

# **DEPARTMENT OF HOTEL MANAGEMENT AND CATERING SCIENCE**

## **COURSE STRUCTURE & SYLLABI** (For the students admitted from year 2023-2024 onwards)

**Programme : B.Sc. Hotel Management and Catering Science**



**JAMAL MOHAMED COLLEGE (AUTONOMOUS)**  
Accredited with A++ Grade by NAAC (4<sup>th</sup> Cycle) with CGPA 3.69 out of 4.0  
(Affiliated to Bharathidasan University)  
**TIRUCHIRAPPALLI – 620 020**

## B.SC. HOTEL MANAGEMENT AND CATERING SCIENCE

Sem	Course Code	Part	Course Category	Course Title	Ins. Hrs/ Week	Credit	Marks		Total
							CIA	ESE	
I	23U1LT1/LA1/LF1 /LH1/LU1	I	Language - I		6	3	25	75	100
	23UCN1LE1	II	English - I	English for Communication - I	6	3	25	75	100
	23UHM1CC1	III	Core - I	Basics of Food Production	5	5	25	75	100
	23UHM1CC2P		Core - II	Indian Cuisine - Practical	4	3	20	80	100
	23UHM1AC1		Allied - I	Fundamentals of Food and Beverage Service	4	4	25	75	100
	23UHM1AC2P		Allied - II	Basics of Restaurant Service - Practical	3	2	20	80	100
	23UCN1AE1	IV	AECC - I	Value Education	2	2	-	100	100
	Total				30	22			700
II	23U2LT2/LA2/LF2 /LH2/LU2	I	Language - II		6	3	25	75	100
	23UCN2LE2	II	English - II	English for Communication - II	6	3	25	75	100
	23UHM2CC3	III	Core - III	Front Office Operations	5	5	25	75	100
	23UHM2CC4P		Core - IV	Front Office Operations - Practical	3	2	20	80	100
	23UHM2AC3		Allied - III	Housekeeping Operations	5	5	25	75	100
	23UHM2AC4		Allied - IV	Nutrition and Food Science	3	3	25	75	100
	23UCN2SS	IV	Soft Skills Development	Soft Skills Development	2	2	-	100	100
	23UCN2CO	V	Community Outreach	JAMCROP	-	@	-	-	@
23U2BT1/ 23U2AT1		Basic Tamil - I/ Advanced Tamil - I	எழுத்தும் இலக்கியமும் அறிமுகம் - I/ தமிழ் இலக்கியமும் வரலாறும் - I	-	-	-	100 <sup>#</sup>	-	
	@Only grades will be given Total				30	24			700
III	23U3LT3/LA3/LF3 /LH3/LU3	I	Language - III		6	3	25	75	100
	23UCN3LE3	II	English - III	English for Communication - III	6	3	25	75	100
	23UHM3CC5	III	Core - V	Advanced Food Production Operations	4	4	25	75	100
	23UHM3CC6P		Core - VI	European Cuisine - Practical	3	2	20	80	100
	23UHM3AC5		Allied - V	Specialized Food and Beverage Service	4	4	25	75	100
	23UHM3AC6P		Allied - VI	Housekeeping Operations - Practical	3	2	20	80	100
	23UHM3GE1	IV	Generic Elective - I		2	2	-	100	100
	23UCN3AE2		AECC - II	Environmental Studies	2	2	-	100	100
	Total				30	22			800
IV	23U4LT4/LA4/LF4 /LH4/LU4	I	Language - IV		6	3	25	75	100
	23UCN4LE4	II	English - IV	English for Communication - IV	6	3	25	75	100
	23UHM4CC7	III	Core - VII	Front Office Management	5	5	25	75	100
	23UHM4CC8P		Core - VIII	Specialized Food and Beverage Service - Practical	3	3	20	80	100
	23UHM4AC7		Allied - VII	Bakery and Confectionery	5	5	25	75	100
	23UHM4AC8P		Allied - VIII	Bakery and Confectionery - Practical	3	2	20	80	100
	23UHM4GE2	IV	Generic Elective - II		2	2	-	100	100
	23UCN4EL		Experiential Learning	Internship	-	2	-	100	100
	23UCN4EA	V	Extension Activities	NCC, NSS, etc.	-	1	-	-	-
23U4BT2/ 23U4AT2		Basic Tamil - II/ Advanced Tamil - II	எழுத்தும் இலக்கியமும் அறிமுகம் - II/ தமிழ் இலக்கியமும் வரலாறும் - II	-	-	-	100 <sup>#</sup>	-	
	Total				30	26			800
V	23UHM5CC9	III	Core - IX	Prominent Cuisines of the World	6	6	25	75	100
	23UHM5CC10P		Core - X	Front Office Management - Practical	4	4	20	80	100
	23UHM5CC11		Core - XI	Accommodation Management	6	6	25	75	100
	23UHM5CC12P		Core - XII	Accommodation Management - Practical	5	4	20	80	100
	23UHM5DE1A/B	IV	Discipline Specific Elective - I		5	5	25	75	100
	23UHM5SE1A		Skill Enhancement Course - I	Food Safety and Quality Control	2	1	-	100	100
	23UHM5SE2A		Skill Enhancement Course - II	Managerial Accounts and Finance of Hotel	2	1	-	100	100
	23UHM5EC1			Extra Credit Course - I*	Online Course	-	*	-	-
	Total				30	27			700
VI	23UHM6CC13P	III	Core - XIII	Prominent Cuisines of the World -Practical	5	5	20	80	100
	23UHM6CC14		Core - XIV	Tourism Management	5	5	25	75	100
	23UHM6CC15P		Core - XV	Applications of Information Technology in Hospitality Industry - Practical	5	4	20	80	100
	23UHM6CC16		Core - XVI	Entrepreneurship in Tourism and Hospitality Industries	5	5	25	75	100
	23UHM6DE2A/B	IV	Discipline Specific Elective - II		5	4	25	75	100
	23UHM6DE3A/B		Discipline Specific Elective - III		4	3	25	75	100
	23UCN6AE3		AECC - III	Gender Studies	1	1	-	100	100
	23UHM6EC2		Extra Credit Course - II*	Online Course	-	*	-	-	-
	23UHM6ECA	IV	Extra Credit Course for all**	Online Course	-	**	-	-	-
23UCN6ECA1	Extra Credit Course for all+		Entrepreneurship Development	-	+	-	-	-	
	* Programme Specific Online Course for Advanced Learners ** Any Online Course for Enhancing Additional Skills + Course for Enhancing Entrepreneurial Skills Total				30	27			700
Grand Total						148			4400

**GENERIC ELECTIVE COURSES**

Semester	Course Code	Course Title
III	23UHM3GE1	Basic Front Desk Operation
IV	23UHM4GE2	Basic Baking

**# Self-Study Course – Basic and Advanced Tamil****(Applicable to the candidates admitted from the academic year 2023 -2024 onwards)**

Semester	Course Code	Course Title
II	23U2BT1	Basic Tamil – I (எழுத்தும் இலக்கியமும் அறிமுகம் - I)
	23U2AT1	Advanced Tamil – I (தமிழ் இலக்கியமும் வரலாறும் - I)
IV	23U4BT2	Basic Tamil – II (எழுத்தும் இலக்கியமும் அறிமுகம் - II)
	23U4AT2	Advanced Tamil – II (தமிழ் இலக்கியமும் வரலாறும் - II)

**Mandatory**

Basic Tamil Course - I and II are offered for the students who have not studied Tamil Language in their schools and college.

Advanced Tamil Course - I and II are offered for those who have studied Tamil Language in their schools but have opted for other languages under Part - I.

**DISCIPLINE SPECIFIC ELECTIVES**

Semester	Course Code	Course Title
V	23UHM5DE1A	Human Resource Management
	23UHM5DE1B	Event Management
VI	23UHM6DE2A	Hospitality Marketing
	23UHM6DE2B	Customer Relationship Management
	23UHM6DE3A	Organisational Behaviour
	23UHM6DE3B	Travel Agency and Tour Operations

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UHM1CC1	Core - I	5	5	25	75	100
<b>Course Title</b> Basics of Food Production							

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>Introduction to Professional Cookery</b> Culinary history - Origins of modern cookery- Aims and objectives of cooking - Importance of personal hygiene and food safety - Chances of contamination of food - Regulatory standards of food in India - *FSSAI, AGMARK, etc.* - Importance of applying HACCP regulations - Levels of skills and experiences in food production – *Attitude and behavior in the kitchen * – Uniform and protective clothing -	<b>15</b>
<b>II</b>	<b>Kitchen Organization</b> Hierarchy of kitchen department – Modern staffing in various category hotels – Duties and responsibilities of various chefs - coordination of kitchen with other departments - Layout of general kitchen – Kitchen equipment - Pre-preparation & Preparation equipment - Ancillary equipment: knives, utensils, pots and pans - Modern Development in Equipment – *Types of fuels used in the kitchen*	<b>15</b>
<b>III</b>	<b>Raw Materials</b> Classification of raw materials and their characteristics and functions - * Selection and storage of fruits, vegetables, cereals, pulses, fats, oils, spices, herbs and condiments * - Milk products, eggs, fish, meat, poultry and game birds - Basic cuts of vegetables, meat and fish	<b>15</b>
<b>IV</b>	<b>Basic Cooking Methods</b> Modes of Heat Transfer - Various methods of Cooking: Definition, Rules, Associated Terms - Moist Methods: Boiling, Poaching, Steaming, Stewing, Braising - Dry Methods: Frying, Grilling, Roasting, Broiling, and Baking = Modern Methods of cooking - Texture of food - Introduction to Indian cuisine - Indian basic masalas – Indian gravies - Regional cuisines of India - Ethnic cuisine - * Indian and Western culinary terms *	<b>15</b>
<b>V</b>	<b>Pre-preparation Works</b> Mise en place - Preparation of ingredients - * Foundation liquids and stocks * – Classification of stocks and their uses -Soup and its types - Introduction to Sauces – Uses of sauces – Components of a sauce - Mother sauces – derivatives of mother sauces and their uses – Italian sauces - Proprietary sauces – Contemporary sauces – Making of good sauce	<b>15</b>
<b>VI</b>	<b>Current Trends (For CIA only)</b> – Modern equipment used in Food Production-Latest technologies used in cooking methods	

\*.....\* Self Study

<b>Textbooks:</b>
<ol style="list-style-type: none"> <li>1. Parvinder S. Bali, Food Production Operations, Oxford University Press, New Delhi, 3<sup>rd</sup> Edition, 2014.</li> <li>2. Krishna Arora, Theory of Cookery, Frank Brothers and Co Publishers Private Ltd, New Delhi, 4<sup>th</sup> Edition, 2011.</li> <li>3. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopedia, Octopus Publishing Group, London, 1<sup>st</sup> Edition, 2001.</li> </ol>
<b>Reference Books:</b>
<ol style="list-style-type: none"> <li>1. Louis Saulnier, Le Repertoire De La Cuisine, Barrons Educational Series, United States, 5<sup>th</sup> Edition, 2010.</li> <li>2. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, Taylor and Francis Inc, Boca Roca, U.S, 1<sup>st</sup> Edition, 2003.</li> <li>3. Yogesh Singh, Principles of Food Production Operations, I.K. International Pvt. Ltd, New Delhi, 2017.</li> </ol>

<b>Web Resource(s):</b>
1. <a href="https://www.tutorialspoint.com/food_production_operations/food_production_operations_quick_guide">https://www.tutorialspoint.com/food_production_operations/food_production_operations_quick_guide</a> . 2. <a href="https://www.ihmnotes.in/assets/Docs/Sem-1/FP/UNIT%206%20BASIC%20PRINCIPALS%20OF%20COOKING%20FOOD.pdf">https://www.ihmnotes.in/assets/Docs/Sem-1/FP/UNIT%206%20BASIC%20PRINCIPALS%20OF%20COOKING%20FOOD.pdf</a> 3. <a href="https://study.com/academy/lesson/food-production-methods-planning.html">https://study.com/academy/lesson/food-production-methods-planning.html</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	<i>Define</i> cooking, its various techniques and methods, quality standards and make use of appropriate sanitation, health and safety practices in cooking	<b>K1</b>
<b>CO2</b>	<i>Classify</i> and use different food production equipment and raw materials used for cooking and inspect their role in designing, formulating and preparing dishes	<b>K2</b>
<b>CO3</b>	<i>Examine</i> the bases of cooking process and select appropriate ingredients, masalas and sauces required for preparing dishes.	<b>K3</b>
<b>CO4</b>	<i>Inspect</i> the organizational hierarchy of food production department of classified hotels and appraise the functions of kitchen staff members as a team leader	<b>K4</b>
<b>CO5</b>	<i>Explain</i> the rules, ethics, and procedures to be followed in day to day operations of food production in catering establishments.	<b>K5</b>

### Relationship Matrix:

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3	2	2	3	2	1	3	2.4
<b>CO2</b>	2	3	3	3	1	3	3	2	-	3	2.3
<b>CO3</b>	3	3	1	3	2	3	3	2	2	3	2.5
<b>CO4</b>	3	3	3	3	3	3	3	3	3	3	3.0
<b>CO5</b>	3	3	-	3	3	3	3	3	3	3	2.7
<b>Mean Overall Score</b>											<b>2.58</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. K.G. Rajan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UHM1CC2P	Core - II	4	3	20	80	100
<b>Course Title</b>		Indian Cuisine - Practical					

SYLLABUS			
Unit	Contents		Hours
<b>I</b>	<b>Menu – I</b> Bhaturas Channa Masala Chicken Dum Biryani Goan Fish Curry Chiroti	<b>Menu – II</b> Stuffed Parathas Mughlai Chicken Gravy Peas Pulao Mutton Shajahani Doodh Pak	12
<b>II</b>	<b>Menu – III</b> Mughlai Parathas Gujarati Dal Hydrabadi Chicken Biryani Nilgiri Khorma Sooji Hulwa	<b>Menu – IV</b> Bhakhari Doodhi Chana Moghalai Biryani Hydrabadi Fish Curry Moong Dal Hulwa	12
<b>III</b>	<b>Menu – V</b> Methi Thepla Makhani Dal Veg Biryani Mutton Do Pyaz Besan Barfi	<b>Menu – VI</b> Hoppers Sukha Dal Kashmiri Pulao Methi Murg Jallebi	12
<b>IV</b>	<b>Menu – VII</b> Dal Kachories Panjabi Dal Navarathna Pulao Mutton Vindaloo Gulab Jamun	<b>Menu – VIII</b> Tandoori Nan Masala Dal Shrimp Biryani Fish Stew Mysore Pak	12
<b>V</b>	<b>Menu – IX</b> Chapathi Moong Dal with Palak Mutton Dum Biryani Dhalcha Wheat Hulwa	<b>Menu – X</b> Vatta Appam Kozhi Salan Variety Rice Chicken Pepper Fry Phirnee	12

<b>Textbooks:</b>
<ol style="list-style-type: none"> <li>1. Parvinder S. Bali, Food Production Operations, Oxford University Press, New Delhi, 3<sup>rd</sup> Edition, 2014.</li> <li>2. Krishna Arora, Theory of Cookery, Frank Brothers and Co Publishers Private Ltd, New Delhi, 4<sup>th</sup> Edition, 2011.</li> <li>3. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, Octopus Publishing Group, London, 1<sup>st</sup> Edition, 2001.</li> </ol>
<b>Reference Book(s):</b>
<ol style="list-style-type: none"> <li>1. Louis Saulnier, Le Repertoire De La Cuisine, Barrons Educational Series, United States, 5<sup>th</sup> Edition, 2010.</li> <li>2. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, Taylor and Francis Inc, Boca Roca, U.S, 1<sup>st</sup> Edition, 2003.</li> <li>3. Yogesh Singh, Principles of Food Production Operations, I.K. International Pvt. Ltd, New Delhi, 2017.</li> </ol>
<b>Web Resource(s):</b>
<ol style="list-style-type: none"> <li>1. <a href="https://www.indianhealthyrecipes.com/recipes/latest-updates/">https://www.indianhealthyrecipes.com/recipes/latest-updates/</a></li> <li>2. <a href="https://www.allrecipes.com/recipes/233/world-cuisine/asian/indian/">https://www.allrecipes.com/recipes/233/world-cuisine/asian/indian/</a></li> <li>3. <a href="https://www.delish.com/cooking/g1899/simply-indian-recipes/">https://www.delish.com/cooking/g1899/simply-indian-recipes/</a></li> </ol>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Name</i> and select appropriate equipment and ingredients for preparation of dishes	K1
CO2	<i>Explain</i> the skills, methods and techniques applied to produce food and run a food production section	K2
CO3	<i>Apply</i> the procedures, ethics and moral values in the working environment of food production	K3
CO4	<i>Analyse</i> the quality standards of ingredients, equipment, food products, and working environment of kitchen in catering establishments	K4
CO5	<i>Prove</i> the knowledge and skills of producing and developing dishes of Indian Cuisine by adopting new trends and advancements of the field	K5

### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	-	3	3	3	-	3	2.4
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	2	3	2	3	3	3	3	2	3	3	2.7
CO4	2	3	1	3	2	3	3	2	2	3	2.4
CO5	2	3	2	3	2	3	3	3	-	3	2.4
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** Mr. K.G. Rajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UHM1AC1	Allied - I	4	4	25	75	100
<b>Course Title</b>		Fundamentals of Food and Beverage Service					

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>Introduction to Hotel Industry</b> Evolution of Hotel Industry in India - * Chain group of hotels in India * - Different types of catering establishments – Commercial and Welfare – Career opportunities for job and entrepreneurship - Classification of Hotels – Organization of the star category hotel - Departments of Hotel Introduction to Food and Beverage service Department - Different outlets of Food and Beverage Service - Layout of a Restaurant.	12
<b>II</b>	<b>Organization of F&amp;B Department</b> Hierarchy of Food and Beverage Service Department - Duties and Responsibilities of F&B Staff members – Attributes needed for F&B staff - Food Service equipment – Types – Uses – Purchase considerations – Storage conditions – Silver cleaning methods – Polivit, Dry powder, Silver dip and Burnishing methods - Ancillary sections – Still room – Silver room – Wash up – Hot plate – Pantry - Styles of Food Service – Types of waiter service, *Self-service and Assisted service* – Factors influencing in each styles -Relationship between F & B service department with other departments of the hotel .	12
<b>III</b>	<b>Introduction to Menu</b> Menu – Origin – Types – A la carte and Table de hote - French Classical Menu – Courses and Sequences - Cover and Accompaniments for various menus - * French Culinary terms *- Menu Planning – Points to be considered while planning menu – Compiling of Menus - *Names of Indian and international dishes *	12
<b>IV</b>	<b>Restaurant Arrangements</b> Preparation of Restaurant – Before and After the Service - Mis en scene and Mis en place - *Cover laying procedures * - Prior to guest arrival, during service and after service - Points to be observed - Service procedures – Waiting at table –Service procedures for different meals – Do’s and Don’ts during service - Order taking and billing methods – KOT – Methods of taking food order and settling bills.	12
<b>V</b>	<b>Service Procedures</b> Breakfast – Menu and cover setups for various breakfasts - Brunch and afternoon tea - Room service – Location and equipment required – Room service procedures - Forms used in room service, order talking, thumb rules, suggestive selling, guest service Procedure in room service - *Non-Alcoholic beverages* – Types – Hot/Cold, Stimulating, Nourishing and refreshing beverages - Brand names – Methods of service - Hygiene and Sanitation in Food and Beverage Operations.	12

