

Demonstration of selected Diagnostic methods:

- i) ELISA
- ii) PCR
- iii) Immunohistochemical Staining
- iv) Quantitation of selected metabolites

Cell based drug screening assays:

Evaluation of drug targets in human cells by growth inhibitory assays.
Analysis of the targets of drugs by signaling pathway specific assays
Anti-inflammatory drug screening assay

Environmental Biology Experiments

1. Isolation of microbes from acidic and alkaline soils.
2. Isolation of microbes from marine environments.
3. Detecting microbes in the aerosols.
4. Detecting microbes in drinking water samples.
5. Isolation of microbes degrading Methyl Orange and Azo dyes.
6. Isolation of bacteria utilizing nitrites.
7. Isolation of microbes degrading Pesticides.
8. Isolation of bacteriophages from sewage.

References:

1. Molecular Diagnostics: (2010) For the Clinical Laboratorian; By William B. Coleman/ Gregory J. Tsongalis;
2. Molecular Diagnostics: (2002) A Training and Study Guide By Gregory J. Tsongalis, William B. Coleman;
3. Molecular Diagnostic Pcr Handbook (2005) Gerrit J. Viljoen, Louis H. Nel, John K. Crowther;

APPENDIX - N

MADURAI KAMARAJ UNIVERSITY
REGULATIONS AND SYLLABUS (CBCS) FOR
B.Sc. HOSPITALITY AND AIRLINE CATERING MANAGEMENT
REGULATIONS

Duration:

The course will be conducted for Three Years under semester Pattern. There will be an examination conducted by the University at the end of every Semester.

Eligibility:

A candidate for admission to B.Sc., Hospitality and Airline Catering Management shall be required to have passed the Higher Secondary Examination conducted by the Government of Tamil Nadu or an Examination accepted as equivalent there to by the Madurai Kamaraj University with a minimum of 35% of marks in Aggregate.

Age:

The maximum age limit to admit a candidate in B.Sc., Hospitality and Airline Catering Management is 25 years and for SC/ST students 3 years of relaxation can be given.

Application of the CBCS Syllabus:

This Choice Based Credit System syllabus will be applicable for all candidates of B.Sc., Hospitality and Airline catering Management admitted from the Academic year 2013-2014 in all affiliated colleges of Madurai Kamaraj University.

SYSTEM OF VALUATION AND EXAMINATION PATTERN

The internal and external marks for theory examinations will be 25:75

The internal and external marks for practical examinations, industrial training report and viva voce & project report and viva voce will be 40:60

The existing pattern of Question Paper for theory examinations will be as follows:

Time: 3 Hours

Maximum Marks: 75

Section A: (10X1=10 Marks) Question No.1 to 10 (Multiple Choice)

1. Two questions from each unit, 2. Four Choices in each question. 3. No. 'None of these' choice.

Section B: (5X7=35 Marks)

1. Answer all questions either (a) or (b)
2. Answer not exceeding two Pages.
3. One question from each unit.

Section C : (3X 10=30 marks)

1. Answer any three out of five
2. Answer not exceeding four pages
3. One question from each unit

Course Structure

Subjects	Course	Hours	Credit
FIRST YEAR			
FIRST SEMESTER			
Part I			
Hotel French – 1 (Theory)	1	6	3
Part II			
English – 1 (Theory)	1	6	3
Part III Core-Major			
Tourism product and service (Theory)	1	4	4
Part III Allied 1:			
Food and Beverage Service-I (Theory)	1	4	4
Food and Beverage Service-I – (Practical) *	--	4	--
Part IV Skill Based Subject			
Principles of Management (Theory)	1	2	2
Emergency Care and First Aid Procedure (Theory)	1	2	2
Part IV Non Major Elective:			
Basic Catering Service (Theory)	1	2	2

SECOND SEMESTER			7	30	20
Part I Hotel French -2 (Theory)			1	6	3
Part II English -2 (Theory)			1	6	3
Part III Core-Major					
Food And Beverage Management (Theory)			1	4	4
Food and Beverage Service- I – (Practical)			1	4	4
Part III Allied 1:					
Customer Care Management (Theory)			1	2	2
Business Communication (Theory)			1	2	2
Part IV Skill Based Subject:					
Geographical perspective of Tourism (Theory)			1	2	2
Basic Accounts (Theory)			1	2	2
Part IV Non Major Elective:					
Hotel Front Office Management (Theory)			1	2	2
			9	30	24

SECOND YEAR

Subjects	Course	Hours	Credit
THIRD SEMESTER			
Part III Core-Major			
Food Production (Theory)	1	6	6
Automation in Airlines ,Tourism and Hospitality industry (Theory)	1	6	6
Accommodation Operations(Theory)	1	6	6
Food Production (Practical)*	--	6	--

Research Methodology (Theory)	1	6	6
Part III Allied :			
Front Office Management (Theory)	1	4	4
Front Office Management (Practical)*	-	2	-
Food and Beverage Service - II (Practical)*	-	2	-
Part IV			
Environmental Studies	1	2	2
Skill Based Subject			
Airline Catering Operations - II (Theory)	1	2	2
	6	30	26
SIXTH SEMESTER			
Part III Core-Major			
Industrial Training Report and Viva Voce	1	5	5
Project Report and Viva Voce	1	5	5
Part III Allied :2			
Front Office Management (Practical)	1	4	2
Skill Based Subject			
Food and Beverage Service - II (Practical)	1	4	2
Part - IV - Value Education	1	2	2
	5	15	20

* All practical examinations will held only in the II/IV/VI semester only

Part III Allied 1:			
Hospitality Marketing (Theory)	1	2	2
Allied 2:			
Airline Catering Operations-I (Theory)	1	2	2
Accommodation Operations (Practical) *	1	2	2
	5	30	22
FOURTH SEMESTER			
Part III Core-Major			
Airlines Management (Theory)	1	5	5
Tour & Travel Business Management (Theory)	1	6	3
Food Production (Practical)	1	2	2
Accommodation Operations (Practical)	1	2	2
Part Allied 1:			
Management Information System (Theory)	1	4	4
Management Information System (Practical)	1	2	2
Part III Allied 2:			
Resort Management (Theory)	1	2	2
Event Management (Theory)	1	2	2
Extension Activities	1	-	1
	9	30	28

Subjects - Based Subject	Course	Hours	Credit
FIFTH SEMESTER			
Part III Core-Major			
Human Resource Management (Theory)	1	6	6
Food and Beverage Service - II (Theory)	1	6	6

SCHEME OF EXAMINATIONS

FIRST YEAR

Exam Duration (Hours)	External Marks	Internal Marks	Total Marks
FIRST YEAR			
FIRST SEMESTER			
Part I Core-Major			
Hotel French - I (Theory)	75	25	100
Part II Core-Major			
English - I (Theory)	75	25	100
Part III Core-Major			
Tourism Product and Service (Theory)	75	25	100
Part III Allied I:			
Food and Beverage Service - I (Theory)	75	25	100
Part IV Skill Based Subject			
Principles of Management (Theory)	75	25	100
Emergency Care and First Aid procedure (Theory)	75	25	100
Part IV Non Major			
Basic Catering service (Theory)	75	25	100

Exam Duration (Hours)	External Marks	Internal Marks	Total Marks
SECOND SEMESTER			
Part I Hotel French - 2 (Theory)			
Part II English - 2 (Theory)	75	25	100
Part III Core-Major			
Food and Beverage Management (Theory)	75	25	100
Food and Beverage Service (Practical)	60	40	100
Part III Allied I:			
Customer Care Management (Theory)	75	25	100
Business Communication (Theory)	75	25	100
Part IV Skill Based Subject:			
Geographical perspective of Tourism (Theory)	75	25	100
Basic Accounts (Theory)	75	25	100
Part IV Non Major			
Hotel Front Office Management (Theory)	75	25	100
THIRD SEMESTER			
Part III Core-Major			
Food Production (Theory)	75	25	100
Automation in Airlines,	75	25	100

Tourism and Hospitality Industry (Theory)	75	25	100
Accommodation Operations (Theory)	75	25	100
Food Production (Practical)*	-	-	900
Part III Allied 1:			
Hospitality Marketing (Theory)	75	25	100
Allied 2:			
Airline Catering Operations-I (Theory)	75	25	100
Accommodation Operations (Practical)*	75	25	100
FOURTH SEMESTER			
Part III Core-Major			
Airlines Management (Theory)	75	25	100
Tour and Travel Business Management (Theory)	75	25	100
Food Production (Practical)	60	40	100
Accommodation Operation (Practical)	60	40	100
Part Allied 1:			
Management Information System (Theory)	75	25	100
Management Information System (Practical)	60	40	100
Part III Allied 2:			
Resort Management (Theory)	75	25	100

