HOTEL MANAGEMENT SYLLABUS

(Academic Year 2020 - 2024)

FOR THE DEGREE

OF

BACHELOR OF HOTEL MANAGEMENT [B.H.M]

DEPARTMENT OF HOTEL MANAGEMENT



BACHELOR OF HOTEL MANAGEMENT

Batch 2020-24

Program Details

Programme objective:

The basic objective of the BHM program is to provide to the hospitality industry a steady stream of competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions.

PROGRAM OUTCOMES

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:-

[PO1] Hotel and Hospitality Knowledge: Understand the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.

[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality problems reaching substantiated conclusions using principles of management

[PO3] Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO5] Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modelling to complex hospitality activities with an understanding of the limitations.

[PO6] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional practice.

[PO7] Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.

[PO8] Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the hospitality practice.

[PO9] Individual and Teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10] Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO11] Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO12] Lifelong learning: Recognize the need and have the preparation and ability to engage in independent and lifelong learning.

Program Specific outcome:

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

[PSO1] Recall and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.

[PSO2] Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations as well as events including MICE.

[PSO3] Prepare hospitality undergraduate candidates for entry level management positions and entrepreneurship in the hospitality industry.

[PSO4] Demonstrate an ability to lead and manage the professional hospitality operations engaged production and delivery of hospitality product and service.

2. TITLE OF THE PROGRAMME

2.3 The program shall be called Bachelor of Hotel Management which is abbreviated as BHM.

3. DURATION OF THE COURSE

- 3.4 04 academic years spread over 08 semesters.
- 3.5 Credit requirement for the award of BHM degree: 160 credits.
- 3.6 Maximum duration for a student complying with the Degree: N+2 years (Where N is the total duration of the program) i.e. (4 + 2) 6 years from date of first registration for his/her first semester.

4. ELIGIBILITY FOR ADMISSION

- 4.5 Admission to the BHM course is open to all candidates who possess a Pre-University education [10+2] or equivalent level of education recognized by this University/Board.
- 4.6 Those who secure 45 percent aggregate marks in a 10+2 level from a recognized Board/University are eligible to apply for the program.
- 4.7 NRI/Foreign students are admitted based on their eligibility.
- 4.8 The selection for the BHM course is based on merit and the performance during the interview conducted by MUJ

5. DRESS CODE

5.1 As per the grooming standards approved by the School of Hotel Management

6. ATTENDANCE REQUIREMENT

6.4 All students must attend every lecture, tutorial and practical class.

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semester examination in that course and will be given DT letter grade in the course. Attendance of lectures, tests and tutorials all count towards the calculation of this attendance percentage.

6.6 The aggregate percentage of attendance of the student during the semester will be entered in his/her grade sheet of that semester.

7. EVALUATION SCHEME

- 7.7 Credit Based System: Evaluation is made using a Credit Based System in which the course is assigned a definite number of credits. The course theory and practical is expressed in terms of certain number of credits. The number of contact hours defines the credits. Number of contact hours for Lectures & Tutorials is equal to the number of credits and in case of Practical, one credit is assigned to every two contact hours per week.
- 7.8 The academic performance of a student is evaluated internally by the course instructor/s concerned
- 7.9 The student performance in each theory, practical and project course is evaluated out of a maximum of 100 marks of which 60 marks are for in-semester and 40 marks for the end semester assessments.
- 7.10 The in-semester assessment in theory subjects is based on sessional tests, assignments, quizzes, case presentations, seminars, etc
- 7.11 The overall performance of a student in a course is expressed in terms of Letter Grade (CGPA)
- 7.12 Evaluation of Project (research, internship, and any assigned report): A project on Industry Exposure Training/Internship/Dissertation topic will be carried out by the students in a group as designed in curriculum. The evaluation of the project work will be based on the quality of the report and students: performance in a viva-voce.

8. PERFORMANCE REQUIREMENTS

- 8.3 A student shall obtain a minimum of 'E' grade in all the mentioned courses
- 8.4 A student shall also secure minimum CGPA of 5.0 for completion of the course.

9. ELECTIVE SPECIFICATIONS

- 9.3 Open Electives Open Electives (OE) are of 3 credits each and are audit courses. It is mandatory for a student to clear OE courses. Students are offered with OE courses, where they can suggest their preferences in IV & VI semester.
- 9.4 Program Electives Students are offered with Program Elective courses in VI & VII semesters. A Program Elective is offered if there are minimum 10 students in a particular course

10. REQUIREMENT FOR GRADUATION:

10.1 If he/she has fulfilled all minimum—requirements of study and earned the number of credits specified in the prescribed course of study

10.2 Paid all the dues to the University

10.3 No case of disciplinary action pending against him/her Dean
Faculty of Management & Commerce
Manipal University Jaipur

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MANIPAL UNIVERSITY JAIPUR



School of Hotel Management

Bachelor of Hotel Management Course Handout

Food Production Foundation - I | HA II0I | 4 Credits | 4 0 0 4

Session: Aug - Dec | Faculty. Mr. Aravind Kumar Rai | Class: I Year (I Sem)

Introduction: To prepare the students to cater to the need of the industry, it is important to inculcate in them sound knowledge of the principles of Food Production so that they can be put to use in an efficient & effective way and impart to the students latest and relevant knowledge from the field of food production department theory and practice.

Course Objectives: At the end of the course, students will be able to:

[1101.1].	Understand the concept of Food Production

[1101.2]. Relate the concepts with industry requirements.

[1101.3]. Demonstrate an ability to perform the professional skill.

[1101.4]. Analyse the quality with set standards.

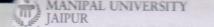
[1101.5]. Develop entrepreneurial skills.

Syllabus

Introduction to Cookery: Culinary History-Development of the culinary art from the middle ages to modern cookery, Introduction to International Cuisine, Levels of skills and experiences- Attitudes and behavior in the Kitchen-Personal hygiene- Uniforms & Protective Clothing —Safety procedure in handling equipment, Classical Brigade-Modern staffing in various category Hotels- Roles of executive chef, Duties and responsibilities of various chefs-Co-operation with other departments. Aims and Objectives of Cooking Food- Importance classifications, Principles - Equipment's required. Methods of Cooking- Classification of Cooking Methods (Boiling-Roasting-Poaching Braising-Grilling-Baking- Roasting-Broiling-Stewing-Sautéing-Blanching- Steaming- Microwave & Modern Cooking Methods). Food Commodities Vegetables, Cereals, Pulses, Spices & Herbs, Fats and Oils. Classification of vegetables —Cuts of Vegetables-Classification of fruits, Stocks, Thickening Agents, Soups, Sauces Types & Uses, Sauces — Classification and Importance of Soups & Sauces Salads- Classification, Importance, Salads — definition, parts, types and salad dressings.

Reference Books





MINITAL DINIVERSITT JAIPUR

School of Hotel Management

Bachelor of Hotel Management Course Hand-out

Food & Beverages Services Foundation-I | HA 1102 | 4 Credits | 4 0 0 4

Session: Oct – Jan | Faculty: Mukesh Shekhar | Class: 1st Year (I SEM)

- A. Introduction: Study of Food & Beverage Services Help to prepare students to meet the challenges associated with the Food and Beverage Industry. Students will gain a basic understanding of the Food and Beverage industry by analyzing the industry
- B. Course Objectives: On completion of the course the participants shall be able to:

[1102.1] express the concept of Food & Beverage Services

[1102.2] relate the concept with industry requirement

[1102.3] demonstrate an ability to perform the professional skill

[1102.4] Develop food & beverage entrepreneurship

A. Syllabus

Food and Beverage Services: - The growth of the catering industry and its evolution. Hotel scenario in India. Career opportunities in food service industry. Introduction, Concept, and Classification of Catering Establishments, their importance; Personal Hygiene, Uniform & Grooming Standards, F&B Service Outlets & Familiarisation with their Hierarchy of F&B Service Department, F&B Service Brigade, Modern Staffing in various hotels, Duties & Responsibilities of various employees in F&B Service, their attributes; coordination of F&B Service with other departments. Food Service Equipment's: Types of equipment. Crockery, Glassware, Hollowware, Cutlery, Flatware - Special Operating Equipment and their use - Maintenance and upkeep of equipment. Knowledge of suppliers /materials /price ranges - Equipment used by hotels in India (special reference to what is done in specialty restaurants) Side Stations and its uses Food Service -1: American, English, French, Gueridon, Russian, Indian Service. Formal dining etiquette - Sequence Of Indian Service From Different Regions - Mise-En-Scene And Mise-En Place -Rules For Laying Of A Cover, Napkin Folding (At least Ten Types), Food Service-II Components ,Timings Of Service For Each Of The Following - Breakfasts - Indian, South Indian, Continental, American And English -Brunch-Elevenses-Lunch-Afternoon Tea - High Tea - Dinner-Supper Origin of Menu - Types of Menus - French Classical Menu - French Menu Terminology - Traditional Dishes From Various Countries Menu knowledge: Introduction, Types - A la Carte & Table D'hote, Menu Planning, considerations and constraints

D. Textbooks

- 1. Singaravelavan, R. (2011). Food & Beverage Servicer (08 ed.). Oxford University Press
- 2. Andrews, S. (2013). Food and Beverage Services: A Training Manual. Tata Mcgraw Hill

E. Reference Books

1. Lillicrap & Cousins, Food & Beverage Service, ELBS, 2011 edition

F. Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to



Bachelor of Hotel Management

Course Handout

Accommodation Operations Foundation - I | HA 1103 | 2 Credits | 2 0 0 2

Session: Aug – Dec 2020 Faculty: Mr. Deepak Pokhriyal Class: I Year (I Sem)

Introduction:

The subject aims to establish the importance of House Keeping and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping.

Course Objectives: At the end of the course, students will be able to:

[HA1103.1] Express the concept of housekeeping

[HA1103.2] Relate the concepts taught with industry requirements

[HA1103.3] Demonstrate the professional skills learnt

HA1103.4] Develop housekeeping entrepreneurship skills

Syllabus

Introduction to Housekeeping: Importance & Functions of Housekeeping, Guest satisfaction and repeat business, House Keeping Areas – Front-of-the-house and Back-of-the-house areas, Guest Rooms, Public Areas, Maids Room etc. Organization of Housekeeping Department: Hierarchy in large, medium & small hotels, Attributes of staff, Job Descriptions and Job Specifications. Layout of Housekeeping Department: Sections of the housekeeping department, their functions and layout. Guest Rooms: Categories and types, Amenities & facilities for Standard & VIP guest rooms. Coordination with other Departments: With Front Office, Engineering, Food and beverage, Security, Purchase, HRD, Accounts. Routine systems and records of Housekeeping Department: Staff placement register, Room occupancy report, Guest room inspection form, check list, Floor register, Work order, Log shut. Key Control: Categories and types, Key Control Procedures, Lock and key change procedure. Cleaning Equipment: Classification, use, care & maintenance, Selection & purchase criteria. Cleaning Agents: Classification, use, care and storage, Distribution & control, Selection criteria.

References

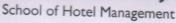
1. Andrews, S. (2017). Hotel Housekeeping Management and Operations. McGraw Hill Education; 1st edition.

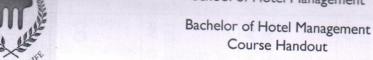
2. Branson, J. (1982). Hotel, Hostel and Hospital Housekeeping. Hodder Arnold H&S.

3. Raghubalan, G. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press India.

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MAINTAL UNIVERSITY JAIPUR





FOOD PRODUCTION LAB HA 1131 | 2 Credits | 0 0 4 2

Session: Jul – Nov | Faculty: Aravind Kumar Rai [MU - Jaipur] | Class: 1st Year (I Sem)

A. Introduction:

This curriculum is based on to familiarize the students with the basic preparation of Modern cookery items as per hotel industry standard.

- B. Course Objectives: At the end of the course, students will be able to:
- [1335.1]. Demonstrate the basic concepts of food Production, cookery and Professionalism in Hospitality and basic etiquette of culinary art.
- [1335.2]. Remember and familiarise with Organizational structure and Kitchen equipment in hotel industries with practical knowledge of cooking.
- [1335.3]. Analyse the quality and quantity with the set standard.

C. Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

- [PO.1] Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
- [PO.2] Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management
- [PO.3] Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations
- [PO.4] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
- [PO.5] Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
- [PO.6] Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
- [PO.7] Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- [PO.8] Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- [PO.9] Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.10] Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

JAIPUR

School of Hotel Management

Bachelor of Hotel Management Course Hand-out

Food & Beverages Services Lab-I | HA 1132 | 2 Credits | 0 0 2 1

Session: Jul - Nov | Faculty: Mukesh Shekhar | Class: 1st Year (I SEM)

- **A.** Introduction: Study of Food & Beverage Services Help to prepare students to meet the challenges associated with the Food and Beverage Industry. Students will gain a basic understanding of the Food and Beverage industry by analyzing the industry
- B. Course Objectives: On completion of the course the participants shall be able to:
 - [1302.1] develop the concept of food and beverage services
 - [1302.2] demonstrate the skill of food & beverage services
 - [1302.3] analyze the quality with set standards
- C. Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

PO1	Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
PO2	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management
PO3	Design/development of solutions: Design solutions for complex hospitality related problems and
	design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations
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PO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
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PO9	Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments
PO10	Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.



Bachelor of Hotel Management

Course Handout

Accommodation Operations Lab - I | HA 1133 | 2 Credits | 0 0 2 1

Session: Aug-Dec 2020 | Faculty: Deepak Pokhriyal | Class: 1st Year (I Sem)

Introduction:

The objective of the course is to assist students and give them practical hands on experience on getting room ready and cleaning of various surfaces.

Course Objectives: At the end of the course, students will be able to:

[1133.1] Identify the resources used in housekeeping.

[1133.2] Develop the concept of housekeeping operations

[1133.3] Demonstrate an ability to perform the professional skills

[1133.4] Analyse the quality with set standards.

[1133.5] Develop housekeeping entrepreneurial skills

Syllabus

- -Introduction to cleaning equipment;
- -Introduction to cleaning agents;
- -Introduction to guest room supplies, amenities and their placement;
- -Dusting of various areas;
- -Sweeping and Mopping; dry, wet
- -Metal polishing (Various surfaces like stainless steel, brass);
- -Glass cleaning.

Ship

References Books:

- 1. Andrews, S. (2013). Hotel Housekeeping: A Training Manual. Tata McGraw Hill Education Private Limited
- 2. Raghubalan, G. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press India

Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

[PO1] Hotel and Hospitality Knowledge: Understand the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.

[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality problems reaching substantiated conclusions using principles of management

[PO3] Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO5] Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modelling to complex hospitality activities with an understanding of the limitations.

[PO6] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues, and the consequent responsibilities relevant to the professional practice.

[PO7] Environment and Sustainability: Understand the impact of the hotel, hospitality, and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.

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Bachelor of Hotel Management

Course Handout

Accommodation Operations Lab - I | HA 1133 | 2 Credits | 0 0 2 1

Session: Aug-Dec 2020 | Faculty: Deepak Pokhriyal | Class: 1st Year (I Sem)

Introduction:

The objective of the course is to assist students and give them practical hands on experience on getting room ready and cleaning of various surfaces.

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[1133.3] Demonstrate an ability to perform the professional skills

[1133.4] Analyse the quality with set standards.

[1133.5] Develop housekeeping entrepreneurial skills

Syllabus

- -Introduction to cleaning equipment;
- -Introduction to cleaning agents;
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- -Dusting of various areas;
- -Sweeping and Mopping; dry, wet
- -Metal polishing (Various surfaces like stainless steel, brass);
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Ship

References Books:

- 1. Andrews, S. (2013). Hotel Housekeeping: A Training Manual. Tata McGraw Hill Education Private Limited
- 2. Raghubalan, G. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press India

Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

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[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality problems reaching substantiated conclusions using principles of management

[PO3] Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

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BBA (Hospitality & Tourism operations)

Course Handout

Project Report - | | HA1171 | 3 Credits | 0 0 4 2

Session: Jul - Nov | Faculty: Dr. Amit Datta | Class: I Year (I Sem)

Introduction:

The vocational training enables students to relate the knowledge and skills acquired in the classroom with operations prevalent in the industry.

Course Objectives: At the end of the course, students will be able to:

[1171.1].	Develop an understanding of the hospitality & tourism products
[1171.2].	Explore the hospitality & tourism products
[1171.3].	Relate the knowledge gained during the survey with the theory
[1171.4].	Present the experience gained during the survey

Syllabus:

Students will prepare and present a project on their fieldwork-based learning on a hospitality & tourism context.

References

- Google Scholar
- EBSCO
- Tourism Sites

Amil-Delle



MANIPAL UNIVERSITY JAIPUR DEPARTMENT OF HOTEL MANAGEMENT

Course Hand-out

FOUNDATION OF FRENCH| HA 1501 | 3Credits | 3 0 0 3

Session: Aug 20 - Dec 20 Faculty: Mr. Deepak Sharma | Class: BHM SEM VII

Introduction: This course is offered by Department of BHM as a core course to the students of BHM VII Semester. The course offers basic knowledge of French. It covers the reading, writing, listening and speaking skills in French language. There is no specific prerequisite on the part of students as the course begins with the elementary level of French. Course Outcomes: At the end of the course, students will be able to

[HA1701.1] Understand and engage in basic conversation in daily life for skill development.

[HA1701.2] Develop the listening skills and understand the gist of various communication modes

[HA1701.3] Familiarise the students with short stories and different types of written text.

[HA1701.4] Analyse the word and phrase structures and the process of word formation in French language

[HA1701.5] Acquire knowledge of French culture and civilisation.

PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

Programme objective

The basic objective of the BHMCT program is to provide to the hospitality industry a steady stream of competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions.

Programme outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

[PO1] Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.

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Programme Specific outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

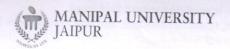
[PSO1] Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.

[PSO2] Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations as well as events

[PSO3] Prepare hospitality undergraduate candidates for entry level management positions and entrepreneurship in the hospitality

[PSO4] Demonstrate an ability to manage the professional preparation, presentation, and service of hospitality products including food &

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Bachelor of Hotel Management Course Handout

ETHICS, GOVERNANCE AND CSR | HA 1502 | 3 Credits | 3 0 0 3

Session: Jul-Dec2020 | Faculty: Dr.Gaurav Bhattacharya | Class: 3rd year (V Sem)

Introduction:

This curriculum is based on to enhance and strengthen the students' ethical and moral values so that they may continue to grow into morally strong and ethical professionals and upstanding citizens

Course Objectives: At the end of the course, students will be able to:

Recall and express the concepts of ethics, morality, corporate governance and CSR

[1501.2]. Inculcate in daily personal and professional life the learnings from in-depth discussions and evaluations of ethics, morality, corporate governance and CSR

[1501.3]. Continue to grow into morally strong and ethical professionals and upstanding citizens.

[1501.4]. Able to influence their work and personal environments by setting themselves as examples of ethical professionals.

Syllabus

- 1. Business Ethics: Nature, Scope & purpose of ethics, Relevance of values, importance,
- 2. Ethics & moral decision making.
- 3. Ethical Issues: Related with advertisement, finance, investment, technology, Values in Management, Work Ethics.
- 4. Indian Ethos: Introduction.
- 5. Corporate Ethics & CSR: Corporate Social Responsibility, Corporate Governance

References

- 1. R.R.Gaur, R. Sangal and G.P. Bagaria, "A Foundation Course in Human Values Professional Ethics", Excel Books, 2010.
- 2. S Sadri & J Sadri, Business Excellence Through Ethics & Governance, 2nd edition, 2015.
- 3. U.C Mathur, Organisational Governance and business ethics, MacMillan India Ltd, 2009.
- 4. C.V Baxi, Organisational Governance, Excel Books, 2009
- 5. D. Mehta, Sharma, Business Ethics and Ethos, Ramesh Book Depot, 2008
- 6. R. Namakumari, Strategic Planning of Organisational Strategy, MacMillan India Ltd, 2000.
- 7. S. Sadri, A.K. Sinha and P. Banerjee, Business Ethics: concepts and cases, TMH, 1998.

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MANIPAL UNIVERSITY JAIPUR

School of Hotel Management

Bachelor of Hotel Management

Course Handout

Facility Management | HA 1503 | 4 Credits | 3 1 0 4

Session: Aug 20 – Dec 20 | Faculty: Dr Manoj Srivastava | Class: BHM (VII Sem)

Introduction:

The basic objective of the BHM program is to provide to the hospitality industry a steady stream of competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions. Programme outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

This course is offered by School of hotel management targeting students who wish to study and gain knowledge Facilities can be broadly defined as buildings where people, material, and machines come together for a stated purpose – typically to make a tangible product or provide a service. The facility must be properly managed to achieve its stated purpose while satisfying several objectives.

Course Objectives:

At the end of the semester students will be able to explain & understand various aspects of project management, kitchen stewarding layout and design and equipment planning.

[1703.1] the student is expected to understand the facility management aspects of hotel.

[1703.2] the student is expected to thoroughly understand the Different mandatory requirements for star category of hotels.

[1703.3] the student is expected to analyse and remember Government policy regarding hotel industry and managing projects.

Syllabus

Hotel Design: Attractive appearance, Efficient plan, Good location, Suitable material, Good workmanship, Sound financing competent management; Classification of Hotel: Criteria for Star classification of Hotel (five, four, three and heritage); Kitchen: Equipment requirement for commercial kitchen, Developing Specification for various Kitchen equipment, Principles of Kitchen layout and design, Importance of Kitchen Stewarding, Kitchen stewarding department layout & design, Equipment found in kitchen stewarding department; Stores Layout & Design: Stores layout & planning (dry, cold, bar), Various equipment of the stores; Car Parking: Calculation of car park area for different types of hotel; Disaster Management: Environmental Hazards & Disasters, Landscape Approach, Ecosystem Approach, Perception approach, Types of Environmental hazards & Disasters, Natural hazards and Disasters, Man induced hazards & Disasters, Disaster Management. Project Management: Introduction to Network Analysis, Basic rules and procedure for network analysis, C.P.M. and P.E.R.T., Comparison of CPM & PERT;

Books:

- 1. Richard Muther, Systematic Layout Planning, 2008 edition
- 2. Lendal H Kotschevar & Margrat E Terrell, Food Service Planning- Layout Equipment
- 3. Tarun Bansal, Hotel facility Planning Oxford university press 2014 edition

HOD, SHM)



Bachelor of Hotel Management

Course Handout

Entrepreneurship Management | HA1504 | 3 Credits | 2 1 0 3

Session: Aug – Dec | Faculty: Dr. Amit Datta | Class: III Year (V Sem)

Introduction:

The primary goal of this course is to provide an understanding of entrepreneurship and the global business plan. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding.

Course Objectives: At the end of the course, students will be able to:

[1504.1]. Develop an understanding of the role and activities of entrepreneurs

[1504.2]. Conceptualize a business idea and develop a business plan

[1504.3]. Integrate functional area material as it applies to starting a new venture and its growth

[1504.4]. Design a growth strategy and expansion plan for a new venture

Syllabus

Module-1 Entrepreneurship- Introduction, Personality attribute of an entrepreneur- self-control, socio cultural factors, Unique Characters of the hospitality industry, Human Psychology, Inter-personal relationship, Team Building Customer Orientation, Positive entrepreneurship behaviour, Overcoming external constrains, Solving internal problems Module-2 Identification of business opportunities in the Hospitality Industry- Demand/ Market Analysis, Present and future competition, Government policy regarding small Enterprises Module-3 Organization of small enterprises- Form of Organization- Partnership, Private Ltd. Company, Public Ltd. Company, Manpower requirement Module-4 Small Enterprises Risk Analysis:- Motivational factors, Developing Achievement Orientation, Strength & Weakness of Independent Business, Feasibility and viability Module-5 Establishment of an Enterprise- Registration of Business, License & Permits, Financial resources, Organizational materials, human & technical resource, Launching the enterprises, Formulating and implementing business strategies

References

- Robert D. Hisrich; Mathew J Manimala; Michael P Peters; Dean A Shepherd, Entrepreneurship, 9th Edition, McGraw-Hill Education, 2014 or latest edition
- Rajeev R, Entrepreneurship, 2nd edition, Oxford University Press, 2018

Ant Other (HOD, SHM)

MANIPAL UNIVERSITY JAIPUR School of Hotel Management



Department of Hotel Management Course Hand-out

Hospitality Economics | HA1505 | 4 Credits | 3 1 0 4

Session: Jul 20 - Dec 20 | Faculty: Varuni Sharma | Class: V Semester

A. Introduction:

The core emphasis of this course is to develop an understanding of the relevance of economics in hospitality industry. Understanding the processes of how a market works, producer-consumer relationship, free play of market forces like demand and supply, will give students a clear picture about the practical world of hospitality.

