



**Anjuman-I-Islam's
Institute of Hospitality Management**
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1.3.2 Number of courses that include experiential learning through project work/field work/internship during the year

1.2.1 Number of Programmes in which Choice Based Credit System (CBCS)/ elective course system has been implemented

Programme Code	Programme name	Year of Introduction	Status of implementation of CBCS / elective course system (Yes/No)	Year of implementation of CBCS / elective course system	Link to the relevant document
423000081	B.Sc (Hospitality Studies)	2013-14	Yes	2013-14	


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Students will be sent for Industrial Training either during the IIIrd or IVth semester as per the convenience of Industry/Institute. Classes will be conducted for the batch of students not undergoing Industrial Training.

Semester III/IV - B.Sc. Hospitality Studies

		Class Room Instruction Face to Face									Notional				Credits			
Course Code	Subject	Per Week			Per Sem			Per Sem Hrs										
		L	P	T	L	P	T	L	P	T	L	P	T	Total	L	P	T	Total
USHO301	Food Production & Patisserie III	3	4	-	45	60	-	45	60	-	25	10	-	140	2	2	-	4
USHO302	Food & Beverage Service III	3	4	-	45	60	-	45	60	-	25	10	-	140	2	2	-	4
USHO303	Front Office III	3	-	-	45	-	-	45	-	-	25	-	-	70	2	-	-	2
USHO304	Housekeeping III	3	-	-	45	-	-	45	-	-	25	-	-	70	2	-	-	2
USHO305	Rooms Division Management(Practicals)-III	-	4	-		60	-	-	60			10		70	-	2	-	2
USHO306	Hotel Accountancy & Cost Control	3	-	-	45	-	-	45	-	-	25	-	-	70	2	-	-	2
USHO307	Hospitality Law & Human Resource Management	3	-	-	45	-	-	45	-	-	25	-	-	70	2	-	-	2
USHO308	Management Information System in Hospitality Industry	3	-	-	45	-	-	45	-	-	25	-	-	70	2	-	-	2
	Total	21	12	-	315	180	-	315	180	-	175	30	-	700	14	6	-	20

L one lecture / period of 60 minutes (1 hr.) **P** Practical **T** Tutorial

Notional includes time spent in library / home / other institutions for preparation and writing of assignments,



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FOOD PRODUCTION & PATISSERIE–III/IV (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semesters	III/IV	Food Productio n & Patisserie- II(USHO 301)
Course Code	Title	Credits	
USHO301	Food Production & Patisserie-III/IV	2+2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	4					


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Credit	2	2					
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Class Room Instruction Face to Face									Notional				Credits			
Per Week			Per Sem			Per Sem Hrs										
L	P	T	L	P	T	L	P	T	L	P	T	Total	L	P	T	Total
3	4	-	45	60	-	45	60	-	25	10	-	140	2	2	-	4


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OBJECTIVES: To get trained on various aspects of regional Indian cuisine – Quantity Food Production (QFP)

Contents of syllabus for USHO 301

UNIT NO.	Ch.No.	TOPIC	Hrs.
01	1	MENU PLANNING & ITS TYPES (QFP) Basic Menu Planning – Recapitulation, Special emphasis on Quantity Food Production, Planning of Menus for various categories, such as: - Institutional & Industrial Catering (School / College, Canteen, Industrial Workers.) - Hospital Catering (Diet Menu, Importance of Hygiene.) - Off Premises Catering (Outdoor Parties, Theme Dinner, and Food Festival.) Parameters of Quantity Food Menu Planning.	07


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- | | | |
|----------|-------------------------------------|-----------|
| 2 | Indian Culinary Terms | 04 |
| 3 | INTRODUCTION TO CAKE MAKING: | 04 |

Elements in Cake Making, Role of each Element in Cake Making, Methods of Cake Making, Recipes for Basic Cakes, Faults in Cake Making, Recipe Balancing.


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UNIT NO.	Ch.No.	TOPIC	Hrs.
02	4)	EQUIPMENT (QFP) Quality of Equipment used, Specification of Equipment, Heat and Cold Generating Equipment, Maintenance of Equipment	3

List: -

1. Mixers

2. Grinders


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3. High Pressure Gas Burner	4. Ovens
5. Grillers	6. Knives
7. Choppers	8. Peelers (Potato)
9. Brat Pan	10. Bulk Boilers
11. Steamers	12. Walk in Coolers / Walk in Freezers / Deep Freezers
13. Tandoor	14. Storage & Receiving Quays
15. Griddle Plate	

Modern Developments in Equipment Manufacturing.

- 5) QUANTITY PURCHASE AND STORAGE (QFP) 3**
- Introduction of Purchasing, Purchasing System, Purchase Specifications, Purchasing Techniques, Duties of Purchase Officer & Store Keeper, Storage.
- 6) INDENTING (QFP) 5**
- Principles of Indenting, Quantities / Portions for Bulk Production, Conversion of Recipes for Indenting, Practical difficulties involved in Indenting.
- 7) Pastry: 04**
- Recipes, Method of Preparation, Differences, Uses of each Pastry,


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Care to be taken while preparing Pastry, Role of each Ingredient,
Temperature of Baking the following Pastries, Short Crust, Choux
Pastry, Laminated, Hot Water / Rough Puff.

UNIT NO.	Ch.No.	TOPIC	Hrs.
03	8)	INDIAN COOKERY (QFP)	12

Introduction to Regional Cooking:

- 1) Factors affecting eating habits.
- 2) Heritage of Indian Cuisine.
- 3) Regional Commodities, Spices & Masalas (Wet & Dry).


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- 4) Geographical location, Historical background, Availability of raw material (seasonal), Equipment and fuel (special), Staple diet, Speciality Cuisine, Food prepared for festivals and occasions of the following states: - Andhra Pradesh / Hyderabad, Bengal, Goa, Gujarat, Karnataka, Kashmir, Kerala / Malabari, Madhya Pradesh, Maharashtra / Malwani, North Eastern States, Punjab, Rajasthan, Tamilnadu / Chettinad, Uttar Pradesh / Dum & Avadh / Lucknawi, Also Communities / Styles such as : Parsee, Bohra & Indian Gravies.

9) VOLUME FEEDING (QFP)

03

Institutional & Industrial Feeding, Banquet and Buffet.

INDIAN CULINARY TERMS:

1. Imarti	16. Dhuanaar	31. Marinade	46. Quabarga
2. Baffad	17. Dum	32. Moilee	47. Rabri
3. BalUSHOhi	18. Dum Pukht	33. Murgh Musallam	48. Raita
4. Bharta	19. Gaujas	34. Mutanjan	49. Rasam
5. Baghar	20. Gustaba	35. Mulligutwanny Curry	50. Roomali Roti
6. Bhunao	21. Aappam	36. Naan	51. Rogan Josh
7. Bonda	22. Jalebi	37. Neera	52. Rista
8. Biryani	23. Kabab	38. Nargisi Kofta Curry	53. Rasgullas
9. Bhaturas	24. Kalia	39. Pachadi	54. Shami Kebab
10. Sheera	25. Kesari	40. Paneer	55. Shrikhand
11. Charoli	26. Khoa	41. Payasam	56. Seekh Kebab
12. Cocum	27. Kofta	42. Phirnee	57. Sandesh
13. Dagad Phool	28. Panch Phoran	43. Pulao	58. Toddy
14. Dhansak	29. Loochi / Luchi	44. Chingri Malai Curry	59. Vindaloo
15. Dahibhalla	30. Macher Jhol	45. Palak Mutton / Chicken	60. Wark
			61. Zarda
			62. Ratan Jog


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ASSIGNMENTS

Students have to do at least four group assignments on Indian Regional Cuisine.

REFERENCES

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2. A. L. Cracknell and R.J. Kanfmann - Practical Professional Cookery - Macmillan - 1992
3. Anthony O'Reilly - Cookery Manual - Pitman Publishing - 1993.
4. Victor Cererem, Ronald Kinton, David Foskett - Practical Cookery - Aodder & Stoughton - 1999
5. David R. Stevenson - Basic Cookery - Stanley Thornes (Publishes) Ltd. - 1991
6. REBO Productions - Encyclopedia of Bakery - Rebo Publishers - 1999
7. Robert T. Marshall, W. S. Arbuckle - Ice Cream - ITP International Thomson Publishing - 1996.
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9. L. G. Nicolelb, J Dinsdale - Basic Pastry Work Techniques - Hodder & Stoughton - 1991.
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11. Robert Bradnock - India Handbook - Footprint Handbook - 2000.
12. Ranjit Rai - Tandoor (The Great Indian Barbeque) - Viking - 1995.
13. Satarupa Banerjee - Book of Indian Sweets - Rupa & Co - 1994.
14. Digvijaya Singh - Cooking Delights of The Maharajas - Vakils, Fetter & Simons Ltd. - 1995
15. Master Chefs of the Ashoka Group - Royal Indian Recipes - J. G. Press - 1995.
16. Purobi Babbar - Rotis & Naans of India - Vakil Fetter & Simon Ltd. - 1994.
17. Inder Singh Kalra - Prashad, Cooking with the Indian Masters - Allied Publishers Ltd. - 1993.


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18. Devaki Babbar - Gujrat Nu Jaman - India Book House - 1996.
19. Chandra Padmanabhan - Dakshin - Harper Oollins – 1995.
20. Jeroo Mehta - Parsi Guisine - Vakil, Fetter & Simons Ltd. - 1993.
21. Hegde - Manglorean Cuisine - India Book House – 1994.
22. Gilda Mendonsa - The Best of Goan Cooking - UBS Publishers Distributors Ltd. – 1995.
23. Neerja - Kashmiri Cooking - Penguin Books - 1995.
24. Madhur Jaffery - A Taste of India - Pavillion Books Ltd., - 1985.
25. Minakshie Das Gupta - The Bengal Cook Book - UBS Publishers Distributors Ltd. – 1998.
26. Kaumudi Marathe - Maharshtrian Cuisine - Business Publications Inc. – 1999.
27. Food Production Operation – Parvinder S. Bali.


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(Food Production Practical)

Each institute will prepare their own menus as per the pattern given below. Well-known and authentic dishes from particular region should be included while compiling the menu.

States
1. Andhra Pradesh / Hyderabad 2. Bengal & North Eastern States 3. Goa 4. Gujarat / Parsi / Bohri 5. Karnataka 6. Kashmir 7. Kerala / Malabari 8. Maharashtra / Malvani 9. Punjab 10. Rajasthan 11. Tamil Nadu / Chettinad 12. Uttar Pradesh / Dum & Avadh / Lucknavi

BAKERY & CONFECTIONERY PRACTICAL

Demonstration of the following


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Cakes – 4 varieties

Pastries – Short Crust, Puff Pastry, Flaky Pastry & Choux Pastry

Cookies – 6 varieties

FOOD PRODUCTION PRACTICAL MENUS – SEMESTER 3 or 4			
MEN U NO.	PRACTICAL TOPIC	Any 6 dishes per Menu (Prepare any 1 or 2 dishes per course)	
1	Andhra Pradesh / Hyderabad Cuisine	Starter Options:	Shammi Kebab / Shikampuri Kebab
		Main Course Options:	Tamater ka Kut / Mirchi ka Salan/ Baghara Baingan/ Burhani/ Achari Gosht/ Nehari/ Haleem/ Khichra/ Murgh Malai Korma
		Breads, Rice & Dal Options:	Sheermal/ Bakharkhani/ Khameeri Roti/ Hyderabad Biryani/ Sofyani Biryani/ Qabooli/ Khatti Dal
		Dessert Options:	Double ka Meetha/ Khubani ka Meetha/ Sheer Qurma/ Gil e Firdaus
2	North Eastern States / Bengali Cuisine	Starter Options:	Begun Bhaja/ Panthar Ghugni/ Alu Chop/ Egg Roll
		Main Course Options:	Shukto/ Alu Posto/ Palak Panch Phoran / PanchMishali Charchari/ Macher Jhol/ macher Kalia/ Doi Mach/ Chingri Malai Kari/ Mangsho
		Breads, Rice & Dal Options:	Luchi/ Dhakai Paratha/ Ghee Bhat/ Cholar Dal/ Mishti Mug Dal


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		Dessert Options:	Gulab jamun/ Balu Shahi/ Rasmalai/ Mishti Doi
3	Goan Cuisine	Soup & Starter Options:	Caldo Verde/ Sopa Grossa/ Rissois de Camarao/ Stuffed Prawn Papad/Goan Fried Fish/Pomfret Recheiado/ Prawn Balchao/ Kismur
		Main Course Options:	Goan Fish Curry/ Amottik Fish Curry/ Sorpotel/ Vindaloo/ Baffat/ Chicken Cafreal/ Galina Xacuti
		Breads, Rice & Dal Options:	Sannas/ Pav/ Boiled Rice/Coconut Rice/ Daali Thoy
		Dessert Options:	Neureos/ Coconut Bhatt/ Bebinca/Dodol/Perada
4	Gujarati Cuisine	Starter Options:	Dhokla/Patra/Muthiya
		Main Course Options:	Oondhiya/ Sev Tameta nu Shaak/ Tuvar Ringna nu Shaak/ Flower Batata nu Shaak
		Breads, Rice & Dal Options:	Thepla/Rotla/Munga Dal Khichdi/ Vagheral Bhaat/ Shaakwala Bhaat/ Dal Dhokli/ Kadhi
		Dessert Options:	Basundi/ Dudh Paak/ Mohan Thaal/ Gor Papdi
5	Bohri Cuisine	Starter Options:	Shammi kebab/ Kheema Samosa/ Kheema Pattice/ Kheema Cutlet (with mint chutney)
		Main Course Options:	Alishan Baingan/ Bohri Chicken Kari/ White Mutton kari/ Dabba Gosht
		Rice & Dal	Chawal/ Khada Masala Pulav/ Kheema Pulav/


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		Options:	Dal/Palidu
		Dessert Options:	Thuli/Malido
6	Parsi Cuisine	Starter Options:	Papeta nu Pattice/ Papeta ne Cheese na Pattice/ Eda Chutney na pattice
		Main Course Options:	Kolmi no Patio/ Saas ni Macchi/ Salli Murghi/ Patra ni Macchi/ Margi na Farcha/ Mutton Dhansaak
		Rice/ Dal Option:	Dhan (steam rice)/ Brown Rice/Dar
		Dessert Options:	Lagan nu Custard/ Kopra Pak
FOOD PRODUCTION PRACTICAL MENUS – SEMESTER 3 or 4			
MEN U NO.	PRACTICA L TOPIC	Any 6 dishes per Menu (Prepare any 1 or 2 dishes per course)	
7	Karnataka Cuisine	Starter Option:	Alu Bonda
		Main Course Options:	Uppu Curry/ Chana Ghashi/ Upkari/ Koli Gassi/ Mangalorean Fish Curry
		Bread & Rice Options:	Jolada(Jwar Roti)/ Neer Dosa/ Bisi Bele Huliana
		Dessert	Worne/ Chiroti