Event Management (Theory)	75	25	100
Extension Activities	100	-	100
FIFTH SEMESTER			
Part III Core-Major			
Human Resource Management (Theory)	75	25	100
Food and Beverage Service - II (Theory)	75	25	100
Research Methodology (Theory)	75	25	100
Part III Allied:			
Front Office Management	75	25	100
Front Office Management (Practical)*	-	-	-
Food and Beverage Service - II (Practical)*	75	25	100
Part IV			
Environmental Studies	75	25	100
Skill Based Subject	75	25	100
Airline Catering Operation- II	75	25	100
SIXTH SEMESTER			
Part III Core-Major			
Industrial Training Report and Viva Voce	180	120	300

Project Report and Viva Voce	3	240	160	400
Part III Allied : 2				
Front Office Management (Practical)	3	60	40	100
Skill Based Subject				
Food and Beverage Service - II (Practical)	3	60	40	100
Part IV				
Value Education	3	75	25	100
				1000

* All practical examinations will held only in the II/IV/VI semester only

First year

First semester

PART - I Hotel French- 1 (Credits- 3)

Prescribed Text Book: Rajeswari Chandrasekar, Rekha Hangal, Chitra Krishnan, Le Ninan, Asha Mokashi A Votre Service, Tome I General Book Depot, New Delhi-1999. (with Audio-Cassettes) Lessons 1-6 (Including Information's Culturelles)

SCHEME OF EXAMINATION

Question paper pattern for Hotel French

Paper I: Hotel French I

Section A (10 marks)

I. Question Nos. 1 - 10: Multiple choice questions from civilization part of the prescribed text book.

Section B (5x7=35 marks)

II) Questions Nos. 11-15: Grammar exercises from the prescribed text book. Choice A or B to be given in each exercise (11 at or b.) 7 sentences to be given in each exercise

Section C (3x10 = 30 marks)

III) Answer any three of the following questions:

Question No.16: One seen text for comprehension from civilization 5 questions to be asked.

Question No.17: One seen text for translation.

Question Nos.18-20: Three dialogues to be written based on the prescribed text book.

PART II English (PAPER I) - (Theory) (CREDITS-3)

(Prose, Poetry, Short story, Grammar and Composition)

- Syllabus as prescribed by Madurai Kamaraj University.

Tourism Product and Services (Theory) (Credits-4)

Objectives: To familiarize and to understand the basic concepts about tourism and tourism related activities.

Unit I

Definition of Tourism, Tourist, Foreign Tourist, Domestic Tourist - components of Tourist (Attractions, Accessibility and Amenities) - Motivations for Tourism.

Unit II

Growth of Tourism - Tourism Development (Sea, Road, Rail, Air) - An account of famous Travelers - Role of Industrial Revolution - Concept of Holiday and Paid Holiday - Modern Era of tourism after World War II

Unit III

Functions and types of Travel Agency - Tour Operation - Accommodations and Attractions

Unit IV

Planning in Tourism - Need, Process (Micro and Macro Level Planning) - Impact of Tourism (Culture, Society, Economy and Ecology - Both Positive and Negative)

Unit V

Government Organizations and their functions in tourism - ITDC - TTDC - IATA - TAAI - Role of United Nations Organization in Tourism.

Reference:

- Tourism Development: Principles And Practices - Bhatia A.K. Sterling Publishers, New Delhi.
- International Tourism-Bhatia A.K., Sterling Publishers, New Delhi
- Dynamics Of Tourism - Kaul R.N. Sterling Publishers, New Delhi
- Tourism: Past, Present And Future, Elbs Publishers, London

Food and Beverage Service - I (Theory) (Credits-4)

COURSE OBJECTIVE: To make the students to understand the Foundations and objectives of Food and Beverage service, Career opportunities, classification or structure of Catering industry and nature of service job.

UNIT I

Classification of F & B Operations - Career Opportunities - Different F & B Service outlets - Staff Hierarchy of the various F & B Service outlets, their duties, and responsibilities - Attributes of Food and Beverage Service Personnel - Interdepartmental Relationship (Within F & B and with other Departments)

UNIT II

Classification and Enumeration of Service Equipment - Furniture - Linen - Crockery - Flat ware - Cutlery - Hollow ware - Glass ware - Disposable - Chaffing dishes - Side Board - Items Specialist Equipment - Stewarding - Role of Stewarding - Brief description on hygiene sanitation and maintenance - Wash Up & Storage - Restaurant Pantry or Still Room - Layout & Equipment & Use - Silver Room or Plate Room - Layout & Equipment & Use - Selection - Layout & Equipment & use

UNIT III

Origin of the Menu - Menu Planning Objectives. - Basic Types of Menu - Table d'hôte - A la Carte - Buffet - Menu Compiling - considerations & Constraints - Menu Sequence and Planning Menus - French Classical Menu - compiling with Accompaniments and Garnishes / Types of Meals (Indian, English, American, Continental B/F, Health B/F- Lunch - Working Lunch, Diet Lunch - Dinner - Brunch - High Tea - Supper - Late Night Menu

UNIT IV

Mise-en-scene, Mise-en-place-Briefing -Laying covers for different meals & menus (Laying, relaying table cloths & serviette folds) - Rules and procedure for service of a meal -Methods of service

UNIT V

Classification of non-alcoholic beverages - Stimulating - Coffee, Tea, Cocoa - Refreshing Aerated, Non-Aerated (Fresh Juices) - Nourishing - Milk & Malt beverages - Tobacco-Cigars and Cigarettes.

Reference:

1. Food and Beverage Service Training Manual - Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
2. Food & Beverage Service - Lillicrap & John Cousins, Elbs Publication, New Delhi.
3. Food and Beverage Service-Vijay Dhavan, Frank Brothers & Company, New Delhi.

ALLIED I: Food & Beverage Service-I (Practical)

Objectives: To familiarize and handle various service equipments in the restaurant and to develop skills for the service of food.

1. Familiarization and handling of Equipments. Drawing of various types of spoons, Forks, Sugar pot, Coffee pot, Tea pot, and other small equipments. Methods of cleaning and upkeep of silver, polishing methods, Burnishing
2. Arrangements of side board, Laying of table for various meals and menus .Different type of Napkin Folding, Receiving the guest (Procedures) Taking orders, Silver service & Clearance course by course ,

Reference books

1. Food Beverage Service Training Manual - Sudhir Andrews, Tata Mc Graw Hill Publishers, New Delhi.
2. Food & Beverage Service - Lillicrap & John Cousins, Elbs Publication, New Delhi.
3. Food and Beverage Service - Vijay Dhawan, Frank Brothers & Company New Delhi.

Principles of Management (Theory) (Credits- 2)

COURSE OBJECTIVE: To make the students to understand the need and scope of Management, Functions of a Manager, Job description and Job specification for various Staff working in a Hotel.

UNIT - I

Management: Definition, Scope and Importance with relevance to Hotel Industry - Management by Objectives - Decision Making Process with reference to Hospitality Industry.

UNIT - II

Functions of a Manager - Duties and Responsibilities of General Manager in a Five Star deluxe Hotel - Job Description and Job specifications of General Manager, Departmental Head and Supervisors with reference to Hospitality Industry.

UNIT - III

Planning: Definition, Types Nature and Steps in Planning - Organizing: Functions, Departmentation, Authority, and Span of Control with reference to Hospitality Industry.

UNIT - IV

Staffing: Definition, Process - Recruitment - Selection - Training - Induction - Career Planning. Leading: Definition, Qualities of a Good Leader with reference to Hospitality Industry.

UNIT - V

Controlling: Definition, Methods and Techniques, Budget and Types of Budget with reference to Hospitality Industry.

Reference books

1. Management Principles - O Gupta
2. Basics of Management - Urarshala Jones

Emergency care and First Aid Procedures: (Theory) (Credits- 2)

Course Objective: To make students to understand the fundamentals of emergency and first aid in hotels and airlines.

Unit: I

Introduction to first aid - general duties of a cabin crew regarding first aid- needs and follow up after giving first aid.

Unit: II

Air sickness - symptoms and signs and treatment. Ear ache - symptoms and signs and treatment. Effect of decompression on passenger - symptoms and signs and treatment.

Unit: III

Tooth ache - treatment. Injuries-internal, external - symptoms and signs and treatment. Bleeding from ear & nose - symptoms and signs and treatment.

Unit: IV

Wounds - treatment and precaution. Hyperventilation - symptoms and signs, treatment and precaution. Heart attack - symptoms and signs - treatment.

Unit - V

Types of Fire and Fire fighting equipments and the procedure to fight with fire.

