types of distillation and the products evolved from these distillation styles

Unit- II

Brewed Beverages

5Hrs

This Unit will initiate the students in understanding the world of beer, sake and other brewed beverages Students will have knowledge of types of beer and the products evolved from these brewing styles

Unit - III

The world of aged spirits

10Hrs

The Unit will impart knowledge of aged spirits of the world of the world, production, Uniqueness of each product, manufacture, brands and service. The spirits to be covered would be- Whisky/Whiskey (Scotch, Irish, American, Canadian, Japanese and Indian), Brandy (Cognac, Armagnac and other brandies of the world), Rum, Tequila

Unit - IV**The world of clear/white spirits****10Hrs**

Students will have knowledge of unaged spirits of the world, production, Uniqueness of each product, manufacture, brands and service. Spirits to be covered - White Rum, Aguardente de cana, cachaça, Vodka, Gin, Alcool Blanc,

Unit - V**Liqueurs****5 Hrs**

Students will have knowledge of types of Liqueurs and the various styles.

Unit - VI**Introduction to Tobacco, Cigars, Cigarettes****3 Hrs**

Students will have knowledge of tobacco, Cigars types, and service

Unit-VII**Introduction to Bar and Beverage operation and Management****5Hrs**

This Unit will initiate the students to the operation of Bar and management of the beverage business. Students will have knowledge of types of bars, styles, layouts and various aspect of the trade with regards to working, timings, layouts, spaces and work-flow.

Unit - VIII**The art of Mixology****5 Hrs**

Students will have knowledge of the art of Mixology, types of cocktails, Classical and contemporary and pricing..

Learning Activities

Lecture led discussions, video analysis, role plays, group projects, case studies, hands-on training, industry visits.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Multiple Choice Quizzes (10 Mks)**

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

Journal (10 Mks): The purpose of the journal is the active participation in the class and developing analytical and critical thinking on various topics of the course. This is achieved through regular note-taking, add insights from your related library and online research, write case study answers and other reports assigned by the instructor. The grading will be on the basis of relevant content, depth of analysis, grammar, spelling, and neatness.

Individual Writing Assignments (10 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

Group Projects (20 Mks): Group projects will involve working with your peers outside of class on a specific project. It gives the opportunity to apply what is learnt and to work in teams with a deadline.

Reference:

Berberoğlu, H., & Berberoğlu, H. (1984). *The world of wines, spirits, and beers*. Dubuque, Iowa: Kendall/Hunt Pub. Co.

Lillicrap, D. R. (1994). *Food and beverage service*. London: ELBS.

Coltman, M. M. (1989). *Beverage management: Product knowledge and cost control*. New York: Van Nostrand Reinhold

Jackson, M. (1999). *Michael Jackson's malt whisky companion*. London: Dorling Kindersley.

McNulty, H. (1985), *Liqueurs and spirits*, London: Octopus Books

BHM 433 RESERCH METHODOLOGY

COURSE DESCRIPTION

This course will enable participants to identify and appropriate research methodologies in order to plan, conduct, and evaluate basic research in the organization. This course further more enable participants to distinguish between scientific method and common sense knowledge, while laying the foundation for research skills at higher levels.

Learning outcome

- Demonstrate an understanding of and applying basic research concept
- Demonstrating an understanding of the ethical dimensions of conducting applied research.
- Identifying various source and information
- To write basic research report of limited extent.

Course outline

Unit -1 Introduction	12 hours
Research, scientific method, meaning and definition, scope and purpose of doing research, social science research, type and area of Research, Research, process, problem of conduction research.	
Unit - 2 Research Design	9 hours
Identifying research area and problem designing the objectives, rational for conducting study. Research method – description of type of research, sources of data, sample planning – defining universe on population, type, method and size of sample method of analysis, and conclusion.	
Unit - 3 Sampling Plan	3 hours
What’s sampling, advantages and limitation, Sample Unit, Types of Sampling, Sampling Selection Process, Sampling Size.	
Unit - 4 Introductions to Data Collection Method	9 hours
Observation – Type Advantage & Limitation, Interview Type Etc.,, Design of Questionnaire, other research methods line, simulation projection- introduction	
Unit - 5 Field Work	2 hours
Planning, organizing and supervising fieldwork.	
Unit - 6 Data Analysis	6 hours
Classification, Tabulation, Analysis and Interpretation. Introduce Basic statistical tool/method, Type of Table, Graphical Representation.	
Unit - 7 Report Writing	4 hours
Report format, Executive summary, Literature review, Findings, Conclusions & Recommendations, Bibliography.	

Learning Activity

Lecture led discussions, Case studies, Case writing, Self assessments, Case analysis, research papers etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Multiple Choice Quizzes (10 Mks)**

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

Individual Writing Assignments (20 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

Group Projects (20 Mks): Group projects will involve working with your peers outside of class on a specific project. It gives the opportunity to apply what is learnt and to work in teams with a deadline.

References:

Harper W, Boyd R., & Irwin,H. *Marketing Research*, All India Traveller Book Seller, Delhi.
James M. ., & Paynter, J. *How to research and write a thesis in hospitality & tourism*.
Kotler, P. *Marketing Management*, Prentice-Hall of India, New Delhi.
Morrison, A. M. *Hospitality & Travel marketing*, Delmar Publishers Inc.

BHM 434 FINANCIAL MANAGEMENT

Course description

Financial management is a core finance subject which throws insight as to how business units take finance related decisions. As finance is the blood of any organization, it is evident that all financial decisions are important and any wrong decision will impact the running of the firm. Thus the subject helps the students to understand the ways in which one can start a business, as to how to decide on the purchase of assets, how working capital is to be ensured and in preparation of cash Budgets. It is a follow up of the Financial, Cost and Management Accounts. Thus the subjects equips students to be exposed to all core and important areas in which important decisions would be taken.

Learning Outcomes

- ❖ To understand the three major financial decisions to be taken by any firm.
- ❖ Avenues for raising capital and the cost of capital.
- ❖ Helps to estimate Capital requirements.
- ❖ Explore various avenues into how an asset purchase decision can be taken.
- ❖ Develop students to calculate the working capital requirements.
- ❖ Helps in knowing the money value in the future and the impact of inflation.
- ❖ Equips in the preparation of cash Budgets.

Course outline

Unit 1. Introduction to Financial management. 5 Hours.

Meaning - Nature of Financial Management - Scope of Finance Function – Financial decisions taken by firms – Goals of Financial management.

Unit 2 . Capital Structure 6 Hours.

Long term- Shares – Retained earnings – Debentures – Loans from Financial Institutions – Loans from State corporations – Loans from commercial banks – Venture Capital Funding. Medium term loans and short term loans.

Unit 3 . Capitalization 4 Hours.

Meaning- Over capitalization – Causes, Impact and Remedies for Over Capitalization. Under Capitalization – causes , Impact and Remedies of Under capitalization.

Unit 4 . Capital Structure 8 Hours

Meaning – Capital Structure Planning – Determinants of Capital structure – Leverage Analysis- Financial Operating and Combined Leverage. Theory and Practical

Unit 5 . Capital budgeting 8 Hours

Meaning – Significance - Process – Types of capital Investment decisions. Payback period - Discounted Pay back - Accounting Rate of return - Net present Value - Internal rate of return - Profitability Index. (Theory and Practical)

Unit 6 . Management of Working Capital 8 Hours
 Meaning – Gross Working Capital – Net Working Capital – Factors Influencing Working Capital – Components of Working capital. (Theory and Practical)

Unit 7. Management of Profits and Management of Cash 6 Hours
 Dividend Decisions – Determinants of Dividend Policy- Types of dividend – Forms of dividend. Meaning of Cash management – Motives of Holding Cash – Importance of Cash – Cash Budgets(Practical)

Learning Activities

Lecture led discussions, Case studies, self assessments, video analysis, Industrial Visits, group projects, Financial report analysis etc..

Assessment

Grading in the course will be dependent on CIAs (20%), Mid Term (25%), End Term (50%) and attendance (5%). CIAs are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Industrial visit(10 Marks)

Students would be taken to a Firm for an Industrial visit. And they will have to prepare a report on the visit, which would be considered for the CIA 2.

Assignment (10 Mks): The students would be given assignments ie problems and they will have to work it out which would be considered for CIA 2.

Financial analysis (10 Mks): A company's Financial report would be given and students will have to analyze it and make a presentation.

Individual Note Book (Book Keeping 10 Mks): The students will have to maintain a separate note book and do the day to day problems and the teacher will evaluate them form time to time and assess them on their day to day recordings.

Prescribed Text

Chandrashekara, B., & Ramachandra , K. (2010). *Financial management*; Himalaya publications.

References:

Dr. Mittal, C., & Dr. Agarwal, B. (2009).*Financial management*; Himalaya publications.

Dr. Negi, J., (2009). *Financial & Cost control Technique in Hotel & Catering Industry*. Modern books

FRE 431 FRENCH

Course description

The spiral progression which repeats certain elements already studied in A Votre Service 1 aims to attain gradual mastery of the know-how through exercises ranging from the simple to more complex ones that present expressions in real life communicative situations. Students will demonstrate advanced skills in the four language modalities of speaking, reading, writing and listening. They will demonstrate critical thinking and collaborative problem-solving abilities through advanced task-based language activities.

Learning outcome

- Students will be able to satisfy the requirements of everyday situations and routine school and work requirements.
- Students can handle with confidence, though not always with facility, complicated tasks and social situations, e. G., elaborating, complaining and apologizing.
- Students can narrate and describe in past, present and future time, linking sentences smoothly.
- Students show signs of an emerging ability to support opinions, explain in detail and hypothesize
- Students are able to almost fully understand most speech on a familiar topic, e. G, a classroom lecture on an assigned topic; the narration of an event; a video on a familiar subject.
- Students show an emerging ability to understand the gist of a propositionally and linguistically complex discourse, e. G., a televised political debate, or a classroom lecture on a literary or cultural topic..

Course outline

UNIT - I	-	9 hours
	I was born	
	Situations - Hotel / Tourist spot	
	Know-how - Narrating in the past	
	Grammar - Simple past tense / Prepositions of time	
	Cultural information - India & the French	
UNIT - II	-	7 hours
	The capital was...	
	Situations - Tourist spot / Travel Agency / Hotel	
	Know-how - Describing in the past / indicating time / dates	
	Grammar - Past continuous tense / Prepositions of time	
	Cultural information - France 50 years ago	
UNIT - III	-	7 hours
	When I reached....	
	Situations - Hotel / Tourist spot	
	Know-how - Narrating & describing in the past	
	Grammar - Simple past tense / Past continuous tense / Relative pronouns	

Cultural information - India is a land of contrasts

UNIT - IV - 7 hours
 Since 2 YEARS

Situations - Hotel / Tourist spot / Restaurant
 Know-how - Dating events / Expressing duration
 Grammar - Prepositions / Negation
 Cultural information - Education in France

UNIT - V - 8 hours
 On behalf of...

Situations - Hotel / Tourist spot / Restaurant
 Know-how - Managing a phone conversation
 Grammar - Recent Past / Negation
 Cultural information - Communication in France

UNIT - VI - 7 hours
 May I help you?

Situations - Hotel / Airport / Tourist spot / Travel Agency
 Know-how - Tackling a client's problem
 Grammar - Adjectives / Adverbs
 Cultural information - Social protection in France

Learning Activities

Lecture led discussions, , video and audio analysis, role plays, group activities, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Assignments (10 Marks)

Assignments in the form of Quiz.

Written Examination (20 Marks)

The examination will cover the whole of the assessment criteria in this unit

Individual Writing Assignments (20 Marks): The objective is to develop writing and research skills of the students. Includes, business correspondence, Independent study and evaluation.

Prescribed Text

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

References:

Chandashekar, R., & Hangal, R (2002). *A Votre Service I*. W.R. Goyal, New Delhi, 2002.

Raymond, L. (1974) *Cuisine facile en français facile*

BHM 436: TRAVEL AND TOURSIM

Course description

The economic, social, cultural, political and technological dimensions of the Indian Tourism industry will be the focus of this course. Students gain an understanding of industry structure, changing travel markets and distribution methods within the context of community and indigenous perspectives, leadership and ethical practice. This course will provide a simple and comprehensive outline of various 'Indian Tourism Organizations' and International Tourism Organizations. This course will also provide lots of information about transports – from ancient transports to modern transports, carrier firms, travel agencies and others engaged in the business of tourism. An attempt has been made to piece together facts relevant to the early history and development of tourism. This course also explores some important topics like elements of tourism, tourism psychology and motivations for travel, travel planning, tourism promotion and research which would contribute a great deal to the students. Awareness of indigenous business practices, cultural diversity, protocols and what is acceptable and desired by indigenous people will be covered in the context of tourism. In this capstone course, students will integrate the key concepts of their coursework by examining and implementing best practices in tourism entrepreneurship and community development. These integrated concepts will be applied to the development of a project.

Learning Objectives and Outcomes

- Understand what tourism is and its many definitions.
- Learn the components of tourism and tourism management.
- Examine the various approaches to studying tourism.
- Appreciate how important this industry is to the economy of the world and of many countries.
- Know the benefits and costs of tourism.
- Recognize the antiquity of human travel over vast distances on both sea and land.
- Learn the names of some of the great travelers in history who wrote astonishing accounts of exotic places they had visited.
- Discover the many similarities in travel motivations, economic conditions, political situations, attractions, and tourist facilities during the time of the Roman Empire and that of today.
- Evaluate future job opportunities in the tourism field.
- Discover which might match your interests and abilities.

Course Outline

Unit – I: **5 hours**

Tourism Phenomenon

Understanding Tourism, Origin, Growth & Development of Tourism

Unit – II: **4 hours**

Geography & Tourism

India's Bio Diversity, Landscape, Environment & Ecology, Seasons and destinations

Unit –III: Transport Systems Air transport, Railways, Road, Sea & Waterways	4 hours
Unit – IV: Travel Agencies History, Role & Functions of Travel Tourism	4 hours
Unit – V: Tourism Organizations & Associations Role & Functions of (a) World Tourism Organization, (b) ASTA, UFTAA, PATA &IATA etc.	4 hours
Unit – VI: Heritage of India Indian Philosophy, Religion and its relevance - Cultural diversity and factors affecting culture - Literary heritage - Trading in paintings and music - Performance arts: Traditional and modern stage - Festivals of India and their significance.	5 hours
Unit – VI: Tourism Industry Accommodation: Hotels, Motels, Resorts, Supplementary Accommodation-Types of Tourist - Resources of Sports, Cultural, Historical, Nature Based -Sports & Adventure tourism -A glimpse of Indian architectural history-Main centers of Tourist interest in India	5 hours
Unit – VII: Types of Tours Importance - Tour Operations, Major National & International Tour Operators -Importance & Role of Tourist guides	3 hours
Unit – VIII: Travel Formalities & Regulations Passports: Functions, types, Issuing authority, procedure for obtaining passport etc.-Visas: Functions, types, Issuing Authority, Procedure for obtaining Visas etc.	2 hours
Unit – IX: Foreign Exchange: Countries and currencies, procedure for obtaining foreign exchange, foreign exchange counters etc, Customs formalities, immigration etc.	3 hours
Unit – X: Tourism Meaning – Definition – Types – Components of Tourism – Amenities Accommodation – Attractions– Major hospitality distribution channels – Tourism Attractions of India – Man made – Nature made – Monuments – Museums – Shopping – Gardens – Beaches – Mountains – Hill stations – Wildlife sanctuaries – festivals – International countries – capitals – flags airlines – currencies.	6 hours

CIA Components

Terminology Test (5 Mks)

This component tests familiarity and understanding the basic culinary terms . Students who regularly attend classes and read the text and other relevant study material will be able to perform well in the test.