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		Options:	
8	Kashmiri Cuisine	Starter Options:	Seekh Kebab/ Shammi Kebab
		Main Course Options:	Dum Oluv/ Navratan Korma/ Dhaniwal Korma/ Mutton Roganjosh/Gustaba/Rista
		Breads & Rice Options:	Khameeri Naan/ Khameeri Roti/ Kashmiri Pulav/ Yakhni Pulav
		Dessert Options:	Phirni/ Zarda/Seb ki Kheer
9	Kerala / Malabari Cuisine	Main Course Veg. Options:	Drumstick Ullitheeyal/ Avial/ Olan/Kalan/Erussery
		Main Course Non veg. Options:	Meen Moilee/ Meen Curry/ Malabari Fish Curry/ Kozhi Vartha Curry/ Mutton Kuruma/ Malabari Egg Curry
		Breads, Rice & Dal Options:	Kerala Parotta/ Lime Rice/ Boiled Rice/ Nai Chor(Ghee Bhat)/ Rassam/ Sambhar
		Dessert Options:	Payasam
10	Maharashtrian / Malwani Cuisine	Starter & Salad Options:	Sabudana Wada/ Aluchi wadi/ Kothimbirwadi/Batata Vada/Koshimbir/Khamang Kakdi
		Main Course Options:	Bharli Vangi/ Zhunka/ Kala Vatana Rassa/ Bhatyachi Bhaaji/ Kombdicha Rassa/ Kolhapuri Mutton/

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			Malvani Kombdi
		Breads, Rice & Dal Options:	Bhakri/ Chapati/ Thalipith/Puri/Masale Bhat/Tendli Bhat/Varan/Amti/Dal Bhaji/Usal/Sol Kadhi
		Dessert Options:	Sheera/ Shrikhand/ Kheer/ Besan Ladu/Puran Poli/ Modak
11	Punjabi Cuisine	Starter & Accompaniment Options:	Dahi Bhalle/Paneer Pakoda/ Alu Tikki/ Tandoori Chicken/ Chicken Tikka/ Hara Bhara Kebab/ Alu Chat/ Alu Papdi Chat/Boondi Raita/ Pudina Raita
		Main Course Options:	Matar Paneer/ Malai Kofta/ Sarson da Saag/ Baigan Bharta/ Pindi Chole/ Rajmah/Murgh Makhani/ Palak Gosht
		Breads, Rice & Dal Options:	Makai di Roti/ Missi Roti/ Pudina Paratha/ Mooli Paratha/ Kulcha/ Bhatra/ Matar Pulav/ Jeera Rice/ Dal Makhani/ Dal Amritsari/ Punj Ratni Dal/ Punjabi Kadhi
		Dessert Options:	Gajrela/ Rabri/Jalebi/Malpoora
FOOD PRODUCTION PRACTICAL MENUS – SEMESTER 3 or 4			
MEN U NO.	PRACTIC AL TOPIC	Any 6 dishes per Menu (Prepare any 1 or 2 dishes per course)	
12	Rajastha niCuisine	Starter Options:	Pyaz ki Kachori/ Matar ki Kachori
		Main Course	Panchmel Subji/ Gatta Curry/ Ker Sangri/ Methi


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		Options:	Mangodi Subji/ Amrud ki Subji/Lal Maas/ Makai ka Soweta/ Maas ki Kadhi
		Breads, Rice & Dal Options:	Masala Tikadia/ Missi Roti/Moongdal paratha/ Hare Matar ki Puri/ Bajre ki Roti/ Gatte ka Pulav/ Tej laung Pulav/ Khichdi/Dal Banjari/Dal Churma/Rajasthani Kadhi
		Dessert Options:	Moongdal Halwa/ Malpuva/ Churma Laddu/Rava dry fruit Ghugra
13	Tamilnadu/ Chettinad Cuisine	Starter & Accompaniment Options:	Chanadal Vada/ Dosa/Pachadi/Coconut Chutney
		Main Course Options:	Gundu Poriyal (baby potato poriyal)/ Beans Poriyal/ Khathrikai Kozambu (Brinjal Curry)/ Cauliflower Kootu/ Kari Kolambu (Mutton Curry)/ Kozi Mulagu Varuval (Chicken Pepper Fry)/ Chicken Chettinad/ Nilgiri Korma
		Rice & Dal Options:	Puli Satham/ Thayar Satham/ Takali Satham/ Elamcha Satham/ Ulli Sambhar/Koli Rasama (Chicken Rassam)
		Dessert Options:	Payasam/ Kesari
14	Uttar Pradesh / Lucknow Cuisine	Starter Options:	Pasanda Kebab/Galouti Kebab/ Chapli Kebab
		Main Course Options:	Banarasi Alu/ Dhingri Dulma/ Paneer Pasanda/ Gosht Korma/ Chandi Kaliyan
		Bread & Rice	Tehri/ Laccha Paratha/ Kulcha/ Naan


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		Options:	
		Dessert Options:	Seviyan ka Muzaafar/ Anannas ka Muzaafar/ Shahi Tukra

Practical: - 4 hours / Week

Total Menus in Semester 3 or 4: - Menus (14) + Exam Menu (1) = 15 Menus.

Total Hours in Sem.3 or 4: - 15 Menus * 4 hours = 60 Hours.

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr. No.	Evaluation type	Marks
1	Two assignments/ case study/ projects	20
2	One class test (multiple choice questions objective)	10
3	Active participation in routine class instructional deliveries (case studies/ seminars/ presentation)	05
4	Overall conduct as a responsible student, manners, skill, in articulation, leadership qualities demonstrated through organizing co-curricular activities, etc.	05
	Total	40


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(b) Semester end examination (Pattern of Question Paper):-

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

(a) Internal assessment- 20 marks

Sr. No.	Evaluation type	Marks
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1	Two best practical	10
2	Journal	05
3	Viva	05
4	Internal assessment	20

(b) Semester end assessment - 30 marks

- Candidate will be given a menu comprising of 4 dishes.
- Indent sheet and plan of work sheet to be filled by the candidate of the menu he gets.
- He / she supposed to collect indents, prepare and present the dishes in the menu within stipulated time.
- Cleaning and securing equipments and working area is also to be done within stipulated time.

Assessment will be done as follows –

Journal	Indent Sheet & plan of work	Colou r	Consistenc y	Taste	Texture	Viva-voce	Personal Groomin g, Cleaning
10	10	10	10	10	10	10	10

Marks obtained out of 80 shall be converted to out of 30 to the next integer for final calculation.


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FOOD & BEVERAGE SERVICE SEMESTER – III/IV (THEORY)

Name of the Programme	Duration	Semester	Course/Co urse Code
B.Sc. in Hospitality Studies	Six Semesters	III/IV	Food & Beverage Service- III(USHO 302)
Course Code	Title	Credits	
USHO302	Food & Beverage Service-III	2+2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	4					
Credit	2	2					


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Semester III/IV – 15 weeks

THEORY					PRACTICAL					Total Credits
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Lecture + Practical
03	45	25	02	--	04	60	10	02		04

OBJECTIVES:

At the end of semester III/IV:-

- Describe the duties and responsibilities of beverage service staff members, and summarize techniques and procedures for responsibly selling and serving cocktails, beer, and wine.
- Understanding the production process of Beer, Wine and Spirits.
- Making of cocktails with use of ingredients such as liqueurs and bitters.

Contents of syllabus for USHO 302

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
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I	<u>ALCOHOLIC BEVERAGES</u>	02
	a. Definition, history of Alcoholic Beverages & classification. b. Benefits and harmful effects of alcohol.	
	<u>WINES</u>	
	1.1 Definition & history of wines. 1.2 Types of Wines: Still (red, white & rose), sparkling/Champagne, Fortified (sherry, port, Madeira, marsala & malaga), Aromatized wines (Vermouth). 1.3 Methods of production, Still (red, white, rose). a) Viticulture (Wine calendar, terroir, vine species, grape varieties & diseases). b) Vinification (Manufacturing process, elements of wine & faults in wines). c) Champagne & Sparkling Wines. (History, districts, grape varieties, Methode Champenoise, cuvee close, transfer method, charmat & impregnation, Names & bottle sizes). d) Fortified Wines (Production & types). 1) Sherry (Solera system) 2) Port 3) Madeira (estufagen) 4) Marsala	13


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	5) Malaga e) Aromatised wines (Definition & types)	
II.	1.1 Wine producing countries of the world (Regions, Wine laws, labels & shippers). a) Old world wine producing countries (France, Italy, Germany, Spain & Portugal). b) New World wine producing countries (Australia, New Zealand, South Africa, U.S.A. & India). 1.2 Wine tasting, Storage & Service 1.3 Food and wine Harmony.	07
	1.4 BEER & OTHER FERMENTED BEVERAGES a) Definition, History & Brewing process.	03


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	(Components of beer, top fermentation, bottom fermentation) b) Types of Beer, Storage & Service (Lager, Pilsner, Draught, Ale, Stout, Porter, Ice, Lambic & Smoked). c) Other fermented beverages (Cider, Perry, Mead, Sake & Toddy).	
	1.5 SPIRITS a) Introduction and definition b) Pot and patent still method of production. 1.6 History, Production, types & Brand names (national & International) a) Whisky (Scotch, American, Canadian, Irish & Japanese) b) Rum (White, Gold, Dark & Flavoured) c) Brandy (Cognac, Armagnac & Fruit) d) Gin	05


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	e) Vodka, flavoured vodka f) Tequila & Mezcal	
III.	1.1 Alcoholic Strength :Proof, GL, Sykes, U.S., British (OIML) 1.2 Other Spirits (Aquavit, schnapps, Pastis, ouzo, arrack) 1.3 LIQUEURS Introduction, definition, classification & production of liqueurs a) Different types of liqueurs: Base, Flavours, Country of origin. b) Brand names of liqueurs (Generic & Proprietary)	03
	3.4 APERITIFS & BITTERS	01


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	a) Definition b) Brand names	
	3.5 COCKTAILS & MIXED DRINKS a) Introduction, History & Definition b) Bar Equipment. (glassware, fixed & movable equipment) c) Methods of Mixing Cocktails. (Stirred, Shaken, Built-up/Layered, Blended & Muddled) d) Styles of Cocktails (Collins, cobbles, coolers, crustas, cups, e) daisies, eggnogs, flips, frappes, fixes, fizzes, Highball, juleps, f) Pick-me-ups, pousse café, smashes, sours, swizzles & toddies). g) Rules to be observed while making cocktails. Recipes of classic & exotic cocktails. a) Whisky: (Godfather, Manhattan, Mint Julep, Whisky Sour & Rusty Nail) b) Rum: (Daiquiri, Planters Punch, Mai-Tai, Mojito & Pinacolada) c) Brandy: (Between The Sheets, Grasshopper, Sidecar, Brandy Alexander & B&B) d) Gin: (Martini, Gimlet, Tom Collins, Singapore	09


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	Sling & Pink Lady) e) Vodka: (Bloody Mary, Screw Driver, Harvey's Wallbanger, Blue Lagoon & Black Russian) f) Tequila & Mezcal: (Bloody Maria, Long Island Iced tea, Marguerita, Spanish fly, Tequila Sunrise). g) Wine, Sparkling Wine & Beer: (Shandy, Sangria, Buck's Fizz, Kir Royale & Black Velvet) 3.6 Mocktails (fruit punch, Shirley temple, Virgin Pinacolada, Virgin Ma Flavoured Iced tea)																			
	3.7 GLOSSARY OF TERMS RELATED TO Alcoholic beverages, Menu terminologies. <table border="0" style="width: 100%;"> <tr> <td>Acidity</td><td>Alcohol</td><td>Aldehyhyde</td></tr> <tr> <td>Ampelography</td><td>Baume</td><td>Blanc de blancs</td></tr> <tr> <td>Blanc de Noirs</td><td>Blush wine</td><td>Bodega</td></tr> <tr> <td>Bonded</td><td>Botrytis cinerea</td><td>Cap</td></tr> <tr> <td>Cask</td><td>Centrifugation</td><td>Chambrer</td></tr> <tr> <td>Chaptalisation</td><td>Cork</td><td>Cotes</td></tr> </table>	Acidity	Alcohol	Aldehyhyde	Ampelography	Baume	Blanc de blancs	Blanc de Noirs	Blush wine	Bodega	Bonded	Botrytis cinerea	Cap	Cask	Centrifugation	Chambrer	Chaptalisation	Cork	Cotes	02
Acidity	Alcohol	Aldehyhyde																		
Ampelography	Baume	Blanc de blancs																		
Blanc de Noirs	Blush wine	Bodega																		
Bonded	Botrytis cinerea	Cap																		
Cask	Centrifugation	Chambrer																		
Chaptalisation	Cork	Cotes																		


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	Cuvaision	Cuve close	Cuvee	
	Decanter	Decanting	Degorgement	
	Eau-de-vie	Estufagem	Eiswein	
	Fining	Gyropalette	Lees	
	Malolactic fermentation		Must	
	Mulled wine	Negociant	Oechsle	
	Oenology	Oenophile	Organic wines	
	Pasteur, Louis	Passe-tout-grains	Petillant	
	Photosynthesis	Punt	Racking	
	Refractometer	Residual sugar	Rince cochon	
	Saccharometer	Saccharomyces	ellipsoideus	
	Sommelier	Siissreserve	Tannin	
	Tastevin	Tears	Vendange	
	Vinification	Vintage wine	Viscosity	
	Tannin	Tastevin	Tears	
	Vendange	Vinification	Vintage wine	
	Viscosity	Vitis vinifera	Wash	
	Weeper	Yeast	Yeast autolysis	
	TOTAL THEORY HOURS			45

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- Dennis Lillicrap, John Cousins and Robert Smith- Food and Beverage Service
- Larousse Christopher Foulkes- Encyclopedia of Wines-
- Roy Hayter Food And Drink Service Levels 1 And 2
- Greg Dempsey- The Perfect Cocktail-
- Joanna, Simon- Wine With Food- Simon & Schuster
- Dave Broom- Handbook of Whiskey
- Shatbi Basu- The can't go wrong Cocktail book
- Brian Glover- The world encyclopedia of Beer
- Tom Stevenson- Champagnes and Sparkling Wines guide
- Vijay Dhawan- Food and Beverage Service

FOOD & BEVERAGE SERVICE SEMESTER – III/IV (ASSIGNMENTS)

All students should be given individual assignments. Out of the following given options each student needs to work on any two.

