
FACULTY OF HOSPITALITY

SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

SCHEME OF INSTRUCTION AND SYLLABUS

DIPLOMA IN HOTEL MANAGEMENT

2026-27



Faculty Of Hospitality

United University

Rawatpur-Jhalwa (Prayagraj)

Uttar Pradesh

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME**University Vision**

To established a Value based Global University having dynamic learning environment encouraging creativity and innovation, research inspired experimental learning and focusing on topics that are pertinent to the development of the region, the Country and the World.

University Mission

- To provide a dynamic, inspiring, and varied learning environment with global exposure.
- To position the institution as a premier hub for research and experiential learning.
- To develop into an adaptable university meeting the demands of society and business.
- To incorporate Value thinking, integrity, wisdom and passion in professional for their career and life.

Department Vision

It seeks to meet the needs of students by offering Relevant, Quality Career in related to field of Hotel Management so that a student can significantly Contribute to the society in general and Hotel Industry in particular. To inculcate Research and core values in students to ensure transformation into intellectual managers and leaders of the industry.

Department Mission

- To enroll brightest talent and Hone by offering unparalleled learning Opportunities.
- To attract and retain the most competent educators and nurture them to consistently benchmark the Hospitality education.
- To engage with alumni to steer the University towards newer heights.
- To Catalyze Useful Research in the Hospitality Industry by Facilitating the Synergy

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between the Industry and Accademic.

- To develop effective teaching skill and research potentials of the faculty members.

Programme Educational Objectives (PEOs)**PEOs-1:**

Graduates will possess in-depth knowledge of hotel management principles, practices, and operations.

PEOs-2:

Graduates will demonstrate proficiency in hospitality operations, including front office, housekeeping, food and beverage service, and kitchen operations.

PEOs-3:

Graduates will exhibit management skills, including leadership, communication, problem-solving, and decision-making.

PEOs-4:

Graduates will be prepared to adapt to changing hospitality environments, technologies, and trends.

PEOs- 5:

Graduates will recognize the importance of continuous learning and professional development in the hospitality industry.

Programme Outcomes (POs)

- On successful completion of the Diploma in Hotel Management the student will be able to:

PO1: Operational Skills-Develop students with an in-depth understanding of the operational aspects and knowledge of the underlying principles of the hotel industry.

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PO2: Familiarization-Making students familiar with the practical aspects of the hospitality industry.

PO3: Professional Skills-Develop professional skills of strategic management issues involved in operating hotels and train students for operational, supervisory and management positions.

PO4: Technical Skills-Enhance the techniques of advanced technological uses in hotel industry.

PO5: Business Knowledge – Students will be able to master the key frameworks, models, and skills that reflect the body of knowledge in their major and will apply discipline-based habits of analytical thinking to problems and opportunities. Be skilled in the analysis of both qualitative information and quantitative data.

PO6: Communication Skills – Students will be able to synthesize and summarize information and to professionally communicate their analyses, arguments, and recommendations to a variety of audiences. Be skilled in written, oral, and visual communication and will be able to effectively choose communication methods that are appropriate to the topic, objective, and setting.

PO7: Quantitative Skills – Students will be able to understand, analyse and use quantitative data to make business decisions and report to stake holders. Identify quantitative characteristics of a problem, to examine and interpret numerical data and to analyse numerical data to derive conclusions.

PO8: Critical Thinking Skills – Evaluate, analyse and interpret information to solve problems and make business decisions. Interpret and evaluate unstructured situations; to define the problem; to apply theories to ambiguous situations and to draw conclusions and implement solutions.

PO9: Technology – Demonstrate proficiency in the use of information technology. Students will use information systems to select, manipulate and process data in a meaningful way in order to make business decisions and use software tools to solve accounting, financial and quantitative problems.

PO10: Ethics – Understand and evaluate ethical issues and situations to make business

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decisions. Recognize ethical problems in both domestic and international business contexts identify alternatives and make appropriate ethical choices.

PO11: Multicultural and Diversity – Students, particularly those who pursue the degree in international business concentration, will develop an awareness and understanding of the cultural issues that impact business operations in a global society.

PO12: Demonstrate learning – Enhancing skills in hospitality core areas at various position of specialization addressing customer satisfaction.

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Programme Specific Outcomes (PSOs)

1. Use fundamentals of Hospitality Industry concepts to provide business solutions.
2. Use operational procedures to run all the departments of Hospitality Industry smoothly and honoring the social obligation.
3. Use the fundamentals of business management to effectively lead a work force aiming at organizational goals with a sense of business ethics and moral values in competitive environment.

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SCHEME OF INSTRUCTION

COURSE CATEGORY ABBREVIATIONS

1. Skill Enhancement Course-SEC
2. Program Core-PC
3. Compulsory Course-MC
4. Program Elective-PE
5. Open Elective-OE
6. Internship/Project

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

Diploma In Hotel Management 2Years (4 semester) Programme**United University, Prayagaj****Session 2026-27****Semester I**

Contact Hours							30
S. No.	Course Code	Course Category	Course Name	L	T	P	C
1	HMDCBH101T	PC	Food Production Foundation-I	4			4
2	HMDCBH102T	PC	Food & Beverage Service Foundations-I	3			4
3	HMDCBH103T	PC	Accommodation Operation-I	3			3
4	HMDCBH104T	PC	Hotel Front Office Foundations-I	3			3
5	PTSPPHM10T	SEC	Professional Proficiency	2			0
6	HMDCBH105T	PE	Food Science & Nutrition	3			3
7	HMDCBH101P	PC	Food Production Foundation Lab-I			4	2
8	HMDCBH102P	PC	Food & Beverage Service Foundation Lab-I			2	2
9	HMDCBH103P	PC	Accommodation Lab-I			2	2
10	HMDCBH104P	PC	Hotel Front Office Foundations Lab-I			2	2
11	HMDCBH106T	PE	FOOD SAFETY& HYGIENE	2			2
12	UUSCVA001P	VAD	NSS/NCC/Yoga/Music/Sports				0
Total				20		10	28

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Diploma In Hotel Management 2 Years (4 semester) Programme

United University, Prayagaj

Session 2026-27

Semester II

Contact Hours							30
S. No.	Course Code	Course Category	Course Name	L	T	P	C
1	HMDCBH201T	PC	Food Production Foundation-II	3			4
2	HMDCBH202T	PC	Food & Beverage Service Foundations-II	3			4
3	HMDCBH203T	PC	Accommodation Operation-II	3			3
4	HMDCBH204T	PC	Hotel Front Office Foundations-II	3			3
5	PTSPPHM20T	SEC	Professional Proficiency	2			0
6	HMDCBH215T	PE	Environmental Science	2			2
7	HMDCBH216T	PE	Basic Accountancy	2			2
8	HMDCBH201P	PC	Food Production Foundation Lab-II			4	2
9	HMDCBH202P	PC	Food & Beverage Service Foundation Lab-II			2	2
10	HMDCBH203P	PC	Accommodation Lab-II			2	2
11	HMDCBH204P	PC	Hotel Front Office Foundations Lab-II			2	2
12	HMDCBH207T	PE	Consumer Behavior	2			2
Total				20		10	28

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Semester III

Contact Hours							30
S. No.	Course Code	Course Category	Course Name	L	T	P	C
1	HMDCBH301T	PC	Food Production Foundation-III	3			4
2	HMDCBH302T	PC	Food & Beverage Service Foundations-III	3			4
3	HMDCBH303T	PC	Accommodation Operation-III	3			3
4	HMDCBH304T	PC	Hotel Front Office Foundations-III	3			3
5	PTSPPHM30T	SEC	Professional Proficiency	2			0
6	HMDCBH305T	PE	Computer Application	2			2
7	HMDCBH306T	PE	Introduction To Tourism And Travel Industry	2			2
8	HMDCBH301P	PC	Food Production Foundation Lab-III			4	2
9	HMDCBH302P	PC	Food & Beverage Service Foundation Lab-III			2	2
10	HMDCBH303P	PC	Accommodation Lab-III			2	2
11	HMDCBH304P	PC	Hotel Front Office Foundations Lab-III			2	2
12	HMDCBH307T	PE	Hotel Entrepreneurship	2			2
Total				20		10	28

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Diploma In Hotel Management 2 Years (4 semester) Programme**United University, Prayagaj****Session 2026-27****Semester IV**

Contact Hours							
S. No.	Course Code	Course Category	Course Name	L	T	P	C
1	HMDCBH401P	Internship	Industry Exposure Programme (22 Weeks)	0	0	0	22
Total				0	0	10	22
							106

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COURSE CODE & NAME: HMDCBH105T/**Food Science, Nutrition and Hygiene****COURSE OUTCOMES**

1. Classify nutrients, carbohydrate and describe structure, properties and metabolism of carbohydrate.
2. Classify protein and describe structure, properties and metabolism of protein.
3. Classify lipids and describe structure, properties and metabolism of lipid.
4. Ascertain the molecular aspects of transport and classify vitamins, describe biochemical role of inorganic elements.
5. Reproduce general characteristic of micro-organisms, common food borne diseases by pathogens its preventive measures.