Reference books

1. Airline Cabin Crew A Career Manual - Jaynath Victor De Tasa McGraw Hill Publication-New Delhi
2. First aid, how to handle an accident - Dr. Rajjory Sharma-2009, Lotus press, New Delhi
3. First Aid, Cpr & AED Standard - Jones & Brantley-2011-Indian Offset Press-New Delhi
4. Fire Fighting - The Essential Hand Book - Brendra Mahaman Sen-UBS Publishers-2010

Non major elective

Basic Catering Services (Theory) (Credits- 2)

Objectives: To familiarize and to understand the structure of Catering industry for a non catering student.

Unit I

Evolution of Catering Industry - Various types of catering Establishments - Classification of Hotels - Various functional departments - Different Types of Tariffs and Plans

UNIT II

Aims and Objectives- of Cooking - Methods of Cooking - Selection of Raw materials - Types of Fuel - Equipments - Organization Structure - Preservation and storage methods.

UNIT III

Importance of Front Office - Organization Structure - Types of Rooms - Reservation methods - Importance of Housekeeping - Function and structure of Housekeeping - Cleaning agents and Equipment - Room cleaning procedure.

UNIT IV

Functions of Food and Beverage Service Department - Organization structure - Cutlery - Crockery - Types of Meals and Types of Service.

UNIT V

Eating Etiquettes - Star Classification - Specialty Restaurants - Other Hospitality Industry and Career Opportunities.

Reference:

1. Modern Cookery for Teaching and Trade - Vol I and II - Thangam.E. Philip - Orient Longman Publishers, Kolkatta.
2. Theory of Cookery - Krishna Arora, Frank Brothers & Company, New Delhi.
3. Food and Beverage Service Training Manual - Sudhir Andrews - Tata Mc Graw Hill Publishers, New Delhi.
4. Hotel Front Office Training manual - Sudhir Andrews - Tata Mc Graw Hill Publishers, New Delhi.
5. Hotel House Keeping Training Manual - Sudhir Andrews - Tata Mc Graw Hill Publishers, New Delhi.

Second semester

PART I – Hotel French 2-(Theory) (credit-3)

Prescribed Text Book: Rajeswari Chandrasekar, Rekha Hangal, Chitra Krishnan, Le Ninan, Asha Mokashi A Votre Service, Tome I General Book Depot, New Delhi 1999 (wide Audio-Cassettes) Lessons 7-12 (Including Information's Culturelles)

SCHEME OF EXAMINATION

Question paper pattern for Hotel French

Maximum : 75 marks

Section A (10 marks)

I) Question Nos.1-10: Multiple choice questions from civilization part of the

Prescribed text book

Section B (5x7=35 marks)

II) Questions Nos. 11-15: Grammar exercises from the prescribed text book Choice A or B to be given in each exercise (11 a or b,...)

7 sentences to be given in each exercise

Section C (3x10=30 marks)

III) Answer any three of the following questions:

Question No.16: One seen text for comprehension from civilization – 5 questions to be asked

Question No.17: One seen text for translation.

Question Nos.18-20: Three dialogues to be written based on the prescribed text book

PART II English 2-(Theory)(credit-3)

(Prose, Poetry, Short story, Grammar and Composition)
Syllabus as prescribed by Madurai Kamaraj University.

Core major –

Food and Beverage Management (Theory) (Credits- 4)

COURSE OBJECTIVE: To make students understand the Food Costing, Standard Food Cost, Cost control and controlling techniques.

UNIT I

Food Cost Control: Definition of cost, costing and costing accounts, scope and advantages of costing techniques, elements of cost controlling techniques, Elements of cost controlling techniques, Reasons of high food cost.

UNIT II

Standard costing, calculating actual, daily, weekly and monthly food costs and variance analysis.

UNIT III

Control techniques: Definition of control, cycles of control, Food and Beverage control cycle.

UNIT IV

Purchase organization – essential qualities of purchase personnel – purchase procedure and purchase cycle – records and inventory management.

UNIT V

Food and Beverage control reports, pre-preparation, preparation, sales and accounting systems.

Reference Books:

1. Bernard Davis, Andrew Lockwood & Sally Stone, *Food and Beverage Management*, Butterworth Heinemann, Singapore.
2. Michael Coltman, *Cost Control for the Hotel Industry*, Van Nostrand Reinhold, New Delhi.

Food & Beverage Service – I (PRACTICAL) (CREDITS-4)

Objectives: To familiarize and handle various service equipments in the restaurant and to develop skills for the service of food.

Familiarization and handling of Equipments.-Drawing of various types of spoons, Forks, Sugar pot, Coffee pot, Tea pot, and other small equipments. Methods of cleaning and upkeep of silver, polishing methods silvo, Burnishing Arrangements of side board. Laying & relaying of table cloth. Laying of table for various meals and menus . Different type of Napkin Folding. Receiving the guest (Procedures). Taking orders. Silver service & Clearance course by course. Service of Non-Alcoholic beverages . Presenting & settling of bills (Cash & Credit). Arrangement and Carrying of Room Service Trays. Frilling.

Reference books

1. Food Beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill Publishers, New Delhi.
2. Food & Beverage Service – Lilliecrap & John Cousins, Elbs Publication, New Delhi.
3. Food and Beverage Service – Vijay Dhawan, Frank Brothers & Company New Delhi.

Allied I:
 Customer Care Management (Theory) (CREDITS- 2)

Course objectives: To make the students understand customer and their qualities

Unit I: Definition of Customer- Distinction between consumer and customer- Internal customer and External customer- service provider- Reason of some service providers better than others- satisfied/ dissatisfied customer- The consequences of satisfied/ dissatisfied customers.

Unit II:
Customer satisfaction- customer delight - Customer Loyalty -Definition of Quality - Evolution of Quality - Quality in Services- Service Gap- SERVQUAL Scale- Measuring service quality in Hotels

Unit III
Key areas of customer care - The product or the service itself - Sales and promotion of the service - after- sales support to the customer -Organizational culture and its impact on service quality and customer care- Developing customer trust and loyalty

Unit IV
Customer complaints- Customer Complaining Behaviour-Complaint handling procedure- Role of manager in resolving customer complaints- Customer Feedback: Importance, Tools for Customer feedback tools- Converting Customer care philosophy into action- - Complaint Management- - Customer care in airlines -Customer care in hotels

Unit V
Definition of Interpersonal skill- Listening 'skill'- Skill of persuasion-Transactional analysis-Conversational skill - use of fun in communication- conversation tone- Telephone Handling Skills- Personal Grooming and Etiquette

References books

1. Award winning customer service -Rene Evenson
2. Customer loyalty guaranteed- chip R bell & john R Patterson
3. Service Marketing : Christopher Lovelock , Tata Mc GrawHill

Business Communication (Theory) (CREDITS -2)

Course objective: to make student understand all about business communication and its functions

Unit I:
Introduction: Meaning, Role, Functions, Importance and essentials of Communication in Business Organizations, Process of Business Communication, Communication Models, Barriers to effective communication.

Unit II:
Classification of Communication - Formal & Informal, Personal, Inter-personal, Group and Mass, Vertical & Horizontal, Upward & Downward, One-way & Two-way, Verbal & Non-verbal, Understanding - polemics , kinesics.

Unit III :

Business Correspondence: Principles of Letter Writing, Types of Business Letters - Resume Writing, Report Writing, & Etiquettes in Business Communication.

Unit IV:

Presentation skills: What is a presentation - elements of presentation - designing a presentation. Advanced visual support for business presentation- types of visual aid

Unit V:

Group communication- Meetings -Planning meetings - objectives - participants - timing - venue of meetings - leading meetings. Media management - the press release-press conference - media interviews Seminars - workshop - conferences. Business etiquettes.

Reference books

1. The communication skills- Mathew & MacKay
2. The communicators: leadership in the age of crisis - Richard Levick

Skill based subject

Geographical perspective of Tourism (Theory) (Credits-2)

Course objective: To make students understand the geography and their importance in tourism

Unit I:

India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.

Unit II:

The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.

Unit III:

The Central Plains: General introduction of deserts & central plains. Their importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.

Unit IV:

The Peninsula: General features of Indian peninsula with their tourism significance of Bhopal, Khajuraho, Hyderabad, Bangalore, and Ooty

Unit - V:

The coastal plains and islands: General features of coastal regions, their importance for religious, cultural & beach tourism. Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.

References:

1. Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
2. Goh Cheong Long: An Economics Atlas of India, Oxford University.
3. National Atlas of India, Govt. of India Publication, Calcutta 1997.
4. Atlas of World - Oxford Press, New Delhi.

5. Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
6. Manorama Year Book 2009
7. India Year Book 2009, Publication Division. Govt. of India, New Delhi
8. Tourism Planner
9. Kumar, Ravi Bhusban: Coastal Tourism & Environment, AOH Publishing Corporation, New Delhi
10. Pilgrimage in India, R.N.Pillai
11. Kohli, M.S.: Mountaineering in India, Vikas Publishing House, and New Delhi.

Basic Accounts (Theory) (CREDIT 2)

COURSE OBJECTIVE: To make the students to understand the Foundations of Hospitality.Accounting and Book keeping.

UNIT I

Double Entry System – Meaning / advantage, concept, journal, ledger.

UNIT II

Cash Book, Petty Cash Book, Triple Column Cash Book.

UNIT III

Subsidiary Books, Trial Balance, Rectification of Errors, Depreciation – Meaning and Methods (Straight Line and Written down value method)

UNIT IV

Final Accounts (Trading/Profit & Loss Account and Balance Sheet), with adjustments (Closing stock, Depreciation, Outstanding Expenses and Incomes, Prepaid Expenses and Incomes, Provision for Bad debts and Doubtful debts).

UNIT V

Definition of Cost – Costing, Cost Accounting, Scope and Advantages of Costing Techniques Cost concept pertaining to hotel industry – Elements of Costing – Meaning Fixed Cost, and Variable Cost material, labor, overheads, Cost Sheet format.

Reference:

1. General Accounts For Hotel Management – B.Sraman, United Publishers, Mangalore.
2. Basic Accountancy – A.Gupta – Sultan Chand & Co.Publishers, Hew Delhi.

Part – IV

Non major elective

Hotel Front Office Management (THEORY) (CREDIT 2)

Course Objective: To make the students to understand the Foundations of Hotel Reception and its management in a detailed manner.

UNIT – I Introduction

Introduction to hotel industry – Growth of hotel industry in India – Classification of catering Establishments – Origin of Hotel Industry – Opportunities in Hotel Industry – Types of hotels

UNIT – II Organization of Hotel

Organization chart of large, medium and small hotels – Organization and layout of front office - The importance of Receptionist – The Status of receptionist as a partner in the hotel industry.

UNIT – III Front Office

Introduction to front office – Qualities of front office staff – Front office assistant - Importance of Job Description – Job Description of front office assistant

UNIT-IV Reservation

Importance of reservation – Reservation Enquiries and reservation – Forecasting room reservation – Over booking – Diaries and charts used in reservation – Group reservation – Rights and liabilities of hotels and travel agencies in room reservation – Reservation Terminologies

UNIT – V Reception

Receiving the guest at the front office – Rooming a guest with reservation – Rooming of a walk-in-guest-Registration of guests- Duties of Night Receptionist – Duties of Receptionist of a small hotel – knowledge of various registers and forms used in reception Room rack – Black list

Reference Books

1. Hotel Front Office Training Manual – Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
2. Hotel House Keeping Training Manual – Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
3. Front Office Management – S.K. Bhatnagar, Frank Brothers Co.Ltd, Darvagan. New Delhi.

Second year

Third semester

Food production (Theory) (credit -6)

COURSE OBJECTIVE: To make the students to understand the Foundations and objective of cooking, Cooking ingredients, Cooking methods and Menu Planning.

UNIT I

Introduction/Aims and Objectives/ Origin of Cooking, Hierarchy & Kitchen staff- Kitchen Layout – Fuel & Different Equipment (Identification, Selection and Storage).

UNIT II

Aims & Objectives of cooking food-effect of cooking on different nutrients – characteristics of raw materials (Salt, Sugar, Liquid, Fats & Oils & Egg)-various cuts of vegetable, fish, meat & meat products.

UNIT III

Mise-on-place, Preparation of Ingredients, Mixing of Ingredients, and Texture of food. various methods of cooking food-Stocks – Soups – Sauces – Salads – Accompaniments of Garnishes

UNIT IV

Types of Kitchen – Centralized production of food, Satellite kitchen (Reasons and Considerations) – Selection factors of equipment for Quantity Food Production – Functional Organization of Bulk kitchen based on the Menu and Working Methods

UNIT V

Detailed study of Indian Cuisine – with respect to Geographical and Historical influences Introduction of regional cuisine (North, South, East and West) Heritage and Characteristics and specialities of each region Geographical and Historical influence of Indian cuisine.

Reference:

1. Modern Cookery For Teaching And Trade – Voli And Ii – Thangam E.Phillip – Orient Longman Publishers, Kolkatta.
2. Theory Of Cookery – Krishna Arora, Frank Brothers & Company, New Delhi.
3. Theory Of Catering – Kinton And Ceserani, Elbs Publications, New Delhi

CORE MAJOR - Automation in Airlines, Tourism & Hospitality Industry (Theory) (credit -6)

Course objective: To make students how to book a ticket for the customer

Unit I:

Automation in the tourism industry – An Introduction ,Importance of Information Technology in Tourism ,Automation in the hotel, airlines and travel business

Unit II:

IATA : Importance & Role of IATA in Ticket Booking . air travel policies

Unit III:

Introduction to CRS :
The need for a CRS system -History of the CRS system-Use of the CRS by Airlines and Travel Agents-Benefits and importance of the CRS system to the Travel trade -
Introduction to Amadeus
Basic commands applicable to Amadeus

Unit IV:

Ticketing process:
Components of an electronic ticket - Types of tickets: Manual ticket/ Automated Ticket/ e-ticket
Ticket coupons -Difference between I ticket and e-ticket - Special fare-Variou kinds of special fares

Unit V:

Billing and settlement plan (BSP) – BSP-Advantages of BSP to travel Agents -Describe various stages of BSP operations -A short introduction to Standard Traffic Documents (STD)

Reference books

1. Domestic travel and ticketing – Claudine dervaes
2. Practical guide to fares and ticketing – Jenna semar ,purzy cki

Accommodation Operation (Theory)(credit -6)

COURSE OBJECTIVE: To make the students to understand the Foundations of Hotel Accommodation Operation procedures in a detailed manner.

UNIT – I INTRODUCTION

Role of Housekeeping (in the hotel and in guest satisfaction and Repeat Business)
Organizational structure of housekeeping Department in small, medium & large hotels

UNIT - II Areas of cleaning - special cleaning

- Controlling cost and Budgeting
- Inventories and Record Keeping
- Dealing with Guest Lost and found

UNIT - III DUTIES AND RESPONSIBILITIES OF HOUSE KEEPING STAFF

- Executive Housekeeper
- Deputy Housekeeper
- Floor supervisor (Morning, Late duty, Night shift, routine duty explaining, records maintained)
- Desk Control Supervisor (duties explaining, records maintained)
- Public Area Supervisor (Routine duties explaining, record maintained)
- Room Attendants - (Routine duties explaining, records maintained)
- Store keeper - (Task Performed and records maintained)
- House man (Routine duties)
- A brief explanation of duties of linen and laundry staff.

UNIT IV CLEANING EQUIPMENTS AND AGENTS

- General consideration for selection of
 - a) Equipments
 - b) Agents
- Classification and types of Equipments with care and maintenance.
- Method of use and mechanism for each type.
- Classification of cleaning agents with its use, care and storage.
- Distribution and Control of cleaning agents.

UNIT - V STAIN REMOVAL & PEST CONTROL

- Definition, importance & classification of stains
- General rules & identification of stains
- Different types of stain removing agents with examples
- Definition of pest, Area of infestation, prevention & control of pest

Reference Books

1. Hotel, Hostel & Hospital housekeeping - Joan C. Branson & Margaret Lennox
2. Housekeeping supervision volume 1 & 2 - Jane Fellows

3. The Professional House Keeper - Georgina Tucker & Madeleri Schneider
4. Professional Management Of House Keeping Operations - Robert J. Marti
5. Hotel House-Keeping Training Manual - Sudhir Andrews (Tata Mc Graw Hill Publications)
6. Accommodation and cleaning services - David M. Allen.

Food production (practical)

Objectives: To familiarize and handle various kitchen equipments, ingredients, cooking methods and basic continental foods.

Identification of ingredients, kitchen equipment, groceries, Fats & Oils convenience food, vegetables as per classification (Root, stem, leafy, flower, fungi, Herbs), Meat & shellfish.