Individual Writing Assignments (5 Mks):

The objective is to develop writing and research skills of the students. Informal, exploratory writing, when assigned regularly, can lead students to develop insightful, critical, and creative thinking. It will allow them to remember and use ideas from assigned readings, lectures, and other projects. This component will test the written and grammatical skills. Here, the given topic will have to be analyzed and a written document, adhering to the number of words will have to be submitted. These brief writing activities also allow instructors to get a general sense of students' grasp of course concepts and materials, and can in turn, influence future lecture notes, class plans, and pacing. Writing assignments can also improve the classroom discussions.

Team Presentations (5 Mks):

The objective of Presentation is to enhance presentation skills, increase the comfort and professional effectiveness, provide clarity, enhance the confidence and help the audience remember them. The aim of any presentation is to communicate (e.g., to motivate, to inform, to persuade or to teach) is to help one to express his or her ideas and get others to understand it. Helps to add credibility and likeability, overcome bad habits and minimize nervousness and makes one to learn how to work from an outline and look more spontaneous. The students would be judged on body language, contents, team work, creativity, clarity of expression and response to questions.

Book /Article Review (5 Mks):

Book/Article review based on the subscribed food magazine (To share the relevant insights of the article). The reviews are an attempt to summarize the current state of understanding on a topic. They analyze or discuss research previously published by others, rather than reporting new experimental results. Students would be required to contribute to the discussion by their original ideas. Grading will be on the basis of quality of the reflections or on a quiz on the same will be conducted.

Reference:

- Negi, J. (2010). *Hotels for Tourism Development*: S Chand
- Singh, S. (2008) *Profiles of Indian Tourism*: Modern books
- Bhatia, A.K (2004). *Tourism development – principles and practices*: Sterling Publishers pvt limited

BHM 430 A ADVANCED BAKING SCIENCE

Course description

This course will impart a strong foundation of knowledge to the bakers and pastry chefs, develop advanced skills, experiment new ideas and understand any formulas.

Learning Outcome

- It presents an historical point of view of dough mixing and how it has evolved over time.
- It explains the basic theory as well as modern approaches to method and technique.
- Advanced skills required in the current scenario are also discussed extensively in this course.

Course Outline

Dough's- Puff pastry and its classical desserts, Viennoiserie–croissants-Danish-cinnamon swirls and rolls -Choux pastry and its classical desserts-Pate Sucree-Pate Breton-Pate Sablee-Flaky Pastry, Desserts - Steamed Pudding with sauces **30 hours**

References

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

The Culinary Institute of America. (2010). *Mastering the art and craft: Baking and Pastry*. New Jersey: John Wiley & Sons.

BHM 431A CULINARY CONCEPTS

Course description

This paper deals with the basic compressive knowledge on Asian cookery

Learning Outcome

This paper teaches the best of Asian cuisine with compressive knowledge and guide to the basics of the cuisine.

Basic Asian cookery - Ex: Thai, Chinese, Vietnamese, Indonesian, Sri Lanka 44 hours

Desserts - Steamed Pudding with sauces 16 hours

References

- Foskett, D., & Paskins, P. (2011). *The theory of hospitality & catering: For levels 3 and 4*.
Solomon, C., Solomon, D., & Harris, N. (2011). *The complete Asian cookbook*. Richmond, Vic: Hardie Grant Books.
- Kinton, R., & Ceserani, V. (1984). *The theory of catering*. London: E. Arnold
- Schapira, J., Schapira, D., & Schapira, K. (1996). *The book of coffee & tea: A guide to the appreciation of fine coffees, teas, and herbal beverages*. New York: St. Martin's griffin.

BHM 432A BEVERAGE STUDIES AND MANAGEMENT

COURSE DESCRIPTION

Will assess the student's ability to organize, communicate, work as a team and develop their skills in a live restaurant environment. Preparation and service of the main types of cocktails, bar planning and management techniques.

Learning Outcome:

- Setting standard for food and beverage operations
- Balancing customers service requirements with resource productivity.
- Prepare and set the restaurant for service for a variety of dining experiences.
- Professionally serve to guests a variety of food and beverage products.
- Gueridon service - Creates atmosphere of sophistication & soignée, provides entertainment, Provokes demand due to impulse buying.
- The science and art of Mixology.

Course outline

Unit – I Restaurant theme set-up 15 hours
Restaurant theme set-up: Planning and organizing a theme based Restaurant setup in groups

Unit - II Spirits, Liqueurs and Aperitifs 15 hours
 Service of Spirits, Liqueurs and Aperitifs, Presentation

Unit – III Cocktails 20 hours
 Cocktails – Types, Classical and Modern, Preparation, presentation and service, garnishes used. Cocktails included - Martini, Margarita, Daiquiri, Cosmopolitan, Black Russian, Manhattan, Negroni, Planters Punch, Whiskey Sour, Tequila Sunrise, Pina Colada, Sea Breeze, Mint Julep, Mojito, Long Island Iced Tea, Moscow Mule, B52, Kamikaze, Mai-Tea – Recipe followed by the International Bartenders Association to be used

Unit – IV Compiling Spirit List 10 hours
 The students will be asked to compile a menu card with a prepared spirit list and costing

Reference:

- Berberoğlu, H., & Berberoğlu, H. (1984). *The world of wines, spirits, and beers*. Dubuque, Iowa: Kendall/Hunt Pub. Co.
- Lillicrap, D. R. (1994). *Food and beverage service*. London: ELBS.
- Coltman, M. M. (1989). *Beverage management: Product knowledge and cost control*. New York: Van Nostrand Reinhold
- Jackson, M. (1999). *Michael Jackson's malt whisky companion*. London: Dorling Kindersley.
- McNulty, H. (1985). *Liqueurs and spirits*, London: Octopus Books

FOC 401 HOLISTIC EDUCATION

Course description

Holistic education is a philosophy of education based on the premise that each person finds identity, meaning, and purpose in life through connections to the community, to the natural world, and to humanitarian values such as compassion and peace. Holistic education aims to call forth from people an intrinsic reverence for life and a passionate love of learning.

Purpose of Holistic Education

The purpose of holistic education is to prepare students to meet the challenges of living as well as academics. Holistic education believes it is important for young people to learn:

- About “thy”selves.
- About healthy relationships and pro-social behavior.
- Social development.
- Emotional development.
- Resilience.
- To appreciate beauty, experience transcendence, appreciate and evaluate truth and transform and accept harmony.

Course materials

Provided by Total Quality Management System,(TQMS), Christ University

BHM 501 INDUSTRIAL EXPOSURE TRAINING
(V SEM)

Rules, Regulations, Good advice and Grievance Policy

BHM 501: Industrial Training

Instructions:

- a. Students to submit a completed application form No.01 check for the dates of submission with career guidance cell.
- b. Collect schedule of events list for the entire training process from the career guidance cell.
- c. Students have to undergo industrial exposure training for a period of **22 weeks** in a hotel not less than 4/5 stars categories.
- d. Students should undergo training in all the major departments (Food & Beverage Department, Front Office, Housekeeping Department, Kitchen & Bakery and Patisserie) of the hotel and also the ancillary departments in the hotel.
- e. At the end of the training programme, the student has to submit a 25 pg write up and make a presentation on the experience in various departments mentioning the role in day to day operations in terms of case studies, situation handling, special procedures and what interests them the most in the property. This again will be made in Triplicate. Copies go to Training Manager, University and one Student Copy.
- f. Students must have obtained a training completion certificate, appraisal forms from the hotel in India or Abroad and the completed questionnaire (which is given to the student before the commencement of the training from the University). At the time of presentation of the write up.
- g. Students will be evaluated based on their attendance during the training programme, feedback from the Academic Coordinators, Training report, Appraisal Form Rating & Presentation of their training reports.
- h. The Departmental Head & Training Manager should duly counter sign appraisal forms from the hotel. The appraisal forms will be made in triplicate. One copy to the university, one for the Student and one copy goes to the hotel file.
- i. Students should retain all original copies of the certificates and records.

GENERAL OBSERVATIONS TO BE MADE DURING THE INDUSTRIAL TRAINING

Please note: collecting this information while training will help you file the report

Name of the Property
 Company Name:
 Name of the General Manager
 Name of the Departmental Head
 Organizational Hierarchy
 No of Rooms:
 No & Names of the Various Food & Beverage Outlets
 Facilities Offered
 Tariff rates
 Taxes Charged on Rooms & F & B:
 Company's Mission Statement
 Company's Vision Statement
 Annual Turnover
 Clientele Category
 Name of the chain & their other Business Ventures
 Distance from Airport
 Railway Station
 Bus Station

Total Capacity: Standing and seating Banquets
 Unique features of the Property

Accommodation Department- Checklist

Name of the Executive Housekeeper - Organizational Hierarchy of Housekeeping
 Layout of the Housekeeping Department -Sub Sections & their Roles
 Job description & Specification of all staffs
 Public Areas to staff Ratio & Rooms to staff ratio
 Contract Services for housekeeping (outsourcing services)
 Procedure for Cleaning Departure & Occupied rooms including bathrooms
 Procedure for Evening Procedure -Time taken to complete departure & occupied rooms including bathrooms - Bed making procedure
 Time taken for single, double king, double Queen & Twin
 HK coordination with other departments in the hotel -Qualities of the staff - Briefing & De Briefing - Aspects Discussed -Maids cart replenishment -HK Room -Amenities/supplies & Give away -Accessories.
 Room Layout, Corridor Layout - Maintenance Order Procedure -Spring cleaning/Special Cleaning -Lost & Found Procedure - Procedure to prepare Room report manually
 Types of Linen/HK/F&B -Laundry Acceptance Procedure -Cleaning Agents used & methods used -Cleaning Equipments used -Procedure for Requisition for stores
 Public area cleaning schedule & procedure -Linen & uniform room storage & function methods & Par stock ratio
 Control Methods -Sizes of Linen: materials used, budgeting procedure, Sample copies
 Laundry flow process & equipment used & Stain removal procedure
 Pest control – Procedures, common pest -Safety procedures

Basic Interiors: Theme, elements of art and design, Application in Housekeeping, Rooms, restaurant & Public areas

Flower arrangements – types, exotic and commonly used foliage and flowers and their care - Property management system package & their application

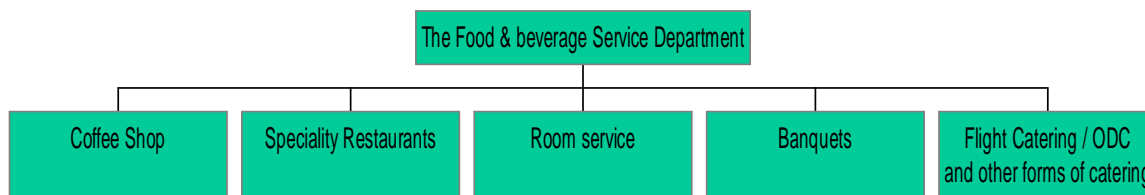
Desk control procedure & Role -Staff duty Rota

Files and registers maintained in the control desk-Forms and formats used in the Housekeeping department -Budgeting and methods followed in HK Dept -Eco Friendly Practices -Furniture's used in the rooms and their terminology

F & B Service department: Points to Observed

1. Department organization

Break-up of the department as per the various outlets such as coffee shop, restaurants, bars, room service, banquets, ODC, Flight Catering etc..



For Example:

2. Write-up of each department, history, theme, and any unique features of the restaurant.
3. Hierarchy of the Food & Beverage department.
4. In each restaurant or outlet, observe the following –
5. Hierarchy - 5. Name, and its relevance
6. Theme, design features. Floor, wall and ceiling. And also other accessories and fixtures placed to highlight the theme. – Layout- No. of covers, No. Of tables.
7. Menu -Regular cover set-up-Crockery. Cutlery, and glassware used-Other equipments used for service
8. General observation - Forms & Formats Used -Register & files Maintained Purchase Specifications -Staffing-Duty Rosters
9. Problem Handling
10. Banquet Function prospectus-Layouts & Seating Menus, Procedure

Bakery and Confectionery Check List for Training

1. The bakery and confectionary layout.
2. The Hierarchy Job responsibilities of Chefs in Bakery and Confectionary
3. Equipments and Tools used in Bakery and Confectionary.
4. Fruits and Vegetables used in Bakery and Confectionary.
5. Stores Management in Pastry.
6. Sequence of work in Bakery during Morning Shift- 2nd Shift and Night Shift.
7. Pastry Operation in all the Shifts.
8. Entire Banquet Operation in Bakery and Confectionary.
9. Different Bakery and Confectionary Menus- Breakfast, Lunch Buffet, Dinner Buffet, a la carte, Banquet and any special menus.
10. List of Amenities and chocolates made for the Guest Rooms.
11. Standardized recipes of all the preparations made in bakery and Confectionary.

12. Hygiene standards maintained.
 13. Detailed information of ordering-receiving and processing of ingredients.
 14. Different outlets where bakery and confectionary products are served in the Hotel and what are the preparations. E.g. Bar- Cheese Straws.
 15. Different plate presentations done in a la carte with their accompaniments.
- NOTE: Collect all the menus and recipes and maintain a File.

Observations in Food Production Department

The Kitchen

1. Observe the layout of the kitchen.
2. The different equipments used, their brand names, their cost, any special equipment used.
3. The type of food that is being prepared, food cost, the inventory maintained
4. The staffing at the kitchen and the various shifts
5. The different ingredients used, and exotic ingredients used, list of imported ingredients used and the **cost** and the **supplier**.
6. Different types of burners used in the kitchen.
7. The general pattern in which the kitchen functions.

The Menu

1. Observe the way the dishes have been designed styled, their nutritional value etc
2. Any food festivals that are conducted, in the past or in future.
3. The Recipe, garnishes and food styling
4. How the food is costed, portioned and percentage of yield.
5. Food presentations done.
6. At the bakery-Types of oven, the brand name, types of convection oven
7. Chocolate tempering and chocolate work.
8. The behavior of different ingredients and how they perform when subjected to heat
9. How to cut food cost and the various methods to do it...
10. Try to be creative and contribute something.

The Stores

1. The different types of ingredients that is available at the stores.
2. Any imported cheese that the hotel serves, their shelf life and cost.
3. Preservation and storage of different ingredients, dry, perishable etc
4. Temperatures of the cold room and the walk in freezer where meat cuts are stored.
5. Observations of bin cards.
6. Types of sea food that comes in the hotel and their cost and supplier
7. The different types of ledgers and forms that they maintain.

Grievance policy

(This will be the established standard policy, irrespective of the organization you train for):

Grievance policy as a start, the trainee should contact his immediate supervisor who should endeavor to amicably resolve the issue. Most grievances can be settled by open, effective and regular communication between the trainee and his supervisor.

If, unfortunately, the immediate supervisor's efforts do not satisfy the trainee, he / she should have the right to approach higher levels of management for assistance. Because of the high importance placed on the trainee-supervisor relationship to resolve grievances, it is critical that the manager makes his best efforts to first understand and then resolve the complaint. To do this, he will first arrange an interview with the trainee. The training manager role in such interviews usually is three-fold:

1 Exploration: to obtain all the details of the complaint with relevant and complete facts and related information.

2 Consideration: to analyze all available information and determine different options available to address the issue;

3 Resolution (response): to arrive at a final decision and communicate it to the trainee.

If the trainee is not satisfied with this resolution and decides to pursue the matter should bring it to the notice of the Academic coordinator / Career guidance cell, the trainee may also present any documentation in support of this Grievance.

The Placement cell representative will make an in-depth enquiry with the superiors and training manager of the organization, may also consult the Head of Department before coming to a conclusion. Parents / guardians will be informed of the action in due course. Please allow 10 working days to resolve any grievance.

There is no further right of appeal.