SR. No.	TOPIC FOR ASSIGNMENTS	MARKS
1.	Collecting wine labels of different wine producing countries and explain any one in detail.	
2.	Identifying International and Indian brands of Spirits.	
3.	Identifying International and Indian brands of Beer.	


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4.	Explore any two innovative cocktails according to different methods of making cocktails.(Built up / Stirred / Shaken / Blended / Muddled)	
5.	Visit to Vineyard.	

FOOD & BEVERAGE SERVICE SEMESTER – III/IV (PRACTICAL)

SR. NO.	PRACTICALS	HOURS
1	<u>ALCOHOLIC BEVERAGES</u> Attributes of a bar personnel Bar equipment, cutlery & glassware Table setup of TDH menu with wine glasses	06
2	<u>WINE PRACTICE</u> Procedure of Service of white, rose & red (old & young) wines. (Temperature of service / Glassware).	04
3	Procedure of Service of Champagne & fortified/ aromatized wines. (Temperature of service / Glassware).	03

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4	Wine tasting	04
5	Menu compilation (5, 6, 7 courses) with appropriate wine and their services. (French classical, English & Indian)	16
6	<u>BEER & OTHER FERMENTED BEVERAGES</u> Procedure of Service of Beer: Temperature of service / type of glassware,	03
7	Service of bottled, canned beer & draught beer.	02
8	<u>SPIRITS</u> Service of Liquors: Whisky, Brandy & Rum	02
9	Service of Liquors: Vodka, Gin & Tequila	02
10	Service of Liquors: Other spirits (Aquavit, Schnapps, Pastis, Ouzo, Arrack).	02
11	<u>LIQUEURS</u> Service of Liqueur: Temperature of service / type of glassware.	01
12	<u>APERITIFS & BITTERS</u> Service of Aperitifs: Temperature of service / type of glassware	01
13	<u>COCKTAILS & MIXED DRINKS</u> <u>PRACTICE:</u> Procedure of Service & Preparation of Cocktails. (Stirred, Shaken, Built-up/Layered, Blended & Muddled)	12
	Procedure of Service & Preparation of Mocktails.	02
	TOTAL PRACTICAL HOURS	60


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Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr. No.	Evaluation type	Marks
1	Two assignments/ case study/ projects	20
2	One class test (multiple choice questions objective)	10
3	Active participation in routine class instructional deliveries (case studies/ seminars/ presentation)	05
4	Overall conduct as a responsible student, manners, skill, in articulation, leadership qualities demonstrated through organizing co-curricular activities, etc.	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):-

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15


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Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

(a) Internal assessment- 20 marks

Sr. No.	Evaluation type	Marks
1	Two best practical	10
2	Journal	05
3	Viva	05
		20

(b) Semester end assessment - 30 marks

- A candidate will be given a menu to compile and laying table for it.
- Assessment will be done as follows

Journal	Grooming	Service of Alcoholic Beverages	Menu Planning	Cover laying	Viva - voce
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10	10	10	10	10	10
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- Marks obtained out of 60 shall be converted to out of 30 to the next integer for final calculation.

FRONT OFFICE SEMESTER – III /IV (THEORY)

Name of the Programme	Duration	Semester	Course/Course Code
B.Sc. in Hospitality Studies	Six Semesters	III/IV	FRONT OFFICE III/IV(USHO 303)
Course Code	Title	Credits	
USHO303	FRONT OFFICE-III/IV	2	


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For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	--					
Credit	2	--					

Semester I – 15 weeks

THEORY					PRACTICAL				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02		--	--	--	--	--

OBJECTIVES:

At the end of semester III:-

The student is expected to possess knowledge and skills with respect to handling Group Reservations, Assigning Rooms, Check-in, Cashiering and Security Systems.

Contents of syllabus for USHO 303


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UNIT NO.	TOPICS	TOTAL NO. OF HOURS
I	Advanced Guest Cycle (Reservation, Assigning Rooms, Check-in) • Group (Tourist/ Conference/ Convention) • Crew (Airline- Layovers/ Cruise lines/ Cargo) • Regular Guests Special Attention Guests (Handle With Care, Single ladies, unaccompanied children, Sr. Citizens, Disabled Guest) ROOM CHANGE PROCEDURES • By Hotel (Upgrade/ Up sell) • By Guest (Discrepancy/ Personal Preference)	15


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II.	HANDLING OF COMPLAINTS - Types of Complaints(Service related/ Attitudinal/ Mechanical/ Unusual complaints) - Guidelines to handle complaints FRONT OFFICE ACCOUNTING SYSTEM AND SETTLEMENT - Guest and Non Guest Folio - Types of Folio - Types of Vouchers - City Ledger - Billing Procedure instruction - Methods of settlement(Cash/ CC- Direct currency converter/ BTC/ TAV/ PSO/ COMP Voucher)	15
III.	SECURITY SYSTEMS IN HOTELS - Fire Alarm Systems - Burglar Alarm Systems - Electronic Locking Systems TERMINOLOGY	15
	TOTAL THEORY HOURS	45

REFERENCE BOOKS:-

Name of the book	Author	Publisher	Place of Publication


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Jatashankar Tiwari	Front Office Management	Oxford University Press	New Delhi
Andrews, Sudhir	Hotel Front Office Training Manual	The Tata M'cGraw Hill	New Delhi
Kasavana, Michael & Brooks, Richard	Managing Front Office Operations	AHMA	USA
Baker & Bradley	Principles of Hotel front Office Operations	Cassell	London
Deveau, insley & deveav, Patricia	Front Office Management and Operations (2)	Prentice Hall	NEW JERSEY
Bullied, An Ritchie, Caroline	Reception	Stanley Thornes	london
Chakravarti, B.K.	Front Office Management In Hotel	BNS Publishers	New Delhi
Braham, Bruce	Hotel Front Office	Hutchinson	London
Ford, Robert & Heaton, Cherrill	Managing the guest Experience	Delmar Publishers	London
Bardi,James	Hotel Front office Management	John wiley & sons	new Jersey


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Huyton Jeremy & Baker Sue	Case Studies in Rooms Operations and Management	Hospitality Press P Ltd.	Melbourne
Bhatnagar S.K.	Front office Management	Frank Bros & Co.	New delhi
Andrews, Sudhir	Hotel Front Office Training Manual(latest ed)	The Tata M'cGraw Hill	New delhi
Chakravarti B.K.	Front Office Management in Hotel	CBS Publisher	New Delhi
Chakravarti B.K.	Concept of Front Office Management	APH Publishing	New Delhi
	India(Tourist Guide)	Lonely Planet	

Scheme of Examination (Theory)

(b) Internal assessment- 40 marks

Sr. No.	Evaluation type	Marks
1	Two assignments/ case study/ projects	20


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2	One class test (multiple choice questions objective)	10
3	Active participation in routine class instructional deliveries (case studies/ seminars/ presentation)	05
4	Overall conduct as a responsible student, manners, skill, in articulation, leadership qualities demonstrated through organizing co-curricular activities, etc.	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):-

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60


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- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

HOUSEKEEPING SEMESTER – III / IV (THEORY)

Name of the Programme	Duration	Semester	Course/C ourse Code
B.Sc. in Hospitality Studies	Six Semesters	III/IV	Housekee ping III(USHO 304)
Course Code	Title	Credits	
USHO304	Housekeeping-III	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	--					
Credit	2	--					


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Semester III / IV – 15 weeks Semester I – 15 weeks

THEORY				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02	

OBJECTIVES:

At the end of semester III / IV:-

- The student will be able to explain various operational procedures and formats pertaining to linen, uniforms, and laundry.
- The student will be able to create formats and design layouts of linen room, uniform room and laundry.
- The student will be able to create Flower Arrangements for various occasions and locations.
- The student will be able to plan and implement décor for special occasions.

Contents of syllabus for USHO 304

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
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I.	1. LINEN ROOM OPERATIONS 1.1 Introduction, classification and sizes of linen 1.2 Selection criteria for linen 1.3 Calculation of linen requirement – Par stock 1.4 Purchase of linen 1.5 Layout and equipment in linen room 1.6 Activities in linen room 1.7 Linen control 1.7.1 Linen exchange procedure 1.7.2 Inventory control – Procedures and records 1.7.3 Recycling of condemned linen 1.8 Linen hire 1.9 Glossary	10
	2. FORMATS 2.1 Linen Exchange Slip 2.2 Purchase Index Card 2.3 Linen Replenishment Slip 2.4 Master Inventory Sheet – Linen/Uniforms/F&B Linen 2.5 Floor Inventory Sheet 2.6 Stock Register 2.7 Linen Discard Sheet 2.8 Lost Linen Record 2.9 Laundry List	05
II	1. UNIFORM AND SEWING ROOM 1.1 Importance of uniforms 1.2 Designing of uniform, Selection criteria (Functional	05


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	& Aesthetic) 1.3 Layout of uniform room 1.4 Issuing and exchange of uniforms 1.5 Storage of uniforms 1.6 Importance and activities of sewing room	
	2. LAUNDRY OPERATIONS 2.1 Introduction to laundry operations 2.2 Types of laundries – Commercial / In house (OPL) 2.3 Advantages and Disadvantages of OPL 2.4 Laundry agents 2.5 Laundry equipments 2.6 Layout of laundry 2.7 Laundry process – On Premises and Off Premises 2.7.1 Wash cycle 2.7.2 Coordination between laundry and linen room 2.8 Stain removal methods 2.9 Dry cleaning – Chemicals and Process 2.10 Handling Guest Laundry/Valet Service 2.11 Glossary	10


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III	1. FLOWER ARRANGEMENT	
	1.1 Introduction to Flower Arrangement	
	1.2 Flower arrangement materials – Flowers, Fillers, and equipments, tools, accessories	
	1.3 Selection, care and conditioning of plant material	10
	1.4 styles of flower arrangements – Western, Free style, Abstract, Oriental (Ikebana)	
	1.5 Principles of Western flower arrangement	
	1.6 Glossary	
	2. ERGONOMICS IN HOUSEKEEPING	05
	TOTAL THEORY HOURS	45

- 1 Hotel Housekeeping Operations and Management – G. Raghubalan & Smritee Raghubalan – Oxford University Press.
- 2 Housekeeping Operations, Design and Management – Malini Singh & Jaya B. George – Jaico Publications.
- 3 Housekeeping Management – Margaret Kappa, Aleta Nitschken, Patricia B. Schappert – A.H. & L.A.
- 4 Textiles – Fiber to Fabric – Bernard P. Corbman
Library of congress category
- 5 Stain Removal – Stephanie Zia – Bounty Books
- 6 Professional Management of Housekeeping Operations – Thomas J. A. Jones – John Wiley & Sons
- 7 Flower Arranging – Joyce Rogers – Paul Hamlyn London
- 8 Textile and Laundry in Hotel Industry - Dr. D.K.Agrawal - Aman Publications
- 9 The Art of Flower Arranging - Ian Hall & Sarah Waterkeyn - Smithmark Publications
- 10 Creative Flower Arranging - Tamaris Ryan - Tiger Books International, [London](#)


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- 11 The World of Flower Arranging - Barbara Pearce - Optimum Books
12 Flower Arrangement. Expert :- Dr. D G Hessayon - British Library , Tranworld Publishers

HOUSEKEEPING SEMESTER - III / IV (ASSIGNMENTS)

Out of the following given options each student needs to work on both.

SR. No.	TOPIC FOR ASSIGNMENTS	MARKS
1.	Uniform designing OR Flower arrangement – Rates of flowers, different types of flowers and foliage. Significance of flowers used for various occasions such as baby shower, wedding, religious function, festivals etc (students need to work on any 4 occasions)	10
2.	Special decorations for different Theme Events (Group assignment) as per • Planning • Costing • Purchasing • Implementing	10


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Scheme of Examination (Theory)

(c) Internal assessment- 40 marks

Sr. No.	Evaluation type	Marks
1	Two assignments/ case study/ projects	20
2	One class test (multiple choice questions objective)	10
3	Active participation in routine class instructional deliveries (case studies/ seminars/ presentation)	05
4	Overall conduct as a responsible student, manners, skill, in articulation, leadership qualities demonstrated through organizing co-curricular activities, etc.	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):-

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15


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Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.


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ROOMS DIVISION MANAGEMENT –III (PRACTICAL)

Name of the Programme	Duration	Semester	Course/Course Code
B.Sc. in Hospitality Studies	Six Semesters	III/IV	RDM-I Practical-USHO305
Course Code	Title	Credits	
USHO305	RDM-Practical-III	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	--	4					
Credit	--	2					

Semester I – 15 weeks

THEORY					PRACTICAL				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks
--	--	--	--	--	4	60	10	02	--


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Contents of syllabus for USHO 305

FRONT OFFICE PRACTICAL- III

Note: Formats to be taken from MIS and to be practised in Front office Practicals.

Sr.	Topic	Hr
1	SELECTION OF THE FRONT OFFICE MANAGEMENT SYSTEM Software –Shawmans Property Management System- Amadeus. Fidelio	5
2	ROOM MANAGEMENT SOFTWARE Room Inventory, Room Status availability	5
3	REGISTRATION Reservation/ Guest data (profile) GHC, Reports /self check-in	5
4	POSTING Paid Out/ Miscellaneous Voucher, Telephone, Display Folio (bill), Reports	5
5	CALL ACCOUNTING Guest Information/ Employee Information/ Post Charges/ Messages/ Wake Calls	5


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6	CHECK OUT Folio /Adjustment/ Cashier/ Back Office Guest History	5
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HOUSEKEEPING (PRACTICAL) –III/IV

SR. NO.	PRACTICALS	HOURS
1	STAIN REMOVAL - Ink - Tea/Coffee - Juice - Lipstick/nail polish - Curry - Shoe polish - Oil / grease - Chewing gum - Hair dye - Henna/Mehendi - Blood/Chocolate - Urine/Vomit	6
2	FLOWER ARRANGEMENT - Ikebana/Western/Free style - Demo - individual (any one)	10
3	IRONING	4
4	VARIOUS STITCHES - Straight/Running stitch - Hemming - Button and buttonhole - Hook and eye	4


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5	UNIFORM DESIGNING	6
	TOTAL PRACTICAL HOURS	30

Conduct of Practical Examination

(a) Internal assessment- 20 marks

Sr. No.	Evaluation type	Marks
1	Two best practical	10
2	Journal	05
3	Viva	05
		20

(b) Semester end assessment - 30 marks

- A candidate will be given a 2 activities bed making and polishing or special cleaning of any surface or area
- Assessment will be done as follows

Journal	Grooming	Work sheet	Activity One	Activity Two	Viva-Voce
10	10	10	10	10	10

- Marks obtained out of 60 shall be converted to out of 30 to the next integer for final calculation.