1. Cuts of vegetables - Cuts of Fish - Cuts of poultry - Demonstration, & Identification of carcass of Lamb, Leg, shoulder, neck, Best end, Breast, scrag end, Saddle.
2. Preparation of stocks: White, Brown, Fish, Emergency, Vegetable stock, Preservation of Stock.
3. Preparation of Sauces: Mother Sauces & their derivatives (2each) Béchamel, Veloute, Espagnole, Tomato, Hollandaise, Mayonnaise Butters and compound butters.
4. Individual students practical: By compiling Menus (3-4 dishes of the following courses with appropriate accompaniments)
5. Soup: Cream-spinach, Tomato, Dubarry, Puree-Carrot, Lentil, Consomme-3 varieties of garnishes, Broth - Scotch broth, mixed vegetable. Veloute - Chicken Princess. National soups - Mulligatawny, cabbage chowder, Minestrone, French onion.
6. Preparation of Egg dishes: Boiled, Fried, Poached, Scrambled, and Omelets (Plain & Stuffed) Encocotte.
7. Fish: Mornay, Florentine, Orly, Meuniere, Colbert, Grilled, Portuguese.
8. Cooking of poultry: Roasting, grill, Sauté, Fry, Stew.
9. Cooking of Mutton: Roasting, Braising, Stewing, Boiling, grilling
10. Cooking of Beef: Grilling, Boiling, Roasting and Braising.
11. Potato, Vegetable, Salads & Carving
12. Cold Sweets: Butter Scotch sponge, Honey comb mould, Chocolate Mousse, Lemon sponge, Trifle, Coffee Mousse, Blancmange, lemon Soufflé.
13. Hot Sweets: Caramel custard, Christmas pudding, Bread & Butter pudding, Albert pudding.

Reference:

1. Modern Cookery For Teaching And Trade - Vol I And II - Thangam E. Philip - Orient Longman Publishers, Kolkatta.
2. Theory Of Cookery - Krishna Arora, Frank Brothers & Company, New Delhi.
3. Theory Of Catering - Kinton And Ceserani, Elbs Publications, New Delhi

Part III - Allied 1:

Hospitality Marketing (Theory) (CREDIT-2)

COURSE OBJECTIVE: To make the students to understand the Nature of Hospitality Services marketing functions and marketing mix relevance to Hotel Industry.

UNIT - I

Definition of Marketing - Evolution of marketing Concept - Introduction to Hospitality Marketing - Characteristics of Hospitality product - Concept of Need, want, demand, Structure of Hospitality Industry - Identifying Customer needs - Difference between Selling and Marketing.

UNIT - II

Marketing, Planning - Stages involved in marketing - Market segmentation, targeting and positioning relevance in hospitality Industry - Buyers Behaviour.

UNIT - III

Market Research and methods - Marketing Mix - Product, New product development and product Life cycle - Pricing, and pricing strategies - Placement or channels of Marketing Promotion - Advertising, Sales promotions, Public relation and Publicity

UNIT - IV

Internal marketing - Destination Merchandising - Sales force training - Methods, Concepts, rewards - Marketing control

UNIT - V

Marketing information system (definition, component and use) - Retailing - Definition, concept, opportunities and Emerging trends - Marketing Environment - Travel & Tourism Marketing.

Reference:

1. Marketing For Hospitality And Tourism - Philip Kotler, Jam Makens And John Bowen, Pearson Education (Singapore) Pte.Ltd, New Delhi 92.
2. Service Management and Marketing - Christian Gronro (Lexington, Ma, Lexington Books,
3. Marketing Leadership In Hospitality - Robert C.Ford and Cherril P.Heaton, Von Nostrand Reinhold India, New Delhi.

Allied 2:

Airline Catering Operations - I (Theory) (credit-2)

Objective: To make the student to understand the basic airline catering operation Unit - I

Introduction - The flight catering industry - four stake holders of flight service - passengers, role of caterers, role of airlines, role of suppliers - airline caterer - contracts, pricing of flight meals - north American VS European and Asian school of thought - alliance and partnership - airline alliances - future development

Unit - II

Introduction - the global market of air travel - current airline market - market segmentation - business travel-leisure travel-special reason travel- executive jets and special flights - customer expectation - the customer service encounter-service priorities for travel- frequent flier programmes

Unit - III

Introduction - Passengers appetite and behavior - food acceptance - understanding the sensory model-appetite-effects of specific foods on mood and behaviour-alcohol, caffeine-the cabin environment effect on taste and smell-effects of altitude-dehydration.

Unit- IV

Introduction - Menu planning and food product strategies - the menu planning process-special meals-crew meals - menu cycles- service and product specifications-packaging and labeling-food and beverage strategies.

Unit-V

Flight catering supply chain and inventory management: introduction-role of food and drink manufacturers-adapting existing or developing new products-supplier responsibilities and provision-purchasing of flight consumables and non-consumables-supplier relationships-purchasing specifications-inventory management-just-in-time procurement-receipt of goods inwards-storage areas-safe and secure storage-outsourcing- case study.

Reference books

1. Flight catering - peter dues
2. Catering Guidelines For Flight Attendants - Marsell N.Amineddine M Foods Ltd. Catering Egypt, Paula Kraft Tastefully Yours, Inc. Catering USA, Jean Dible GA Food Safety Professionals Food Safety Instructor USA

Punjab

Lassi/ Aloo Parathas Makkai-Ki-Roti/ Paneer Makhni, Dal Makhni / Machli Amritsari
Pudina Pulao/ Gajar Ka Halwa

Kashmir

Kashmiri Pulao / Mutton Roganjosh/ Rajma Gogji / Kahmiri Khameeri Roti Adrakwala
Murgh

Maharashtra

Dahi Shorba /All Varieties of Chat Items/ Vangi Bath/ Mutton Kolapuri/ Fish Curry/
Puran Poli

Bengal

Macherjhol, Doi jhol/ Ghee Bath/ Macher Jhol/ Moong dal/ Rasmalai/ Gulab Jamun

Tamil Nadu

Kozhi Rasam/ Yeravaruvai/ Chicken Chettinad/ Urulai Roast/ Beans Usili Sambar/ Samba
Soru/ Pusanikai Halwa

Goa

Sea food rice/ Mutton Vindaloo/ Vegetable Xacutti/ Goan Fish curry / Bibinca

Breakfast Menu

Idli/ dosa/ uthappam/ Pongal/ sambar/ chutney (3 varieties)/ Poori bhaji/ Aloo paratha/
Medu vadaai/ sambar vadaai/ curd vadaai/ masala vadaai/ Kitchadi (rava) / Bread butter/ jam/
marmalade / toast/ Egg (all varieties)/ Muffins/ Brioche/ Croissant/ Danish pastry / Hot
beverages.

Accommodation Operations (PRACTICAL) (CREDITS -2)

Objectives: To familiarize and handle various Housekeeping equipments, Tools and
Cleaning and knowledge of different cleaning methods.

Identification of cleaning tools and cleaning agents – Basic cleaning – Dusting –
Sweeping – Mopping – Scrubbing – Polishing – Vacuuming – Sport cleaning –
Daily cleaning – Weekly cleaning – Periodic cleaning – Cleaning of various
surfaces – Guest room cleaning – Bed making Morning attention, Evening
attention – Room cleaning – Bathroom cleaning – Room inspection Preparing
check list / job orders – Public areas – lobby, corridors, restaurants, staircase, etc.,
Fire fighting training – First aid training.

Reference Books

1. Hotel, Hostel & Hospital housekeeping – Joan C.Branson & Margaret Lennox
2. Housekeeping supervision volume 1 & 2 – Jane Fellows
3. The Professional House Keeper – Georgina tucker & Madeleeri Schneider

4. Professional Management Of House Keeping Operations – Robert J.Marti
5. Hotel House-Keeping Training Manual – Sudhir Andrews (Tata Mc.Graw Hill Publications)

6. Accommodation and cleaning services – David M.Allen.

Part – III Allied I:

Management Information System (Theory) (credit-4)

COURSE OBJECTIVE: To make the students to understand the Fundamentals of
Computer, Operating systems, Database Management and Internet with relevance to Hotel
Industry in a detailed manner.

UNIT – I

Computer concepts – Introduction to computers – Definition – Advantages &
disadvantages – classification of computers– Defining hardware – components of
computer – block diagram of computer – Primary storage concept – secondary storage
devices – input/output, Devices – Software concepts – Operating system (O/S) – MS DOS,
Windows – 2000/XP, Unix) – Application software (Cobol, Basic, Fortran, C) language
classification (Higher level, lower level, Assembly) .

UNIT II

Management Information Systems – An Overview (Duration – 4 hours) – Introduction To
MIS – Meaning And Role of MIS – Objectives of MIS – Elements Of MIS –
Characteristics Of MIS – Application of MIS .

UNIT – III

Introduction to MS Office 2009 – Characteristics of M.S.Office 2000 – Its applications –
Introduction to MS Word – creating, editing, formatting, saving documents – Type of
document formats – mail merge features –

UNIT – IV

Spreadsheet – introduction to MS Excel – Definition, Characteristics, Mathematical
functions in EXCEL, creating and working with Graphs and Charts – Internet Usage In
Business – Email.