STANDARDS OF CONDUCT

(EXPECTED OF A STUDENT TRAINEE)

NOTE: -

Referring this guideline will help you better prepare for the training also remember these are not any organization / Hotel specific.

1. Trainee Conduct:

The conduct of students during Industrial Exposure Training must be scrupulously impartial and honest and seen to be so. This document outlines the responsibilities of students preparing to train with any organization. All students also bear a responsibility to act as ambassadors for Christ University in terms of their general conduct.

All organizations will expect you as a trainee:

1. To be ready and willing to work;
2. To offer personal service
3. To take reasonable care in the exercise of that service, including the duty to be competent at work and to take care of the organization's property;
4. To not willfully disrupt the organization 's business;
5. To obey reasonable orders as to the time, place, nature and method of service;
6. To work only for the organization in the organization's time;
7. To respect the organization 's trade secrets;
8. In general, to be of good faith and do nothing to destroy the trust and confidence necessary for training;
9. To account for all profits received in the course of training;
10. To indemnify the organization for loss caused by the trainee.
11. The organization may require its trainee's to ensure that gifts and hospitality offered by customers / suppliers and customers / potential suppliers of goods and services to the organization is declined. This applies, whether the gifts or hospitality are offered within, or outside normal working hours.
12. Nothing more than a small, low value items such as a calendar, diary, chocolates or flowers can be accepted (check with your organization gift policy). All other gifts must be politely refused or, if received through the post, returned to the donor with a suitably worded letter signed by the Department / training Manager.
13. Trainees should wear uniform provided and carry their identity badges whilst carrying out their duties.
14. At all times confidentiality must be maintained. No information can be released to unauthorized persons or organizations. The Chief Executive or other Senior Managers of the organization will inform trainee's of those authorized to receive information.
15. Trainees should at all times conduct themselves in such a way as to enhance the reputation of the organization.
16. The standards of conduct will be explained during a detail during on site orientation. Failure to reach these standards will result in disciplinary action.

2. Trainee Appraisal:

Carrying out effective appraisal of you Trainees allows a variety of benefits:

1. Provides structured opportunity for trainees at different levels to discuss work, their relationship and how they support each other.
2. Provide a forum for individual feedback on training performance.
3. Provides a formal channel through which development needs are identified.
4. Clarifies what is expected of an individual and how this relates to the Career guidance cell / Departmental objectives.
5. Improves teamwork through shared objectives.
6. Allows face to face discussion on a one-to-one basis
7. Helps to plan ahead together
8. Chance to explain to Trainee about developments affecting the training / department / team.
9. Opportunity to thank trainee for a job well done
10. Can have a frank exchange of views
11. Can counsel and advise trainee
12. Trainee can present their views and ideas
13. Opportunity for you to influence attitudes and behaviors

3. Absence Control Policy:

It is recognized by the all organizations that from time to time Trainees may require being absent from their place of work due to illness. The length of time lost by Trainees through illness must however be monitored to ensure that each Trainee is able to do their job, effectively and complete 22 weeks of training.

Managers will consider cases of sickness absence on an individual basis and ensure the provision of appropriate support, advice and Occupational Health / Organization Approved Doctor input where appropriate.

However, it is recognized that in some cases, patterns/levels of absence will be unacceptable and formal management action will be required. Trainees who become aware that they have an illness problem are encouraged to inform their manager at the earliest opportunity.

The employee must be given the outcome of this meeting in writing and where appropriate they must be given notice that their level of absence is unacceptable and a period of time to improve.

If there are no special circumstances the employee will be dismissed on the grounds of incapacity and their inability to meet the acceptable standards of attendance required by the Company.

When trainees are absent without justification or without notifying their supervisor/Head of Unit, Training Manger shall instruct the trainee in writing to report to the Unit in which the traineeship is taking place.

The trainee should also provide proper justification for his/her unauthorized absence. These days of absence are automatically deducted from the trainee's leave entitlement.

Training manager / HR department may decide, following examination of the justification given, or if no justification is received after the deadline, to immediately terminate the traineeship without further notice.

Please check with your respective organizations regarding for specific rules and regulations in force at the time of orientation.

4. Disciplinary Procedure:

In Any Organization Disciplinary Procedure will be used only when necessary and as a last resort. Where possible, informal and/or formal counseling or other specific good management practice will be used to resolve matters prior to any disciplinary action being taken. The procedure is intended to be positive rather than punitive but takes cognizance of the fact that sanctions may have to be applied in some circumstances.

5. Suspension:

Suspension is not disciplinary action. The purpose of suspension is manifold and can be used when it is necessary to remove a trainee from the workplace pending an investigation, for example, to allow time for a 'cooling down period' for both parties, for their own or others protection, to prevent them influencing or being influenced by others or to prevent possible interference with evidence.

6. Counseling:

(This process will take place at the organization or at Christ University depending on the seriousness of the case)

Counseling is an attempt to correct a situation and prevent it from getting worse without having to use the disciplinary procedure. Where improvement is required, the trainee will be given clear guidelines as to:

- What is expected in terms of improving shortcomings in conduct or performance
- The time scales for improvement
- When this will be reviewed
- The trainee will also be told, where appropriate, that failure to improve may result in formal disciplinary action.

A record of the counseling process will be given to the trainee and a copy retained in their personnel file at the career guidance cell. Once the counseling objectives have been met, any record of the counseling will be removed from the trainees file.

If during counseling it becomes clear that the matter is more serious, then the discussion will be adjourned, and pursued under the formal disciplinary procedure.

7. Examples of Minor Misconduct:

Below are listed examples of misconduct, which may warrant either a Verbal Warning or a First Written Warning. It is stressed however that this list is not exhaustive and that on all occasions a full and proper investigation will take place prior to the issue of a warning.

- a. Persistent lateness and poor time keeping.
- b. Absence from work, including going absent during work, without valid reason, notification or authorization.
- c. Smoking within unauthorized areas.
- d. Failure to work in accordance with prescribed procedures.
- e. Incompetence.
- f. Unreasonable standards of dress or personal hygiene.
- g. Failure to observe organization regulations and procedures.

8. Verbal Warning:

A Verbal Warning is appropriate when it is necessary for the manager in charge to take action against a trainee for any minor failing or minor misconduct.

9. Examples of Gross – Misconduct:

Listed below are examples of misconduct, which may be considered to be Gross Misconduct and may warrant a Final Warning, or Dismissal. It is stressed however that this list is not exhaustive and that on all occasions a full and proper investigation will take place prior to the issuing of a Final Warning, or Dismissal.

- a. Theft, including unauthorized possession of organization property.
- b. Being unfit for duty because of the misuse/consumption of drugs or alcohol.
- c. Refusal to carry out a management instruction which is within the individual's capabilities and which would be seen to be in the interests of the organization.
- d. Breach of confidentiality / security procedures.
- e. Physical assault, breach of the peace or verbal abuse.
- f. Failure to observe organization rules, regulations or procedures.
- g. Willful damage of property at work.
- h. Incompetence or failure to apply sound professional judgment.

10. Dismissal:

Dismissal is appropriate when

- a. A trainee's behavior is considered to be Gross Misconduct.
- b. A trainee's misconduct has persisted, exhausting all other lines of disciplinary procedure.

**Department of Hotel Management
Industrial Exposure Training**

Student – Trainee: Application

Personal information:

Name			Photo
Register Number (Christ University)			
Date of birth	Day/month/year		
Country /City of birth			
Citizen of			
Permanent residence (Parents could be reached)			
Tel	(Land line with code)	(Mobile)	
E-mail			
Temporary address			
Tel	(Land line with code)	(Mobile)	
Home address during work			
E-mail			
Title of degree/qualification			
	Total%	Class	
Marks statement I semester			
Marks statement II semester			
Marks statement III semester			
Marks statement IV semester			
Marks statement V semester			

BHM Industrial Exposure Training

Student – Trainee: Checklist

a. Before commencement of Training:

1. Attend an orientation at the campus before the start of the training.
2. Application form is complete and handed-over within the specified date and time.
3. Signed and returned the Student training agreement and informed parents / guardians.
4. Received general guidelines / information and the student evaluation form.
5. Collected log book, appraisal form booklet from Department.
6. Determine objectives of the Training with career guidance cell.

b. During Training period:

7. Conditions of training and working arrangements are provided by the organization.
8. Aware of the organizational introduction / induction programme schedule.
9. Adequate social protection is provided and, in particular, appropriate insurance cover is available for the student (Student is always responsible for arranging complete insurance cover)
10. Accommodation and Travel arrangements have been organized if placed outside of Bangalore. (Student is always responsible for arranging accommodation, transportation otherwise mentioned by the organization)
11. Police Clearance Certificate (local Police) and Medical Fitness certificate (To be ready at the time of interview, Student is always responsible for arranging both the documents)

c. After completion of training:

12. A 25 page report to be submitted to the Placement coordinator. Details will be provided.
13. Submit the copies of the training certificate, feedback form and Trainee performance evaluation book to career guidance cell on the assessment day.
14. A Power point presentation to be prepared with the inputs provided by Placement coordinator and presented to the panel members on assessment day.

a. Name of student:
(In block letters):

Signature and date

b. Placement co-ordinator
(In block letters)

Signature and date

c. Head of Department Approval:
(Seal of HOD and University)

Signature and date

Basic criteria (For Hotel)

Basic criteria are the minimum standards for an organization to train and coach Christ University V sem BHM students.

1. The training organisation provides a safe training environment for the trainee in which the trainee can develop and learn;
2. The training organisation informs the trainee and Christ University on the applicable laws and regulations regarding the terms and conditions of training and abides by these regulations;
3. The training organisation takes into consideration the level of the student: the years of training / work experience;
4. The training organisation informs the trainee about regional customs, culture and about developments in the industry;
5. The training organisation allows enough time, room and means and resources for the tutor/mentor to train and coach the trainee;
6. The trainee can practise (under guidance of the supervisor/mentor) the daily organisation activities in relation to the education of the trainee;
7. The training organisation must have a minimum of 150 rooms and has one or more supervisor /mentors to train and coach the trainee.
8. The training organisation provides a detailed programme/plan including an introduction programme, evaluation interviews with the trainee on the progress of the training and the final assessment of the trainee;
9. The training organisation cooperates with Christ University and makes the appropriate on-the-job-training agreements;
10. The organisation agrees that the general organisation information provided by the organisation can be made public in the register / training reports.
11. The organisation will in writing bring to the notice of the Placement cell the trainee's unauthorised absence, complaints of harassment/s and any expression of dissatisfaction in training of / against the trainee.
12. All complaints with regards to the trainee performance will be resolved as per organization policy with in a decent time unless there is good reason for the delay. This may be communicated to the Placement cell in writing.
13. The organization will take adequate measures against discrimination and harassment and will take immediate steps to protect all trainee/s members, from harassment or bullying.

14. Organization is aware of the mandatory training period requirement of 22 weeks/135 days excluding weekly offs, Any shortcomings in this time frame will affect student's completion / grades of the V semester.

SEMESTER VI

BHM 621 SALES AND MARKETING

Course description

In today's highly competitive hospitality market, it is essential to have an understanding of marketing and sales. This course is designed to provide students with a solid background in hospitality sales and marketing. Students should get complete knowledge about the sales and marketing aspects of the hotel as well as of other industries. This paper provides inputs on all possible concepts of marketing. This paper is mainly for services but also covers the non-service areas too.

This course also builds upon the basic principles of marketing and aims to develop student's ability to analyze the distinctive marketing needs of services. It relies upon practical, real world case studies on a variety of diverse areas of marketing to give students a broader knowledge of key issues and the business environment to which decision making skills can be applied.

Learning outcomes

- Explore the building of customer loyalty expectations and how these are utilized as marketing drivers.
- Develop an understanding of relationship management and its importance to the sales and marketing strategy of the business.
- Illustrate how purchasing decisions can be supported through sales practices.
- Research and explore the various principles, concepts and systems utilized in the marketing and sales within the hospitality industry.
- Identify the elements of brand management and how these impact customer service and guest expectations.
- Define marketing mix theory and strategies and how these relate to marketing and sales objectives

Course outline

UNIT - I – 6 hours

Introduction to Hospitality Marketing Management. Organization of Hotel Industry. Importance of Marketing. Organization of Marketing Department in Hotel.

UNIT - II – 6 hours

Hospitality Service Operations and Marketing. Solving Customers' Problems. Management Orientation. Hospitality Service Concept. Components of Hospitality product.

UNIT - III – 6 hours

The Internal Marketing Process. Hotels – Internal Marketing. Handling Complaints. Role of Guest Relation Executive. Sale of Rooms and Banquet Facilities.

UNIT - IV – 6 hours

The Marketing Environment, Concept of Marketing Management Environment. Types of Environments – economic and non-economic. Case Study. Marketing opportunities and threats – SWOT analysis.

UNIT - V – 5 hours
Market Segmentation. Markets. Market Segmentations applied at the hotel industry. Segment Mix. Market Targeting. Positioning.

UNIT - VI – 5 hours
Marketing Mix. Concept of Marketing Mix. Characteristics of Hospitality Product and Services Mix. Hospitality Product and Services Mix. Hospitality Product, Service and Brand concepts. Hotel Branding.

UNIT - VII – 2 hours
Promotion of Sales and Publicity. Sales promotion. Publicity and Public Relations. Pricing Decisions. Discounting Principles. Organizing food fairs and festivals. Personal Selling.

UNIT - VIII – 5 hours
Room Division Sales. Room Revenue. Various types of room plans. Holiday packages as marketing tools. Yield Management and Revenue Management as marketing operations.

UNIT – IX – 2 hours
Advertising in hospitality industry. Concept of Advertising. Major decisions in Advertising – message and media considerations. Importance of advertising in the hotel industry.

UNIT – X – 2 hours
Marketing Research Process. Concepts of Marketing Information System and Marketing Research. Objectives of Marketing Research. Introduction of new products and services. Marketing Techniques. Application of marketing techniques at the unit level.

Learning Activities

Lecture, discussions, Case studies and analysis, Q&A writing, assignments, case analysis, role plays, group activities, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Case analysis (20 Mks)

This component will help student to understand the content of the course and its application. Students who regularly attend classes and read the text and other relevant materials will be able to understand and give practical solutions to the given case study.

S&M Q&A(20 Mks): The purpose of writing questions and answers is to keep students updated and gives clarity on writing answers and simultaneously clarify doubts if any.

Group assignments (40 Mks): students will be given the practical situations on the course content and will be evaluated on the presentation based on given area.

Individual Writing Assignments (20 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

References: Any recent editions of Sales and Marketing Textbook.

Armstrong, G. & Kotler, P. (2007). *Marketing: An introduction*. (8th ed.) Upper saddle River, NJ: Pearson Prentice Hall.

BHM 622 ENTREPRENEURSHIP DEVELOPMENT & BUSINESS PLAN

Course description

Entrepreneurship focuses on recognizing a business opportunity and developing the opportunity into a business. The controlling functions—accounting, finance, marketing, management—as well as legal and economic considerations are applied. Student responsibility and initiative are encouraged as business strategies are created, planned, and presented as a final product—a business plan for an actual business venture. Through the process of developing the business plan, students acquire skills necessary to operate a successful business.

Demonstrate an understanding of the functional areas of accounting, marketing, finance, management, and economics.

Learning outcome

1. Develop appropriate plans for funding a start up business and continuing its operations.
2. Develop viable operational strategies - involving integrated production and distribution of goods, services, and information - as a means to achieve competitive advantage.
3. Formulate plans to gather and organize resources to address evolving opportunities.
4. Recognize, analyze, and construct feasible concepts within small business and entrepreneurial contexts.