UNIT-1

Carbohydrate: Classification of Nutrients. Carbohydrates - Definition, Classification. Structure and properties on stereoisomerism, optical isomerism, and reducing action of sugars. Metabolism of carbohydrate

UNIT-2

Protein: Proteins - Definition, Classification, Structure: primary, secondary, tertiary and quaternary structure of protein

UNIT-3

Lipids: Lipids - Definition, Classification & Properties with emphasis on saponification number, iodine number and rancidity of fats. Fatty acids - composition, properties, types. Digestion & Absorption.

UNIT-4

Vitamins and Minerals: Vitamins: Chemistry and biochemical role of fat-soluble vitamins. A, D, E, and K. Water soluble vitamins – B1, B2, B6. Minerals: Biochemical role of inorganic

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elements. Molecular aspects of transport; Passive diffusion, facilitated diffusion, active transport.

UNIT-5

Microbiology: General characteristic of microorganisms-based structure, factors affecting their growth in food (intrinsic and extrinsic), Microorganism Growth Phase, Microbial Food Spoilage, Controlling Food Spoilage, Food-Borne Diseases, Detection of Food-Borne Pathogens, Waterborne Diseases.

Text books:

1. Murray, R.K., Granner, D.K., Mayes, P.A. and Rodwell, V.W. Harpers Biochemistry. Macmillan Worth Publishers, 2000.
2. Nelson, D.L. and Cox, M.M. Lehninger's Principles of Biochemistry, Macmillan Worth Publishers. 2000.
3. Devlin, T.M. Text book of Biochemistry with Clinical Correlations, Wiley Liss Inc, 1997. Stryer, L. Biochemistry, WH Freeman and Co., 1998.
4. Rolando Mota. Linda Sherwood & Christophe Woolverton Prescott, Harley, and Klein's Microbiology.: McGraw-Hill NY, 2008.
5. Swaminathan, M., Handbook of Food and Nutrition, The Bangalore Press, 1978.

Reference books:

1. Voet, D. Voet, J.G. and Pratt, C.W., Fundamentals of Biochemistry. Wiley, 1999.
2. Tietz, N.W. Fundamentals of Clinical Chemistry. WB Saunders Co., 1976.
3. King, E.J. and Wootton, I.D.P. Micro-Analysis in Medical Biochemistry. J and A Churchill Ltd., 1956.
4. Conn, E.E., Stumpf, P.K., Bruening, G. and Doi, R.H.: Ed. Outlines of Biochemistry, John Wiley and Sons, 2001.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH101T/****Food Production Foundation-I****COURSE OUTCOMES**

1. Describe the professional kitchen.
2. Classify kitchen equipment; conceptualize the safety procedure, fuels usages and precautions, fire, firefighting and first aids.
3. Classify Herbs, spices, cereals, pulses, fruits and vegetables and Milk & Milkproduct
4. Apply different methods of cooking
5. Explain the basic bakery preparations

UNIT-1

Kitchen Organization : Introduction, Definition, and its importance; Personal & Kitchen Hygiene, Uniform, Protective clothing, Kitchen Layouts (Basic, Bulk and Show kitchens), Hierarchy of Kitchen Department, Classical Kitchen Brigade, Modern Staffing in various hotels, Duties & Responsibilities of various chefs in kitchen, their attributes; coordination of kitchen with other departments.

UNIT-2

Kitchen Equipment, Fuels & Safety: Kitchen Equipment, Classification, Description, Usage, Upkeep and Storage, Kitchen Tools, Knives, Their Usage, Care & Maintenance, Workstations, Safety Procedures, Fuel – Types, Usage and Precautions. Fire - Introduction, Types and handling fires and usage of extinguishers; First Aid- Basic Burns, Scalds, Cuts.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT-3**

Ingredients used in cooking: Herbs & Spices, Cereals and Pulses, Fruits and Vegetables, and Salt, Sweeteners, Fat, Milk and Milk Products: - Introduction, Types, Purchasing, Storing Considerations and their key uses in kitchen.

UNIT-4

Methods of Cooking: Introduction, Definition, and its importance; Types- Baking, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Poeling, Roasting, Frying, Sautéing, Braising Cooking with Microwave, Ovens, Gas, Induction Plates and other such media. HACCP Standards and Professional Kitchens

UNIT-5**Bakery and Confectionary**

Principles –Types of ovens used. Ingredients used in Bakery – Wheat and wheat products, flour-types, uses and storage, Different Methods of Bread Making.

Text Books:

1. Parvinder S Bali, Food Production Operations. Oxford University Press, 2014.
2. Philip E. Thangam, Modern Cookery (Vol- I), Orient Longman, 1946.
3. R. Kinton & V. Cessarani, Foundation Practical Cookery, Hodder Education, 2009.
4. D. Foskett, R. Kinton & V. Cessarani Theory of Catering. Hodder & Stoughton Educational, 1999.
5. K. Arora, Theory of Cookery, Frank Brothers, 1992.

Reference Books:

1. Wayne Gislen, Professional Cooking. Le Cordon Bleu, 2002.
2. Le Rol A. Polsom, The Professional Chef. Oxford Publication, 2003.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH102T/****Food & Beverage Service Foundation-1****COURSE OUTCOMES**

1. Classify food & beverage sector.
2. Explain the organization structure of F&B department of hotel.
3. Differentiates between various types of food & beverage outlets and ancillary areas.
4. Identify different types of Food & Beverage Equipment.
5. Differentiate between different food and beverage service methods.

UNIT-1

The Hotel & Catering Industry: Introduction to the hotel industry & the growth of the hotel industry in India

Role of catering establishment in the travel/tourism industry.

Classification of F & B sector, commercial and welfare catering.

UNIT-2

Departmental Organization & Staffing: Organization of F& B department of hotel. Principle staff of various types of F & B Operation. French term related to F & B Staff.

Duties & responsibilities of F & B Staff, Attributes of F & B Staff.

UNIT-3

Food & Beverage Service Areas and Service Methods: Specialty restaurants, Coffee Shop, Cafeteria, Fast food (Quick service restaurant), Grill room, Banquet, Bar, Executive lounge, Vending machines, Discotheque, Night club, Table Service- Silver/English Service, American,

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Butler/ French, Russian, Self Service- Buffet & Cafeteria. Single Point Service-Take Away, Vending, Kiosk, Food Courts & Bars.

UNIT-4

Ancillary Department and Food & Beverage Service Equipment: Pantry, Foodpick-up Area/ Hot plate point, Store, Linen room, Kitchen stewarding.

Familiarization & Selection factors of Cutlery, Crockery, Glassware, Flatware, Hollowware, all other equipment used in F & B Service.

UNIT-5

Food & Beverage Service Methods: Table Service- Silver/English Service, American, Butler/ French, Russian, Self Service- Buffet & Cafeteria. Single Point Service-Take Away, Vending, Kiosk, Food Courts & Bars.

Textbooks:

1. Lillicrap Dennis R., Food & Beverage Service, Hodder Arnold Publication, 2006.
2. Singaravelavan R. Food & Beverage Services, Oxford Publications, 2011.

Reference books:

1. Dhawan, Vijay, Food & Beverage Service - Franc Brothers, 2009.
2. Walker R. John, The Restaurant (From Concept to Operation), Wiley, 2013
3. Andrioli, Sergio, Douglas, Peter, Professional Food Service, Heinemann Professional, 1990.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH103T/****Accommodation Operation-1****COURSE OUTCOMES**

1. Classify hotels based on size, category and location and understand the importance of Housekeeping.
2. Create organization structure for housekeeping department of various sizes of Hotel.
3. Explain different types of guestroom and design their layout.
4. Explain various hotel chain operating in India.

UNIT-1**Introduction to Housekeeping:**

Housekeeping: Meaning, Role of housekeeping in Hotel, its importance, different areas of the department, Layout of the department.

UNIT-2

Organization of Housekeeping department: Organization structure of Housekeeping dept. (Small, medium, large hotels), Duties and responsibilities of H.K. staffs, Job description and Job specification, Interdepartmental relationship with other departments, Role of Housekeeping in guest satisfaction

UNIT-3

Hotel Guestroom: Importance of Guestrooms to a guest, Types of guestrooms, layout (single, double, suit, twin etc.), Guest room supplies and amenities, Guestroom status, Guest floor rules.

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Meaning of Cleaning Agents, Types-R1 to R9

UNIT-5**Introduction to major Indian Hotel group:**

Welcome group, Oberoi group, Taj group, Ambassador, HCI, Leela group, Park hotels (Its Structure and architectural facts)

Textbooks:

1. Andrews, Sudhir, Hotel Housekeeping, Tata McGraw Hill, 2009.
2. Raghubalan, G. Hotel Housekeeping Operation and Management, Oxford Universitypress, 2007.
3. Bhatnagar, S.K., Front Office Management, Frank Bros. & Co. Ltd., 2013

Reference books:

1. Schneider, M. The Professional Housekeeper, Wiley, 1998
2. Jones, M. Professional Management of Housekeeping operations, Wiley, 2007
3. Branson, C, Lennox Margaret. Hotel, Hostel & Hospital Housekeeping, Hooper Education, 1988.
4. Kappa, Margret, Nitschke, Aleta. Managing House Keeping Operation, AHLA, 1997.
5. Allen, David. Accommodation & Cleaning Services, Vol I & Vol II, Hutchinson, 1983.