UNIT – V

Introduction to MS POWERPOINT – Creating, formatting, editing, viewing slideshow-
creating a presentation using MS POWERPOINT.

Reference:

1. M.S.Office – Complete Reference – Bpp Publications, New Delhi.
2. Computer Awareness And Applications – T.D. Malhotra, Kalyani Publishers, New
Delhi.
3. Principles Of Information Technology – Dr.A.Mustafa, Nagas Publications,
Madurai.

Accommodation Operations (Practical)

Objectives: To familiarize and handle various Housekeeping equipments, Tools and Cleaning and knowledge of different cleaning methods.

Identification of cleaning tools and cleaning agents – Basic cleaning – Dusting – Sweeping – Mopping – Scrubbing – Polishing – Vacuuming – Sport cleaning – Daily cleaning – Weekly cleaning – Periodic cleaning – Cleaning of various surfaces – Guest room cleaning – Bed making Morning attention, Evening attention – Room cleaning – Bathroom cleaning – Room inspection Preparing check list / job orders – Public areas – lobby, corridors, restaurants, staircase, etc.,

Reference Books

1. Hotel, Hostel & Hospital housekeeping – Joan C. Branson & Margaret Lennox.
2. Housekeeping supervision volume 1 & 2 – Jane Fellows
3. The Professional House Keeper – Georgina Tucker & Madeleri Schneider
4. Professional Management Of House Keeping Operations – Robert J. Marti
5. Hotel House-Keeping Training Manual – Sudhir Andrews (Tata Mc.Graw Hill Publications)
6. Accommodation and cleaning services – David M. Allen.

Fourth Semester

Part – III

Core major - Airlines Management (Theory) (credit-5)

Course objectives: To make student understand the function of an airport

Unit I- History of Aviation, Types of Aircrafts, Airline Terminology

Unit II- Cabin Crew, Announcements, Airport Jobs

Unit III- Air port Codes, Airlines Codes, Phonetic Alphabet

Unit IV- Airport Lounges, how airports work, Baggage Handling, Airport Security

Unit V- World Organizations (IATA, ICAO, DGCA)

Reference books

1. Airport planning and management – Alexander . T. Wells
2. Managing airport – S. Anne Graham
3. Airlines marketing and management – Stephen Shaw
4. Airline cabin crew A Career manual – Joynath Victor De – TATA McGraw publishers New Delhi

Core major

Tour & Travel business Management (Theory) (credit-5)

Course objectives: To make student understand what is travel agency and the functions of travel agents

Unit I:

Introduction –travel agency, organization and working of travel agency-approval and recognition of travel agency

Unit II:

Introduction Package tour and its components -Practical components of a standard package tour -Designing & Costing of a package tour –travel retailing and operation

Unit III:

VISAS
Difference between Passport and Visa-Types of Passport & Visa-Preparing Visa cases
Formalities required for Various Visas like:- Schengen, Dubai and Far East

Unit IV:

Introduction to tour planning and pre tour planning –tour operational techniques-financial planning and control of travel agencies.

Unit 5:

Airline Travel Policies-Airlines Reservation and Fare Construction-Air Ticketing Techniques and Procedure

Reference books

1. Manual Of Travel Agency Practice- Gwenda Syrafi
2. Travel Agency And Tour Operation Concepts And Principles –Jagmohan Negi, Kaniska Publishers, New Delhi -2012

Food Production (PRACTICAL) (credit -3)

Objectives: To familiarize and handle various kitchen equipments, ingredients, cooking method and basic Indian foods.

Hyderabad

Ghost Briyani/ Mirchi-Ka-Salan/Bagara Baingan/ Dum-Ka-Murgh/Boorani Raita Double-Ka-Meeta

Kerala

Nei Choru ,Samba Soru (Red Pounded Rice) / Avial/ Erucherry/ Meen Moilee Ada Pradaman

Management information system (PRACTICAL) (CREDIT 2)

Objectives: To familiarize and handle MS office software for making use of Word, Access, Excel and PowerPoint for day to day operations of a Hotel.

Introduction to MS Office 2000 – Characteristics of M.S.Office 2000 – Its applications – Introduction to MS WORD – creating editing, formatting, saving documents – Types of document formats – mail merge features.

Introduction to Spreadsheet – Introduction to MS EXCEL– Definition, Characteristics, Mathematical functions in EXCEL, creating and working with Graphs and Charts – Internet Usage in Business – Email.

Introduction to MS POWERPOINT – Creating, formatting, editing, viewing slideshows- creating a presentation using MS POWERPOINT.

Introduction to Amadeus

Reference books

1. M.S.Office – Complete Reference – Bpp Publications, New Delhi.
2. Computer Awareness And Applications – T.D. Malhotra, Kalyani Publishers, New Delhi.
3. Principles of Information Technology – Dr.A.Mustafa, Nagas Publications, Madurai.

Part – III Allied 2

Resort Management (Theory) (credit-4)

Course objectives: To make student understand the function and how to manage a resort

Unit - I

Resorts: An Introduction. History of Resorts. Types of Resorts. Industry Trends. Mountain-Based Resorts: The Impact of Development on Operations. The Development Process. Desirable Sites. General Design Guidelines.

Unit - II

Mountain-Based Resorts: Managing the Operation. Introduction. History of Skiing. Economics. Size. Visits. Demographics. Ski graphics. Trip Characteristics. Snowboarders. Snow tubing. Economic Feasibility. Analyzing Financial Statements. Operating Characteristics. Balance Sheet. Income Statement. Critical Ratios. Summer in the Mountains.

Unit - III

Resort Operations: The Importance of Guest Activities. Introduction. Guests- Needs. Defining Goals and Objectives. Program Areas. Program Planning. Program Evaluation. The Importance of Retail. Tourist Shopping. Resort Retail. Layout and Design. Merchandising. Getting Your Message Noticed. Operations. Customer Segments. Profit Ratios.

Unit - IV

Resort Operations: The Importance of Recreational Amenities. Introduction. The Development Process. Developing an Amenity Strategy. Community Management Structures. Organizations. Management and Operations.

Unit - V

Cruise Ships: Floating Resorts. Introduction. Marketing the Cruise Product. Staffing the Cruise Ship. Managing The Hotel Department. Managing Food and Beverage. Managing Facilities. Health, Safety and Security. Managing the Operation. Cruise Destinations. Introduction- Timeshare Guests/Owners. The Uniqueness of Timeshares Resort Operations: Marketing Operations. Reservations and the Front Desk- Housekeeping- Maintenance and Engineering.

Reference books

1. Resort :management and operation – Robert Christie mill
2. The business in resort management –peter Murphy

Event Management (THEORY) (CREDITS 2)

COURSE OBJECTIVE: To make the students to understand the Basics of Event Management in a detailed manner.

UNIT - I

Introduction To Meetings and Event Management – Categories & Definitions – Need of Event Management – Objectives of Event Management – Creativity – implications of Events – Organization Structure and functions of a multifaceted Event management Company.

UNIT - II

Event Planning – Arranging Chief Guest/ Celebrities – Arranging Sponsors – back Stage Management – Brand Management – Budget Management – Types of Leadership for Events & Organizations.

UNIT - III

Designing (a) Backdrop b) Invitation Card c) Publicity Material d) Mementos – Event Decoration – Making Press Release – marketing communication – Media Research & Management – Participation according to the theme of the Event – Photography/Video coverage management

UNIT - IV

Program Scripting – Public Relation – electing a Location – Social and Business Etiquettes – Speaking Skills – Stage decoration – Team Spirit – Time management

UNIT - IV

Concept of Exhibition – Space Planning – ITPO – Sporting Events – Tourism Events – Leisure Events.

Reference:

1. Successful Event Management – Antor Shone & Bryn Parry, Publisher: Cengage Learning Business Press: 2 Edition (April 22, 2004) ISBN-10:1844800768
2. Management Of Event Operations (Events Management) Juliatum, Philippa Norton, J.Nevan Wright, Publisher: Atlantic Publishing Company (FL): Pap/Cdr Edition (January 8, 2007)
3. The Complete Guide To Successful Event Planning – Shannon Kilkenny, Publisher: Wiley & Sons, India (May 1992)
4. Professional Event Coordination (The Wiley Event Management Series) – Julia Rutherford Silvers And Joe Goldblatt, Publishers Wiley, John & Sons, Incorporated.

Third year Fifth semester

Part – III –Core major

Human Resources Management (Theory) (credit-6)

COURSE OBJECTIVE: To make the students to understand the scope and functions of HR, HR planning, Staff welfare measure and other HR activities in a detailed manner.