Course Outline

Unit – 1

07 hours

Entrepreneurship- Definition and framework, classification of entrepreneurs, nature and importance of entrepreneurs, entrepreneurial culture and environment, growth and development of entrepreneurs

Unit – 2

06 hours

Emergence of entrepreneurship in Indian industry and business, importance of entrepreneurial development ,entrepreneurial motivation, leadership, decision making ,risk taking ,business planning and time management ,self image, stress and its management perceptions ,attitudes, sensitivity training ,conflict management

Unit – 3

08 hours

Establishing Small Scale Units – Formalities to be fulfilled.

Unit – 4

06 hours

Government Policies and measures towards promotion of entrepreneurship, governmental and nongovernmental agencies extending training and other infra structural facilities to small entrepreneurs- Woman entrepreneurs – areas open for women entrepreneurs.

Unit – 5

09 hours

Institutional finance to entrepreneurs, marketing and other managerial assistance to entrepreneurs. Role of SISI and DIC (District Industries Centre) in promotion and entrepreneurship – Industrial Estates.

Unit – 6**09 hours**

Project management – Starting a new Venture, project identification, project formulation, project report project appraisal institutional assistances .Logical financial and marketing ,role of KSSIDC,KSSOC,KSFC,IFCI,ICCI,SIDBI, ancillary units, location of industries in backward area and tax concession.

Assessment***Examination and grading***

Classroom participation 20 %

Case Study 10 %

Group presentation and written report 10%

Individual written exam 10 %

CIA components**Classroom Participation**

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do participate well.

Case Study (10 Mks): The purpose of case study is the active participation in the class and developing analytical and critical thinking on various topics of the course. This is achieved through regular note-taking, add insights from your related library and online research, write case study answers and other reports assigned by the instructor. The grading will be on the basis of relevant content, depth of analysis, grammar, spelling, and neatness.

Group Discussion and written Reports (10 Mks): To continue our classroom discussions and share your relevant insights, the instructor would start some class discussion on the course. You are required to contribute to the discussion by your original ideas. You are required to submit a written report on the discussion held. Copy & Paste from any source is strictly forbidden. It should contain a minimum of 150 words and comments by others on your report (if any) are encouraged, then it should have a minimum of 75 words. Grading will be on the basis of quality of the reflections.

Individual Writing Assignments (10 Mks): An objective type written exam of 15 questions ,out of which the students have to answer any 10 will be given, to check the progress made on the modules covered.

Reference:

- Charantimath, P.M (2011). *Entrepreneurship Development and Small Business Enterprises* (Paperback).pearson
- Rajeev,R. (2011). *Entrepreneurship* (2nd ed.) Oxford press, India

BHM 623 MANAGERIAL ECONOMICS

Course description

Provides an understanding of the microeconomic forces that influence firm decision making. Includes competitive markets and market failure, benefit-cost analysis, demand estimation and forecasting, decision making under risk and uncertainty, production and cost estimation, and market structure analysis.

Learning outcome

- This paper sets the base and foundation for students to learn about how to start the research and the steps and procedures involved in research
- The objective of this course is to help business students become more adept at designing and developing business strategy at the firm level. Students should gain a rigorous understanding of competitive markets as well as alternative market structures such as monopoly, oligopoly, and monopolistic competition.
- Students also acquire a basic competence in the theoretical derivation and empirical estimation of demand, cost, and production functions, answering the fundamental managerial questions of what, how, and for whom to produce.

Course Outline

Unit - 1

Introduction – Indian economy and Hotel Industry, importance, growth of tourism and foreign exchange, Domestic tourism, scope of industry.

Unit - 2

Consumption – Consumer sovereignty – approaches for the study of consumer behavior – cardinal utility analysis – consumer equilibrium in terms of the law of equi – marginal utility and indifference curve analysis – consumer surplus – meaning – illustration

Unit - 3

Demand – Meaning of demand – law of demand – excepting – extension and contraction of demand – increase and decrease in demand – forecasting – methods of forecasting demand. A.) Survey of buyer's intention -B.) Collective Opinion - C.) Trend Projection -D.) Economic Indicator

Unit - 4

Elasticity of Demand - Meaning of Income Elasticity of demand, cross –elasticity of demand and price elasticity- measurement of price elasticity of demand /price (Total Outlay and point methods) uses of the concept of elasticity of demand.

Unit - 5

Production Function – Managerial use of production function – law of variable proportions – economies of scale and their classifications

Unit – 6

Cost of Production – Cost Concepts – TFC –TVC, TC – AD AND MC – factors influencing cost of production, opportunity cost , cost and output relation

Unit – 7

Supply – Meaning – law of supply, determinants of supply, elasticity of supply and its influence on cost of production.

Unit – 8

Revenue analysis – Average Revenue –Marginal Revenue – Total Revenue

Unit - 9

Market Structure –Perfect Competition – feature – Price and output determination – influence of time element on cost output and price -Monopoly –features- price and output determination – control over monopoly practice -Monopolistic Competition- price and output determination- Features of Oligopoly

Unit - 10

Pricing Policy– General Considerations, objectives, Factors involved in pricing policy.

Learning Activities

Lecture led discussions, self assessments, group projects, minor projects etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Daily written exam (20 Marks)**

Assignments in the form of multiple questions relevant to the chapter completed in last class.

Individual Writing Assignments (30 Marks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing

References:

- Dean, J. (2002) *Managerial Economics*. Prentice hall. Pierson.
 Gupta, M.E. (2001) *Managerial Economics*. Tata mcgraw –Hill education.
 Mote, V.C., Paul, S., & Gupta, G.S. *Managerial Economics – Concept and case*. Mcgraw –Hill
 Thomas, C., & Maurice S. *Managerial Economics*.

BHM 624 BUSINESS STATISTICS

Course description

Fundamentals of Statistics. Descriptive statistics and simple linear regression. Emphasis is on the development of statistical thinking and applications are directed towards the behavioral sciences, especially psychology, and medicine. Topics include probability, statistical inference, hypothesis testing and confidence intervals. Data summaries and descriptive statistics; introduction to a statistical computer package; Probability: distributions, expectation, variance, covariance, portfolios, central limit theorem; statistical inference of univariate data; Statistical inference for bivariate data: inference for intrinsically linear simple regression models. This course will have a business focus, but is not inappropriate for students in the college. This paper is offered as a tool for knowledge of business statistics applied in the hotel industry.

Learning outcome

- Describe data with descriptive statistics;
- Perform statistical analyses;
- Interpret the results of statistical analyses;
- Make inferences about the population from sample data.

Course Outline

Unit – 1

10Hrs

Introduction: Importance of Statistics, scope and limitations. Primary and secondary data, data collection methods. Classification and tabulation of data. Presentation of numerical and categorical data.

Unit - 2

16Hrs

Concepts of central and dispersion: Mean, median, mode, partition values quartiles deciles percentiles for grouped and ungrouped data. Range, quartile deviation from mean and median, standard deviation, coefficient of variation for grouped and ungrouped data. Skewness: Karl Pearson and Bowley's measure of skewness, Kurtosis.

Unit - 3

6 Hrs

Correlation: Scatter diagram, Karl Pearson and Spearman's correlation coefficient. Regression coefficients.

Unit – 4

Index numbers: Laspyere, Paasche, Fisher's price and quantity index numbers. Value index number. Consumer price index – special uses and Time reversal and factor reversal tests.

Unit - 5

5 Hrs

Time series: Different components of time series. Trend analysis by moving average and least squares method. Measurement of seasonal variation by simple average and irregular variation.

Learning Activities

Lectures, discussions, Case studies, case writing, assessments, case analysis, assignments, etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Moodle assignment (20 Marks)

Assignments in the form of multiple questions.

Individual Writing Assignments (30 Marks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing

References:

Gupta, S.C., & Kapoor, V.K. (1993) *Fundamentals of Applied Statistics*. S.Chand
Croxtton, F.E., D.J. Cowden., & S. Klein. *Applied General Statistics* Prentice hall
Elhance, D.N. *Introduction to Statistical Methods*. Modern books

BHM 625 FOOD & BEVERAGE MANAGEMENT & CONTROLS

Course description

This chapter examines the origins of food service and some of the most important elements in the organization of food service operations. Food and Beverage operations management within a hotel, pricing, inventory management, service for hotel and private clubs. Marketing in terms of providing guest pleasing service and the elements and importance of feasibility studies, a marketing research, and marketing plans. Standard food and beverage costs and the main subjective and objective pricing methods. Summarize the benefits of standard recipes, and explain the procedures involved in using standard recipes.

LEARNING OBJECTIVE:

- To learn menu pricing styles, menu schedules, menu types, and the menu planning process.
- Menu as marketing tool
- To learn the standard food and beverage costs and describe the main subjective and objective pricing methods.
- To learn the roles purchasing, receiving, storing, and issuing play in food and beverage service and describe the role of technology in these processes.
- To learn the types of financial management software that is available to food service managers.
- To identify the legal frame work in which the foodservice industry operates.
- To gain an insight into service quality and quality management issues.

Unit – 1 Food and Beverage Management – Overview 10 Hrs

Introduction, Objectives of F&B Management, Responsibilities of F&B Management, Constraints to F&B Management. Managing quality in food & beverage operations at Catering Establishments.

Unit – 2 Analyzing Strength and Weakness of catering outlets 8 Hrs

SWOT - of catering outlets vis-à-vis competition – parameters, decision making on basis of the analysis-Traditional Indian service – South Indian (wedding & functions), Thali service (Lay-out & sequence) and other regional cuisines for special occasions.

Unit – 3 Menu management 10 Hrs

Introduction, Types of Menu, Menu Pricing styles, Menu schedules, Menu Planning and menu design, Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In-House Marketing Tool, Menu evaluating and Menu management software

Unit – 4 Material management 9 Hrs

Introduction to material management, Restaurant concepts, systems and Facility planning, Purchasing and storage of goods, The policies & procedures for purchasing of food & non-food items for a hospitality operation, The use of standard purchasing specifications & other recognised standards/brand names when ordering both food & non-food items. The correct storage of commodities. The security aspects of storing high value items, Procedures for the issuing of stock items, including all records kept and checks on the use of commodities

Unit – 5 Food and Beverage Revenue Control**8 Hrs**

Purpose of revenue control, Systems of revenue control, Electronic Point of sale (EPOS), Methods of payment. Beverage control and control procedures. Performance measures. Dealing with discrepancies, forms and formats.

Food and Beverage terminology related to the inputs of the semester.

Learning Activities

Lecture led discussions, self assessments, group projects, SWOT analysis etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Moodle assignments (15 Marks)**

Assignments in the form of Quiz, It adds insights from your related Library and online research books and discussion forum.

Written Examination (15 Marks)

The examination will cover the whole of the assessment criteria in this unit & will take the form of 1 X 15 questions. (Chapter wise)

Individual Writing Assignments (30 Marks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing

Group Projects (40 Marks): Conceive and execute project that identifies and engages with a specialized topic. In the form of SWOT analysis, Case studies etc.

Prescribed Text

Davis. B., & Stone S. Food and Beverage management: ELBS Delhi

References:

- Andrews, S. *Food and Beverage service training manual*: Tata mcgraw Hill.
 Andrioli S., Douglas P., *Professional food service*.
 Fuller, J. *Modern Restaurant Service*: Hutchinson
 Kotas, R., & Davis, B. *Food and Beverage Control*.
 Liilicrap, D., & Cousins, J.A *Food and Beverage Service*: ELBS Delhi.
 Ninemeier, J.D., *Food and Beverage Management*: Educational Institute, AH & LA.

BHM 626 HOTEL INFORMATION SYSTEMS

Course description

This curriculum has helped to define the MIS course around the globe. Provides an overview of fundamentals MIS concepts using an integrated framework for describing and analyzing information systems. Shows information systems composed of management, organization and technology elements and is reinforced in student projects and case studies. Also apply to understand the various computer applications used in Hotels. It helps them with hands on knowledge to operate various Property Management System Modules.

Learning outcome:

- To understand ethical and social issue related to systems.
- To know the moral dimensions of information systems.
- To characterize the impact of information systems on internal and external communication.

Course outline

Unit – 1 Management Information System (MIS) – Overview 04 Hrs

Introduction, Objectives of Management Information System, Concepts, MIS design and functions, Managing multi processor environments, Security issues, Performance evaluation, Key system in applications for the digital age, Information technology infrastructure. Building and managing systems. E – Business, E- Commerce.

Unit – 2 Hotel Information System 04 Hrs

Hotel Information System Concept, HIS terminology, Hotel Information System – IN house, HIS hardware and software. HIS Modules – Reservation, Guest accounting, Room management, General management.

Unit – 3 Computer Based Reservation System 05 Hrs

Global distribution system, Inter sells agencies, Central reservation system (CRS). Affiliate and Non affiliate systems – Property level reservation systems. Reservation inquiry, Determination of availability, Creation of reservation record, Maintenance or reservation records, generation of reports. New developments, Reservation through the Internet.

Unit – 4 Room management applications 06 Hrs

Room management module – Room status, Room and rate assignment, In House guest information systems and functions, Housekeeping functions and Generation of reports.

Unit – 5 Guest accounting module 08 Hrs

Types of accounts, posting entries to accounts, Night auditing routine, account settlement. Generation of reports. Accounting applications – Receivable module, Account payable, Payroll module, Inventory module.

Unit – 6 Food and Beverage Management Applications 08 Hrs

Point of sale entry, Immediate Character Recognition terminal, Printers, Recipe management, sales analysis, menu management Integrated food service software – management reports from automated systems.

Unit – 7 Property management system interfaces 05 Hrs

POS, CAS, ELS, EMS – Point of sales system, Call accounting system, Electronic locking system, Energy management system. Auxiliary guest services, IN room vending machines, report and formats. Consolidated reports.

Unit – 8 Selecting and Implementing Computer systems 05 Hrs

Analyzing current information needs, Collection of computer systems, establishing system requirements. Proposals from vendors, Contract negotiations, Installation factors.

Learning Activities

Lecture led discussions, self assessments, projects and case studies.

Assessment

Grading in the course will be dependent on class (20%), Mid Term (25%), End Term (50%) and attendance (5%). Class are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Review summary (15 Marks)

Assignments in the form of Quiz, Objective questions

Written Examination (15 Marks)

The examination will cover the whole of the assessment criteria in this unit.

Individual Writing Assignments (30 Marks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing

Group Projects (40 Marks): In the form of case studies, e.g.: case studies on MIS, IPL and Information technology, Menu engineering strategy etc.

Prescribed Text

Jaiswal, M. & Mital M. (2004) *Management Information System*. Modern books
Bardi, A, J. (2009). *Hotel front office management*; John Willey and sons.

BHM 625A ADVANCED FOOD PRODUCTION OPERATION

Course description

An exploration of contemporary issues to complement a professional chef's skill set. Students will complete hands-on cooking exercises to better understand the dynamics of seasoning, flavor balance, salts and sugars, fats and oils, and umami. Special emphasis is placed on building flavor in a healthy kitchen through appropriate cooking techniques and ingredients such as grains and legumes.

This paper deals the basic of European culinary concepts. Insight on culinary concepts, techniques, ingredients, and cuisines. Lessons on flavor strategies, wines studies, menu development and culinary trends.

Learning Outcome

The student has to learn basic concepts and fundamentals of European cuisine. The students get hands on experience on different flavors cooking method and tastes. It also helps to distinguish teach cuisine in Europe.

Food Production.

60 hours

Cold preparations, platters and buffets, International cooking, Recipes from, Italy, Spain, Mexico, France, Mediterranean & International starters & snacks, Hors d'oeuvres platter, mezzos etc, Recipes from China, Srilanka, Thailand, Lebanon (Mediterranean) and other countries

Assessment

Grading in the course will be dependent on Practical CIA's (50%.)

CIA components

Moodle Journal assignments (20 Marks)

Assignments in the form of Quiz, Objective questions

Individual Writing Assignments (Indent) (30 Marks): The objective is to develop writing and research skills of the students.

