



AMITY UNIVERSITY

— R A J A S T H A N —

Syllabus Revision

Amity School of Hospital (ASH)

Course Name	Page No.
MTTM	1
Bachelor of Hotel Management	118



AMITY UNIVERSITY

———— RAJASTHAN ————

**Amity School of Hospitality
(ASH)**

Program Code: MTM

Duration – 2 Years Full Time

(Programme Structure)

Choice Based Credit System (CBCS)

2021& 2022

AMITY UNIVERSITY RAJASTHAN

Program Learning Outcomes-PLO

1. Familiarize and Interpret theoretical understanding of the tourism concept and process in application.

2. Reflect multidisciplinary approach in decision making, creative & innovative thinking in tourism industry.
3. Analyse and develop leadership skills and behaviours understanding of the organization through various techniques of management and their practical applicability in the field of tourism.
4. Evolve into a future tourism professional with or integrated knowledge of the dynamics of tourism development.

Credits Summary

MTTM

(02 Years/04 Semesters)

Program	Semester	Core Credit	Domain Credit	Open Elective/Minor Track	Value Added	Summer Training/ Dissertation	Aanandam	Total Credit
PG MTTM 2 Years	I	20	-	-	4		2	26
	II	12	6	3	4		2	27
	III	12	8	3	4	8	2	37
	IV	9	8	-	-	9	2	28
	Total	53	22	6	12	17	8	118

CC = Core Courses

DE = Domain Elective

OE = Open Elective

VA = Value Added Courses

NTCC = Non- Teaching Credit Courses (NTCC)



AMITY UNIVERSITY

— RAJASTHAN —

Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

FIRST SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 101	Principles of Management	CC	3		-	3
MTM 102	Customer Relationship Management	CC	3		-	3
MTM 103	Sustainable Tourism; Concepts Strategies	CC	3		-	3
MTM 108	Fundamentals of Hospitality Management	CC	3		-	3
MTM 105	Fundamentals of Tourism	CC	3			3
MTM 106	Destinations of India	CC	3			3
MTM 109	Cultural Tourism Resources of India	CC	2			2
BCS 111	Communication Skills – I	VA	1	-	-	1
BSS 111	Behavioral Science – I	VA	1	-	-	1
AND 001	Anandam	CC			2	2
FLN 101 FLG 101 FLS 101 FLJ 101 FLC 101	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
	TOTAL					26

Course Name	Course Code	LTP	Credit	Semester
PRINCIPLES OF MANAGEMENT	MTM 101	3:0:0	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the effective management skills needed to maximize individual and organizational productivity related to the internal and external environment and issues of ethics and social responsibility
CLO 2	Identify and evaluate social responsibility and ethical issues involved in business situations and logically articulate own position on such issues
CLO 3	Describe the effective management skills needed to maximize individual and organizational productivity related to the internal and external environment and issues of ethics and social responsibility

B. SYLLABUS

Course Objective:

The objective of this course is to enable the students to understand that management is the process of planning, organizing, staffing, directing and controlling the enterprise resource sufficiently and effectively for achieving the goals of the organizations.

Course Contents:

Module I: Management Concept

Nature, Importance of Management, Management as an Art and Science, Management as a Profession, Management v/s Administration, Management Skills, Evolution of Management, Early in management Contributions, Taylor's Scientific Management, Fayol's Administrative Management.

Module II: Introduction to Functions of Management

Planning: Nature, Scope, Objectives & Significance of Planning, types of planning, Process of planning, barriers to effective planning, decision making.

Organising: Concept, Organisation theories, forms of organisational structure, span of control, delegation of Authority. Authority and responsibility.

Module III

Staffing: Concept, Manpower planning, Job Design, Recruitment & Selection, training & performance Appraisal.

Directing: Concept, direction and supervision.

Motivation: Concept, Motivation & performance, theories of motivation, morale building.

Module IV:

Leadership: Core of leadership, functions of leaders, leadership style.

Communication: Communication process, Importance of Communication

Controlling: concept, Types of control, methods.

Module V: Case Studies

Success story of Tata group. Organizational structure of the major PSUs of India and their success story post liberalisation. Concepts of LPG & PPP.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Drucker, Peter F., 1981. Management Tasks, Responsibilities and Practices Allied Publishers Pvt. Ltd, New Delhi.
- Koontz. B. and Donnell C., 1985. Management: A System and Contingency Analysis of Management Functions. Mc Graw-Hill, Kogakusha Ltd: Tokyo.

Course Name	Course Code	LTP	Credit	Semester
CUSTOMER RELATIONSHIP MANAGEMENT	MTM 102	3:0:0	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop an understanding of the terms and benefits of CRM on a company's bottom line.
CLO 2	Discuss the importance of relevance, respect, credibility, and value in the relationship management process
CLO 3	Analyze the different components of a CRM Plan.

B. SYLLABUS

Course Objective:

Students will be able to understand and explain that:

Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution. It gives a good definition of CRM functionality but also gives detailed guidance of how to approach CRM in organization. This also refers to an excellent study into what defines today's best practices in the CRM industry. It covers all subject areas on the different topics of CRM. A CRM approach that is responsive, flexible and personalized to each customer. Use of E-Commerce in CRM.