UNIT I

Human Resource Management: Definition, Scope, Objectives, Importance and Functions – HRM in Hotel – Organization of Personnel department – Duties and Responsibilities of a HR Manager – Essential of Good HR System.

UNIT – II

HR Planning – forecasting, HR Inventory, Job Analysis, Job Description and Job Specification – Definition, significance of Recruitment Sources and Process – Selection, Methods and Techniques – Training, Types, merits and demerits – Induction and placement – Performance appraisal Methods.

UNIT – III

Job Evaluation: Definition and Techniques – Wage and salary Administration – Types of Wages – Characteristics of Good Incentive and salary System.

UNIT – IV

Industrial Relations: Definition, Scope, Participants Functions and importance – Collective Bargaining: Definition and Process – Trade Union: Definition, Functions and Trade union movement in India.

UNIT - V

Voluntary and Statutory measures related to Employee welfare – Employee Turn over, Reason and Controlling Measures – Employee morale and Disciplinary Procedure

Reference:

1. Human Resource Management: Cb Memoria, Himalayan Publishing Company, New Delhi.
2. Personnel Management: Edwin Flippo, Tata Mc-Graw Hill Publishers, New Delhi

Food & Beverage Service-II (THEORY) (CREDIT 6)

COURSE OBJECTIVE: To provide basic knowledge to the students to know making wine, History of wine, Liquor, spirits and its service.

UNIT I

Introduction to Wine – History – Grape and its varieties (at least six names) – Basic Terminologies – Yeast, Fermentation, Bloom, Must, Casks, Bins, Racks, Vineyard Decanting, Blending – Step by step process of Wine making – Categorization of Wines/Strength – Table or Natural / Fortified / Sparkling – Colour – Red wine/ White Wine/ Rose Wine Taste: Sweet Wine/ Dry Wine

UNIT II

Principle Wine producing region of France – Wines from other countries and storage and service of wines – Wines from Italy, Spain, Austria, Hungary & Australia: At least two important wines, names & characteristics – Indian Wines – Service of Wines – Reading a Wine Label.

UNIT III

History – a brief description of the types, ingredients used, Services and process of making Beer, Whiskey, Brandy, Gin, Rum and Vodka – International & Domestic Brand names (at least five names) each.

UNIT IV

Brief description about Tequila b) Grappa c) Cider e) Aquavit f) Calvados g) Perry h) Mead i) Arrack j) Sake k) Fenny – A brief note on the production process: Infusion method and Distillation method – (Advocat, Aurum, Benedictine, Cointreau , Crème de menthe, Drambuie, Forbidden fruit, Bailey's Irish cream, Tia Maria) – BITTERS: Campari and Angostura Bitters – APERITIF: Hot and Cold Aperitif – Hot Buttered Rum, Collins, Egg nogg, Fizz, Irish coffee, Hi-Ball.

UNIT V

COCKTAILS: A brief history – Definition – Methods of mixing, Instruments & Equipments used in Cocktail, Recipe of at least 3 cocktails: (16 families) of each base Methods of mixing cocktails – Brandy Based – Side car, between the Sheets, Mikado – Gin Based – Hi-Ball, Manhattan, Whiskey Sour, Rob Roy – Rum Based – Planters Punch, Pina colada, Daiquiri, Cuba Libre – Vodka Based – Screwdriver, Bloody, Mary, Black Russian – Beer Based – Shandy, Red Eye

Reference:

1. Food Beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill Publishers, New Delhi.
2. Food & Beverage Service – Lillicrap & John Cousins, Elbs Publication, New Delhi.
3. Food and Beverage Service – Vijay Dhawan, Frank Brothers & Company New Delhi.

Research Methodology (THEORY) (CREDIT 6)

Objectives: To prepare students on how to approach the subject of Research Project in the 3rd year. Inputs can be given to the students in the college, which will help the student to make a successful project from their industrial training.

Unit – I

INTRODUCTION TO RESEARCH METHODOLOGY

Meaning and objectives of Research, Types of Research, Research Approaches, Significance of Research, Research methods vs. Methodology, Research Process, Criteria of Good Research, Problem faced by Researchers, Techniques Involved in defining a problem

Unit – II

RESEARCH DESIGN

Meaning and Need for Research Design, Features and important concepts relating to research design, Different Research designs, Important Experimental Designs

Unit – III

SAMPLE DESIGN

Censure and sample Survey, Implication of Sample design, Steps in sampling design, Criteria for selecting a sampling procedure, Characteristics of a good sample design, Different types of Sample design, Measurement Scales, Important scaling Techniques

Unit – IV

METHODS OF DATA COLLECTION- Collection of Primary Data, Collection through Questionnaire and schedule collection of secondary data, Difference in Questionnaire and schedule, Different methods to collect secondary data

Unit – V

DATA ANALYSIS INTERPRETATION AND PRESENTATION TECHNIQUES

Hypothesis Testing, Basic concepts concerning Hypothesis Testing, Procedure and flow diagram for Hypothesis Testing, Test of Significance, Chi-Square Analysis, Report Presentation Techniques

References:

1. Research methodology by O.R. Krishna swamy & M. Ranganathan
2. Research methodology by P.Saravanavel

Front Office Management (Theory) (CREDITS 4)

COURSE OBJECTIVE: To make the students to understand Hotel Front office Procedures in a detailed Manner.

UNIT – I

ORGANISATION OF HOTEL

Organization charts of large, medium and small hotels-Organization and layout of front office-The importance of Receptionist-The Status of receptionist as a partner in the hotel industry. **FRONT OFFICE-**Introduction to front office-qualities of front office staff -(Front office salesmanship, Knowledge of products, Sales promotion, Guest needs, Desire to help, communication-Front office assistant-Importance of Job Description-Job Description of front office assistant

UNIT – II

RESERVATION

Importance of reservation-Advance reservation office -Reservation Enquiries and reservation-Forecasting room reservation -Over booking-Diaries and charts used in reservation-Whitney rack system-Group reservation-Rights and liabilities of hotels and travel agencies in room reservation-Reservation Terminologies

UNIT – III

RECEPTION

Receiving the guest at the front office-Rooming a guest with reservation-Rooming of a walk-in-guest-Registration of guests-Duties of Night Receptionist-Duties of Receptionist of a small hotel-Knowledge of various registers and forms used in reception -Room rack Black list

UNIT – IV

PLANNING FRONT OFFICE OPERATIONS

Establishing room rates – Rule of thumb approach & Hubbard's formula – Fore casing room availability – Room revenue analysis –

UNIT-V

EVALUATING FRONT OFFICE OPERATIONS

Evaluating occupancy ratio, house count, bed occupancy percentage, average room revenue, average revenue per guest, over stay percentage under stay percentage, No Show percentage, cancellation percentage & foreign guest occupancy percentage – Break Even & pricing analysis – Concept of yield management & measuring yield.

Reference books

1. Hotel Front Office Training Manual – Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
2. Hotel House Keeping Training Manual – Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
3. Front Office Management – S.K. Bhatnagar, Frank Brothers and Co.Ltd Daryaganj, New Delhi.

Front Office Management (Practical)

Objectives: To familiarize and handle various Front office Procedures in the Hotel and to develop skills dealing with the guest.

RECEPTION

Wishing/greeting the guest, Registration and room allotment, Situation handling, registers maintained

INFORMATION

Reservation form – confirmation-Reconfirmation-Reservation enquires-Diaries and charts used in reservation. Whitney rack – Handling-Knowledge of reservation terminology.

INFORMATION

Mail handling Receiving/ passing message to guest-Local Information-Tour arrangement details-Travel

TELEPHONE OPERATOR

Handling of Telephone--Receiving/ connecting calls to guests/staff-Wake-up-calls-Wake-up-calls

Reference books

1. Hotel Front Office Training Manual – Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
2. Hotel House Keeping Training Manual – Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
3. Front Office Management – S.K. Bhatnagar, Frank Brothers and Co.Ltd Daryaganj, New Delhi.

Allied III: Food & Beverage Service- II (Practical)

Objectives: To familiarize and handle various Restaurant Practices, equipments, ingredients, of Bar and basic Wine and Spirits service.

Writing a Menu in French with Wine Accompaniments – Taking Orders – Presentation of Posture Wine List, Writing Orders – Service of Wine – White, Red, Champagne & rose – Presentation in basket – Wine Label reading – Opening of bottle using Corkscrew – Decanting Serving – Taking order for other Alcoholic Beverage – Service of Spirits – Service neat on the Rocks – Long Drinks – Taking Order for Cocktails, Preparation and service of Cocktails – Service of Aperitif, Liqueurs and Beer

Reference:

1. Food Beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill Publishers, New Delhi.
2. Food & Beverage Service – Lillicrap & John Cousins, Elbs Publication, New Delhi.
3. Food And Beverage Service – Vijay Dhawan, Frank Brothers & Company New Delhi.