Reference:

Leto, M.J., & Bode, W.H. *The Larder Chef*: Tata mcgraw-Hill
Thangham, E.P *Modern Cookery (Vol-I)* For Teaching & Trade
Bhatnagar, S., & Saxena, R.K, *Dastarkhwan-e-Awadh*, Harper Collins

- Liilicrap, D., & Cousins, J.A. (2011) *Food and Beverage Service*: ELBS Delhi.
- Ninemeier, J.D., *Food and Beverage Management*: Educational Institute, AH & LA.
- Fuller, J. *Modern Restaurant Service*: Hutchinson
- Andrews, S. *Food and Beverage service training manual*: Tata McGraw Hill.
- Kotas, R., & Davis, B.(2008) *Food and Beverage Control*.
- Andrioli S., Douglas P., *Professional food service*.

BHM 625 C ADVANCED BAKING AND PASTRY

Course description

This course presents several categories of preparation all of which serve as foundation and for advanced elaboration and finishing of classical breads, pastries and cakes. The most modern techniques are taught to equip the students to meet the ever changing trend of boungerie and patisserie

Learning Outcome

The student has to learn basic concepts and fundamentals of International baking and pastry arts. The students get hands on experience on different flavors cooking method and tastes.

Course outline

30 hours

Breads- Sun dried Olive Foccacia, Ciabatta, Stromboli, Farcita, Pepper crushed raisin, rosemary loaf, Zopf, Hungarian potato loaf, Pita bread, Sour breads, Fisher man loaf, Bagels.

Cakes-Fig and honey bread, Roman apple cake, Date and walnut cake, French teacake.

Cookies-Check cookies, Nut leaf, Vanilla Sable.

Desserts- Mississippi Mud Pie, Lemon Tart, Roulades, Baba au rum.

Refrence:

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

The Culinary Institute of America. (2010). *Mastering the art and craft: Baking and Pastry*. New Jersey: John Wiley & Sons.

BHM 626A HOTEL INFORMATION SYSTEM

Course description

This paper helps to understand the various computer applications used in hotels. It helps them with hands on knowledge to operate various PMS modules.

Learning outcome

- It sets a standard for any hotel PMS Operation.
- Hand on experience of the IDS software
- Sets a base for operating any other PMS software.

Course outline

Unit –I 15 hours

Point Of Sale

KOT, Billing, Sales Analysis, Link up of front desk billing with other departments

Unit – II 05 hours

Foods And Beverage costing

Food Costing, Liquor Costing, Costing of soft drinks, Recipe Costing, Inter Kitchen transfers, Sales Analysis, Costs relating to NCKOTS, Link to POS Systems

Unit - III 05 hours

Banquet Management

Reservation, Function prospectus tracking, Generation of Function Prospectus, Reports-Hall Chart Maintenance, Invoice -Bill Printing-Venue Position- reservation status-Cover Analysis, F & B Costing

Unit -IV 05 hours

Objective: The University would adopt the standard PMS training package being used by star hotels in India e.g.: FIDELIO, IDS, HOTELIER, ETC and make the same available to students in the college computer labs. The same may supplemented with hands on training in the hotel attached to the college. Students should go into details of the following menus on the software and be able to use it independently

Front Office System

Reservations, B. Registrations, Billing, Front office Management – Information, HIS Reports, Guest History Guest Relations, Linking up to reservation, registration & Billing -Mailing System,

Learning Activities

Demos, Practical

CIA Components

1. Internal assessment (10)

This will depend on an individual's active participation in the class, attentiveness and response to instructions given.

2. Mock Practical's / evaluation pattern (15)

At the end of the semester there will be a mock practical session conducted. This will cover all the sessions conducted in practical .Student will be evaluated on an Individual performance basis.

Students will be evaluated by a representative from the ids software company.

Books Recommended:

Any book related to Front Office and Hotel Information systems or as recommended in the Theory paper.

Other Books Recommended:

Jaiswal, M. & Mital M., *Management Information Systems*, 2004
Fortune Enterprises – MIS Manual

SEMESTER VII

BHM 721 ORGANIZATION BEHAVIOR

Course description

This course provides the knowledge base for understanding behavior within organizations. The field of organizational behavior focuses on attempting to answer two questions: Why do people in organizations behave the way they do? How can we influence behavior to increase performance and goal attainment? The subject incorporates teachings from multiple disciplines in answering these two questions – ideas from political science, economics and information technology are woven into this subject as well as concepts from behavioral sciences, such as psychology, anthropology and sociology. Students will be exposed to broad areas in OB theory, concepts, and research through this course. The subject equips students with tools to effectively manage individuals and groups within organizations and offers a better understanding of organizational culture.

Learning Outcomes

- ❖ Understand various concepts and theories of Organizational Behavior to apply them in predicting and influencing individual and group behavior in organizations.
- ❖ Better sensitivity about one's own and others personality and create a personal development action plan
- ❖ Awareness about the values, attitude and factors affecting job satisfaction
- ❖ Become sensitive about the importance of emotions in workplace and enhance emotional intelligence
- ❖ Explore deeply one's perceptions and understand its influence on forming prejudices and biases
- ❖ Discover one's learning style and become an ongoing learner
- ❖ Develop group dynamic and team skills
- ❖ Enhance conflict management and resolution skills
- ❖ Able to negotiate with different stakeholders like your boss, union leaders and subordinates
- ❖ Cope with change and stress

Course outline

Unit 1: Introduction to Organisational Behaviour

6 hours

Meaning of Organisational Behavior – Nature of OB research – disciplines that contributes to OB – challenges and opportunities for OB – Developing an OB Model.

Unit 2: Diversity in Organisations

6 hours

Diversity – Biographical characteristics: Age, Gender, Tenure, Religion etc. – Ability: Intellectual and physical abilities – Diversity Management

Unit 3: Attitudes, Job Satisfaction, Emotions and Moods**6 hours**

Components of Attitudes – Major Job attitudes – Measuring Job satisfaction – causes and impacts of Job satisfaction – Emotions and Moods – Emotional Labor – Emotional Intelligence – OB applications of emotions and moods.

Unit 4: Personality and Values**6 hours**

Meaning of Personality – MBTI – Big Five Personality Model – Locus of control – Core Self Evaluation – Self Concept – Machiavellianism – Narcissism – Type A and Type B personalities – Importance of values – Terminal and Instrumental Values – Values across cultures: Hofstede and Globe frameworks

Unit 5: Perception and Individual decision Making**6 hours**

Factors that influence perception – Attribution theory – common shortcuts in judging people – link between perception and individual decision-making – Decision-making in organizations.

Unit 6: Learning**3 hours**

Definition, importance, theories of learning, principles of learning, shaping as managerial tool

Unit 7: Foundations in Group Behavior and Teams**3 hours**

Defining and classifying groups – stages of group development – group properties: roles, norms, status, size, and cohesiveness – Group decision-making: groupthink, group shift, techniques in group decision-making - Types of teams – creating effective teams

Unit 8: Conflict and negotiation**3 hours**

Understanding conflicts – process – negotiation – strategies – global implications.

Unit 9: Organizational Culture**3 hours**

Defining Organizational Culture – culture's functions – climate – creating and sustaining culture – spirituality and organizational culture

Unit 10: Organizational Change and Stress Management**3 hours**

Forces for change – resistance to change – approaches to manage change – creating a culture for change – work stress and its management.

Learning Activities

Lecture led discussions, Case studies, Journal writing, self assessments, video analysis, role plays, group projects, research papers etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Multiple Choice Quizzes (20 Mks)

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

OB Journal (10 Mks): The purpose of OB journal is the active participation in the class and developing analytical and critical thinking on various topics of the course. This is achieved through regular note-taking, add insights from your related library and online research, write case study answers and other reports assigned by the instructor. The grading will be on the basis of relevant content, depth of analysis, grammar, spelling, and neatness.

Moodle Discussion Forums (10 Mks): To continue our classroom discussions and share your relevant insights, the instructor would start some online discussion in the course' Moodle page. You are required to contribute to the discussion by your original ideas. Copy & Paste from any source is strictly forbidden. Original posts should contain a minimum of 150 words and comments to others posts should have a minimum of 75 words. Grading will be on the basis of quality of the reflections.

Individual Writing Assignments (20 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

Group Projects (40 Mks): Group projects will involve working with your peers outside of class on a specific project. It gives the opportunity to apply what is learnt about OB and to work in teams with a deadline.

Prescribed Text

Robbins, S., Judge, T., & Vohra, N. (2011). *Organisational Behaviour* (14 ed.). Delhi: Pearson Prentice Hall.

References: Any recent editions of Organizational Behavior Textbook

BHM 722 BUSINESS LAW

Course description

This course introduces the ethics and legal framework of business. Emphasis is placed on contracts, negotiable instruments, Uniform Commercial Code, and the working of the court systems. Upon completion, students should be able to apply ethical issues and laws covered to selected business decision-making situations pertaining to Hotel business.

Learning outcome

- This paper sets the base and foundation for students to learn Importance of law knowledge
- To learn the importance of licenses and permits for hotels and catering establishments, Liquor and industrial Legislation
- Define basic legal terminology used in business.
- Explain basic legal concepts in the topic areas of this course.
- Brief a case to show its legal concept and the judicial reasoning behind it.
- Apply legal concepts learned to cases in order to explain the rights and obligations of the parties.
- Analyze cases to demonstrate the method of solving legal problems.

Course Outline

Unit – 1 **The Indian Contract Act**

14hours

Definition of Contract-essential elements of a valid contract-classification of contracts-voidable contract-void contract-illegal agreement-express contract-implied contract-executed contract-executor contract. Offer-definition-essentials of a valid offer when does as offer come to an end. Acceptance-essentials of valid acceptance-communication of offer acceptance revocation-when complete. Consideration-definition-rules as to consideration-stranger to consideration-when contract made without consideration valid-minor's agreement –minor's liability for necessities. Contract with persons of unsound mind. Mistake of law-mistake of fact-their effect-bilateral and unilateral mistakes-mis representations-fraud-undue influence-coercion-their effects-consideration or object-when unlawful agreement opposed to public policy attempted performance or tender essentials of a valid tender time as the essence of contract. By performance-by impossibility-lapse of time-by operation of law-by breach of contract.

Unit - 2 Licenses And Permits

4hours

Licenses and permits for hotels and catering establishments-procedure for procurement, bye laws of hotels & restaurant under municipal corporation-renewal suspension and termination of licenses.

Unit - 3 Food Legislation

4hours

Principles of food laws-acts regarding prevention of food adulteration, definition, authorities under the act, procedure of taking a sample purchase right, warranties, guest control order or food services order in force from time to time. Essential commodities ct, ISU, AGMARK

Unit - 4 Liquor Legislation

2 hours

Types of licenses, drinking in the licensed premises and different types of permits.

Unit - 5 Industrial Legislation	6 hours
Factories Act, Payment of Wages Act, Industrial Disputes Act, Apprentices Act, Provident Fund Act, Trade Unions Act (each Act with reference to hotel industry)	
Unit - 6 Shops and Establishment Act	4 hours
Introduction-definition-adult-family-commercial establishment-employer-employee-exemption-registration-daily & weekly working hours-overtime-annual leave with wages.	
Unit - 7 Law Of Tenancy	3 hours
Rent control act, distinction between guest and tenant, inn keeper, guest relationship, inn-keeper's lien, bye laws as affecting catering establishments.	
Unit - 8 Consumer Protection Act	2 hours
Consumer protection councils, procedure for redressed of grievances	
Unit - 9 Environment Protection Act	2 hours
Powers of the central Govt. Prevention and control of environment pollution.	
Unit - 10 Laws Relating To Hygiene, Sanitation and Adulteration	4 hours
What is food adulteration - laws for prevention of it in India - ISI standard, prevention of food adulteration act, AGMARK	

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Multiple Choice Quizzes (20 Mks)

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

Moodle Discussion Forums (10 Mks): To continue our classroom discussions and share your relevant insights, the instructor would start some online discussion in the course' Moodle page. You are required to contribute to the discussion by your original ideas. Copy & Paste from any source is strictly forbidden.

Individual Writing Assignments (20 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

Group Projects (50 Mks): Group projects will involve working with your peers outside of class on a specific project.

References:

Kapoor, N.D. (2008) *Elements of mercantile law*: Jain Book Depot.

Gulshan, S.S., & kapoor, G.K. (2008). *Business law*: New age international publishers, New delhi

Kuchhal, M.C (2009).*Mercantile law*. Vikas Publishing house

BHM 723: PART I ENVIRONMENTAL STUDIES & FACILITY PLANNING (Environmental studies)

Course description

This interdisciplinary approach to our world emphasizes the history of environmental concerns, biomes, species interaction with each other and their environment, air, water, soil and biological resources, population dynamics, toxicology, energy sources, land use management, and other related topics. Principles of physics, chemistry and biology are incorporated throughout the course

Introduction to plant location theory and analysis of models of plant location; models for determining plant size and time phasing; line balancing models; techniques for investigating conveyor and other material handling problems; and models of plant layout.

This course provides the foundation for an examination of the role of government in the conservation, preservation, and utilization of natural resources and the environment. The history of Federal legislation, regulation, and environmental law will be discussed in general term

Learning outcome

Sensitive towards environment, Sustainability and contemporary factors effecting eco-system. Learn Energy and waste conversion, water conservation. Energy management system. Facility planning, planning and designing.

Course outline

Unit – I

2 hours

Energy Management: background, energy pricing, energy cost control and building systems, reducing guest room energy costs, reducing food and beverage production and service energy costs , reducing boiler and chilling energy costs, energy management and conservation systems.

Unit – II

4 hours

Building And Exterior Facilities: roof, exterior walls, windows and doors, structural frame, foundation elevators, storm water drainage systems, utilities, landscaping and grounds.

Unit – III

4 hours

Parking Areas: parking lots, structural features, layout considerations, maintenance, parking garages, accessibility requirements for parking areas, valet parking,

Unit – IV

10hours

Lodging Planning And Design: development process, feasibility studies, space allocation programme, operational criteria, budget, preliminary schedule, site design, Hotel design, guest rooms and suites, lobby, food & beverage outlets-function areas, recreational facilities, back areas.

Unit – V

2hours

Food Service Planning And Design: concept development, feasibility, regulations, planning layout, receiving areas, storage areas, kitchen, office space, sample blue print.

**BHM 723: PART II ENVIRONMENTAL STUDIES & FACILITY PLANNING
(Environmental Studies)**

Unit - I Introduction**1hours**

What is Environment, Why Environmental Science, Global Environmental Problems, International Efforts for environmental problems, A few concepts –Ecosystem, Carrying capacity, Ecological foot print, Carbon footprint, Tragedy of the commons, Resource Depletion, Corporate social responsibility – CSR, Environmental Ethics , Environmental impact of tourism & hospitality

Unit - II Environmental management system EMS**3hours**

Stages in the Implementation of EMS, EMS Certification, Procedure of EMS, Industrial ecology, Pigouvian taxes, Green marketing, Ecolabeling, Steps to Successful Implementation of an EMS in a Hotel.