B. Course Outcomes: On completion of the course the participants shall be able to:

1705.1: Develop an understanding to relate the micro economic theory concepts with practical world

1705.2: Understand and interpret the prevailing market conditions

1705.3: Analyse demand-supply scenario; production and cost scenario

1705.4: Illustrate the problems and solution for hospitality market.

1705.5: Describe the efficient allocation of resources for hospitality market.

C. Program Outcomes and Program Specific Outcomes

Programme outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

PO1	Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
PO2	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management.
PO3	Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental consideration.
PO4	Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO5	Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
PO6	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
.DO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings
PO8	Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
PO9	Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
PO10	Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change

Programme Specific outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

PSO1	Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.
PSO2	Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations as well as events including MICE.
PSO3	Prepare hospitality undergraduate candidates for entry level management positions and entrepreneurship in the hospitality industry.
PSO4	Demonstrate an ability to manage the professional preparation, presentation, and service of hospitality products including food & beverages.
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Bachelor of Hotel Management

Course Handout

Food & Beverage – I | HA 1551 | 3 Credits | 2 0 2 3

Session: July-Nov 2020 Faculty: Aravind Kumar Rai | Class: 3rd Year (V Sem)

Introduction:

This curriculum is based on to enhance the students with the Modern cuisine and new trend with managerial skill as per hotel industry standards.

Course Objectives: At the end of the course, students will be able to:

[1751.1]. Understand the concept of F&B Management.

[1751.2]. Relate the concepts with industry requirements.

[1751.3]. Demonstrate an ability to perform the professional skill.

[1751.4]. Analyse the quality with set standards.

[1751.5]. Develop entrepreneurial skills.

Program Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

[PO1] Hotel and Hospitality Knowledge: Understand the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.

[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality problems reaching substantiated conclusions using principles of management

- [PO3] Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.
- [PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.
- [PO5] Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modelling to complex hospitality activities with an understanding of the limitations.
- [PO6] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues, and the consequent responsibilities relevant to the professional practice.
- [PO7] Environment and Sustainability: Understand the impact of the hotel, hospitality, and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
- [PO8] Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the hospitality practice.

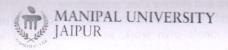
[PO9] Individual and Teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10] Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO11] Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage

projects and in multidisciplinary environments.

[PO12] Lifelong learning: Recognize the need and have the preparation and ability to engage in independent and lifelong learning.



Bachelor of Hotel Management

Course Handout

Room Division-I| HA 1552 | 2 Credits | 2 0 2 3

Session: Aug - Dec 2020 | Faculty: Mr. Deepak Pokhriyal| Class: III Year (V Sem)

Introduction:

The subject aims to establish to expertize on Room Division Management-1 and its role in the hospitality Industry. It also prepares the student to acquire advanced knowledge and skills necessary for different tasks and aspects of Housekeeping.

Course Objectives: At the end of the course, students will be able to:

[HA1552.1] Express the concept of Rooms Divison Management

[HA1552.2] Relate the concepts taught with industry requirements

[HA1552.3] Demonstrate the professional skills learnt

HA 1552.4] Develop entrepreneurship skills

Syllabus

Planning, Organizing, and Staffing the New Organization: The New Executive Housekeeper, The Executive Housekeeper's Position within the Organization, The Model Hotel, Reporting for Work, Early Priority Activities, House Breakout Plan, Staffing Considerations, Completion of the Department; The Full Circle of Management: Problem Solving, Managerial Styles, Development of Others, Personal Development, Housekeeping Managers of the Future, Material Planning: Administration of equipment and supplies: Material Budgets, Inventory Control, Material Classification, Preopening Operations, Material planning: Floors, walls and windows, supplies and equipments, Bedding, linens, and uniforms. Practical: Theme decoration, Flower Arrangement, Preparing Models, Situation Role Play, Case Studies, Interior Decoration.

References

- 1. Andrews, S. (2017). Hotel Housekeeping Management and Operations. McGraw Hill Education; 1st edition.
- 2.Branson, J. (1982). Hotel, Hostel and Hospital Housekeeping. Hodder Arnold H&S.
- 3.Raghubalan, G. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press India.

Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

[PO1] Hotel and Hospitality Knowledge: Understand the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.

[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality problems reaching substantiated conclusions using principles of management

[PO3] Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO5] Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modelling to complex hospitality activities with an understanding of the limitations.

[PO6] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues, and the consequent responsibilities relevant to the professional practice.

[PO7] Environment and Sustainability: Understand the impact of the hotel, hospitality, and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.

[PO8] Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the hospitality practice.

[PO9] Individual and Teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.



MANIPAL UNIVERSITY JAIPUR **DEPARTMENT OF HOTEL MANAGEMENT**

Course Hand-out

FOUNDATION OF FRENCH| HA 1701/HA1501 | 3Credits | 3 0 0 3

Session: Aug 20 - Dec 20 | Faculty: Dr. Tanuja Yadav | Class: BHM SEM VII

Introduction: This course is offered by Department of BHM as a core course to the students of BHM VII Semester. The course offers basic knowledge of French. It the reading, writing ,listening and speaking skills in French language. There is no specific prerequisite on the part of students as the course begins with the elementar of French.

Course Outcomes: At the end of the course, students will be able to A.

[HA1701.1] Understand and engage in basic conversation in daily life for skill development.

[HA1701.2] Develop the listening skills and understand the gist of various communication modes

[HA1701.3] Familiarise the students with short stories and different types of written text.

[HA1701.4] Analyse the word and phrase structures and the process of word formation in French language

[HA1701.5] Acquire knowledge of French culture and civilisation.

B. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

²rogramme objective

The basic objective of the BHMCT program is to provide to the hospitality industry a steady stream of competent young men and women with the necessary (nowledge, skills, values and attitudes to occupy key operational positions.

Programme outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to Amil Aulia

PO1

lotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management



Bachelor of Hotel Management Course Handout

ETHICS, GOVERNANCE AND CSR | HA 1702 | 3 Credits | 3 0 0 3

Session: Jul-Dec | Faculty: Dr. Gaurav Bhattacharya | Class: 4th Year (VII Sem), 3rd year (V Sem)

Introduction:

This curriculum is based on to enhance and strengthen the students' ethical and moral values so that they may continue to grow into morally strong and ethical professionals and upstanding citizens

Course Objectives: At the end of the course, students will be able to:

[1701.1].	Recall and express the concepts of ethics, morality, corporate governance and CSR	
[1701.2].	Inculcate in daily personal and professional life the learnings from in-depth discussions and	
evaluations	of ethics, morality, corporate governance and CSR	
[1701.3].	Continue to grow into morally strong and ethical professionals and upstanding citizens.	

[1701.4]. Able to influence their work and personal environments by setting themselves as examples of ethical professionals

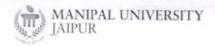
Syllabus

- 1. Business Ethics: Nature, Scope & purpose of ethics, Relevance of values, importance,
- 2. Ethics & moral decision making;
- 3. Ethical Issues: Related with advertisement, finance, investment, technology, Values in Management, Work Ethics;
- 4. Indian Ethos: Introduction;
- 5. Corporate Ethics & CSR: Corporate Social Responsibility, Corporate Governance

References

- R.R.Gaur, R. Sangal and G.P. Bagaria, "A Foundation Course in Human Values Professional Ethics", Excel Books, 2010.
- 2. S Sadri & J Sadri, Business Excellence Through Ethics & Governance, 2nd edition, 2015.
- 3. U.C Mathur, Organisational Governance and business ethics, MacMillan India Ltd, 2009.
- 4. C.V Baxi, Organisational Governance, Excel Books, 2009
- 5. D. Mehta, Sharma, Business Ethics and Ethos, Ramesh Book Depot, 2008
- 6. R. Namakumari, Strategic Planning of Organisational Strategy, MacMillan India Ltd, 2000.
- 7. S. Sadri, A.K. Sinha and P. Banerjee, Business Ethics: concepts and cases, TMH, 1998.

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MANIPAL UNIVERSITY JAIPUR

School of Hotel Management

Bachelor of Hotel Management

Course Handout

Facility Management | HA 1703 | 4 Credits | 3 1 0 4

Session: Aug 20 - Dec 20 | Faculty: Dr Manoj Srivastava | Class: BHM (VII Sem)

Introduction:

The basic objective of the BHM program is to provide to the hospitality industry a steady stream of competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions. Programme outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

This course is offered by School of hotel management targeting students who wish to study and gain knowledge Facilities can be broadly defined as buildings where people, material, and machines come together for a stated purpose – typically to make a tangible product or provide a service. The facility must be properly managed to achieve its stated purpose while satisfying several objectives.

Course Objectives:

At the end of the semester students will be able to explain & understand various aspects of project management, kitchen stewarding layout and design and equipment planning.

[1703.1] the student is expected to understand the facility management aspects of hotel.

[1703.2] the student is expected to thoroughly understand the Different mandatory requirements for star category of hotels.

[1703.3] the student is expected to analyse and remember Government policy regarding hotel industry and managing projects.

Syllabus

Hotel Design: Attractive appearance, Efficient plan, Good location, Suitable material, Good workmanship, Sound financing competent management; Classification of Hotel: Criteria for Star classification of Hotel (five, four, three and heritage); Kitchen: Equipment requirement for commercial kitchen, Developing Specification for various Kitchen equipment, Principles of Kitchen layout and design, Importance of Kitchen Stewarding, Kitchen stewarding department layout & design, Equipment found in kitchen stewarding department; Stores Layout & Design: Stores layout & planning (dry, cold, bar), Various equipment of the stores; Car Parking: Calculation of car park area for different types of hotel; Disaster Management: Environmental Hazards & Disasters, Landscape Approach, Ecosystem Approach, Perception approach, Types of Environmental hazards & Disasters, Natural hazards and Disasters, Man induced hazards & Disasters, Disaster Management. Project Management: Introduction to Network Analysis, Basic rules and procedure for network analysis, C.P.M. and P.E.R.T., Comparison of CPM & PERT;

Books:

- 1. Richard Muther, Systematic Layout Planning, 2008 edition
- 2. Lendal H Kotschevar & Margrat E Terrell, Food Service Planning- Layout Equipment
- 3. Tarun Bansal, Hotel facility Planning Oxford university press 2014 edition

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Bachelor of Hotel Management

Course Handout

Entrepreneurship Management | HA1704 | 3 Credits | 2 1 0 3

Session: Aug – Dec | Faculty: Dr. Amit Datta | Class: IV Year (VII Sem)

Introduction:

The primary goal of this course is to provide an understanding of entrepreneurship and the global business plan. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding.

Course Objectives: At the end of the course, students will be able to:

[1704.1]. Develop an understanding of the role and activities of entrepreneurs

[1704.2]. Conceptualize a business idea and develop a business plan

[1704.3]. Integrate functional area material as it applies to starting a new venture and its growth

[1704.4]. Design a growth strategy and expansion plan for a new venture

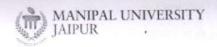
Syllabus

Module-1 Entrepreneurship- Introduction, Personality attribute of an entrepreneur- self-control, socio cultural factors, Unique Characters of the hospitality industry, Human Psychology, Inter-personal relationship, Team Building Customer Orientation, Positive entrepreneurship behaviour, Overcoming external constrains, Solving internal problems Module-2 Identification of business opportunities in the Hospitality Industry- Demand/ Market Analysis, Present and future competition, Government policy regarding small Enterprises Module-3 Organization of small enterprises- Form of Organization- Partnership, Private Ltd. Company, Public Ltd. Company, Manpower requirement Module-4 Small Enterprises Risk Analysis:- Motivational factors, Developing Achievement Orientation, Strength & Weakness of Independent Business, Feasibility and viability Module-5 Establishment of an Enterprise- Registration of Business, License & Permits, Financial resources, Organizational materials, human & technical resource, Launching the enterprises, Formulating and implementing business strategies

References

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- Robert D. Hisrich; Mathew J Manimala; Michael P Peters; Dean A Shepherd, Entrepreneurship, 9th Edition, McGraw-Hill Education, 2014 or latest edition
- Rajeev R, Entrepreneurship, 2nd edition, Oxford University Press, 2018



Bachelor of Hotel Management

Course Hand-out

Food & Beverage -1 |HA 1751| 3 Credits | 2 0 2 3

Session: Aug 20– Dec 20 | Faculty: Dr. Manoj Srivastava | Class: VI Year (7 Semester)

Introduction:

The curriculum has been developed in order to familiarize the students with the concepts of Food & beverage and develop their awareness and knowledge. The focus is on Food & beverage operation & cuisines is aimed at raising the awareness and appreciation of the students of the diversity and uniqueness of the various cooking styles which reflect the unique charastricts. In conjunction the understanding and practice of some food products, imparts to the student valuable lessons in preparation of food for professional service to guests.