Course Contents:

Module I: Customer Relationship Management

Definition of CRM & Scope

The Power of CRM (scope & dimension). The need for CRM

CRM Success factor

Module II: The Customer Service / Sales Profile

Types of CRM strategies

CRM in relation to Customer Service

CRM Creating demand for Tourism

Role of Service Associates (Case Study)

Module III: Choosing your CRM Strategy

CRM Strategy Starting Point

The CRM Strategy Creation

Identify Potential Strategies

Module IV: Managing and Sharing Customer Data

Managing Customer Information

Ethics and legalities of Data use

Module V: E-Commerce Customer relationship

CRM on Internet

Choosing the Right niche

Module VI

Managing relationship through conflict

Managing the movement of conflict

Understanding Customers

Problems and Solutions

CRM Marketing

CRM Marketing Initiatives (Up Selling & Cross Selling)

Module VII: Delivering CRM

Case Studies of Nokia, Jetlite and Kingfisher

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- CRM by Kristen Anderson & Carl Kerr Tata McGraw Hills

References:

- The CRM Hand-book-Jill Dyche -Pearson Education Singapore
- Management & Public Relation & Communication by Shailesh Sen Gupta - Vikas Publishing House, New Delhi.
- Consumer Behaviour,Dr. SL Gupta, Sultan Chand & Sons

Course Name	Course Code	LTP	Credit	Semester
SUSTAINABLE TOURISM; CONCEPTS STRATEGIES	MTM 103	3:0:0	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	1. Describe Eco- Tourism
CLO 2	Explain eco- tourism venues and impacts
CLO 3	Develop plan for eco- tourism destination
CLO 4	Appreciated the importance of Sustainable Sites in Tourism.

B. SYLLABUS

Course Objective:

Tourism Product is very fragile in nature and because of its sensitivity it is very important that Industry and industry related professionals must understand that Tourism product must be saved for the coming generations only by spreading awareness and educating masses, the course is structured to achieve the same.

Course Contents:

Module I: Introduction to Eco-Tourism

Principles of Eco-Tourism

Types of Eco-Tourism

Global Growth and magnitude of Eco-Tourism

Module II: Eco-Tourism Venues

Mobile protected areas

Privately owned protected areas

Modified spaces

Indigenous territories

Module III: Eco-Tourism Impacts

Forms of Impacts

Exploring Socio Cultural Impacts

Tourism impact on natural environment.

Contemporary environment problems

Module IV: Business of Eco-Tourism

Roles of Eco friendly Accommodation, Tour Operators, Tour Guides and Interpretations

Management tools and techniques, policy and planning, Eco-Tourism related organizations.

Module V

Case studies of Himalayas, Corbett National Park,,KanhaNational Park, KovalamBeachetc.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Baldwin, J H (1985), Environmental Planning & Management, IBD, Dehradun
- Bandyopadhyay, J, Jayal, N D, Schoettli and Chhaterapati Singh (eds.), 1985: India's Environment – Cries and Responses, Natraj, Dehradun
- Cooper, C P (ed), Progress in Tourism, Recreation and Hospitality Management, CBS Publishers, New Delhi
- Datt, Narayan &Mridula (1991), Ecology and Tourism, Universal Publishers & Distributors, Delhi
- Sharma, PD, (1992), Ecology and environment, Rastogy Publication, Meerut
 - Singh, T V, J Kaur & D P Singh (ed.) (1982), Studies in Tourism Wildlife Parks Conservation, Metropolitan, New Delhi

Course Name	Course Code	LTP	Credit	Semester
Fundamentals of Hospitality Management	MTM 108	3:0:0	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the hospitality Industry.
CLO 2	.Explain the classification of Hotels.
CLO 3	Describe different departments of hotels.
CLO 4	Describe Marketing of Hotels

B. SYLLABUS

Course Objective:

To familiarize the students with the principles of marketing and sales and their applicability in the travel market. To achieve this objective, case study method is adopted to create real life situations in the classroom. This course also aims at producing managerial capabilities in the potential managers required by the travel trade.

Course Contents:

Module I: Role of Hotels and Resorts in Tourism, Problems and Prospects of Hotel Industry in India, Franchise, Affiliation, Management Contract and Chain Operations.

Module II: Classification of Accommodation Industry, Criteria for Classification, Types of Supplementary and Intermediate accommodation; Types of rooms and room tariffs.

Module III :Organizational Structure of Hotels, Front Office Management, Housekeeping, Food & Beverage Services, Restaurants & Bars, Indian and International cuisines (Indian, French, Chinese, Continental).

Module IV:Marketing of Hotels, Facilities and services provided by Hotels; Designing Services and Promotional campaigns, Hotel Reservations, Discounts and bill settlement through agents and tour operators.

Module V:Manpower Planning in Hotels, Recruitment & Selection, Induction, Training & Development.