\*.....\* Self Study

<b>Text Book(s):</b>
<ol style="list-style-type: none"> <li>1. R. Singaravelavan, Food and Beverage Service, Oxford University Press, New Delhi, 2<sup>nd</sup> Edition, 2011.</li> <li>2. Sudhir Andrews, Food and Beverage Management, Tata McGraw Hill Education, New Delhi, 3<sup>rd</sup> Edition, 2014.</li> <li>3. Vara Prasad, Food and Beverage – F&amp;B Simplified Pearson Education, Noida, 1<sup>st</sup> Edition, 2012.</li> </ol>
<b>Reference Book(s):</b>
<ol style="list-style-type: none"> <li>1. Dennis R. Lillicrap, John A. Cousins, Food &amp; Beverage Service, John Wiley &amp; Sons Incorporated, London, 9<sup>th</sup> Edition, 2014.</li> <li>2. Brian Varghese, Professional Food and Beverage Service Management, , Laxmi Publications, New Delh New Editioni, 2015.</li> <li>3. Mahendra Singh Negi, Training Manual for Food and Beverage Services, I K International Publishing House Pvt. Ltd, New Delhi, 2<sup>nd</sup> Edition, , 2016.</li> </ol>



**Web Resource(s):**

1. [https://www.tutorialspoint.com/food\\_and\\_beverage\\_services/food\\_and\\_beverage\\_services\\_terminology.htm](https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_terminology.htm)
2. <https://uou.ac.in/sites/default/files/slm/BHM-102T.pdf>
3. <https://www.ihmnotessite.net/food-beverage>

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Recall</i> the basics of catering establishments and appraise the important role of food and beverage service in various catering outlets.	K1
CO2	<i>Outline</i> the functions of F&B Service personnel and interpret the procedures, techniques and attributes to be applied in performing the responsibilities in Food Beverage Service operations.	K2
CO3	<i>Apply</i> the knowledge and skills of managing a food and beverage outlet by making required arrangement, utilizing appropriate equipment and following precise methods.	K3
CO4	<i>Categorize</i> the courses and sequence of French Classical Menu and apply the knowledge of designing and compiling menus.	K4
CO5	<i>Prove</i> the attitude and behaviour of offering customers service by following systematic procedures and business ethics.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	-	3	1	3	3	3	2	3	2.3
CO2	2	3	2	3	3	3	3	3	3	3	2.8
CO3	2	3	2	3	3	3	3	3	3	3	2.8
CO4	2	2	-	3	2	3	3	3	2	2	2.2
CO5	2	3	3	3	3	3	3	2	2	3	2.7
Mean Overall Score											2.56
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. S. Samuel Anand Kumar

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
I	23UHM1AC2P	Allied - II	3	2	20	80	100
<b>Course Title</b>		Basics of Restaurant Service - Practical					

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>Practical – I</b> Training on food service areas – Induction & Profile of the areas <b>Practical – II</b> Ancillary F&B service areas – Induction & Profile of the areas	<b>9</b>
<b>II</b>	<b>Practical – III</b> Familiarization of F&B Service equipment Care & Maintenance of F&B Service equipment <b>Practical – IV</b> Cleaning / polishing of EPNS items by: - Plate Powder method - Polivit method - Silver Dip method - Handling Burnishing Machine	<b>9</b>
<b>III</b>	<b>Practical – V</b> Basic Technical Skills on - Procedure of Laying for a la carte & Table D’hote Menu - Holding Service Spoon & Fork - Carrying a Tray / Salver - Laying a Table Cloth <b>Practical – VI</b> Basic Technical Skills on - Changing a table cloth during service - Placing meal plates & Clearing soiled plates - Stocking sideboard - Service of water	<b>9</b>
<b>IV</b>	<b>Practical – VII</b> Basic Technical Skills on - Using Service Plate & Crumbing Down - Napkin Folds - Method of rearranging the table set-up - Cleaning & polishing glassware <b>Practical – VIII</b> Service of Breakfast- Continental, English & American Tea – Preparation & Service Coffee - Preparation & Service	<b>9</b>
<b>V</b>	<b>Practical – IX</b> Juices & Soft Drinks - Preparation & Service - Mocktails - Juices, Soft drinks, Mineral water, Tonic water <b>Practical – X</b> Room service tray setup Cocoa & Malted Beverages – Preparation & Service	<b>9</b>

<b>Textbooks:</b>
<ol style="list-style-type: none"> <li>1. R.Singaravelavan, Food and Beverage Service, Oxford University Press, New Delhi, 2<sup>nd</sup> Edition, 2011.</li> <li>2. Sudhir Andrews, Food and Beverage Management, Tata McGraw Hill Education, New Delhi, 3<sup>rd</sup> Edition, 2014.</li> <li>3. VaraPrasad, Food and Beverage – F&amp;B Simplified, Pearson Education, Noida, 1<sup>st</sup> Edition, 2012.</li> </ol>
<b>Reference Books:</b>
<ol style="list-style-type: none"> <li>1. Dennis R. Lillicrap, John A. Cousins, Food &amp; Beverage Service, John Wiley &amp; Sons Incorporated, London, 9<sup>th</sup> Edition, 2014.</li> <li>2. Brian Varghese, Professional Food and Beverage Service Management, , Laxmi Publications, New Delhi, New Edition, 2015.</li> <li>3. Mahendra Singh Negi, Training Manual for Food and Beverage Services, I K International Publishing House Pvt. Ltd, New Delhi, 2<sup>nd</sup> Edition, 2016.</li> </ol>

<b>Web Resources:</b>
1. <a href="https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_terminology.htm">https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_terminology.htm</a>
2. <a href="https://uou.ac.in/sites/default/files/slm/BHM-102T.pd">https://uou.ac.in/sites/default/files/slm/BHM-102T.pd</a>
3. <a href="https://www.ihmnotessite.net/food-beverage">https://www.ihmnotessite.net/food-beverage</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	<i>Show</i> the use of basic knowledge and skills in operating a food and beverage outlet.	<b>K1</b>
<b>CO2</b>	<i>Classify</i> the different food and beverage equipment by applying the understanding of their selection, usage and maintenance.	<b>K2</b>
<b>CO3</b>	<i>Apply</i> the procedures of preparing the food and beverage outlets and offering meticulous service to the customers.	<b>K3</b>
<b>CO4</b>	<i>List</i> the attitude and behaviour of offering customers service by adopting systematic procedures and business ethics.	<b>K4</b>
<b>CO5</b>	<i>Appraise</i> the functions of F&B Service personnel and interpret the procedures, techniques and attributes to be applied in performing the responsibilities in Food Beverage Service operations.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	3	3	3	3	2	3	3	2.8
<b>CO2</b>	2	3	3	3	2	3	3	2	1	3	2.5
<b>CO3</b>	1	3	1	3	2	3	3	2	2	3	2.3
<b>CO4</b>	1	3	1	3	3	3	3	2	2	3	2.4
<b>CO5</b>	1	3	-	3	3	3	3	2	3	3	2.4
<b>Mean Overall Score</b>											<b>2.48</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. S. Samuel Anand Kumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UHM2CC3	Core - III	5	5	25	75	100
<b>Course Title</b>		Front Office Operations					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction of Front Office</b> Position, Role and Importance of Front office in the hotel - Functional areas of Front Office - Sections and Layout of Front Office - Organization of Front Office - Duties and responsibilities of Front Office personnel - Qualities needed for Front Office staff - Front Office communication - *Importance and types of communication* - Flow of communication - Communication barriers - Front office cooperation with other departments	15
II	<b>Tariff and Room Reservation</b> Room tariff - *Types of room rates and meal plans* - The Guest Cycle - Room reservations - Importance of reservation - Types of reservations - Modes and Sources of Reservation - Various tools of reservation - Systems of Reservation – Processing Reservation request - Reservation reports – Group reservation procedure - Guest registration - Stages and formalities of registration - Check-in procedures.	15
III	<b>Guest Services</b> Handling guest mails and messages – Procedures of Paging, Safe deposit locker, Guest room change, Left luggage, Scanty baggage and Wake-up call - Guest Complaints - Types - Methods of handling guest complaints - Check out and settlement - Guest departure procedures – Bell boy control procedures - *Modes of settlement of bills* – Potential check out problems.	15
IV	<b>Front office Accounting</b> Types of accounts - Vouchers, Folios and ledgers - Front Office accounting cycle - Procedures of creation, maintenance and settlement of accounts - Night Auditing - Duties and responsibilities of a night auditor - Stages involved in Night audit process- Transcript- Meaning, and method of preparing transcript -Safety and security of hotel - *Types of keys and their control* - Handling unusual events and emergency situations.	15
V	<b>Computer Applications in Front Office</b> Introduction to Property Management System - Applications of PMS in Front Office - Types of modules and their usage - PMS interface with Stand-alone systems - * Different property management systems *- Micros - Amadeus PMS - IDS Fortune - Shaw Man.	15
VI	<b>Current Trends (For CIA only)</b> – Advanced systems and techniques applied in room reservations of classified hotels	

\*.....\* Self Study

<b>Textbook(s):</b>
<ol style="list-style-type: none"> <li>1. Jatashankar R. Tewari, Hotel Front Office, Oxford University Press, New Delhi, 2<sup>nd</sup> Edition, 2013.</li> <li>2. Sudhir Andrews, Hotel Front Office – A Training Manual, Tata McGraw Hill Education, Noida, 3<sup>rd</sup> Edition, 2013</li> <li>3. Bhatnagar S.K, Front Office Management, Franc Bros Publications, New Delhi, First Edition, 2006.</li> </ol>
<b>Reference Book(s):</b>
<ol style="list-style-type: none"> <li>1. John R Walker, Introduction to Hospitality Management, Pearson Education India, Noida, 3<sup>rd</sup> Edition, 2009.</li> <li>2. Clayton W. Barrows, Introduction to the Hospitality Industry, John Willey &amp; Sons Inc, New York, 8<sup>th</sup> Edition, 2011.</li> <li>3. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel &amp; Motel Association, Lansing, United States, 5<sup>th</sup> Edition, 2000.</li> </ol>

**Web Resource(s):**

1. [https://www.tutorialspoint.com/front\\_office\\_management/front\\_office\\_management\\_tutorial.pdf](https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf)
2. <https://uou.ac.in/sites/default/files/slm/BHM-704ET.pdf>
3. [https://nios.ac.in/media/documents/tourism\\_337\\_courseE/337\\_Tourism\\_Eng/337\\_Tourism\\_Eng\\_L21B.pdf](https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf)

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Define</i> the significance of Front Office of a hotel in making revenue and offering services through the sections of reservation, reception and information.	K1
CO2	<i>Interpret</i> the role of Front Office staff members in selling rooms, offering guest services and maintaining guest accounts.	K2
CO3	<i>Function</i> as a good communicator and act as member of a group with an understanding of computer application to handle the Front Office tasks.	K3
CO4	<i>Function</i> as an efficient decision maker for any problem and emergency situation arises, and act as a caretaker of guests at Front Office by following ethics and moral values through good behavior and attitude.	K4
CO5	<i>Prove</i> the employability and entrepreneurship skills learned in front desk operations.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	3	2	3	3	3	3	2	2	3	2.5
CO2	1	3	1	3	3	3	3	2	3	3	2.5
CO3	2	3	3	3	3	3	3	2	2	3	2.7
CO4	2	2	1	3	3	3	2	3	3	3	2.5
CO5	1	1	1	3	2	3	3	2	3	3	2.2
Mean Overall Score											2.48
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. K.Karthikeyan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UHM2CC4P	Core - IV	3	2	20	80	100
<b>Course Title</b>		Front Office Operations - Practical					

SYLLABUS		
Unit	Contents	Hours
I	<b>Practical – I</b> Training on basics of Front Office Practice of standing behind the reception counter <b>Practical – II</b> Practice of handling telephone and equipment of telephone section E-mail and internet access Handling of inquiries and guest complaints	9
II	<b>Practical – III</b> Knowledge of tariff Using the guest history system Mail handling, handling room keys and messages <b>Practical – IV</b> Practice of entries in different books Diaries and forms used at reception desk.	9
III	<b>Practical – V</b> Knowledge of sources, modes and types of reservation Processing a reservation <b>Practical – VI</b> Confirming a reservation Cancellation and amendments	9
IV	<b>Practical – VII</b> Pre-registration activity Guest registration Procedure Registration records and procedure <b>Practical – VIII</b> Practice on functions of Concierge - Making bookings Bell desk, Errand Cards and Valet service Knowledge of local tourism destinations	9
V	<b>Practical – IX</b> Reading train, flight and bus timetables Cashiering - Preparation of guest bills and V.T.L Guest departure procedure, accepting of credit cards and traveler's cheque <b>Practical – X</b> Foreign currency encashment, Currencies & conversion rates Providing safety locker facility	9

<b>Textbook(s):</b>
1. Jatashankar R. Tewari, Hotel Front Office, Oxford University Press, New Delhi, 2 <sup>nd</sup> Edition, 2013 2. Sudhir Andrews, Hotel Front Office – A Training Manual, Tata McGraw Hill Education, Noida, 3 <sup>rd</sup> Edition, , 2013 3. Bhatnagar S.K, Front Office Management, Franc Bros Publications, New Delhi, First Edition, 2006.
<b>Reference Book(s):</b>
1. John R Walker, Introduction to Hospitality Management, Pearson Education India, Noida, 3 <sup>rd</sup> Edition, 2009. 2. Clayton W. Barrows, Introduction to the Hospitality Industry, John Willey & Sons Inc, New York, 8 <sup>th</sup> Edition, 2011. 3. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association, Lansing, United States, 5 <sup>th</sup> Edition, 2000.

**Web Resource(s):**

1. [https://www.tutorialspoint.com/front\\_office\\_management/front\\_office\\_management\\_tutorial.pdf](https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf)
2. <https://uou.ac.in/sites/default/files/slm/BHM-704ET.pdf>
3. [https://nios.ac.in/media/documents/tourism\\_337\\_courseE/337\\_Tourism\\_Eng/337\\_Tourism\\_Eng\\_L21B.pdf](https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf)

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Name</i> various forms, formats and registers maintained in the front office department of a large hotel in paper form or on the PMS.	K1
CO2	<i>Demonstrate</i> the functions of Front Office personnel in reservation, reception, information and cash sections	K2
CO3	<i>Function</i> as a good communicator with guests, colleagues verbally and non-verbally while handling the front desk operations	K3
CO4	<i>Analyse</i> the attitude and behaviour of offering customers service by following systematic procedures, techniques and business ethics.	K4
CO5	<i>Determine</i> the decisions to be taken and actions to be performed for various problems and situations of handling customers and providing precise services.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	-	3	-	3	2	2	3	2	3	3	2.1
CO2	3	3	3	3	1	3	3	2	2	3	2.6
CO3	1	3	2	3	2	3	3	2	2	3	2.4
CO4	2	3	1	3	3	2	3	1	3	3	2.4
CO5	1	2	3	2	2	3	3	1	3	3	2.3
Mean Overall Score											2.36
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. K.Karthikeyan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UHM2AC3	Allied - III	5	5	25	75	100
Course Title		Housekeeping Operations					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Housekeeping</b> Need for and Importance of Housekeeping in hotels – Responsibilities of Housekeeping department - Organizational Structure of housekeeping in small, medium and large hotels - Duties & responsibilities of Housekeeping Staff - *Personal attributes of housekeeping staff* - Layout and sections of housekeeping - Interdepartmental co-operation & co-ordination of Housekeeping - Housekeeping inventories	15
II	<b>Equipment Used in Housekeeping</b> Classification of housekeeping equipment - Manual and mechanical – Selection, Storage, Distribution and Control of cleaning equipment - Cleaning agents – Types – Selection, Storage and Issuing procedures - *Guest supplies and their placement *- Composition, Care and Cleaning of different surfaces - Hotel Guest rooms – Types – layouts – Guest room status – Guest floor rules - List of basic contents of a room - Cleaning of guest rooms – Cleaning procedures and principles – Method of organizing cleaning - Frequency of cleaning daily, periodic and special - Cleaning Public areas – Supervising in Housekeeping - Operations of Housekeeping Control desk	15
III	<b>Linen and Laundry</b> Introduction – Linen & Uniform room – Layout – Storage and Exchange of linen – Par stock - Linen Control - Linen Quality and Life span - *Soft furnishings *- Laundry – Types – Planning and layout of OPL – Laundry equipment – Laundering – Pressing – Folding – Spotting – Dry Cleaning – Laundry agents – *Soaps and detergents* Laundry Process - Dry cleaning – Advantages and Limitation – Process – Dry cleaning materials – Handling guest laundry.	15
IV	<b>Stain Removal and First Aid Procedures</b> Stain – Identification – Classification – Principles of stain removal - Uniforms – Selection and design – Storage – Issuing and Exchanging procedure – Advantages of providing uniforms - Health and Safety - Accidents & Personal injuries - Prevention of accidents - Safety measures - First aid –Definition- Importance - Contents of First aid box - First aid remedies given at critical situations - Fire prevention - Classification - *Types of extinguishers *- Suggested procedures - Fire fighting procedures - Fire protection check-list	15
V	<b>Flower arrangement and Pest Controlling</b> Introduction – Basics – Ingredients and equipment used – Designing flower arrangements – General guidelines for arrangements – Styles of flower arrangements - Pest control – Types of pest – Common pest and their control – Waste disposal - *Decorations during various occasions *- Horticulture – *Indoor plants *	15

\*.....\* Self Study

<b>Textbook(s):</b>
1. Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3 <sup>rd</sup> Edition, Oxford University Press, New Delhi, 2015 2. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3 <sup>rd</sup> Edition, Tata McGraw Hill, New Delhi, 2009 3. Branson & Lennox, Hotel, Hostel and Hospital Housekeeping, 5th Edition, Hodder & Stoughton, London, 1988.