Course Objectives: At the end of the course, students will be able to:

[1751.1] Demonstrate a thorough understanding of food & beverage including the factors affecting the operation

[1751.2] Relate the concepts taught with industry requirements theoretically and practically share the knowledge of some of the cuisines and products.

[1751.3]Express the concept successfully and broaden their understanding of food and beverage department in hotel, through observation after the awareness generated through knowledge sharing in the class.

Syllabus

Modern trends in Culinary Arts: Organic Cuisine, Molecular Gastronomy, Diet food;

Fusion Cuisine: scopes and challenges;

Management & Practices in kitchen: Buying Knowledge, Specification buying, Scope of Purchases, Production quality & quantity control;

Product Research & Development: Testing of new recipes and equipment, Developing new recipes, Food trials;

Practical: Theme Menu: Menu planning, preparation, set up & Service, preparation of pates galantine, terrine, classical salads, and savories, Sugar Craft, Chocolate Confectionary and advanced desserts.

Books:

1 Wayne Glasslen, Professional Baking

2 Bo Friberg, John Wiley, Professional Pastry Chef

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Bachelor of Hotel Management

Course Handout

Room Division-I HA 1752 | 2 Credits | 2 0 2 3

Session: Aug - Dec 2020 | Faculty: Mr. Deepak Pokhriyal | Class: IV Year (VII Sem)

Introduction:

The subject aims to establish to expertize on Room Division Management-1 and its role in the hospitality Industry. It also prepares the student to acquire advanced knowledge and skills necessary for different tasks and aspects of Housekeeping.

Course Objectives: At the end of the course, students will be able to:

[HA1752.1] Express the concept of Housekeeping Management

[HA1752.2] Relate the concepts taught with industry requirements

[HA1752.3] Demonstrate the professional skills learnt

HA 1752.4] Develop entrepreneurship skills

Syllabus

Planning, Organizing, and Staffing the New Organization: The New Executive Housekeeper, The Executive Housekeeper's Position within the Organization, The Model Hotel, Reporting for Work, Early Priority Activities, House Breakout Plan, Staffing Considerations, Completion of the Department; The Full Circle of Management: Problem Solving, Managerial Styles, Development of Others, Personal Development, Housekeeping Managers of the Future, Material Planning: Administration of equipment and supplies: Material Budgets, Inventory Control, Material Classification, Preopening Operations, Material planning: Floors, walls and windows, supplies and equipments, Bedding, linens, and uniforms. Practical: Theme decoration, Flower Arrangement, Preparing Models, Situation Role Play, Case Studies, Interior Decoration.

References

L.Andrews, S. (2017). Hotel Housekeeping Management and Operations. McGraw Hill Education; 1st edition.

2. Branson, J. (1982). Hotel, Hostel and Hospital Housekeeping. Hodder Arnold H&S.

3. Raghabalan, G. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press India.

Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

[POT] Notel and Hospitality Knowledge: Understand the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.

[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality problems reaching substantiated conclusions using principles of management

[PO3] Design/development of solutions: Design solutions for complex hospitality related problems and design system composites or processes, using appropriate management and technological tools, that meet the specified needs with construction for the public health and safety, and the cultural, societal, and environmental considerations.

[PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

odern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT bidling prediction and modelling to complex hospitality activities with an understanding of the limitations.

[POC] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety,

Ecultural issues, and the consequent responsibilities relevant to the professional practice.

invironment and Sustainability: Understand the impact of the hotel, hospitality, and tourism in societal and nental contexts, and demonstrate the knowledge of need for sustainable development.

raics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the hospitality

1908 Selfivi and and Teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in had a sciolinary settings.



Bachelor of Hotel Management

Course Handout
Introduction to Indian Cuisine |HA 2101| 4 Credits/ 4 0 0 4
Session: Aug 20– Dec 20 | Faculty: Dr. Manoj Srivastava | Class: BHM Semester III

Introduction:

The curriculum has been developed in order to familiarize the students with the concepts of Food Production and develop their awareness and knowledge in Indian regional cuisines. The focus on Indian regional cuisines is aimed at raising the awareness and appreciation of the students of the diversity and uniqueness of the various cooking styles which reflect the unique culture that is India. In conjunction the understanding and practice of Food Production, imparts to the student valuable lessons in preparation of food for professional service to guests.

Course Objectives: At the end of the course, students will be able to:

[2101.1] Demonstrate a thorough understanding of Indian food Production including the factors affecting the operation [2101.2] Theoretically and practically share the knowledge of some of the regional cuisines of India, as well as the factors contributing to the growth of the said cuisines.

[2101.3] Successfully broaden their understanding of Indian culture and food, through further self-study and observation after the awareness generated through knowledge sharing in the class.

Syllabus

Indian Cooking: Introduction, cultural and philosophical factors that influenced of Indian cuisine; the great Indian cuisine – diversity and regional influence, popular foods of India from all the regions.

Condiments, Herbs and Spices Used in India Cuisine: Introduction, Condiments, Herbs and Spices used in Indian Cuisine (Allspice, Ajowan, Aniseed, Asafoetida, Bay leaf, Cardamom, Cinnamon, Cloves, Coriander seeds, Cumin, Chilli, Fenugreek, Mace, Nutmeg, Mustard, Pepper, Poppy Seeds, Saffron, Tamarind, Turmeric, Celery, Curry Leaf, Marjoram, Pomegranate Seeds, Stone Flowers, Basil, Betel Root, Black Salt, Red Chilli, Rock Salt) Various ways of using spices, their storage and usage tips.

Masalas, Pastes and Gravies in Indian cooking: Thickening agents for Indian gravies; Masalas and Pastes: Introduction, Types, Blending of Spices, Concept of Dry and Wet Masalas, Pastes used in Indian Cooking, Purchasing, Storing Considerations.

Basic Indian Gravies: Introduction, Gravies and Curries, Regional Gravies, Gravy Preparations (White Gravy, Green Gravy, Makhni Gravy, Lababdar Gravy, Kadhai Gravy, Achari Gravy, Yellow Gravy, Korma Gravy).

Indian Regional Cooking: Hyderabadi, Bengali, Goan, Gujarati, Rajasthani, Kashmiri, Maharashtrian, Punjabi, Chettinad, Tamil Nadu, Kerala, Awadhi.

Reference Books:

- K.Arora, Theory of Cookery, (6th ed), Frank Bros, 2008
- 2. P.S.Bali, Food Production Operations, (2nd ed), Oxford University Press, 2014
- 3. P.S.Bali, Theory of Cookery, (1sted), Oxford University Press, 2017

Amit Author

MANIPAL UNIVERSITY JAIPUR

School of Hotel Management

Bachelor of Hotel Management Course Hand-out

Alcoholic Beverages - II (HA 2102) | 3 Credits | 3 0 0 3

Session: Jul 29 -Nov 28 | Faculty: Mukesh Shekhar | Class: 2 Year (3 SEM)

A. Introduction Study of Food & Beverage Services Help to prepare students to meet the challenges associated with the Food and Beverage Industry. Students will gain a basic understanding of the Food and Beverage industry by analyzing the industry

B. Course Objectives: At the end of the course, students will be able to

[1302.1] express the concept of Food & Beverage Services

[1302.2] relate the concept with industry requirement

[1302.3] demonstrate an ability to perform the professional skill

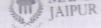
[1302.4] Develop food & beverage entrepreneurship

C. Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

PO1	Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
PO2	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management
PO3	Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental consideration to the public health and safety.
PO4	legal, and cultural issues and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities relevant to the professional anginessing and the consequent responsibilities are the consequent responsibilities the consequent responsibili
PO5	environmental contexts, and demonstrate the knowledge of need for sustainable development
PO6	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO8	Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions
PO9	Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments
PO10	Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

PSO1	Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.
PSO2	Apply the knowledge gained to manage and evaluate functional and conceptual skills appropriate for hospitality.
	Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations as well as events including MICE.
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Bachelor of Hotel Management

Course Handout

Accommodation Management-I | HA 2103 | 2 Credits | 2 0 0 2

Session: Aug – Dec 2020 | Faculty: Mr. Deepak Pokhriyal| Class: II Year (III Sem)

At the end of the semester the students would have a thorough knowledge about the functioning of the linen Room, Introduction: Uniform room and Laundry.

Course Objectives: At the end of the course, students will be able to:

[HA 2103.1] Express the concept of Laundry Operations

[HA 2103.2] Relate the concepts taught with industry requirements

[HA 2103.3] Demonstrate the professional skills learnt

[HA 2103.4] Develop entrepreneurship skills

Housekeeping Supervision: Importance of supervision, Checklist for inspection, Dirty Dozen. Contract Cleaning: Definition, Types, Concept, Jobs given on contract by Housekeeping, Advantages & Disadvantages, Pricing a contract. Syllabus Linen Room: Layout of Linen Room, Classification & Selection of Linen, Activities of the linen room, Classification of Bed, Bath, & Restaurant Linen, Sizes of Linen, Calculation of Linen requirement, Linen Control - Linen Inventory, Par stock, Linen Coverage, Discard management. Uniforms: Advantages of providing uniforms to staff, Issuing & Exchange of uniforms: type of uniforms, Selection & Designing of uniforms, Layout of the Uniform Room; Sewing Room: Activities & areas to be provided, Equipment provided. Laundry Management: Layout, Laundry Equipment, In-house laundry v/s Contract Laundry: Merits & Demerits, Express service. Laundry flow process, Stages in the Wash Cycle – Guest and In house laundry, Stains and Stain removal, Dry-cleaning - Agents and procedures, Emerging Trends in laundry: Best Practices, Environmental Aspects, Energy Conservation, Ergonomics, Effective Communications & Coordination, Applications of Technology Out Sourcing, New Techniques, Information Systems, Inventories and Audits, Global Practices, Legal and Ethical Issues in Laundry Services, Quality Assurance.

1. Andrews, S. (2017). Hotel Housekeeping Management and Operations. McGraw Hill Education; 1st edition.

2.Branson, J. (1982). Hotel, Hostel and Hospital Housekeeping. Hodder Arnold H&S. 3. Raghubalan, G. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press India.

Program Outcomes and Program Specific Outcomes The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

[PO1] Hotel and Hospitality Knowledge: Understand the knowledge of hotel, hospitality and tourism, and a core area

[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality problems reaching specialization to the solution of complex hotel management problems.

[PO3] Design/development of solutions: Design solutions for complex hospitality related problems and design system

components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including

analysis and interpretation of data, and synthesis of the information to provide valid conclusions. [PO5] Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT

tools including prediction and modelling to complex hospitality activities with an understanding of the limitations. [PO6] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety,

legal, and cultural issues, and the consequent responsibilities relevant to the professional practice. [PO7] Environment and Sustainability: Understand the impact of the hotel, hospitality, and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.



Bachelor of Hotel Management Course Handout

Indian Cuisine lab | HA 2131 | 2 Credits | 0 0 2 4

Session: Aug – Dec | Faculty: Dr. Gaurav Bhattacharya | Class: II Year (III Sem)

Introduction:

This course is offered by School of Hotel Management as a department core for the Bachelor in Hotel Management programme, providing through this course a framework of understanding in global cuisine and patisserie. This course offers extensive knowledge and understanding of global cuisine and its component cooking techniques, readily identifiable products as well as an understanding of influences shaping the various cuisines. Students are expected to have background knowledge as gleaned from previous semesters for better understanding of the content.

Course Objectives: At the end of the course, students will be able to:

- [2131.1]. Express the fundamentals of Indian cuisine and professional approach to food production.
- [2131.2]. Relate the concepts taught with industry requirements
- [2131.3]. Demonstrate the professional culinary skills learnt
- [2131.4]. Develop entrepreneurial attitude towards commercial food production.

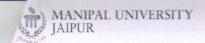
Syllabus

Understanding Indian cooking and preparation of basic menu comprising of Starter, Main course, Staple and Dessert from each region of India: North (Kashmiri, Punjabi), East (Bengali), South (Tamil Nadu, Andhra Pradesh) and West (Maharashtra, Guirat).

Reference:

- 1. Arora, K. (2008). Theory of Cookery. Frank Bros.
- 2. Bali, P. S. (2014). Food Production Operations (Second ed.). Oxford University Press.
- 3. Bali, P. S. (2017). Theory of Cookery (First ed.). Oxford University Press.