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HOTEL ACCOUNTANCY & COST CONTROL

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B.Sc. in Hospitality Studies	Six Semesters	III/IV	HOTEL ACCOUNTANCY & COST CONTROL (USHO 306)
Course Code	Title	Credits	
USHO 306	HOTEL ACCOUNTANCY & COST CONTROL	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	--					
Credit	2	--					

Semester I – 15 weeks


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THEORY					PRACTICAL				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02		--	--	--	--	--

Contents of syllabus for USHO 306

SEMESTER – III/IV

Sr.	Topic	Hr	Marks
1	Unit - I <u>Company Accounts</u> - Preparation of Company Final Accounts i.e.Trading Account , Profit & Loss Accounts, Profit & Loss Appropriation Account & Balance Sheet with adjustments in accordance with Provisions of the Companies Act. - Practical Problems in horizontal format - Adjustment – - Closing stock - O/S exp - Prepaid exp - Depreciation - Prov. For tax - Bad debts - Trans to Res.	12	


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	8. Prop. Div.		
2.	<u>Allowances & Visitors Paid outs:</u> • What are Allowances & Visitors Paid outs? • Difference between Discounts & Allowances. • Formats of Allowance & Visitors paid outs.	3	
1.	Unit - II <u>The Guest Weekly Bill & Visitors Tabular Ledger</u> • Importance, Purpose, layout & format of Guest weekly Bill & Visitors Tabular ledger. • Practical Problems on Guest weekly bill	7	
2.	<u>Uniform System of Accounting for Lodging Industry</u> • Importance, uses & approach • Income statement as per uniform system of accounts in lodging industry – scheduler –Rooms, F & B, laundry dept only. • Practical Problems	8	
1.	Unit - III <u>Internal Audit, Statutory Audit & Night Audit</u> • Introduction to Internal Audit & Statutory Audit • Distinction between Internal Audit & Statutory Audit • Importance, Purpose & advantages of Night Audit & daily Revenue Report. • Functions & Duties of Night Auditor	4	
2.	<u>Food & Beverage Cost Control:</u> Steps in Food & Beverage Control : Purchasing , Receiving, Storing, Issuing, Preparing & Selling. Formats of Purchase Requisition, Purchase order, Delivery Challan, Bin-card, K.O.T, K.O.T Analysis, Restaurant Bill, Food cost	4	


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	Report		
3.	<u>Standard Costing & Variance Analysis</u> • Advantages & Limitations of Standard Costing • Variance Analysis • Material Variances: Material Cost Variance, Material Price variance & Material Usage (quantity variance) • Labour Variances – Labour cost variance, Labour Rate variance & Labour Efficiency variance. • Practical Problems	7	

Scheme of Examination (Theory)

(d) Internal assessment- 40 marks

Sr. No.	Evaluation type	Marks
1	Two assignments/ case study/ projects	20
2	One class test (multiple choice questions objective)	10
3	Active participation in routine class instructional deliveries (case studies/ seminars/ presentation)	05
4	Overall conduct as a responsible student, manners, skill, in articulation, leadership qualities demonstrated through organizing co-curricular activities, etc.	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):-


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Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.


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HOSPITALITY LAW & HUMAN RESOURCE MANAGEMENT

SEMESTER – III/IV (THEORY)

Name of the Programme	Duration	Semester	Course/Course Code
B.Sc. in Hospitality Studies	Six Semesters	III /IV	HOSPITALITY LAW & HUMAN RESOURCE MANAGEMENT (USHO 307)
Course Code	Title	Credits	
USHO 307	HOSPITALITY LAW & HUMAN RESOURCE MANAGEMENT	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual	3	--					


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SEMESTER – III/IV

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Contact							
Credit	2	--					

Semester III / IV – 15 weeks Semester I – 15 weeks

THEORY				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02	

Contents of syllabus for USHO 307

Semester III /IV – 15 weeks

UNIT NO.	TOPICS	TOTAL NO. OF HOURS
I	1. SOURCES OF LAW 1.1 Definition: Law 1.2 Sources of Indian Law 1.3 Preamble to the Indian Constitution 1.4 Fundamental Rights and Fundamental Duties	01


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	2. LAW OF CONTRACT 2.1 Definition: Contract. 2.2 Difference between Agreement and Contract 2.3 Essentials of Valid Contract. 2.4 Contract of Indemnity and Contract of Guarantee.	02


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	3. LAW OF AGENCY 3.1 Definition: Agency, Agent and Principal. 3.2 Rights and Duties of Principal and Agent	01
	4. LAW OF BAILMENT 4.1 Definition and Nature of Bailment. 4.2 Rights and Duties of the Bailor and Bailee.	01
	5. CONSUMER PROTECTION ACT 5.1 Objectives of the Act, 5.2 Definition: Consumer, Goods/Service, Consumer Complaint, Consumer Dispute, Deficiency, Defect	01
	6. PREVENTION OF FOOD ADULTERATION ACT 6.1 Definition: Food, Adulterant, Adulteration, Misbranding and Label 6.2 Food Inspector - Powers and Duties 6.3 Procedure to be followed by Food Inspectors	02
	7. INDUSTRIAL DISPUTES ACT 7.1 Objectives and Applicability 7.2 Definition: Industry, Workmen, Industrial Dispute, Strike, Layoff, Lockout, Closure, Misconduct 7.3 Causes and Effects of Industrial Dispute 7.4 Kinds of Punishments: Minor and Major	03
	8. INDUSTRIAL EMPLOYMENT (STANDING ORDERS) ACT 8.1 Definition: Standing Orders 8.2 Model Standing Orders 8.3 Procedure for Disciplinary Action	02


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	9. FACTORIES ACT 9.1 Definition: Factory, Occupier 9.2 General Duties of the Occupier. 9.3 Health, Safety and Welfare Provisions	
	10. BOMBAY SHOPS AND ESTABLISHMENTS ACT 10.1 Definition of Establishment, Commercial Establishment 10.2 Procedure for Registration. 10.3 Working hours	


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UNIT NO.	TOPICS	TOTAL NO. OF HOURS
II	Human Resource Development 1.4.1 Introduction to Human Resource Development 1.4.2 Evolution of Human Resource Management 1.4.3 Importance of Human Resource Management 1.4.4 HRD Culture and Climate Job Analysis and Job Design – Meaning and Definition of Job Analysis – Job Analysis Objectives and Process of Job Analysis Job Description Job Specification – Job Design Factors affecting Job Design Approaches to Job Design Human Resource Planning	15


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	– Introduction to Human Resource Planning (Definition and Concept) – Human Resource – Planning Process HR Demand Forecast HR Supply Forecast Measurement in Human Resource Planning Sub Topics – Human Resource Information System (HRIS) – Human Resource Audit	
III	Action Area – Recruitment and Selection – Orientation and Placement – Training and Development On the job training Off the job training – Performance Appraisal Meaning and Purpose Limitations of Performance Appraisal Methods of Job Appraisal – Transfer, Promotion and Reward Policies	15


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	Challenges of Human Resource Management – Absenteeism and Turnover – Balancing work with Life – Managing Diversity – Ethical Issues in HRM	
	TOTAL THEORY HOURS	45

REFERENCE

Name of the Book	Author	Publisher	Place of Publication	Year
Human Resource Development	David Mankin	Oxford University Press	New York	2009
Human Resource and Personnel Management (Text and Cases);	K.Aswathapa	Tata Mc Graw Hill	New Delhi	2005
Human Resource Management	Michael Vaz			


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Elements of Commercial Law	Mr. N D Kapoor	Sultanchand		
Business Law	Mr. P C Tulsian			
Business Law	Venkataraman Kalaivani	Vipul Prakashan		
Bombay Rents, Hotel and Lodging House Rates Control Act 1947				
Prevention of Food Adulteration Act, 1954				
Bombay Shops & Establishments Act, 1948				

Scheme of Examination (Theory)

(e) Internal assessment- 40 marks

Sr. No.	Evaluation type	Marks
1	Two assignments/ case study/ projects	20
2	One class test (multiple choice questions objective)	10
3	Active participation in routine class instructional deliveries (case studies/ seminars/ presentation)	05


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4	Overall conduct as a responsible student, manners, skill, in articulation, leadership qualities demonstrated through organizing co-curricular activities, etc.	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):-

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.


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SEMESTER – III/IV

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MANAGEMENT INFORMATION SYSTEMS

Name of the Programme	Duration	Semester	Course/Course Code
B.Sc. in Hospitality Studies	Six Semesters	III/IV	MANAGEMENT INFORMATION SYSTEMS (USHO 308)
Course Code	Title	Credits	
USHO 308	MANAGEMENT INFORMATION SYSTEMS	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	--					
Credit	2	--					

Semester III/IV – 15 weeks


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THEORY					PRACTICAL				
Hours / week	Total Hours	Notional Hours	Credits	Total Marks	Hours / week	Total Hours	Notional Hours	Credits	Total Marks
03	45	25	02		--	--	--	--	--

Contents of syllabus for USHO 308

(SEMESTER – III/IV) – 15 Weeks

Objective: To equip the student with the required knowledge to understand the theory and practical aspects of the functioning of the systems department of a hotel with focus on skills development in handling Property Management Systems software.

(Theory – 45 Hrs)

UNIT 1

15 Hrs

Management Information Systems

- Definition of MIS
- MIS Personnel
- Managing multi processor environments
- MIS security issues


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Selecting and Implementing Computer systems

- Analysing current information needs
- Collecting sales information
- Establishing system requirements
- Requesting proposals from vendors
- Contract negotiation

UNIT 2

15 Hrs

Reservation Systems

- E-Distribution systems
- Intersell agencies
- Central Reservation Systems
- Property Level Reservation systems
- Reservations through the internet

Rooms Management and Guest Accounting Applications

- Room Management Module
- Guest Accounting Module

Point of Sale Technologies

- POS Order entry units
- POS Printers
- Accounts Settlement


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- Managing Guest Accounts
- POS Software
- Automated Beverage control systems

UNIT 3

15 Hrs

Food & Beverage Management Applications

- Recipe Management
- Sales Analysis
- Menu Management
- Integrated Food Service software
- Automated Beverage system reports

Sales & Catering Applications

- Hotel Sales Office Automation
- Revenue Management
- Catering Software

(Practical 15 Hrs)

Sr.	Topic	Hr
1	Suggested Softwares to be used for Practical Purposes	15 Hrs


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	a. Opera b. Amadeus c. Fidelio d. IDS e. Shawman <u>Standard PMS Exercises</u> a. Creating a Profile of a guest b. Creating a reservation record c. Creating a registration record d. Shortcut keys e. Manual Posting of vouchers f. Billing g. Report Generation	
--	---	--

Scheme of Examination (Theory)

(f) Internal assessment- 40 marks

Sr. No.	Evaluation type	Marks
1	Two assignments/ case study/ projects	20
2	One class test (multiple choice questions objective)	10
3	Active participation in routine class instructional deliveries (case studies/ seminars/ presentation)	05


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4	Overall conduct as a responsible student, manners, skill, in articulation, leadership qualities demonstrated through organizing co-curricular activities, etc.	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):-

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.


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The Industrial training semester will be a minimum of 20 weeks. This is required as students need minimum 4 weeks exposure to each of the core departments.(Kitchen, Food & Beverage Service, Front Office & Housekeeping. The Training hours are calculated on the basis of 6 days a week and minimum 8 hours per

Semester IV - B.Sc. Hospitality Studies

Course Code	Subject	Class Room Instruction Face to Face									Notional				Credits			
		Per Week			Per Sem			Per Sem Hrs										
		L	P	T	L	P	T	L	P	T	L	P	T	Total	L	P	T	Total
USHO401	Industrial Exposure Training	-	48	-		960	-	-	960			40		1000	-	20	-	20
	Total	-	48			960	-	-	960			40		1000	-	20	-	20
L one lecture / period of 60 minutes (1 hr.)		P																
Notional includes time spent in library / home / other institutions for preparation and writing of assignments, quizzes, open book test, journal, case studies, project, practical, field work, excursion, etc.																		



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SEMESTER – VI

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INDUSTRIAL TRAINING – USHO 401

Semester - IV

1. Exposure to Industrial Training is an integral part of the 4th semester. The class would be divided into two groups or as the case may be. The 20 weeks industrial training would be divided into all the major departments of the hotel.
2. Industrial Training will require an input of 120 working days i.e. (20 weeks x 06 days = 120 days).


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SEMESTER – VI

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3. For award of marks, 50% marks of IT would be on the basis of feed-back from the industry in a prescribed Performance Appraisal Form (PAF). It will be the students responsibility to get this feed-back / assessment form completed from departments of the hotel for submission to the institute at the end of Industrial Training. For the remaining 50% marks(10%-Presentation Skills,10% Viva, 10% Log Book and 20% Training Report) students would be assessed on the basis of seminar / presentation before a select panel. A hard copy of the report will also have to be submitted to the panel.
4. Responsibilities of Institute, hotel and the student / trainee with aims & objectives have been prescribed for adherence.
5. Once the student has been selected / deputed for industrial Training by the institute, he / she shall not be permitted to undergo IT elsewhere. In case students make direct arrangements with the hotel for Industrial Training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek Industrial Training on their own.