<b>Reference Book(s):</b>	
1. Goring O.G. and A.C. David, Hotel and Institutional Housekeeping, 2 <sup>nd</sup> Revised Edition, Barrie & Rockliff, London, 1970. 2. Jay Prakash Kant, Hotel Housekeeping Operations and Management, The Hospitality Press, Noida, 1 <sup>st</sup> Edition, 2021. 3. Suvradeep Gauranga Ghosh, Basics of Hotel Housekeeping Operations, The Hospitality Press, Noida, 1 <sup>st</sup> Edition, 2016.	
<b>Web Resource(s):</b>	
1. <a href="https://www.uou.ac.in/sites/default/files/slm/HM-103.pdf">https://www.uou.ac.in/sites/default/files/slm/HM-103.pdf</a> 2. <a href="https://htzagreb.files.wordpress.com/2016/07/housekeeping-training-materials.pdf">https://htzagreb.files.wordpress.com/2016/07/housekeeping-training-materials.pdf</a> 3. <a href="https://www.tutorialspoint.com/hotel_housekeeping/hotel_housekeeping_tutorial.pdf">https://www.tutorialspoint.com/hotel_housekeeping/hotel_housekeeping_tutorial.pdf</a>	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	<i>Recall</i> the knowledge and skills of performing the tasks of housekeeping department.	K1
CO2	<i>Outline</i> the duties and responsibilities performed by housekeeping personnel in different sections of housekeeping	K2
CO3	<i>Classify</i> the types of equipment, linen, stain removal agents and apply the techniques of laundering and flower arrangements.	K3
CO4	<i>Examine</i> the significance of housekeeping to deliver the customer service with professional skills and ethics and safeguarding the guests by offering safe, comfortable and pleasant stay.	K4
CO5	<i>Assess</i> the employability and entrepreneurship skills learned in housekeeping, laundering, pest controlling and flower arrangements.	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	3	2	3	3	1	2	3	2.4
CO2	1	3	1	3	2	3	3	2	2	3	2.3
CO3	2	2	2	3	-	3	3	1	-	3	1.9
CO4	2	2	2	3	3	3	3	2	3	3	2.6
CO5	3	3	3	3	2	3	3	2	1	3	2.6
Mean Overall Score											2.36
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. C.Thiyagarajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
II	23UHM2AC4	Allied - IV	3	3	25	75	100
<b>Course Title</b>		Nutrition and Food Science					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Nutrition</b> Introduction to Nutrition – Relation of food and healthy – Functions of food – Factors affecting food intake and habits - *Classification of nutrients* – Recommended dietary allowances – Digestion of food – absorption and metabolism- Carbohydrates - Classification – Sources – Functions - Effects of deficiency and excess level - Proteins – Classification – Sources – Functions- Effects of deficiency and excess level - Lipids – Classification – Fatty acids – Saturated and Unsaturated - Functions of Fat.	9
II	<b>Vitamins and Minerals</b> Water – Functions of water & Role of water in maintaining Health – *Daily intake of water – Nutritive value of beverages* - Vitamins – Classification – Effects of cooking on vegetables Effects of deficiency and excess level -Minerals – Classification – Function- Effects of deficiency and excess level - Energy metabolism – Definition of Energy, Energy requirement of human body, Factors affecting Energy Requirement – BMR – Factors affecting the BMR - Dietary Sources of energy, Concept of energy balance and the health hazards associated with underweight, overweight	9
III	<b>Balanced Diet</b> Balanced diet – Recommended Dietary allowances – Basic food groups – * Food pyramid- Menu planning and Mass Production * – Factors influencing meal planning – Planning balanced meals – Steps in planning balanced meals – Calculating nutritive value of a recipe- Common food processing techniques-New trends in Nutrition – Needs for serving nutritional food – Nutraceuticals – Pre-biotics and Pro-biotics	9
IV	<b>Food Microbiology</b> Food Microbiology – Important Microorganism in food – factors affecting the growth of Microbes- Food Fermentation – Contamination of Food – Food borne illness - Beneficial effects of microorganism -Microbial intoxications and infections - *Sources of infection of foods by pathogenic organisms, symptoms and method of control* -Flavour-Introduction-processed-added spices and herbs and uses of flavours.	9
V	<b>Fats and Oils</b> Fats and oils - Structure – Temperature - Hydrogenation of oils - * Popular in fats & oils -* Food processing – Causes of food spoilage – Objectives of food processing – Effects of Food Processing – Food Additives – Types- Evolution of Food – News trends in food processing.	9

\* ..... \* Self Study

<b>Textbook(s):</b>
1. Sunetra Roday, Food Science and Nutrition, Oxford University Press, New Delhi, 3 <sup>rd</sup> Edition, 2013.
2. Hema Thapar, Nutrition and Food Science, Pacific Books International, New Delhi, 2 <sup>nd</sup> Edition, 2018.
3. Fredrico Alemilla, Food Science and Nutrition, Scitus Academics, Wilmington, USA, 3 <sup>rd</sup> Edition, 2021.
<b>Reference Book(s):</b>
1. 1. James M. Jay, Modern Food Microbiology, Springer-Verlag, New York Inc., 7 <sup>th</sup> Edition, 2006.
2. Frazier and Westhoff, Food Microbiology, McGraw Hill Education, 4 <sup>th</sup> Revised Edition, 1988.
3. Betty C. Hobbs, Safe food Handling, Taylor & Francis Ltd, London, 3 <sup>rd</sup> Revised Edition, 2007.

<b>Web Resource(s):</b>
1. <a href="https://sites.google.com/a/uasd.in/ecourse/food-science-and-nutrition">https://sites.google.com/a/uasd.in/ecourse/food-science-and-nutrition</a>
2. <a href="https://www.ihmnotes.in/assets/Docs/Books/9780199489084.pdf">https://www.ihmnotes.in/assets/Docs/Books/9780199489084.pdf</a>
3. <a href="https://cbseacademic.nic.in/web_material/Curriculum20/publication/srsec/834_food%20nutrition%20-%20xii.pdf">https://cbseacademic.nic.in/web_material/Curriculum20/publication/srsec/834_food%20nutrition%20-%20xii.pdf</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	<i>Define</i> the functions and importance of nutrition and food science in day to day life of human beings.	<b>K1</b>
<b>CO2</b>	<i>Explain</i> the components of food and select the dishes according to the nutrition requirements.	<b>K2</b>
<b>CO3</b>	<i>Examine</i> the basics of food processing and interpret the new trends found in nutrition, identifying food contamination and processing foods.	<b>K3</b>
<b>CO4</b>	<i>Analyze</i> the role of food microbiology and to find out the beneficial effects of microorganisms.	<b>K4</b>
<b>CO5</b>	<i>Prove</i> the skills of compiling menus as per the dietary requirements	<b>K5</b>

### Relationship Matrix:

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	2	1	2	3	3	2	2	3	2.4
<b>CO2</b>	2	1	2	2	2	3	3	2	3	3	2.3
<b>CO3</b>	2	1	2	2	3	3	3	2	3	3	2.4
<b>CO4</b>	2	2	1	3	1	3	3	1	2	3	2.1
<b>CO5</b>	3	2	2	3	3	3	3	2	2	3	2.6
<b>Mean Overall Score</b>											<b>2.36</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. S. Samuel Anand Kumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UHM3CC5	Core – V	4	4	25	75	100
Course Title		Advanced Food Production Operations					

SYLLABUS		
Unit	Contents	Hours
I	<b><i>Cold Kitchen</i></b> Larder – Layout – Section and function – Duties and Responsibilities – Equipment. Charcuterie – Sausages, Gallentines, Ballotines, Dodines - Pate, Terrines, Truffle, Chaud froid and Aspic. Appetizers and garnishes – Classification – Garnishing. Horsd'oeuvres – *Popular and traditional appetizers*. Larder Culinary terms.	12
II	<b><i>Cheese, Salads and Sandwiches</i></b> Cheese – Introduction - Processing of Cheese - Types of Cheese – Classification of Cheese – Curing of Cheese - Uses of Cheese. Salads – Composition – Types – Salad dressings. Sandwiches – Parts – Types – Making and storing sandwiches. Uses of herbs in cooking – *Popular herbs used* - Selection and storage conditions for herbs.	12
III	<b><i>Italian and Mediterranean Cuisines</i></b> Introduction to Italian cuisine – Special ingredients and equipment used in Italian cuisine – Common types of Italian cheeses – Types of salami in Italian cuisine – Pastas used in Italian cuisine – Common pasta sauces - Popular dishes of Italy - Mediterranean Cuisines – Introduction – Commonalities in Mediterranean cuisine – Lebanese cuisine – *Special ingredients and dishes of Lebanon*.	12
IV	<b><i>French other Famous Cuisines</i></b> Introduction to French cuisine – Main ingredients and equipment used in French cuisine – Popular dishes of French cuisine. Greek cuisine – Special ingredients and famous dishes of Greece – Spanish cuisine – Unique ingredients of Spanish cuisine – Popular dishes of Spanish dishes – Turkish cuisine – Special ingredients and preparations of Turkish cuisine – Moroccan cuisine – *Ingredients and special dishes of Moroccan cuisine*.	12
V	<b><i>Cuisines of Western Regions and Methods of Plating</i></b> Cuisine of UK – Specialty dishes of UK – Popular ingredients used in British cuisine – Scandinavian cuisine – Ingredients and specialty dishes of Scandinavia – German cuisine – Geographical regions – *Popular ingredients and dishes of Germany* - The concept of plate presentations – Garnish – Plate selection – Arranging food – Merging of flavours, shapes and textures on the plate – Emerging trends in food presentations	12
VI	<b>Current Trends (For CIA only)</b> – Latest technologies and new trends of European cookery	

\*.....\* Self Study

<b>Text Book(s):</b>
<b>T.B - 1:</b> Parvinder S.Bali, International Cuisine and Food Production Management, 1 <sup>st</sup> Edition, Oxford University Press, New Delhi, 2013.

<b>Reference Book(s):</b>
1. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, 1 <sup>st</sup> Edition, Octopus Publishing Group, London, 2001. 2. Louis Saulnier, Le Repertoire De La Cuisine, 5 <sup>th</sup> Edition, Barrons Educational Series, United States, 2010. 3. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, 1 <sup>st</sup> Edition, Taylor and Francis Inc, Bosa Roca, U.S, 2003.
<b>Web Resource(s):</b>
1. <a href="https://baou.edu.in/assets/pdf/DHTM-101_slm.pdf">https://baou.edu.in/assets/pdf/DHTM-101_slm.pdf</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Describe the advanced methods of cooking followed in hotel industry	K1
CO2	Interpret the equipment and utensils utilized in hotel's kitchen	K2
CO3	Make use of the skills and knowledge of European cuisine in the profession.	K3
CO4	Categorize the various meal courses and dishes served in the cuisines of western countries.	K4
CO5	Explain the concepts of advanced cooking techniques	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	2	1	3	2.4
CO2	2	3	3	3	1	3	3	2	1	3	2.4
CO3	3	3	1	3	2	3	3	2	2	3	2.5
CO4	3	3	1	3	3	3	3	3	3	3	2.8
CO5	3	3	3	3	3	3	3	3	3	3	3.0
Mean Overall Score											2.62
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: S. Yoganand**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UHM3CC6P	Core - VI	3	2	20	80	100
Course Title		European Cuisine - Practical					

SYLLABUS			
Unit	Contents		Hours
I	<b>Practical – I</b>	Consommé Carmen Poulet Sauté Chasseur Pommes Lorette Haricots Verts	9
	<b>Practical – II</b>	Bisque D'écrevisse Escalope De Veau Viennoise Pommes Batailles Epinards au Gratin	
II	<b>Practical – III</b>	Crème Du Barry Darne De Saumon Grille Sauce Paloise Pommes Fondant Petits Pois A La Flamande	9
	<b>Practical – IV</b>	Veloute Dame Blanche Cote De Boeuf Charcuterie Pommes De Terre A La Crème Carottes Glace Au Gingembre	
III	<b>Practical – V</b>	Cabbage Chowder Poulet A La Rex Pommes Marguises Ratatouille	9
	<b>Practical – VI</b>	Barquettes Assortis Stroganoff De Boeuf Pommes Persillade Riz Pilaf	
IV	<b>Practical – VII</b>	Duchesse Nantua Poulet Maryland Croquette Potatoes Banana Fritters Corn Gallets	9
	<b>Practical – VIII</b>	Spinach Salad Smoked Chicken Soup Maccroni with Alfredo Sauce Tiramisu	
V	<b>Practical – IX</b>	Vol-Au-Vent De Volaille Et Jambon Poulet A La Kiev Creamy Mashed Potatoes Butter Tossed Green Peas	9
	<b>Practical – X</b>	Caesar Salad Prawn Soup Spaghetti Marinara Cheese Cake	

<b>Text Book(s):</b>
<b>T.B - 1:</b> Parvinder S.Bali, International Cuisine and Food Production Management, 1 <sup>st</sup> Edition, Oxford University Press, New Delhi, 2013.
<b>Reference Book(s):</b>
1. Paul Hamlyn, Larousse Gastronomique Cookery Encyclopaedia, 1 <sup>st</sup> Edition, Octopus Publishing Group, London, 2001. 2. Louis Saulnier, Le Repertoire De La Cuisine, 5 <sup>th</sup> Edition, Barrons Educational Series, United States, 2010. 3. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, 1 <sup>st</sup> Edition, Taylor and Francis Inc, Bosa Roca, U.S, 2003.
<b>Web Resource(s):</b>
<a href="https://www.tasteatlas.com/100-most-popular-dishes-in-europe">https://www.tasteatlas.com/100-most-popular-dishes-in-europe</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Identify the appropriate equipment and ingredients for preparation of European cuisine dishes	<b>K1</b>
<b>CO2</b>	Explain the practical skills and techniques used to prepare European dishes.	<b>K2</b>
<b>CO3</b>	Demonstrate the methods of presenting and plating of European dishes	<b>K3</b>
<b>CO4</b>	Select the dishes to compile appropriate menus and prepare dishes in European cuisine.	<b>K4</b>
<b>CO5</b>	Create value added food dishes with better nutrition	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	3	3	3	3	-	3	3	3	-	3	<b>2.4</b>
<b>CO2</b>	3	3	3	3	3	3	3	3	3	3	<b>3.0</b>
<b>CO3</b>	2	3	2	3	3	3	3	2	3	3	<b>2.7</b>
<b>CO4</b>	2	3	1	3	2	3	3	2	2	3	<b>2.4</b>
<b>CO5</b>	2	3	2	3	2	3	3	3	-	3	<b>2.4</b>
<b>Mean Overall Score</b>											<b>2.58</b>
<b>Correlation</b>											<b>High</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: K.G. Rajan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UHM3AC5	Allied - V	4	4	25	75	100
Course Title		Specialized Food and Beverage Service					

SYLLABUS		
Unit	Contents	Hours
I	<b>Function Catering</b> Banquets – Types of functions – Staff requirement calculation - *Function menus* – Service methods - <b>Toasting procedures – Duties and responsibilities of Toast Master</b> – Banquet equipment – Table plans – Table setups - Function booking and organization - Booking a function – Function Prospectus - Organizing the function – Service procedures.	12
II	<b>Supervisory Functions of F&amp;B Operations</b> Introduction - Supervisory Functions of F&B Operations – Briefing – Allocation of tables – Checking the Mise en Place and Mise en Scene – *Contents of Check list* - Handling tips – Stock taking – Requisitions – Sales analysis – Cost Analysis – Breakeven point calculations – Handling complaints – Training the staff.	12
III	<b>Restaurant Planning</b> Restaurant - Physical layout – Introduction - Objectives of a good layout - Planning a Restaurant - Decision prior to planning - Location, space allocation - Staffing Requirements - Furniture, land linen, cutlery and crockery requirements - Space - Dining area, *Type of seating*, Table arrangements - Restaurant costing - Performance measurement: Sales mix, Elements of cost, Cover, sales per square meter - Knowledge of size and cuisines of Various Restaurants	12
IV	<b>Functions of Fast Food Units</b> History and concept - Fast food preparation centre - Conventional kitchen versus fast food Kitchen, Size and layout of the preparation Centre - Basic flow plan for a fast food preparation centre - Space requirements. Role of convenience food in Fast food units – Advantages – Limitations. Budgeting for the Food and Beverage service department - Preparation of budget - Limiting factors. Forecasting of Food & Beverage sales forecasting. *Basic requirements needed for starting fast food units*.	12
V	<b>Handling Situations and Customer Relationship</b> Basic skills for supervisors – Attendance – briefing – Managing discipline. Cost control. Staff Scheduling – Evaluating staff – Suggestive selling – Steps involved. Handling situations – Dealing with different situations - *Guest with special needs* - Guest with mobility problems. Knowledge of different recipes for effective suggestive selling - Introduction to customer relationship management – Importance of customer relationship – Guest's satisfaction.	12
VI	<b>Current Trends (For CIA only)</b> – Latest Equipment and Order Taking POS Machines used in Food and Beverage Service	

\*.....\* Self Study

<b>Text Book(s):</b>
<ol style="list-style-type: none"> <li>1. R.Singaravelavan, Food and Beverage Service, 2<sup>nd</sup> Edition, Oxford University Press, New Delhi, 2011.</li> <li>2. Sudhir Andrews, Food and Beverage Management, Tata McGraw Hill Education, New Delhi, 3<sup>rd</sup> Edition, 2014.</li> <li>3. VaraPrasad, Food and Beverage – F&amp;B Simplified, Pearson Education, Noida, 1<sup>st</sup> Edition, 2012.</li> </ol>



<b>Reference Book(s):</b>
1. Dennis R. Lillicrap, John A. Cousins, Food & Beverage Service, 9 <sup>th</sup> Edition, John Wiley & Sons Incorporated, London, 2014. 2. Brian Varghese, Professional Food and Beverage Service Management, New Edition, Laxmi Publications, New Delhi, 2015. 3. Mahendra Singh Negi, Training Manual for Food and Beverage Services, 2 <sup>nd</sup> Edition, I K International Publishing House Pvt. Ltd, New Delhi, 2016.
<b>Web Resource(s):</b>
1. <a href="https://www.scribd.com/document/521261716/Specialized-Food-and-Beverage-Services-TMPE-121">https://www.scribd.com/document/521261716/Specialized-Food-and-Beverage-Services-TMPE-121</a> 2. <a href="https://ihmnotessite.com/index.php/home/hmct-notes/bhmct-3rd-year/food-beverage-service-6th-sem/">https://ihmnotessite.com/index.php/home/hmct-notes/bhmct-3rd-year/food-beverage-service-6th-sem/</a> 3. <a href="https://www.ihmnotes.in/assets/Docs/Books/9780199464685.pdf">https://www.ihmnotes.in/assets/Docs/Books/9780199464685.pdf</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Describe the operations of specialized catering services of hotel	K1
CO2	Summarize the techniques and methods handled in food and beverage service	K2
CO3	Demonstrate the planning functions applied in food service operations	K3
CO4	Analyze the ways of handling guest complaints	K4
CO5	Explain the importance of customer relationship management in F&B outlets	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	-	3	1	3	3	3	2	3	2.3
CO2	2	3	2	3	3	3	3	3	3	3	2.8
CO3	2	3	2	3	3	3	3	3	3	3	2.8
CO4	2	2	-	3	2	3	3	3	2	2	2.2
CO5	2	3	3	3	3	3	3	2	2	3	2.7
Mean Overall Score											2.56
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. S. Samuel Anand Kumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UHM3AC6P	Allied - VI	3	2	20	80	100
Course Title		Housekeeping Operations - Practical					

SYLLABUS		
Unit	Contents	Hours
I	<b>Practical – I</b> Identification of various cleaning equipment and agents Usage and storage procedures of cleaning equipment and agents Identification of types of floorings and stains <b>Practical - II</b> Cleaning and polishing of various surfaces - Hard flooring, Semi-hard floorings, and wooden flooring. Wall treatments – Tiles, wall paper and fabric Glass surfaces – mirrors	9
II	<b>Practical - III</b> Metal cleaning – Silver, Brass, Copper Maid's Trolley – Setting up a trolley and maintenance procedures <b>Practical - IV</b> Bed making and turn down service. Daily cleaning and preparation of guest room and VIP rooms Cleaning of bathrooms	9
III	<b>Practical - V</b> Application of 'Post Covid-19 new normal' concept in housekeeping daily routines Utensils and equipment usage procedures to ensure 'Post Covid-19 new normal' Ways of ensuring safety to guests during pandemics like Covid-19 – Social distancing, Usage of sanitizers, Special care to be taken. <b>Practical - VI</b> Periodical cleaning – Methods and procedures to be followed in guest room and public areas	9
IV	<b>Practical - VII</b> Spring cleaning - Methods and procedures to be followed in guest room and public areas. Procedures to be followed with environmental concern, Green lodging facilities, and methods of enhancing the sustainability <b>Practical - VIII</b> Flower arrangements – at dining tables, reception counters and buffet tables.	9
V	<b>Practical - IX</b> Stain removal, washing, drying, ironing, folding, storing of various types of fabrics and garments. Use of laundry equipment and dealing with different types of pests <b>Practical - X</b> First aid and fire prevention procedures Preparation of housekeeping registers and reports Security procedures to be followed in Housekeeping Department Fire Prevention in Lodging operation	9

<b>Text Book(s):</b>
1. Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3 <sup>rd</sup> Edition, Oxford University Press, New Delhi, 2015.
<b>Reference Book(s):</b>
1. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3 <sup>rd</sup> Edition, Tata McGraw Hill, New Delhi, 2009
2. Branson & Lennox, Hotel, Hostel and Hospital Housekeeping, 5 <sup>th</sup> Edition, Hodder & Stoughton, London, 1988.
3. Goring O.G. and A.C. David, Hotel and Institutional Housekeeping, 2 <sup>nd</sup> Revised Edition, Barrie & Rockliff, London, 1970.
<b>Web Resource(s):</b>
1. <a href="https://www.youtube.com/watch?v=gUAPfCD8niE">https://www.youtube.com/watch?v=gUAPfCD8niE</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify the cleaning equipment and agents suitable to the nature of task and requirement.	K1
CO2	Explain the various cleaning operations and techniques applicable to housekeeping.	K2
CO3	Apply the systematic procedures and techniques of controlling the housekeeping department of a hotel	K3
CO4	Identify and handle the emergency situations and problems arose during housekeeping functions.	K4
CO5	Set up a clean, aesthetic, safe and comfortable environment for guests of hotel.	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	-	3	3	3	-	3	2.4
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	2	3	2	3	3	3	3	2	3	3	2.7
CO4	2	3	1	3	2	3	3	2	2	3	2.4
CO5	2	3	2	3	2	3	3	3	-	3	2.4
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** S.Yoganand