Unit - III Solid and hazardous waste management**2hours**

What is solid waste, Kinds of Wastes, Sources of waste, Types of Hotel wastes, how is waste collected and disposed off, what are land fills, Problems off landfills combustion/Incineration Waste to energy –WTE, Solution to solid waste problem, Integrated Waste Management- IWM, Some ways of reusing solid waste, Definition of hazardous wastes, Chemical's contribution to mankind, Hazardous Materials (HAZMAT) , Cost-effective alternatives to hazardous chemicals , Transboundary transport of wastes, Case studies

Unit - IV Energy and waste conversion**1hour**

Energy Conservation Management , Clean Energy – solar, wind, water, Biogas generation Sustainable Energy, Energy-saving Tips for the Hospitality Industry, Cogeneration- Combined Heat and Power generation - CHP , Waste to energy –WTE, Case Studies

Unit - V. Water**2hour**

Water and its availability, Water pollution, Detecting Pollution, Sewage treatment , Water Management, Rain water harvesting, Water Saving Tips for Hotels and Motels, Case Studies

Unit - VI. Ecofriendly product purchase**3hour**

What is ecofriendly?, Responsibilities of a Purchasing manager, Knowledge and skills required for a Purchasing Manager , Criteria for ecofriendly purchasing, Eco-Friendly Products, Purchasing Recycled Products

Unit - VII. Indoor air quality and external emissions**4hour**

Indoor contaminants. , Outdoor contaminants, Sick Building Syndrome, Problems that threaten air quality , Ventilation, Indoor Air Pollution and Health , Improving Indoor Air Quality , LEED certification, What is external air emission?, Consequences of external air emissions, Case Studies

Unit - VIII. Noise**1hour**

What is noise pollution?, Causes of Noise Pollution , Effects of Noise Pollution , The Hotel Industry's Contribution to Noise Pollution, Remedial measures , Case Studies

Unit - IX. Ecotels**3hour**

What is an Ecotel?, Requirements for ecotels, Case studies

Unit - X. Health and safety in hospitality industry**1 hour**

Specific hazard management, Drugs and Alcohol, Electrical Safety, Tobacco Smoke, Hazardous Substances, HIV and Other Blood Borne Pathogens, Manual Handling, Noise, Pest, Security issues, Slip, trips and falls, Stress and fatigue, Violence and Aggression, Ultraviolet (UV) Radiation, Reception, Ground Keeping, Housekeeping, Kitchen, Food Preparation, Bar/restaurant OHS Legislative Framework, OHS Risk management systems, OHS Issues for Specific Service Areas, Appeal and compensation.

Unit - XI. Spas and traditional medical practices in hospitality industry**1 hour**

Introduction, Reasons for the growth, Risk factors, Spa tourism in India, Ayurveda - The New Treatment for Hotel Industry!, Types of traditional healing treatments, Some Ayurvedic formulations and benefits, *Healthcare accreditation*, Spa cuisine

Learning Activities

Lecture led discussions, Case studies, self assessments, video analysis, role plays, group projects, research papers etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components**Multiple Choice Quizzes (20 Mks)**

This component tests familiarity and understanding the content of the course

Drawing skills with respect to building. (20 marks)

Facility condition assessment on the basis of class conducted, using Blue print etc.

Individual Writing Assignments (20 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

Group Projects (40 Mks): Group projects will involve working with your peers outside of class on a specific project.

Reference:

- Harris, R., & mcdonnell, I. (2011). *Environmental Management for Hotels*, Heineman.
 Saluja, K. (2009). *Building Constructions*. Diamond pocket books pvt ltd.

BHM 724 SUSTAINABLE PRACTICES FOR HOTELS

Course description

One of the new business buzz word is sustainability. People often refer to sustainable issues as green issues or environmental issues but what does it mean for the average hospitality business? The subject incorporates teachings from a sustainable lodging business that is good for the community and has minimum impacts on the environment as well as a business that makes a profit.

This paper offers students an argument for pursuing sustainable business practices to preserve and conserve our resources by having a business socially responsible. Students will be able to learn proponents of sustainable practices which can be critical of small steps taken by lodging business when more could be done. However, the counter argument is that businesses should “just get started” with small steps that are affordable and achieve obvious results and then add to their sustainable portfolio as time passes.

Learning Outcomes

- ❖ Understand various concepts and theories of sustainability issues in hospitality business.
- ❖ Awareness about pursuing sustainable business practices to preserve and conserve our resources
- ❖ Explore sustainable practices and initiatives taken by hotel industry.
- ❖ Understand components of sustainable practices, with respect to Human resource, and operations.
- ❖ Learn about sustainability by understanding small projects & cases which matter most to the core areas of Hospitality

Course Outline

Unit - 1 History of the sustainability movement

05 Hours

Origins of the sustainability movement, Definition of sustainability and its relevance to the world today, Impact of the sustainability movement through the years

Unit - 2 Pressure groups and their role

06 Hours

The need and origins of pressure groups in society, Global Environmental organizations and their impact, Global treaties to address environmental issues

Unit - 3 Sustainability and management

04 hours

Sustainability as a core management principle, Sustainable principles in marketing, Customer relations and its co-relation to sustainability

Unit - 4 Social and economic ramifications of sustainability

06 hours

Effects of sustainability on local communities, Strategies to minimize negative impacts of growth, Human resources and sustainability

Unit - 5 Sustainability and cultural heritage**06 hours**

Effects of sustainability on cultural heritage, Strategies to minimize negative impact on aspects of cultural heritage of a region, Differences of cultural heritage norms around the world.

Unit - 6 Environmental degradation and sustainability**10 hours**

Conserving resources, Reducing pollution, Conserving biodiversity, ecosystems, and landscapes.

Unit -7 Field study of practical applications of sustainability**8 hours**

Application of sustainability across industries – case studies, Barriers to sustainability practices, Financial impact of sustainability and strategies to mitigate them

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components***Case study (20 Mks)***

This component tests practical applications of sustainability and management.

Moodle Assignments (20 Mks): Students are required to follow the instructions given by the instructor and complete the work online in the course' Moodle page.

Individual Writing Assignments (20 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing.

Group Projects (40 Mks): Group projects will involve working with your peers outside of class on a specific project. It gives the opportunity to apply what is learnt theoretically about sustainability management and to work in teams with a deadline.

References: Any recent editions of Organizational Behavior Textbook

Kubo, A. (2009). *The sustainable of Coastal Tourism*. Lap hambert Acad. Pub.

Ghosal, S. (2011). *Hotel Engineering*. Oxford University Press.

Swain, S.K., & Mishra, J.M (2012) *Tourism Principles and Practises*. Oxford University Press.

BHM 725 SPECIALIZATION PRACTICALS

The students can select any one of the featured. They would specialize on any of the following areas of the hospitality industry.

Sl. No	Specialization Practical's Hotel Management (HM)
1.	Front Office
2.	House Keeping
3.	Food & Beverage Service
4.	Food Production
5.	Bakery and Confectionary

BHM 725 A: FRONT OFFICE

Course description

Covers various information on different management system in the hotel front office; examines inter departmental communication, computer applications, managerial reports, a review of future trends and decision making skills using front office information SYSTEM.

LEARNING OUTCOME

- The specialization will lead students to jobs at front office areas.
- The students will become confident to handle various critical situations at the front office area.
- The leadership qualities required by a manager are tested and only merited one's pass through these.

COURSE OUTLINE

UNIT - I **8 hour.**
Comprehensive case studies: Crimes in Travelers Cheques, Extra occupant in the room at odd hours, Fire on the floor, Overbooking, Murder in room, Fire on the floor, Bomb scare.ect

UNIT - II **8 hour**
Business communication: Sales letters, Special rates agreement, letter informing tariff change, Loyalty programme membership offer, Interdepartmental communication. Telecommunication, E-communication

UNIT - III **6 hour**
Hotel Industry Competitors Analysis: Product knowledge, Business Profile, Management Strategy, SWOT Analysis – of Branded 3, 4&5 star hotels in Bangalore.

UNIT – IV **8 hour**
Front Office Statistics: Different types of budgets, Marketing and sales statistics, Front office related graphs, Segmentations.

UNIT – V **6 hour**
Reservation Systems
 Content of hotel websites, essentials of PMS operation, essentials of GDS operation, Search engines of hotels, function of systems manager.

UNIT – VI **8 hour**
HR Policies
 Performance appraisals, disciplinary action, different types of training programmes, interview proceedings, selection and recruitment procedures practiced by hotel groups.

UNIT - VII**8 hours****Front Office Calculations:**

Occupancy %, revpar, ARR, forecasting, overbooking, guest folio calculations, Hubbart's formula application, hotel balance sheet analysis, yield management, market share calculations, room occupancy management formula and calculations.

UNIT - VIII**8 hours.****Front Office management skills:**

Hotel brand building, business promotion strategies, controlling and motivating staff, complaint handling skills, surprise checks of cash and guest folios, crisis management, quality control, government officials handling, guest protocol extending, public relations, personalized service, room inventory, equipment inventory, security measures.

Learning Activities

Lectures, Role plays, demo, mock setups, discussions Field trips, group activities , case studies ect.

CIA Components

1. Internal assessment (10)

This will depend on an individual's active participation in the class, attentiveness and response to instructions given.

2. Mock Practicals / evaluation pattern (25)

At the end of the semester there will be a mock practical session conducted. This will cover all the sessions conducted in practical .Student will be evaluated on an Individual performance basis. The students will have to submit a Minimum 50 pages project on any topic related to Front office and also present the same to an external panel. They would be advised to meet Industry experts and collect data and suggestions for the same.

3. Assignment. (15)

The students will be divided in groups and topics for discussion will be assigned for each group to exhibit in each practical class. They would be assessed on the group dynamism, methodology, innovation of ideas and knowledge dissemination.

Extra inputs will be provides with field trips ,Industry experts and pep talks to help the students find the right career path.

Books Recommended:

Any book related to Front Office or as recommended in the Theory papers.

Websites related to the Hotel Industry.

BHM 725 B HOUSEKEEPING SPECIALIZATION.

Course description

This paper is offered as a tool to learn the managerial abilities what are required by final year students before they join the industry operations. It mainly deals with the different areas where the complete knowledge is required to start the operations in hotel housekeeping department.

Learning outcomes

This paper sets the base for students to learn more about the set up of the department and sets the foundation for learning the managerial skills in handling operations.

Course Outline

Unit – 1 new property operations 12 hour

_ enumerate the task involved in setting up HK department in a soon-to-be-opened property
 _ responsibilities of HK department
 _ planning and organizing staff, material resources and HK procedures for a new property

Unit – 2 budgeting for housekeeping expenses 12 hour

(Recycled and non recycled inventories)Types, budgeting and controlling expenses,
 Inventory and stock taking, purchasing procedures, income statement.

Unit – 3 Vendor Management 14 hour

Study of the various supplies with regards to linen, amenities, and other vendors attached to the housekeeping dept.

Unit - 4 Environmental Management 12 hour

(Case study of an ECOTEL and ECORESORT)
 Eco friendly concepts, ways we can help save our planet

Unit -5 Human Resource Management in Hotel Housekeeping 10 hour

Functions of HR management, motivation, time and motion study

Learning activities

Discussions, field study and visits, assignments based on visit, Short cases and Analysis of the market on the short cases, etc.

References:

- Branson, J., & Lennox, M., (2009). *Hotel, Hostel & Hospital House Keeping*, ELBS
 Hurst, R., (2008). *House Keeping Management for Hotels*. Heinemann Publication.
 Jones, M., (2010). *Professional Management of Housekeeping Operations*. Wiley Publications
 Schneider, T., (2009). *The Professional Housekeeper*. VNR

BHM 725C PROESSIONAL ELECTIVE FOOD & BEVERAGE SERVICE

Course description

To teach and train the knowledge and skills, necessary to meet the requirements of the Industry, occupational skill standards for understanding food and Beverage in its complete entity. The students should also have the basic core competency in one particular field of the specialization, to prepare them for their interviews.

Learning outcome

- Be proficient in all managerial aspects of a food and beverage department
- Be proficient in all managerial aspects of a freestanding pub or restaurant.
- Be proficient in drafting operating Food and Beverage policies concepts.
- Developing Food and beverage marketing plan.
- Establishing potential Food and beverage costs.

Course outline

Keeping in mind demands of the Hotel industry and its ancillaries, the following avenues can be explored:

60 hours

1. Wine Education(through Vineyard visits, winery visits, promotions, appreciation seminars)
2. Beverage Education(through retailing, appreciation, higher studies, appreciation, etc)
3. Service retailing(restaurant service, outlet promotions, floor promotions, etc)
4. Sales and Marketing(restaurant, banquets, ODC, college initiatives)
5. Event Management(higher studies, on the job training, MICE concepts)
6. Other Vocations(flights, industrial, hospitals, etc)

Learning Activities

For the above, my suggestions would be

1. A discussion with the specialization students on their of interest.
2. Involving industry experts to see the viability of the specialization of the topics and its implementation.
3. For each one of the above chosen specialization, the student should prepare and submit a weekly or fortnightly case study and report, based on the nature of his topic.
4. The report to be validated by the organization that he is associated with, and the faculty guide routed through the training co-coordinator.
5. 5 students for each subject faculty are ideal.
6. Three days a week of on the job training can be looked into.
7. The marks or the credits to be allotted.

Reference:

Andrews, S. *Food and Beverage service training manual*: Tata mcgraw Hill

Fuller, J. *Modern Restaurant Service*: Hutchinson

Lillicrap, D., & Cousins, J.A *Food and beverage service*: Edition 7 ELBS Delhi

Varghese, B. (2010). *Food and Beverage service management*

Berberoğlu, H., & Berberoğlu, H. (1984). *The world of wines, spirits, and beers*. Dubuque, Iowa: Kendall/Hunt Pub. Co.

Lillicrap, D. R. (1994). *Food and beverage service*. London: ELBS.

Coltman, M. M. (1989). *Beverage management: Product knowledge and cost control*. New York: Van Nostrand Reinhold

Burroughs, D., Burroughs, D., Bezzant, N., & Wine and Spirit Education Trust. (1993). *The new wine companion*. Oxford: Published on behalf of the Wine and Spirit Education Trust.

Stevenson, T., & Sotheby's (Firm). (2001). *The new Sotheby's wine encyclopedia*. New York: DK Pub.

BHM 725 D – ADVANCED CULINARY OPERATIONS

Course description

Course is designed to present the history, philosophy and chemical theory of food and cooking. An emphasis on classical and current scientific theories provides the student with a solid understanding of food chemistry. Evolution of food and cooking styles gives an in-depth foundation for the understanding of modern cuisine. Philosophy of food and eating provides the student with insights into the development of food as an art form.

Learning outcome

- Anticipate and manage labor and food costs to operate an economically sustainable establishment.
- Apply the principles and practices of sustainability to respect heritage, the process and the health of the planet for future generations.
- Apply and use basic techniques and culinary skills to create great food.
- Manage processes and procedures to function effectively in a working food production environment.
- Seek opportunities for continual learning in pursuit of mastery in the culinary field.
- Demonstrate an enhanced understanding of the interrelationship of culinary knowledge to other disciplines.

Course outline

Practical Syllabus

60 hours

Continental - Demo and theory and hands on practice on basic classic sauces, stocks, (brown stock, fish stock and other sea food stock,) meat glaze, reductions (red wine reduction, pepper reduction, garlic reduction, etc.

Butchery demos and hands on workshop-cuts of fish, lamb, beef, poultry. Recognizing various cuts and cooking methods of various cuts of meat and fish .Basics of European cuisine, ingredient identification, and European cheese tasting. Cooking methods.

Indian cuisine-Ingredients and basics of Indian cuisine, Gastronomy of Indian cuisine.Basic gravies, curries, masalas.Regional Indian cuisine-popular menus covering all states.Ingredient identification and their brief history

Visits - Visits to food processing industry, cheese factory, whole sale markets, organic farms, fishing units and as many related industries.Visits to restaurants and food tasting.