MANIPAL UNIVERSITY JAIPUR

School of Hotel Management

Bachelor of Hotel Management Course Hand-out

Alcoholic Beverages - I (HA21332) | 2 Credits | 0 0 2 I

Session: Jul 29 -Nov 28 | Faculty: Mukesh Shekhar | Class: 2 Year (3 SEM)

A. Introduction Study of Food & Beverage Services Help to prepare students to meet the challenges associated with the Food and Beverage Industry. Students will gain a basic understanding of the Food and Beverage industry by analyzing the industry

B. Course Objectives: At the end of the course, students will be able to

[1332.1] develop the concept of alcoholic beverages and their service skills, presentation and suggestion of beverages.

[1332.2] demonstrate the skill of various wines knowledge

[1332.3] Analyse and implement ethical and safe alcohol handling, storage, sales, service and control methods used in the hospitality and beverage industry

C. Logram Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

PO2 PO3 PO4 PO5	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management Design/development of solutions: Design solutions for complex hospitality related problems and design system
PO4	Design/development of solutions: Design solutions for complex hospitality related problems and design system
	components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations
PO5	Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
105	Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
PO6	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO8	Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions
PO9	Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments
PO10	Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

PSO1	Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.
PSO2	Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations as well as events including MICE.
PSO3	Prepare hospitality undergraduate candidates for entry level management positions and entrepreneurship in the



Bachelor of Hotel Management

Course Handout

Accommodation management Lab-I | HA 2133 | 2 Credits | 0 0 2 1

Session: Aug-Dec 2020 | Faculty: Deepak Pokhriyal | Class: 2nd Year (III Sem)

Introduction:

The objective of the course is to assist students and give them practical hands on experience on getting room ready and cleaning of various surfaces.

Course Objectives: At the end of the course, students will be able to:

[HA 1333.1] Identify the resources used in Laundry.

[HA 1333.2] Develop the concept of Laundry operations

[HA 1333.3] Demonstrate an ability to perform the professional skills

[HA 1333.4] Analyse the quality with set standards.

[HA 1333.5] Develop entrepreneurial skills

Syllabus

Linen Inventory – Stock Taking, Stain Removal, Laundering Procedure – Starching / Blueing / Ironing, Use of Laundry Equipment (Washing Machine, Iron, Steam), Visit to a Laundry.

References Books:

- 1. Andrews, S. (2013). Hotel Housekeeping: A Training Manual. Tata McGraw Hill Education Private Limited
- 2. Raghubalan, G. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press India

Program Outcomes and Program Specific Outcomes

The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

[PO1] Hotel and Hospitality Knowledge: Understand the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.

[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality problems reaching substantiated conclusions using principles of management

[PO3] Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO5] Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modelling to complex hospitality activities with an understanding of the limitations.

[PO6] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues, and the consequent responsibilities relevant to the professional practice.

[PO7] Environment and Sustainability: Understand the impact of the hotel, hospitality, and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.

[PO8] Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the hospitality practice.

[PO9] Individual and Teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10] Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO11] Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary



BBA (Hospitality & Tourism operations)

Course Handout

Computer Applications in Hospitality & Tourism | HA2134 | 1 Credits | 0 0 2 1 Session: Jul – Nov | Faculty: Dr Amit Datta | Class: I Year (I Sem)

Introduction:

The core emphasis of this course is to develop hospitality & tourism computer proficiencies among the students.

Course Objectives: At the end of the course, students will be able to:

[HA2134.1].	List different computer and software related applications in hospitality & tourism operations
[HA2134.2].	Demonstrate the applications learnt
[HA2134.3].	Develop professional skill required for hospitality and tourism operations

Syllabus

Introduction to Computers: Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotels, Familiarisation with Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer. Introduction to Computers Software: Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office: Basics of MS- Word. MS- Excel and MS PowerPoint. Internet & Applications: Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines, Email Social Media Applications and Hospitality: Introduction to Social Media, Its Role in Hospitality Promotion, Facebook – Creating Pages and Profiles, Merits/Demerits of Social Media, Linked In, Twitter and Other Social Media Applications

References

- Seal, P. P. (2013). Computers in Hotels. New Delhi: Oxford University Press.
- Leon & Lion, Introduction to Computers, (1st ed.), Vikas Publishing House, New Delhi.
- J.J. Parsons, Computer Concepts, (7th ed.), Thomson Learning, Bombay, 2004
- Comer, Computer networks and Internet, (6th ed.)
 Pearson Education, 2014

Amil-Dett (HOD, SHM)



Bachelor of Hotel Management

Course Handout

Vocational Training Report | HA2171 | 3 Credits | 0 0 63

Session: Jul - Dec | Faculty: Dr. Amit Datta | Class: II Year (III Sem)

Introduction:

The vocational training enables students to relate the knowledge and skills acquired in the classroom with operations prevalent in the industry.

Course Objectives: At the end of the course, students will be able to:

[2171.1].	Develop an understanding of the operation performed in the industry
[2171.2]. [2171.3].	Demonstrate the skills learnt during training
[2171.4].	Express the experience gained during the training Develop entrepreneurship skills

Syllabus:

All the students shall undergo a Vocational Training during the course of the Hotel Management as a partial fulfilment of their program. The students of Hotel Management have to undergo a vocational training for a period of 4-6 weeks at the end of 2^{nd} semester. Hotel Management students will get the opportunity to get hands-on work experience in the leading Hotels and to relate the theory knowledge with the day-to-day operations of the industry. On completion of the training, students will submit a report and give presentation on the same.

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Bachelor of Hotel Management Course Handout

Food Production Foundation - II | HA 1201 | 4 Credits | 4 0 0 4

Session: Jan-Dec | Faculty: Mr. Aravind Kumar Rai | Class: I Year (II Sem)

Introduction: To prepare the students to cater to the need of the industry, it is important to inculcate in them sound knowledge of the principles of Food Production so that they can be put to use in an efficient & effective way and impart to the students latest and relevant knowledge from the field of food production department theory and practice.

Course Objectives: At the end of the course, students will be able to:

[1101.1]. Express the concept of food production

[1101.2]. Relate the concepts taught with industry requirements

[1101.3]. Demonstrate the professional skills learnt

[1101.4]. Develop culinary entrepreneurship

Syllabus

Meat-Introduction to meat cookery, Cuts of beef/veal/ lamb/ pork/game, Poultry, Fish - Introduction to fish/ shellfish cookery, Classification of fish & shellfish, Cuts of fish, Selection of fish and shellfish, Cooking of fish, Egg- Introduction to egg cookery, Structure of an egg, Selection of egg, Uses of egg in Cookery Dairy & Dairy Products- Milk, Cheese, Butter, Cream Farinaceous Products-Pasta, Potato and other starch. Accompaniments & Garnishes, Appetizer & Starters- Sandwiches, Canapés, Rechaufé – Objectives, Methods, Products, Advantages & Disadvantages

Reference Books

1. Arora, K. (2008). Theory of Cookery. Frank Bros.

2. Bali, P. S. (2014). Food Production Operations (Second ed.). Oxford University Press.

3. Bali, P. S. (2017). Theory of Cookery (First ed.). Oxford University Press.

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School of Hotel Management

Bachelor of Hotel Management Course Hand-out

Food & Beverages Services Foundation-II | HA 1202 | 4 Credits | 4 0 0 4

Session: Jan -May | Faculty: Mukesh Shekhar | Class: 1st Year (II SEM)

- A. Introduction: This course continues to build on the philosophy and psychology of Food & Beverage service as well as technical skills of service. This course also introduces a systematic approach of food & beverage operations with emphasis on management and operational controls. Students will get knowledge about the basic knowledge of hotel outlets & types of services. Students will understand and appreciate the areas of service that are important and critical from a management point of view.
- B. Course Objectives: On completion of the course the participants shall be able to:
 - [1202.1] Express the concept of Food & Beverage Services
 - [1202.2] Help to prepare students to meet the challenges associated with the Food and Beverage Industry.
 - [1202.3] Identify trends likely to affect food service in the coming years.
 - [1202.4] Develop general knowledge on the origins and development of food service in hotels, restaurants, and institutions.

C. Syllabus

Non Alcoholic Beverages: Classification of Beverages – Refreshing, Nourishing, Stimulating - Tea - Various Types of Tea, Processing, Manufacturing, Service Standards, Storage, Brands. Preparation of Tea & Coffee - Types, Processing & Production, Service Standards, Storage, Brands and methods of making Tea & Coffee. Nourishing Beverages - Examples with types, brands. Refreshing beverages - Examples with types, brands & composition. Types of waters with examples of each. In Room Dining/ Butler Service: Types of Room Service Operations - Equipment Used -Room Service Order Taking - Service Standards -Butler Service - New Trends, Restaurant Control Systems – Manual & Electronic: Importance of KOT - Different type of KOT's - Duplicate and Triplicate check Systems - Electronic Point of Sales. Ancillary Areas: Pantry - Still Room - Linen Room - Hot Plate. Tobacco: Introduction, Types – Cigars & Cigarettes, Cigar strengths and sizes, Brands – Storage and service

D. Textbooks

- 1. Singaravelavan, R. (2011). Food & Beverage Servicer (08 ed.). Oxford University Press
- 2. Andrews, S. (2013). Food and Beverage Services: A Training Manual. Tata Mcgraw Hill

E. Reference Books

1. Lillicrap & Cousins, Food & Beverage Service, ELBS, 2011 edition

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School of Hospitality & Tourism Management Bachelor of Hotel Management

Course Handout

Housekeeping Operation Foundation-II | HA2108 | 2 Credits | 2 0 0 2

Session: Jan – May 2021 | Faculty: Deepak Pokhriyal | Class: Ist Year (II Sem)

Introduction:

The subject aims to establish the importance of House Keeping Operations and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping.

Course Objectives: At the end of the course, students will be able to

[1203.1]. Recognize and recall the fundamentals of Housekeeping.

[1203.2]. Classify, describe Housekeeping techniques.

[1203.3]. Recognize and demonstrate the use of Housekeeping equipment.

[1203.4]. Develop and demonstrate hospitality managerial skills and entrepreneurial thinking.

SYLLABUS

Nature and composition of various surfaces used in hotels and their care and Maintenance-Metal, Stone, Glass, Wood, Leather, Ceramic, Plastic, Synthetic. Room Layouts, Guest Supplies and amenities: Various room layouts, Single, Double, Twin, suit Sub areas, supplies and amenities placed there. Routine Cleaning of Housekeeping Department: General principles of cleaning, Work routine for floor supervisors and chamber maids, Rules of the floor. Daily cleaning of Occupied, Guest room cleaning, Departure, Vacant, under maintenance (PPM rooms) VIP rooms, Block room cleaning, Evening service and Second service procedures, Weekly/Periodic cleaning, Spring cleaning procedures. Cleaning Routine of Public Areas: Areas to be maintained, daily, weekly and spring-cleaning procedures for various Public Areas. Beds & Mattresses used in Hotels: Parts of bed, Types and uses, Care and maintenance, Control Desk: Importance and functions of Control Desk, Records maintained at desk, Responsibilities, Handling telephone, Handling software, Briefing, Debriefing, Pest Control: Types of Pests, Preventive and Control Measures.

REFERENCE BOOKS

- Hotel, housekeeping operations and management G. Raghubalan and Smritibalan
- Sudhir Andrews, Housekeeping Training Manual
- Brenscon & Lanox, Hotel, Hostel & Hospital Housekeeping

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MANIPAL UNIVERSITY JAIPUR

School of Hotel Management



Department of Hotel Management - Course Hand-out

Front Office Operations Foundation - II | HA1204 | 2 Credits | 2 0 0 2

Session: Jan – May | Faculty: Upamanyu S | Class: I Year (II Semester)

A. Introduction:

The core emphasis of this course is to Front office operations is to develop an understanding of the functions of front desk in the hotels. Understanding the processes of reservation of rooms, registering the guest, handling guests during the stays and settling the bills at the time of their check-out is the main focus of this course.

B. Course Outcomes: On completion of the course the participants shall be able to:

1204.1: Express the concept of Hotel Front Office Operations.

1204.2: Relate the concepts taught with industry requirements.

1204.3: Demonstrate the professional skills learnt.

1204.4: Develop hospitality entrepreneurship.