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
III	23UHM3GE1	Generic Elective - I	2	2	-	100	100
<b>Course Title</b>		Basic Front Desk Operation					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Front Office</b> Introduction to the hotel –Evolution of Hotels in India - Classification of hotel - Introduction to Front Office - Functional areas of Front Office - Sections and Layout of Front Office. *Tools used in front desk*	6
II	<b>Organization Structure and Functions</b> Organization of Front Office - Duties and responsibilities of Front Office personnel - Qualities needed for Front Office staff – Front office coordination with other departments - Etiquettes and manners for Hospitality professionals. *Additional skills required to enhance the employability of front office staff*	6
III	<b>Reservation of Rooms and Application of AI</b> Room tariff - Types of room rates and meal plans - The Guest Cycle - Room reservations - Importance of reservation - Types of reservations - *Modes and Sources of Reservation* - Systems of Reservation – Processing Reservation - request - Reservation reports - Uses of AI (Artificial Intelligence) and Cloud-based Technology in Front Office Department.	6
IV	<b>Registration and Information</b> Guest registration - Stages and formalities of registration - Check-in procedures - *Guest services* - Functions of information section – Methods of handling guest mails and messages , Guest complaints – Procedures of Paging, Safe deposit locker- Specialized Mobile app – Self Check-in Technology - Smart Mobile key.	6
V	<b>Front Office Accounts and Bill Settlements</b> Check out and settlement - Guest departure procedures - Front office accounting - Types of accounts - Vouchers, Folios and ledgers - Night Auditing – Preparation of transcript and its uses in Front Office operations. Types of keys and their control - Handling unusual events and emergency situations- Problem Solving & Situation Handling- *Awareness of Cyber Security*	6

\*.....\* Self Study

<b>Text Book(s):</b>
<b>T.B-1:</b> Jatashankar R. Tewari, Hotel Front Office, 2 <sup>nd</sup> Edition, Oxford University Press, New Delhi, 2013 <b>T.B-2:</b> Sudhir Andrews, Hotel Front Office, 3 <sup>rd</sup> Edition, Tata Mc Graw Hill, Noida, 2011.
<b>Reference Book(s):</b>
1. Sue Baker, Principles of Hotel Front Office Operation, 2 <sup>nd</sup> Edition, Cengage Learning, London, 2001. 2. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association; 8 <sup>th</sup> Edition, 2012.
<b>Web Resource(s):</b>
1. <a href="https://cbseportal.in/class-12/skill-subjects/front-office-operations">https://cbseportal.in/class-12/skill-subjects/front-office-operations</a> 2. <a href="https://uou.ac.in/sites/default/files/slm/BHM-704ET.pdf">https://uou.ac.in/sites/default/files/slm/BHM-704ET.pdf</a> 3. <a href="https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf">https://www.tutorialspoint.com/front_office_management/front_office_management_tutorial.pdf</a> 4. <a href="https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf">https://nios.ac.in/media/documents/tourism_337_courseE/337_Tourism_Eng/337_Tourism_Eng_L21B.pdf</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Define the significance of Front Office of a hotel in making revenue and offering guest services	<b>K1</b>
<b>CO2</b>	Discuss the role of Front Office staff members in selling rooms, offering guest services and maintaining guest accounts.	<b>K2</b>
<b>CO3</b>	Interpret as a good communicator and act as member of a group with an understanding of computer operations.	<b>K3</b>
<b>CO4</b>	Analyze as an efficient decision maker for any problem and emergency situation arises	<b>K4</b>
<b>CO5</b>	Explain the employability and entrepreneurship skills learned in front desk operations.	<b>K5</b>

**Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	1	3	2	3	3	3	3	2	2	3	2.5
<b>CO2</b>	1	3	1	3	3	3	3	2	3	3	2.5
<b>CO3</b>	2	3	3	3	3	3	3	2	2	3	2.7
<b>CO4</b>	2	2	1	3	3	3	2	3	3	3	2.5
<b>CO5</b>	1	1	1	3	2	3	3	2	3	3	2.2
<b>Mean Overall Score</b>											<b>2.48</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. K. Karthikeyan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UHM4CC7	Core - VII	5	5	25	75	100
Course Title		Front Office Management					

SYLLABUS		
Unit	Contents	Hours
I	<b>Guest Account Settlement</b> Modes of account settlement – Cash - Credit (Travelers check, travel agent voucher, foreign currency, charge cards, airline vouchers, third party billing) - Control measures for cash and credit based account settlement policy. Forex - Licenses, exchange rates and policy. *Currency exchange rates and procedures *- Reservation section terminology – Documentation	15
II	<b>Situation and Complaint Handling</b> Situation handling - Usual situations - Skipper, Scanty Baggage, Walking, Walk-In, Paging, Room Change, Luggage Handling During Check-In and Check-Out, Left Luggage Procedure, etc. Unusual situations - Death, Fire, Theft, Bomb Threat and Terrorist Attack. Complaint handling - Types of guest - *Types of guest complaints* - The complaints handling and redressal procedures.	15
III	<b>Evaluating Hotel's Performance</b> Setting Room Rates - Hubbart Formula, Market Condition Approach & Thumb Rule. Methods of measuring hotel's performance – Occupancy ratio, Average Daily Rate, Average Room Rate per guest, Revenue per Available Room (Rev-Par), Market Share Index, Evaluation of hotel by guests.*Factors affecting the guest's feedback*	15
IV	<b>Front Office Budgeting</b> Types of budget & budget cycle, making front office budget, *factors affecting budget planning*, capital & operations budget for front office, Refining budget, budgetary control, forecasting room revenue, advantages & disadvantages of budgeting.	15
V	<b>Yield Management</b> Measuring yield in hotel industry, yield management in hotel industry, elements, benefits, strategies, challenges or problems, forecasting – benefits, records required, Yield management prospects. *Yield management strategies applied by leading star hotels of local city*	15
VI	<b>Current Trends (For CIA only)</b> – Latest technologies found in guest account settlements in hotel industry	

\*.....\* Self Study

#### Text Book(s):

1. Jatashankar R. Tewari, Hotel Front Office, 2<sup>nd</sup> Edition, Oxford University Press, New Delhi, 2013
2. Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3<sup>rd</sup> Edition, Oxford University Press, New Delhi, 20153.
3. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3<sup>rd</sup> Edition, Tata McGraw Hill, New Delhi, 2009

#### Reference Book(s):

1. Branson & Lennox, Hotel, Hostel and Hospital Housekeeping, 5th Edition, Hodder & Stoughton, London, 1988.
2. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association; 8<sup>th</sup> edition, 2012
3. Sue Baker, Principles of Hotel Front Office Operation, 2<sup>nd</sup> Edition, Cengage Learning, London, 2001

**Web Resource(s):**

1. <https://www.automationanywhere.com/company/blog/rpa-thought-leadership/the-difference-between-front-and-back-office#>:
2. <https://www.altexsoft.com/blog/hotel-front-desk-software/>
3. [https://www.tutorialspoint.com/front\\_office\\_management/front\\_office\\_management\\_quick\\_guide.htm](https://www.tutorialspoint.com/front_office_management/front_office_management_quick_guide.htm)

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify the methods of evaluating the operations of room sales	K1
CO2	Recognize the values of customer relationship management	K2
CO3	Apply the concepts of revenue management of room sales functions	K3
CO4	Appraise the methods of guest account settlement in room division operations	K4
CO5	Explain the techniques applied in budgeting operations of Front Office	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	2	1	3	2.4
CO2	2	3	3	3	1	3	3	2	-	3	2.3
CO3	3	3	1	3	2	3	3	2	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	3	3	-	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Dr. A. Alan Vijay**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UHM4CC8P	Core - VIII	3	3	20	80	100
<b>Course Title</b>		Specialized Food and Beverage Service - Practical					

SYLLABUS		
Unit	Contents	Hours
<b>I</b>	<b>Practical – 1</b> Room Service Trolley Setup	<b>9</b>
	<b>Practical – 2</b> Specialised forms of Service (Lounge, Hospital, Airline, Rail, Quick Service Restaurant, Home Delivery)	
<b>II</b>	<b>Practical – 3</b> Function Catering Services (Buffet Setup, Table seating arrangements, Organizing other entertainment events)	<b>9</b>
	Service during the formal function	
	Service during the informal function	
<b>III</b>	<b>Practical – 4</b> Outdoor Catering Service (Off premises catering)	<b>9</b>
	<b>Practical – 5</b> Organizing Mis-en-scene activities of various F&B outlets Opening, Operating & Closing duties of various F&B outlets	
	<b>Practical – 6</b> Taking Guest Reservations Receiving & Seating of Guests	
<b>IV</b>	<b>Practical – 7</b> Order taking & Recording Order processing (passing orders to the kitchen)	<b>9</b>
	<b>Practical – 8</b> Sequence of service Presentation & Encashing the Bill	
<b>V</b>	<b>Practical – 9</b> Presenting & collecting Guest comment cards Handling Guest Complaints	<b>9</b>
	<b>Practical – 10</b> Customer Relations of regular, occasional guests and first timers or visitors	
	Dining & Service etiquettes	

#### Text Book(s):

1. R.Singaravelavan, Food and Beverage Service, Oxford University Press, New Delhi, 2<sup>nd</sup> Edition, 2011.
2. Sudhir Andrews, Food and Beverage Management, Tata McGraw Hill Education, New Delhi, 3<sup>rd</sup> Edition, 2014.
3. VaraPrasad, Food and Beverage – F&B Simplified, Pearson Education, Noida, 1<sup>st</sup> Edition, 2012.

#### Reference Book(s):

1. Dennis R. Lillicrap, John A. Cousins, Food & Beverage Service, John Wiley & Sons Incorporated, London, 9<sup>th</sup> Edition, 2014.
2. Brian Varghese, Professional Food and Beverage Service Management, Laxmi Publications, New Delhi, New Edition, 2015.
3. Mahendra Singh Negi, Training Manual for Food and Beverage Services, I K International Publishing House Pvt. Ltd, New Delhi, 2<sup>nd</sup> Edition, 2016.



**Web Resource(s):**

1. [Room Service Order Taking and Delivery Procedure in Hotel \(Tutorial 10\) - YouTube](#)
2. [Banquet Food and Beverage Service Style \(Tutorial 4\) - YouTube](#)
3. <https://www.ihmnotessite.net/food-beverage>

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Describe the advanced techniques applied in restaurant operations	K1
CO2	Discuss the Standard Operation Procedures of various activities in F&B outlets	K2
CO3	Apply the techniques and methods in food and beverage service	K3
CO4	Appraise the ways of handling guest complaints	K4
CO5	Generate a good customer relationship in F&B outlets	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	-	3	1	3	3	3	3	3	2.4
CO2	2	3	2	3	3	3	3	3	3	3	2.8
CO3	3	3	2	3	3	3	3	3	3	3	2.9
CO4	2	2	-	3	2	3	3	3	2	3	2.3
CO5	2	3	3	3	3	3	3	3	2	3	2.8
Mean Overall Score											2.64
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. S. Samuel Anand Kumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UHM4AC7	Allied - VII	5	5	25	75	100
Course Title		Bakery and Confectionery					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Bakery</b> Introduction - Aims and objectives of bakery. Differences between Bakery and Confectionery. Organizational structure of bakery – <b>Layout of Bakery</b> . Small and large equipment used in bakery - Description and uses – Oven - Types and their advantages / disadvantages. Personal hygiene maintained in bakery & Confectionery. <b>Bakery terms</b> . *Famous group of bakeries and their recent performances*	15
II	<b>Raw Materials used in Bakery</b> Wheat - Diagram, Milling process. Flour - Composition, Types, Character of good quality flour, Flour test. Function of flour and its storage. Sugar – Functions and its uses in bakery. Fats and oils, Types and uses in bakery. Salt – Functions and its uses in bakery. Egg - Composition - Types of egg – Uses - Conditions for storage. Milk and Milk Products. <b>Leaving agents – Functions and Types of leavening agents. Gelling agents and stabilizers.</b> *Ways of identifying quality raw materials of bakery*	15
III	<b>Yeast and Yeast Products</b> Yeast - Structure of yeast - Type and Composition - Function in fermentation and bakery products. Principles involved in yeast products – Bread – *Types of breads* - Methods - Faults and remedies. Recipes of bakery products and conditions for storage.	15
IV	<b>Flour Confections and Methods of Icing</b> Pastry – Introduction – Types and method of production - Shortcrust, Puff, Strudel, Flaky and Choux pastry) - Sponge - Types and Methods - Cakes & Gateaux - Types and Methods of production - Icing / Glaze and marzipan / Persipan - Types and Methods. *List of bakery products produced by using pastry*. <b>Method of making Genoese - Correct temperature and time - Faults in pastry making Internal &amp; external.</b>	15
V	<b>Sugar &amp; Chocolate Confectionery</b> Candies and Toffees - Types and methods of production - Fudge, Candied fruits and Candied Nuts - Types and Methods, Jellies, Liquorices, Marshmallow, Chewing gum, Ice cream & desserts - Sugar Work / Pastillage – Chocolate – *Types*, Methods & Chocolate works. <b>Tempering of chocolates and preparations of Couverture. Uses of different sauces in confectionery - Truffle sauce, Cherry sauce, Strawberry puree. Storage of confectionary products.</b>	15
VI	<b>Current Trends (For CIA only) – New Arrivals in bakery machineries and pastry products.</b>	

\*.....\* Self Study

<b>Text Book(s):</b>
<b>T.B – 1:</b> Yogambal Ashok Kumar, Bakery and Confectionary, Second Edition, Prentice Hall India Learning Pvt. Ltd. New Delhi, 2012 <b>T.B - 2:</b> Wayne Gisslen, Professional Baking, 5 <sup>th</sup> Edition, Publisher: John Wiley and Sons, New Jersey 2009.

<b>Reference Book(s):</b>
1. Sandeep Malik, Basics of Baking, First Edition, Aman Publications, Meerut, 2007 2. Andrews, Tamra, Nectar and Ambrosia: An Encyclopaedia of Food in World Mythology. ABC-CLIO, Inc., Santa Barbara, 2000. 3. Bernard Clayton, New Complete Book of Breads, Second Edition, Publisher: Fireside Rockefeller centre, New York, 2014. 4. Braker, Flo. The Simple Art of Perfect Baking, First Edition, Chapters Publishing Ltd., Shelburne, 1992.
<b>Web Resource(s):</b>
1. <a href="https://www.scribd.com/document/110610744/Bakery-Notes-Theroy">https://www.scribd.com/document/110610744/Bakery-Notes-Theroy</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the technical skills related to bakery section of the hotel.	K1
CO2	Summarise the nature of bakery products and their classification	K2
CO3	Apply the knowledge preparing various types of Bakery and confectionery products	K3
CO4	Experiment the skills in processing method of chocolate and sugar.	K4
CO5	Develop the expertise in identifying faults in bakery products and rectifying it	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	2	3	2	2	3	2	1	3	2.4
CO2	2	3	3	3	1	3	3	2	-	3	2.3
CO3	3	3	1	3	2	3	3	2	2	3	2.5
CO4	3	3	3	3	3	3	3	3	3	3	3.0
CO5	3	3	-	3	3	3	3	3	3	3	2.7
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: K.G. Rajan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UHM4AC8P	Allied - VIII	3	2	20	80	100
Course Title		Bakery and Confectionery - Practical					

SYLLABUS			
Unit	Contents		Hours
I	<b>Practical – I</b>	Jam Tart Orange Muffins Checked Biscuits Caramel Custard	9
	<b>Practical – II</b>	Vegetable Puffs Madeline's Cakes Coconut Biscuits Bread and Butter Pudding	
II	<b>Practical – III</b>	Milk Bread Praline Finger Apple Pie Albert Pudding	9
	<b>Practical – IV</b>	Bread Rolls Palmiers Sandcastle Christmas Pudding	
III	<b>Practical – V</b>	Raisin Bread Chicken-Vol-Au-Vent Cream Cookies Honeycomb Mould	9
	<b>Practical – VI</b>	Swiss Roll Garlic Bread Fig Pin Wheels Butter Scotch Sponge	
IV	<b>Practical – VII</b>	Burger Buns Black Forest Cake Cheese Straws Coffee Mousse	9
	<b>Practical – VIII</b>	Croissant Chocolate Cake Nan Khatai Lemon Sponge	
V	<b>Practical – IX</b>	Coconut Puffs Yule Log Melting Moments Chocolate Mousse	9
	<b>Practical – X</b>	Danish Pastry Plum Cake Varki Lemon Souffle	

<b>Text Book(s):</b>
<b>T.B - 1:</b> Thangam E.Philp, Modern Cookery for Teaching and the Trade Vol. I & Vol.II, Fifth Edition, Orient Longman, Mumbai, 2009.
<b>T.B - 2:</b> Yogambal Ashok Kumar, Bakery and Confectionary, Second Edition. Prentice Hall India Learning Pvt. Ltd. New Delhi, 2012
<b>Reference Book(s):</b>
1. Sandeep Malik, Basics of Baking, First Edition, Aman Publications, Meerut, 2007
2. Andrews, Tamra, Nectar and Ambrosia: An Encyclopaedia of Food in World Mythology. ABC-CLIO, Inc., Santa Barbara, 2000.
3. Bernard Clayton, New Complete Book of Breads, Second Edition, Publisher: Fireside Rockefeller centre, New York, 2014.
4. Braker, Flo. The Simple Art of Perfect Baking, First Edition, Chapters Publishing Ltd., Shelburne, 1992.
<b>Web Resource(s):</b>
<a href="https://uou.ac.in/sites/default/files/slm/HM-302.pdf">https://uou.ac.in/sites/default/files/slm/HM-302.pdf</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Select appropriate equipment and ingredients for preparation of bakery products	K1
CO2	Explain the basic recipes of bakery and confectionery	K2
CO3	Apply the practical skills and techniques used to produce baked foods	K3
CO4	Analyse the ways of rectifying faults happened in bakery production	K4
CO5	Develop value added dishes with better nutrition	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	3	3	3	-	3	3	3	-	3	2.4
CO2	3	3	3	3	3	3	3	3	3	3	3.0
CO3	2	3	2	3	3	3	3	2	3	3	2.7
CO4	2	3	1	3	2	3	3	2	2	3	2.4
CO5	2	3	2	3	2	3	3	3	-	3	2.4
Mean Overall Score											2.58
Correlation											High

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** K.G. Rajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UHM4GE2	Generic Elective - II	2	2	-	100	100
Course Title		BASIC BAKING					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Baking</b> Introduction to bakery - Aims & objectives of bakery - Personal Hygiene - Layout of bakery - Organizational structure of bakery. *Famous group of bakeries and their recent performances*	6
II	<b>Equipment and Raw Materials Used in Bakery</b> Small & large equipment used in bakery - Raw materials used in bakery - Functions of raw materials - Oven temperatures - Dimensions of bakery equipment with specifications. * Ways of identifying quality raw materials of bakery*	6
III	<b>Bread Making</b> Methods of preparing breads - Various products of bakery - Bread diseases - Bread faults - Recipes of bakery products and *conditions for storage*.	6
IV	<b>Confectionary</b> Introduction to confectionary - *Products of confectionary* - Ingredients used in pasty products - Common cake faults - Recipes of bakery products and conditions for storage.	6
V	<b>Demonstration</b> Demonstration & methods of preparations - Bread & cakes - Demonstration & methods of preparations - Cookies, Muffins, etc. *New product development*	6
VI	<b>Current Trends * (For CIA only)</b> – New techniques applied in production of bakery products.	