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COURSE CODE & NAME: HMDCBH104T/

Hotel Front Office Foundation-1

COURSE OUTCOMES

1. Explain the organization structure and functioning of front Office Department.
2. Describe the history of hospitality industry and figure out the organization structure of hotel sector.
3. Perform the role and functions of the front office department.
4. Demonstrate the basic skills related to the front office department.
5. Coordinate with their colleagues of other departments.

UNIT-1

Introduction to Front Office

Introduction To Hotel Industry (Evolution, definition), Role and Importance of Front Office in the Hotel.

UNIT-2

Organizational Structure Of Front Office

Structure and functions of each Staff, Duties and Responsibilities of Front Office Staff

UNIT-3

Attributes Of Front Office And Front Office Terminology

Attributes of Front Office Staff, Terminology regarding Guests ,rooms,etc.

UNIT-4

Reservation Operations

The importance of Reservation Section, Cancellation and Amendment Procedure

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UNIT-5

Front office organization:

Organization structure of Front office dept.(small, medium, large hotels).

Reference Books:

- 1.Dennis L. Foster: Back Office Operation & Admn.
- 2.Sudhir Andrews :Hotel Front Office
3. Colin Dix &Chris Baird: Front Operations

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COURSE CODE & NAME: HMDCBH101P/

Food Production Foundation Practical-1

COURSE OUTCOMES

1. Describe the importance of professional kitchen, hygiene and grooming
2. Describe the kitchen equipment; the safety procedure, fuels usages and precautions, fire, firefighting and first aids.
3. Explain the Herbs, spices, cereals, pulses, fruits and vegetables, Milk and Milk product and their uses in kitchen
4. Apply different methods of cooking.
5. Prepare basic bakery items.

PRACTICAL-1

Hygiene

Personal Hygiene & Kitchen Hygiene

Grooming for Professional Kitchen – Do's & don'ts

PRACTICAL-2

Kitchen

Familiarization with kitchen equipment and tools Fuels –

Their usage and precautions Kitchen First Aid, Handling

Fire & HACCP Standards Do's & Don'ts.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****PRACTICAL-3****Ingredients**

Familiarization, identification of commonly used ingredients in kitchen

Cuts of vegetables: Julienne, Jardinière, Dices, Cubes, Macedoine, Paysanne

Shredding, Mire-poix, Blanching of Tomatoes and Capsicum.

Vegetables –Their usage and cooking precautions

PRACTICAL-4**Methods of Cooking:**

Boiling (potatoes, peas) Frying

(Auvergne, Potatoes) Steaming

(Cabbage) Braising (Potatoes)

Braising (Onions, cabbage)

(All moist heat, dry heat and combination heat cooking methods)

PRACTICAL-5**Fermented dough**

Bread (Bread Loaf-White and Brown), bread rolls (Various shapes), French bread and other fermented dough products.

Textbooks:

1. D.D., Mary, Cooking Essentials for the New Professional Chef. John Wiley and Sons, 1997.
2. Parvinder S Bali, Food Production Operations. Oxford University Press, 2014.
3. Philip E. Thangam, Modern Cookery (Vol- I), Orient Longman, 1946.
4. R. Kinton & V. Cessarani, Foundation Practical Cookery, Hodder Education, 2009.
5. R.J. Kauffman & H. Cracknell, Practical Professional Cookery, Thomson, 1999.

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Reference books:

1. Wayne Gislen, Professional Cooking. Le Cordon Bleu, 2002.
2. Andrew Hale Feinstein and John M. Stefanelli, Purchasing Selection and Procurement for the Hospitality Industry. John Wiley and Sons, 2012.

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COURSE CODE & NAME: HMDCBH102P/

Food & Beverage Service Foundation Practical-1

COURSE OUTCOMES

1. Identify different kinds of service equipment used in a restaurant.
2. Demonstrate the procedure of performing silver service in a restaurant.
3. Explain the procedures of cleaning & polishing glassware used in a restaurant.
- 4 Demonstrate different types of napkin folds & prepare side boards for service in a restaurant.
5. Handle some of the common situations arising in a restaurant.

PRACTICAL-1

Identification of equipment.

PRACTICAL-2

Laying & relaying of tablecloth

PRACTICAL-3

Placing meal plates & clearing soiled plates. Crumbing down.

PRACTICAL-4

Stocking sideboard. Napkin

Folds.

PRACTICAL-5

Changing dirty ash tray. Situation handling & role play.

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Textbooks:

1. Singaravelavan R. Food & Beverage Services, Oxford Publications, 2011.
2. Lillicrap Dennis R., Food & Beverage Service, Hodder Arnold Publication, 2006

Reference books:

1. Prasad, Vara, Krishna R. Gopi, Food & Beverage: F&B Simplified, Pearson, 2013.
2. Andrioli, Sergio, Douglas, Peter, Professional Food Service, Heinemann Professional, 1990.

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COURSE CODE & NAME: HMDCBH103P/

Accommodation Operation Practical-1

COURSE OUTCOMES

1. Learn the layout of Housekeeping department.
2. Understand organizational structure of Housekeeping department.
3. Know the layout of different types of guestrooms.
4. Understand the different types of guest supplies and amenities provided in the rooms.
5. Understand the concept of Cleaning Agent.

PRACTICAL-1

Layout of Housekeeping Dept.

Designing the layout of the Housekeeping Dept.

PRACTICAL-2

Organizational structure of HK

Creating organizational structure of Housekeeping department for Small hotel and Medium hotel

Creating organizational structure of Housekeeping dept. for Large hotel

PRACTICAL-3

Layout of guestrooms

Drawing layout of -

Single room and Double room Layout of Suite room and Twin room

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PRACTICAL-4

Guest supplies and amenities

Preparing list of guest supplies and amenities.

PRACTICAL-5

Cleaning Agents

Understanding the concept and its uses

Textbooks:

1. Andrews, Sudhir, Hotel Housekeeping, Tata McGraw Hill, 2009.
2. Raghubalan, G. Hotel Housekeeping Operation and Management, Oxford University press, 2007.
3. Bhatnagar, S.K., Front Office Management, Frank Bros. & Co. Ltd., 2013

Reference books:

1. Schneider, M. The Professional Housekeeper, Wiley, 1998
2. Jones, M. Professional Management of Housekeeping operations, Wiley, 2007
3. Kappa, Margret, Nitschke, Aleta. Managing House Keeping Operation, AHLA, 1997.
4. Allen, David. Accommodation & Cleaning Services, Vol I & Vol II, Hutchinson, 1983.

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COURSE CODE & NAME: HMDCBH104P/

Hotel Front Office Foundations Practical-1

COURSE OUTCOMES

1. Design layout of Front office department.
2. Design organizational structure of Front office department for small Hotel.
3. Design layout of different types of guestrooms.
4. Design organizational structure of Front office department for different size of Hotel.
5. Understanding the different situations dealt in Various sections of Front Office.

PRACTICAL-1

Layout of FO dept.

Designing the layout of Front office department.

PRACTICAL-2

Organizational structure of FO

Creating organizational structure of Front Office department for Small hotel and Medium hotel

PRACTICAL-3

Layout of guestrooms

Drawing layout of-

Single room and Double room Layout of Suite room and Twin room

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****PRACTICAL-4****Organizational structure of FO**

Creating organizational structure of Front office department for Small hotel.

Organizational structure of Front office department for medium size hotel.

Organizational structure of Front office department for Large size hotel.

PRACTICAL-5**Situation Handlings in Different Sub-sections of F.O Department**

Guest Complains in Reception, Concierge, etc.

Reference Books

1. Bhatnagar, S.K., Front Office Management, Frank Bros. & Co. Ltd., 2013.
2. 1.Dennis L. Foster: Back Office Operation & Admn.
3. 2.Sudhir Andrews :Hotel Front Office
4. Colin Dix &Chris Baird: Front Operations

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Course Code:HMDCBH106T****Course Name:** Food Safety & Hygiene**Syllabus****Module 1:** Introduction to Food Safety & Quality

Definition, scope, and importance of food safety & quality in the food industry.

Food safety principles: hazards, risks, contamination, adulteration.

Overview of foodborne diseases and their public health impact.

Recent trends and global perspectives on food safety.

Role of national and international organizations (FSSAI, WHO, Codex Alimentarius, ISO, WTO).

Module 2: Microorganisms in Food & Food Spoilage

General characteristics of microorganisms in foods (bacteria, fungi, viruses, parasites).

Intrinsic & extrinsic factors affecting microbial growth in foods.

Microbial growth phases and survival mechanisms.

Types and causes of food spoilage.

Spoilage of various foods: milk & dairy, cereals, meats, fruits & vegetables, canned foods.

Module 3: Food Preservation & Beneficial Microorganisms

Principles of food preservation.

Preservation methods:

High temperature (pasteurization, sterilization, canning).