Module VI: Environmental Management in Hospitality Industry – International EMS Standards. Practices of TQM in Hospitality.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Text & References:

Text:

- Rutherford G. Denny, Hotel Management and Operations, Van Nostrand Reinhold, New York, 1990.

References:

- Branson C. Joan and Lennox Margert L., Hotel, Hostel and Hospital Housekeeping, ELBS.
- Chakrabarty B.K.: A Technical Guide to Hotel Operations, Metropolitan, New Delhi.
- Kaul R.N.: Dynamics of Tourism, A Trilogy Vol. 2 Accommodation; Sterling Publishers Pvt. Ltd. New Delhi, 1985.
- Negi JMS: Hotel and Tourism Development, Metropolitan, New Delhi, 1984.
- Andrews Sudhir: Food and Beverage Service, Tata McGraw Hill, New Delhi, 1990.
- Andrews Sudhir: Hotel Front Office, Tata McGraw Hill, New Delhi, 1990.
- Andrews Sudhir: Hotel House Keeping, Tata McGraw Hill, New Delhi, 1990.
- Jagmohan Negi: Professional Hotel Management, 1997, Sultan Chand and Sons, New Delhi.
- Bardi James A., Hotel Front Office Management, Van Nostrand Reinhold, New York, 1990.
- Dennis R. Lillicrop and John A. Cousins: Food and Beverage Service, ELBS, 1990.

Course Name	Course Code	LTP	Credit	Semester
FUNDAMENTALS OF TOURISM	MTM 105	3:0:0	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the Introduction of Fundamentals of Tourism.
CLO 2	Explain Tourism Products & Attractions.
CLO 3	Explain Types and forms of Tourism.

B. SYLLABUS

Course Objective:

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organizations.

Course Contents:

Module I: Introduction

Definition & concepts of Tourism, components & linkages of Tourism, Growth of tourism industry and historical development, through ages, Future of tourism industry.

General Tourism Trends. Types of Tourists, Visitor, Traveler, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

Module II: Tourism Products & Attraction

Nature, Characteristics and Components of Tourism Industry. Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

Module III: Types and Forms of Tourism

Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

Module IV: Present scenario of Indian Tourism Industry

Tourism in India after 26/11, new government Initiatives under “ATITHI DEVO BHAVA” campaign/ Incredible India Campaign.

Module V: A study of International Tourism Organisations

Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.
- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

Course Name	Course Code	LTP	Credit	Semester
DESTINATIONS OF INDIA	MTM 106	3:0:0	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the background and concepts behind Tourism Product Development
CLO 2	Explain the products under Destination designing and management
CLO 3	Develop knowledge about different destinations of India.

B. SYLLABUS

Course Objective:

The objective of this course is to enable students to recognize and value India's tourist attractions and cultural and natural heritage, to create awareness for preservation of resources at these Destinations and to demonstrate India's tourism potential with regard to diverse Tourism Destinations.

Course Contents:

Module I: Historical / Monument / Architectural destinations

Delhi, Agra, Jaipur, Khajuraho, Sanchi, Nalanda, Ajanta, Ellora.

Module II: Religious & Cultural Destinations

Haridwar, Badrinath, Kedarnath, Bodhgaya, Puri, Amritsar, Hemkund Sahib, Ajmer,

Rameshwaram, Konark & Dwarika.

Module III: Hill Stations

Srinagar, Shimla, Kodaikannal, Ooty, Darjeeling

Module IV: N.P. & Wild life sanctuaries

Jim Corbett, Bharatpur, Kaziranga, Kanha, Pariyar

Module V: Coastal destinations

Goa, Kovalam, Lakshdweep, Andman&Nicobar.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Ahmad Aizaz, General Geography of India, NCERT, New Delhi

References:

- Chamoli, S P, The Great Himalayan Traverse, Vikas Publishing, 1994
- Kaul, R N, Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi
- Nagar, Vishnu Dutt and Sudhakar, Principles and Problems of Indian Transport, Kailash PustakSadan, Gwalior
- Negi, Jagmohan, Tourism and Travel, Concept and Principles, Gitanjali Publishing House, New Delhi, 1990
- William, Crook, Travels in India, Oriental Publishers, New Delhi

Course Name	Course Code	LTP	Credit	Semester
CULTURAL TOURISM RESOURCES OF INDIA	MTM 109	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To get familiar with the Indian Culture
CLO 2	Explain the religions of India
CLO 3	Describe the art & culture Heritage of India
CLO 4	Describe architectural Heritage of India
CLO 5	Describe museums and art gallery if India.

B. SYLLABUS

Course Objective:

The course presents the core competency of Indian Tourism to the students to be familiar with the places of cultural tourism interest. The objective is to help students understand the significance of cultural tourism resources of India..

Course Contents:

MODULE I: Indian Culture: General Features, Sources, Components and Evolution. Structure of Indian Society, Caste System of India, Ashram Vyavastha.

MODULE II : Religions of India:Religious Shrines & Pilgrimage Centers - Hindu, Buddhist, Jain, Sikh, Muslim, Christian and others-Basic Tenets – Different Indian and Western Philosophy

MODULE III : Art & Cultural Heritage: Significance and Places of Importance of Ayurveda, Yoga and Meditation - Performing Arts, Dance Forms , Music – Vocal & Instruments - Folk Arts - Indian Paintings and Sculpture- Fair and Festivals , Indian Cuisine , Traditional Arts and Crafts.