\*.....\* Self Study

<b>Text Book(s):</b>
<b>T.B – 1:</b> Yogambal Ashok Kumar, Bakery and Confectionary, Second Edition, Prentice Hall India Learning Pvt. Ltd. New Delhi, 2012 <b>T.B - 2:</b> Wayne Gisslen, Professional Baking, 5 <sup>th</sup> Edition, Publisher: John Wiley and Sons, New Jersey 2009.
<b>Reference Book(s):</b>
1. Sandeep Malik, Basics of Baking, First Edition, Aman Publications, Meerut, 2007 2. Andrews, Tamra, Nectar and Ambrosia: An Encyclopaedia of Food in World Mythology. ABC-CLIO, Inc., Santa Barbara, 2000. 3. Bernard Clayton, New Complete Book of Breads, Second Edition, Publisher: Fireside Rockefeller centre, New York, 2014. 4. Braker, Flo. The Simple Art of Perfect Baking, First Edition, Chapters Publishing Ltd., Shelburne, 1992.
<b>Web Resource(s):</b>
1. <a href="https://www.scribd.com/document/110610744/Bakery-Notes-Theroy">https://www.scribd.com/document/110610744/Bakery-Notes-Theroy</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Select appropriate equipment and ingredients for preparation of bakery products	K1
CO2	Explain the basic recipes of bakery and confectionery	K2
CO3	Apply the practical skills and techniques used to produce baked foods	K3
CO4	Analyse the ways of rectifying faults happened in bakery production	K4
CO5	Develop value added dishes with better nutrition	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	3	2	2	-	3	3	2	-	2	1.9
CO2	3	3	3	2	3	3	2	3	3	2	2.9
CO3	2	3	2	2	2	3	3	2	3	2	2.4
CO4	2	3	1	2	2	2	3	2	2	3	2.2
CO5	2	2	2	2	2	3	3	3	-	2	2.1
Mean Overall Score											2.3
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. K.G. Rajan**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
IV	23UCN4EL	Experiential Learning	-	2	-	100	100
Course Title		Internship					

**Students should undergo two Internship Programmes for 4 weeks at the end of 2<sup>nd</sup> and 4<sup>th</sup> Semesters and report to be submitted to the department**

#### **Duration of Internship: 4 Weeks**

##### **Academic Credits for Training will be on the following**

- ❖ Students have to submit the following on completion of industrial training to the faculty coordinator at the institute.
  - Logbooks and attendance, Appraisals, Report and Presentation, as applicable.
- ❖ All trainees must ensure that the department head has signed the logbooks and appraisals as soon as training in a particular department or section is completed.
- ❖ A PowerPoint presentation (based on the report) should be presented in front of internal and external examiners for a minimum duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experience in the internship and what he has learned and observed.

##### **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) Font size should be 12 with Times New Roman font with 1.5 line spacing.
- c) The paper should be in A-4 size.
- d) Two copies meant for the purpose of evaluation may be bound in paper and submitted to approved authority.

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

1. Logbook.
2. Appraisal form
3. A copy of the training certificate
4. Industrial Training Report
5. Power Point presentation on a CD, based on the training report.
6. Attendance records given by hotel's authority.



Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UHM5CC9	Core - IX	6	6	25	75	100
Course Title							
PROMINENT CUISINES OF THE WORLD							

SYLLABUS		
Unit	Contents	Hours
I	<b>Japanese cuisine</b> Introduction to Japanese Cuisine – Geographical location - Special ingredients and equipment used in Japanese cuisine – Styles of Cooking: Teppanyaki, Teriyaki Sukiyaki and Shabu Shabu - Cooking techniques and Speciality dishes of Japanese cuisine – Sushi kitchen – Equipment and ingredients used in Japanese kitchen. *Famous dishes of Sushi Kitchen*	18
II	<b>Chinese cuisine</b> Introduction to Chinese Cuisine – Geographical location – Famous regions and their cooking styles in China - *Special ingredients and equipment used in Chinese cuisine* – Speciality dishes of Chinese cuisine – Tools and equipment used in Chinese cooking.	18
III	<b>Vietnamese and Thai Cuisine</b> Introduction to Vietnamese and Thai Cuisine - History and Cultural Influences- Key Ingredients and Flavors - Cooking Techniques- Popular Vietnamese and Thai Dishes - Vietnamese and Thai Desserts - Equipment and ingredients used in Vietnamese and Thai cooking.	18
IV	<b>Mexican cuisine</b> Introduction to Mexican cuisine – Geographical location – Regional cuisines of Mexico - Special ingredients and equipment used in Mexican cuisine – Cooking methods applied in Mexican cuisine – *Popular dishes of Mexican Cuisine*.	18
V	<b>Arab Cuisine</b> Introduction to Arabic Cuisine – Geographical location - Special ingredients and equipment used in Arabic cuisine – Important regions – Arabic region cuisine – Cooking methods in Arabic cuisine – *Popular dishes of Arabic Cuisine*	18
VI	<b>Current Trends *(For CIA only) –</b> Latest machineries and technologies used in hotels kitchen	

\*.....\* Self Study

<b>Textbooks:</b>
1. Parvinder S. Bali, Food Production Operations, Oxford University Press, New Delhi, 3 <sup>rd</sup> Edition, 2021. 2. Krishna Arora, Theory of Cookery, Frank Brothers and Co Publishers Private Ltd, New Delhi, 4 <sup>th</sup> Edition, 2011.
<b>Reference Books:</b>
1. Louis Saulnier, Le Repertoire De La Cuisine, Barrons Educational Series, United States, 5 <sup>th</sup> Ed, 2010. 2. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, Taylor and Francis Inc, Bosa Roca, U.S, 1 <sup>st</sup> Edition, 2003. 3. Yogesh Singh, Principles of Food Production Operations, I.K. International Pvt. Ltd, New Delhi, 2017. 4. Paul Hamlyn, Larousse Gastronomique - Cookery Encyclopedia, Octopus Publishing Group, London, 1 <sup>st</sup> Edition, 2001.
<b>Web Resources:</b>
1. <a href="https://www.japan-guide.com/e/e3963.html">https://www.japan-guide.com/e/e3963.html</a> . 2. <a href="https://www.chinahighlights.com/travelguide/chinese-food/eight-chinese-dishes.htm#google_vignette">https://www.chinahighlights.com/travelguide/chinese-food/eight-chinese-dishes.htm#google_vignette</a> 3. <a href="https://www.azamara.com/blog/2022/06/ultimate-guide-arabian-cuisine">https://www.azamara.com/blog/2022/06/ultimate-guide-arabian-cuisine</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define the various techniques and methods applied in international cookery.	K1
CO2	Classify and use different food production equipment and raw materials for cooking and inspect their role in designing, formulating and preparing dishes	K2
CO3	Apply the knowledge of cooking processes and select appropriate ingredients required for preparing dishes.	K3
CO4	Compare the regional and cultural influences of various international cooking styles.	K4
CO5	Explain the rules, ethics, and procedures to be followed in day-to-day operations of food production in catering establishments.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	3	2	1	3	3	2	2	1	2.2
CO2	2	3	2	1	2	1	3	2	2	2	2.0
CO3	3	2	2	2	1	3	2	1	1	2	1.9
CO4	2	2	3	2	2	3	2	2	1	2	2.1
CO5	2	2	2	2	3	3	1	1	3	1	2.0
Mean Overall Score											2.04
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** Mr. K.G. Rajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UHM5CC10P	Core X	4	4	20	80	100
Course Title		FRONT OFFICE MANAGEMENT - PRACTICAL					

SYLLABUS		
Unit	Contents	Hours
I	<b>Guest Account Settlement</b> - <b>Workshop on Account Settlement:</b> Role-play scenarios to practice cash and credit transactions (e.g., handling travelers checks, charge cards, and third-party billing). - <b>Currency Exchange Simulation:</b> Hands-on experience with currency exchange rates, including mock transactions with different currencies and understanding forex policies. - <b>Documentation Practice:</b> Create and manage reservation documentation, using real-world terminology and examples.	12
II	<b>Situation and Complaint Handling</b> - <b>Scenario-Based Training:</b> Simulate various guest situations (e.g., lost luggage, room changes, emergency situations like fire or theft) to practice response techniques. - <b>Role-Playing Complaint Handling:</b> Engage in exercises to manage different types of guest complaints effectively, using role-play to build communication and problem-solving skills. - <b>Crisis Management Drill:</b> Conduct mock drills for unusual situations (e.g., bomb threat) to learn emergency procedures and effective communication.	12
III	<b>Evaluating Hotel's Performance</b> - <b>Hands-On Pricing Workshop:</b> Use real market data to practice setting room rates based on the Hubbart Formula and market conditions. - <b>Performance Metrics Calculation:</b> Calculate key performance indicators (KPIs) such as occupancy ratio, RevPAR, and ADR using case studies from actual hotel data. - <b>Guest Evaluation Exercise:</b> Analyze guest feedback and ratings to evaluate hotel performance and propose improvement strategies.	12
IV	<b>Front Office Budgeting</b> - <b>Budget Creation Project:</b> Develop a front office budget using templates, considering various factors like seasonality and operational costs. - <b>Budget Review Session:</b> Simulate budget presentations, allowing students to refine their budget proposals and receive peer feedback. - <b>Forecasting Exercise:</b> Practice forecasting room revenue through case studies, analyzing real hotel financial reports to understand budgetary control.	12
V	<b>Yield Management</b> - <b>Yield Management Simulation:</b> Engage in exercises to implement yield management strategies based on occupancy and demand forecasts. - <b>Case Study Analysis:</b> Examine successful yield management practices from various hotels, discussing benefits and challenges encountered. - <b>Forecasting Techniques Workshop:</b> Learn to develop forecasting models using historical data, understanding records required for effective yield management.	12

#### Textbooks:

1. Jatashankar R. Tewari, Hotel Front Office, 2<sup>nd</sup> Edition, Oxford University Press, New Delhi, 2016.
2. Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 4<sup>th</sup> Edition, Oxford University Press, New Delhi, 2023.
3. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3<sup>rd</sup> Edition, Tata McGraw Hill, New Delhi, 2013.

<b>Reference Books:</b>
1. Michael L. Kasvana, Managing Front Office Operation, Educational Institute of the American Hotel & Motel Association; 8 <sup>th</sup> edition, 2012 2. Sue Baker, Principles of Hotel Front Office Operation, 2 <sup>nd</sup> Edition, Cengage Learning, London, 2001
<b>Web Resources:</b>
1. <a href="https://www.automationanywhere.com/company/blog/rpa-thought-leadership/the-difference-between-front-and-back-office#">https://www.automationanywhere.com/company/blog/rpa-thought-leadership/the-difference-between-front-and-back-office#</a> : 2. <a href="https://www.altexsoft.com/blog/hotel-front-desk-software/">https://www.altexsoft.com/blog/hotel-front-desk-software/</a> 3. <a href="https://www.tutorialspoint.com/front_office_management/front_office_management_quick_guide.htm">https://www.tutorialspoint.com/front_office_management/front_office_management_quick_guide.htm</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify modes of guest account settlement, including cash and credit, and their control measures.	K1
CO2	Explain procedures for handling common and unusual guest situations, emphasizing complaint resolution techniques.	K2
CO3	Utilize performance metrics like RevPAR and ADR to assess a hotel's operational effectiveness in real scenarios.	K3
CO4	Analyze components of a front office budget, identifying factors influencing budget planning and room revenue forecasting.	K4
CO5	Develop a yield management strategy that includes forecasting and market analysis to enhance hotel profitability.	K5

### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of Cos
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	3	2	1	2	2	3	1	2	2	2	2.0
CO2	3	1	2	2	1	2	3	2	2	2	2.0
CO3	2	2	3	2	1	2	3	2	2	1	2.0
CO4	2	2	3	2	2	3	2	2	2	2	2.2
CO5	2	2	2	3	2	2	2	2	2	3	2.2
Mean Overall Score											2.08
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** Mr. K. Karthikeyan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UHM5CC11	Core - XI	6	6	25	75	100
Course Title		ACCOMMODATION MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	<b>Planning Housekeeping Operations</b> Introduction – The planning process – Division of work document – Area inventory lists – Frequency schedules – Performance standards – Productivity standards – Equipment and operating supply inventory level – Determining the par levels – Work schedules.	18
II	<b>Budgeting for Housekeeping Expenses</b> Introduction – Types of budgets - *Housekeeping expenses* – Operating Expenses (OPEX) and Capital Expenses (CAPEX) – Budget planning process – Income statement of rooms division – Controlling expenses – Inventory control and stocktaking – Establishing par levels – Purchasing – Principles of purchasing – Stages in purchasing – Types of purchasing – Annual purchase of guestroom supplies cleaning supplies and linen.	18
III	<b>Interior Designing</b> Introduction – Objectives of interior design – Basic types – Elements of design – Principles of design – Units of design – Designing for the physically challenged – Interior Decoration – Colour – Lighting – Floor coverings and finishes – Types, characteristics, and cleaning of floor coverings – Carpets – Importance of floor maintenance – Ceilings and their maintenance – *Wall coverings – Windows and window treatments – Accessories*.	18
IV	<b>Ecotels</b> Introduction - Eco-Hotel Certification - Choosing an Eco-friendly Site - Hotel Design and Construction – Cost and materials - Energy Conservation – Energy monitoring – Procedures for effective energy conservation - Water Conservation – Waste management - Environment Friendly Housekeeping.	18
V	<b>Changing Trends in Housekeeping</b> Introduction – Hygiene, not just cleanliness – Outsourcing – Training and motivation – Trends – Women's only floors – Design trends – Amenity trends – Process trends – Eco-friendly amenities, products, and processes – Toiletries – Textiles – Energy conserving products – Ozone treatment – New Scientific techniques – Work studies – Ergonomics – Scientific equipment. IT savvy housekeeping – IT in the housekeeping department.	18
VI	<b>Current Trends *(For CIA only)</b> – The latest IT amenities provided by housekeeping in star hotels.	

\*.....\* Self Study

<b>Textbook(s):</b>
<ol style="list-style-type: none"> <li>1. Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3<sup>rd</sup> Edition, Oxford University Press, New Delhi, 2015</li> <li>2. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3<sup>rd</sup> Edition, Tata McGraw Hill, New Delhi, 2009</li> <li>3. Branson &amp; Lennox, Hotel, Hostel and Hospital Housekeeping, 5th Edition, Hodder &amp; Stoughton, London, 1988.</li> </ol>

<b>Reference Book(s):</b>	
1. Goring O.G. and A.C. David, Hotel and Institutional Housekeeping, 2 <sup>nd</sup> Revised Edition, Barrie & Rockliff, London, 1970. 2. Jay Prakash Kant, Hotel Housekeeping Operations and Management, The Hospitality Press, Noida, 1 <sup>st</sup> Edition, 2021. 3. Suvradeep Gauranga Ghosh, Basics of Hotel Housekeeping Operations, The Hospitality Press, Noida, 1 <sup>st</sup> Edition, 2016.	
<b>Web Resource(s):</b>	
1. <a href="https://www.uou.ac.in/sites/default/files/slm/HM-103.pdf">https://www.uou.ac.in/sites/default/files/slm/HM-103.pdf</a> 2. <a href="https://htzagreb.files.wordpress.com/2016/07/housekeeping-training-materials.pdf">https://htzagreb.files.wordpress.com/2016/07/housekeeping-training-materials.pdf</a> 3. <a href="https://www.tutorialspoint.com/hotel_housekeeping/hotel_housekeeping_tutorial.pdf">https://www.tutorialspoint.com/hotel_housekeeping/hotel_housekeeping_tutorial.pdf</a>	

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Identify key components of planning housekeeping operations, including inventory lists and performance standards.	<b>K1</b>
<b>CO2</b>	Explain the budgeting process for housekeeping, distinguishing between operating and capital expenses.	<b>K2</b>
<b>CO3</b>	Utilize interior design principles to create effective housekeeping environments, focusing on accessibility and maintenance.	<b>K3</b>
<b>CO4</b>	Analyze trends in housekeeping, such as eco-friendly practices and technology, and their impact on efficiency and guest satisfaction.	<b>K4</b>
<b>CO5</b>	Develop a comprehensive housekeeping plan that integrates budgeting, design, and sustainability, addressing current trends in hotel management.	<b>K5</b>

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
<b>CO1</b>	3	2	2	2	2	3	2	2	2	1	<b>2.1</b>
<b>CO2</b>	1	1	3	2	1	3	2	2	1	2	<b>1.8</b>
<b>CO3</b>	3	1	1	1	2	3	1	1	2	2	<b>1.7</b>
<b>CO4</b>	2	1	3	1	1	1	3	1	1	2	<b>1.6</b>
<b>CO5</b>	2	2	1	3	1	2	2	2	1	3	<b>1.8</b>
<b>Mean Overall Score</b>											<b>1.8</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** Mr. C. Thiyagarajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UHM5CC12P	Core - XII	5	4	20	80	100
Course Title		ACCOMMODATION MANAGEMENT - PRACTICAL					

SYLLABUS		
Unit	Contents	Hours
I	<b>Planning Housekeeping Operations</b> <b>Creating Division of Work Documents</b> - Develop and present a division of work document for various housekeeping roles. <b>Activity: Area Inventory Lists</b> - Create an area inventory list for a designated hotel section (e.g., guest rooms, public areas). <b>Simulation: Frequency Schedules</b> - Design frequency schedules for cleaning tasks in different areas of the hotel. Assessment: Performance and Productivity Standards - Develop performance standards for housekeeping tasks and assess productivity metrics.	15
II	<b>Budgeting for Housekeeping Expenses</b> <b>Practical Exercise: Types of Budgets</b> - Create different types of budgets (operating and capital) for a hypothetical hotel. <b>Workshop: Budget Planning Process</b> - Conduct a budget planning session, including the preparation of an income statement for the rooms division. <b>Inventory Control Simulation</b> - Perform a mock inventory control and stocktaking exercise, including establishing par levels. <b>Activity: Purchasing Principles</b> - Role-play the purchasing process, from requisition to delivery of cleaning and guest supplies.	15
III	<b>Interior Designing</b> <b>Hands-On Project: Designing a Room Layout</b> - Create a room layout considering accessibility for the physically challenged and aesthetic elements. <b>Workshop: Choosing Colours and Materials</b> - Explore different colour schemes and materials for flooring, wall coverings, and accessories; create mood boards. <b>Cleaning Techniques Demonstration</b> - Demonstrate the proper cleaning and maintenance techniques for various floor coverings and wall treatments.	15
IV	<b>Ecotels</b> - Create and Present a report on different Eco-Hotel Certifications available for hotels and their criteria. <b>Activity: Designing an Eco-Friendly Room</b> - Create a design plan for a guest room that incorporates energy and water conservation features. <b>Waste Management Exercise</b> - Develop a waste management plan for a hotel, focusing on recycling and waste reduction strategies.	15

