FACULTY OF

HOTEL & TOURISM MANAGEMENT

Curriculum and Syllabus for

Bachelor of Science (Hospitality Administration)

Batch (2021 - 24)



Program: B.Sc. (HA)

Graduate Attributes- B.Sc. (HA)

Graduate Attributes are vital to the design, delivery and assessment of student learning in all faculty of Studies at the University. These University Graduate attributes are as follows:

- 1. Knowledge and Expertise in operational and managerial skills of hospitality and tourism business
- 2. Research and Enquiry
- 3. Information and Digital Literacy
- 4. Problem Solving
- 5. Communication
- 6. Behavioral Skills, Teamwork and Leadership
- 7. Global Citizen
- 8. Ethical, Social and professional understanding
- 9. Employability, Enterprise & Entrepreneurship
- 10. Lifelong Learning

Program Objective- B.Sc. (HA)

The objective of the Degree Programme in Hotel Management is to provide students with a high quality, practical yet academic training in hotel management. The programme emphasizes the development of skills needed in managing activity and nature of services in Hotel Operations. In addition, a wide range of related subjects such as marketing, financing, business activities, product development and human resource management are also covered. Language studies also play a major role with special emphasis is given on learning the language of Hospitality-French Language. Upon completion of the required 132 credits within three years, graduates are awarded a B.Sc. (HA).

The set objective will be achieved by providing following learning environment:

A programme that is both challenging yet supportive. A truly professional atmosphere, achieved through the extensive links with partners abroad and in collaboration with International and national organizations. Co-operation with a network of hotel groups, ancillary network of hospitality business and local businesses. Professionally highly qualified faculty & staff with international experience in the hospitality segment.

Program Educational Objectives- B.Sc. (HA)

- 1. Knowledgeable and technically competent in Hotel Operations in-line with industry requirement.
- 2. Effective in communication and demonstrate good leadership quality in an organization.
- 3. Capable to solve issues related to Hotel Operations innovatively, creatively and ethically through sustainable approach in a multi-cultural environment.
- 4. Able to demonstrate entrepreneurship skills and recognise the need of lifelong learning for successful and satisfied career enhancement.

Programme Learning Outcomes- B.Sc. (HA)

Upon successful completion of this program of study, the graduates shall:

- 1. Acquire, review, analyses and apply knowledge, skills and attitude towards hospitality and other related industry. 2. Demonstrate comprehensive technical abilities in Hotel operations, which includes expertise of following sections-Culinary, Restaurant Operations and Rooms Division. 3. Identify, formulate and provide creative, innovative and effective solution to challenges faced in Hotel industry.
- 4. Communicate effectively in both written and spoken form with Hotel professionals, allied industry professionals and community. 5. Function individually or in teams, with a capability to engage effectively with other people and team members.
- 6. Display cultural sensitivity, ethics and with humane responsibility, in line with Hospitality Industry needs. 7. Recognize the need for and to engage in lifelong learning and professional development. 8. Self-motivate and enhance entrepreneurship skills for career advancement and development. 9. Realize and demonstrate effective leadership responsibility.

SYLLABUS

B.Sc. (HA) - 3 years

Sem/Year	1st Semester / 1st Year		
Subject	FOOD PRODUCTION FOUNDATION		
Course	To make students understand professional kitchen, hierarchy, kitchen department layout,		
Objective	duties & responsibilities of kitchen staff members while understanding kitchen basis operations such as cuts of vegetables, methods of cooking etc and be able to perform task of stock, soup and sauce preparations. Learn the basics of Bakery, its equipment		
	ingredients and making of basic breads and cakes.		
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED	
1	PROFESSIONAL KITCHEN & COOKING:		
	 Introduction, Definition, and its importance 		
	 Hierarchy of Kitchen Department, Classical Kitchen Brigade, Duties & Responsibilities of various positions 		
	 Personal Hygiene, Uniform & Protective clothing. 	15	
	 Kitchen Equipment, Classification, Description, Handling & Upkeep. Kitchen Tools, Knives, Their Usage, Care & Maintenance, Workstations, Safety Procedures. 		
	Kitchen Layouts (Basic, Bulk, Larder and Show Kitchens)		
2	STOCKS, SAUCES, SOUPS& CUTS OF VEGETABLE		
	 Stocks: Introduction, Classification, Usage, Preparation & Storage. Sauces: Introduction, Classification, Usage, Thickening Agents, Preparation of Mother Sauces, Understanding their derivatives, propriety sauces, texture of good sauce, emerging trends, Soups: Introduction, Classification, Preparation, Care and precautions, trends in soup presentation. Cuts of Vegetables, Effect of Heat on vegetables, Pigment and Colour Changes, hygiene aspects, Herbs & Spices, Cereals and Pulses. 	15	
3	FUEL, FIRE & SAFETY AND METHODS OF COOKING		
	 Types of fuel, Usage and Precautions. Fire-Introduction, Types and handling fires and usage of extinguishers. Basic First Aid- Burns, Scalds, Cuts. ISO22000 Standards in Professional Kitchens. Methods of Cooking- Boiling, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Poeling, Roasting, Baking, Sautéing, Braising 	15	
4	BAKERY		
	 Definition, equipment used in bakery and handling Principles of baking, Formulas & measuring units, Baking temperatures and its importance. Characteristics & Functions of various ingredients: Shortening (Fats 	15	
	& Oils), Raising Agents, Thickening Agents, types and cooking of Sugar, cream.		

 Grooming for Professional Kitchen–Do's & Don'ts Understanding kitchen Layouts. Familiarization with kitchen equipment and tools Identification of larder equipment. Larder hygiene standards Familiarization, identification of commonly used ingredients in kitchen. Preparation of Menu Egg preparation- minimum 5 preparation Vegetables-classification, cuts Basic stock preparation. Basic mother sauces preparation- Min 5 each Simple salad and soup preparation- Min 5 types Continental Vegetable Preparation- Min 5 types Simple Main Course vegetarian or non-vegetarian-min 5 types Indian sweets five types PRACTICAL: BAKERY Basic Bread preparation-Min 5 types 	20
 2. Basic Cake sponges & variations of cake preparation—Min 5 types 3. Basic desserts preparation—Min 5 types (cold sweet, hot sweet) 	
 SUGGESTED BOOKS FOR READING: Food Production Operations: Parvinder S Bali, Oxford University Press Larder Chef By M J Leto & W K H Bode Publisher: Butterworth-Heinemann Modern Cookery (Vol-I) By Philip E. Thangam, Publisher: Orient Longman Practical Cookery By Kinton & Cessarani Practical Professional Cookery By Kauffman & Cracknel Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu 	

Sem/Year	r 1 st Semester / 1 st Year		
Subject	rse 1. To provide an understanding of types of hotels and catering establishment		
Course			
Objective			
⊙ ≈jecuz , c	3. To familiarize with the equipment used in F&B service.		
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED	
1	THE HOTEL & CATERING INDUSTRY		
	Introduction to Food service industry		
	Role of Catering establishment in the travel/tourism industry		
	Classification of catering establishment.	1.5	
	Welfare Catering - Industrial/Institutional/Transport such as air, road, rail, sea,	15	
	etc.		
	F&B operations/ F&B outlets- coffee shop, bar, QSR, banquets etc.		
2	DEPARTMENTAL ORGANISATION & STAFFING		
	A. Organisation of F&B department of hotel		
	B. Principal staff of various types of F&B operations		
	C. Duties & responsibilities of F&B staff	15	
	D. Attributes of a waiter		
3	E. Intra and Inter-departmental relationships of F&B department		
3	I. F & B SERVICE EQUIPMENT		
	Familiarization & Selection factors of:		
	Cutlery, Crockery, Glassware, Flatware, Hollowware, latest equipments used		
	in F&B Service (Ocean, Venus)		
	II ANCII I IADV DEDADTMENTO	15	
	II. ANCILLIARY DEPARTMENTS		
	Pantry, Food pick-up area, Store, Linen room		
	Kitchen stewarding		
4	NON ALCOHOLIC DEVEDACES		
4	NON-ALCOHOLIC BEVERAGES Chariffeeting Observation of Perfection because of the control of the c		
	Classification (Nourishing, Stimulating and Refreshing beverages)		
	A. Tea, Origin & Manufacture, Types & Brands		
	B. Coffee, Origin & Manufacture, Types & Brands	15	
	C. Juices and Soft Drinks		
	D. Cocoa & Malted Beverages-Origin & Manufacture		
	E. Healthy innovative drinks		
	PRACTICAL	60	
	1. Food Service areas–Induction & Profile of the areas		
	2. Ancillary F&B Service areas—Induction & Profile of the areas		
	3. Familiarization of F&B Service equipment		
	4. Care & Maintenance of F&B Service equipment		
	5. Cleaning / polishing of EPNS items by:		
	- Plate Powder method		
	- Polivit method		
	- Silver Dip method		
	- Burnishing Machine		
	6. Basic Technical Skills		

Task-01: Holding Service Spoon & Fork

Task-02: Carrying a Tray / Salver

Task-03: Laying a Table Cloth

Task-04: Changing a Table Cloth during service

Task-05: Placing meal plates & Clearing soiled plates

Task-06: Stocking Sideboard

Task-07: Service of Water

Task-08: Using Service Plate & Crumbing Down

Task-09: Napkin Folds

Task-10: Changing dirty ashtray

Task-11: Cleaning & polishing glassware

7. Tea – Preparation & Service

8. Coffee - Preparation & Service

9. Juices & Soft Drinks - Preparation & Service

Mocktails

Juices, Soft drinks, Mineral water, Tonic water 10. Cocoa & Malted Beverages–Preparation & Service

Text Books:

- Food & Beverage Service-R. Singravelavan, Oxford publication
- Food & Beverage Service-Dennis R.Lillicrap. & John A. Cousines. Publisher: ELBS
- Food & Beverage Service–Sudhir Andrews, Tata Mc Graw Hill.