Environmental Studies (CREDIT 2)

Syllabus as prescribed by Madurai Kamaraj University

Skilled based subject

Airline catering operation- II (Theory) (Credit-2)

Objective: To give brief knowledge about the kitchen operation in flight catering and the recycle system

Unit- I

Introduction-principles of flight menu production unit design-batch production-continuous production-cell production-scale and scope of production facilities-process flow-production kitchens-holding systems and facilities-cook-chill-cook-freeze-sous vide-tray assembly-conveyor belt-work stations-trolley and container loading-final assembly of flight

Unit- II

Fight catering operations and organization: introduction-organization of production unit-production planning and scheduling-meal production and packing-cold kitchen, hot kitchen, bakery, special meals, crew meals-dish packing-tray and trolley assembly-flight-assembly-staffing.

UNIT-V

EVALUATING FRONT OFFICE OPERATIONS

Evaluating occupancy ratio, house count, bed occupancy percentage, average room revenue, average revenue per guest, over stay percentage under stay percentage, No Show percentage, cancellation percentage & foreign guest occupancy percentage - Break Even & pricing analysis - Concept of yield management & measuring yield.

Reference books

1. Hotel Front Office Training Manual - Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
2. Hotel House Keeping Training Manual - Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
3. Front Office Management - S.K. Bhatnagar, Frank Brothers and Co.Ltd Daryaganj, New Delhi.

Front Office Management (Practical)

Objectives: To familiarize and handle various Front office Procedures in the Hotel and to develop skills dealing with the guest.

RECEPTION - Wishing/greeting the guest, Registration and room allotment, Situation handling, registers maintained

INFORMATION

Reservation form - confirmation-Reconfirmation-Reservation enquires-Diaries and charts used in reservation. Whitney rack - Handling-Knowledge of reservation terminology.

INFORMATION

Mail handling/Receiving/ passing message to guest-Local Informations-Tour arrangement details-Travel

TELEPHONE OPERATOR

Handling of Telephone--Receiving/ connecting calls to guests/staff-Wake-up-calls-Wake-up-calls

Reference books

1. Hotel Front Office Training Manual - Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
2. Hotel House Keeping Training Manual - Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
3. Front Office Management -S.K. Bhatnagar, Frank Brothers and Co.Ltd Daryaganj, New Delhi.

Allied III: Food & Beverage Service- II (Practical)

Objectives: To familiarize and handle various Restaurant Practices, equipments, ingredients, of Bar and basic Wine and Spirits service.

Writing a Menu in French with Wine Accompaniments - Taking Orders - Presentation of Posture Wine List, Writing Orders - Service of Wine - White, Red, Champagne & rose - Presentation in basket - Wine Label reading - Opening of bottle using Corkscrew, Decanting Serving - Taking order for other Alcoholic Beverage - Service of Spirits - Servicing meat on the Rocks - Long Drinks - Taking Order for Cocktails, Preparation and service of Cocktails - Service of Aperitif, Liqueurs and Beer

References:

1. Food Beverage Service Training Manual - Sudhir Andrews, Tata Mc Graw Hill Publishers, New Delhi.
2. Food & Beverage Service - Lillicrap & John Cousins, Elbs Publication, New Delhi.
3. Food And Beverage Service - Vijay Dhawan, Frank Brothers & Company New Delhi.

Environmental Studies (CREDIT 2)

Syllabus as prescribed by Madurai Kamaraj University

Skilled based subject

Airline catering operation- II (Theory) (Credit-2)

Objectives: To give brief knowledge about the kitchen operation in flight catering and the recycle system

Unit- I

Introduction-principles of flight- menu production unit design-batch production-continuous production-cell production-scale and scope of production facilities-process flow-production kitchens-holding systems and facilities-cook-chill-cook-freeze-tous vide-tray assembly-conveyor belt-work stations-trolley and container loading-final assembly of flight catering

Unit- II

Flight catering operations and organization: introduction-organization of production unit-production planning and scheduling-meal production and packing-cold kitchen, hot kitchen, bakery, special meals, crew meals-dish packing-tray and trolley assembly-flight assembly-staffing

Unit-III

HACCP - Nature of hazards - the nature of micro organisms and their control - key pathogens - food safety and handling practices in flight catering - measures to control or remove micro organisms - potential causes of food poisoning - training - microbiological testing of foods - hazard Analysis and Critical Control Points.

Unit-IV

Introduction - types of uplift - long haul - short haul - transportation vehicles and staffing - vehicle transportation control and staffing - loading and unloading of vehicles - correct location of load - operational issues. Introduction - Off-loading and recycling - unloading procedures - washing ware and equipment - refurbishment - sources of waste - the quantity of flight waste - waste handling systems - waste Disposal - recycling waste.

Unit-V

Continental Airlines catering equipment control system - equipment - operational procedures - future trends in galley design - conclusion - On-board service: introduction - cabin design and services - staffing levels and training - flight services policy - flight service procedures - first class meal service - business class meal service - economy class meal service - flight service customer feedback - information flow from the flying passenger.

Reference books

1. Flight catering - Peter dues
2. Catering Guidelines For Flight Attendants - Morsel N. Amineddine M Foods Ltd. Catering Egypt, Paula Kraft Tastefully Yours, Inc. Catering USA, Jean Dible GA Catering USA, Professionals Food Safety Instructor USA

Sixth semester

INDUSTRIAL TRAINING REPORT AND VIVA VOCE (CREDIT-9)

Objective: industrial training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial training is also expected to provide the students the basis to identify their key operational area of interest. Industrial training is an integral part of the third year curriculum. The 10 weeks industrial training would be broken up into any of key areas as per the requirement of the airlines/hotels. But the student needs to choose the industry

EVALUATION:

1. Performance appraisals from the Hotel / airline will contribute 40% of the student's internal marks. Appraisal forms to be submitted to the Head of the Department for evaluation.
2. The other 60% will be an evaluation of their power point presentation of their training, and hard copies of training reports to be submitted before a university external examiner.

Attendance	Training Report	Power Point	VIVA	Total External marks	Total Internal marks	TOTAL Marks
30	50	50	50	180	120	300

Project Report and Viva Voce - (CREDIT -5)

The students must complete a 5000 word project during their training period. The Project must be on some aspect of the Hotel/ airlines where they train. The Project must be hard bound and contain the following:

1. Contents
2. Methodology should contain the following - Introduction - Analysis of the identified problem - Findings - Conclusion - and Bibliography.

Methodology	Analysis	Findings	Bibliography	Conclusion	Viva	Total external marks	Total Internal marks	TOTAL Marks
25	50	50	25	40	50	240	160	400

PART-III. ALLIED: 2

Front Office Management (PRACTICAL) (credit-2)

Objectives: To familiarize and handle various Front office Procedures in the Hotel and to develop skills dealing with the guest.

RECEPTION

Wishing/greeting the guest, Registration and room allotment, Situation handling, registers maintained

INFORMATION

Reservation form - confirmation-Reconfirmation-Reservation enquires-Diaries and charts used in reservation: Whitney rack - Handling-Knowledge of reservation terminology.

INFORMATION

Mail handling Receiving/ passing message to guest-Local Information-Tour arrangement details-Travel

TELEPHONE OPERATOR

Handling of Telephone-Receiving/ connecting calls to guests/staff-Wake-up-calls-Wake-up-calls

Reference books

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2. Hotel House Keeping Training Manual - Sudhir Andrews Tata Mc Graw Hill Publishers, New Delhi.
3. Front Office Management - S.K. Bhatnagar, Frank Brothers And Co.Ltd Daryaganj, New Delhi.

Value education (CREDIT 2)

- Syllabus as prescribed by Madurai Kamaraj University

SKILL BASED SUBJECT

Food & Beverage Service- II (PRACTICAL) (CREDIT- 2)

Objectives: To familiarize and handle various Restaurant Practices, equipments, ingredients, of Bar and basic Wine and Spirits service.

Writing a Menu in French with Wine Accompaniments - Taking Orders - Presentation of Posture Wine List, Writing Orders - Service of Wine - White, Red, Champagne & rose - Presentation in basket - Wine Label reading - Opening of bottle using Corkscrew - Decanting Serving - Taking order for other Alcoholic Beverage - Service of Spirits - Servicing neat on the Rocks - Long Drinks - Taking Order for Cocktails, Preparation and service of Cocktails - Service of Aperitif, Liqueurs and Beer

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2. Food & Beverage Service - Lillierap & John Cousins, Elbs Publication, New Delhi.
3. Food and Beverage Service - Vijay Dhawan, Frank Brothers & Company New Delhi.