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Semester VI - B. Sc. (Hospitality Studies)
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Course Code	UNIVERSITY OF MUMBAI – B.Sc.(Hospitality Studies)												Credits		Total
	SEMESTER – VI												Marks		
	Per Week			Per Semester			Per Semester			Total	TH	PR			
	L P T			L P T			L P T								


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USHO601	Organizational Behaviour	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO602	Strategic Management	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO603	Event Planning, Marketing & Management	-	4	-	-	60	-	-	60	-	60		100	-	2	-	2
USHO604	Core Elective (Any TWO)	6	16	-	90	240	-	90	240	-	330	200	400	4	8	-	12
USHO614	Advanced Food Production	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO624	Advanced Food & Beverage Operations Management	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO634	Advanced Housekeeping	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO644	Advanced Front Office	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO654	Advanced Bakery & Confectionery	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO605	Allied Elective (Any ONE)	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2


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USHO615	Revenue Management	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO625	Foreign Language (French)	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO635	Services Marketing	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO645	Financial Management	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO655	Strategic Human Resource Management	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
Total		15	16	-	225	240	-	225	240	-	525	500	500	10	10	-	20
L one lecture / period of 60 minutes (1 hr.) P Practical T Tutorial																	


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ORGANIZATIONAL BEHAVIOUR (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Organizational Behaviour (USHO 601)
Course Code	Title	Credits	
USHO601	Organizational Behaviour	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 601	Organizational Behaviour	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02


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OBJECTIVES:

- The objective of Organizational Behaviour is to provide students with the opportunity to diagnose Individual and Group Behaviour.
- The study of Structure, Motivation & Change helps to develop skills in improving individual and group performance in entrepreneurial and established ventures.
- To develop the overall personality and sustain in the dynamic environment.

Contents of syllabus for USHO601

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Introduction to Organizational Behaviour 1.1 Definition of Organizational Behaviour 1.2 What Managers Do 1.2.1 Management Functions 1.2.2 Management Roles 1.2.3 Management Skills 1.2.4 Effective v/s Successful Managerial activities 1.3 Disciplines that contribute to the Organizational Behaviour field 1.4 Individual Behaviour 1.4.1 Ability 1.4.2 Biographical characteristics 1.4.3 Learning & Process of Learning 1.4.4 Introduction & Importance to Perception, Values & Attitude 1.4.5 Personality & Its Determinants 1.5 Group Behaviour 1.5.1 Types of Groups 1.5.2 The Five stage model (Group Dynamics / Development)	15	15
	2	Organizational Structure 2.1 What is Organizational Structure 2.1.1 Six Elements of organizational structure 2.2 Organizational Designs		


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		2.2.1 Common Organizational Designs (Simple, Bureaucratic, Matrix)		
		2.2.2 New Design options (Virtual, Team, Boundaryless)		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Motivational Concepts 3.1 Define Motivation 3.2 Early Theories of Motivation 3.2.1 Maslow Abraham's Hierarchy of Needs theory 3.2.2 Douglas McGregor's Theory X & Theory Y 3.2.3 Fredrick Herzberg's Two Factor Theory 3.2.4 Mc Clelland's Theory of Needs 3.3 Contemporary Theories of Motivation 3.3.1 Cognitive Evaluation Theory (Definition) 3.3.2 Goal setting Theory (Definition) 3.3.3 Self Efficacy Theory (Definition) 3.3.4 Reinforcement Theory (Definition) 3.3.5 Equity Theory (Definition) 3.3.6 Expectancy Theory (Definition) 3.4 Leadership & Types of Leadership	15	15
	4	Stress Management 4.1 What is Stress? 4.2 Potential Sources of stress 4.3 Consequences of Stress 4.4 Managing stress 4.5 Introduction to Quality of Work Life		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	5	Organizational Change	15	15

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		5.1 What is change? 5.2 Elements / Factors of Change (External & Internal) 5.3 Planned Change 5.4 Resistance to change 5.5 Overcoming Resistance to Change 5.6 Approaches to Managing Organizational change 5.6.1 Lewin's 3 step model 5.6.2 Action Research 5.6.3 Meaning of Organizational Development & Techniques / Intervention 5.7 Introduction to Diversity & Managing Diversity		
	6	Conflict Management 6.1 Definition of Conflict 6.2 Sources & Types of Conflict 6.3 Conflict Management Styles 6.4 Power and Politics 6.4.1 Concept & Basis of Power 6.4.2 Organization Politics		

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

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(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

Sixth Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. Stephen P. Robbins, Timothy A. Judge, Seema Sanghi; (2010); *Organizational Behavior*; Tenth Edition; Pearson Education Publication
2. Fred Luthans; (2007); *Organizational Behavior*; Eleventh Edition; McGraw Hill Publication
3. Udai Pareek; (2011); *Understanding Organizational Behaviour*; Third Edition ; Oxford Publication
4. S S Khanka; (2012); *Organizational Behaviour Text & Cases*; Fourth Edition ; S Chand & Co. Limited
5. Uma Sekaran; (2004); *Organizational Behaviour Text & Cases*; Second Edition ; McGraw Hill


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STRATEGIC MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Strategic Management (USHO 602)
Course Code	Title	Credits	
USHO602	Strategic Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 602	Strategic Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02


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OBJECTIVES:

At the end of semester VI:

- The students will identify the operating strategy of the organization.
- Develop skills in decision making
- Students will be able to strategize and participate in policy making.

Contents of syllabus for USHO602

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Introduction to Strategic management 1.1 Definition – Strategy, Strategic Management and its relevance 1.2 Process of Strategic Management 1.3 Levels of Strategy : Corporate, Divisional Business, Operational or Functional 1.4 7 'S' Frame Work	15	15
	2	Strategic Intent 2.1 Vision , Mission, Business definition, Goals and Objectives 2.2 Mission Statement and its Characteristics 2.3 Corporate Social Responsibility		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Environmental Analysis 3.1 Concept of Organizational Environment : Internal and External Environment 3.2 Process of SWOT analysis 3.3 Need for Environmental analysis (External Environment)	15	15


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		3.4 External Factor Evaluation Matrix (EFE)		
	4	Organizational Appraisal 4.1 Dynamics of Internal Environment 4.2 Six Organizational Capability factors 4.3 Internal Factor Evaluation Matrix (IFE) 4.4 Competitive Profile Matrix (CPM) 4.5 Industry Analysis (Porter's Five Force Analysis)		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	5	Strategy Formulation 5.1 Types of Strategy 5.1.1 Intensification Strategies : 5.1.1.1 Market penetration 5.1.1.2 Market Development 5.1.1.3 New Product Development 5.1.1.4 Innovation 5.1.2 Integrative Strategies: 5.1.2.1 Horizontal 5.1.2.2 Vertical 5.1.3 Diversification Strategies 5.1.3.1 Concentric (Related) 5.1.3.2 Conglomeratic (Unrelated) 5.1.4 Restructuring / Retrenchment Strategies: 5.1.4.1 Turnaround 5.1.4.2 Divestment 5.1.4.3 Liquidation 5.1.4.4 Merger 5.1.4.5 Acquisition (Take Over) 5.1.4.6 Joint Venture	15	15
	6	Strategic Evaluation 6.1 Nature and its importance 6.2 Process of Strategic Evaluation		

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Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic activities	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.


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- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	SWOT Analysis	10
2.	CSR (Case Study)	
3.	Strategy Formulation (Any ONE)	
4.	Industry Analysis	

REFERENCE BOOKS

1. Kazmi, A.(2011) *Strategic Management and Business Policy 3rd ed.*, The McGraw Hill Companies.
2. David,F.(2011) *Strategic Management Concept and Cases 13th ed.*, Pearson Education
3. Ramswamy ,V.S., Namakumari, S.(2007) *Strategic Planning Formulation of Corporate Strategy*, Macmillen
4. Srinivasan, R., (2006), *Strategic Management The Indian Context* , 2nd Prentice Hall of India
5. Enz,C., (2010), *Hospitality Strategic Management 2nd ed.* John Wiley and Sons, Inc.


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EVENT PLANNING, MARKETING & MANAGEMENT (Practical)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Event Planning, Marketing & Management (USHO 603)
Course Code	Title	Credits	
USHO603	Event Planning, Marketing & Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact		4					
Credit		2					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO	Event Planning, Marketing &	-	04	-	-	60	-	-	60	-	60	-	100	-	02	-	02


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603	Management															
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OBJECTIVES:

On successful completion of this course students will be able to:

- Apply Management Theories & Principles for Event management.
- Develop an ability to plan for conventions, seminars & events.
- Prepare financial reports and establish source of funding for a new operation.
- Plan events creatively and think strategically.
- Understand the financial, marketing, operational and strategic issues in setting up an event.
- Integrate approaches of time, money (capital), people and other resources.
- Understand the concept of Event Management.

Contents of syllabus for USHO603

Unit	Practical	Hours
1	1) Importance of Event Management 2) Financial Management (Projected, Estimated, Formats etc....) 3) Concept, Theme, Design & Interiors (Housekeeping) 4) Publicity, Promotion and Guest Relation (Front Office)	20
2	5) Revenue Generation (Sales & Marketing) 6) Production Planning & Menu Designing (Food Production) 7) Service, Planning & Delivery (Food & Beverage) 8) Entertainment, Licenses, Security etc.... (Management)	20
3	9) Industry Guest Speakers 10) Drafting of Reports 11) Final Report Presentation & Viva	20

Students need to prepare a Report of the Event, guidelines for the report is given below:


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No.	Particular
1	Title of the Event
2	Name of the Student
3	Designation of the Student for the Event
4	Department of Operation
5	Event Objectives / Purpose / Theme
6	Introduction to the Event (Reason for the Theme)
7	Estimated Budget / Projection (Should include all departments for Final Estimated Cost)
8	Estimated Departmental Budget Breakup
9	Target Audience / Market / Foot falls / Projected
10	Competitive Marketing Analysis
11	Sales & Marketing Activity • Generation of Funds for the Event • Projected Sponsors
12	Publicity & promotion Activity (e.g. Advertisement, Collateral, Newspaper, Hoarding's Radio, TV etc.
13	Student Organizational Chart
14	Student Departmental Chart
15	Role / Contribution of the Individual Student in the Respective Department
16	Challenges faced by the Individual student and overall team
17	Troubleshooting of challenges and problems.
18	Learning Outcome
19	Annexure (e.g. Pre or Post event Photographs, Charts, Diagrams, Invites, Formats,


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	Interviews etc.)
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Scheme of Examination

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	50
2	Laboratory Work (Continuous Assessment)	40
3	Journal	05
4	Viva	05
	Total	100

NOTE: University External Examiner will be from the pool of Examiners approved by the University of Mumbai.

REFERENCE BOOKS

1. Bowdin, Glenn & McDonnell, (1999), *Events Management*, Ian Elserier, Amsterdam
2. McDonnell Ian & Allan Johnny, (1999), *Festival and Special Event Management*, John Wiley & sons, New York
3. Tarlow Peter, (2002), *Event Risk Management and Safety*, John Wiley & Sons, New York
4. Otoole, William & Mikolaitis, Phyllis, (2002), *Corporate Event Project Management*, John Wiley & Sons, New York.
5. Lemaire Cindy & Walkar Mardi, (2006), *Start & Run an Event Planning Business*, Jaico Publishing House, Mumbai
6. Conway Des, (2004), *The Event Manager's Bible*, How to Books, UK.


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7. Goldblatt Joe, (1997), *Special Events*, John Wiley & Sons, New York


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ADVANCED FOOD PRODUCTION (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Food Production - (USHO 614)
Course Code	Title	Credits	
USHO614	Advanced Food Production	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 614	Advanced Food Production	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06


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OBJECTIVES:

- The objective is to get students to attain expertise in their culinary skills.
- To familiarize students on various aspects of kitchen management.
- To encourage and develop students to become independent entrepreneurs.

Contents of syllabus for USHO614

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Kitchen Management 1.1 Flow of work 1.2 Layout and design 1.3 Food Cost Control	15	15
	2	Kitchen Stewarding 2.1 Importance of kitchen stewarding. 2.2 Hierarchy of kitchen stewarding. 2.3 Functions of stewarding Manager. 2.4 Equipments found in stewarding department. 2.5 Garbage Disposal		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Sandwich 3.1 History of Sandwich 3.2 Components of a sandwich 3.3 Types of sandwich 3.4 Guidelines for preparation and storage of sandwich 3.5 Accompaniments and Dips	15	15
	4	Classical garnishes (25)		


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		A La Francaise	Alaska	Allemande
		Bercy	Bonne Femme	Bouquetiere (A la)
		Bourguignonne	Cardinal	Chasseur
		Colbert	Diable, Ala	Dieppoise
		Maltaise	Milanaise	Nantua
		Neapolitaine	Nicoise	Noisette
		Parisienne	Portugaise	Thermidor
		Veronique	Waldorf	Wellington
5	Horsd'oeuvres 5.1 Definition and history 5.2 Guidelines for the preparation of Hors d'oeuvres and Amuse Bouche. 5.3 International Hors d'oeuvres(Hot & Cold) 5.4 Russian, Italian, Spanish, English, Swedish, Indonesian, 5.5 Japanese, Greek			

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	6	Non Edible Displays 6.1 Ice-carving 6.2 Tallow sculpture 6.3 Fruit and vegetable displays 6.4 Salt dough 6.5 Thermocol work	15	15

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	6.6 Sugar & Chocolate Display		
7	Uses of wines, herbs and spices in cooking		
8	Organoleptic & sensory evaluation of food		
9	Contemporary cooking trends		
10	Culinary terms (100)		

• List of Culinary Terms –

1. Abetis	35. Cru	69. Gras double
2. Agneau	36. Cuillere	70. Grenodin
3. Aiguille – a – Piquer	37. Decouper	71. Gretter
4. Aiguille – e – Brider	38. Degorger	72. Grillede
5. Airallas	39. Demi – devil	73. Grosso piece
6. Aloyou	40. Denerver	74. Jombon
7. Arêtes	41. Denoyauter	75. Laitance
8. Ballotine	42. Doree	76. Lattue
9. Bavette	43. Douilles	77. Medallion
10. Bonne bouche	44. Eberber	78. Melange
11. Borde de lard	45. Ecaillage	79. Mignon
12. Bouchee or volauvents	46. Ecailler	80. Monter au beurre
13. Brider	47. Eeste	81. Moutarde
14. Broye	48. En croute	82. Navarin
15. Carapace	49. En papillote	83. Noisette
16. Cereasse	50. Epauale	84. Noix
17. Cerre	51. Epices	85. Os a Moelle
18. Cervelle	52. Eplucher	86. Rauget
19. Chapalure	53. Escargot	87. Rifroidir
20. Chauffroiter	54. Escrocote	88. Roghon
21. Chipolata	55. Estomac	89. Rognon
22. Clou de girofle	56. Farcir	90. Roulade



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23. Cochon de loit	57. Farine	91. Rouler
24. Contrefilet	58. Fender	92. Salpicon
25. Corbeille	59. Foncer	93. Saumure
26. Corjevil	60. Fouetter	94. Tasse
27. Cornichon	61. Frappe	95. Thon
28. Cotelette	62. Fricandelle	96. Timbale
29. Couronne	63. Gingembre	97. Trenche
30. Crapaudine	64. Glacire	98. Trencher
31. Creamux	65. Godiveau	99. Viande
32. Crepine	66. Gout	100. Vide
33. Crepinette	67. Graisse	
34. Croquant	68. Gras	

ADVANCED FOOD PRODUCTION (Practical)

Unit	Practical	Hours
1	1 High tea menu 2 Brunch 3 Breakfast 4 Festive 1 (Indian / International) 5 Festive 2 (Indian / International)	40


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	6 Festive 3 (Indian / International) 7 Mystery Basket for a cocktail menu with 3 starters (veg) 8 Mystery Basket for a cocktail menu with 3 starters (Non-veg) 9 Sushi 10 Dimsum	
2	11 Demo by Guest Chef 12 Demo by Guest Chef 13 Larder 1 14 Larder 2 15 Mystery Basket (Vegetable) 16 Five course menu (soup/salad/starter; Main course with 2 accompaniments and dessert) 17 Mystery Basket (Non -Vegetable) 18 course menu (soup/salad/starter; Main course with 2 accompaniments and dessert) 19 Mystery Basket (Non -Vegetable) 20 Five course menu (soup/salad/starter; Main course with 2 accompaniments and dessert)	40
3	21 Scandinavia 22 Malaysian 23 Indonesian 24 Fusion menu 1 25 Fusion menu 2 26 Indian street food 27 international street food 28 finger food 29 practice menu 30 mystery basket	40

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
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1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
Total		40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.