Additional references/ other study material:

- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management Brian Varghese
- The Restaurant (From Concept to Operation)
- Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F & B Service- Brown, Heppner & Deegan
- International Journal of the Food & Beverage Industry https://www.journalnetwork.org/journals/international-journal-of-the-food-and-beverage-industry
 - Website: https://setupmyhotel.com/train-my-hotel-staff/f-and-b/370-non-alcohlic-bev.html

Course outcome: On completion of course the students are expected to-

- 1. Understand the growth and role of hotel industry and catering establishment
- 2. Understand the growth and role of hotel industry and catering establishment.
- 3. Understand various F&B service equipment with its use and care

Sem/Year	Year 1st Semester / 1st Year		
Subject			
ŭ	 Course To understand the basic concept of housekeeping and front of accommodation departments of a hotel To understand the organization of front office. And role of housekeepin To understand the type and size of hotel guest room To understand the Hotel classification and terminology used in front housekeeping. 		
Course Objective			
UNIT	TOPICS TO BE COVERED	HOURS	
		ALLOTED	
2	 INTRODUCTION AND ORGANIZATION OF FRONT OFFICE DEPARTMENT Front Office as a core department of hotel and its importance Sections of Front Office: Front Desk, Reservation, Bell Desk, Communications, Business Centre, Concierge, Hospitality Desk, Lobby Manager's Desk, Travel Desk. Attributes of Front Office staff members Duties and Responsibilities of Front Office Staff Functions of the front office department Front Office Communication: Coordination of Front Office with other Departments (Intra Department and Inter-Department) Introduction to maintaining of the social distancing at the counter HOTEL BROCHURE, TARIFF FIXATION, AND ROOM 	20	
	 PRICING OPTIONS Hotel Brochure and Tariff Cards Basis of Charging and Establishing Room Tariff Types of Room Rates Room Pricing Options as per the Stay and Meal Plans How rate float on the website of the Hotel THE GUEST CYCLE Meaning of the guest cycle Stages of Guest Cycle: Pre-arrival, Arrival, Occupancy and Departure Activities performed in different stages Forms and format used at different stages of guest cycle 	10	
3	 ROLE OF HOUSEKEEPING IN HOSPITALITY INDUSTRY; Definition and Importance of housekeeping Layout of the Department Organization Chart as per small, medium and large hotels Lost and Found Section Job Descriptions and Job specifications Control Desk – PMS 	15	
4	 HOTEL GUEST ROOMS Types of rooms Standard Layout-Single, Double, Twin, Suite Difference between smoking and non-smoking rooms Sizes of Rooms Scope of Housekeeping in institutions and facilities other 	15	

PRAC	than hotel CTICAL: FRONT OFFICE	
1. Ge depart 2. Pro 3. Tel	etting acquainted with the areas and sections of the front office	30
PRAC	CTICAL: HOUSEKEEPING	30
•	Practical Session for Identification of Cleaning Agents and Glass Cleaning Procedures {Cleaning Agents-Diversey chemicals used in hotels (R Series)} Glass Cleaning Procedures Setting of Chambermaid's Trolley Bed Making Procedures Polishing of Brass Articles in a hotel GESTED BOOKS FOR READING: Front Office Text Book—Sudhir Andrews. Publisher: Tata MacGraw Hill Publications Managing Front Office Operations—Kasavana & Brooks Educational Institution AHLA Managing Hotel Front Office Operations by Rajeev R Mishra CBS Publishers & Distributers Pvt. Ltd. Front Office Operations—Colin Dix & Chris Baird. Front Office Operation Management—S.K Bhatnagar, Publisher: Frank Brothers Hotel Front Office by Jatashankar R. Tewari, Oxford University Press Hotel Hostel and Hospital Housekeeping—Joan C Branson & Margaret Lennox (ELBS). Hotel House Keeping—Sudhir Andrews Publisher: Tata Mc Graw Hill. Hotel Housekeeping Operations & Management— Raghubalan, Oxford University Press.	

Sem/Year	1 st Semester / 1 st Year
Subject	ENGLISH
Course	To get knowledge for framing grammatically correct sentences
Objective	To know and practice about good Listening skills
	 To acquire knowledge for developing narrative skills on different situation
	 To develop communication skills as well as positive personality traits
	 To make students competent in professional and technical communication

Course Objective:

- To get knowledge for framing grammatically correct sentences
- To know and practice about good Listening skills
- To acquire knowledge for developing narrative skills on different situation
- To develop communication skills as well as positive personality traits
- To make students competent in professional and technical communication

Course Outcome:

- Students will be able to get knowledge for framing grammatically correct sentences.
- Students will also come to know and practice about good Listening skills
- The course will enable students to acquire knowledge for developing narrative skills on different situation
- The course will be useful for students in understanding writing for communication media and conversational skills

	A – Syllabus			
UNIT	TOPICS TO BE COVERED	HOURS	DOMAIN	
		ALLOTED		
1	Review of Grammar	10	Must	
	(1) Functional Grammar		Know	
	a) Common errors, transformation of sentences,			
	phrases, Tenses			
	(2) Pronunciation			
	a) Correction & practice			
	b) Activate grammar and writing skills			
2	Developing Conversational Ability	10	Desirable	
	a) Greetings and Introduction		to know	
	b) Participating in small talks			
	c) Talking on the telephone			
	d) Fictional story telling			
	e) Pause management			
3	Writing Skills	10	Must	
	a) Letter Writing		know	
	b) Précis of a given passage			
	c) Article writing			
	d) Email Writing			
	e) Report Writing			
4	Career Building	15	Desirable	
	a) Resume writing		to know	
	b) Cover letter writing			
	c) Interview skills			
	d) Group Discussion			
	e) Mock interviews			

B – Curi	B – Curriculum				
S No.	TOPIC	LEARNING OBJECTIVES	TEACHING GUIDELINES	METHODOLOGY	TIME
1	Unit 1	Students will be able to frame	To enable students	Lecture, Interactive	As per syllabus
	Review of Grammar	grammatically correct sentences.	understanding for Common mistakes:	sessions, Assignments, Organizing small	
			Spelling, Grammarand Punctuation	events of the department.	
2	Unit 2	Students will be able to develop	To enhance Narrative skills	Lecture, Interactive	As per syllabus
	Developing Conversational Ability	narrative skills on different situation.	with the different narrative styles	sessions, Assignments, Group activities, Mock Interviews	
3	Unit 3	To understand writing for	To enhance Writing skills	Lecture, PPT, Interactive	As per syllabus
	Writing Skills	communication media and conversational skills	with the different writing forms.	sessions, Assignments, organizing an event	
4	Unit 4 Career	Students will be able to write well- worded resumes	To enable the student to apply the new gained	Lecture, Interactive sessions,	As per syllabus
	Building	and appear for the interviews	knowledge in interviews, public speaking, and	Assignments, Group activities, Mock Interviews	
			interpersonal situation.		

SUGGESTED READINGS

- 1. Raymond Murphy 'Essential English Grammar', Cambridge University Press 1998
- 2. Sanjay Kumar and Pushp Lata 'CommunicationSkills', OUP 2012
- 3. S.P. Bakshi 'Objective General English', Arihant Publications 2015
- 4. Meenakshi Raman and Prakash Singh 'Business Communication' Second edition Oxford Publication 2012
- 5. Charles J. Stewart, William B. cash Jr. 'Interviewing Principles and Practices', TATA McGraw-Hill Edition 201