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Low temperature (chilling, freezing).

Drying & dehydration.

Preservatives, modified atmosphere, irradiation.

Module 4: Quality Assurance, Hygiene & Emerging Issues

Principles of quality assurance and control: TQM, GMP, HACCP.

Microbiological standards for food safety.

Hygiene and sanitation in the food sector:

GHP for commodities, work area, and personnel.

Cleaning and disinfection methods, wastewater disposal.

Module 5: Food Contaminants & Additives

Food contaminants & adulterants: types (pesticide residues, bacterial toxins, packaging residues, heavy metals).

Detection methods of adulterants (basic principles).

Food additives: classification and functions (preservatives, antioxidants, sweeteners, colours, emulsifiers, stabilizers).

Food standards and regulations

Text books:

1. Modern Food Microbiology by Jay J.
2. Food Microbiology by Frazier and Westhoff.
3. Food safety by Bhat and Rao
4. Safe food handling by Jacob M.
5. Food Processing by Hobbs Betty.

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH201T/

Food Production Foundations -II

COURSE OUTCOMES

1. Design the kitchen layout of different kitchen areas.
2. Classify stocks, sauces, and soups
3. Explain the Eggs, Poultry and Meats cookery
4. Explain the fish cookery
5. Assess the roles of ingredients used in bakery & different methods of cake making.

UNIT-1

Kitchen Layout

Types of Kitchen, General Planning & Layout of Food Production outlets in a five-star Hotel, Layout of Receiving area, Storage area, Service & Wash up area.

UNIT-2

Stocks, Sauces, and Soups

Stocks: Introduction, Classification, Usage, Preparation; Sauces: Introduction, Classification, Usage, Thickening Agents, Preparation of Mother Sauces, understanding their derivatives, propriety sauces, making of good sauce, emerging

trends, Soups: Introduction, Classification, Preparation, Salient Features, Care and precautions, trends in soup presentation.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT-3****Eggs, Poultry and Meat**

Eggs–Introduction, Usage in Kitchen, Structure of Egg, Classification, Grading of Eggs, Types, Selection, Storage. Poultry and Game: Introduction, Classification, Selection Criterion, Cuts of Poultry, Yield and simple Indian preparations. Meat: Characteristics, selection and grading, Classification (Bovines, Ovine and Swine), Categories, Cuts of Meat, Storage and handling.

UNIT-4**Fishes in cooking**

Introduction, Types, Purchasing, Storing Considerations, Fish & Shellfish, Their Classification, Cuts of Fish, Popular Species of Fish, Classical Preparations of Fish, Common cooking methods used for sea food.

UNIT-5

Bakery Ingredients and their role, Yeast, Shortenings (Fats & Oils) sugar & salt, Raising Agents. Types of dough – fermented and pastry. Shortening Agents. Types of batters – cakes, pancakes.

Textbooks:

1. Arora, K, Theory of Cookery, Frank Brothers, 2008
2. Dubey, C, S, Bakery & Confectionery, Society of Indian Bakers, 2002
3. Philip E. Thangam, Modern Cookery (Vol- I), Orient Longman, 1946.
4. R. Kinton & V. Cessarani, Foundation Practical Cookery, Hodder Education, 2009
5. Kinton, Ronald, Ceserani, Victor, Theory of Catering, Hodder Education, 2007

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Reference Books:**

1. Le Rol A. Polsom, The Professional Chef. Oxford Publication, 2003.
2. R.J. Kauffman & H. Cracknell, Practical Professional Cookery, Thomson, 1999
3. M J Leto & W K H Bode, Larder Chef. Butterworth- Heinemann, 1969
4. Feinstein, Hale, Andrew, Purchasing Selection and Procurement for the Hospitality Industry, Wiley, 2016
5. Wayne Gislen, Professional Cooking. Le Cordon Bleu, 2002
6. Donovan Deirdre Mary, Cooking Essentials for the New Professional Chef, John Wiley, 1997.
7. Friberg Bo, The Professional Pastry Chef, Fourth Edition, Wiley & Sons, 2002

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH202T/****Food & Beverage Service Foundations -II****COURSE OUTCOMES**

1. Demonstrate the flow of activities in a restaurant.
2. Explain different types of Menu, their features, advantages and limitations.
3. Identify factors influencing menu planning process.
4. Develop idea about the importance of checking system in the food service operations.
5. Explain the term beverage, its classification with examples in French.

UNIT-1**Preparation for Service & Types of Meals**

Organizing mise-en-scene, Organizing mise-en –place.

Early morning tea, Breakfast (English, American, Continental, Indian), Brunch, Lunch, Afternoon/High Tea, Dinner, Supper

UNIT-2

Menu Planning: Origin of menu, Objectives of menu planning, Types of menu (A la carte, Table d'hôte, Carte de jour, Plate de jour, Cyclic, Special Menu – Diet menu, Children menu, Low Calorie menu etc.)

UNIT-3

French Classical Menu: Courses and sequence of French Classical Menu, examples from each course, Its accompaniments

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT-4**

Sale Control System: KOT/Bill control system (Manual), Triplicate Checking System, Duplicate Checking System, Single Order Sheet, Quick Service Menu & Customer Bill.

Making bill, Cash handling equipment, Record keeping (Restaurant Cashier).

UNIT-5**Non-Alcoholic Beverage**

Definition, Classification and Characteristics. Tea- Origin & manufacture, Types & brands.

Coffee - Origin & manufacture, Types & brands.

Juices & soft drinks, Cocoa & other beverages, Origin & manufacture

Textbooks:

1. Lillicrap Dennis R., Food & Beverage Service, Hodder Arnold Publication, 2006.
2. Singaravelavan R. Food & Beverage Services, Oxford Publications, 2011.

Reference books:

1. Dhawan, Vijay, Food & Beverage Service - Franc Brothers, 2009.
2. Walker R. John, The Restaurant (From Concept to Operation), Wiley, 2013
3. Andrioli, Sergio, Douglas, Peter, Professional Food Service, Heinemann Professional, 1990.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH203T/****Accommodation Operation -II****COURSE OUTCOMES**

1. Identify various cleaning equipment and standard cleaning procedure to be followed.
2. Identify various cleaning agents and procedure to be followed for using the cleaning agents.
3. Demonstrate the cleaning of Guestroom and public area.
4. Evaluate the process of giving star category to Hotels.
5. Demonstrate various guest services in hotels.

UNIT-1

Cleaning Organization: Introduction, Reasons of cleaning, Standard of cleaning, Principles of cleaning.

Types of soil, Nature of soil.

Methods of cleaning: manual, mechanical. Cleaning equipment: Manual and mechanical. Care, storage and upkeep of cleaning equipment.

Characteristics and selection of good cleaning equipment

UNIT-2

Cleaning Agents: Definition, Function, Importance and Types of cleaning agent.

Water: Sources, Types, effects, Method of softening water. Detergents: Composition, Types and action of detergents. Abrasives, Reagents, Organic solvent, disinfectant & Bleaches. Polishes, floor sealers, Floor strippers, carpet cleaners.

Selection, storage of cleaning agents

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT-3**

Cleaning of Guestrooms/ public areas: Daily cleaning of rooms (occupied, departure, vacant, VIP, under repair etc.), Periodic /spring cleaning/special cleaning, Evening service/second service.

Public Area cleaning: Lobby, Restaurant, Bar, Corridor, Banquet hall, Swimming pool, offices etc.

UNIT-4

Requirement to be a star category hotel: Role of HRACC, FHRAI, Fees and format of application, Criteria for Approval, A and B class city requirements. Norms for Heritage Hotel

UNIT-5

Guest Services: Handling Guest mail, Message handling, Custody & Control of Key, Guest room change, Left luggage handling.

Textbooks:

1. Andrews, Sudhir, Hotel Housekeeping, Tata McGraw Hill, 2009.
2. Raghubalan, G. Hotel Housekeeping Operation and Management, Oxford University press, 2007.
3. Bhatnagar, S.K., Front Office Management, Frank Bros. & Co. Ltd., 2013.

Reference books:

1. Schneider, M. The Professional Housekeeper, Wiley, 1998
2. Jones, M. Professional Management of Housekeeping operations, Wiley, 2007
3. Branson, C, Lennox Margaret. Hotel, Hostel & Hospital Housekeeping

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH204T/

Hotel Front Office Foundation -II

COURSE OUTCOMES

1. Process guest reservation and handle guest check-in.
2. Handle checkout request and process guest billing.
3. Learn The Procedure of Night Audit Functions.
4. Handling Guest Reservation.
5. Learn Concierge Process

UNIT– I

Check in procedure

Greetings of the guest, Pre-registration Process, Allotment of room keys ,Scanty Baggage, Foreigners

UNIT – II

Handling Group Arrivals

Types Of Guests, Pre arrival procedures, welcoming and Handling of guests

UNIT – III

Night Audit

Jobs, duties, responsibilities and process

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

UNIT – IV

Guest Services: Handling Guest mail, Message handling, Custody & Control of Key, Guest room change, Left luggage handling.