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Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	100
2	Laboratory Work (Continuous Assessment)	80
3	Journal	10
4	Viva	10
	Total	200

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ADVANCED FOOD & BEVERAGE OPERATIONS MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Food & Beverage Operations Management - (USHO 624)
Course Code	Title	Credits	
USHO624	Advanced Food & Beverage Operations Management	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO	Advanced Food &	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06


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624	Beverage Operations Management																
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OBJECTIVES:

At the end of semester VI the student will specialize & be able to:-

- Identify factors to create impulse buying; prepare, fillet, carve, flambé & finish food items from a Gueridon trolley.
- Plan & operate a Bar operation, Manage inventory and maintain records pertaining to beverage control.
- Understand and apply cost dynamics as related to the Food & Beverage industry.
- Demonstrate a detailed understanding of the various facets of the Food & Beverage cycle of control in the operational & post operational phase.

Contents of syllabus for USHO624

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Gueridon Service 1.1 Origin, history and definition 1.2 Factors to create impulse buying. 1.3 Advantages and disadvantages of Gueridon service 1.4 Principles of Gueridon service. 1.5 Flambé trolley & other trolleys (Carving, Cheese, Liqueur, Salad & Dessert).	15	15


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		1.6 Gueridon equipment & ingredients, Mise en place & Presentation.		
	2	Food and Beverage Management. 2.1 Objectives of Food & Beverage Management. 2.2 Food and Beverage Management/ Function 2.3 Cost and Market orientation		
	3	Food and Beverage Control 3.1 Objective of F& B Control. 3.2 Obstacles of F& B Control. 3.3 Food Control checklists. 3.4 Beverage Control checklist		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	Bar Operations 4.1 Definition & classification. 4.2 Layout & parts for Front of the house dispense bar. 4.3 Bar Thefts and frauds. (Nature and prevention.) 4.4 Records & Licenses maintained in a Bar (Naukarnama, Permit, TPIN, Bill book, & B.O.T.). 4.5 Basic policy decision 4.6 Financial policy 4.7 Marketing policy. 4.8 Catering policy	15	15

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	5	Cycle of control. 5.1 Operational phase 5.1.1 Purchasing 5.1.1.1 Methods of purchasing Food / Beverage. (Contract / Daily / Weekly/ Fortnight / Cash and Carry)	15	15


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		5.1.1.2 Selection of a supplier 5.1.1.3 Purchase specification 5.1.1.4 Purchase order. 5.1.2 Receiving 5.1.2.1 Quality inspection 5.1.2.2 Quantity inspection 5.1.2.3 Receiving records Maintained 5.1.3 Storing & Issuing 5.1.3.1 Bin card 5.1.3.2 Store ledger 5.1.3.3 Indent/ requisition 5.2 Post Operational Control: Management after the event phase. 5.2.1 Methods of Food control. 5.2.2 Methods of Beverage control 5.2.3 Detailed Daily Food cost report		
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ADVANCED FOOD & BEVERAGE OPERATIONS MANAGEMENT **(Practical)**

Unit	Practical	Hours	Marks
1	Practice: Demonstration & Preparation of any five (Gueridon or flambé) & tray set up for below listed Recipes. Recipes for 10 dishes. • Caesar salad. • Flambéed Consommé. • Scampi a la crème flambé • Steak Diane* • Steak* (with choice of sauces – pepper, red wine,	40	40


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	mushroom) • Crepes suzette • Pineapple Flambé / Banana Flambé • Irish Coffee / Cafe Serpentine • Omelette au rhum. • Roast Chicken/ Turkey/Duck/Lamb (Carving only) * BEEF may be substituted		
2	• Order taking Procedure and service in the Bar • Drawing the layout of Dispense Bar (Front of the house & back of the house) • Compiling of Bar Menu & Wine List. • Flair bartending & Mixology (screening of videos & practice)	40	40
3	Sommeliership:- Advanced techniques and skills 1 The Modern Bartender – (Art of Sommeliership and advanced bartending) 1.1 Alcoholic Beverages – An overview.(Wines, Beer, Spirits, Liqueurs, Cocktails) – (Classification, Definition, Types and styles, Service procedure) 1.2 Introduction to Sommelier (Definition, Attributes of a sommelier, Job responsibilities, Scope and careers of a sommelier) 1.3 Systematic Approach to Tasting (Tasting wheel). Storage and service of different styles of wines. (Red, White, Rose, Sparkling, Fortified) Old world and new world. 1.4 Wine Menu Planning for Restaurants, Bar and Pub. (Food and wine pairing – Basic considerations, Flavour intensity of food and the Wine, Sweetness, acidity and savoury flavors in food and key flavours in food and wine). Balancing wines - countries/price/varieties on the menu card. Talk lines and selling techniques of wines. The wine Label: Reading, understanding, explaining, selling. 1.5 Sommeliership	40	40



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	(Guidelines for a sommelier, Sommelier as a sales person, Product knowledge – strength of drink, Storage temperature, pouring of wine, safe opening of champagne, script for describing, access the character and quality of wine in relation to food pairing, Identify the origins, distribution, growing patterns, winemaking treatments and taste profile of the world's most noble and popular grape varieties and their wines, Analyze the customer/client's requirements and recommend food and wine pairings consistent with the requirements)		
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ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	Restaurant Managerial skills (Managing Lunch service, Tea Service)	20
2.	Collection of Bar Records	20
3.	Menu Planning for a Gueridon Service restaurant.	20
4.	Setting up of Bar (Pub/ Nightclub/ Discotheque)	20

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in	05


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	organizing related academic activities	
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	100
2	Laboratory Work (Continuous Assessment)	80


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3	Journal	10
4	Viva	10
	Total	200

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ADVANCED HOUSEKEEPING (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Housekeeping - (USHO 634)
Course Code	Title	Credits	
USHO634	Advanced Housekeeping	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 634	Advanced Housekeeping	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06


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OBJECTIVES:

At the end of semester VI:

- To plan and evaluate budgets.
- Create and evaluate the aspects of Interior Design in a Guest Room Layout.
- Plan and draw the layout of Guest Rooms to scale.
- Set up the housekeeping department of a new property and create a timeline for the countdown to the opening.
- Identify safety hazards and implement preventive and remedial measures.

Contents of syllabus for USHO634

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Budget and Budgetary Control 1.1 Introduction 1.2 Types of budgets 1.3 Budget planning process 1.3.1 Preparing the budget 1.3.2 Formats 1.4 Controlling expenses 1.5 Inventory control	15	15
	2	Supervisory Skills 2.1 Job Description and daily Routine of 2.1.1 Guest room Supervisor 2.1.2 Public Area Supervisor 2.1.3 Linen and Uniform Room Supervisor		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Preopening Property Operations	15	15


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		3.1 Setting up housekeeping 3.2 Countdown to opening 3.3 Preparing snagging list		
	4	Furniture and Accessories 4.1 Types 4.2 Selection 4.3 Care		
	5	Guestroom Layout 5.1 Planning room layouts (Twin / Double / Suite / Handicapped / Service Apartment) 5.2 Sizes of rooms		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	6	Risk and Environmental Management 6.1 Fire safety and accident prevention 6.1.1 Hazards 6.1.2 Prevention 6.1.3 Crisis handling 6.2 First Aid 6.3 Dealing with emergencies 6.3.1 Fire 6.3.2 Bomb threat 6.3.3 Death 6.3.4 Natural Disasters 6.4 Minimising theft 6.4.1 Guest theft 6.4.2 Employee theft	15	15


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ADVANCED HOUSEKEEPING (Practical)

Unit	Practical	Hours
1	1 Layouts 1.1 Guest room layouts and application of colour schemes 1.1.1 Twin Room 1.1.2 Double Room 1.1.3 Suite 1.1.4 For the physically challenged 1.2 Floor Pantry 1.3 Linen and Uniform Room 1.4 HK Department 2 Interior Designing 2.1 Guest room 2.2 Bathroom	40
2	3 Case study and Role play 4 Dealing with situations requiring First Aid 4.1 Burns 4.2 Cuts 4.3 Scalds 4.4 Falls 4.5 Electric Shocks 4.6 Bandages 5 Fire fighting	40
3	6 Advanced techniques of Flower Arrangements 7 Linen Origami 8 Housekeeping Supervisors' Daily Routine	40

ASSIGNMENTS


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Sr. No.	Topic for Assignments	Marks
1.	Suppliers in Mumbai for interiors – Furniture Soft furnishings etc.	10
2.	Samples / brochures / pictures and information for Soft Furnishings	10
3.	Preparing the HK budget for small/medium size hotels.	10

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic activities	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

First Semester (Duration 2 hrs.)


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Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	100
2	Laboratory Work (Continuous Assessment)	80
3	Journal	10
4	Viva	10
	Total	200

REFERENCE BOOKS

- 1 Raghubalan G., Raghubalan Smritee, 2007 - 2009, *Hotel Housekeeping Operations and Management*, second edition, Oxford University Press.


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- 4 Kasu Ahmed A., 1992, *An introduction to Art, craft, science, technique and profession of interior design*, third edition, Ashish Book Centre, Delhi.
- 5 Jones Thomas J.A., 2005, *Professional Management of Housekeeping Operations*, 4th edition, John Wiley & Sons.


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ADVANCED FRONT OFFICE (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Front Office - (USHO 644)
Course Code	Title	Credits	
USHO644	Advanced Front Office	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 644	Advanced Front Office	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06


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OBJECTIVES:

Students will be able to understand:

- Yield management and its application in the Hotel Industry.
- Measurement of Yield for Management Decision Making.
- Passport & Visa regulations.

Contents of syllabus for USHO644

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Yield Management 1.1 Introduction 1.2 Concept of Yield Management 1.2.1 Applications(Hospitality Industry) 1.3 Various strategies to maximise yield 1.3.1 Capacity Management, Discount Allocation, Duration Control 1.4 Measuring Yield 1.4.1 Potential Average Single Rate 1.4.2 Potential Average Double Rate 1.4.3 Multiple Occupancy Percentage 1.4.4 Rate Spread/ Rate Differential 1.4.5 Potential Average Rate 1.4.6 Room Rate Achievement Factor 1.4.7 Revenue Per Available Room (RevPAR) 1.4.8 Equivalent Occupancy 1.5 Elements of Yield Management 1.5.1 Group Room Sale (Group Booking Data, Group booking pace, Anticipated Group Business, Lead Time, Displacement of Transient Business) 1.5.1.1 Transient/ FIT Room Sales 1.5.1.2 Food and Beverage Activity 1.5.1.3 Local and Area-wide activities	15	15


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		1.5.1.4 Special Events 1.6 Using Yield Management 1.6.1 Potential High and Low Demand Tactics 1.7 Implementing Yield Strategies 1.7.1 Hurdle rate 1.7.2 Minimum length of stay 1.7.3 Close to arrival 1.7.4 Sell-through 1.8 Key Terms		
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Unit No.	Chapter No.	TOPIC	Hours	Marks
02	2	Passport and Visa 2.1 Passport 2.1.1 Definition and Types of Passport 2.1.2 Guidelines for Indian Passport Holders 2.1.3 Issue of New Passport 2.1.4 Renewal Of Passport 2.1.5 Passport for Minor 2.1.6 Replacement of Lost/ Damaged Passport (Duplicate) 2.1.7 Extension of short validity passport 2.1.8 Change of Name/ Surname after marriage 2.1.9 Change of appearance 2.1.10 Change in Date of Birth/ Place of Birth 2.1.11 Emergency Travel Document 2.1.12 Fee Structure 2.2 Visa 2.2.1 Definition and types of visas 2.2.2 Requirement for visa, 2.2.3 Tourist visa, 2.2.4 Collective visa, 2.2.5 Transient visa & exemption from registration 2.2.6 Other types of Visas 2.2.7 Business visa, 2.2.8 Student visa,	15	15

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		2.2.9 Conference visa, 2.2.10 Employment visa, 2.2.11 Recreation visa, 2.2.12 Research visa, 2.2.13 Missionary visa, 2.2.14 Landing Permit Facilities, 2.2.15 PIO card(Person of Indian Origin)		
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Unit No.	Chapter No.	TOPIC	Hours	Marks
03	3	Revenue Management Terms (100 Terms)	15	15
		1. 90-Day Forecast		
		2. Action Plan		
		3. Average Daily Rate (ADR).		
		4. Best Available Rate		
		5. Best-Rate Guarantee Program		
		6. Booking Pace		
		7. Brand Equity		
		8. Branding		
		9. Bundling		
		10. Cannibalization		
		11. Capacity		
		12. Central Reservation Office (CRO).		
		13. Central Reservation System		
		14. Channel		
		15. Channel Contribution Percentage		
		16. Closed Or Closed Out		
		17. Closed To Arrival		
		18. Competitive Advantage		
		19. Competitive Intelligence		
		20. Competitive Set		
		21. Customer-Centric Approach		
		22. Customer Relationship Management		
		23. Cut-Off Date		
		24. Data Mining		
		25. Decline Stage		
		26. Demand		
		27. Demand Drainer		
		28. Demand		
		29. Demand		
		30. Denial		