Reference:

J. Inder Singh Kalra, Allied Prasad – *Cooking with Masters*,
 Philip E.Thangam, Orient Longman *Modern Cookery (Vol-I) For Teaching & Trade*,
 Paul Hamlyn Larousse *Gastronomique-Cookery Encyclopedia*,
 Escoffier *The Complete Guide to the Art of Modern Cookery*,

BHM 725 E – ADVANCED BAKING SCIENCE AND PATISSERIE OPERATIONS

Plan of action

The specialization in bakery and confectionery is based on the menu the student prepares and come. The process happens on three days. The chef who handles the specialization will prepare the duty Rota and will be put on the last day of the week. The duty Rota is prepared by the student instructor in consultation with the chef in-charge. Rota includes the students in operation, two in the stores and restaurant set- up. The students in operation will submit their indent and menu to the chef in charge on Mondays and in consultation and control process the last approved menu will be sent the stores in-charge. The students in charge of the stores will in turn make the consolidated indent and will submit it to the store manager. With the help of the store's manager the necessary ingredients the students intended, will be dispatched on Tuesday at three. Receiving the ingredients the students can start their mis-en-place according to their envisioned plan. Wednesday is the execution. The chef in charge will ensure the quality and authenticity and will also teach them the right way of the preparation.

Rate report and recipe costing

It is the report a student makes to understand the different procedures in the stores, as an aspiring chef one has to know the stores which is the heart of any baking science enterprise. The recipe costing will help the student to know the cost per product they made, the yield management and Aspects of stores management in a smaller way. More than that they assume to be managers or acting as a controller and a store keeper.

Restaurant set up

The set up is based on the theme the students select. This gives them a chance to be a future entrepreneur who designs his or hers restaurant.

Chef Instructor

Chef instructor will be handling the class for the juniors in presence of the chef. This will give them a chance to in act as a chef doing briefing, de- briefing, bakery and confectionery management, cleaning and sanitization, stores etc. They prepare the indent counter signed by the chef and sent it to the stores.

Reference:

Suas, M. (2010). *Advanced bread and pastry*. New York: Delmar Cengage Learning

**BHM 726: SPECIALIZATION RESEARCH PROJECT CORE SUBJECT
(FP/F&BS/HK/FO) RELATED****Course description**

Project-based learning is an instructional method that provides students with complex tasks based on challenging questions or problems that involve the students' problem solving, decision making, investigative skills, and reflection that includes teacher facilitation. Study is focused on questions that drive students to encounter the management concepts and principles of a subject in a hands-on method. Students form their own investigation of a guiding question, allowing students to develop valuable research skills as students engage in design, problem solving, decision making, and investigative activities.

Course outline**Unit - I** Purpose of Project

The project is intended to serve the student develop ability to apply multidisciplinary concepts, tools and techniques to deal with the operational problems related to core areas of the hospitality industry.

Unit – II Type of Project

The project may be one of the following types: Comprehensive case study, Inter-Organizational study, Field study (Empirical study).

Unit –III Project Supervision

Each project shall be guided by a supervisor duly appointed by the department/coordinator.

Unit – IV Project Proposal (Synopsis)

Synopsis of the project should be prepared in consultation with the guide and submitted in the department. The synopsis should clearly state the objectives and research methodology of the proposed project to be undertaken. It should have full detail of the rationale, description of universe sampling, research instruments to be used, limitations if any and future directions for further research etc.

Unit – V Project Documentation

Project report should be properly documented and will include, Executive summary, Research design & Methodology, Literature review, Data collection and Analysis, Conclusions and recommendations and Bibliography.

Unit – VI Project Submission

Final draft of the project should be submitted in the department duly certified by the concerned guide.

Unit – VII Project Presentation &Evaluation

Formal presentation and evaluation of the project before internal panel constituted by the department/coordinator.

Learning Activities

Industry experts' sessions, Fortnightly reports on chosen area, Shadow training with Hotels, short cases and discussions. Report on shadow training is also implemented.

Assesment criteria:

The individual subject teachers are responsible for the student's specialization assessment.

SEMESTER VIII

BHM 822 HUMAN RESOURCE MANAGEMENT FOR HOTELS

Course description

The hospitality industry in India has recently emerged as one of the foremost contributors to the service sector, help the country transition from a manufacturing sector driven economy to a services sector-driven economy. Despite tumultuous market conditions, the services sector has recorded a steady growth and the economy has witnessed an upswing in the number and range of international hotel chains that have begun operations in India. The whole dynamics of the hospitality business is changing at a furiously rapid speed. To sustain this growth in the hospitality industry, it is crucial to source a talented manpower, and for doing so, human resource management in the hospitality industry plays an important role for many compelling reasons.

Learning Outcomes

1. Understanding the practical aspects of HRM in the hospitality industry.
2. A holistic view of the subject by taking into account all aspects of organizational behavior
3. Specific laws related to the hospitality industry
4. Understanding different inherent characteristics of the service industry, challenges faced by HR professionals in the industry also various competencies required by today's HR professionals to deal with the emerging business concepts
5. Integrated behavioral dynamics with HRM discourse
6. The course throws light into Recruitment and selection process, training and development, performance appraisal, employee motivation, compensation and benefit management, job satisfaction, organizational conflict, disciplinary action etc...

Course Outline

Unit – I

5 hours

Evolution Role and Status of Human Resource Management in India – Structure and Function of Human Resource Management – Systems View of HRM.

Unit – II

7 hours

Manpower Planning – Concept, Organisation and Practice, Manpower Planning Techniques – Short-Term and Long-Term Planning.

Unit – III

9hours

Recruitment and Selection – Job Analysis – Description – Job Specification – Selection Process – Tests and Interviews – Placements and Induction.

Unit – IV

4hours

Performance Appraisal – Purpose – Factors Affecting Performance Appraisal – Methods and systems of performance appraisal – Counselling.

Unit – V**8hours**

Training and Development – Need and Importance – Assessment of Training Needs – Training And Development of Various Categories of Personnel.

Unit – VI**4hours**

Career Planning and Development – Career Counselling – Promotion and Transfers – Retirement and other Separation Process.

Unit – VII**4hours**

Wages and Salary Administration – Development Sound Compensation Structure – Regulatory Provisions – Incentives.

Unit – VIII**4hours**

Grievance Handling and Discipline – Development Grievance Handling Systems – Collective Bargaining –Managing Conflicts.

Learning Activities

Lecture led discussions, case studies, self assessments, role plays, group projects, research papers, note book evaluation, self study etc

Assessment

Grading in the course will be dependent on CIA's (20%), midterm (25%), end term (50%) and attendance (5%). CIA's are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA Components**Individual Writing Assessments (10marks)**

The idea is to develop the self research and writing skills of the students. They are evaluated on the effort taken, concept understanding, delivery, research modes (APA style referencing etc)

Group Case Study Presentation (10Marks)

Group is identified and the case study pertaining to the subject is introduced and the group has to come up with presenting the case. They are evaluated on the delivery, concept creation and understanding, leadership ability, role play etc

Discussion Forums (10Marks)

The real life cases are put forward for discussion and students are evaluated on the delivery, participation, promptness, leadership ability etc

Note book evaluation and attendance (10 Marks)

The way a note book is maintained talks about the interest of the student in the subject and also it shows the discipline. The writing skills are important as it creates a corporate discipline, and more importantly it helps to assess the students attentiveness in the class also. Timely note submission, sudden audit etc also is considered to be a good source of evaluating students.

Prescribed Texts

Biswas, L. (2012). *Human Resource Management in Hospitality*. Delhi: Oxford University Press

Monappa, A. (2002). *Personnel management*, Tata Mcgraw Hill

Rao, S. (2002). *Personnel and Human Resource Management*. Delhi: Himalaya Publishing House

BHM 823 BRAND MANAGEMENT

Course description

Knowledge about brand management has become increasingly important for companies around the globe. The purpose of this course is to provide a thorough understanding of branding processes in the 21st century. The role of brands and branding will be examined both from a managerial and a consumer perspective. More specifically the course will outline the history of branding and review current frameworks that guide managers how to build strong brands in the marketplace. Examples of managerial issues that will be covered include concepts such as brand equity, brand identity, corporate branding, brand extensions, and co-branding.

In order to build brands successfully, it is of key importance to have a profound understanding of the roles brands play in consumer cultures. Therefore, in the second part of the course, consumers and their behavior with regard to brands will be examined. Examples of consumer issues include consumer brand relationship, consumer identity construction, and brand communities.

With the rapid development of the Indian consumer culture, presence on this market is highly desirable for many companies around the world. In the final part of the course, brand management issues on the Indian market will be examined. Themes that will be covered in this section concern the emerging branding in India including issues of naming and designing brands for the Indian market. The process involved of brand building; the concept of positioning; targeting, USP; how do you track brand health – what are the key brand health parameters.

Learning Outcomes

- Demonstrates clear understanding of the brand and the brand strategy.
- Critically review brand management theory
- Analyze different foundations that are used to value brands
- Formulate, evaluate and justify brand development decisions
- Critically evaluate the role of the marketing mix in supporting successful brands
- Understanding brand health
- Demonstrate creativity and inventiveness

Course outline

Unit 1: Introducing the Brand Concept

8 hours

Introduction: Marketing/ Brand Management overview -The history of Branding and its current importance, Identify the definition of a brand- the brand proposition / positioning; difference between the two. Common branding terms with their descriptions. Characteristics of an effective brand name or brand mark. The metaphor of a brand as a person – physical attributes (logo, packaging, form, quality) and personality attributes (brand imagery & user image). Case studies of successful Indian brands will be discussed.

Unit 2: Branding Responsibilities **10hours**

Identify common brand personnel responsibilities. Brands and Brand Management, Brand definition and management process, Brand equity, creating a sub Brand- brand extensions, product extensions.

Unit-3: Brand Positioning and Values **05 hours**

Stages of the consumer adoption process in branding

Unit 4: Strategic Branding Options **10hours**

Identify the types of brands. Select branding strategies, Identify the guidelines for creating a strong brand, Application guidelines for creating a strong brand.

Unit 5: The Brand Inventory **08hours**

A current, comprehensive profile of how all products and services are marketed, branded, and sold by a company, Identify all brand elements (logos, symbols, characters, packaging, slogans, trademarks). Identify the inherent attributes of the product/idea/service, (pricing, communications, distribution policies, other relevant marketing activity) Profile direct and indirect competitive brands for points of parity and points of difference. And how each of these impact the brand., The basis for current brand perceptions, The consistency and continuity of marketing programs , Perceptions of line and product extensions by customers and the distribution channel The Brand Exploratory, an investigation of consumer knowledge of the brand, awareness, and the strength, favorability, and uniqueness of associations (category, use, brand promise...)

Unit-6 **04 hours**

Case Studies - Relevant case studies will be discussed in classes under the modules mentioned.

Learning Activities

Classroom teaching with discussions, Case studies, , self assessments, video analysis, role plays, group projects,

Assessment

Examination and grading

Classroom participation 20 %

Case Study 10 %

Group presentation and written report 10%

Individual written exam 10 %

CIA components

Classroom Participation

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do participate well.

Case Study (10 Mks): The purpose of case study is the active participation in the class and developing analytical and critical thinking on various topics of the course. This is achieved through regular note-taking, add insights from your related library and online research, write case study answers and other reports assigned by the instructor. The grading will be on the basis of relevant content, depth of analysis, grammar, spelling, and neatness.

Group Discussion and written Reports (10 Mks): To continue our classroom discussions and share your relevant insights, the instructor would start some class discussion on the course. You are required to contribute to the discussion by your original ideas. You are required to submit a written report on the discussion held. Copy & Paste from any source is strictly forbidden. It should contain a minimum of 150 words and comments by others on your report (if any) is encouraged, then it should have a minimum of 75 words. Grading will be on the basis of quality of the reflections.

Individual Writing Assignments (10 Mks): An objective type written exam of 15 questions ,out of which the students have to answer any 10 will be given, to check the progress made on the modules covered.

Prescribed Text and Reference

Brad,V.(2007).*Branding*(1st ed.).Jaico

Harsh,Verma.(2006).*Brand Management*(2nd ed.).Excel Books

Tide,H.(2008).*Brand Management*(2nd ed.).Routledge

Kirti,D.(2012).*Brand Management,Principles and Practices*(1st ed.).OUP

BHM 824 PART I STRATEGIC MANAGEMENT & REVENUE MANAGEMENT (Strategic Management)

Course description

This paper is offered as a main course in the eighth semester. The course gives participants a general management perspective and facilitates understanding of the concept of strategy, strategic process and its impact on functional, divisional and corporate levels.

Learning outcome

- To enable the students acquire an understanding of the concept and meaning of strategy, its development and implementation.
- To give the students an insight of how different firms across industries take strategic decisions.
- To help students understand the strategic drive in multinational firms and their decisions in different markets.
- To enable the students to gain a knowledge of risks associated in strategic decision-making and also turn around loss-making companies

Course outline

Unit - I Introduction and overview of strategic management 2 hours

Nature and Scope - Elements in Strategic Management Process - Understanding strategy development process in organization and the learning organization - Role of managers at various levels - Vision, mission, values, ethics and social responsibilities - Strategic groups including the five forces model and its limitations - Benefits of strategic approach to managing - Crafting a strategy

Unit - II External and internal environment 3hours

National & global scenario - SWOT analysis - Competitive advantages and generic building blocks - Durability of competitive advantages

Unit - III value chain concept and analysis 3 hours

Superior efficiency, quality innovation and customer responsiveness - Competitive strategy at function level, business level & investment level-Strategy in fragmented industries, matured industries in global context

Unit-IV Integration, diversification, mergers and acquisitions 3 hours

Upstream and downstream integration - Related and unrelated diversification - Business alliances, acquisitions and joint ventures in Indian and international context - Pursuing competitive advantage by competing globally - Competing in emerging foreign markets - Strategies for local companies in emerging markets

Unit -V Strategic Change Management 3 hours

Turn around Management and management of strategic change including sbus, *Restructuring politics, power and conflict - Core competence as a tool*

Unit – VI Strategies**4 hours**

Training strategy to fit specific company and industry situations - Strategies for competing in emerging industries of the future - Strategies for competing in turbulent markets - Strategies for maturing, declining, fragmented week and crisis ridden industries

Unit - VII Implementation and Control**4 hours**

Corporate culture and leader ship - Designing organization structure
Strategic control systems - Matching structure and control

Unit -VIII Current issues of strategic management**5hours**

Global issues of 21st century - Strategic Audit - Issues in Non-profit Organizations
Managing Technology & Strategy - a Perspective

Learning Activities

Classroom teaching with discussions, Case studies, self assessments, video analysis, role plays, group presentations

Assessment

Examination and grading

Classroom participation 20 %

Case Study 10 %

Group presentation and written report 10%

Individual written exam 10 %

CIA components**Classroom Participation (20 Mks)**

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do participate well.

Case Study (10 Mks): The purpose of case study is the active participation in the class and developing analytical and critical thinking on various topics of the course. This is achieved through regular note-taking, add insights from your related library and online research, write case study answers and other reports assigned by the instructor. The grading will be on the basis of relevant content, depth of analysis, grammar, spelling, and neatness.

Group Discussion and written Reports (10 Mks): To continue our classroom discussions and share your relevant insights, the instructor would start some class discussion on the course. You are required to contribute to the discussion by your original ideas. You are required to submit a written report on the discussion held. Copy & Paste from any source is strictly forbidden. It should contain a minimum of 150 words and comments by others on your report(if any) is encouraged should have a minimum of 75 words. Grading will be on the basis of quality of the reflections.

Individual Writing Assignments (10 Mks): An objective type written exam of 15 questions ,out of which the students have to answer any 10 will be given, to check the progress made on the modules covered.

Prescribed Text

Sadler, P. (2003). *Strategic management* (2nd ed.). Sterling.

Charles, W., & Gareth, R. (1998). *Strategic management theory* (3rd ed.).