UNIT-V

Concierge

Jobs, duties, responsibilities and process

Reference Books:

1. Bhatnagar, S.K., Front Office Management, Frank Bros. & Co. Ltd., 2013.
2. 1.Dennis L. Foster: Back Office Operation & Admn.
3. 2.Sudhir Andrews :Hotel Front Office
4. 3. Colin Dix &Chris Baird: Front Operations

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH201P/

Food Production Foundation Practical -II

COURSE OUTCOMES

1. Prepare stock and sauces with derivatives.
2. Prepare various types of soup.
3. Prepare varieties of egg dishes with accompaniments.
4. Prepare meat, fish and poultry items.
5. Prepare various products from different pastes and batters in bakery.

Practical – I

Preparation of Stocks

Mother Sauces and at least two derivatives each.

Practical- II

Preparation of Soups (Minestrone, Consommés, Cream Soups, Puree Soups, Clear Soups, Bisques, Cold Soups, Chowders and others)

Practical – III

Egg Preparations with accompaniments:

Hard boiled egg, soft boiled egg, fried eggs, poached eggs, scrambled eggs. Omelet (Plain, Spanish, Stuffed, French etc)

Practical - IV

Familiarization with poultry, meats & fishes – cuts and cooking

Practical – V

Varieties of biscuit dough, cake batters (all methods), products from pastes

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Text books:**

1. Arora, K, Theory of Cookery, Frank Brothers, 2008.
2. Dubey, C, S, Bakery & Confectionery, Society of Indian Bakers, 2002.
3. Thangam E. Philip, Modern Cookery (Vol-I), Orient Longman, 2010.
4. Kinton, Ronald, Ceserani, Victor, Practical Cookery, Hodder Education, 2009.
5. Kinton, Ronald, Ceserani, Victor, Theory of Catering, Hodder Education, 2007.

Reference books:

1. Bocuse Paul, Keller, Thomas, The Professional Chef (4th Edition), CIA Publication, 2011.
2. Kauffman, Cracknell, Practical Professional Cookery, Macmillan, 1999.
3. Leto, J, M, Bode, W.K.H, Larder Chef, Butterworth- Heinemann, 1999.
4. Feinstein, Hale, Andrew, Purchasing Selection and Procurement for the Hospitality Industry, Wiley, 2016.
5. . Gisslen, Wayne, Professional Cooking, Le Cordon Bleu Publications, 2002.
6. Donovan Deirdre Mary, Cooking Essentials for the New Professional Chef, John Wiley, 1997.
7. Friberg Bo, The Professional Pastry Chef, Fourth Edition, Wiley & Sons, 2002.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH202P/****Food & Beverage Service Foundation Practical -II****COURSE OUTCOMES**

1. Set the food & beverage outlet before the service.
2. Demonstrate the practical ability to set the covers for various types of breakfasts and meals.
3. Demonstrate the practical ability to carry out activities in a restaurant.
4. Demonstrate practical ability in the preparation and service of tea and coffee.
5. Design menu.

Practical – I

Mise-en-scene, Mise-en-place.

Practical - II

Continental Breakfast Cover, American Breakfast Cover. English Breakfast Cover, Indian Breakfast Cover.

A la carte Cover, Table d' Hote Cover.

Practical – III

Taking guest reservations, receiving & seating of guests, order taking & Making a KOT, order processing.

Sequence of service, Crumbing, Clearing the table, presentation & en-cashing the bill, presenting & collecting guest comment cards, seeing off the guest.

Practical - IV

Tea – Preparation & Service. Coffee – Preparation & Service.

Practical – V

Special food service (Cover, accompaniments & service). Writing a Menu in English.

FACULTY OF HOSPITALITY

SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

Textbooks:

1. Lillicrap Dennis R., Food & Beverage Service, Hodder Arnold Publication, 2006.
2. Singaravelavan R. Food & Beverage Services, Oxford Publications, 2011.

Reference books:

1. Dhawan, Vijay, Food & Beverage Service - Franc Brothers, 2009.
2. Walker R. John, The Restaurant (From Concept to Operation), Wiley, 2013.
3. Andrioli, Sergio, Douglas, Peter, Professional Food Service, Heinemann Professional, 1990.

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH203P/

Accommodation Operation Practical -II

COURSE OUTCOMES

1. Identify and use different types of cleaning equipment.
2. Apply different types of cleaning agents in the cleaning process.
3. Explain the guestroom cleaning.
4. Explain the process of public area cleaning.
5. Explain the process of room change and message handling.

Practical – I

Introduction to Manual & Mechanical equipment Familiarization with Manual & Mechanical cleaning equipment. Identification of cleaning equipment.

Functions of cleaning equipment.

Practical – II

Introduction to Cleaning agents

Identification of cleaning agents.

Application of different types of cleaning agents.

Practical – III

Cleaning guestrooms Guestrooms cleaning. Bathroom cleaning.

Practical – IV

Public area cleaning

Public area cleaning (lobby, lounge, elevator, restaurants, coffeeshops, staircase, corridor, banquet hall, swimming pool etc.)

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

Practical – V

Guestroom change and Message handling

Guest room change procedure. Message handling procedure

Textbooks:

1. Andrews, Sudhir, Hotel Housekeeping, Tata McGraw Hill, 2009.
2. Raghubalan, G. Hotel Housekeeping Operation and Management, Oxford University press, 2007.

Reference books:

1. Schneider, M. The Professional Housekeeper, Wiley, 1998.
2. Jones, M. Professional Management of Housekeeping operations, Wiley, 2007.
3. Branson, C, Lennox Margaret. Hotel, Hostel & Hospital Housekeeping, Hooder Education, 1988.
4. Kappa, Margret, Nitschke, Aleta. Managing House Keeping Operation, AHLA, 1997.
5. Allen, David. Accommodation & Cleaning Services, Vol I & Vol II, Hutchinson, 1983.

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH204P/

Hotel Front Office Foundation Practical -II

COURSE OUTCOMES

1. Understanding of Check-in Procedure
2. Understanding of Check-out Procedure
3. Know about the Foreign Exchange Process.
4. Explain Different Forms Used in hotel.
5. Explain the process of room change and message handling.

Practical – I

Understanding of Check-out Procedure

Process of check-out and settling of bills

Practical – II

Foreign Exchange

Knowledge of Country, Capital And Currency and process of Currency Exchange

Practical –III

Formulas Used in FO Dept.

Formulas such as Avg. Room Rate, REV Par, etc.

Practical – IV

Understanding the concept of C-Form

Process of filing C-Form and its importance

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Practical -V

Situation Handlings

Based on Case Study

Reference Books:

1. Bhatnagar, S.K., Front Office Management, Frank Bros. & Co. Ltd., 2013.
2. .Dennis L. Foster: Back Office Operation & Admn.
3. Sudhir Andrews :Hotel Front Office
4. Colin Dix &Chris Baird: Front Operations

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH215T/****Environmental Science****COURSE OUTCOMES**

- 1.** Understand the multidisciplinary nature of environmental studies and ecosystem
- 2.** Introduce renewable and non-renewable resources of energy
- 3.** Become familiar with biodiversity and its conservation
- 4.** Analyze the various environmental practices, policies and pollutions
- 5.** Familiarize with Case Studies related to Environment

UNIT-I**Environmental studies** – meaning – scope – importance**UNIT– II****Ecosystems**

What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chain, food web and ecological succession.

UNIT-III**Hotel Industry and environment pollution**

Environmental pollution – soil pollution – air pollution – water pollution – thermal pollution – noise pollution – causes, effect and control measures –

Waste management in Hotels – waste minimization through cleaner technologies – reuse and recycling - solid waste management.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT-IV**

Human Population and environment – population growth – variation among nations – population explosion – environment and human health – human rights – value education – women and child welfare.

UNIT-V**Case Study**

Visit to an area to document environmental assets; river/forest/flora/fauna, etc. Visit to a local polluted site – Urban/Rural/Industrial/Agricultural.

Study of common plants, insects, birds and basic principles of identification. Study of simple ecosystems-pond, river, etc

Reference Books:

1. Environmental Issues :Essential Primary Sources by K. Lee Lerner.
2. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. Science, 339: 36-37.
3. Rao, M.N. & Datta, A.K. 1987. Waste Water Treatement. Publishing Co. Pvt. Ltd. Oxford and IBH.
4. Misra. S.P and Pandey .S.N. Essential Environmental Studies, Ane Books India,New Delhi.
5. Kiran B. Chokkas and others. Understanding Environment, Sage Publications New Delhi.
6. Arumugam N. and Kumaresan V. Environmental Studies, Saras Publications, Kanyakumari.
7. Benny Joseph. Environmental Studies, Tata McGraw-Hill Publishing Co.Ltd.,New Delhi.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH216T/****Basic Accountancy****COURSE OUTCOMES**

1. Outline the concept of accounting, its importance, types and application and solve journal entry.
2. Solve and record transaction in ledger format
3. Solve Accounting Concept of Depreciation.
4. Deduce and solve from recording of a business transaction to preparation of trial balance
5. Classify assets and deduce and solve trading account, profit and loss account and balance sheet.