MODULE IV : Architectural Heritage :Significance & Places of Importance, Rock-cut Architecture - Buddhist Architecture –Gandhara& Mathura Schools of Art - Hindu Temple Architecture- IndoAryan, Dravida, Vesera, Indo-Islamic Architecture – Pillars, Tomb, Forts, Mosque, Masjid, Modern Architecture – Important Forts, Palaces and Havelies- Public Buildings, Ports, Hotels (Taj Hotel in Mumbai &Oberio Hotel in Shimla), Bridges, RastrapatiBhavan, Parliament House, India Gate, Gateway of India, - World Heritage Sites in India - Problems and Prospects of Cultural Tourism in India

MODULE V: Museums and Art Galleries :Significance, Types and Importance of Museums and Art Galleries- Indian Museum, Kolkata, National Museum, New Delhi, Salarjunga Museum, Hyderabad, City Mahal Museum, Jaipur, Udaipur & Jodhpur

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

SUGGESTED TEXT BOOKS

1. Basham.A.L (1988). The Wonder That Was India.Rupa and Co., New Delhi
2. Sen,SailendraNath (2007). Textbook of Indian History and Culture. Macmillan, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Gupta, S.P. (2002). Cultural Tourism in India. Indraprastha Museum of Art andArchaeology, New Delhi.
2. Hussain.A.K (1987). The National Culture of India. National Book Trust, New Delhi.
3. Jacob, R. (2012). Indian Tourism Products. Abhijeet publications.
4. Sahai, S. (2006), Indian Architecture: Hindu Buddhist and Jain. Prakash Books.
5. The Gazette of India: History and Culture, Vol.2, Publication Division, Ministry of Information and Broadcasting, Government of India, 1988.

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 111	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setup of Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formal communication
CLO 3	Apply their acquired knowledge with the appropriate selection of channel of formal communication.
CLO 4	Develop and empower self with the power of Words.
CLO 5	Enhance their technical writing capabilities while also learning about do's and don'ts of technical drafting.

B. SYLLABUS

Topic
Self-Actualization (Baseline, Self-Image Building, SWOT, Goal Setting)
Writing Skills (CV Writing, Email Writing, cover Letter, Application Writing)
GD based on current affairs, contemporary issues, sensitive issues, case study based and social issues
Body Language

EXAMINATION SCHEME:

Components	Self-introduction	Group Discussion	Email Writing	Attendance
Weightage (%)	25	35	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford

- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008.
Print
- New International Business English, Jones/Alexander, Cambridge

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - I (SELF-DEVELOPMENT AND INTERPERSONAL SKILLS)	BSS 111	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop your understanding of who you are; what your core purpose is, what your values are and what limits your success
CLO 2	Manage your emotions and feelings more effectively to have the impact that you need
CLO 3	Develop the way that you regulate and control your emotions
CLO 4	Learn about your behavioral preferences to become more self-awareness
CLO 5	Develop your understanding of who you are; what your core purpose is, what your values are and what limits your success

B. SYLLABUS

Course Objective:

This course aims at imparting an understanding of:
 Self and the process of self exploration
 Learning strategies for development of a healthy self esteem
 Importance of attitudes and their effect on work behavior
 Effective management of emotions and building interpersonal competence.

Course Contents:

Module I: Understanding Self

Formation of self concept
 Dimension of Self
 Components of self
 Self Competency

Module II: Self-Esteem: Sense of Worth

Meaning and Nature of Self Esteem
 Characteristics of High and Low Self Esteem
 Importance & need of Self Esteem
 Self Esteem at work
 Steps to enhance Self Esteem

Module III: Emotional Intelligence: Brain Power

Introduction to EI
 Difference between IQ, EQ and SQ
 Relevance of EI at workplace
 Self assessment, analysis and action plan

Module IV: Managing Emotions and Building Interpersonal Competence

Need and importance of Emotions
Healthy and Unhealthy expression of emotions
Anger: Conceptualization and Cycle
Developing emotional and interpersonal competence
Self assessment, analysis and action plan

Module V: Leading Through Positive Attitude

Understanding Attitudes
Formation of Attitudes
Types of Attitudes
Effects of Attitude on
Behavior
Perception
Motivation
Stress
Adjustment
Time Management
Effective Performance
Building Positive Attitude

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-** Journal of Success; **HA-** Home Assignment; **P-** Presentation; **V-** Viva; **Q-** Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-** Attendance

Text & References:

- Towers, Marc: Self Esteem, 1st Edition 1997, American Media
- Pedler Mike, Burgoyne John, Boydell Tom, A Manager's Guide to Self-Development: Second edition, McGraw-Hill Book company.
- Covey, R. Stephen: Seven habits of Highly Effective People, 1992 Edition, Simon & Schuster Ltd.
- Khera Shiv: You Can Win, 1st Edition, 1999, Macmillan
- Gegax Tom, Winning in the Game of Life: 1st Edition, Harmony Books
- Chatterjee Debashish, Leading Consciously: 1998 1st Edition, Viva Books Pvt. Ltd.
- Dr. Dinkmeyer Don, Dr. Losoncy Lewis, The Skills of Encouragement: St. Lucie Press.
- Singh, Dalip, 2002, Emotional Intelligence at work; First Edition, Sage Publications.
- Goleman, Daniel: Emotional Intelligence, 1995 Edition, Bantam Books
- Goleman, Daniel: Working with E.I., 1998 Edition, Bantam Books.