Sem/Year Subject	2 nd Semester / 1 st Year FOOD PRODUCTION OPERATIONS-I		
Course	To make students understand various types of meats, poultry, game and fish cuts and		
Objective	their preparations. To perform various types of vegetables cuttings and their uses. Basics of Pastry making in Bakery.		
	, c		
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED	
1	 SALAD & DAIRY PRODUCTS Salads: Introduction, compositions, types, dressings, emerging trends. Milk and Milk Products: - Introduction, Types, Purchasing, Storing Considerations and their key uses in kitchen. International Cheese:- Fresh, semi hard, hard, blue and fermented cheese 	15	
2	 EGGS, POULTRY, GAME AND FISH Egg, Structure & Classification, Storage and preparation of dishes with eggs. Poultry and Game: Introduction, Classification, Selection Criterion, Cuts of Poultry, Yield and simple preparations. Fishes in cooking: Introduction, Types, Purchasing, Storing Considerations. Fish & Shellfish, Their Classification, Cuts of Fish, Popular Species of Fish, Classical Preparations of Fish, common cooking methods used for Seafood. 	15	
3	 MEAT COOKERY Meat cookery introduction, Characteristics, selection and grading, Classification Categories. Meat offal's Cuts of Meat (Beef, Veal, Pork, Lamb), Storage and handling. CHARCUTIERIE SAUSAGE: Introduction to charcutierie, Sausage—Types & Varieties, Casings—Types & Varieties, Fillings—Types & Varieties, Additives & Preservatives FORCEMEATS: Types of forcemeats, Preparation of forcemeats, Uses of forcemeats CANAPÉS & SANDWICHES Parts of Sandwiches, Types of Bread, Types of filling—classification, Spreads and Garnishes, Types of Sandwiches, Making of Sandwiches, Storing of Sandwiches 	15	
4	 Flour:- structure of wheat, types of wheat, types of flour, processing of wheat and uses of flour. Types of pastry, Method of pastry making Short Dough Pastries, Flaky Pastry, Laminated Pastry, Éclairs and Cream Puffs Cream based desserts:- Mouse, soufflé and pudding. Types of cookies, Faults & causes, types of tarts 	15	

PRACTICAL: FOOD PRODUCTION	
 Meat–Identification of various cuts, Carcass demonstration Preparation of basic cuts-Lamb and Pork Fish- identification & classification, cuts Salads & soups Preparations-Chicken, Mutton, Fish-international Preparation of basic larder dishes-salads, International salad preparation cold meat, Cold meat preparation-Sausage, forcemeat Preparation of menu Main Course Entrée dishes preparation-(chicken, fish, mutton)-Min 05 Types Simple Potatoes or Starches preparation accompanied with Entrée Dishes 	40
 Vegetable preparation dishes accompanied with Entrée Dishes Practical: Bakery & confectionary Demonstration and Preparation-PASTRY: SIMPLE COOKIES Desserts: COLD & HOT SWEETS, Basic Bread Preparation SUGGESTED BOOKS FOR READING: Accompaniments & Garnishes from waiter; Communicate: Fuller J. Barrie & Jenkins Cooking Essentials for the New Professional Chef 	20
• Food Production Operations: Parvinder S Bali, Oxford University	d

Sem/Year	2 nd Semester / 1 st Year		
Subject	FOOD AND BEVERAGE SERVICE OPERATIONS-I		
Course	1. To plan menu according to various requirements.		
Objective	2. To understand various types of service according to requirements.		
	3. To know how to prepare KOT and flow the KOT system. TOPICS TO BE COVERED HOURS		
UNIT	TOPICS TO BE COVERED		
		ALLOTED	
1	Unit-1 MEALS & MENU PLANNING	20	
	Origin of menu, Objectives of menu planning, Points to be consider	20	
	while planning menu, Types of menu, French classical menu- sequence,		
	examples, cover and accompaniments		
	TYPES OF MEALS		
	Early morning tea, Breakfast (English, American, Continental, Indian),		
	Brunch, Lunch, Afternoon/High tea, Dinner, Supper		
2	Unit-2 FOOD SERVICE PROCEDURE		
	A. Mise-en-scene B. Mise-en-place	20	
	C. Sequence of service	_ 0	
	TYPES OF FOOD SERVICE		
	Silver service, Pre-plated service, Cafeteria service, Counter service, Room		
	Service, Buffet service, Gueridon service, Lounge service, Carvary service		
3	Unit-3 SALE CONTROL SYSTEM		
3	A. KOT/Bill Control System (Manual)		
	Triplicate Checking System	10	
	Duplicate Checking System		
	Single order sheet		
	 Quick service menu & customer bill 		
	B. Making Bill		
	C. Cash handling equipment		
4	D. Record Keeping Unit-4 TABACCO	10	
4	History, Processing for cigarettes, pipe tobacco & cigars, Cigarettes-	10	
	types and brand names, Pipe Tobacco- Types and brand names, Cigars-		
	shapes, size, colours and brand names		
	Care and Storage of cigarettes & cigars		
	PRACTICAL		
	1. REVIEW OF SEMESTER -1	20	
	2. TABLE LAY-UP & SERVICE Task-01: A La Carte Cover	20	
	Task-01: A La Carte Cover Task-02: Table d' Hote Cover		
	Task-03: English Breakfast Cover	20	
	Task-04: American Breakfast Cover	20	
	Task-05: Continental Breakfast Cover		
	Task-06: Indian Breakfast Cover		
	Task-07: Afternoon Tea Cover		
	Task-08: High Tea Cover		
	4. TRAY/TROLLEY SET-UP & SERVICE		
	Task-01: Room Service Tray Setup		
	Task-02: Room Service Trolley Setup	20	
	5. PREPARATION FOR SERVICE (RESTAURANT)	20	
	A. Organizing Mise-en-scene		
	B. Organizing Mise-en-Place		

C. Opening, Operating & Closing duties

6. PROCEDURE FOR SERVICE OF A MEAL

Task-01: Taking Guest Reservations

Task-02: Receiving & Seating of Guests

Task-03: Order taking & Recording

Task-04: Order processing (passing orders to the kitchen)

7. Task-05: Sequence of service

Task-06: Presentation & Encashing the Bill

Task-07: Presenting & collecting Guest comment cards

Task-08: Seeing off the Guests

8. Social Skills

Task-01: Handling Guest Complaints

Task-02: Telephone manners

Task-03: Dining & Service etiquettes

9. Special Food Service - (Cover, Accompaniments & Service)

Task-01: Classical Hors d' oeuvre, Oysters, Caviar, Smoked Salmon,

Pate de Foie Gras, Snails, Melon, Grapefruit, Asparagus

Task-02: Cheese

Task-03: Dessert (Fresh Fruit & Nuts)

Course outcome: on completion of course the students are expected to-

- 1. Understand French classical menu
- 2. Understand sequence of service
- 3. predicting about tobacco manufacturing.

Text Books:

- Food & Beverage Service- R. Singravelavan, Oxford publication
- Food & Beverage Service Dennis R.Lillicrap. & John A. Cousines. Publisher: ELBS
- Food & Beverage Service Sudhir Andrews, Tata Mc Graw Hill.
- Food & Beverage Service- Vijay Dhawan

Additional references/ other study material:

- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management Brian Varghese
- The Restaurant (From Concept to Operation)
- Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F & B Service- Brown, Heppner & Deegan
- International Journal of the Food & Beverage Industry https://www.journalnetwork.org/journals/international-journal-of-the-food-and-beverage-industry
- Website: https://setupmyhotel.com/train-my-hotel-staff/f-and-b/370-non-alcohlic-bev.html

Sem/Year Subject	2 nd Semester / 1 st Year FRONT OFFICE & ACCOMMODATION OPERATIONS-I		
Course Objective	 To make students aware of the operational aspects of the reservation process in front office and the guest registration and check-in process. Explain the various types of beds and mattresses used in hotel guest room. Explain that the role of housekeeping supervisor, types of keys, handling guest complaints and coordination between various departments. 		
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED	
1	 RESERVATIONS Meaning and Importance of Reservations Types of Reservation Modes of Reservation Sources and Channels of Reservation Systems of Reservation The seven step Reservation Process for individuals Group Reservation Process Amendments and Cancellations of Reservations Full House Management – Reservations and Sales–Upselling, Overbooking and No Shows 	15	
2	 REGISTRATION AND GUEST CHECK-IN PROCESS Meaning of registration, its importance and legal applications Guest Registration methods used in hotels The six-step Check-in process for an FIT (DFIT and FFIT) Check-in process for a group (Domestic and International) Check-in process for VIPs and Foreigner Web check-in and Self Check-in systems Role of the Uniformed Services Staff of the front desk -The Bell Desk, its organization and functions of the bell desk, Pick and Drop facility, Butler Service, Concierge Services 	15	
3	 Role of a supervisor in various areas of housekeeping department Special attention to neglected areas How to deal with guest complaints Types of Guest complaints Records and formats shared with Front Office department on a daily basis and coordination Interdepartmental coordination with maintenance department Coordination with security department Interdepartmental coordination with stores and purchase department Interdepartmental relationship with F&B service department Types of keys, Keys and their Control Procedure to change keys and locks Electronic Locks and smart card Contract Services in a hotel - Meaning of contract services in a hotel Types of contract services Advantages and Disadvantages of contract staff members Well known outsourced companies involved in operational 	20	