UNIT –I**Introduction To Accountancy**

Meaning, Definition, Types and classification; Principles of accounting.

UNIT – II**Primary and Secondary Books-**

Journal and Journalizing; Format; Rules of debit and credit; opening entry; simple compound entry.

UNIT – III**Cash Book-**

Meaning, Advantages; Simple, double and triple column cash book; petty cash book; imprest system; subsidiary books; Trial Balance: Meaning, Methods, Advantages, Limitations

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UNIT –IV

Final Accounts:

Meaning, Procedure for preparation of final accounts; Trading accounts; Profit and Loss accounts and balance sheet; Depreciation: Meaning, Types and advantages

UNIT-V

Key Terminology Used in Accounts

Textbook:

1. Rawat, G. S., Negi, J. S. M. and Gupta N. K. (2017). Elements of Hotel Accountancy (8th ed.). New Delhi, India: Aman Publications.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Course Code: HMDCBH207T****Course Name:** Consumer Behavior**Syllabus****Module – I**

Introduction to Study of Consumer Behaviour: Defining Consumer Behaviour, why study Consumer Behaviour, Nature and scope of Consumer Behaviour, Consumer Behaviour and the Marketing Concept: Production concept, selling concept, Marketing Concept, Societal Marketing Concept, Holistic Marketing Concept. Customer, Client and Consumer. The changing market scenario, Application of Consumer Behaviour.

Module- II

Market Segmentation and Positioning: Aggregate Marketing and Market segmentation, Target Marketing, Market Segmentation: Alternative level of Segmentation, Basis of segmentation. Targeting, Viability of the segment, Evaluation and Selection of target markets: Pattern of target market selection. Positioning & Positioning strategies

Module – III

Consumer Decision Making Process: Decision Making, Consumer decision making, Level of consumer decision making, buying roles, Consumer Decision Making process: Stages in consumer decision making process. Models of Consumer Behaviour: General Model, Basic Model and specific Model.

Module- IV

Consumer Communication: Meaning and definition of Consumer Communication, Component of the communication process, Models of communication, consumer communication process: Sender, Medium, Receiver, Feedback. Designing a communication strategy: Objective of communication, Target Audience, Message, Media, Feedback. Integrated Marketing communication and models of communication strategy.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Module - V**

Interpersonal Communication and Influence of Opinion Leader: Word of Mouth communication, Dynamic word of mouth communication, Electronic word of Mouth, Opinion Leader and Opinion Leadership, Motive behind opinion leadership, Dynamics of the opinion leadership process, Measurement of Opinion Leadership, Trait and characteristics of Opinion Leaders.

Textbooks:

1. Sangeeta Sahney, *Consumer Behaviour*, Oxford University Press, 2017

Reference Books:

1. Rajneesh Kumar, *Consumer Behaviour*, Oxford Publication, 2014.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH301T/****Food Production Foundation-III****COURSE OUTCOMES**

1. Know about Indian Cockery
2. Learn Different Regions of India
3. Process of Dum & Tandoor Cooking
4. Process of Understanding Different Sweets
5. Basic Bakery Techniques.

UNIT – I**Introduction To Indian Cookery:**

Introduction to Indian Regional Cuisine, History & heritage of Indian Cuisine ,Factors that affect eating habits in different parts of the country, Geographic location, Historical background, Seasonal availability, Special equipment, Staple diets, Specialty cuisine for festivals and special occasions Indian cuisine, Culinary Terms

UNIT - II**Indian Cuisines :****North Region :**

- Kashmir
- Mugalai
- Punjab
- Rajasthan

Indian Cuisines East

- Bengal Seven sister states (Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland & Tripura)

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Indian Cuisines West**

- Gujarat
- Maharashtra

Indian Cuisines South

- Tamil Nadu
- Kerala
- Andhra Pradesh

Indian Cuisines Central India

- Madhya Pradesh
- Chhattisgarh
- Uttar Pradesh/Bihar

UNIT – III**Introduction To Dum Cooking And Tandoor Cooking:**

Introduction, Origin of Dum Cooking, Special Equipment and their use ,Classical Dishes, Origin and history of tandoor, Types of Tandoor and their uses, Installing a new tandoor, Marinating and making techniques for kebab, Basic Indian breads made in tandoor.

UNIT - IV**Introduction To Indian Sweets**

Introduction ,Origin and history of Indian sweets ,Ingredients used in Indian Sweets ,Regional Influence on Indian Sweets ,Equipment used in preparing Indian Sweets.

UNIT -V**Advance Bakery preparations**

Chocolate – production, types, tempering, decorations; Sugar techniques- boiling sugar, spun sugar, poured sugar, pulled sugar; marzipan, pastillage, nougatine, ice-cream and frozen desserts, sauces and coulis.

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

Text Books:

2. K G Dubey, The Indian Cuisine, PHI, 2013
3. P. S. Bali, Quantity Food Production Operations and Indian Cuisine, Oxford University Press, New Delhi, 2012
4. Kinton & Cessarani, Theory of Catering, ELBS, 2012
5. W. Gisslen, Professional Baking, John Wiley & Sons, 2009

FACULTY OF HOSPITALITY

SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH302T/

Food & Beverage Service Foundation-III**COURSE OUTCOMES**

1. Classify alcoholic beverage.
2. Explain the production process, types, service and storage procedure of beer, cider, perry and sake.
3. Explain the production process, types, service and storage procedure of various types of wine.
4. Elucidate various types and principal wine regions of major wine producing countries of Europe.
5. Apply basic beverage knowledge.

UNIT – I

Alcoholic Beverage: Introduction & definition, Classification, A brief description of each type of alcoholic beverage.

UNIT- II

Beer: Introduction & definition, Types of beer, Production of each type, Storage, Service of Bottled, canned & draught beer.

UNIT – III

Other Fermented & Brewed Beverages: Sake: Introduction; Production; Types; Storage & Service.

Cider: Introduction; Production; Types; Storage & Service. Perry: Introduction; Production; Types; Storage & Service.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT- IV**

Still, Sparkling, Fortified & Aromatized Wine: Introduction & definition, Classification, Table/still/natural, Fortified, Sparkling, Aromatized wine. Definition; Production; Classification; Storage; Service and Brand names of each category -

White, Red and Rose, Sparkling wine/Champagne, Port wine, Sherry, Madeira, Marsala, Aromatized wine.

UNIT- V**Wine producing countries of Europe:**

Wine of France: Introduction, The various categories, Principal wine regions of France.

Wine of Germany: Introduction, The various categories, Principal wine regions of Germany.

Wine of Italy: Introduction, The various categories, Principal wine regions of Italy.

Reference books:

1. Albert W.A. Schmid & Laloganes John P. The Beverage Manager's Guide to Wines, Beers and Spirits, Pearson. 2011.
2. Sudhir A. Food & Beverage Service: A Training Manual, McGraw Hill Education. Second Edition.
3. Christian C. The Complete Encyclopaedia of Wine, Rebo Publishers. 2004-Second Edition

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH303T/****Accommodation Operation-III****COURSE OUTCOMES**

- 1.. Explain the importance and functions of control desk.
2. Manage daily routine and operational systems of housekeeping department.
3. Conceptualize the role of housekeeping supervisor and critical issues related to inspection.
4. Apply skills for cleaning of different types of surfaces
5. Explain standard requirement of guestroom furniture, fixture and fittings.

UNIT – I

Housekeeping control Desk: Importance, coordination with other departments (F.O., engineering, room service etc).

Handling telephone calls: answering calls, transferring calls, holding calls, taking calls, making calls.

Paging system and methods.

Handling complaints/requests and difficult situations, room transfer. Forms and formats used in control desk.

UNIT– II

Daily Routine and System: Housekeeping day: Introduction, Opening the house, Shifts: Morning Shift: Briefing, Room assignment, Handover of keys, readying the cart, room status check, Room service & inspection.

Afternoon/Evening shift: Debriefing, Reporting, handover. Night shift:

Activities, Duties, staff scheduling.

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Leave application procedure, Gate pass procedure, Formats & Records.

UNIT– III

Housekeeping supervision: Role of H.K. supervisor, Duties and Responsibilities of supervisor. Check list, Importance of inspection.

Typical area neglected, Area of special attention, handling guest complaints, Maid's trolley and Bed making.

UNIT– IV

Cleaning of different surfaces: Metals (silver, steel, copper, Bronze, iron etc.), Glass (flat glass, Hollow glassware, Chandeliers)

Leather, rubber etc.

Plastics: Types (thermosetting & thermoplastic) Ceramics:

Cleaning of various types of ceramics Wood: solid woods, Hardboard, Plywood, Cork etc.

UNIT– V

Standard content of a guestroom: Guest room furniture: Introduction, selection criteria, Types of furniture, Furniture arrangement, Guest room fixture and fittings: Types of fixture and fittings.

Beds: Construction, types, Mattresses: Types, sizes and selection criteria Bedding: Pillows and bolsters, Blankets – Types, Duvets and quilts.