Course Name	Course Code	LTP	Credit	Semester
Anandam	AND001	2	2	1

Course Learning Outcomes:

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.

- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.

Course Name	Course Code	LTP	Credit	Semester
Foreign Language French	FLFA2111	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences.
CLO 4	
CLO 5	

B. SYLLABUS

Semester 1:(français.com intermédiaire) Course Code:

Credit Units :02

Program Learning Outcomes :

- To produce global citizens speaking an International language in keeping with the institutional vision .
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad

Course Learning Objective:

To familiarize the students of French Language with:

1. Initiating a discussion inFrench
2. To welcome aguest
3. To draft amail
4. To note arendez-vous
5. To change one'srendez-vous

Course Contents

Unit 1 and Unit 2 (Chapters 1 and 2): Pg: 9-25

a. Lexical:

1. To present oneself, to take the notes
2. To initiate a conversation
3. To welcome a traveler, to draft an email
4. To update one's diary
5. To postpone, cancel a meeting

b. Grammar:

- Present of the indicative
- Preposition of place
- Direct interrogation
- Complements of personal pronouns
- numbers
- simple future
- past tense (revision)
- conditional mode

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (intermédiaire). Paris: CLE
International Français.com (intermédiaire), livre de professeur
<http://apprendre.tv5monde.com/>
Larousse Dictionnaire français-anglais anglais-français (French Dictionary),
W.R.Goyal
Supplementary Materials are given in form of photocopies

Course Name	Course Code	LTP	Credit	Semester
Foreign Language German	FLG A2111	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences.
CLO 4	
CLO 5	

B. SYLLABUS

Semester 27: Course Code:

Credit units : 02

Program Learning Outcomes :

- To produce global citizens speaking an International language in keeping with the institutional vision .
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad
- able to form dialogue between doctor and patient.
- give order, request, suggestions and commands in positive and negative both.(formal and informal)
- use of imperative in different types of situation: In a bar/ Classroom/ Market etc. and express prohibitions and permissions
- make a curriculum vitae.
- write job letters/formal letters and deal typical question answer preparation of a job interview

Course

Content:

Vocabulary:

- Body parts

- Diseases
- Qualifications
- Courses
- Professions
- Formal greetings

Grammar:

- Imperative regular and irregular verbs

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Prescribed Text-Book: Themen Part 2

References: Deutsch im Krankenhaus

Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan& Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1** - Deutsch – Englisch, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

Course Name	Course Code	LTP	Credit	Semester
Foreign Language Spanish	FLS A2111	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences
CLO 4	
CLO 5	

B. SYLLABUS

Semester 1: Course Code:

Credit units: 02

Program Learning Outcomes :

- To produce global citizens speaking an International language in keeping with the institutional vision .
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad

To familiarize the students of Spanish Language with

- To talk about incidents in past
- To narrate your past habits, childhood experiences etc.
- To describe major historical & cultural events.
- To familiarize students with important Hispanic personalities
- Typical question/Answer preparation for a job interview & CV

Course Content:

Unidad 10, 11 from Nuevo Español Sin Fronteras

Vocabulary Content:

Vocabulary of Curriculum vitae- Personal information, academic data, work experience, designation, area of interest, career objectives etc.

Grammar Content:

Preterito indefinido tense,

Preterito Imperfecto Tense.

Practice exercises on both the tenses as the usage is completely different in comparison with English

Object Pronouns

Imperatives

Examination Scheme

Total; 100 Marks

- **Internal evaluation** : 50 Marks
- **Following are the components of Internal Evaluation.**
- **EXAMINATION SCHEME**
- **Total: 100 marks**

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Course Name	Course Code	LTP	Credit	Semester
<u>FOREIGN LANGUAGE</u> <u>CHINESE</u>	FLC A2111	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences.
CLO 4	
CLO 5	

B. SYLLABUS

Program Learning Outcomes:

- To produce global citizens speaking an International language in keeping with the institutional vision.
- To give students a platform to understand Culture and Society of a different world.
- To enhance the possibilities of jobs in MNCs established in/outside the country.
- To enhance the possibilities of Studying Abroad

Course Learning Objectives:

To familiarize the students of Chinese language with:

1. Shopping at Chinese shops/stores.
2. Using public transportation.
3. Taking medical assistance
4. Talk in Chinese on such topics as sports and entertainment
5. Conversation at hotel.