	departments of the hotel: laundry, flower room, kitchen stewarding, maintenance etc	
4	TYPES OF BEDS AND MATTRESSES	
	 Classification of Beds Special beds used by hotels Cleaning of beds on a regular basis Bed Comforter or Mattress topper Mattresses- Costs involved Classification of mattresses-Brands of mattresses used by well known chains of hotel PRACTICAL: FRONT OFFICE	10
	 Role Play: Welcoming and Receiving of guests in the hotel Role play: Handling of Reservation activities and Process Role Play: Guest Registration and Check-in process Role Play: Guest Luggage Handling for FITs and Groups Role Play: Guest Services during Stay (Guest Messages and Mail handling, other requests) 	30
	 PRACTICAL: HOUSEKEEPING Cleaning of Guest Rooms Turndown Service-Procedures of turndown service in a 5 star hotel-Essentials required for undertaking turndown service in guest rooms-Standard phrases to be used for turndown service in guest rooms-Turndown Desserts-Importance of giving turndown service, Records and checklists to be maintained by evening shift employees and their supervisor's Guest Room Inspection and checklist Minibar Management-Parts of a minibar-Minibar handling procedures 	30
	SUGGESTED BOOKS FOR READING:	
	 Front Office Training manual—Sudhir Andrews. Publisher: Tata Mac Graw Hill Managing Front Office Operations—Kasavana & Brooks 	
	Educational Institution AHLA Managing Hotel Front Office Operations by Rajeev R Mishra	
	CBS Publishers & Distributers Pvt Ltd. Hotel Front Office by Jatashankar R. Tewari, Oxford University	
	Press • Front Office Operations—Colin Dix & Chris Baird.	
	Front Office Operation Management-S.K Bhatnagar, Publisher: Frank Brothers	
	 Hotel Hostel and Hospital Housekeeping Joan C Branson & Margaret Lennox (ELBS). 	
	 Hotel House Keeping–Sudhir Andrews Publisher: Tata Mc Graw Hill. 	
	 Hotel Housekeeping Operations & Management–Raghubalan, Oxford University Press. 	
	 Security Operations By Robert Mc Crie, Publishe: Butterworth– Heinemann The Professional Housekeeper–Tucker Schneider; Wiley 	
	Publications Publications	

Sem/Year	2 nd Semester / 1 st Year		
Subject	ENVIRONMENTAL STUDIES		
Course Objective	To make students aware and sensible about our environment in terms natural resources and the eco systems. The students should know the world is facing because of environmental pollution. Moreover, the stude able to relate themselves to the social issues in environmental practices.	challenges the	
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED	
1	NATURAL RESOURCES Renewable and non-renewable resources: Natural resources and associated problems. • Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. • Water resources: Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams benefits and problems. • Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies. • Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. • Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies. • Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.	ALLOTED 15	
2	 ECOSYSTEMS Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Biodiversity and its conservation Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity. 	15	
3	ENVIRONMENTAL POLLUTION Definition, causes, effects and control measures of:- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution	15	

	e. Noise pollution	
	f. Thermal pollution	
	g. Nuclear hazards	
	 Solid waste Management: Causes, effects and control measures of urban and industrial wastes. 	
	Fireworks, their impacts and hazards	
	Pollution case studies.	
	 Disaster management: floods, earthquake, cyclone and landslides. 	
4	SOCIAL ISSUES AND THE ENVIRONMENT	
	From Unsustainable to Sustainable development	
	-	
	Urban problems related to energy	
	 Water conservation, rain water harvesting, watershed management 	
	 Resettlement and rehabilitation of people; its problems and concerns. Case studies 	
	 Environmental ethics: Issues and possible solutions 	
	Consumerism and waste products	15
	 Environmental Legislation (Acts and Laws) 	
	• Issues involved in enforcement of environmental legislation	
	Human Population and the Environment	
	 Population growth, variation among nations with case studies 	
	Population explosion–Family Welfare Programmes and Family	
	Planning Programmes	
	Human Rights	
	Value Education	
	Women and Child Welfare	
	SUGGESTED BOOKS FOR READING:	
	Text Books:	
	1. Environmental Studies–R, Rajagopalan, Oxford Press. Limited.	
	2. Smriti Srivastava. "Environment & Ecology" S.K. Kataria & Sons, New Delhi	
	3. Kaushik and Kaushik "Environmental Studies" (for undergraduate	
	students)	
	Reference Books	
	1. Friedman, Thomas Hot, Flat and Crowded 2.0 (2009). Picador	
	2. Hamschmidt, Jost and Michael Pirson: Case Studies in Social	
	Enterprenership and Sustainability, Greenleaf. 3. Heal Geoffery, Nature and Marketplace: When Principle Pay:	
	CSR and the bottom line (2000)	
	4. Yunus Muhammed, Building Social Business (2010) PubAffairs	
	5. Environment Science-G Miller, Publisher Cengage India	
	 Environment Change Globilization: Double Exposure – Robin Leichenko and Karen O Brien, Oxford University Press 	
	7. Environment Science and Engineering by Meenakshi, Prentice Hall of India	
	8. Environment Science-D.B. Botkin, E.A. Keller, Wiley India	
	9. Fundamental of Ecology–E.P. Odum, Publisher–Cengage, India	
	10. Environmental Studies–S.N. Chary, Macmillan Publisher, India Ltd.	
	Liu.	

Sem/Year	3 rd Semester / 2 nd Year
Subject	INDUSTRIAL TRAINING REPORT & VIVA VOCE
Tuoining	
Training Objective	To make students familiar about the hotel operation. Students will be able to understand process and systems of the organization. They will be able to replicate the learning in the college after their return.
Training Duration	Duration of Exposure: 20 weeks
	INDUSTRY EXPOSURE TRAINING GUIDELINES
	 "Twenty Weeks" Industrial Exposure Training is compulsory as a part of the curriculum in any of the star hotels/Hospitality Organization. Training is not a matter of choice but a matter of one's ability and the frame one fits into. The training and placement cell of the department would provide students an opportunity to learn in a reputed organization. However if one wish to arrange the training on his/her own an application in written may be given to the coordinator training and placement well in advance so that the student next in merit list may be considered for the suitable unit. After the confirmation of training from the hotel to the department, under any circumstances student will not be permitted to go for the change. Students will be required to give a presentation based on training report & project Report. Also a viva would be conducted on the above said.
	ATTENDANCE RULES:
	One weekly off and festivals and national holidays given by the hotel 10 days medical leave supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 100-110 working days (20 weeks x 06 days = 120 days). Students who are unable to complete a minimum of 90 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 75 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results. The training in III semester necessarily needs to be in an approved hotel equivalent to three star of above/ Heritage or other such good property. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.
	IT TRAINING SCHEDULE:
	Housekeeping: 3-4 weeks; Front Office: 3-4 weeks; Food and Beverage Service:4-5 weeks Food Production: 4-5 weeks; others (In the areas of Interest) Floating weeks may be availed
	Total weeks: 20 weeks. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade. It may please be noted that for this semester the number of credits assigned is 24. Being practical oriented the number of hours input per week comes as 48 hours per week.

ACADEMIC CREDIT RULES

Academic Credits for training shall be based on following

Log books and attendance, Appraisals, Report and presentation, as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in all four departments in III semester on completion of training in that respective department. A PowerPoint presentation (based on the report) Should be made. This will be presented in front of a selective panel from the college and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. There would be a viva voice and examination conducted by the expert committee. In case if the student is unable to clear it with minimum aggregates of fifty percent or leaves the training in between or does any code of misconduct during training, the training would be considered to be null and void. Thus he/She would have to re-do the training after sixth semester and would be able to get his / her pass certificate /degree there after only.

The Training Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper-and submitted to the approved authority.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

- 1. Logbook.;
- 2. Appraisal;
- 3. A copy of the training certificate.
- 4. IT Report in all four Departments.
- 5. Power Point presentation on a CD, based on the training report.
- 6. Attendance sheet.
- 7. Leave card.

Sem/Year	4 th Semester / 2 nd Year	
Subject	FOOD PRODUCTION OPERATIONS-II	
Course Objective	To make students understand Indian cuisine and their regional & influence, staple food and Indian sweets. Learn to be able to perform varidishes from Indian cuisine on portions as well as in bulk cooking.	
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED
1	 INDIAN COOKERY Introduction of Indian cuisine, Key features, Geographical & Regional influences in Indian Food, Condiments, Herbs and Spices Used in Indian Cuisine Various ways of using spices, their storage and usage tips. Spices used in various condiments. Introduction, Geographical Perspectives, Brief Historical Background, and Characteristics & Salient Features of Cuisine, Key Ingredients, and Popular Foods, Seasonal Foods, Staple Diets, Specialties, Festivals and Other Occasions. 	15
2	 MASALAS, PASTES AND GRAVIES IN INDIAN COOKING Introduction of spices blends, Concept of Dry and Wet Masalas, Pastes used in Indian Cooking, Basic Indian Gravies & Curries Commodities and their usage in Indian Kitchens, Souring, Colouring, Thickening, Tenderizer, Flavouring and Aromatic Agents used in Indian Kitchens. Indian Breads, Rice Preparation & Snacks Indians Sweets, Introduction, Geographical Perspectives, Historical Background, Key Ingredients, Seasonal Sweets, Special Equipments, Specialities during Festivals. 	15
3	 Community Foods of the following states: Cuisines of Kashmir, Himachal, Uttarakhand, Punjab, Haryana, Delhi, Rajasthan, Maharashtra & Gujarat, Andhra Pradesh, Karnataka, Tamil Nadu, Goa & Kerala, Madhya Pradesh, Lucknow, Bengal & Odisha Food of India & Indian Communities: Jain Food, Bohri, Parsi Food, Chettinad, Malabari Christian, Home Style Cooking: Tandoori Foods, Dum Style Cooking, North Eastern Indian Foods, 	15
4	 QUANTITY FOOD PRODUCTION Equipment required for mass/volume feeding, Heat and cold generating equipment, Care and maintenance of this equipment, Modern developments in equipment manufacture. INSTITUTIONAL AND INDUSTRIAL CATERING: Types of Institutional & Industrial Catering, Problems associated with this type of catering, Scope for development and growth, HOSPITAL CATERING: Highlights of Hospital Catering for patients, staff, visitors, Diet menus and nutritional requirements, OFF PREMISES CATERING: Reasons for growth and development, Menu Planning and Theme Parties, Concept of a Central Production Unit, Problems associated with off-premises catering, MOBILE CATERING: Characteristics of Rail, Airline (Flight Kitchens and Sea Catering), Branches of Mobile Catering, 	15