V	<p><b>Changing Trends in Housekeeping</b></p> <p><b>Trends Presentation: Latest Innovations</b></p> <ul style="list-style-type: none"> <li>- Prepare and deliver a presentation on emerging trends in housekeeping (e.g., hygiene practices, eco-friendly products).</li> </ul> <p><b>Role-Play: Outsourcing Scenarios</b></p> <ul style="list-style-type: none"> <li>- Engage in role-play to evaluate the pros and cons of outsourcing housekeeping services.</li> </ul> <p><b>IT in Housekeeping Workshop</b></p> <ul style="list-style-type: none"> <li>- Explore the latest IT tools and software for housekeeping management; perform hands-on exercises with relevant applications.</li> </ul>	15
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<b>Textbooks:</b>	
<ol style="list-style-type: none"> <li>1. Raghubalan G. and Smritee Raghubalan, Hotel Housekeeping, 3<sup>rd</sup> Edition, Oxford University Press, New Delhi, 2015.</li> <li>2. Sudhir Andrews, Hotel Housekeeping: A Training Manual, 3<sup>rd</sup> Edition, Tata McGraw Hill, New Delhi, 2009.</li> </ol>	
<b>Reference Books:</b>	
<ol style="list-style-type: none"> <li>1. Goring O.G. and A.C. David, Hotel and Institutional Housekeeping, 2<sup>nd</sup> Revised Edition, Barrie &amp; Rockliff, London, 1970.</li> <li>2. Jay Prakash Kant, Hotel Housekeeping Operations and Management, The Hospitality Press, Noida, 1<sup>st</sup> Edition, 2021.</li> <li>3. Suvradeep Gauranga Ghosh, Basics of Hotel Housekeeping Operations, The Hospitality Press, Noida, 1<sup>st</sup> Edition, 2016.</li> </ol>	
<b>Web Resources:</b>	
<ol style="list-style-type: none"> <li>1. <a href="https://www.uou.ac.in/sites/default/files/slm/HM-103.pdf">https://www.uou.ac.in/sites/default/files/slm/HM-103.pdf</a></li> <li>2. <a href="https://htszagreb.files.wordpress.com/2016/07/housekeeping-training-materials.pdf">https://htszagreb.files.wordpress.com/2016/07/housekeeping-training-materials.pdf</a></li> <li>3. <a href="https://www.tutorialspoint.com/hotel_housekeeping/hotel_housekeeping_tutorial.pdf">https://www.tutorialspoint.com/hotel_housekeeping/hotel_housekeeping_tutorial.pdf</a></li> </ol>	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify components of work division documents, inventory lists, and frequency schedules for housekeeping.	K1
CO2	Explain the budget planning process and differentiate types of budgets in housekeeping management.	K2
CO3	Utilize performance standards and metrics to assess and improve housekeeping operations through simulations.	K3
CO4	Analyze design elements and cleaning techniques to create effective room layouts with accessibility considerations.	K4
CO5	Develop a sustainable waste management and room design plan, presenting findings to peers.	K5



**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	2	1	1	3	2	1	1	2	1.6
CO2	2	1	3	1	1	3	2	1	1	2	1.7
CO3	2	1	2	1	1	3	2	1	1	1	1.5
CO4	2	1	3	1	1	1	3	2	1	2	1.7
CO5	3	1	3	3	1	1	1	3	2	3	2.1
Mean Overall Score											1.72
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator:** Mr. C. Thiagarajan

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UHM5DE1A	Discipline Specific Elective – I	5	5	25	75	100
Course Title							
HUMAN RESOURCE MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to HRM</b> Introduction to HRM - Human resource management and personal management – Definitions - Job Design - Job analysis - Job description - Job Specification - Job Evaluation. Human Resource Planning – Meaning – Definition – Objective - Importance – Characteristics – Limitations. Factors influencing Human Resource Planning. Introduction to HR Analytics, Role of Technology in HRM, HR Information Systems (HRIS), Using Data for HR Decision Making, Trends in HR Technology. Steps involved in Human Resource Planning.	15
II	<b>Communication and Leadership</b> Communication – Meaning – Definition – Nature – Importance – Elements of communication – Types of Communication – Merits and demerits. Motivation – Meaning – Definition – Nature – Characteristics – Importance – Process – Theories of motivation- Leadership - Meaning – Definition – Nature – Importance – Characteristics – Importance – *Distinction between a leader and a manager* – Quality of a leader – Functions of a leader – Kinds of leadership styles.	15
III	<b>Recruitment and Training Process</b> Recruitment – Meaning, Definition. Sources and factors determining recruitment. Selection - Definition - Steps involved in selection of candidates. Training - - Meaning need for training - Importance of training and development - *Essentials of a good training programme* - Process of training - Methods of training - Classroom Training, Executive Training, Vestibule Training, etc. Performance appraisal - Meaning - Features - Advantages and Methods of performance appraisal. Wage & Salary Administration - Wage Boards and Pay Commission - Wage Incentive - Fringe Benefits. Employees Welfare - Safety and Health Measures - Grievance Procedures - Redressed of Grievances.	15
IV	<b>Industrial Relations and Discipline</b> Industrial Relations - Meaning & Characteristics Industrial Relations - Parties to Industrial relations - Nature of Trade Unions - Problems of Trade Union - Measures to Strengthen Trade Union Movement in India - Causes for Industrial Disputes - Settlement of Industrial Disputes. Labour turnover - Causes of labour turnover in Hospitality Industry- Discipline meaning and definition – Positive and Negative aspects of Discipline – Causes of Discipline – Procedure for disciplinary action – Kinds of punishment. Grievance – Meaning – Definition – Characteristics – *Causes of grievances*.	15
V	<b>Organizational Development &amp; HR Audit</b> Meaning of Organizational development - Definitions of organizational development - Characteristics - Objectives - Assumptions - Steps- Human resource audits - Meaning - Objectives of HR audit - Need for or importance of HR audit -Indicators for HR audit - Qualitative indicators - Quantitative indicators - Verifications under the HR audit -Collective - Bargaining - Features - Pre-requisite of Collective Bargaining - Agreement at different levels - Workers Participation in Management - Objectives for Successful Participation.	15
VI	<b>Current Trends (For CIA only)</b> – Latest successful strategies applied by HR Departments of leading star hotels	

\*.....\* Self Study

<b>Textbooks:</b>
1. Jayasankar J, Human Resource Management, Third Edition, Margham Publications, Chennai, 2013.
2. Armstrong, Michael. Armstrong's Handbook of Human Resource Management Practice. 14 <sup>th</sup> ed., Kogan Page, 2020.
<b>Reference Books:</b>
1. Sarah Gilmore & Steve Williams, Human Resource Management, Second Edition, Oxford University Press, New Delhi, 2009.
2. Mohini Saethi, Catering Management and Integrated Approach, First Edition, New Age International Publishers, New Delhi, 2000.
3. Bratton, John, and Jeffrey Gold. <i>Human Resource Management: Theory and Practice</i> . 6th ed., Palgrave Macmillan, 2017.
4. Kahn, W. A., and A. A. B. Kahn. <i>The Handbook of Human Resource Management</i> . Wiley, 2021.
<b>Web Resources:</b>
1. <a href="https://www.drnishikantjha.com/booksCollection/hrm-basic-notes.pdf">https://www.drnishikantjha.com/booksCollection/hrm-basic-notes.pdf</a>
2. <a href="https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf">https://mrcet.com/downloads/MBA/digitalnotes/Human%20Resource%20Management.pdf</a>
3. <a href="https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA2SemesterCommon/2HRManagement.pdf">https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA2SemesterCommon/2HRManagement.pdf</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify and define key concepts in human resource management, such as job design and performance appraisal.	K1
CO2	Explain the role of communication and leadership in HRM, differentiating between various leadership styles.	K2
CO3	Apply recruitment and selection principles to create a hiring plan, using HR analytics for decision-making.	K3
CO4	Analyze case studies on industrial relations and grievances, identifying root causes and recommending solutions.	K4
CO5	Design a human resource audit framework with indicators and propose strategies for organizational development and employee participation.	K5

### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	2	2	1	3	2	2	1	2	1.8
CO2	2	1	1	2	1	3	2	1	2	-	1.5
CO3	2	1	2	1	1	3	3	2	1	2	1.8
CO4	2	-	2	1	2	2	3	1	2	2	1.7
CO5	3	2	-	2	1	3	3	2	1	1	1.8
Mean Overall Score											1.72
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Dr. A. Alan Vijay

Semester	Course Code	Course Category	Hours/ Week	Credit	Marks for Evaluation		
					CIA	ESE	Total
V	23UHM5DE1B	Discipline Specific Elective – I	5	5	25	75	100
Course Title		<b>EVENT MANAGEMENT</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Event Management</b> Overview of Event Management - Definition and scope of event management - *Types of events (corporate, social, cultural, sports, etc.)*. The Event Management Process - Stages of event planning (conceptualization to execution) - Roles and responsibilities of event managers. Industry Trends and Innovations - Current trends in the event industry - The impact of technology on event management.	15
II	<b>Event Planning and Logistics</b> Event Conceptualization and Planning - Setting objectives and goals - Developing event themes and concepts. Budgeting and Financial Management - Creating an event budget. Sponsorship and funding strategies. Logistics Management - Venue selection and management - Catering, transportation, and accommodation - *Audio-visual and technical requirements*.	15
III	<b>Marketing and Promotion</b> Event Marketing Strategies - Developing a marketing plan for events - Target audience identification and segmentation. Promotion Techniques - Digital marketing and social media strategies - *Traditional marketing methods (flyers, posters, etc.)*. Public Relations and Networking - Building relationships with stakeholders and vendors - Media relations and press releases.	15
IV	<b>On-Site Management and Execution</b> Event Coordination - Pre-event, during-event, and post-event checklists - Roles of team members and volunteers. Crisis Management and Problem Solving - Identifying potential risks and challenges - Developing contingency plans. Event Evaluation - Collecting feedback and data analysis - Measuring event success (KPIs and metrics).	15
V	<b>Special Events and Future Trends</b> *Types of Special Events* - Food Festivals, Theme Dinners, Concept Menu, Weddings, festivals, conferences, and trade shows - Cultural and community events. Sustainability in Event Management - Social responsibility in event planning. Future Trends in Event Management - Virtual and hybrid events - Innovations in event technology (AR, VR, event apps).	15
VI	<b>Current Trends (For CIA only)</b> – New eco-friendly practices and initiatives in event management	

\* ..... \* Self Study

<b>Textbooks:</b>
1. Bhattacharya, S. K. <i>Event Management: A Professional Approach</i> . 1st ed., Himalaya Publishing House, Mumbai, 2014.
2. Getz, Donald. <i>Event Studies: Theory, Research and Policy for Planned Events</i> . 2nd ed., Routledge, 2014.
<b>Reference Books:</b>
1. Allen, Judy, et al. <i>Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Incentives, and Other Special Events</i> . 5th ed., Wiley, 2019.
2. Bowen, John T., and John T. B. O'Toole. <i>Event Management: A Professional and Developmental Approach</i> . 2nd ed., Routledge, 2020.
3. Goldblatt, Joe. <i>Special Events: Creating and Sustaining a New World for Celebration</i> . 7th ed., Wiley, 2017.

<b>Web Resource(s):</b>	
1.	<a href="https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf">https://www.uou.ac.in/sites/default/files/slm/HM-402.pdf</a>
2.	<a href="https://josephscollege.ac.in/lms/Uploads/pdf/material/Event_Management.pdf">https://josephscollege.ac.in/lms/Uploads/pdf/material/Event_Management.pdf</a>
3.	<a href="https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf">https://ebooks.lpude.in/management/bba/term_5/DMGT304_EVENT_MANAGEMENT.pdf</a>

<b>Course Outcomes</b>		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Define key concepts and types of events in event management.	<b>K1</b>
<b>CO2</b>	Explain the stages of the event management process and the roles of event managers.	<b>K2</b>
<b>CO3</b>	Develop an event plan, covering objectives, themes, budgeting, and logistics.	<b>K3</b>
<b>CO4</b>	Analyze industry trends and technology's impact on event management, proposing strategies for adaptation.	<b>K4</b>
<b>CO5</b>	Create a marketing strategy for an event, incorporating digital and traditional methods and evaluation techniques.	<b>K5</b>

### Relationship Matrix:

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	2	2	1	1	-	3	2	2	2	2	1.7
<b>CO2</b>	2	1	1	1	1	3	2	1	2	1	1.5
<b>CO3</b>	3	1	2	1	1	3	3	2	1	2	1.9
<b>CO4</b>	2	-	2	1	2	2	3	2	1	2	1.7
<b>CO5</b>	2	1	-	1	1	3	3	2	1	2	1.6
<b>Mean Overall Score</b>											<b>1.68</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** Mr. S. Yoganand

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UHM5SE1A	Skill Enhancement Course – I	2	1	-	100	100
Course Title							
FOOD SAFETY AND QUALITY CONTROL							

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Food Safety</b> <u>Basic Introduction to Food Safety - Food Hazards &amp; Risks, Contaminants and Food Hygiene. Microorganisms in Food - General characteristics of Microorganisms based on their occurrence and structure - Factors affecting their growth in food - Intrinsic and Extrinsic. Common food-borne microorganisms: Bacteria (spores/capsules), Fungi, Viruses and Parasites.</u>	6
II	<b>Food Spoilage &amp; Food Preservation</b> <u>Types &amp; Causes of spoilage - Sources of contamination. *Spoilage of different products*. Basic principles of food preservation. Methods of preservation - High Temperature, Low Temperature, Drying, Preservatives &amp; Irradiation.</u>	6
III	<b>Beneficial Role of Microorganisms</b> <u>Fermentation &amp; Role of lactic acid bacteria - Fermentation in Foods - *Dairy foods, vegetables, Indian foods and Bakery products* - Miscellaneous. Food-borne Diseases - Types, Common diseases caused by foodborne pathogens, Preventive measures. Food Additives - Introduction, Types (Preservatives, anti-oxidants, sweeteners, food colours and flavours, stabilizers and emulsifiers).</u>	6
IV	<b>Food Contaminants &amp; Adulterants</b> <u>Introduction to Food Standards - *Common adulterants in food* - Method of their detection - Basic principles. Food Laws and Regulations - National – Prevention of Food Adulteration - Essential Commodities Act (FPO, MPO etc.). International – Codex Alimentarius, ISO. Regulatory Agencies - WTO - Consumer Protection Act.</u>	6
V	<b>Quality Assurance, Hygiene and Sanitation in Food Sector</b> <u>Introduction to Concept of TQM, GMP and Risk Assessment - Relevance of Microbiological standards for food safety. HACCP - Basic Principles and implementation. General Principles of Food Hygiene - GHP for commodities, equipment, work area and personnel - Cleaning and disinfection - *Methods and agents commonly used in the hospitality industry*. Safety aspects of processing water - Uses &amp; Standards - Waste water &amp; Waste disposal.</u>	6
VI	<b>Current Trends *(For CIA only) – Newer trends in food packaging and technology.</b>	

\*.....\* Self Study

<b>Textbooks:</b>
<ol style="list-style-type: none"> <li>1. Frazier, W. C., and D. C. Westhoff. Food Safety and Food Quality: A Comprehensive Guide. Wiley, 2018.</li> <li>2. Lund, B. M., and S. J. O'Brien. The Food Safety Hazard Guidebook. Royal Society of Chemistry, 2011.</li> <li>3. Doyle, M. P., and L. R. Beuchat. Food Microbiology: Fundamentals and Frontiers. 3<sup>rd</sup> ed., ASM Press, 2013.</li> </ol>

<b>Reference Books:</b>
1. Mortimore, S. E., and J. C. Wallace. <i>HACCP: A Practical Approach</i> . 3rd ed., Springer, 2013. 2. Juneja, V. K., and J. N. Arora. <i>Food Safety Handbook</i> . Wiley, 2012. 3. Rane, S. G. <i>Food Safety in the 21st Century: A Global Perspective</i> . CABI, 2020. 4. Mian, N. A., and S. R. T. J. McMahon. <i>Food Safety: A Practical and Technical Guide</i> . Wiley-Blackwell, 2018. 5. Fratamico, P. M., and A. S. Bhunia. <i>Foodborne Pathogens: Hazards, Risk Analysis, and Control</i> . Wiley-Blackwell, 2014.
<b>Web Resources:</b>
1. <a href="https://sites.google.com/a/uasd.in/ecourse/food-safety">https://sites.google.com/a/uasd.in/ecourse/food-safety</a> 2. <a href="https://hmhub.in/3rd-4th-sem-food-safety-quality%20notes/">https://hmhub.in/3rd-4th-sem-food-safety-quality notes/</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define key food safety concepts, including food additives, contaminants, and shelf life.	K1
CO2	Explain the importance of food safety issues and factors affecting safety, as well as food-processing methods and their effects.	K2
CO3	Apply food safety regulations to evaluate product safety and conduct basic quality assessments.	K3
CO4	Analyze food labelling and packaging for compliance with safety standards and identify potential adulteration.	K4
CO5	Design a food safety management plan using HACCP principles and addressing current trends in packaging and safety practices.	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	2	1	1	3	1	2	1	1	1.5
CO2	2	1	2	1	1	3	2	1	1	1	1.5
CO3	2	1	2	2	2	3	3	2	1	2	2.0
CO4	2	1	2	1	1	3	3	2	2	2	1.9
CO5	3	1	3	1	2	3	3	2	1	1	2.0
Mean Overall Score											1.78
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: Mr. V. Jayaraman

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
V	23UHM5SE2A	Skill Enhancement Course - II	2	1	-	100	100
<b>Course Title</b> <b>MANAGERIAL ACCOUNTS AND FINANCE OF HOTEL</b>							

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Accounts</b> Accounting – Meaning - Definition - Objectives - Importance - Functions - Advantages – Limitations - Book-Keeping - Meaning - Definition – Objectives - Distinction between bookkeeping and accounting – Methods of Accounting – Accounting rules - Types of Accounts - Branches of Accounting - <b>Cloud Accounting- Benefits and challenges of cloud-based accounting solutions.</b> *Need of coordination between Front Office and Accounts department in hotel*	6
II	<b>Principles of Accounting</b> Objective – Introduction – Accounting Concept and Conventions – Bases of Accounting – Accounting Terminology – Accounting Equation - <b>ERP Systems- Introduction to Enterprise Resource Planning systems and their role in accounting- Artificial Intelligence (AI)- Applications of AI in auditing and financial analysis.</b> *Usage of machines in hotel accounting*	6
III	<b>Journal, Ledger and Trial Balance</b> Introductions to Journal - Advantages of Journal - Subdivision of journal - Ledger - Ruling of ledger account - Sub-division of ledger - Distinction between journal and ledger - Trial Balance – Meaning, Definition, Objectives, Features, Limitations, methods and Specimen of Trial Balance.	6
IV	<b>Final Accounts</b> Introduction - Trading Account – Introduction, Definition, Preparation and Specimen of Trading Account - Profit and Loss Account - Introduction, Definition, Preparation and Specimen of Profit and Loss Account - Profit and Loss Account - Introduction, Definition, Preparation and Specimen of Profit and Loss Account - Preparation of Final Accounts. *Names of forms and records used in hotel accounting*	6
V	<b>Concept of Cost Elements and Budgeting</b> Introduction – Elements of Cost – Classification of Cost - Ingredient Costing – Hotel Cost Sheet – Food Cost Percentage. Budgeting - Introduction - Meaning, Definition and Objectives of Budget - Classification of Budgets - Classification according to time - Classification based on functions - Classification based on flexibility - Budgeting - Budgetary Control - Forecast and Budget - Zero Base Budgeting (ZBB.) – Process.	6
VI	<b>Current Trends * (For CIA only)</b> – New dynamic pricing strategies of hotel industry	

\*.....\* Self Study Portions

<b>Textbooks:</b>
1. R L Gupta, Basic Accountancy, 20 <sup>th</sup> Edition, Sultan Chand & Sons, New Delhi, 2020. 2. Maheshwari, S. N., and S. K. Maheshwari. <i>Accounting Theory</i> . 3rd ed., Vikas Publishing House, New Delhi, 2018.
<b>Reference Books:</b>
4. Grewal T.S., Introduction to Accounting, Third Edition, Sultan Chand & Co. Ltd, New Delhi- 2016. 5. Raymend S. Schmidgall & James W.Damitio, Hospitality Industry Financial Accounting 4 <sup>th</sup> Edition, Institute of AHMA, 2015. 6. Pillai R.S.N. and Bagavathi V., Cost Accounting, 5 <sup>th</sup> Edition, S.Chand & Co. Ltd., New Delhi, 2014. 7. Ravi, M. <i>Fundamentals of Accounting</i> . 1st ed., PHI Learning, New Delhi, 2016.
<b>Web Resources:</b>
1. <a href="https://ihmnotes.net/ihm-notes-semester-iv-hotel-accountancy/">https://ihmnotes.net/ihm-notes-semester-iv-hotel-accountancy/</a> 2. <a href="https://www.ihmnotessite.net/accounts">https://www.ihmnotessite.net/accounts</a>



Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define key accounting terms, distinguishing between bookkeeping and accounting, and types of accounts.	K1
CO2	Explain the objectives and importance of accounting, including guiding principles and conventions.	K2
CO3	Apply accounting methods to prepare journal entries, ledgers, and trial balances within the accounting cycle.	K3
CO4	Analyze financial statements to assess performance and identify trends.	K4
CO5	Design a budget for a hospitality business using various techniques, evaluating its impact on financial planning.	K5

### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	1	1	2	2	1	2	2	1	2	1	1.5
CO2	2	1	1	1	2	2	2	2	1	2	1.6
CO3	2	2	1	1	1	3	2	1	2	1	1.6
CO4	2	1	2	2	1	3	3	1	1	2	1.8
CO5	2	1	2	1	1	3	3	1	1	1	1.6
Mean Overall Score											1.62
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
$\geq 1.5$ and < 2.5	Medium
$\geq 2.5$	High

**Course Coordinator: Mr. S. Samuel Anand Kumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UHM6CC13P	Core - XIII	5	5	20	80	100
Course Title		PROMINENT CUISINES OF THE WORLD - PRACTICAL					

SYLLABUS			
Unit	Contents		Hours
I	<b>Menu – I (Chinese)</b> Prawn Ball Soup Schewan Egg Fried Rice Hakka Chicken Noodles Sweet & Sour Beef Banana Fritters	<b>Menu – II (Chinese)</b> Hot& Sour Egg drop soup Chinese Fried Rice Chinese Chopsuey Stir-Fried Chicken & Peppers Fruit Jelly	15
II	<b>Menu – III (Chinese)</b> Lemon Corn Chicken Soup Yangchow Fried Rice Mandarin Noodles Tung-Po Mutton Honey Apple	<b>Menu – IV (Japanese)</b> Raman Soup Beef Sukiyaki Tempura Maki Zushi Dango	15
III	<b>Menu – V (Japanese)</b> Miso Soup Japanese Curry Rice Yaki Tori Onigari Imagawayaki	<b>Menu – VI (Japanese)</b> Udon Soup Hayashi Rice Yakiniku Nigiri Zushi Mochi	15
IV	<b>Menu – VII (Thai)</b> Tom yum Goong Soup Khaopad Thai Massaman Curry Kluay Buad Chee	<b>Menu – VIII (Thai)</b> Thai Red Curry Noodle Soup Thai Fried Rice Khua Kling Thai Lod Chang	15
V	<b>Menu – IX (Arabic)</b> Hummus Bil Tahini Creamy Turkish Red lentil Soup Beef Kabsa Machboos Umm Ali	<b>Menu – X (Mexican)</b> Pozole Mexican Rice Chicken Tacos Mexican Chicken Casserole Tamale	15

<b>Textbooks:</b>
1. Parvinder S. Bali, Food Production Operations, Oxford University Press, New Delhi, 3 <sup>rd</sup> Edition, 2021. 2. Krishna Arora, Theory of Cookery, Frank Brothers and Co Publishers Private Ltd, New Delhi, 4 <sup>th</sup> Edition, 2011.
<b>Reference Books:</b>
1. Louis Saulnier, Le Repertoire De La Cuisine, Barrons Educational Series, United States, 5 <sup>th</sup> Edition, 2010. 2. Mian N. Riaz, and Muhammad M. Chaudry, Halal Food Production, Taylor and Francis Inc, Bosa Roca, U.S, 1 <sup>st</sup> Edition, 2003. 3. Paul Hamlyn, Larousse Gastronomique - Cookery Encyclopedia, Octopus Publishing Group, London, 1 <sup>st</sup> Edition, 2001.
<b>Web Resources:</b>
1. <a href="https://www.japan-guide.com/e/e3963.html">https://www.japan-guide.com/e/e3963.html</a> . 2. <a href="https://www.chinahighlights.com/travelguide/chinese-food/eight-chinese-dishes.htm#google_vignette">https://www.chinahighlights.com/travelguide/chinese-food/eight-chinese-dishes.htm#google_vignette</a> 3. <a href="https://www.azamara.com/blog/2022/06/ultimate-guide-arabian-cuisine">https://www.azamara.com/blog/2022/06/ultimate-guide-arabian-cuisine</a>

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify and list the key ingredients and cooking methods used in the dishes from each menu.	K1
CO2	Explain the cultural significance and traditional uses of the selected dishes from Chinese, Japanese, Thai, Arabic, and Mexican cuisines.	K2
CO3	Prepare and present a variety of dishes from the menus, demonstrating proper cooking techniques and adherence to food safety practices.	K3
CO4	Evaluate the flavour profiles and textures of the dishes, discussing how ingredient choices and cooking methods influence the final product.	K4
CO5	Design a cohesive themed menu incorporating selected dishes, justifying choices based on complementary flavours and presentation standards.	K5

### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	3	1	2	2	1	1	1	1.7
CO2	3	1	1	2	2	1	2	2	2	2	1.8
CO3	2	2	1	2	1	2	2	2	1	1	1.6
CO4	3	1	1	2	2	3	1	1	2	2	1.8
CO5	2	3	1	2	2	2	2	2	1	2	1.9
Mean Overall Score											1.76
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** Mr. V.Jayaraman

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UHM6CC14	Core - XIV	5	5	25	75	100
Course Title		TOURISM MANAGEMENT					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Tourism</b> Definition and differentiation of Tourist, Visitor, Traveller and Excursionist – Tourism recreation and leisure inter-relationship - Tourism components, Elements and infrastructure. Types and typologies of Tourism - Tourism Trends: Growth and development over the years and factors responsible therein - Travel motivator and deterrents - Pull and Push forces in tourism - <b>Origin and Concept of Travel Intermediary Business. Management roles in tourism businesses.</b> *Important tourism destinations of India and their significance*	15
II	<b>Linkages and Channels of Distribution in Tourism</b> Tourism Organisation / Institutions: Origin, Organisation and functions of WTO, PATA, IATA, ICAO, FHRAI, TAAI, IATO and UFTAA - <b>Technology and Distribution - Booking Engines - Functionality and integration - Mobile Apps and Platforms: Emerging trends in mobile technology- Social Media- Influence on booking and distribution</b> *Famous tourism intermediaries of the world*	15
III	<b>Evolution of Air and Road Transportation</b> Airlines Transportation: The Airlines Industry - Origin and Growth. Organisation of Air Transport Industry in International context. Scheduled and non – scheduled Airlines services - Air Transport Industry in India - Travel documents and airport formalities - <b>Introduction of Udhayan Airport in the small cities of India</b> - Significance of Road Transport in Tourism: Growth and Development of road transport system in India; State of existing infrastructure. *International Airports of the World*	15
IV	<b>Development of Rail and Water Transport</b> Rail Transport Network – Major Railway Systems of World – British Rail, Euro Rail and Amtrak. <b>Role of IRCTC in promotion of Tourism, Package Tours, Airline and Railway Ticketing - Introduction of Vande Bharath Train and Tejas Express</b> - Types of special package offered by Indian Railways to tourists – Luxury trains of India - Reservation procedures - GSAs abroad. Water Transport System in India – Historical past, Cruise ships, Ferries, Hovercraft, River and canal boats and Fly cruise. *Major cruise companies of the world*	15
V	<b>Travel Agency and Tour Operations</b> Travel Agency and Tour Operations Business: Origin, Growth and development; Definition, Differentiation and linkages; Organisation and functions - Travel information counselling, Itinerary preparation, Reservation, Tour costing / pricing. Marketing of tour packages - Income sources - Requirements for setting-up travel agency and tour operations business - Approval from organisation and institutions concerned - Incentives available in Indian context. Constraints and limitations. *Online travel agencies of India*	15
VI	<b>Current Trends * (For CIA only)</b> – Latest technologies in modes of travel and bookings	

\*.....\* Self Study Portions

<b>Textbooks:</b> <b>T.B-1:</b> Stephen J. Page - Tourism Management An Introduction, Fourth Edition, S.Chand (G/L) & Company Ltd, New Delhi, 2011. <b>T.B -2:</b> Bhatia A.K., International Tourism Management, Sixth Edition, Sterling Publisher Private Limited, New Delhi, 2019.
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**Reference Books:**

1. Mukesh Ranga, Tourism Potential in India, First Edition, Abhijeet Publication, New Delhi, 2004.
2. Irgle K.B., Tourism and Hospitality Management, Second Edition, Chandraluk Prakashan Pvt. Ltd. Kanpur, 2006.

**Web Resources:**

1. <https://www.studocu.com/in/document/dr-apj-abdul-kalam-technical-university/bhmct/tourism-management-lecture-notes-1-5/4361029>
2. [https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/6/\\_UG\\_B.A.\\_History%20\(English\)\\_108%2064\\_Tourism%20Management\\_CRC\\_5254.pdf](https://mis.alagappauniversity.ac.in/siteAdmin/dde-admin/uploads/6/_UG_B.A._History%20(English)_108%2064_Tourism%20Management_CRC_5254.pdf).

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level
CO1	Define and differentiate key terms in tourism, including tourists, visitors, travellers, and excursionists.	K1
CO2	Explain the interrelationship between tourism, recreation, and leisure, along with tourism components and infrastructure.	K2
CO3	Analyze tourism trends, including growth factors and travel motivators, and assess the significance of major tourism destinations in India.	K3
CO4	Evaluate the roles of tourism organizations and the impact of technology on distribution channels and booking processes.	K4
CO5	Develop a comprehensive travel agency plan, including itinerary preparation, marketing strategies, and an understanding of travel agency operations and constraints.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	-	1	1	3	2	2	2	1	1.6
CO2	2	1	2	1	2	2	1	2	1	2	1.6
CO3	2	3	2	2	2	2	2	3	2	1	2.1
CO4	2	2	1	2	2	2	3	2	2	2	2.0
CO5	2	2	1	2	2	1	1	2	2	2	1.7
Mean Overall Score											1.8
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator: Mr. S. Samuel Anand Kumar**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UHM6CC15P	Core - XV	5	4	20	80	100
Course Title		APPLICATIONS OF INFORMATION TECHNOLOGY IN HOSPITALITY INDUSTRY - PRACTICAL					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Computers and Software in Hospitality</b> <b>Overview of Computer Systems</b> - Basic computer hardware and software components - Importance of IT in the hospitality industry <b>Practical Application:</b> Familiarization with operating systems (Windows/Mac) and file management Introduction to office productivity software (e.g., Microsoft Office, Google Workspace) <b>Word Processing for Hospitality</b> <b>Using Word Processing Software</b> - Creating and formatting documents (e.g., letters, reports) <b>Practical Application:</b> Designing templates for hospitality-related documents (e.g., menus, brochures, guest letters) Hands-on practice with mail merge for guest communication.	15
II	<b>Introduction to Spreadsheet Software</b> Basics of Excel/Google Sheets: cells, formulas, functions <b>Practical Application:</b> Creating and managing budgets for hospitality events Analyzing data: occupancy rates, revenue reports, and sales forecasts Using charts and graphs for visual representation of data <b>Presentation Software in Hospitality</b> <b>Using Presentation Tools:</b> Basics of creating presentations (e.g., PowerPoint, Google Slides) <b>Practical Application:</b> Designing a presentation for a hotel or restaurant concept, Incorporating multimedia elements (images, videos, charts) to enhance presentations.	15
III	<b>Spreadsheets for Data Management</b> <b>Introduction to Property Management Systems (PMS)</b> <b>Overview of PMS:</b> Functions and features of PMS in hospitality <b>Practical Application:</b> Simulating front desk operations: check-in and check-out processes, Room management and availability tracking <b>Point of Sale (POS) Systems</b> <b>Understanding POS in Hospitality</b> - Role of POS systems in restaurants and bars <b>Practical Application:</b> Hands-on experience with a sample POS system Processing orders and payments, and generating sales reports	15
IV	<b>Online Booking Systems</b> <b>Overview of Online Booking Platforms</b> - Understanding the role of OTAs and hotel websites <b>Practical Application:</b> Simulating online booking processes Managing reservations and cancellations <b>Basic Graphic Design for Hospitality</b> <b>Introduction to Graphic Design Tools</b> - Overview of basic design principles <b>Practical Application:</b> Creating promotional materials using design software (e.g., Canva) Designing simple flyers, posters, and social media graphics.	15

V	<b>Introduction to Data Security and Privacy</b> <b>Understanding IT Security Basics:</b> Importance of data security in hospitality <b>Practical Application:</b> Implementing basic security measures for personal computers and data management <b>Overview of compliance issues (e.g., data protection regulations).</b>	15
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<b>Textbooks:</b>	
1. Sharma, S. P. <i>Information Technology in Tourism and Hospitality</i> . Mumbai: Himalaya Publishing House, 2016. 2. Kumar, Sandeep. <i>E-Commerce in Hospitality and Tourism</i> . New Delhi: New Age International Publishers, 2017.	
<b>Reference Books:</b>	
1. Jones, Peter, and Andrew Hill. <i>Information Technology for the Hospitality Industry</i> . 2 <sup>nd</sup> ed., Boston: Cengage Learning, 2015. 2. Doyon, D. A. <i>Introduction to Computers in Hospitality</i> . 3 <sup>rd</sup> ed., Upper Saddle River, NJ: Pearson, 2018. 3. Ghimire, R. S. <i>Computer Applications in Hospitality Management</i> . New Delhi: Anmol Publications, 2015.	
<b>Web Resources:</b>	
1. <a href="https://www.studocu.com/ph/document/garcia-college-of-technology/business-administration/259887389-computer-application-in-hospitality-and-tourism-industry/30571842">https://www.studocu.com/ph/document/garcia-college-of-technology/business-administration/259887389-computer-application-in-hospitality-and-tourism-industry/30571842</a> 2. <a href="https://nscpolteksby.ac.id/ebook/files/Ebook/Hospitality/Hospitality%20Management%20Accounting%20-%20Wiley/Appendix%20-%20Computer%20in%20Hospitality%20Management.pdf">https://nscpolteksby.ac.id/ebook/files/Ebook/Hospitality/Hospitality%20Management%20Accounting%20-%20Wiley/Appendix%20-%20Computer%20in%20Hospitality%20Management.pdf</a>	

Course Outcomes		
Upon successful completion of this course, the student will be able to:		
CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify and describe basic computer hardware and software in the hospitality industry.	K1
CO2	Create and format hospitality-related documents using word processing software.	K2
CO3	Utilize spreadsheets to manage budgets and analyze occupancy rates and revenue.	K3
CO4	Evaluate and simulate front desk operations with Property Management Systems (PMS).	K4
CO5	Design and present a multimedia presentation for a hotel or restaurant concept.	K5

#### Relationship Matrix:

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	-	2	1	2	2	2	2	2	1.6
CO2	2	2	1	2	2	2	2	2	2	1	1.8
CO3	2	2	2	2	2	2	2	1	2	2	1.9
CO4	2	2	-	2	2	2	3	1	1	1	1.6
CO5	2	2	2	2	1	1	2	2	2	1	1.7
Mean Overall Score											1.72
Correlation											Medium

Course Coordinator: Mr. K. Karthikeyan

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UHM6CC16	Core – XVI	5	5	25	75	100
Course Title							
ENTREPRENEURSHIP IN TOURISM AND HOSPITALITY INDUSTRIES							

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Entrepreneurship</b> Definition – Concepts - Characteristics and functions - Distinction between entrepreneur and manager, entrepreneur and entrepreneur, entrepreneur and entrepreneurship - Traits and motivation; theories of motivation - Role of entrepreneur in economic development - Factors affecting entrepreneurial growth - Tourism as an industry, basic needs of a tourism entrepreneur. *Entrepreneurship development activities and programs undertaken by local district Industries Centre*.	15
II	<b>Planning and Growth</b> Types of entrepreneurs: The entrepreneurs on various aspects like objectives, behaviour, business technology, motivation, growth, stages of development - Scale of operations - Factors affecting entrepreneurial growth in general and in particular to tourism and hospitality - Women entrepreneur; Need, Scope and Problems - Use of manpower in tourism. *List of entrepreneurial ventures in nearby area*	15
III	<b>Organizations and Support</b> Entrepreneurship Development Programme: Meaning and objectives. Reasons for starting an enterprise. Importance of training - Target group - Contents of training programme - Special agencies for entrepreneurial development and training - Banks, public and private, TCO's NIESBUD, EDII, XISS, NABARD, NISIET, etc., Problems in the conduct of EDP's - Steps to make EDP successful – Factors affecting tourism entrepreneurial growth - Economic, social, psychological, governmental attitude, competitive factors & opportunity analysis. *List of successful entrepreneurs of hospitality industry*.	15
IV	<b>Marketing and Development</b> Venture promotion: Venture promotion steps - Searching for prospective business ideas or opportunities; Processing of these ideas and selecting the best idea; Collecting the required resources and setting up the enterprise - Forms of ownership, Problems faced by a new entrepreneur - The prerequisites to start an enterprise – Registration - Different types of license and other requirements for small scale businesses. *Licenses required for starting restaurant*	15
V	<b>Project on Entrepreneurship</b> Project: Meaning, Features & Classification - Detailed study of the phases of project, Project identification, Project formulation, Project appraisal, Project selection, Project implementation & management - Format of feasibility report - Role and responsibilities of a project manager - Comparative study of PERT and CPM - SWOT analysis-Subsidies and incentives: Role in tourism industry. Legal considerations in starting a business, Intellectual property rights, Licensing and permits specific to tourism and hospitality, Ethical issues and corporate social responsibility.	15
VI	<b>Current Trends (For CIA only)</b> – Usage of digital marketing, social media, and online booking platforms in tourism and hospitality entrepreneurship	

\*.....\* Self Study

#### Textbooks:

1. Arora Renu & Sood. S. K, Entrepreneurship Development and Management, Second Edition, Kalyani Publishers, New Delhi, 2007.
2. Desai and Vasant, Entrepreneurship Development, First Edition, Himalaya Publishers. Hyderabad, 2012.



**Reference Books:**

1. Hisrich.D.Robert, International Entrepreneurship: Starting Developing and, Managing a Global Venture, Third Edition, Sage publications, New Delhi-2011.
2. Rice P. Mark, Entrepreneurship Management, Fourth Edition, Atlantic Publishers, New Delhi,2008.
3. Stephen J. Page- Tourism and Entrepreneurship: International Perspectives, First Edition, Butterworth Heinemann, Burlington, 2009.