COURSE CONTENT

1. Conversation related to Shopping
2. Using various modes of Transportation
3. Expressions related to Medical care
4. Talking about Sports
5. Asking questions and answering simple questions: Entertainment
6. Conversation related to staying at hotel
7. Topic related Video clippings

VOCABULARY CONTENTS

1. Vocabulary will include approx 90 Characters related to such topics as shopping, transportation, medical care, sports, entertainment, at hotel etc.

GRAMMAR CONTENTS

1. Multi-verbal sentences; 每 ; structural particle, 的 ; 从。。起 ; 从。。到 , 地
2. Simple directional complement
3. 是。。的。
4. Complement of result; 到 dao, 上 shang ; pivotal sentence; action in progress.
5. Aspectual particle 着

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Assignment	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

1. Professionals Handbook for Learning Chinese Vol II (Major Text book), Goyal Publishers
2. Learn Chinese with me book-II (suggested reading), People's Education Press
3. Elementary Chinese Reader Book-II (suggested reading)



AMITY UNIVERSITY

— RAJASTHAN —

Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

SECOND SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 201	International Tourism Management	CC	3		-	3
MTM 202	Marketing of Tourism Services	CC	3		-	3
MTM 204	Travel Agency & Tour Operations	CC	3		-	3
MTM 206	Research Methodology in Tourism	CC	2	1		3
DE Elective: Student has to select 2 course from the list of following DE electives						
MTM 213	Air Travel, Fare & Ticketing	DE	2	1	-	6
MTM 215	Conference & Event Management	DE	2	1	-	
MTM 217	Application of Computers in Tourism	DE	2	1		
BCS 211	Communication Skills – II	VA	1	-	-	1
BSS 211	Behavioural Science - II	VA	1	-	-	1
AND 002	Anandam	CC			2	2
FLN 201 FLG 201 FLS 201 FLJ 201 FLC 201	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
Open Elective		OE	3			3
TOTAL						27

Course Name	Course Code	LTP	Credit	Semester
INTERNATIONAL TOURISM MANAGEMENT	MTM 201	4:0:0	4	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Importance of international tourism, Growth of international tourism
CLO 2	Factors influencing growth of IT, Tourism market of India.
CLO 3	WTO promotion, Role of multinational sector in growth of IT

B. SYLLABUS

Course Objective

To develop an insight on trends and patterns in international tourism with past, present and future perspective and the various processes and factors responsible therein. It also aims at explaining regional distribution of international tourism, the changing market destination trends and inter-relationships. Describing the role of regional and international tourism institutions and multinationals in the growth and development of tourism. The overall objective of this course is to equip students with the necessary knowledge on international tourism trends and the related aspects so that they are able to deal with planning, marketing and management of tourism.

Course Contents:

Module I

Growth Scenario in International Tourism; New World Order and International Tourism; Trends & Critical Issues; Regional Distribution of tourist Traffic & Tourism receipts.

Module II

Factors Influencing Growth and Restrictions of International Tourism; Regional Disparities; Tourism gaps with specific cases of Europe and Asia.

Module III

Tourism Growth Potential in SAARC Region; Role of India as an emerging leader; Performance of International Tourism in India.

Module IV

Effective and Potential Tourism Markets for India.

Module V

Role of International and Regional Tourism Institutions and Organizations in Growth and Development of Tourism; WTO, Promotion activities of these association.

Module VI

Role of Multinational / Private and Public Sectors in Growth of International Tourism

Module VII

International Tourist Destination; Familiarization through cases.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Bhatia A. K. – International Tourism Management.

References:

- Hannel, Christine, Robert Harshman and Graham Draper, Travel & Tourism- A World Regional Geography.
- Dr. Negi, International Tourism & Travel, Principles and Concepts, S. Chand & Co., New Delhi.
- Witt, Michael & Brooke, Peter J. Buckley, International Tourism.

Course Name	Course Code	LTP	Credit	Semester
MARKETING OF TOURISM SERVICES	MTM 202	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the core concepts of Marketing.
CLO 2	Explain Market segmentation and practice.
CLO 3	Develop Marketing strategies.
CLO 4	Appreciated the importance of branding & understand the various functions of packaging.

B. SYLLABUS

Course Objective:

This course is aimed at familiarizing students with application of research tools in different areas of marketing with a thrust to develop practical skills. The different aspects of salesmanship and sales management will also be explained to the students. In teaching, case method shall be used as a main tool to give practical knowledge to students.

Course Contents:

Module I: Marketing

Core concepts – needs, wants, demands, philosophies of Marketing Management – Marketing and Societal prospective, economic importance of marketing, importance of marketing in Service Industry.

Module II

Market segmentation, positioning and targeting (STP Model) measuring and forecasting Tourism demand, Forecasting methods.

Module III: Marketing Strategies

Developing marketing environment, consumer buying behaviour, new product development, PLC, customer satisfaction, Internal and External Marketing, Interactive and relationship marketing, relationship marketing in Tourism.

Module IV

Product strategies, product Line, product mix, branding and packaging, distribution channels service, characteristics of tourism, tourism marketing mix, marketing of airlines, hotels, resorts, travel agencies and other tourism related services.