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		Forecasting	Generator		
		31. Discounting	32. Distressed Inventory	33. Dynamic Packaging	
		34. Elastic	35. Electronic Distribution	36. Environmental Scanning	
		37. Extended Stay Business	38. Fair Price	39. Fixed Costs	
		40. Flash Report	41. Forecasting	42. Forecasts	
		43. Full Pattern Length Of Stay Restriction	44. Global Distribution Systems	45. Group Business	
		46. Induce Trial	47. Inelastic	48. Internet Distribution System (IDS)	
		49. Introductory Stage	50. Inventory	51. Inventory Management	
		52. Law Of Demand	53. Law Of Supply	54. Long-Term Goals And Objectives	
		55. Long-Term Strategies	56. Lost Business	57. Loyalty Program	
		58. Managing Demand	59. Market Segmentation	60. Market Share	
		61. Market Skimming	62. Maximum Length Of Stay Restriction	63. Minimum Length Of Stay Restriction	
		64. Must-Stay Restriction	65. Net Rate	66. Off-Season	
		67. Pace	68. Peak Season	69. Perfectly Elastic	
		70. Perfectly Inelastic	71. Perishable	72. Pick-Up	
		73. Prestige Pricing	74. Price Elasticity Of Demand	75. Price Elasticity Of Supply	
		76. Price Leader	77. Promotional Pricing	78. Property Management System	
		79. Rack Rate	80. Rate Integrity	81. Regret.	
		82. Reservation Conversion Percentage	83. Run Of House	84. Short-Term 3 To 5-Day Forecast	
		85. Shortage	86. Shoulder Season	87. Stay Controls	
		88. Stay Pattern	89. Strategic	90. Strategy	


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			Revenue Management Process			
		91. SWOT Analysis	92. Tactics	93. Transient		
		94. Valley Season	95. Value-Based Pricing	96. Values		
		97. Wash Factor	98. Weak Season	99. Wholesale Rate		
		100. Yield Management				

ADVANCED FRONT OFFICE (Practical)

Unit	Practical	Hours
1	Role Play Activities: (Transient FIT's, Groups & Special Category Guest) • Pre-arrival stage • Arrival Stage • Occupancy • Departure	40
2	Handling Guest Complaints & Situations Theft, Drunken guest & Difficult guest, Bomb Threat, Fire, Death, Guest with Health Problems, Service related complaint, Black Listed Guest, Wake up call, Discrepancy in charges, Pet Policy.	40
3	Case Study (10 Case Studies)	40

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ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	Itinerary Planning (Indian / International)	10

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic activities	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory


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First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	100
2	Laboratory Work (Continuous Assessment)	80
3	Journal	10
4	Viva	10
	Total	200


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REFERENCE BOOKS

1. Andrews, Sudhir. (1995), *Hotel Front Office Training Manual*, The Tata M'cGraw Hill, New Delhi.
2. Andrews, Sudhir. (2007), *Front Office Management & Operations*, The Tata M'cGraw Hill, New Delhi.
3. Aggarwal Ravi, (2002), *Hotel Front Office*, Sublime Publications, Jaipur.
4. Bhatnagar S.K, (2002), *Front office Management*, Frank Bros & Co., New Delhi.
5. Chakravarti B.K.(1999), *Front Office Management in Hotel*, CBS Publisher, New Delhi.
6. Chakrawarti B.K., (2006), *Concept of Front Office Management*, APH Publishing, New Delhi.
7. Huyton Jeremy & Baker Sue, (2001), *Case Studies in Rooms Operations and Management*, Hospitality Press, Melbourne, Australia.
8. Singh R.K., (2006), *Front Office Management*, Aman Publication, New Delhi.
9. Tewari Jatashankar R., (2009), *Hotel Front Office Operations & Mgmt*, Oxford University Press, New Delhi.


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ADVANCED BAKERY & CONFECTIONERY (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Bakery & Confectionery - (USHO 654)
Course Code	Title	Credits	
USHO654	Advanced Bakery & Confectionery	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 654	Advanced Bakery & Confectionery	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06

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OBJECTIVES:

- To familiarize students on various aspects of bakery and confectionery management.
- To develop skilled professionals in bakery and confectionery for the hospitality industry.
- To develop students to become independent entrepreneurs.

Contents of syllabus for USHO654

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Basic Of Bakery and Patisserie Revision 1.1 Flour 1.2 Sugar 1.3 Leavening Agents 1.4 Fats & oils 1.5 Bread terms 1.6 Bread making	15	15
	2	Cake Making 2.1 Formula Balancing 2.2 08 golden rules of cake making 2.3 Methods of cake making 2.4 Physical & chemical changes 2.5 Cake faults & Precautionary methods		
	3	Frozen Desserts 3.1 Introduction and History 3.2 Types (Ices, Ice Milk and Ice Cream)- Spuma, Granita, Sorbet, Parfait, Casatta, semi-fredo, Gelato, Bombe, Frozen Yogurt. 3.3 Manufacturing & processing of ice-cream		


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Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	Meringues 4.1 Introduction 4.2 Types and methods 4.3 Precautions 4.4 Use and Storage	15	15
	5	Sugar Craft 5.1 Tools & Equipment 5.2 Sugar Craft Techniques 5.3 Flower making 5.4 Sugar garnishes 5.5 3D gum paste modelling 5.6 Wedding cake		
	6	Chocolate 6.1 History 6.2 Manufacturing process of chocolate & cocoa powder. 6.3 Types 6.4 Tempering 6.5 Use and storage		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	7	Icings and Toppings 7.1 Classification with advantages & disadvantages 7.2 Shelf life 7.3 Types	15	15
	8	Colours & Flavours 8.1 Types – (Normal & Artificial) 8.2 Rules given by FDA		
	9	International Desserts		


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		9.1 Names & Country of Origin		
		9.2 Glossary terms (bakery & confectionery)		

List of Glossary Terms:


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1. Angel Food Cake	34. Devil's Food Cake	67. Pate A Bombe
2. Baba	35. Dobos Torte	68. Pate brisee
3. Bagel	36. Docking	69. Pate Feuillate
4. Bagged	37. English Muffin	70. Pate Sablee
5. Baked Alaska	38. Focaccia	71. Pate Sucree
6. Baklava	39. Fougasse	72. Patisserie
7. Bloom	40. Frangipane	73. Petit Four
8. Buche De Noel	41. Frozen Mousse	74. Phyllo
9. Careme	42. Fruit Cobbler	75. Pithiviers
10. Ceme Patisserie	43. Galette	76. Pre – Ferment
11. Challah	44. Gateau St – Honore	77. Pullman Loaf
12. Charlotte	45. Gaufre	78. Quark
13. Charlotte	46. Gelato	79. Retarding
14. Charlotte Ring	47. Ice Cream	80. Sabayon
15. Chiffon Cake	48. Icebox	81. Sacher Torte
16. Chiffon Pie	49. Italian Meringue	82. Sacristian
17. Chocolate Couverture	50. Kirschtorte	83. Savarin
18. Ciabatta	51. Kungelhopf	84. Scones
19. Cobbler	52. Langue De Chat	85. Short cakes
20. Compote	53. Lattice	86. Short Dough
21. Conching	54. Lattice Crust	87. Shortbread
22. Confectionery	55. Leavening	88. Sorbet
23. Coulis	56. Linzertorte	89. Sorbetto
24. Coupe	57. Liqueurs And Fruit Alcohols	90. St – Honore
25. Couverture	58. Marshmallow	91. Stencil Paste
26. Cream of tartar	59. Mimosa	92. Strudel
27. Crème Anglaise	60. Mousseline	93. Tablage
28. Crème Bavaois	61. Naploen	94. Tarte Tatin
29. Crème Brulee	62. Nougatine	95. Tirami-su
30. Crème Chantilly	63. Opera Cake	96. Torte
31. Crème Chiboust	64. Panna Cotta	97. Trifle
32. Crème Fraiche	65. Pannetone	98. Tunneling
33. Dacquoise	66. Paris Brest	99. Vacherin
		100. Zabaglione



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ADVANCED BAKERY & CONFECTIONERY (Practical)

Unit	Practical	Hours																								
1	International Bread and Cakes 1. Foccacia, Grissini, Zuccoto 2. Panettone, Lavash, Mousse Cake 3. Pita, Epi, Cheese Cake (baked/chilled) 4. Stollen, Pretzels, Gateau Creole 5. Brioche, Ciabatta, Zebra Torte 6. Kugelhoppf, Bagels, Red Velvet with cream cheese frosting 7. Cottage Loaf, Monkey Bread, Truffle cake 8. Zopf, Fougasse, Opera cake 9. Mystery Basket 10. Mystery Basket	40																								
2	Pastries and Cookies – (One pastry and cookie per practical) <u>Pastry</u> <table border="1"> <tr> <td>1. Quiche Lorraine</td><td>4. Crumble</td><td>7. Strudel</td></tr> <tr> <td>2. Mud pie</td><td>5. Key lime pie</td><td>8. Brandy snap</td></tr> <tr> <td>3. Mississippi Mud pie</td><td>6. Baklava</td><td>9. Tulip</td></tr> <tr> <td></td><td></td><td>10. Danish/Croissant</td></tr> </table> <u>Cookies</u> <table border="1"> <tr> <td>1. Ginger bread</td><td>4. Ice box</td><td>7. Sheet</td></tr> <tr> <td>2. Stamped</td><td>5. Rolled</td><td>8. Foam</td></tr> <tr> <td>3. Piped</td><td>6. Dropped</td><td>9. Biscotti</td></tr> <tr> <td></td><td></td><td>10. Florentine</td></tr> </table>	1. Quiche Lorraine	4. Crumble	7. Strudel	2. Mud pie	5. Key lime pie	8. Brandy snap	3. Mississippi Mud pie	6. Baklava	9. Tulip			10. Danish/Croissant	1. Ginger bread	4. Ice box	7. Sheet	2. Stamped	5. Rolled	8. Foam	3. Piped	6. Dropped	9. Biscotti			10. Florentine	40
1. Quiche Lorraine	4. Crumble	7. Strudel																								
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2. Stamped	5. Rolled	8. Foam																								
3. Piped	6. Dropped	9. Biscotti																								
		10. Florentine																								
3	<u>Desserts with plate presentation and garnishes</u> <table border="1"> <tr> <td>1. Parfait/Granita</td><td>4. Pavlova/Vacherin</td><td>8. Wedding Cake</td></tr> </table>	1. Parfait/Granita	4. Pavlova/Vacherin	8. Wedding Cake	40																					
1. Parfait/Granita	4. Pavlova/Vacherin	8. Wedding Cake																								

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2. Chocolate lava	5. Croque-em-bouche	(Modeling,
3. Bombe/Baked Alaska	6. Wedding Cake (fruit cake and Marzipan)	Moulding and flowers)
	7. Wedding Cake (Fondant, pastillage)	9. Wedding Cake (royal icing)
		10. Wedding Cake (assembling)
<u>Plate Presentation & Artistry</u>		
1. Sauces	3. Compotes	5. Caramel sauce
2. Coulis	4. Fudge sauce	6. Crème anglaise
		7. Glaze
<u>Garnishes</u>		
1. Carved fruits & fruit basket	3. Snaps	5. Choux pastry
2. Tuille	4. Caramel	6. Chocolate
<u>Wedding Cakes –Thematic –(Formal /Informal)</u>		
1. Fruit cake	4. Royal Icing	6. Piping /Royal Icing Techniques
2. Marzipane	5. Pastillage (modeling & Moulding)	7. Flowers
3. Fondant		

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks


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Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic activities	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.


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- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	100
2	Laboratory Work (Continuous Assessment)	80
3	Journal	10
4	Viva	10
	Total	200

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1. Nicollelo, L. G. Dinsdale, J., (1991), *Basic Pastry Technique*, Hodder & Stoughton, London
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3. Clements, Carole, (1994), *Beautiful Baking*, Richard Blady Pub., London
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23. Marshall, Robert T & Arbuckle, W.S., (1996), *Ice-Cream*, (Vth ed), ITP International Chapman & Hall, New York
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REVENUE MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Revenue Management (USHO 615)
Course Code	Title	Credits	
USHO615	Revenue Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 615	Revenue Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

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OBJECTIVES:

- To sensitize hospitality students on the concept of Hospitality Revenue Management.
- Strategically think to increase occupancy levels, maximize yield and revenues in the Service Industry.

Contents of syllabus for USHO615

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	History, Definitions, Meaning, Benefits and Prospects of Revenue Management	15	15
	2	The Purpose of Business and Fallacies of the Concept of Profit and Return on Investment 2.1 The 10 principles of Revenue Management 2.2 The Revenue Manager in the Hospitality Industry – Challenges of managing Hard Constraints and Soft constraints 2.3 The Revenue Manager Position 2.4 The Revenue Management Team 2.5 Ethical Aspects of Revenue Management 2.6 Role of Costs in Pricing 2.7 Role of value and its link with Quality and Service		
Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Market Segmentation 3.1 What is Market Segmentation and its importance in Revenue Management 3.2 Yieldable and Non Yieldable segments 3.3 Meaning of Differential Pricing 3.4 Limits to Differential Pricing	15	15


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		3.5 Application of Differential Pricing		
	4	Forecasting 4.1 The Importance/Benefits of Forecasting Demand 4.2 Past Data, Current data and Future Data (including Group Room sales Trends and the concept of Unconstrained Demand and Last Room value) 4.3 Demand Forecasts and Strategic Pricing 4.4 Displacement Calculation 4.5 What is (Rooms) Inventory Management? 4.6 Characterizing rooms for optimum inventory management 4.7 Discounting Rack Rates 4.8 Stay Restrictions (Duration Controls) 4.9 Selective Overbooking (capacity management) as an Inventory Control strategy 4.10 Binomial Distribution, Cumulative Binomial Distribution, The Painless Binomial 4.11 Marginal Analysis-Critical Fractile Method 4.12 The Twelve Principles of Inventory and Price Management		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	5	Distribution Channel Management 5.1 Electronic channels 5.2 Non electronic channels 5.3 Principles of Distribution Channel Management 5.4 Competitive Set Analysis, Benchmarking and Rate Shopping 5.5 Market Share Analysis	15	15
	6	Formulae and Calculations 6.1 The classical measures revisited – Occupancy, Multiple Occupancy and ADR - 6.2 Hotel Key Performance Index (KPI) - REVPAR, TREVPAR, TREVPEC, GOPPAR, REVPAM and REVPASH 6.3 Forecasting Calculation Aids: Percentage of walk-ins, Percentage of Under stays, Percentage of No-Shows,		

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		Percentage of overstays. 6.4 Measuring Yield and Evaluating RM Efforts: Potential Average Single Rate, Potential Average Double Rate, Rate Spread, Potential Average rate, Room Rate Achiever Factor, Yield Percentage, Occupancy Index Analysis, ADR Index Analysis, REVPAR Index Analysis and Market Share Analysis (these calculations are not a separate topic but involved with the content of the above mentioned topics. They may however be used fruitfully while setting question papers)		
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Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic activities	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory


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First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. Jatashankar Tewari , *Hotel Front Office Operations and Management*, Oxford
2. Hayes and Miller, *Revenue Management of the Hospitality Industry*, John Wiley
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4. Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, (2009), *An Introduction to Revenue Management for the Hospitality Industry*, Pearson Prentice Hall
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FOREIGN LANGUAGE (FRENCH) (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Foreign Language (French) (USHO 625)
Course Code	Title	Credits	
USHO625	Foreign Language (French)	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 625	Foreign Language (French)	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02


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OBJECTIVES:

- The objective of this course is to enable the students to read, write, comprehend and converse in basic French.
- To develop communication skills in various departments of Hospitality Industry.
- To enhance the French Vocabulary of the students in various domains such as culinary, front office, accommodations as well as food and beverage service.
- To increase the knowledge of the culinary terms and recipes in French.