John, A., Richard, B., & Amita, M. (2008). *Strategic formulation* (6th ed.). Tata McGraw-Hill

BHM 824 PART II STRATEGIC MANAGEMENT & REVENUE MANAGEMENT (Revenue Management)

Course description

Revenue Management is an important tool in the modern hospitality business and an effective solution to a successful business venture. The objective of this subject is to empower the student to learn the basics of managing revenue, the sources, and the process of understanding, anticipating and influencing consumer behavior in order to maximize revenues or profits from a fixed perishable resource.

Learning Outcomes

- ❖ Understand various concepts of Revenue Management.
- ❖ Able to understand and implement various practices of revenue management techniques in the hospitality industry.

Course outline

Unit 1 Introduction to Hotel Revenue Management

4 hours

What is Hotel Revenue Management, A Management Approach, A View of Revenue Strategic Levers and Components of Hotel Revenue Management, Making Duration More Predictable , Controlling Price, Seeing the Whole Picture

Unit: 2 Forecasting and Availability Controls in Hotel Revenue Management

4 hours

Creating a Forecast, Accurate Forecasts Count, Forecasting Step by Step, Forecasting for Markets and Groups, Forecasting Error, Controlling Availability, Rate Recommendations, 2. Length of Stay

Unit: 3 Pricing strategy and distribution channels in Hotel revenue management

4 hours

Managing Price, Why Does Price Matter , Optimal Price Mix, Rate Fences, Pricing Issues and Strategies , Perceived Fairness, Distribution Channel Management

Unit: 4 Overbooking Practices in Hotel Revenue Management

04hrs

Overbooking Practices, The Problem of No-Shows, Forecasting No-Shows, Developing an Overbooking Policy, Group Management, Group Management Decisions, Calculating Group Rates, Group Forecasting

Unit: 5 Non-Traditional Applications of Hotel Revenue Management

04hrs

Total Revenue Management, Hotel Revenue Management , Refining Revenue Management , Extending Revenue Management, Revenue Management Applications, Analyzing a Revenue Management Baseline, Building Revenue Management Strategies, A Case for Revenue Management

Learning Activities

Lecture led discussions, Case studies, Journal writing, self assessments, video analysis, role plays, group projects, research papers etc.

Assessment

Grading in the course will be dependent on cias (20%), Mid Term (25%), End Term (50%) and attendance (5%). Cias are opportunities to engage in the course and learn continuously as the course progresses, and will have multiple components.

CIA components

Multiple Choice Quizzes (20 Mks)

This component tests familiarity and understanding the content of the course. Students who regularly attend classes and read the text and other relevant materials will be able to do well in the Quiz.

Moodle Discussion Forums (10 Mks): To continue our classroom discussions and share your relevant insights, the instructor would start some online discussion in the course' Moodle page. You are required to contribute to the discussion by your original ideas. Copy & Paste from any source is strictly forbidden. Original posts should contain a minimum of 150 words and comments to others posts should have a minimum of 75 words. Grading will be on the basis of quality of the reflections.

Individual Writing Assignments (20 Mks): The objective is to develop writing and research skills of the students. You are required to follow APA format for any referencing. General rubrics for assessing essays will be followed for grading purpose.

Group Projects (40 Mks): Group projects will involve working with your peers outside of class on a specific project. It gives the opportunity to apply what is learnt about OB and to work in teams with a deadline.

Prescribed Text

Hayes, D.K., & Miller A.A. *Revenue Management for the Hospitality Industry*. Tata McGraw-Hill

Kimberly, A.T. (2008) *Introduction to Revenue Management for the Hospitality Industry*: Trevor Stuart-Hill

BHM 825 ETHICS IN THE HOSPITALITY INDUSTRY (ABRIDGED SYLLABUS)

Course description

In the decades to come, graduates of Hospitality Management Programs will increasingly be the men and women who set the ethical standards.

This subject focuses and gives students a sound footing in ethical decision making that will in turn touch all those who work for them in the future.

Learning outcomes

The focus is on the ten Ethical Principles –

Honesty, Integrity, Trustworthiness, Loyalty, Fairness, Concern and Respect for others, Commitment to excellence, Leadership, Reputation and Morale, and Accountability.

Course Outline

Unit 1 Ethical Principles for Hospitality Managers

05 Hours

Honesty, integrity, trustworthiness, loyalty, fairness, concern and respect for others, commitment to excellence, leadership, reputation and morale, accountability.

Unit 2 Ethical Theories and Decision Making

05 Hours

Consequentialism versus Nonconsequentialism, Bad Decisions, Cheating at Golf, Avoiding Negative Consequences, Analyzing cases-- *Analysis, Ethics Analysis, and case Analysis Model.*

Unit 3 Ethics and Food Service Management

05 Hours

Managing Diversity in Foodservice, Work Ethics, Foodservice Worker Safety, Food-borne Illness and Food Safety, **a)** Case study on Foodservice and Analysis, The ethics of Purchasing, ethical principles violated by this decision and other decision options. **B)** Case study on purchasing and receiving and analysis, ethical principles violated y this decision and other decision options.

Unit 4 Ethics in Beverage and Bar Management

05 Hours

The Bar, Alcohol and the Hospitality Industry- Case Study and analysis of possible Consequences, ethical principles violated y this decision and other decision options.

Unit 5 Ethics in Rooms Division Management (Housekeeping)

06 Hours

Housekeeping- Hiring and supervising a diverse workforce, Case study Of Housekeeping Department at ABC Inn- state the problem, identify stakeholders, and Analysis. Ethical principles violated y this decision and other decision options.

Unit 6 Ethics and Front Office Management

09 Hours

Front Office- A) Case study of front desk, state the problem, identifying the stakeholders, Analysis, Ethical principles violated y this decision and other decision options B) Civility, Etiquette- case study and Analysis. Ethical principles violated y this decision and other decision options.

Unit 7 Ethics and Human Resource,**05 Hours**

Supervision, Stress management, Time management, Delegation, A) Case study on Human Resource Management at XYZ and analysis. B) case study on Chain of Command and Analysis. Ethical principles violated y this decision and other decision options.

Unit 8 Ethics and Sales and Marketing**05 hours**

Marketing, Ethics Codes, Principles of professionalism, Case study on sales and marketing at ABC – state the problem and Analysis. Ethical principles violated by this decision and choosing the decision options close the sale.

Learning activities

Students will be presented with situations in the case study where they are required to analyze the actions of specific individuals.

The goal is to make students adept at ethical analysis through hands-on” exercises.

Prescribed Textbook

Jaszay, C., & Dunk, P. (2006). *Ethical decision making in the hospitality industry*. New Jersey: Pearson Prentice hall.

References

- Gensler, J. J. (1998). *Ethics: A contemporary introduction*. New York: Routledge.
- Hesselbein, F. (1997). The power of civility. *Leader to Leader*, 5, 6-8.
- Wagner, E. B. (2001). Good manners are good for business. *The Business Journal of Phoenix*.
- Martin, R. J. (1998). *Professional management of housekeeping operations*. New York: Wiley.
- Singer, P. (1993). *Practical ethics* (2nd ed). Cambridge, UK: Cambridge University Press.
- Coughlan, R. (2001). An analysis of professional codes of ethics in the hospitality industry. *International Journal of Hospitality Management*, 20(2), 147-162.

BHM 826: FINISHING SCHOOL

Course description

One of the objectives of this module is to prepare the students for the Campus / Off- Campus Recruitments and Career Advancements which would likely to take place during this semester it is also essential at this moment to concentrate on the Life Skills Area as it would be helpful for them to start their career.

Learning outcome

- Life Skills
- Negotiation Skills
- Session on Higher Education
- Developing the students in writing the competitive exams.

Reference:

Venkatathnam, C.S., & Srivastva B.K. *Personal Management and Human Resources*, Tata Mcgraw Hill Publishing Ltd. New Delhi
Andrew, S. *How to succeed at interviews*, Tata mcgraw Hill Publishing Ltd. New Delhi

CERTIFICATE COURSES

CERTIFICATE COURSE IN THEORY AND STUDIES OF ALCOHOLIC BEVERAGES (BAR TENDING)

Course description

The courses in the Certificate in certificate course in theory and studies of alcoholic beverages are designed to provide you with the skills you will need to pursue a career in your chosen field. All of our courses are built to challenge you while providing you with industry relevant skills as you learn via multiple interactive methods including text, video etc.

Learning outcome

Manufacturing of spirits, the service sequence, order taking, guest relations and the liability and consumer dimensions of alcohol service. Highlight the specific management opportunities and challenges in managing a bar, lounge, or food service establishment serving alcoholic beverages.

Unit 1 - Introduction 10 Hours

Food & Beverage Industry, Beverages, Merits & Demerits, Classification, History, Production, Styles/Types & Brands,

Unit II - Attributes & Attitudes of a good service personnel 03 Hour

Unit III – Bar 12 Hours

Introduction, Types, Licenses, Concept, Layout, Facilities –Equipments, Staffing, Purchase, Storage- Cellar Management, Pricing, Control Methods – Safety Standards, Sales, Service & Merchandising

Unit IV - Mixology 20 Hours

Styles, Garnishes, Methodology, Classic Cocktails – Innovative, Flairing, Bartending for events, Practical Sessions

Preferred text book

Liilicrap, D., & Cousins. (2009) *J.A Food and beverage service*: ELBS Delhi.

CERTIFICATE COURSE IN BAKERY AND CONFECTIONERY

Course description

The students will develop knowledge and skills in the preparation and storage of Bakery and Confectionery items for commercial units and develop technical know-how in setting up small scale Bakeries.

Learning outcome

The students will acquire knowledge of commodities used in Bakery / Confectionery, the processing they have undergone, their selection, composition, functions, reaction to heat/baking, refrigeration, chilling and freezing, their interaction with each other and storage. They will know the principles of cake making. Fermented goods, pastries, cookies, muffins etc. And their storage. They will gain knowledge of methods of preparing a wide range of icing and their function in Bakery & Confectionery.

Course outline:

Unit - 1 Learn your ingredients All ingredients used in bakery and confectionery	05 hours
Unit –II Techniques in baking Inputs on basic concepts used in bakery and confectionery	05 hours
Unit III Learn your theory on confectionery Theory on desserts and relevant aspects in confectionery	05 hours
Unit IV Basic terms Basic terms in bakery and confectionery	05 hours
Unit V Styles of making cakes, cooking and breads Different methods used in making cakes, cookies and breads	05 hours
Unit vicake making practically Basic sponge cake, nutty butter cake, marble cake, cashew rosemary cake, fig cake, black forest gateaux, chocolate truffle cake, and cheese cakes.	05 hours
Unit VII Cookie making practically Chocolate chip cookie, Danish butter cookie, coconut cookie, salt cookie ,biscotti ,palmiers and sable	04 hours
Unit VIII Breads Soft roll, bread stick dough nuts, introduction to international breads	04 hours

Unit IX Desserts

04 hours

Tira misu, chocolate mousse, mango mousse apple pie, yoghurt flan

Unit X Chocolates home made

03 hours

Rochers

Preferred text book

Suass,M. (2010) *Advanced baking and Pastry* . London: Wiley

CERTIFICATE COURSE IN RESTAURANT OPERATIONS AND MANAGEMENT

Course description

After completion of the course, students have good insight and understanding in hotel- and restaurant operation and management. Students will gain knowledge in how sales affect the hotel and restaurant business. Knowledge and understanding of the relationship between customer satisfaction and customer's loyalty and how this influence managing i the hotel and restaurant business

COURSE OBJECTIVES

- The course objective is to teach the issues of setting-up a restaurant as well as running it successfully. It also deals with all the legalities in terms of licences, costing, planning of layouts, making a menu and design.

COURSE OUTLINE

The course structure will have lectures on the said topics as well as workshops and assignments. Written exam will be conducted at the end of the course along with one CIA.

Unit I The Hospitality Industry –	13 hours
The industry philosophy and branches, Identifying Restaurant structure, The facilities required to start, land, concept, Trends in food and hospitality, Layout planning, design, Pre budgeting, Work plan, Civil work and interiors, Lighting, Water resources, Kitchen design, Restaurant design, Equipment identification, Menu making, Staffing, Marketing, Advertisement, Supplier identification, Stores and control	
Unit II - Food cost and budget control	10 hours
Costing of food and non food, pricing a menu	
Unit III – Licences	10 hours
Government regulations, Sales tax, Labour laws	
Unit IV - Tricks of the Trade	12 hours
What makes a restaurant successful?	

Examination Pattern

CIA methodology, Credit basis, evaluation Weightage and grading

Assesment

Assignments to be submitted by the students every week - Case studies

CERTIFICATE COURSE ON – INDIAN CUISINE

Course Module Description

Catering education has undergone a series of drastic changes over the century and it continues to change keeping pace with the demands of globalization. Catering education today demands new approaches to teaching and new directions for learning. The Basic certificate course opens the door to the adventures of Indian cuisine wherein you will embark on a journey to learn simple but innovative catering methods integrating condiments, herbs and spices into recipes producing a variety of flavors complementing the dishes prepared.

Course Module Objective

To equip the learner with basic knowledge and preparation of popular, authentic and exciting Indian dishes in a step by step method making it easy for beginners.

Course Structure

Unit I - Introduction to culinary basics	5 hours
Introduction to culinary basics, Indian cooking ingredients, spices, herbs, masalas, thickening agents, binding agents, cooking medium, cooking methods, cooking equipments, popular dishes etc.	
Unit II – Introduction to Indian food	10 hours
Introduction to Indian Food. India, with an ancient culture and heritage, has inherited a variety of cuisine-incomparable & unsurpassable	
Unit III – Food culture of India	10 hours
The culture of India refers to the Dharma, beliefs, customs, traditions, languages, ceremonies, arts, values and the way of life of India and its people and connection with food.	
Unit IV – Regional Cuisine	10 hours
Southern and Northern regional cuisine, Impacts in Society.	
Unit V – Snacks	5 hours
Various snacks	
Unit VI – Sweets and Desserts	5 hours
Sweet and Desserts	

Exam Pattern

Objective type paper and practical exam

References:

Rocky, M (2008). *Art of Indian Cookery*, Modern Books
 Inder, S., & Prasad, A .(2010)*Cooking with Masters*,
 Philip, E.T (2008). *Modern Cookery For Teaching & Trade*, Orient Longman

CERTIFICATE COURSE IN QUICK FOODS

Course description

This qualification provides the skills and knowledge for an individual to be competent in a range of kitchen functions and activities that require the application of a limited range of practical skills in a defined context. Students can apply these skills in various hospitality enterprises where quick food is prepared and served, including restaurants, hotels, catering operations, clubs, pubs, cafes, cafeterias and coffee shops.

METHOD OF INSTRUCTION

Through lecture, demonstration and hands on instruction, you will learn all about the basic ingredients, tools, terminology, techniques and recipes for making quick foods in your home kitchen.

COURSE OBJECTIVES

Objectives are:-

To understand the concepts of fast food.

To understand that the food we eat originated in other places and times.

To prepare a range of quick food items.

To evaluate the potential influence of fast-food on our health.

To encourage students to take more responsibility in choosing specific fast-food items or the combination of items.

COURSE TOPICS/UNITS

Introduction to Soup.	10 hours
Definition, Classification, Nutritional developments, Quality points, Importance, Speciality Soups	
Basic Introduction to Breads.	05 hours
Definition, Classification, Types of Breads.	
Accompaniments.	05 hours
Definition, Types, Classical Accompaniments	
Appetizers	10 hours
Definition, Types, Origin and history, Classical Appetizers,	
Salads	05 hours
Definition, Classification, Types, Popular salads, Classical salads, Quality points with few examples.	
Salad Dressings	10 hours
Definition, Types, Miscellaneous	

References:

Rocky, M (2008). *Art of Indian Cookery*, Modern Books

Inder, S,. & Prasad,A .(2010)*Cooking with Masters*,

Philip, E.T (2008). *Modern Cookery For Teaching & Trade*, Orient Longman