**Web Resource(s):**

1. <https://london.northumbria.ac.uk/blog/the-importance-of-entrepreneurship-in-hospitality-and-tourism/>
2. <https://www.studocu.com/ph/document/palawan-state-university/introduction-to-hospitality-management/module-4-entrepreneurship-in-tourism-and-tourism/67222441>

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define and differentiate key concepts in entrepreneurship, including the roles of entrepreneurs and managers.	K1
CO2	Describe the characteristics of successful entrepreneurs and analyze factors affecting entrepreneurial growth in tourism.	K2
CO3	Evaluate the significance of Entrepreneurship Development Programs and available support systems for aspiring entrepreneurs.	K3
CO4	Develop a business idea by applying venture promotion steps and identifying resources and legal requirements for a tourism-related enterprise.	K4
CO5	Create a comprehensive project report that includes project identification, feasibility analysis, and a SWOT analysis for a proposed tourism business.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	3	1	1	1	2	1.8
CO2	2	2	2	2	1	1	1	2	2	2	1.7
CO3	3	1	2	2	1	2	1	2	2	1	1.7
CO4	1	1	2	2	3	2	2	1	1	2	1.7
CO5	1	2	2	1	1	1	2	1	2	3	1.6
Mean Overall Score											1.7
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: **Dr. A. Alan Vijay**

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UHM6DE2A	Discipline Specific Elective – II	5	4	25	75	100
<b>Course Title</b> <b>HOSPITALITY MARKETING</b>							

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Hospitality Marketing</b> Introduction to Marketing - Concept, Nature, Scope and Importance of hospitality marketing. Evolution of hospitality marketing concept; Marketing mix; Overview of Strategic marketing planning. Market Analysis and Selection: Marketing environment – Macro and micro components and their impact on marketing decisions. Market segmentation and positioning - Buyer behaviour - Consumer versus organizational buyers - Consumer decision making process, <b>Ethical Marketing Practices, Social Responsibility in Marketing, Sustainability and Green Marketing in Hospitality</b> . *Study of marketing practices of local hotels*.	15
II	<b>Product &amp; Pricing Decisions</b> Product Decisions: Concept of a product- Classification of products; Major product decisions - Product line and product mix; Branding; Packaging and labelling - Product life cycle – Strategic implications; New product development and consumer adoption process - Pricing Decisions: Factors affecting price determination; Pricing policies and strategies - Discounts and rebates. *Knowledge of tourism and hospitality products*.	15
III	<b>Distribution Channels, Advertising &amp; MIS</b> Distribution Channels and Physical Distribution Decisions: Nature and functions - Types of distribution channels. Distribution channel intermediaries; Communication Process, Promotion mix. Advertising, Personal selling, Sales promotion, Publicity and Public relations - Determining advertising budget; Copy designing and testing; Media selection; Advertising effectiveness; Sales Promotion – Tools and techniques - Marketing and information, the dimensions of marketing information systems - Marketing information system design and steps in MIS design, Role and importance of MIS. *Emerging advertising campaigns of tourism and hospitality industries*.	15
IV	<b>Hospitality Marketing Research</b> Hospitality marketing research: - Importance of marketing research; Scope, Role and Objectives of marketing research; - Types of marketing research: Exploratory, Descriptive and Causal -Process of marketing research - Problem identification; Definition and characteristics of marketing problems - Developing a market research plan, Research design - Collection of data: Sources of data, Methods of data collection. <b>Emerging Technologies in Marketing, Globalization and its Impact on Hospitality Marketing, Future Challenges and Opportunities</b> .	15
V	<b>Consumer Buying Process and Development</b> Issues and developments in marketing: Social, ethical and legal aspects of marketing - Stages of consumer buying process - Participants in the buying process and various groups interested in consumer behaviour. Organisational buyer behaviour and its nature; Difference between personal consumer and industrial consumer - Stages of industrial buying process, Factors influencing industrial buying behaviour - Consumerism and public issues, Types of buying behaviour, Different types of buying motives, Consumer market in India.	15
VI	<b>Current Trends (For CIA only)</b> – Usage of VR and AR in hospitality marketing to provide immersive experiences.	

\*..... \* Self Study

<b>Textbooks:</b>
1. Sherlekar, S. A., and Krishnamoorthy, R. <i>Principles of Marketing</i> . 2nd ed., Himalaya Publishing House, Mumbai, 2020.
2. Batra, Rajeev. <i>Marketing of Hospitality Services</i> . 1st ed., Excel Books, New Delhi, 2010.

**Reference Books:**

1. Raju, M. S., and R. Srinivasan. *Services Marketing*. 2nd ed., Himalaya Publishing House, Mumbai, 2012.
2. Jain, A. K., and S. K. Gupta. *Consumer Behaviour in Tourism and Hospitality*. 1st ed., Sage Publications, New Delhi, 2015.

**Web Resource(s):**

1. <https://www.uou.ac.in/sites/default/files/slm/BHM-604T.pdf>
2. <https://images.template.net/wp-content/uploads/2015/10/08211749/Free-Hotel-Marketing-Plan-Template.pdf>.

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Identify key concepts in hospitality marketing, such as the marketing mix and buyer behaviour.	K1
CO2	Explain the evolution and relevance of hospitality marketing concepts, including ethics and social responsibility.	K2
CO3	Analyze and evaluate marketing practices of local hotels using tools like the marketing mix.	K3
CO4	Assess distribution channels and promotional strategies in hospitality marketing for effectiveness.	K4
CO5	Develop a marketing research plan for a hospitality business, incorporating technology and globalization challenges.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	1	2	1	3	1	3	2	1	1.8
CO2	1	2	2	1	2	2	2	1	1	2	1.6
CO3	3	2	1	2	2	2	2	2	2	1	1.9
CO4	2	1	1	1	1	2	1	2	2	2	1.5
CO5	1	2	2	2	3	1	2	1	2	3	1.9
Mean Overall Score											1.74
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** Mr. S. Yoganand

Semester	Course Code	Course Category	Hours/Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UHM6DE2B	Discipline Specific Elective – II	5	4	25	75	100
Course Title							
CUSTOMER RELATIONSHIP MANAGEMENT							

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Customer Relationship Management</b> Introduction to Customer Relationship Management: Conceptual framework of customer relationship and its management evolution - Customer relationship marketing, Types of Customer Relationship Management - Win back prospecting, Loyalty, cross sell and up sell. *Significance of CRM in modern business management*	15
II	<b>CRM Strategy and Planning</b> Customer Relationship Management strategy: Introduction to Customer Relationship Management - Planning, Strategy for Customer Relationship Management, Process of segmentation, Choice of technology, Choice of organizational structure for Customer Relationship Management, Understanding the market intelligent enterprise. *Application of technology in Customer Relationship Management*	15
III	<b>Application of Customer Relationship Management</b> Customer Relationship Management implementation guidelines - Implementation of Customer Relationship Management: Business oriented solutions, Project management, Customer Relationship Management in service, Customer Relationship Management in financial services. *Qualities needed for hoteliers to maintain good relationship with customers of hotel*	15
IV	<b>Application of Customer Relationship Management</b> Customer Relationship Management implementation guidelines - Implementation of Customer Relationship Management: Business oriented solutions, Project management, Customer Relationship Management in service, Customer Relationship Management in financial services. *Need of CRM in Tourism and Hospitality*.	15
V	<b>Customer Loyalty and Customer Relationship Management</b> Customer loyalty and Customer Relationship Management: Concept of loyalty at Customer Relationship Management: Definition of loyalty, Customer loyalty and customer decency, Process of developing customer loyalty status of Customer Relationship Management in India.	15
VI	<b>Current Trends (For CIA only) – Application of AI and Automation in CRM</b>	

\*.....\* Self Study

<b>Textbooks:</b>
1. Raghunath, P. S., and Rajesh, R. <i>Customer Relationship Management: A Strategic Approach</i> . 1st ed., Himalaya Publishing House, Mumbai, 2018.
2. Sharma, K. K. <i>Customer Relationship Management</i> . 2nd ed., PHI Learning, New Delhi, 2020.
<b>Reference Books:</b>
1. Kumar, Atul, and Sandeep Kumar. <i>Customer Relationship Management: Concepts and Technologies</i> . 2nd ed., New Age International Publishers, New Delhi, 2021.
2. Gupta, S. C., and V. K. Gupta. <i>Customer Relationship Management: A Strategic Approach</i> . 3rd ed., Sultan Chand & Sons, New Delhi, 2020.
3. Raghavan, T. S. <i>Customer Relationship Management: A Business Perspective</i> . 1st ed., Tata McGraw-Hill Education, New Delhi, 2019.
4. Prasad, S. G., and R. S. Ranjan. <i>Essentials of Customer Relationship Management</i> . 1st ed., Excel Books, New Delhi, 2022.

**Web Resources:**

1. <https://backup.pondiuni.edu.in/sites/default/files/CRM-260214.pdf>
2. [https://sist.sathyabama.ac.in/sist\\_coursematerial/uploads/SBAA3016.pdf](https://sist.sathyabama.ac.in/sist_coursematerial/uploads/SBAA3016.pdf)
3. [https://ebooks.lpude.in/management/bba/term\\_6/DMGT308\\_CUSTOMERS\\_RELATIONSHIP\\_MANAGEMENT.pdf](https://ebooks.lpude.in/management/bba/term_6/DMGT308_CUSTOMERS_RELATIONSHIP_MANAGEMENT.pdf)

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statements	Cognitive Level (K-Level)
CO1	Define key concepts in Customer Relationship Management (CRM), including its evolution, types, and significance in business.	K1
CO2	Explain the framework of CRM strategies, covering segmentation, technology choices, and organizational structures.	K2
CO3	Demonstrate CRM solution implementation in various sectors, such as services and financial services, using practical examples.	K3
CO4	Analyze the effectiveness of CRM strategies, focusing on customer loyalty initiatives and cross-selling/up-selling techniques.	K4
CO5	Assess the impact of CRM practices on customer loyalty and retention in tourism and hospitality, proposing enhancements based on market trends and consumer insights.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	1	1	2	1	3	1	2	2	1	1.6
CO2	3	1	1	2	2	2	1	1	2	2	1.7
CO3	1	2	2	1	2	1	2	2	2	1	1.6
CO4	1	1	2	2	2	1	2	2	2	2	1.7
CO5	2	2	2	1	3	1	1	1	2	3	1.8
Mean Overall Score											1.68
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

**Course Coordinator:** Mr. S. Yoganand

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UHM6DE3A	Discipline Specific Elective - III	4	3	25	75	100
Course Title		<b>ORGANIZATIONAL BEHAVIOUR</b>					

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Organizational Behaviour</b> Definition, Need, and Importance - Nature and Scope - Framework and Models of Organizational Behaviour. Individual Behaviour - Personality: Types and Influencing Factors. Learning: Types of Learners, Learning Process, and Theories. Organizational Behaviour Modification. Misbehaviour: Types and Management Interventions.	12
II	<b>Emotions and Attitudes</b> Emotions in the Workplace - Emotional Labor and Emotional Intelligence - Theories of Emotion. Attitudes - Characteristics, Components, Formation, and Measurement. Values, Perceptions - Importance and Influencing Factors - Interpersonal Perception, and Impression Management. Motivation - Importance, Types, and Effects on Work Behaviour. *Application of motivational strategies in hotel staff management*.	12
III	<b>Organization Structure &amp; Group Dynamics</b> Group Behaviour - Organizational Structure: Formation and Types - Influence of Groups in Organizations. Group Dynamics - Emergence of Informal Leaders and Working Norms. Group Decision - Making Techniques. Team Building and Interpersonal Relations. Communication and Control. *Role of teamwork in service delivery and guest satisfaction*.	12
IV	<b>Leadership and Its Styles</b> Leadership and Power - Definitions and Importance - Leadership Styles and Theories - Leaders vs. Managers - Sources of Power and Power Centers - Power and Politics. Impact of Effective Leadership in Tourism Operations. *Case studies of effective leaders in the hospitality sector*.	12
V	<b>Dynamics of Organizational Behaviour</b> Organizational Culture and Climate - Factors Affecting Organizational Climate - Importance of Culture and Climate in Organizations. Job Satisfaction - Determinants, Measurements, and Influence on Behaviour. Organizational Change - Importance of Change: Stability vs. Change, Proactive vs. Reactive Change - The Change Process and Resistance to Change - Managing Change. Stress Management - Work Stressors, Prevention, and Management Techniques - Importance of Stress Management in the Hospitality Industry - Balancing Work and Life. Organizational Development - Characteristics and Objectives - Organizational Effectiveness.	12
VI	<b>Current Trends (For CIA only)</b> – Impact of remote and hybrid work arrangements on organizational culture, employee engagement, and team dynamics in the hospitality industry.	

\*.....\* Self Study

<b>Textbooks:</b>
1. Robins, Stephen P., and Timothy A. Judge. Organizational Behavior. Pearson Education, Delhi, 2017.
2. Nahavandi, Afsaneh, and S. G. S. Kumar. Organizational Behavior. Cengage Learning, Delhi, 2016.
<b>Reference Books:</b>
1. Khan, A. A., and Meenal S. Sharma. Organizational Behavior: Theory and Practice. PHI Learning, New Delhi, 2019.
2. Jha, S. B. Organizational Behavior. McGraw Hill Education, New Delhi, 2018.
3. Sahu, P. K. Organizational Behavior: A Modern Perspective. Excel Books, New Delhi, 2015.
4. Sarkar, S. Organizational Behavior: A South Asian Perspective. Sage Publications, New Delhi, 2020.

<b>Web Resource(s):</b>
1. <a href="https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jul/4_07-01-2021_12-32-15_Organizational%20Behaviour.pdf">https://mdu.ac.in/UpFiles/UpPdfFiles/2021/Jul/4_07-01-2021_12-32-15_Organizational%20Behaviour.pdf</a> 2. <a href="https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Organisational%20Behaviour.pdf">https://backup.pondiuni.edu.in/storage/dde/dde_ug_pg_books/Organisational%20Behaviour.pdf</a>

<b>Course Outcomes</b>		
Upon successful completion of this course, the student will be able to:		
<b>CO No.</b>	<b>CO Statement</b>	<b>Cognitive Level (K-Level)</b>
<b>CO1</b>	Define and explain the fundamental concepts of organizational behavior, including its importance, nature, and scope.	<b>K1</b>
<b>CO2</b>	Describe and interpret various personality types and learning theories, demonstrating an understanding of their influence on individual behavior within organizations.	<b>K2</b>
<b>CO3</b>	Apply motivational theories and group decision-making techniques to real-world organizational scenarios, demonstrating practical problem-solving skills.	<b>K3</b>
<b>CO4</b>	Analyze organizational culture and climate, assessing their impact on job satisfaction and overall organizational effectiveness.	<b>K4</b>
<b>CO5</b>	Design a change management plan that incorporates strategies for overcoming resistance to change, promoting a healthy organizational environment and effective stress management.	<b>K5</b>

### **Relationship Matrix:**

<b>Course Outcomes (COs)</b>	<b>Programme Outcomes (POs)</b>					<b>Programme Specific Outcomes (PSOs)</b>					<b>Mean Score of COs</b>
	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PSO1</b>	<b>PSO2</b>	<b>PSO3</b>	<b>PSO4</b>	<b>PSO5</b>	
<b>CO1</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1.7</b>
<b>CO2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>1.6</b>
<b>CO3</b>	<b>3</b>	<b>2</b>	<b>1</b>	<b>3</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2.2</b>
<b>CO4</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>1.9</b>
<b>CO5</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2.2</b>
<b>Mean Overall Score</b>											<b>1.92</b>
<b>Correlation</b>											<b>Medium</b>

<b>Mean Overall Score</b>	<b>Correlation</b>
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: **Mr. S. Yoganand**

Semester	Course Code	Course Category	Hours/ Week	Credits	Marks for Evaluation		
					CIA	ESE	Total
VI	23UHM6DE3B	Discipline Specific Elective - III	4	3	25	75	100
Course Title							
TRAVEL AGENCY AND TOUR OPERATIONS							

SYLLABUS		
Unit	Contents	Hours
I	<b>Introduction to Travel Agency Businesses</b> Historical Perspectives - Emergence of Thomas Cook - Emergence of Travel Intermediaries – Definition - Types of travel agency - Full-Service Agency, Commercial Agency, Implant Agency, Group / Incentive Agency - Types of tour operators - Inbound, Outbound, Domestic, Ground and Specialized. Indian travel agents and tour operators - An overview. - The Changing Scenario of Travel Trade. *Key milestones in the development of travel intermediaries*	12
II	<b>Travel Agency/Tour Operations</b> Functions and Sources of income of Travel agency - Procedures for approval of a travel agency and tour operator - IATA & DOT – Approval - Approval from various government bodies - Organization structure of a travel agency or tour operation and staffing. Diversified Role of Tour Operators-Running A Tour Operation Business - Distribution Networks of Tour Operation Business.	12
III	<b>The Modern Tour Industry</b> Package tours – Custom Tours – Tour Wholesalers - Types of Package Tours: Independent Package, Hosted tour, Escorted tour, Sight-seeing tours - Group, Incentive and Convention tour – Mass Market Package holidays – Special Services for Charter Tour Operators, Meeting & Incentive Planners and Activities of Meeting Planners, Convention & Conference Tourism Business, Trade Fairs & Exhibitions. *Case studies of successful tour operators in India*.	12
IV	<b>Components of Package Tour</b> Basic Principles on Packaging – Factors affecting tour design and selection – Planning and producing a tour - Process. Domestic ticketing and reservations - Major domestic airline and airport codes. Itinerary Preparation and Costing - Tips and steps for itinerary planning, Limitation and Constrains. Itinerary preparation for Inbound, Outbound, Domestic and common interest tours. Factors affecting in tour costs - Components of tour costs - Tour cost sheet- Confidential tariff - Pricing of tour- Different pricing strategies. *Role of tour wholesalers in the industry*	12
V	<b>Tour Guiding and Interpretation</b> Meaning; Concept and types of guide; Duties and responsibilities; Qualities of a good guide; Golden Rules of Guiding, Leading a tour group; Code of Conduct. Conducting City, Cultural rural & special interest tour. Visitors' interpretation: Popular understanding of Place, Potentials of attraction, heritage interpretation & Interpretation of Nature. *Best practices for leading various types of tours*	12
VI	<b>Current Trends (For CIA only)</b> – Latest sustainable travel practices applied by travel agents and tour operators	

\*.....\* Self Study

#### Textbooks:

1. Kaur, Gurmeet, and Manpreet Kaur. Travel Agency Management: An Introductory Text. Vikas Publishing House, New Delhi, 2019.
2. Negi, Jagmohan. Tourism and Travel Management. S. Chand Publishing, New Delhi, 2018.



**Reference Books:**

1. Bhatia, A. K. International Tourism Management. 2nd ed., Sterling Publishers, New Delhi, 2018.
2. Sethi, N. Travel and Tourism Management. 1st ed., Galgotias Publications, New Delhi, 2017.
3. Cooper, Chris, and C. Michael Hall. Tourism: Principles and Practice. 5th ed., Pearson Education, Harlow, 2019.
4. Page, Stephen J. Tourism Management. 6th ed., Routledge, Abingdon, 2020.

**Web Resource(s):**

1. [https://cbseacademic.nic.in/web\\_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf](https://cbseacademic.nic.in/web_material/Curriculum/Vocational/2018/Tourism/XII/Travel%20Agency%20and%20Tour%20Operations%20Business%20XII.pdf)
2. <https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/Tourism/2TravelAgency&TourOperationsManagement.pdf>
3. [https://baou.edu.in/assets/pdf/BBAATR\\_201\\_slm.pdf](https://baou.edu.in/assets/pdf/BBAATR_201_slm.pdf)

**Course Outcomes**

Upon successful completion of this course, the student will be able to:

CO No.	CO Statement	Cognitive Level (K-Level)
CO1	Define key concepts related to travel agencies, including types of agencies and tour operators.	K1
CO2	Describe the historical perspectives of the travel industry and the roles of various travel intermediaries.	K2
CO3	Apply procedures for the approval of travel agencies and tour operators, demonstrating an understanding of regulatory requirements.	K3
CO4	Analyze the components of package tours, evaluating factors that influence tour design and costing.	K4
CO5	Design a comprehensive itinerary for different types of tours, incorporating considerations for customer preferences and tour costs.	K5

**Relationship Matrix:**

Course Outcomes (COs)	Programme Outcomes (POs)					Programme Specific Outcomes (PSOs)					Mean Score of COs
	PO1	PO2	PO3	PO4	PO5	PSO1	PSO2	PSO3	PSO4	PSO5	
CO1	2	2	2	2	2	2	2	2	1	3	2.0
CO2	2	2	2	1	1	2	1	2	-	3	1.8
CO3	1	2	1	3	2	2	3	2	2	3	2.1
CO4	2	2	2	2	1	1	2	2	2	2	2.0
CO5	2	2	-	2	1	1	2	3	3	3	2.7
Mean Overall Score											2.12
Correlation											Medium

Mean Overall Score	Correlation
< 1.5	Low
≥ 1.5 and < 2.5	Medium
≥ 2.5	High

Course Coordinator: **Mr. S. Yoganand**