Contents of syllabus for USHO625

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Introduction to French 1.1 Les Alphabets - Majuscules, minuscules 1.2 Pronunciation du français(Les signs de Ponctuation) 1.3 Salutation- (introduction) 1.4 Formal and informal greeting 1.5 Basic conversations 1.6 Les jours de la semaine 1.7 Les mois de l'année 1.8 Les saisons 1.9 L'heure 1.10 La date 1.11 Le nom, le pluriel des noms 1.12 Articles définis/indéfinis 1.13 Les professions 1.14 Les couleurs 1.15 Les vêtements 1.16 Le visage 1.17 Le corps 1.18 La famille 1.19 Les pays avec leur nationalité	15	15


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Unit No.	Chapter No.	TOPIC	Hours	Marks
02	2	Les Pronoms Sujets 2.1 Les verbes – être, avoir, I,II,III Groups: ending with 'er, ir, re' and irregular (acheter, aller, servir, savoir, pouvoir, venir, sortir, partir, vouloir, prendre, dire.(le present, le passé composé et le future) 2.2 Les verbes pronominaux: se lever, se laver, se doucher, s'habiller, se coucher, s'appeler (seulement au present) 2.3 Les adjectifs 2.4 Les adjectifs démonstratifs 2.5 Les adjectifs possessifs 2.6 Les prepositions 2.7 Les articles partitifs 2.8 Le négatif 2.9 Le vocabulaire de la cuisine et d'hôtel 2.10 Le menu (17 course-names only) 2.11 La cuisine française, les vins français et les fromages français.	15	15

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	3	Les dialogues français. 3.1 Au restaurant 3.2 Réserver une chambre 3.3 Demander la direction 3.4 A la banque 3.5 A l' aéroport(à la douane) 3.6 Les Recettes 3.7 La Soupe à l'oignon 3.8 Quiche Lorraine 3.9 L'omelette du jambon /du fromage 3.10 Baguette 3.11 Mousse au chocolat	15	15


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ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	Role play	10
2.	Presentations: (Any TWO) • Les vins français • Les monuments français • Le tourisme en France • Les fromages français • Les fetes françaises • Les regions en France • Degustation • Les saisons • Haute couture : la mode • Les sports • La gastronomie en France	10

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in	05


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	organizing related academic activities	
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. *Nouvel En Echange*, 2012, 3rd Edition, Oxford University Press
2. *Cour de Lanngue*, 6th Edition, Paperback
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SERVICES MARKETING (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Services Marketing (USHO 635)
Course Code	Title	Credits	
USHO635	Services Marketing	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 635	Services Marketing	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02


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OBJECTIVES:

- To familiarize students with marketing fundamentals
- To explain the importance of services marketing to a Hospitality Management student & to fit the subject into his or her understanding of Hospitality.

Contents of syllabus for USHO635

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Introduction to Marketing. 1.1 Concise Evolution of Marketing 1.2 Definitions – Marketing, Sales, Hospitality Products, Services. 1.3 Introduction to Service Marketing 1.4 Distinguish between Sales & Marketing. 1.5 Distinguish between Goods & Services. 1.6 Characteristics of Services Marketing 1.7 Service gaps 1.8 Service encounter & service chain, Moment of Truth 1.9 Service encounter Analysis – The “Six S’s”	15	15
	2	Services Marketing Concept: 2.1 Segmentation (Target Market, Types of segmentation:- Demographic, geographic and psychographic). 2.2 Positioning. 2.3 Components of Marketing Plan.		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	P’s of Service Marketing. 3.1 Product / service mix 3.1.1 Levels of a product and new product development. 3.1.2 Product life cycle	15	15


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		3.1.3 Marketing strategies during the Product Life Cycle 3.1.4 Branding. 3.2 Price Mix. 3.2.1 Pricing objectives (Survival, Profit, Sales Competition, Image – differentiation) 3.2.2 Factors affecting pricing decision. 3.2.3 Skimming and penetration 3.2.4 Creative pricing of hotels and restaurants 3.3 Distribution Mix / Place. 3.3.1 Different Distribution network 3.3.2 Types of distribution channels. 3.3.3 Push and pull strategies 3.3.4 Need & role of distribution channel. 3.4 Promotion / Communication mix 3.4.1 Communication process 3.4.2 Types of media & importance. 3.4.3 Public Relations and publicity 3.4.4 Stages and technique of Personal Selling 3.4.5 In house Merchandising 3.4.6 Sales Promotion types and techniques. 3.5 People 3.5.1 Employees 3.5.2 Customers 3.6 Physical Evidence 3.6.1 Ambience 3.6.2 Facility Design 3.6.3 Equipment 3.6.4 Employee Dress 3.6.5 Other Tangibles 3.7 Process / System 3.7.1 Service Blueprint/ Service Delivery (Airlines & Hotels)		
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Unit No.	Chapter No.	TOPIC	Hours	Marks
03	4	Consumer behavior : 4.1 Introduction & definition of consumer behavior	15	15

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		4.2 Factors influencing consumer behavior (Social, Cultural, Personal) 4.3 Stages in purchase behavior (5 stage) 4.4 Guests of tomorrow & Guest lifestyles		
	5	E- Marketing for Services : 5.1 Introduction E- Marketing & Objectives 5.2 Ways to conduct on-line Marketing Activities. 5.3 Benefits of E-Marketing[customers stay updated, customers can compare online, clear product information, transparent pricing, e-commerce, online virtual tours]		

ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
	<u>Any ONE</u>	
1.	1 a) Organizational duties and responsibilities. (Any ONE) 1.1 Sales Executive. 1.2 Sales Manager. 1.3 Director of Sales. 1 b) Organizational structure. (Any ONE) 1.4 Large 1.5 Medium 1.6 Small	10
2	<u>Any ONE</u> a) Marketing Plan b) Project relating a hotel or restaurant (SWOT) c) Types of Sales call (Good will, damage control, promotion & confirmation). d) Ways to conduct on-line Marketing activities.	

Scheme of Examination (Theory)


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(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic activities	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60


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- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

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- 1 Kotler, P. Bowne, J., Makens, J. *Marketing for Hospitality and Tourism* (3rd Edition), Pearson Education
- 2 Vaz, M. , Seta, M ,(2010), *Marketing Management*, Manan Prakashan
- 3 Lewis, Chambers (2008), *Marketing Leadership in Hospitality*, 2nd Edition, John Wiley & Sons
- 4 Zeithaml, V., Jobitner, M., Grembler, D., (2008), *Service Marketing*, Mc Graw Hill
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FINANCIAL MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Financial Management (USHO 645)
Course Code	Title	Credits	
USHO645	Financial Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 645	Financial Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

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OBJECTIVES:

- This subject will enhance the knowledge of financial management of the hospitality students.
- It will emphasize on the students to enhance the uses of finance in various segments in hospitality industry.
- This subject will help the students in establishing their own business and also will help them in their further studies.

Contents of syllabus for USHO645

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Financial Management 1.1 Meaning 1.2 Scope 1.3 Objectives of Financial Management	15	15
	2	Financial Planning 2.1 Meaning of Financial Planning 2.2 Meaning & Principles Governing a Financial Plan 2.3 Capitalization – Introduction & Meaning of Cost & Earnings Theory 2.4 Leasing – Concept And Types of Leasing 2.5 Franchising – Types, Merits and Demerits		
	3	Funds Flow & Cash Flow Analysis 3.1 Nature, Importance and Uses 3.2 Simple , Practical Problems on Funds Flow Statements Covering Following Adjustments: 3.2.1 Depreciation 3.2.2 Divided 3.2.3 Taxation 3.2.4 Sale /Purchase of Assets		


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Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	Verticalization and Ratio Analysis 4.1 Verticalization of Income Statement and Balance Sheet 4.2 Meaning and Importance of Ratio Analysis, Limitation and Uses of Ratios. 4.3 Numerical Problems Covering the following Ratios: 4.3.1 Income Statement Ratios :- 4.3.1.1 Gross Profit Ratio 4.3.1.2 Net Profit Ratio 4.3.1.3 (Pre-Tax & After Tax) 4.3.1.4 Operating Ratio 4.3.1.5 Operating Expenses Ratio 4.3.1.6 Stock Turnover Ratio 4.3.2 Balance Sheet Ratios:- 4.3.2.1 Current Ratio 4.3.2.2 Liquid Ratio 4.3.2.3 Proprietary Ratio 4.3.2.4 Solvency Ratio 4.3.3 Combined Ratios:- 4.3.3.1 Debtors Turnover Ratio 4.3.3.2 Creditors Turnover Ratio 4.3.3.3 Stock Working Capital Ratio 4.3.3.4 Return on Investment Ratio	15	15
	5	Capital Budgeting 5.1 Importance of Capital Budgeting 5.2 Capital Budgeting Appraising Methods. 5.2.1 Payback Period and Post Payback Profitability 5.2.2 Average Rate of Return 5.2.3 Net Present Value 5.3 Merits and Demerits of Each Method 5.4 Practical Problems on the above Four Methods.		

Unit	Chapter	TOPIC	Hours	Marks
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No.	No.			
03	6	Cash Budget 6.1 Definition, Characteristics of Budgets & Types of budget 6.2 Practical Problems on Preparation of a Cash Budget	15	15
	7	Working Capital Management 7.1 Concept of Working Capital 7.2 Factors Determining Working Capital 7.3 Simple Practical Problems on Statement of Estimated Working Capital (No. of days working capital / operational cycle)		

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic activities	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks


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Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. Varsha Ainapure, (2009), *Management Accounting*, 1st Edition, Manan Prakashan
2. I. M. Pandey, (2005), *Financial Management*, 9th Edition, Vikas Publication
3. Anand Iyengar, (2008), *Hotel Finance*, 1st Edition, Oxford
4. M.Y. Khan & P. K. Jain, (2008), *Financial Management*, 5th Edition, Tata McGraw Hill
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STRATEGIC HUMAN RESOURCE MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Strategic Human Resource Management (USHO 655)
Course Code	Title	Credits	
USHO655	Strategic Human Resource Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 655	Strategic Human Resource Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02


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OBJECTIVES:

- To make the students aware of human resource functions in coordination with the strategic objectives of the organizations so as to enhance performance & service quality.

Contents of syllabus for USHO655

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Introduction to Strategic Human Resource Management 1.1 Linking Human Resource Management (HRM) & Strategic Human Resource Management (SHRM) 1.2 Evolution of Strategic Human Resource Management (SHRM) 1.3 Strategic Fit: A conceptual framework 1.4 Theoretical prospective of Strategic Human Resource Management (SHRM) 1.5 Human Resource Management Approaches: The Indian Context 1.6 Human Resource Challenges faced by the Indian Companies & Human Resource Strategies to be followed by Indian companies to overcome the challenges they face.	15	15
	2	Functional Human Resource Strategies 2.1 Human Resource Outsourcing 2.2 Technology & Strategic Human Resource Management (SHRM) 2.3 Resourcing Strategy 2.4 The Strategic Human Resource Management approach & Integration of Business & resourcing Strategy.		
	3	Employee Recruitment & Development 3.1 New approaches to Recruitment (viz head hunting, online portals, moonlighting etc) & Selection. 3.2 Coaching & Mentoring Relationship. 3.3 Work- life Integration.		


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		3.4 Self management & Emotional Intelligence.		
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Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	Development & Implementation of Human Resource Strategy 4.1 Formulation of Strategy. 4.2 Alignment to Business Strategy. 4.3 Implementing Human Resource strategies 4.4 Barriers to Strategic Human Resource.	15	15
	5	Strategic Global Human Resource Management 5.1 Cross Cultural education & training programme 5.2 Hiring a Diverse Workforce. 5.3 Flexible working. 5.4 Strategies for Managing the Global Workforce		
	6	Performance Management 6.1 Effective Performance Management Systems 6.2 Technology & Performance Management 6.3 Strategic Linkage of Performance Management		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	7	Employee Welfare 7.1 Employee Empowerment 7.2 Employee engagement 7.3 Motivation & The Glass Ceiling 7.4 Employee Health & Welfare	15	15
	8	Human Resource Strategies & Customer satisfaction 8.1 Service Quality Module (SERVQUAL) In Service Sector 8.2 Human Resource Management Good Practices		
	9	Career Planning, Development & management		


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		9.1 Career Planning Methods & Practices 9.2 Career Stages 9.3 Career Development & Stages 9.4 Career Management System		
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ASSIGNMENTS

Sr. No.	Topic for Assignments (Any Two)	Marks
1	Designing a training programme. (quick service restaurant, 5 star hotel, soft skills)	10
2	Project on Online Recruitment (hospitality sector)	
3	Project on Career Mapping or Succession Planning	
4	Report on a visit to a Human Resource Firm - understanding various functions of Human Resource.	

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic activities	05
	Total	40


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(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. Armstrong, Baron, (2005), *Handbook of Strategic HRM* - - First Jaico Impression, Jaico Publishing
2. Mello, *Strategic HRM*, India Edition (Fifth Re-print, 2010), Cengage Learning
3. Agarwala, (2007), *Strategic HRM*, First Edition, Tenth Impression 2011 - Oxford University Press
4. Regis, (2008), *Strategic HRM and Development*, First edition, Excel Books


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