C. Syllabus

Tariffs, Brochures and House Rules - Basis of charging room rates, Types of room rates, Meal plans with needs and the use of plans, Need for Brochures & Tariff Cards, Property Management Systems – Types, Application and scope, Advantages. System wide Reservations - Overview & Importance of Reservation Systems, Types and modes of reservations, Sources of Reservation, On-line bookings through hotel web-sites and On-line Travel Agents (OTA), The Reservation Process - Determining room availability and acceptance of reservations, Reservation confirmation and maintenance-cancellation policies, Group Reservations-sources, rates and types of groups, Procedure for group reservations. Front Office Salesmanship - Product Knowledge, Upselling techniques, Unique Sales Proposition(USP), Upgrading, Role of Reservation and Reception in sales, Guidelines to selling effectively, Marketing for business travellers, Leisure travellers, travel agents, meeting planners, special segments and conference and group business. Guest Registration - Importance of the first guest contact, Components of the Registration Process, Registration process in semi-automated and fully automated hotels, Front Office Security Functions - The role of Front Office in security aspects, Security aspects on check in: use of metal detectors, validators, scanty baggage etc., Keys control, Guest and staff movement and access control, Protection of funds, Safe deposit boxes, Lost and found processes, Emergency procedures.

Reference Books:

- 1. Aggarwal, R. (2002). Hotel Front Office Systems and Procedures. Jaipur Sublime Publication.
- 2. Andrews, S. (2009). Hotel Front Office (2nd ed.). Tata McGraw Hill.
- 3. Bardi, J. A. (2007). Hotel Front Office Management (4th ed.). Canada Wiley India Pvt.Ltd.
- 4. Dix, C., & Baird, C. (1998). Front Office Operations (4th ed.). Pearson Education, Inc

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School of Hotel Management

Bachelor of Hotel Management Course Handout

ETHINIC INDIAN CUISINE LAB HA 1231 | 2 Credits | 0 0 4 2

Session: Jan-May| Faculty: Aravind Kumar Rai [MU - Jaipur] | Class: Ist Year (II Sem)

A. Introduction:

This curriculum is based on to familiarize the students with the basic preparation of Modern cookery items as per hotel industry standard.

- B. Course Objectives: At the end of the course, students will be able to:
- [1335.1]. Demonstrate the basic concepts of food Production, cookery and Professionalism in Hospitality and basic etiquette of culinary art.
- [1335.2]. Remember and familiarise with Organizational structure and Kitchen equipment in hotel industries with practical knowledge of cooking.
- [1335.3]. Analyse the quality and quantity with the set standard.

C. Program Outcomes and Program Specific Outcomes

- [PO.1] Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
- [PO.2] Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management
- [PO.3] Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations
- [PO.4] Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
- [PO.5] Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
- [PO.6] Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
- [PO.7] Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
- [PO.8] Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.
- [PO.9] Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.
- [PO.10] Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.

MANIPAL UNIVERSITY JAIPUR

School of Hotel Management

Bachelor of Hotel Management Course Handout

Food & Beverages Services Lab-II | HA 1232 | 2 Credits | 0 0 2 1

Session: Jan - May | Faculty: Mukesh Shekhar | Class: 1st Year (II SEM)

- A. Introduction: Study of Food & Beverage Services Help to prepare students to meet the challenges associated with the Food and Beverage Industry. Students will gain a basic understanding of the Food and Beverage industry by analysing the industry
- B. Course Objectives: On completion of the course the participants shall be able to:
 - [1232.1] Identify the resources used in food & Beverage services
 - [1232.2] Develop the concept of restaurant services
 - [1232.3] Demonstrate an ability to perform the professional skills in restaurant
 - [1232.4] Analyse the quality with set standards of restaurants
- C. Program Outcomes and Program Specific Outcomes

PO1	Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and
	a core area specialization to the solution of complex hotel management problems.
PO2	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management
PO3	design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations
PO4	Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO5	Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
PO6	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO8	Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions
PO9	Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments
PO10	Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.



School of Hospitality & Tourism Management **Bachelor of Hotel Management**

Course Handout

Housekeeping Operation Foundation-II | HA

Session: Jan – May 2021 | Faculty: Deepak Pokhriyal | Class: Ist Year (II Sem)

Introduction:

The subject aims to establish the importance of House Keeping Operations and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping.

Course Objectives: At the end of the course, students will be able to

[1203.1]. Recognize and recall the fundamentals of Housekeeping.

[1203.2]. Classify, describe Housekeeping techniques.

[1203.3]. Recognize and demonstrate the use of Housekeeping equipment.

[1203.4]. Develop and demonstrate hospitality managerial skills and entrepreneurial thinking.

SYLLABUS

Polishing of Brass Articles; Cleaning of Glass surfaces; Vacuum Cleaning; Equipping Maids Carte / Trolley; Bed making; Daily Cleaning of Guest rooms - Departure, occupied and vacant, Turndown services; Cleaning of different floor finishes

REFERENCE BOOKS

- Hotel, housekeeping operations and management G. Raghubalan and Smritibalan
- Sudhir Andrews, Housekeeping Training Manual
- Brenscon & Lanox, Hotel, Hostel & Hospital Housekeeping

(MODSHA)





Department of Hotel Management Course Hand-out

Front Office Operations Lab – II | HA1234 | 1 Credits | 0 0 2 1

Session: Jan – May | Faculty: Upamanyu S | Class: I Year (II Semester)

A. Introduction:

The core emphasis of this course is on to familiarize the students with the day to day operations of Front Desk. Students will learn Guest cycle activities.

- B. Course Outcomes: On completion of the course the participants shall be able to perform:
 - 1234.1: Identify the resources used in Front Office Operations.
 - 1234.2: Develop the concept of Front Office Operations.
 - 1234.3: Demonstrate an ability to perform the professional skills.
 - 1234.4: Analyse the quality with set standards.

C. Syllabus

Front Desk Operations - How to organize the front desk and prepare for check-ins, Guest Arrival List and Pre-registration, Blocking and unblocking rooms by using cases, Process guest check-in. Establishing transient status. Verifying room type, rate and payment methods, securing authorization for credit cards, Room allotment and issuing and controlling keys, Use of effective sales techniques, Process check-in for groups and crews, Handling different types of guests. Handling Guest Relations - Soft skills required for Guest Relations, Create and maintain guest history records, Order VIP amenities, Prepare and place welcome notes in guest rooms, make hospitality calls to guests, Handling guest queries/ complains, Help guests with future reservations, Help guests make airline/railway reservations, Maintaining liaison with airports, travel agencies, local transport agencies, city shopping, Cashiering and Night Auditing - Post various guest charges and payments, Receiving and maintaining various vouchers, Handling of cash bank, Handling various methods of payment, Follow – up on payments, Currency exchange, Maintaining guest accounts, Handling split folios, adjust disputed charges, Handle late check outs, Process late charges, retention charges, day rate etc., Processing check –outs, Check for mails, messages, safe deposit box, or in-room safe keys, Post all outstanding charges and verify account information, Inquire about additional recent charges, Present the guest folio for guest signature, Verify the method of payment, Process the account payment (i.e. zeroing out the account), Update the room status, guest history and preferences, Performing night audits & use of night reports for forecasts & budgets of the hotel.

Reference Books

- 1. Standard Operating Procedures of Hotels
- 2. Andrews, S. (2009). Hotel Front Office: A Training Manual (2nd ed.). Tata McGraw Hill Education.
- 3. Tiwari, J. R. (2009). Hotel Front Office Operations and Management. New Delhi: Oxford University Press

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Bachelor of Hotel Management Course Handout

Global Cuisine and Pattisserie | HA 2201 | 3 Credits | 3 0 0 3

Session: Jul-Dec2020 | Faculty: Dr. Gaurav Bhattacharya | Class: 2nd year (IV Sem)

Introduction:

This course is offered as a department core for the Bachelor in Hotel Management programme, providing through this course a framework of understanding in global cuisine and patisserie. This course offers extensive knowledge and understanding of global cuisine and its component cooking techniques, readily identifiable products as well as an understanding of influences shaping the various cuisines. Students are expected to have background knowledge as gleaned from previous semesters for better understanding of the content.

Course Objectives: At the end of the course, students will be able to:

- CO 1 Recognize different international styles of cuisine and identify influences of cultures on regions Special features with respect to ingredients, methods, presentation styles in the following countries, Asian, European (continental), North & South American & Mexican
- CO 2 Describe the process and work flow of the Garde Manger and Larder and demonstrate the products of Cold Kitchen.
- CO 3 Explain the various products of bakery and confectionery as an integral part of Global cuisine.
- CO 4 Use the knowledge in making informed decisions in their professional and entrepreneurial career

Syllabus

International Cuisine: Introduction to influences of cultures on regions Special features with respect to ingredients, methods, presentation styles in the following countries , Asian , European (continental), North & South American & Mexican; Larder / Grade Manger: Functions of larder department and Duties & responsibilities of larder chef, Common terms used in larder department, Charcutiere and their products., Pates, Mousses, Galantines, Ballotines; Salads: Classification, Composition, Principles of making a salad, Classical salads; Sandwiches: Parts / composition of sandwiches, Types of bread used in sandwich making, Types of sandwiches, Fillings – basic principles of sandwich spread making & fillings, Precautions to take while preparing sandwiches, Storing of sandwiches for health & safety; Flour Pastries: Definition & Classification- Short Crust, Choux, Puff, Leavened & Laminated, Cookies: Definition / introduction, Types of cookies, Methods of mixing & baking: Icing, Frosting & Fillings, Definition & Uses, Classification, Ingredients used, Meringue, Cakes & Sponge.

References

- 1. Victor Ceserani & Ronald Kinton, Practical Cookery, ELBS 2010
- 2. Victor Ceserani & Ronald Kinton, Theory of Catering, ELBS 2010
- 3. Ms Thangam Philip, Modern Cookery for Teaching & Trade Vol I, Orient Longman
- 4. Le Rol A. Polsom, The Professional Chef (4th Edition)
- 5. Jane Grigson, The book of Ingredients
- 6. Michael Colleer & Colin Saussams, Success in Principles of Catering

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Mad Show



School of Hospitality & Tourism Management

Bachelor of Hotel Management

Course Handout

Accommodation Management-I | HA2203 | 2 Credits | 2 0 0 2

Session: Jan - May 2021 | Faculty: Deepak Pokhriyal | Class: Ist Year (II Sem)

Introduction:

The subject aims to establish the importance of House Keeping Operations and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping.

Course Objectives: At the end of the course, students will be able to

[HA2203.1] Recognize and recall the fundamentals of Housekeeping.

[HA2203.2] Classify, describe Housekeeping techniques.

[HA2203.3] Recognize and demonstrate the use of Housekeeping equipment.

[HA2203.4] Develop and demonstrate hospitality managerial skills and entrepreneurial thinking.

Syllabus

First aid: Aims & Objectives, Qualities and Responsibilities of a First-Aider, Knowledge of Basic Life Support, Assessment of Life-Threatening Situations, Prioritise Treatment of Casualties, Basic and Essential Treatment of Injuries, Safe Evacuation of Casualties, Safety & security: Fire safety and firefighting, Crime prevention and dealing with emergency, Safety awareness and accident prevention, Types of Fires, Fire Extinguishers, Prevention of Fire, Fire Warning System, Fire Doors, Fire Drill. Horticulture: Overview of Horticulture, Greenhouse structures, Plant Classification, function and structure, Floriculture, Organic Gardening. Housekeeping in institutes other than hotels: Hospital, Hostel, Malls, Residential establishment, Offices, Universities, Other commercial areas.

Reference Books:

- Sudhir Andrews, Hotel Housekeeping Training Manual, (1st ed.), Tata Mc Graw-Hill publishing company ltd., 2006
- Joan C Branson, Hotel Hostel & Hospital Housekeeping, (5th ed.), Arnold, 1988

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School of Hotel Management Department of Hotel Management Course Hand-out TRAVEL & TOURISM MANAGEMENT | HA2204 | 3 credits | 3 0 0 3

Session: January2021 - May2021 | Faculty: Dr. Gaurav Bhattacharya | Class: BHM 2nd year (IV Sem)

A. Introduction To inculcate a sense of importance and establish a link between the tourism industry and the hotel industry and to highlight tourism industry as an alternative career path

- B. Course Outcomes: On completion of the course the participants shall be able to:
- 2204.1. Explain fully the concept of Tourism and Travel
- 2204.2. To understand the nuances of tourism; and be an informed, responsible and discerning tourist
- 2014.3. To apply the learning from this course to integrate their professional choices with that of contribution to the burgeoning tourism industry.

C. Syllabus:

Indian Culture: General Features, Sources, Relationship of culture and tourism.

Cultural Heritage: Meaning, Scope and Significance of Heritage, Criterions for selection as heritage sites, Monuments and zone by UNESCO (WHO), Types of heritage property, World famous heritage sites and monument in India and abroad, National and International Organizations engaged in Heritage Management (UNESCO, ICOMOS, ASI, and NGOs)

Architecture Heritage: Hindu Architecture-Famous Temple in India, Islam and Indo-Islamic Architecture -Famous Monuments in India, British and Indo British Architecture-Famous Public Buildings and monuments.