PRACTICAL

- 1. Understanding Indian Cooking and Preparation of simple popular foods of India (At least one simple three course menu from each region of India, North, East, South, east and Central India its salient features and cooking).
- 2. Understanding Preparations of Masalas, Pastes and Gravies in Indian Kitchen.
- 3. Preparation of:
- 4. Makhni Gravy
- 5. Green Gravy
- 6. White Gravy
- 7. Lababdar Gravy
- 8. Kadhai Gravy
- 9. Achari Gravy
- 10. Malai Kofta Gravy
- 11. Yakhni Gravy
- 12. Yellow Gravy
- 13. Korma Gravy
- 14. Two Menus, about 4-5 dishes per (complete menu) per state.

Familiarization with, commodities and their usage in Indian Kitchens with the help of simple dishes preparations indicating their usage.

SUGGESTED BOOKS FOR READING:

- 1. Food Production Operations: Parvinder S Bali, Oxford University Press
- 2. Larder Chef By M J Leto & W K H Bode Publisher: Butterworth- Heinemann
- 3. Modern Cookery (Vol-II) By Philip E. Thangam, Publisher: Orient Longman
- 4. Practical Cookery By Kinton & Cessarani

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Sem/Year Subject	4 th Semester / 2 nd Year FRONT OFFICE & ACCOMMODATION OPERATIONS	II
Subject	FROM OFFICE & ACCOMMODATION OPERATIONS	· -11
Course	Make students aware of the function of a hotel's PMS, night auditing, check out	
Objective	and account settlement.Understanding the cleaning of various public area, types of pest a	nd controlling
	method.	nd controlling
	 Explaining the function of laundry and laundry process in hotel. 	
UNIT	TOPICS TO BE COVERED	HOURS
1	EDONE OFFICE A COMMENTO AND AMERICAN	ALLOTED
1	FRONT OFFICE ACCOUNTING AND AUTOMATION	
	Types of Accounts in the front officeFolios, Vouchers and Ledgers in the front office	
	 Front Office Accounting Cycle and System 	
	 Meaning of Automation and use of computer systems in 	
	hotel	15
	 Managing Guest Services with the help of technology 	13
	Property Management System (PMS) and its application in	
	front office	
	 System Interface of PMS with other software used in the hotel 	
2	CHECK OUT AND ACCOUNT SETTLEMENT	
	Meaning of Check-out and the Departure Procedure	
	Handling FIT Departure	
	Handling Group Departure	
	 Mode of Settlement of Bills and Types of settlement 	15
	Potential Checkout Problems and solutions	
	Innovative Checkout Options / Self Check-out etc Part Department Country Services	
3	 Post Departure Courtesy Services PUBLIC AREA CLEANING, PEST CONTROL AND SPECIAL 	
3	PROVISIONS IN HOTEL	
	 Front of the house area-main porch, lobby, front desk 	
	 Functional area-Banquet. restaurant and bar 	
	• Leisure area-swimming pool, gym or health club, saunas and	
	solarium	12
	Pest control-Meaning of Pest Control- Significance in hotels Types of Pest and favorable conditions for their breading.	
	-Types of Pest and favorable conditions for their breeding - Common Pests and their controlling measures	
	 Special provisions for single lady guest and differently abled 	
	guest.	
4	LAUNDRY OPERATIONS	
	 Types of laundries and their advantages and disadvantages 	
	Layout of OPL	
	Planning an OPL	
	Laundry equipment	
	 Laundry agents or aids 	18
	Laundry process	
	 Dry cleaning process 	
	Handling guest laundry	
	 Stain removal techniques followed in laundry 	
	MSDS for all the agents	

	PPE (Personal Protective Equipment to be used)	
	 Well known off premises companies and their working 	
	process.	
PRAC	CTICAL: FRONT OFFICE	3
2.Cre	ctice of creating guest folios, posting charges on PMS ating Folios and maintaining accounting on PMS	
	king entries in the ledgers and Handling a paid outs adding allowance vouchers	
	ndling a check out	
6.Rol	e play of the check-out process	
<u>PRAC</u>	CTICAL: HOUSEKEEPING	3
	Laundry process	
	Valet service or laundry service process	
	Classification of stains and general procedure of stain	
	removal	
	Public area cleaning procedure	
Public	area cleaning procedure	
SUGG	SESTED BOOKS FOR READING:	
•	Hotel Front Office by Jatashankar R. Tewari, Oxford University Press	
•	Managing Front Office Operations–Kasavana & Brooks Educational Institution AHLA	
•	Managing Hotel Front Office Operations by Rajeev R Mishra CBS Publishers & Distributers Pvt. Ltd.	
•	Managing Computers in Hospitality Industry–Michael Kesavana & Cahell.	
•	Front Office Operations-Colin Dix & Chris Baird.	
•	Front Office Operation Management-S.K Bhatnagar, Publisher: Frank Brothers	
•	Hotel Hostel and Hospital Housekeeping–Joan C Branson & Margaret Lennox (ELBS).	
•	Hotel House Keeping–Sudhir Andrews Publisher: Tata Mc Graw Hill.	
•	Hotel Housekeeping Operations & Management–Raghubalan, Oxford University Press.	
•	Security Operations By Robert Mc Crie, Publishe: Butterworth–Heinemann	
	The Professional Housekeeper-Tucker Schneider; Wiley	

Publications

Sem/Year	4 th Semester / 2 nd Year		
Subject	ACCOUNTING SKILLS FOR HOSPITALITY INDUSTR	AY.	
Course Objective	Students will learn the basic of accounting principles and systems. Learn about different accounting formats and create account records in general and pertaining to hotel accounting.		
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED	
1	BASICS OF ACCOUNTING:		
	Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records	08	
2	ACCOUNT RECORDS:	10	
	Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books–Cash, Sales & Purchase books, Financial Statement: Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,		
	Depreciation Reserves and Provisions-Meaning, basic Methods		
3	ACCOUNTING PRINCIPLES:	06	
	Concepts and Conventions.	00	
	Bank Reconciliation statement.		
	Computer Application-Preparation of Records and Financial Statements		
4	HOTEL ACCOUNTS MANAGEMENT SYSTEMS:		
	Types of Accounts in a hotel	06	
	Folios and types of folios	00	
	Hotel Vouchers and their types		
	Ledgers and types of ledgers		
	SUGGESTED BOOKS FOR READING:		
	 Hospitality Management Accounting, Michael M Coltman Hotel Accountancy & Finance—S.P. Jain & K.L. Narang, Kalyani Publisher Ludhiana Hotel Accounting Earnest B. Horwath & Luis Toth Hotel Accounting & Financial Control By Ozi A.D' Cunha & Gleson O. D' Cunha Publisher: Dicky,s Enterprize, Kandivali, Mumbai Hospitality Accounting—Publisher: Prentia Hall Upper Sadde, River NewJersey Accounting for Management, S K Bhattacharya, Vikas Publishing House Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons Introduction to Accountancy, T.S. Grewal 		

Sem/Year Subject	4 th Semester / 2 nd Year FRENCH–I	
StudTheyTheyTheyThey	MME OBJECTIVES AND PROGRAMME SPECIFIC OBJECTIVES ents will learn to introduce themselves in French will learn to write how to take orders in French. will familiarize with the French terms used in kitchen will learn the herbs and spices in French. will be able to conjugate verbs in present and future tense will learn the usage of adjectives and nouns in French. The student will learn— To introduce themselves in French To write how to take orders in French. The French terms used in kitchen	
	The herbs and spices in French.Conjugate verbs in present and future tense	
	 The usage of adjectives and nouns in French. 	
UNIT	TOPICS TO BE COVERED	HOURS
1	 Pronunciation—The Alphabet—The Accents; 'Formules de politesse'; The numbers: Cardinal—Ordinal; Time (only 24 hr clock); Weights & Measures; The subjective pronouns; Auxiliary verbs: etre and avoir 	ALLOTED 06
2	 Self-introduction; presenting and introducing other person; Name of vegetables and fruits; Conjugation of first group of verbs; Days of the week; Months of the year; Date; Name of the Countries and their Nationalities; Preposition of place; Describing a place (your city/ tourist place) 	04
3	 Vocabulary Describe your family; Name of dairy products and Cereals Simple translation 	10
4	 The definite and indefinite articles Conjugation of second group of verbs; Adjectives of place Negation; Conjugation of irregular verbs: venir, aller; Demonstrative Adjectives ORAL Role-playing of different situations Understanding questions Conversation 	10