Care and cleaning of bedding items, Guestroom accessories.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Textbooks:**

1. S. Andrews, Hotel Housekeeping Management & Operation. New Delhi: Tata McGrawHill, 2008.
2. G. Raghubalan and S.Raghubalan, Hotel Housekeeping Operation and Management.3rd
3. New Delhi: Oxford university press, 2014.
4. S.K. Kaushal and S.N. Kaushal, Accommodation Operation and Management. 1st ed, NewDelhi: Frank Bros. & Co, 2006

Reference books:

1. M. Schneider and G. Tucker, The Professional housekeeper. 4th ed., New York: JohnWiley, 1999.
2. Thomas J. A. Jones, Professional Management of Housekeeping operations. 5th ed., NewYork: John Wiley, 2010.
3. Joan C. Branson and M. Lennox, Hotel, Hostel & Hospital Housekeeping. 5th ed, London: Hodder Arnold, 1988.
4. M. Kappa and A.Nitschke, Managing House Keeping Operation.3rd ed, Lansing Mich: American Hotel and Lodging, Educational Institute, 2008

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH304T/****Hotel Front Office Foundation-III****COURSE OUTCOMES**

1. Understand the origin and the nature of Hospitality Industry.
2. Explain the operation of Front Office department in a hotel.
3. Explain the role of Front office department in guest life cycle.
4. Design different types of meal plan and explain different types of communication.
5. Identify the difference between Passport & Visa

UNIT– I

The Hospitality Industry: Introduction, Origin of Hospitality Industry, Nature of Hospitality Industry. History and development of Hotel Industry, Defining the term hotel, Types of hotels, Target Market, Classifying hotels, levels of service, Ownership and affiliation

UNIT- II

Front Office Department: Front office operations, staffing, scheduling, work shifts, job specifications & job descriptions of Front office personnel, The Front desk: Functional Organization, Telecommunication.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT– III**

Front Office Operations: The guest cycle: Pre-Arrival, Arrival, Occupancy, Departure, Post Departure; Front office systems: Non-Automated, Semi Automated, Fully Automated; Front Office Process, Front office forms, the front desk, Front office equipment, Property Management Systems.

UNIT- IV

Communication and Meal Plans: Communication, verbal communication, non-verbal communication, written communication, general office practice, additional tasks. Meal plans - Types, needs and use of such plans, Types of guests - FIT, Business travellers, GIT, Special Interest Tours, domestic, foreign.

UNIT- V

Passport & Visa: Passport- meaning and definition, Visa – meaning, Types of Visa – Tourist Visa, Business Visa, Employment Visa, Conference Visa, Student visa, Sports visa etc. Permits.

Textbooks:

1. Kasavana & Brooks, Managing Front Office Operations, AHL&A, 2001
2. S.K.Bhatnagar, Front Office Management, Frank Bros. & Co. , 2006

Reference Books:

1. Colin Dix & Chirs Baird, Front office operations, Pearson, 2006.
2. James Bardi, Hotel Front office management, John Wiley & Sons, 2011.
3. Sudhir Andrews, Front Office: A Training Manual, Tata McGraw Hill, 2011
4. Raymond S Schmidgall, Hospitality Industry Managerial accounting, AHLA, 2006
5. Michael Kasavana and Cahell, Managing computers in hospitality industry, AHLA, 1996

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH301P/****Food Production Foundation Practical-III****COURSE OUTCOMES**

1. Prepare various masalas, pastes and gravies in Indian Kitchen.
2. Prepare dishes of North, East, and Central India.
3. Prepare dishes of South, West and North-East India.
4. Apply tandoori, dum cooking and halwai cooking techniques
5. Prepare bakery and confectionary items.

Practical – I

Preparation of North Indian Break Fast & South Indian Breakfast

Practical- II

Understanding Indian cooking and preparation of popular foods of India (at least onethree course menu from each region of North, East, and Central India).

Practical – III

Understanding Indian cooking and preparation of popular foods of India (at least onethree course menu from each region of South, West and North-East India).

Practical- IV

Indian Tandoori and Dum preparation, Indian Sweets preparation

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Practical - V**

Bakery and confectionary preparation - chocolate work, sugar craft, almond paste, meringues, sponges, sponge goods, cake icing, puddings, ice-cream, frozen desserts, sauces and coulis

Textbooks:

1. K G Dubey, The Indian Cuisine, PHI, 2013
2. P. S. Bali, Quantity Food Production Operations and Indian Cuisine, Oxford University Press, New Delhi, 2012
3. Kinton & Cessarani, Theory of Catering, ELBS, 2012
4. Y. Ashok Kumar, Textbook of bakery and confectionary, PHI, 2012
5. W. Gisslen, Professional Baking, John Wiley & Sons, 2009
6. L J Hanneman, Patisserie, Routledge, 2005

Reference books:

1. M. Baljekar, The complete Indian Cookbook, Om books, 2008
2. J Kalra and P. D. Gupta, Prasad: Cookery with Indian masters, Allied Publishers, 2016
3. S. C. Dubey, Bakery & Confectionery, Society of Indian Bakers, 2012

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SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH302P/

Food & Beverage Service Foundation Practical-III

COURSE OUTCOMES

1. Demonstrate ability in taking order for beverages.
2. Demonstrate practical ability in the service of beer, cider, parry, sake.
3. Demonstrate practical ability in the service of different types of still & fortified wine.
4. Demonstrate practical ability in the service of different types of sparkling wine.
5. Demonstrate practical ability to set up a table in a professional manner for table d'hôte menu.

Practical – I

Taking an Order for Beverages with its procedure and SOP.

Practical- II

Service of Bottled beer, Canned beer & Draught beer.

Practical – III

Opening technique of wine bottle Still wine, Sparkling wine, Aromatized & fortified wine.

Service of Wine White wine, Red wine, Rose wine.

Practical- IV

Service of Sparkling wine & Champagne. Service of Fortified wine and Aromatized wine.

Practical - V

Set up a table with Prepared Menu with wines.

FACULTY OF HOSPITALITY

SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

Textbooks:

1. Singaravelavan R. Food & Beverage Services, Oxford Publications, 2011
2. Jana A & Srivastava P. United Colours of Alcohol, TRIDENT, 2015

Reference books:

1. Albert W.A. Schmid & Lalogan John P. The Beverage Manager's Guide to Wines, Beersand Spirits, Pearson. 2011
2. Sudhir A. Food & Beverage Service: A Training Manual, McGraw Hill Education. SecondEdition

FACULTY OF HOSPITALITY

SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH303P/

Accommodation Operation Practical-III

COURSE OUTCOMES

1. Develop skill about cleaning of different surfaces.
2. Develop knowledge and skill in handling telephone, paging and complaints.
3. Explain various forms and formats used at control desk.
4. Explain the use maid's cart trolley for bed making.
5. Design inspection check list for guestroom and public areas.

Practical– I

Cleaning of different surfaces

Cleaning of different surfaces: Wood, bronze, steel, brass, glass, rubber, ceramics.

Practical – II

Message handling

Telephone handling procedure
Paging a guest.

Practical – III

Control desk

Complaints handling procedure. Filling up forms used in control desks.

Practical – IV

Guest room service

Using maid's cart trolley.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME**

Bed making, Turndown/ Evening service
Turndown/Evening service.

Practical – V

Guest room & Public area inspection Preparing Inspection checklist for guestrooms. Preparing Inspection checklist for public areas.

Textbooks:

1. S. Andrews, Hotel Housekeeping Management & Operation. New Delhi: Tata McGrawHill, 2008.
2. G. Raghubalan and S.Raghubalan, Hotel Housekeeping Operation and Management. 3rded, New Delhi: Oxford university press, 2014.
3. S.K. Kaushal and S.N. Kaushal, Accommodation Operation and Management. 1st ed, NewDelhi: Frank Bros. & Co, 2006

Reference books:

1. M. Schneider and G. Tucker, The Professional Housekeeper. 4th ed., New York: John Wiley, 1999.
2. Thomas J. A. Jones, Professional Management of Housekeeping operations. 5th ed., NewYork: John Wiley, 2010.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH304P/****Hotel Front Office Foundation Practical-III****COURSE OUTCOMES**

1. Understand geographical location of various continent and countries, its capital, flag and airlines.
2. Illustrate various grooming standards and arrival activities of Front Office Department.
3. Illustrate verbal communication skills required in Front Office Department of aHotel.
4. Illustrate non-verbal communication skills required in Front Office Department of a Hotel.
5. Prepare various forms and formats needed in Front Office Department.

UNIT – I**Knowing the world**

Understanding different continents and division of world.

Preparation and study of countries and capitals, currencies and airlines

Preparation and study of flags and chart.

UNIT- II**Front office department and its operation**

Identification of equipment, work structure and stationery of Front Office. Basic manners and grooming standards required for Front Office operation.Role play of Pre-Arrival and Arrival activities.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT– III****Communication Skill - Verbal**

Understanding the importance of Communication skills – verbal, Presentation and public speaking.

Telecommunication skills telephonic situation handling

UNIT- IV**Communication Skill – Non-Verbal**

Understanding the importance of Communication skills – Non-verbal. Facial expressions, the tone and pitch of the voice.