Indian Museums: Concept and classification. Heritage Hotels and its classification, Indian Music, Fair and Festivals, Classical dance

Introduction to Tourism: Definition & concepts of Tourism, Components & linkages of Tourism, Growth of tourism industry and historical development, through ages, Future of tourism industry. General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships, sustainable tourism.

Tourism Products & Attraction: Nature, Characteristics and Components of Tourism Industry. Elements and characteristics of tourism products. Tourism Product Life Cycle. typology of tourism product.

Types and Forms of Tourism: Inter-regional and intra-regional tourism. Inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism. Alternative Tourism like culture or nature oriented, ethnic or 'roots' tourism and VFR.

A study of Tourism Organizations: Government Organizations- DOT, ITDC, MTDC, ASI, TFCL, Domestic Organizations- TAAI,FHRAI, IATO; International Organizations- WTO,IATA, PATA

Books:

- i) Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)
- ii) Jagmohan Negi, *Travel Agency & Tour Operation Concepts & Principles*, Kanishka Publishes, Distributors, New Delhi, 1997
- iii) K. Bhatia, International Tourism Fundamentals & Practices, Sterling Publishers Private Limited, 1996

School of Hotel Management, MUJ



School of Hotel Management

Bachelor of Hotel Management Course Handout

Advanced Food & Beverages Services Lab-II | HA 2232 | 2 Credits | 0 0 2 1

Session: Jan – May | Faculty: Mukesh Shekhar | Class: 2nd Year (IV SEM)

- A. Introduction: This course covers the fundamentals of food and beverage service and management as it applies to restaurants and all other types of food service operations including institutions, hotels, quick service operations, and catering. The focus of the course will be on the philosophy, psychology and technical skills required for excellent food and beverage service. In addition the course will cover the principles of sound food and beverage operation management, which can be applied to ensure these service levels are attained.
- B. Course Objectives: On completion of the course the participants shall be able to:
 - [1232.1] Identify the resources used in Bar & other outlets
 - [1232.2] Develop the concept of Table set up in outlets
 - [1232.3] Demonstrate an ability to perform the professional skills in banquets
 - [1232.4] Analyse the quality with set standards in bar
- C. Program Outcomes and Program Specific Outcomes

PO1	Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
PO2	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management
PO3	Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations
PO4	Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO5	Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
PO6	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO8	Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions
PO9	Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments
PO10	Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.
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Bachelor of Hotel Management

Course Handout

Bakery and Confectionery Lab | HA 2233 | 2 Credits | 0 0 4 2

Session: Jan – May | Faculty: Amit Datta | Class: 2nd Year (IV Sem)

Introduction:

This curriculum is based on to enhance the students with the bakery & confectionery items as per hotel industry standard.

Course Objectives: At the end of the course, students will be able to:

[HA2233.1]	1	Identify	the	recources	need	in	hakery	8,	confectionery
TA2233.1		Identily	uie	resources	useu	111	Dakery	oc	Confectionery

[HA2233.2]. Develop the concept of bakery & confectionery operations

[HA2233.3]. Demonstrate an ability to perform the professional skills

[HA2233.4]. Analyse the quality with set standards.

[HA2233.5]. Develop entrepreneurial skills

Syllabus:

Bread: Soft Rolls, Hard Rolls, Sandwich Breads, Bread Sticks. Breakfast Pastries: Muffin, Doughnuts, Berliners, Brioche. Cookies: Melting Moments, Chocolate chip Cookies. Cakes: Swiss Roll, Fruit Cake, Marble Fruit Cake. Choux Pastry: Éclairs, Profit rolls, Croquembouche. Short Crust: Tart, Pie, Flan, Quiche. Laminated Pastry: Veg Puff, Vol au Vant, Palmiers, Cream Horns. International Desserts and Plate Presentations.

References:

- Wayne Glasslen, Professional Baking
- Bo Friberg, John Wiley, Professional Pastry Chef
- P.S.Bali., Theory of Bakery & Patisseries. (First ed.)Oxford University Press, 2018
- P.S.Bali., International Cuisine and Food Production Management, (First ed.) Oxford University Press, 2014
- CIA, The Professional Chef Hardcover, (ninth ed.), wiley, 2011

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Bachelor of Hotel Management Course Handout

Food & Beverage Management | HA 1601/HA2202 | 3 Credits | 3 0 0 3

Session: Jan – May2021 | Faculty: Dr. Gaurav Bhattacharya | Class: 3rd Year (VI SEM)/2nd year(IVsem)

Introduction:

Study of Food & Beverage Management helps prepare students to meet the challenges associated with profitably operating Food and Beverage outlets. Students will gain a basic understanding of the Food and Beverage industry by analysing the industry's growth and development, reviewing its organizational structure, investigating its relationship with the hotel's other departments, and by focusing on industry opportunities and future trends.

Course Objectives: At the end of the course, students will be able to:

- CO 1 Demonstrate the management skills required for the successful operation of a restaurant.
- CO 2 Design and organize detailed and profitable restaurant menus
- CO 3 Integrate food service math skills into restaurant financial accounting and internal controls
- CO 4 Develop an understanding of the various components contributing to the success of a food and beverage operation.

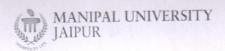
Syllabus

F&B Management Overview: Introduction, Objectives of F&B Management, Responsibilities of F&B Management, Constraints to F&B Management. Implications in Hotels, Restaurants, Fast Food Outlets, Hospital Catering, Airlines Catering and in institutional catering. Menu Management: Introduction, Types of Menu, Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In-House Marketing Tool. Cost & Sales Concept: Definition of Cost, Elements of Cost, Classification of Cost, Sales defined, Ways of expressing sales concepts. Cost/Volume/Profit Relationships (Break-even analysis). Budget Management: Introduction, Objectives, Kinds of Budget, Budgetary Control Process, Stages in the preparation of Budgets. Budgeting for F&B Operations. Food Control: Food Purchasing Control, Food Receiving Control, Food Storing and Issuing Control, Food Production Control, Food Cost Control, Food Sales Control, Standard Yield, Standard Portion Sizes, Standard Recipes, Beverage Control Management: Beverage Purchasing Control, Beverage Receiving Control, Beverage Storing and Issuing Control, Beverage Production Control, Beverage Cost Control, Beverage Sales Control .Labour Management: Labour cost considerations, Organizational plan, Job analysis, Forecasting and scheduling of Personnel, Standards of Performance, Payroll Analysis. Frauds in F&B Control Management: Frauds in Purchasing, Receiving, Storing, Issuing, Preparing and Selling Stages of F&B Control, Prevention of Frauds. Inventory Control: Importance, objectives, methods, levels & technique, perpetual inventory, monthly inventory, pricing of commodity, comparison of physical and perpetual inventory. Material Management: Introduction, Concept Kitchen Stewarding: Introduction, Job specification, Importance

References

- Singaravelavan, R. (2011). Food & Beverage Servicer (08 ed.). Oxford University Press S Sadri & J Sadri, Business Excellence Through Ethics & Governance, 2nd edition, 2015.
- 2. Coltman, Micheal (2011) Food & Beverage Management (10 ed.) Willy Publication.

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Bachelor of Hotel Management Course Handout

Food & Beverage Management | HA 1601/HA2202 | 3 Credits | 3 0 0 3

Session: Jan – May2021 | Faculty: Dr. Gaurav Bhattacharya | Class: 3rd Year (VI SEM)/2nd year(IVsem)

Introduction:

Study of Food & Beverage Management helps prepare students to meet the challenges associated with profitably operating Food and Beverage outlets. Students will gain a basic understanding of the Food and Beverage industry by analysing the industry's growth and development, reviewing its organizational structure, investigating its relationship with the hotel's other departments, and by focusing on industry opportunities and future trends.

Course Objectives: At the end of the course, students will be able to:

- Demonstrate the management skills required for the successful operation of a restaurant. CO₁
- Design and organize detailed and profitable restaurant menus CO2
- Integrate food service math skills into restaurant financial accounting and internal controls CO3
- Develop an understanding of the various components contributing to the success of a food and beverage CO₄ operation.

Syllabus

F&B Management Overview: Introduction, Objectives of F&B Management, Responsibilities of F&B Management, Constraints to F&B Management. Implications in Hotels, Restaurants, Fast Food Outlets, Hospital Catering, Airlines Catering and in institutional catering. Menu Management: Introduction, Types of Menu, Menu Planning Considerations & Constraints, Menu Costing and Pricing, Menu Merchandising, Menu Engineering, Menu Fatigue, Menu as a In-House Marketing Tool. Cost & Sales Concept: Definition of Cost, Elements of Cost, Classification of Cost, Sales defined, Ways of expressing sales concepts. Cost/Volume/Profit Relationships (Break-even analysis). Budget Management: Introduction, Objectives, Kinds of Budget, Budgetary Control Process, Stages in the preparation of Budgets. Budgeting for F&B Operations. Food Control: Food Purchasing Control, Food Receiving Control, Food Storing and Issuing Control, Food Production Control, Food Cost Control, Food Sales Control, Standard Yield, Standard Portion Sizes, Standard Recipes, Beverage Control Management: Beverage Purchasing Control, Beverage Receiving Control, Beverage Storing and Issuing Control, Beverage Production Control, Beverage Cost Control, Beverage Sales Control .Labour Management: Labour cost considerations, Organizational plan, Job analysis, Forecasting and scheduling of Personnel, Standards of Performance, Payroll Analysis. Frauds in F&B Control Management: Frauds in Purchasing, Receiving, Storing, Issuing, Preparing and Selling Stages of F&B Control, Prevention of Frauds. Inventory Control: Importance, objectives, methods, levels & technique, perpetual inventory, monthly inventory, pricing of commodity, comparison of physical and perpetual inventory. Material Management: Introduction, Concept Kitchen Stewarding: Introduction, Job specification, Importance Dril 17.00,54m

References

- 1. Singaravelavan, R. (2011). Food & Beverage Servicer (08 ed.). Oxford University Press S Sadri & J Sadri, Business Excellence Through Ethics & Governance, 2nd edition, 2015.
- 2. Coltman, Micheal (2011) Food & Beverage Management (10 ed.) Willy Publication.



School of Hospitality & Tourism Management

Bachelor of Hotel Management

Course Handout

Accommodation Management-II | HA1602 | 2 Credits | 2 0 0 2

Session: Jan – May 2021 | Faculty: Deepak Pokhriyal | Class: Ist Year (II Sem)

Introduction:

The subject aims to establish the importance of House Keeping Operations and its role in the hospitality Industry. It also prepares the student to acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping.

Course Objectives: At the end of the course, students will be able to

[1602.1] Recognize and recall the fundamentals of Housekeeping.

[1602.2] Classify, describe Housekeeping techniques.

[1602.3] Recognize and demonstrate the use of Housekeeping equipment.

[1602.4] Develop and demonstrate hospitality managerial skills and entrepreneurial thinking.

SYLLABUS

REFERENCE BOOKS

- Hotel, housekeeping operations and management G. Raghubalan and Smritibalan
- Sudhir Andrews, Housekeeping Training Manual
- Brenscon & Lanox, Hotel, Hostel & Hospital Housekeeping

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Bachelor of Hotel Management

Course Handout

Hospitality Organization Behaviour | HA1604 | 2 Credits | 2 0 0 2

Session: Feb – May | Faculty: Dr Smita Sharma | Class: III Year (VI Sem)

Introduction:

Study of Organizational Behavior helps in understanding the employees in a better way to maximize the profits. It helps to know how employees act, feel and think in an organization. It is essential to work in coordination in an organization to achieve the best results. To understand the impact that individual, group and structure have on behavior within organizations for the purpose of applying such knowledge towards improving organizations effectiveness.

Course Objectives: At the end of the course, students will be able to:

[1101.1]. Develop an understanding of the concepts of Organizational Behaviour

[1101.2]. Develop an understanding of role of OB in hospitality industry

[1101.3]. Analyze the OB situation in hospitality industry

[1101.4]. Apply the concepts of OB for hospitality organization's effectiveness.