•	Picture composition	
SUGO	GESTED BOOKS FOR READING:	
•	Larousse compact Dictionary: French-English/English-French	
•	Conjugaison–Le Robert & Nathan	
•	Larousse French Grammar	
•	Grammaire Collection "Le Nouvel Entrainez vous" level debutant	
•	Parlez à l'hotel by A. Talukdar	
•	A Votre Service 1	
•	French for Hotel and Tourism Industry by S.Bhattacharya	
•	Jumelage 1 by Manjiri Khandekar and Roopa Luktuke	
•	Basic French Course for The Hotel Industry by Catherine Lobo & Sonali Jadhav	

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Sem/Year	5 th Semester / 3 rd Year		
Subject	FOOD AND BEVERAGE SERVICE MANAGEMENT		
Course	1. To planning and organizing different types of functions.		
Objective	2. To identifying requirement of various types of buffet according to function	ion.	
	3. To understanding about Kitchen stewarding department.	I	
UNIT	TOPICS TO BE COVERED	HOURS	
		ALLOTED	
1	PLANNING & OPERATING VARIOUS F&B OUTLET	15	
	Physical layout of functional and ancillary areas, Objective of a good layout, Steps in planning, Factors to be considered while planning, Calculating space		
	requirement, Various set ups for seating, Planning staff requirement, Menu		
	planning, Constraints of menu planning, Selecting and planning of heavy duty		
	and light equipment, Requirement of quantities of equipment like crockery,		
	Glassware, Cutlery - steel or silver etc., Planning Décor, furnishing fixture etc.		
2	FUNCTIONCATERING		
2	BANQUETS		
	History, Types, Organization of Banquet department, Duties &	15	
	responsibilities, Sales, Booking procedure, Banquet menus		
	BANQUET PROTOCOL		
	Space Area requirement, Table plans/arrangement, Misc-en-place,		
	Service, Toast & Toast procedures		
	INFORMAL BANGUET		
	INFORMAL BANQUET Reception, Cocktail parties, Convention, Seminar, Exhibition, Fashion shows		
	Reception, Cocktain parties, Convention, Seminar, Exhibition, Pashion shows		
3	FUNCTION CATERING		
	BUFFETS	15	
	Introduction, Factors to plan buffets, Area requirement, Planning and	13	
	organization, Sequence of food, Menu planning, Types of Buffet, Display, Sit down, Fork, Finger, Cold Buffet, Breakfast Buffets, Equipment, Supplies,		
	Check list		
4	GUERIDON SERVICE		
	History of gueridon, Definition, General consideration of operations,		
	Advantages & Dis-advantages, Types of trolleys, Factor to create impulse, Buying – Trolley, open kitchen, Gueridon equipment, Gueridon		
	ingredients	15	
	KITCHEN STEWARDING		
	Importance, Opportunities in kitchen stewarding, Record maintaining, Machine		
	used for cleaning and polishing, Inventory		
	DD A CONT.C. A.Y.		
	PRACTICAL		
	1. Case study of F&B outlets	60	
	2. Organizing formal banquet function		
	3. Various types of buffet setups		
	4. Various types of buffet setups		
	5. Mise-en-place for Gueridon service		
	6. Crepe Suzette		
	7. Peach Flambe 8. Banana au Rhum		
	9. Rum omelet		
	10. Physical inventory		
	11. Using dishwashing machine		

Course outcome: on completion of the course the students are expected to-

- 1. Understand function catering operation.
- 2. Identifying importance of kitchen stewarding in F&B department
- 3. Defining Gueridon service.

Text Books:

- Food & Beverage Service- R. Singravelavan, Oxford publication
- Food & Beverage Service Dennis R.Lillicrap. & John A. Cousines. Publisher: ELBS
- Food & Beverage Service Sudhir Andrews, Tata Mc Graw Hill.

Additional references/ other study material:

- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management Brian Varghese
- The Restaurant (From Concept to Operation)
- Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F & B Service- Brown, Heppner & Deegan
- International Journal of the Food & Beverage Industry https://www.journalnetwork.org/journals/international-journal-of-the-food-and-beverage-industry
- Website: https://setupmyhotel.com/train-my-hotel-staff/f-and-b/370-non-alcohlic-bev.html

Sem/Year	5 th Semester / 3 rd Year		
Subject	FRONT OFFICE & ACCOMMODATION MANAGEMENT		
Course Objective	 To learn to coordinate various guest services and facilities for the g To understand the role of front office in guest safety and security And handling of guest complains To understand the various flower arrangement in hotel and function 		
UNIT	room, linen and uniform room. TOPICS TO BE COVERED	HOURS ALLOTED	
2	HANDLING GUEST SERVICES AND HANDLING FOREIGN CURRENCY Coordinating Guest Services—Wake—up Calls Guest Mail and Message Services Guest Safe Deposit / Locker Facility Guest Room Change procedure Concierge Services Foreign currencies and prevailing Exchange rates Foreign Currency Exchange and types of exchangers Procedures to be followed while exchanging Foreign Currency GUEST SAFETY, SECURITY, LOCKERS AND COMPLAINT HANDLING Security of Guests, Staff and the Hotel Safety & Security Measures Handling Unusual Events & Emergency Situations Fire Prevention & Fire Fighting Safety Awareness & Accident Prevention Latest technology used in Hotels for Guest security. First Aid Guest Complaints and types of guest complaints	15	
4	 Complaint handling procedure FLOWER MANAGEMENT AND INDOOR PLANTS Flower arrangement in hotels Basic ingredients Designing flower arrangement Common flowers and foliage Major Outsourced companies catering to hotel industry-Latest Trends in the hospitality industry.eg: miniature plants - WOW factor created for guests with flowers SEWING ROOM, LINEN AND UNIFORM ROOM Activities in the sewing room Sewing area and equipment Job specification of tailor Activities in the linen and uniform room Planning the linen and uniform room Layout of the linen and uniform room Linen exchange procedure Par stock 	20	

•	Linen control	
•	Points to be considered while designing uniform	
•	Issuing and exchange of uniform	
•	Advantages of providing staff uniform	
•	Brand names of linen and uniform manufacturing companies.	
PRACTIC	CAL: FRONT OFFICE	30
1 Rol	le play of Safety measures	
	uations Handling	
	le play of Guest Services	
4. Gu	est Room Change procedures	
5. Gu	est Complaint handling process practices	
		30
PRACTIC	CAL: HOUSEKEEPING	
•	Flower arrangement	
•	Housekeeping control desk handling and telephone etiquette	
•	Develop an understanding about activities in linen and	
	uniform room and different records maintained.	
•	Preparing for interview	
	ΓED BOOKS FOR READING:	
	_	
	ont Office Training manual—Sudhir Andrews. Publisher: Tata ac Graw Hill	
	naging Front Office Operations–Kasavana & Brooks ucational Institution AHLA	
■ Hot Pre	tel Front Office by Jatashankar R. Tewari, Oxford University	
■ Fro	ont Office Operations—Colin Dix & Chris Baird.	
■ Fro	ont Office Operation Management-S.K Bhatnagar, Publisher:	
	tel Hostel and Hospital Housekeeping–Joan C Branson & argaret Lennox (ELBS).	
	tel House Keeping–Sudhir Andrews Publisher: Tata Mc Graw	
■ Hot	tel Housekeeping Operations & Management–Raghubalan, ford University Press.	
■ Sec	curity Operations By Robert Mc Crie, Publishe: Butterworth—inemann	
• The		

Sem/Year	5 th Semester / 3 rd Year
Subject	BAKERY& PATISSERIE

PROGRAMME OBJECTIVES AND PROGRAMME SPECIFIC OBJECTIVES

The students should be able to

- Learn about various types of breads and its varieties
- Use the techniques taught while making types of breads.
- Make types of pastries and its varities and learn the techniques and recipes of the same.
- Make types of cakes & learn methods, recipes of making cake and its varieties
- Have a know how of Chaud i.e. hot and Froid i.e. cold Dishes.
- Know the role and function of each ingredient used in baking cakes, breads, pastries, etc.
- Differentiate between aspic and gelle

	erennate between aspic and gene	
Course	The students should be able to	
Objective	 Learn about various types of breads and its varieties 	
	 Use the techniques taught while making types of breads. 	
	Make types of pastries and its verities	
	 Make types of cakes & learn methods, recipes of making its variet 	ies
	• Explore an array of appetizers and garnishes	
	Have awareness of the chaud froid dishes.	
	 Know the role and function of each ingredient used in baking 	cakes breads
	pastries, etc.	cares, oreaus,
	 differentiate between aspic and gelee 	
UNIT	TOPICS TO BE COVERED	HOURS
UNII	TOPICS TO BE COVERED	ALLOTED
1	ADVANCED BAKERY	ALLOTED
1	ADVANCED BAKERI	
	• SUGAR TECHNIQUES: Function of ingredients in sugar	
	work and Sugar Boiling temperatures, blown, Spun, Pulled, and	10
	Rock sugar	
	• ICINGS & GLAZES: Types of Icings and marzipan	
2	MICRO NUTRIENTS IN BAKERY AND CAKES	
	- Hanney Nagariting and helpens for the	
	Human Nutrition and bakery foods	
	• Micro Nutrition deficiencies and the role of fortification in	
	control of Micro Nutrition deficiencies	20
	Food Safety	20
	 Premixes of bakery foods 	
	• CAKES AND CAKE SPECIALTIES: Common Problems with	
	Cake Production, Creamed Cakes, Common Problems with	
	Creamed Cakes, Whipped Cakes, Common Problems with	
	Sponge Cakes.	
3	BREAD MAKING:	
	Breads:- White Pan Bread; Pullman, Split-top, and Round Split	
	Breads, French and Italian Breads and Rolls, Vienna Bread, Egg	15
	Bread and Rolls; Hard Roll Varieties, Soft Roll Varieties, Rye	
	Bread Varieties, Cornmeal Bread, Whole Wheat Bread, Raisin	
	Bread, Cheese Bread, Middle Eastern Pita Bread	
4	SWEET YEAST DOUGH PRODUCTS: Buns; Coffee Cake,	
	Dough Products, Specialty Rolls and Yeast-Raised Cakes,	15
	Croissant, Yeast-raised Doughnuts, Common Problems with	13
	Doughnuts.	
	Doughilute.	