Module V: Case Studies

A case study on the marketing strategy of UB Group.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Blankenship, A.B. & J.B. Doyle, Marketing Research Management.

References:

- Green, Paul, E & Donald S. Tull; Research for Marketing Decisions, Englewood Cliffs, New Jersey, Prentice Hall, Inc. 1970.
- Handbook of Marketing Research, New York, McGraw Hill Book Co., 1974.
- Lehmann, Donald, R., Market Research & Analysis, HomewoodIllinois, Richard D. Irwin, 1989.
- Luck J. Devid, Wales G. High Taylor, A. Donald & Rubin S. Ronald: Marketing Research, Prentice Hall of India.
- Richard R. Still, Edward W. Cundiff & Norman A.P. Gouant: Sales Management, Prentice Hall of India, 1985.

Course Name	Course Code	LTP	Credit	Semester
TRAVEL AGENCY AND TOUR OPERATIONS	MTM 204	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe travel business
CLO 2	Prepare tour costing sheet
CLO 3	Develop Itinerary development
CLO 4	Develop tour package

B. SYLLABUS

Course Objective:

Explain why people travel and describe what a tour operator does.

Explain the need to have current product knowledge.

Describe the services offered by an inboard tour operator.

Define the selected terms used in travel agency business.

Understand currency regulations and role of national and international travel trade association.

Understand and review an itinerary and identify key points and knowledge on destinations.

Course Contents:

Module I

History and growth of Travel Agency Business, Overview of Travel Business.

Module II: Introduction to Travel Agency Business

Travel Agency & Tour Operator Meaning, Types, Functions, linkages in Travel Agency Business, How to start a Travel Agency Business.

Module III: Tour Packaging

Meaning, components, types of package tour, significance of packaging, tour designing process.

Module IV: Itinerary Development

Meaning & Definition, types of Itinerary, rules for developing effective Itinerary, tools & procedure for Itinerary, designing the various itineraries.

Module V: Tour Costing

Concept of Cost, components of cost, fixed & variable cost, factors affecting the term cost, cost sheet format, actual cost on cost sheet.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Professional Travel Agency and Management, Chunk, James, Dexter &Boberg

References:

- Travel Industry, Chunk Y.Gee
- Travel Agency Operations, Dr Jagmohan Negi

Course Name	Course Code	LTP	Credit	Semester
RESEARCH METHODOLOGY IN TOURISM	MTM 206	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Analyse the probability and probability distribution
CLO 2	Select and implement the probability theory, make use of sampling and draw inferences
CLO 3	Calculate the multiple correlation and regression.
CLO 4	Apply different hypothesis testing techniques.
CLO 5	Investigate data conditions used for different sampling distributions.

B. SYLLABUS

Course Objective:

To develop an understanding among the students about the Management Research Techniques and Methodology adopted to carry out Research as Tourism is one of the most dynamic Industry which needs lot of Research and therefore enucleating the value of Research to the students.

Course Contents:

Module I: Introduction

Concept of Research and its application in various functions of Management, Types of Research, Types of Business Problems encountered by the researcher, problems and precautions to the Researchers.

Process of Research: steps involved in research process, research design: Various methods of research design.

Module II: Collection of Data

Concept of sample, sample size and sampling procedure, various types of sampling techniques, determination and selection of sample.

Types of Data: Secondary and primary, various methods of data collection, preparation of questionnaire and schedule, types of questions, sequencing of questions, check questions, length of questionnaire, precautions in preparation of questionnaire.

Module III: Analysis of Data

Coding, editing and tabulation of data, various kinds of data interpretation: bar and pie, graphs and their significance, use of SPSS in data analysis, application and analysis of variance (ANOVA). Measurement and Central Tendency, Measure of Dispersion and their advantages. Basic statistical techniques used in data analysis.

Module IV: Report Preparation

Types and layout of Research Report, precautions in preparing the Research Report. Bibliography, References and Annexures conclusions, suggestions and recommendations: Need and Importance.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Cooper and Schindler – Business Research Methods (Tata McGraw Hill, 9th Edition)
- Saunders – Research Methods of Business students (Pearson Education, 2nd Edition, 2007)
- Panneer Selvam – Research Methodology (Prentice Hall of India, Edition 2008)
- Gravetter – Research Method for Behavioural Sciences (Cengage learning)
- Beri G.C – Marketing Research (Tata Mc Graw Hill, 4th Edition)
- Kothari C R – Research Methodology Methods and Techniques (New Age International Publishers, 2nd Edition, 2004)

Course Name	Course Code	LTP	Credit	Semester
AIR TRAVEL, FARE AND TICKETING	MTM 213	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the Transportation & its importance along with its branches.
CLO 2	Explain the role of IATA/UFTAA / IATA codes
CLO 3	To learn about Fare construction, Fare calculation and ticketing
CLO 4	To learn about Baggage Rules for airlines transport

B. SYLLABUS

Course Objective

Transport is a vital component of the travel and tourism industry. Therefore it becomes imperative for the students of tourism to learn about the different modes of transportation and their management related issues in modern world in general, and in India in particular.