Syllabus

Introduction to Organizational Behavior: Definition, need and importance of organizational behavior, Nature and scope, Frame work, Leadership: Meaning, Importance, Leadership styles: Theories, Leaders Vs Managers, Sources of power, Power centers, Power and Politics; Individual Behavior: Personality: Types, Factors influencing personality, Theories, Emotions, Emotional Intelligence - Theories. Attitudes, Characteristics, Components, Formation, Measurement, Values. Perceptions - Importance, Factors influencing perception, Motivation - importance, Types; Group Behavior: Organization structure: Formation, Groups in organizations, Influence, Group dynamics, Emergence of informal leaders and working norms, Group decision making techniques, Team building, Interpersonal relations, Communication; Dynamics of Organizational Behavior: Organizational culture and climate: Factors affecting organizational climate, Importance. Job satisfaction: Determinants, Measurements, Influence on behavior, Organizational change: Importance, Stability Vs Change, Proactive Vs Reaction change, The change process, Resistance to change, Managing change, Stress - Work Stressors, Prevention and Management of stress, Balancing work and Life, Organizational development: Characteristics, Objectives, Organizational effectiveness

References

- Stephen P. Robins, Organizational Behavior, PHI Learning / Pearson Education. 2009 edition
- Fred Luthans, Organisational Behavior, McGraw Hill.
- Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley.
- Udai Pareek, Understanding Organisational Behaviour, 2nd Edition, Oxford Higher Education.
- Mc Shane & Von Glinov, Organisational Behaviour, 4th Edition, Tata Mc Graw Hill.
- Aggarwal, R. (2002). Hotel Front Office Systems and Procedures. Jaipur Sublime Publication.
- Andrews, S. (2009). Hotel Front Office (2nd ed.). Tata McGraw Hill.
- Bardi, J. A. (2007). Hotel Hospitality Organization Behaviour (4th ed.). Canada Wiley India Pvt.Ltd.
- Dix, C., & Baird, C. (1998). Front Office Operations (4th ed.). Pearson Education, Inc.

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School of Hotel Management Department of Hotel Management Course Hand-out

ADVANCED FOOD PRODUCTION LAB | HA1631 | 2 Credits | [0 0 4 2]

Session: Jan 2021 - May 2021 | Faculty: Mr Aravind Kumar Rai [MU - Jaipur] | Class: VI Semester

Introduction:

his course is offered by School of Hotel Management as a department core for the Bachelor in Hotel anagement programme, providing through this course a framework of understanding in global cuisine and patisserie. This course offers extensive knowledge and understanding of global cuisine and its component cooking techniques, readily identifiable products as well as an understanding of influences shaping the various cuisines. Students are expected to have background knowledge as gleaned from previous semesters for better understanding of the content.

Course Objectives: At the end of the course, students will be able to

[1631.1]. Recognize and reproduce different Oriental and American styles of cuisine

[1631.2]. Analyze and describe the processes and workflow of the Garde Manger and Larder

[1631.3]. Describe and demonstrate the products of Cold Kitchen.

[1631.4]. Recognize professional and entrepreneurial opportunities for the skills learnt.

Syllabus:

International Cuisine: Oriental, American:

Gard manger Preparation: Cold cuts, Galantine, Pate, Mousse, Terrine

Fast Food & Bar be que items: Burger, Sandwiches, Canapés including dips

andoor products: Kababs, Roti's.

Books:

- Frederic H. Semerschmid And John F. Nicolas, Professional Chefs- Art of Garde Manger (4th Edition)
- 2. M.J. Leto & W.H. K.Bode, The Larder Chef 2010 edition
- 3. Lyn Rutherfold, Garnishes
- 4. Cookery Encyclopedia- Paul Hamlyn, Larousse Gastronomique
- 5. Smith, Henry, Classical Recipes of the world

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School of Hotel Management

Bachelor of Hotel Management Course Handout

Restaurant Service & Mixology Lab| HA 1632 | 2 Credits | 0 0 2 1

Session: Jan - May | Faculty: Mukesh Shekhar | Class: 3rd Year (VI SEM)

- **A. Introduction:** Study of Restaurant Service & Mixology lab students will explore the history of alcoholic beverages, responsible alcohol service and regulations that impact the beverage industry, students will also examine the various types of beverages that make up a successful beverage program including beer, wine, spirits and the art of mixology.
- B. Course Objectives: On completion of the course the participants shall be able to:
 - [1632.1] Identify the essentials of the bar
 - [1632.2] Develop the concept of bar
 - [1632.3] Demonstrate an ability to make alcoholic & non-alcoholic drinks
 - [1632.4] Analyse the quality with standard in Bar

C. Program Outcomes and Program Specific Outcomes

PO1	Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
PO2	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management
PO3	Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations
PO4	Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO5	Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
PO6	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO8	Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions
PO9	Project Management and Finance: Demonstrate knowledge and understanding of the hospitality and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments
PO10	Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change.
	independent and lifelong learning in the broadest context of technological change.



Bachelor of Hotel Management

Course Handout

Patisserie Lab | HA 1633 | 2 Credits | 0 0 4 2

Session: Jan - May | Faculty: Amit Datta | Class: 3rd Year (VI Sem)



Introduction:

This curriculum is based on to enhance the students with the patisserie items as per hotel industry standard.

Course Objectives: At the end of the course, students will be able to:

[HA1633.1]. Identify the resources used in patisserie

[HA1633.2]. Develop the concept of patisserie operations

[HA1633.3]. Demonstrate an ability to perform the professional skills

[HA1633.4]. Analyse the quality with set standards.

[HA1633.5]. Develop entrepreneurial skills

Syllabus

- Gateaux: Black Forest, Fresh Fruit Gateaux, Chocolate Cake.
- International Desserts: Brownee, Mud Cake, Tiramisu, Charlotte.
- Buffet Set up: Hi Tea, Breakfast, Theme based Dessert display.
- Meringue based products.
- Plate presentations

References

- Wayne Glasslen, Professional Baking
- Bo Friberg, John Wiley, Professional Pastry Chef

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School of Hotel Management Bachelor of Hotel Management

Course Handout

Professional Development | HA 1634 | 1 Credits | 0 0 2 1

Session: Jan - May | Faculty: Dr Amit Datta | Class: 3rd Year (VI Sem)

Introduction:

This curriculum is designed to groom soft skills of the student as per the hospitality, tourism and other service industry standard.

Course Objectives: At the end of the course, students will be able to:

[1634.1]. Identify the competencies required by a hospitality & tourism professional

[1634.2]. Develop the competencies required to be a hospitality & tourism professional

[1634.3]. Practice the skills to enhance the professional competencies

[1634.4]. Demonstrate the professional competencies

Syllabus

Presentations: Preparing for a presentation, tools for effective presentation, making optimum use of the time allocated for presentation, Being able to feel confident before, during and after any presentation, Learning to present with clarity and precision; **Personality development:** Inner Personality Development: Role of motivation & body language: Filling the GAP- Grooming, Attitude, Personality; **Creative Thinking:** Express creativity in everyday situations, Know the creative thinking process, and Develop a positive attitude; **Interviewing Skills:** Systematically prepare for an interview from organization's perspective and taking care of candidate's needs as well, Plan an opening and a closing for a selection interview, Construct primary and secondary questions to ask the company representative

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School of Hotel Management



Department of Hotel Management Course Hand-out

Environmental Education & Management | HA1802 | 4 Credits | 4 0 0 4

Session: Jan - May | Faculty: Upamanyu S | Class: IV Year (VIII Semester)

A. Introduction:

The core emphasis of this course is to Front office operations is to develop an understanding of the functions of front desk in the hotels. Understanding the processes of reservation of rooms, registering the guest, handling guests during the stays and settling the bills at the time of their check-out is the main focus of this course.

B. Course Outcomes: On completion of the course the participants shall be able to:

1802.1: Explain the significance of the environmental studies in current scenario.

1802.2: Explain the salient features of environmental studies.

1802.3: Relate the concepts of environmental studies with hospitality industry.

1802.4: Analyse the application of environmental studies in hospitality industry.

C. Syllabus

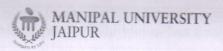
Introduction and development of environmental message - Staff - Raise awareness build commitment, provide support, reward efforts, and celebrate success, Business partner's coordination, Guests participation, Community - sponsorship, urban beautification, alternate energy sources. Waste Management -Why manage waste, Type of solid waste (e- waste & paper waste etc.), 3R's principle, Non-hazardous energy separation. Energy and waste conversion - Introduction, Types of energy, Energy efficiency action plan, assessing current performance, Energy utilization & conservation measures, Guidelines for major use areas, Making decision about investments, Evaluation of new technology. Water - Water and the environment, - Water quality standards, Water treatment methods, Improving water quality, - Case studies. Product purchase - Principles of responsible purchasing, Implementation of Eco friendly purchasing, - Products: recycled paper, future products. Indoor air quality - Potential sources of air pollution, Improving indoor air quality, Costs. Hazardous materials - Definition & Sources, Hazards & dealing with hazardous materials. Ecotels - What are ecotels, Case studies India and abroad. Building of the future Building materials - cement, bricks, wall panels paints, smart buildings, Current technology.

References

- 1. Kirk, D. (1996). Environmental Management for Hotels: A Student's Handbook (1st ed.). A Butterworth-Heinemann Title.
- 2. Sharma, P. D. (2017). Ecology and Environment (13th ed.). Rastogi Publications.
- 3. Uberoi, N. K. (2004). Environmental Management (2nd ed.). Excel Books

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Food & Beverage Specialization-2

Course Handout

Food & Beverage Specialization-2 | HA1851 | 3 Credits | 2 0 2 3

Session: Jan-May | Faculty: Mr. Mr. Mukesh Shekhar | Class: IV Year (VIII Sem)

A. Introduction:

This course is offered by School of Hotel Management as a department core for the Bachelor in Hotel Management programme, viding through this course a framework of understanding in global cuisine and patisserie. This course offers extensive knowledge and understanding of global cuisine and its component cooking techniques, readily identifiable products as well as an understanding of influences shaping the various cuisines. Students are expected to have background knowledge as gleaned from previous semesters for better understanding of the content.

- B. Course Objectives: At the end of the course, students will be able to:
- [1851.1]. Demonstrate the mixology.
- [1851.2]. Analyze and describe the processes and work flow for different categories of F&B businesses.
- [1851.3]. Describe the technical aspects of event management.
- [1851.4]. Recognize and describe the various entrepreneurial opportunities in the Food and beverage production and service businesses.

C. Program Outcomes and Program Specific Outcomes

PO1	Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
PO2	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management
PO3	Design/development of solutions: Design solutions for complex hospitality related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations
PO4	Hospitality and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional engineering practice.
PO5	Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
PO6	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PO8	Communication: Communicate effectively on hospitality activities with the professional community and with society at large. Some of them are, being able to comprehend and write

School of Hotel Management Bachelor of Hotel Management

Course Handout

Program Elective- Rooms Division | HA1852 | 3 Credits | 2 0 2 3

Session: Feb – June | Faculty: Dr Shweta Upamanyu | Class: IV Year (VIII Sem)

Introduction:

With modern-day rising acquisition costs and distribution complexities, revenue management techniques have increasingly been adopted by both small and large hotel companies, making a comprehensive understanding of segmentation, forecasting and pricing an essential requirement for today's hospitality professionals. The purpose of this course is to provide a core understanding of the fundamentals of revenue management, which ties into the larger picture of revenue strategy. The course is structured to provide an insightful look into Revenue Management.

Course Objectives: At the end of the course, students will be able to:

1852.1: To understand the concepts of Yield management and Revenue Management in Hotel Industry.

1852.2: To learn the calculations and importance of various Accommodation Statistics.

1852.3: To analyze the various concepts of revenue management in hotel industry through case studies.

1852.4: To apply the concepts in the hotel industry.

Syllabus

Revenue Management: Concept, Revenue Management Tools – room types, market codes, track codes, Elements of Revenue Management: Group Room Plans, Transient Room Plans, Food & Beverage Activity, Special Events. Implementing Revenue Strategies; Revenue management Essentials – managing occupancy, managing ADR, Evaluating Effectiveness; Yield Management and Forecasting: Concept, Measuring Yield, Forecasting Room availability, Front Office and the Internet, Real World activities; Accommodation Statistics Occupancy Ratio, Break-even Pricing, Productivity Activities, Report Writing; Contracting Rates: Setting a price for a Group, Net Rates, Negotiating with Travel Agent/ Tour Operator, Corporate Rate Contracts. Case Studies & Role Play.

References

- 1. Sudhir Andrews, Hotel Housekeeping Training Manual, Tata Mc Graw-Hill publishing company ltd., 2006.
- 2. Joan C Branson, Hotel Hostel & Hospital Housekeeping. E. Arnold, 5th edition (November 1, 1988).
- 3. Robert J. Martin, Professional Management of Housekeeping Operation, John Wiley & Sons Inc, 1992

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