PASTRIES & TYPES OF PASTRIES: Short Dough Pastries, Puff Pastries, Common Problems with Puff Pastries, Cream Cheese Dough Products, Icings, Cream, Whipped Phyllo Pastry, Common pastry faults, Danish Pastry with Faults & causes Conversion of formulas used in baking Measures & equivalent weights of raw material PRACTICAL: BAKERY & PATISSERIE 60 1. Bread preparation-Min 08 type 1. Demonstration: Spun & Pulled Sugar, Blown Sugar & Rock Sugar, Moulded Chocolate and Carving 2. Preparation of International Breads 3. Preparation of Desserts- warm, cold 2. Bread Display for buffet 3. Different pastry preparation-Min 2 of each types Preparation of bakery Desserts-Min 5 types SUGGESTED BOOKS FOR READING: 1. "The Professional Chef" by Culinary Institute of America 2. Practical Baking, 5th Edition by William J. Sultan Wiley **Publications** 3. Baking and Pastry: Mastering the Art by The Culinary Institute of America, Wiley Publications 4. Practical Baking, 5th Edition by William J. Sultan Wiley **Publications** 5. Baking and Pastry: Mastering the Art by The Culinary Institute of

America, Wiley Publications

Sem/Year	5 th Semester / 3 rd Year	
Subject	COMPUTER APPLICATION To make students learn the basics of computers and its application in our day to da lives by providing knowledge of computer hardware as well as software. Besides th basics, the stress to be on learning the uses of internet based applications and use of social media apps.	
Course Objective		
UNIT	TOPICS TO BE COVERED	PR. HOURS ALLOTED
1	INTRODUCTION TO COMPUTERS:	8
	Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotels, Familiarization with Components of Computers—Hardware: Hardware elements—input, storage, processing & output devices. Block diagram of computer,	8
2	INTRODUCTION TO COMPUTERS SOFTWARE:	8
	Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office: Basics of MS-Word. MS- Excel and MS-Power Point	U
3	INTERNET AND ITS 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	7
4	SOCIAL MEDIA APPLICATIONS AND HOSPITALITY: Introduction to Social Media, Its Role in Hospitality Promotion, Face book—Creating Pages and Profiles, Merits/Demerits of Social	7
	Media, Linked In, Twitter and Other Social Media Applications	
	PRACTICAL:	
	 MS Office: Basic of MS-Word, MS-Excel and MS-Power Point 	30
	 Internet, Networks, Web Page, Website and Web Searching, World Wide Web (WWW), Web Browser, URL, Search Engines, Email 	
	 Application and use of Social Media: 	
	Facebook: Creating Pages and Profiles	
	Linked In, Twitter and other social media applications	
	 SUGGESTED BOOKS FOR READING: Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay. Comer 4e, Computer networks and Internet, Pearson Education White, Date Communications & Computer Network, Thomson Learning, Bombay. 	
	 Computers in Hotels – Concepts & Applications: Partho P Seal Oxford University Press 	

Sem/Year	5 th Semester / 3 rd Year		
Subject	HOSPITALITY LAWS		
Course Objective	This course aims to acquaint students with the basic concept of Mercantile Law, Industrial Law, Hotel and Lodging Rates, Food Legislations and Licenses pertaining to the hospitality and catering businesses.		
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED	
1	INTRODUCTION TO LAW		
	Indian contract act; definition, essential of contract, valid, void and voidable agreements, contract of bailment and pledge; sales of good acts; partnership act; define company, Types and formation of company, article of association, memorandum of association; insurance act.	15	
2	INDIAN HOSPITALITY LAWS	15	
	Shops and establishment act with reference to hotel industry. Prevention of Food Adulteration Act 1954, the Food Safety and Standards Act of India 2006 (FSSAI), The legal requirements Prior and at the time of doing Hotel business. in India, business contracts, Hotel Licenses and Regulations, Hotel Insurance		
3	LABOUR LAWS	15	
	Define contract labour, welfare and health.; Rules regarding minimum wages, provident fund, ESI, Bonus payment of wages etc. c) Employment of women and children; leave, health, safety and hygiene provision		
4	STATUTORY LICENSES FOR HOSPITALITY INDUSTRY	15	
	The central committee for food standards; central food laboratory; food inspector and their power and duties; procedure to be followed by food inspector; food analysis by purchaser; report of the public analyst; notification of the food poisonings and penalties Statutory Licenses And Laws a) List of licenses and permit required to operate hotel, restaurant and other catering establishments b) Procedure of procurement, renewal, suspension and termination of licenses Food Legislation and Liquor Licensing. Public Health and Environmental Laws SUGGESTED BOOKS FOR READING:		
	- Hotel Law by Amitabh Devendra, Oxford University Press - Hotel & Tourism Laws by Jagmohan Negi - Related Guidelines & Reports from Ministry of Tourism, Govt. of India		

Sem/Year	6 th Semester / 3 rd Year		
Subject	ADVANCED FOOD PRODUCTION		
Course Objective	To make students understand international cuisines and their staple food specialties and importance in large kitchen and its standard operation procedures. Be able to prepare various international dishes along with their accompaniments		
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED	
1	 Geographic location, Historical background, Staple food with regional Influences, Specialties, Recipes, Equipment in relation to: Great Britain, France, Italy, Spain & Portugal, Scandinavia, Germany, Middle East, Oriental, Mexican, Arabic 	15	
2	 CHAUD FROID: Meaning of Chaud froid, Making of chaud froid & Precautions, Types of chaud froid, Uses of chaud froid ASPIC & GELEE: Definition of Aspic and Gelee, Difference between making of Aspic and Gelee, Uses of Aspic and Gelee QUENELLES, PARFAITS, ROULADES: Preparation of Quenelles, Preparation of Parfaits, Preparation of Roulades 	15	
3	 BRINES, CURES & MARINADES: Types of Brines, Preparation of Brines, Methods of Curing, Types of Marinades, Uses of Marinades, Difference between Brines, Cures & Marinades HAM, BACON & GAMMON: Cuts of Ham, Bacon & Gammon, Differences between Ham, Bacon & Gammon, Processing of Ham & Bacon, Green Bacon, Uses of different cuts GALANTINES: Making of galantines, Types of Galantine, Ballotines 	15	
4	 PATES MOUSE: Types of Pate, Pate de foie gras, Making of Pate, Commerical pate and Pate Maison, Truffle–sources, Cultivation and uses and Types of truffle. MOUSE & MOUSSELINE: Types of mousse, Preparation of mousse, Preparation of mousse, Preparation of mousseline, Difference between mousse and mousseline 	15	

Practical: Food Production

- Pate, galantines, Ballontines, Roulades Preparation of Menu
- Preparation of different Non-vegetarian with using different marinade.
- International Cuisines-Min 8 Menu-two or three course dishes
- Preparation of continental buffet dishes-Min 2 Buffet

SUGGESTED BOOKS FOR READING:

- Accompaniments & Garnishes from waiter; Communicate: Fuller J. Barrie & Jenkins
- Cooking Essentials for the New Professional Chef
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Larder Chef By M J Leto & W K H Bode Publisher: Butterworth-Heinemann
- Practical Professional Cookery By Kauffman & Cracknell
- Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu
- Nita Mehta-Italian Vegetarian Cookery, Snab Publishers
- Ken Hom-Chinese Cookery, BBC Books
- E N Anderson-The Food of China, Yale University Press
- Practical Baking, 5th Edition by William J. Sultan Wiley Publications
- Baking and Pastry: Mastering the Art by The Culinary Institute of America, Wiley Publications