Gestures, Body language (kinesics) and the physical distance between the communicators (proxemics).

UNIT- V**Forms and Formats**

Preparation of various Forms and Formats used in Front Office Department.

Preparation of various Formats used in Front Office Department.

Textbooks:

1. Kasavana & Brooks, Managing Front Office Operations, AHL&A, 2001
2. Meenakshi Ramand and Prakash Singh, Business Communication, Oxford Publication, 2012.

Reference Books:

1. Vishwamohan, English for Hotel Industry, Pearson Publication, 2013

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH315T/****Computer Application****COURSE OUTCOMES**

1. Understand the basic function of computer parts.
2. Demonstrate the working in word processor
3. Create the spreadsheet
4. Prepare the presentation in power point.
5. Understand the working of Internet.

UNIT– I**Introduction to Computer**

Knowing computer: What is Computer, Basic Applications of Computer; Components of Computer System, Central Processing Unit (CPU), VDU, Keyboard and Mouse, Other input/output Devices, generation of computers, programming languages, Computer Memory, Concepts of Hardware and Software; Concept of Computing, Data and Information.

UNIT- II**Understanding Word Processing**

Word Processing Basics; Opening and Closing of documents; Text creation and Manipulation; Formatting of text; Customizing the Word Application, Document Views, Table handling; Spell check, language setting and thesaurus; Printing of worddocument, Mail merge.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****UNIT– III****Understanding Spreadsheet**

Basics of Spreadsheet; Manipulation of cells; Workbook, Worksheet, Formatting in excel, Advanced formatting in Excel, Printing worksheets, Formulas and Functions; Editing of Spread Sheet, graph, switch between worksheets.

UNIT- IV**Understanding Power point**

Basics of presentation software; Creating Presentation; Preparation and Presentation of Slides; Slide Show; Taking printouts of presentation / handouts. Using Master slide and various theme. Functions of mouse over and mouse click. Inserting various media – Image, video, audio. Insert and modify table and chart. Insert and edit animation and slide transition.

UNIT- V**Introduction to Internet, WWW and Web Browsers**

Basic of Computer networks; LAN, WAN; Concept of Internet; Applications of Internet; connecting to internet; What is ISP; Knowing the Internet; World Wide Web; Web Browsing software, Search Engines; Understanding URL; Domain name; IP Address; Using e-governance website, e mail, introduction to e-Commerce.

FACULTY OF HOSPITALITY

SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

Textbooks:

1. Jaiswal, S, Fundamental of Information Technology, Galgotia Publications Pvt. Ltd., 1999.
2. Seal, Pratim Partho, Computers in Hotel, Oxford Publication, 2013.

Reference books:

1. Kumar, Bittu, Microsoft Office 2010, V&S Publisher, 2013.

FACULTY OF HOSPITALITY

SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

COURSE CODE & NAME: HMDCBH316T/**Introduction to Tourism, Travel & Hospitality Industry****COURSE OUTCOMES**

1. Describe the meaning and concepts of hospitality and tourism.
2. Interpret the forms and types of tourism.
3. Develop the insight of hospitality and tourism products
4. Conceptualize the various aspects of hospitality and tourism sector
5. Illustrate different career opportunities in hospitality and tourism industry

UNIT – I

Introduction: Meaning and Nature of Tourism, The Historical Perspective of Tourism, The economic, social and cultural significance of tourism, tourist, Excursionist, Tourism Market, Tourism Resources, Tourism Product, Destination, Recreation, Pleasure, Relaxation.

Forms & types of tourism: Inter–regional and intra–regional tourism, Inbound and Outbound tourism, Domestic, International tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

UNIT– II

Indian culture: A brief introduction of Indian culture, architecture, dances & music, fair & festivals. Facilitators of Tourism: Accommodation - types of accommodation, classification of accommodation, Transportation: Types and Relevance in Tourism, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product?

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME**

Origin and growth of Hospitality: Concept, origin and growth of Hospitality Industry, Hospitality as an industry & linkages with other industries, role in global and Indian economy. External environment and hospitality industry, Characteristics of the hospitality Industry. Major hotel chains operating in India. Future trends in Hospitality Industry.

UNIT– III

Organization structure of hotel: Organization structure & Departments in hotels; Basic of Front office, Housekeeping, Food and Beverage (service & production), Engineering & Maintenance, Security, Human Resource dept., Sales & Marketing, Purchase & Stores, Accounts. Ancillary services, support services.

UNIT– IV

Distribution Channel: Meaning & definition, Functions & levels of distribution channels, Major hospitality distribution channels - Travel agents, Tour operators, Consortia and reservation system, Global Distribution System (GDS), Internet.

UNIT– V

Wings of Hospitality Industry: Hotels & Resorts, Restaurants & Commercial food services, Meeting & Event planning, Destination Management companies (DMCs), Airlines, Cruises, etc.

Reference books:

1. Sudhir Andrews, Introduction to Tourism and Hospitality, Tata McGraw Hill, 2010.
2. Charles R. Goeldner, Tourism principles, practices, philosophies, John Wiley Pub, 2007.
3. A. K. Bhatia, International Tourism, Sterling Publications, 2006.
4. P. N. Seth, Introduction to Hospitality, Sterling Publications, 2001.

FACULTY OF HOSPITALITY

SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME

Course Code & Name: HMDCBH307T

Hotel Entrepreneurship

Syllabus**Module 1****Module – I**

Decision to become an entrepreneur : Introduction to entrepreneurship-definition, entrepreneur, characteristics, common myths; entrepreneurship's importance-economic impact, impact on society, impact on larger firms; entrepreneurial process-decision to become an entrepreneur, developing successful business ideas, moving from an idea to entrepreneurial firm, managing and growing an entrepreneurial firm.

Module- II

Developing successful business ideas: Recognising opportunities and generating ideas-identifying and recognising opportunities, solving a problem, personal characteristics; Techniques for generating ideas-brainstorming, focus group, survey; Encouraging and protecting new ideas-establishing focal point, encouraging creativity, protecting new idea; Feasibility analysis-Product/service, industry/market, organisational, financial; Industry and competitor analysis-types of hotels, importance of hotel industry, Porter's Five Forces, identifying competitors, competitive analysis grid; Developing an effective business model-business model, components.

Module – III

Moving from an idea to entrepreneurial firm: Building a new venture team-creating, founder, recruitment, professional advisor; Assessing a new venture's financial strength and viability-financial management, financial statements and forecasts, pro forma financial statements; Preparing the proper ethical and legal foundation-Initial ethical and legal issues facing a new firm-departing from employer, choosing attorney, founders' agreement, avoiding legal disputes; Form of business organisation-sole proprietorship, partnership, corporation, LLC; Writing a business plan-importance, outline, investors; Getting financing or funding-importance, source of equity funding, debt financing; creative sources-leasing, grants, strategic partners.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****Module- IV**

Managing an entrepreneurial firm: Unique Marketing Issues-Market segmentation, Target marketing, Positioning, Benefits and features, Branding, 4P's of marketing; Importance of intellectual property-Patents, Trademarks, Copyrights, Trade secrets, IP audit.

Module - V

Growing an Entrepreneurial firm: Preparing for and evaluating the challenges of growth-preparing for growth, challenges of growth, attributes of successful growth firms; Strategies for firm growth-internal growth strategies, external growth strategies; Franchising-definition, establishing franchise system, buying a franchise, legal aspects of franchise relationship.

Textbooks:

1. Barringer & Ireland, *Entrepreneurship: Successfully Launching New Ventures*, Pearson, 2016

Reference Books:

1. S. S. Khanka, *Entrepreneurial Development*, S. Chand, 2012.
2. A. K. Singh, *Entrepreneurship Development and Management*, University Science Press, 2006.
3. Arduser & Brown, *The Professional Caterer's Handbook: How to open a financially successful Bed and Breakfast or small hotels*, Atlantis Publication, 2006.
4. J. Negi, *Hotel and tourism laws*, Frank Brothers, 2012.

FACULTY OF HOSPITALITY**SCHEME OF INSTRUCTION FOR TWO YEAR DIPLOMA PROGRAMME****COURSE CODE & NAME: HMDCBH401P/****Industrial Training (22 Weeks)****COURSE OUTCOMES**

1. Identify their key operational areas of interest.
2. Illustrate the first-hand practical knowledge on their areas of interest.
3. Demonstrate the ability to work in a professional and commercial hotel.
4. Enhance employability skills with their requisite knowledge, skills, attitude and practical experience.
5. Solidify the on-campus learning process and activities, while also provide students with relevant work experience.

DURATION:

- 22 Weeks with coverage of the following operational department of a full service hotel-

a.) Food production**b.) Food and beverage service****c.) Accommodation Operation****d.) Front Office**

- **INSTRUCTIONS FOR EXTERNAL EXAMINER:**

The performance of the students will be evaluated on the basis of Departmental Certificate Issued by the Hotel assigned for Training and VIVA VOICE conducted in the college after the completion of training.

Documents to be submitted after successful completion of INTERNSHIP:

1. Training Log – Book (To be issued by Learning Centre)
2. Training Report
3. Training Certificate from the concerned organization