Sem/Year		
Subject	ADVANCED FOOD AND BEVERAGE SERVICE MANAGEMENT	
Course Objective		
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED
1	MANAGING FOOD & BEVERAGE OUTLET A. Supervisory skills B. Developing efficiency C. Standard Operating Procedure	15
2	BAR OPERATIONS Types of Bar- Cocktail and Dispense, Area of Bar, Front Bar, Back Bar, Under Bar (Speed Rack, Garnish Container, Ice well etc.), Bar Stock, Bar Control, Bar Staffing, Opening and closing duties	15
3	COCKTAILS & MIXED DRINKS A. Definition and History B. Classification C. Recipe, Preparation and Service of Popular Cocktails: Martini – Dry & Sweet, Manhattan – Dry & Sweet, Dubonnet, Roy-Roy, Bronx, White Lady, Pink Lady, Side Car, Bacardi, Alexandra, John Collins, Tom Collins, Gin FIZZ, Pimm's Cup – no. 1,2,3,4,5, Flips, Noggs, Champagne Cocktail, Between the Sheets, Daiquiri, Bloody Mary, Screw Driver, Tequilla Sunrise, Gin-Sling, Planters Punch, Singapore Sling, Pinacolada, Rusty Nail, B&B, Black Russian, Margarita, Gimlet – Dry & Sweet, Cuba Libre, Whisky Sour, Blue Lagoon, Harvey Wall Banger, Bombay Cocktail	10
4	FOOD & BEVERAGE STAFF ORGANISATION A. Categories of staff B. Hierarchy C. Job description and specification D. Duty roaster	10
	1. Developing Organization Structure of various Food & Beverage Outlets 2. Determination of Staff requirements in all categories 3. Making Duty Roster 4. Preparing Job Description & Specification 5. Conducting Briefing & Debriefing: Restaurant, Bar, Banquets & Special events 6. Drafting Standard Operating Systems (SOPs) for various F & B Outlets 7. Supervising Food & Beverage operations 8. Preparing Restaurant Log 9. Designing & setting the bar 10. Preparation & Service of Cocktail & Mixed Drinks Course outcome: on completion of course the students are expected to- 1. To understand about how to manage F&B outlets. 2. To design bar layout. 3. To prepare duty roaster.	60

Text Books:

- Food & Beverage Service- R. Singravelavan, Oxford publication
- Food & Beverage Service Dennis R.Lillicrap. & John A. Cousines, Publisher: ELBS
- Food & Beverage Service Sudhir Andrews, Tata Mc Graw Hill.

Additional references/ other study material:

- Modern Restaurant Service- John Fuller, Hutchinson
- Professional Food & Beverage Service Management Brian Varghese
- The Restaurant (From Concept to Operation)
- Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F & B Service- Brown, Heppner & Deegan
- International Journal of the Food & Beverage Industry https://www.journalnetwork.org/journals/international-journal-ofthe-food-and-beverage-industry

 $Website: \quad \underline{\text{https://setupmyhotel.com/train-my-hotel-staff/f-and-b/370-non-alcohlic-bev.html}}$

Sem/Year	6 th Semester / 3 rd Year	
Subject	ADVANCED FRONT OFFICE & ACCOMMODATION MANAGEM	
Course	To understand the use of latest technology in hotel industry	ry, concept of
Objective	budgeting and planning of housekeeping operations.	
	 To understand the concept of revenue management and market s front office. 	egmentation in
	 To be able to understand the importance/ benefits of forecasting 	demands and
	types of forecasting.	5 demands and
UNIT	TOPICS TO BE COVERED	HOURS
1	NICHT AUDITING AND QUECT CREDIT MONITORING	ALLOTED
1	NIGHT AUDITING AND GUEST CREDIT MONITORING	
	Importance of Night Audit Night Auditors Duties & Responsibilities	
	Night Auditors-Duties & Responsibilities The Night And & Process	15
	The Night Audit Process Common France Province the Night Andit	
	Common Errors During the Night Audit Condit Marketing and Balancette Gradit Marketing	
	Credit Monitoring and Role of the Credit Manager	
2	Credit monitoring process EDON'T OFFICE PURCETURE WHEN PARAMACEMENTS AND	
2	FRONT OFFICE BUDGETING, YIELD MANAGEMENT, AND FORECASTINGS	
	 Management Function, Budgeting and Evaluating front Office Operations 	
	<u> </u>	15
	Basics of Revenue and Yield concepts Yield Management systems and stretogies	
	Yield Management systems and strategies Foregoeting Room Assilability	
	Forecasting Room Availability Forecasting Data: Paraentage of No. show, Paraentage of	
	 Forecasting Data: Percentage of No-show, Percentage of Cancellations, Percentage of walk-ins, Percentage of 	
	overstay, Percentage of under stay etc	
3	LATEST TRENDS AND TECHNOLOGY USED IN HOTEL	
3	HOUSEKEEPING	
	Artificial intelligence in hotel guest room.	
		12
	Use of latest technology in hotel housekeeping	
4	BUDGETING AND PLANNING HOUSEKEEPING	
	OPERATIONS	
	 Types of budgets 	
	Housekeeping expenses	
	Budget planning process	
	• The planning process	
	Division of work document	18
	Area inventory lists	
	Frequency schedules	
	 Performance standards 	
	Equipment and operating supply inventory level	
	 Determining the par levels 	
	Work schedules	
	Manpower planning and Planning duty roaster	

Sem/Year	6 th Semester / 3 rd Year	
Subject	ect RESEARCHING FOR HOSPITALITY & TOURISM MANAGEMENT WIT PROJECT WORK	
Course	To make the students familiar with the research process.	
Objective	To make the students aware of various research methods and their hospitality industry.	
	To apprise students on how data can be interpreted for business growth	
	To guide students in preparing of their Research Project work	
UNIT	TOPICS TO BE COVERED	HOURS ALLOTED
1	INTRODUCTION TO RESEARCH METHODOLOGY:	
	Meaning and definition	
	Types of research	10
	Methodology of research	
2	SAMPLING DESIGN AND DATA COLLECTION:	
	Meaning of sampling	
	aims in selection a sample	
	Types of sample design	15
	Types of data	
	 Concept of hypothesis 	
	Methods of collecting	
3	PROCESSING AND ANALYSIS OF DATA:	
	• Editing,	
	• Coding,	10
	 Classification and tabulation, 	10
	Graphical presentation of Data-Bar-chart, pie-chart	
4	REPORT WRITING:	
	Types and steps involved in writing report	
	Layout of the research report	10
	 Mechanics of writing a research report 	
	Challenges of a good writing	
	Practical	
	RESEARCH PROJECT WORK	
	(2 weeks earmarked for counseling on above aspects which will enable a students to write a comprehensive research dissertation, under the supervision of research guide before a student's undertakes research activity or project research)	15

SUGGESTED BOOKS FOR READING:

- Kumar Ranjit: Research Methodology: A Step by Step Guide for Beginners, Sage Publication, 2014.
- Kothari C.R.: Research Methodology, New Age International, 2011.
- Shajahan S.: Research Methods for Management, 2004.
- Mustafa A.: Research Methodology, 2010.
- Thanulingom N : Research Methodology, Himalaya Publishing
- C. Rajendar Kumar: Research Methodology, APH Publishing
- Gupta Hitesh and Gupta S. L.: Research Methodology, International Book House, 2011.
- J. R. Brent Ritchie, Charles R. Goeldner: Travel, Tourism, and Hospitality Research: A Handbook for Managers and Researchers, Wiley Publishers
- Peter Mason: Researching Tourism, Leisure and Hospitality for your Dissertation; Good Fellow Publishers Ltd, UK

Sem/Year	6 th Semester / 3 rd Year	
Subject	RETAIL MANAGEMENT	
Course	To make the students familiar with the retail management	
Objective	To make the students understand the need of retail management in hospital	lity industry
	To make the students familiar with the new practices use in the retail	management
	industry	
UNIT	TOPICS TO BE COVERED	HOURS
		ALLOTED
1	The Business of Retail: Retailing-Definition, Concept Importance,	
	Functions of a retailer, Relationship between retail and Marketing,	
	Retail as a career. Retail in India- Evolution, changes in the retail sector,	
	The Wheel of Retailing, The Accordion, The Retail Life Cycle,	10
	Emerging Trends in Retailing, Retail Scenario in India, Retail	
	Competition, Retail Formats.	
2	Retail Models and Theories of Retail Development- Theories of retail	
	development, concept of life cycle in retails, Business models in retails,	
	Airport Retailing, Services retailing. Information Gathering in Retailing,	15
	Retail Strategic Planning and Operation Management, Retail Financial	
	Strategy, Target Market Selection and Retail Location, Store Design and	
	Layout, Visual Merchandising and Displays.	
3	Merchandise Planning, Buying and Handling, Merchandise Pricing,	
	Retail Communication Mix, Promotional Strategy, Retail Human	
	Resources Management, Customer Service, The GAPs Model, Customer	10
	Relationship Management.	
4	Retail Operating Skills: Pre-Check, Opening the Sale, Probing,	
	Demonstration, Trial, Close Handling Objections, Closing,	10
	Confirmations & Invitations. Retail Management Information Systems,	10
	Retail Audits, Online Retailing, Global Retailing, Legal and Ethical	
	Issues in Retailing.	
	SUGGESTED BOOKS FOR READING:	
	Retail Management: An Effective Management Strategy for	
	Retail Store Managers by Chetan Bajaj, Nidhi V. Srivastava, and	
	Rajnish Tuli	
	Retail Management: A Strategic Approach by Joel Evans	
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