Course Contents:

Module I: Transportation

Types and role of transport in India.

Role of Indian Airways in Tourism promotion.

Airlines in India.

Module II: IATA / UFTAA

Function and role.

Freedom of Air

Role of ICAO

World Geography

GMT Calculation

Module III: IATA Codes and Abbreviations

Airport / City Codes, Airline Codes, ABC Codes, Action Codes, Miscellaneous Codes

Hotel abbreviations, month abbreviation and miscellaneous abbreviations.

Module IV: Fare Construction

Rules

Terms

Types of Journey

Types of Fare

Fare calculation terminology.

Module V: Fare Calculation and Ticketing

Oneway

Return

Open Journey

Add ons

Mixed class.

Module VI: Baggage Rules

Weight system / Piece system – Area of application, free baggage allowances, children and infant’s allowances, excess baggage weight charges, checked and unchecked baggage.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Aggarwal, Surinder: Travel Agency Management, Communication India, New Delhi.

References:

- Bradnock, Robert & Rama: India Handbook 2000, Passport Publishers, UK, 1995.
- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Kaul, RN.: Dynamics of Tourism – A Trilogy, Sterling Publishers, New Delhi.
- Nagar, Vishnu Dutt & Sudhakar, Principles & Problems of Indian Transport, Kailash PustakSadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Negi, Jagmohan, Tourism & Travel, Concept & Principles, Gitanjali Publishing House, New Delhi, 1990.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Report of the National transport Policy Committee, Planning Commission, Govt. of India, New Delhi, 1980.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.
- William, Crook, Travels in India, Oriental Publishers, New Delhi.

Course Name	Course Code	LTP	Credit	Semester
CONFERENCE AND EVENT MANAGEMENT	MTM 215	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Introduction of Event operation in Tourism
CLO 2	Organization & logistic of MICE
CLO 3	Sales & tourism promotion of MICE.
CLO 4	Role of various promotional government & non- government organization organizations
CLO 5	Usage of various technologies in Event industry

B. SYLLABUS

Course Objective:

The objective of this paper is to apprise the students about the utility of event business and the role of event planners in making any event a success. It will help the students to attain the basic skills for organizing conferences, tours, festivals, charity, fundraisers, meetings, holidays, parties, grand opening, birthdays, weddings, trade shows, political events, family reunions and new product launches. It will also help students in bringing the creativity in their thinking and hence applying it in event design, event proposal and event & conference budgeting.

Course Contents:

Module I

Introduction to MICE, Evolution of Meetings, Convention and Expositions, Components of MICE, Major players in the Industry: Associate meeting planner, corporate meeting planner, independent meeting planning, tour operations, Trade shows and expositions site selection techniques.

Module II: MICE Market

Association meeting, Corporate meeting, Process of meeting: management, pre-meeting, during the meeting and post meeting. Role of Travel agency in management of conferences. Pre-and-post conference tours.

Module III: Conference Venues

Concept, facility check in and check-out procedure, requirements, convention meeting planner. Contract negotiating with airlines, hotels and ground transportations, convention and visitor bureaus. Role of ICPB.

Latest Meeting Technologies:- Video Conferencing. Factors affecting future of MICE. Incentive tours and special requirements for its organization. Major conference facilities in India.

Module IV

Event an extension of marketing, Corporate public relations, Product differentiation, Image management and event industry in India.

Module V

Making a start, Event planning, The event venue – finding, logistic and ambience, Managing event as a product, Close down evaluation and legacies.

Module VI

Imitation process, Media mix, Technological innovations, Management of relationship, Document design, Event sponsorship. Events vs. objectives, Events vs. facts, Events & conference crisis management, Event & conference management system, Booming event industry, Event management as a career.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Successful Event Management by Ponton Shone & Pryn Parry published by Thomson Asia Pte. Ltd Singapore.
- Convention Sale by Margret Shaw.

References:

- Event Management & Event, Getz D. Cognizent Press, Newyork
- Tourism Event, Impact, Hall C.M., Belham Press, London
- Event Planning & Management, Diwankar Sharma, Deep & Deep Publications Pvt. Ltd., N. Delhi.
- Managing Convention and Group Business, Leonard H Hoyle, Thomas J.A Jones
- Conference – An Organisers Guide, Peter Cotterell

Course Name	Course Code	LTP	Credit	Semester
APPLICATION OF COMPUTERS IN TOURISM	MTM 217	3:0:0	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Explore the world of Computers and Computer technology and its applications.
CLO 2	Define the basic concept of operating system.
CLO 3	Implement the application of word Processor, Databases.
CLO 4	Understanding the basic concepts of Amadeus information System and PNR
CLO 5	Demonstrate the application of Computer in the field of travel & tourism industry.

B. SYLLABUS

Course Objective:

To introduce the students to the world of computers and computer technology, and to make them understand the basic concepts of Operating Systems, Word Processors, Data Bases and Presentation Packages.

Course Contents:

Module I

Introduction to windows, Basic Concepts, Folders, MS Word, Preparation of Power Point Presentation

Module II: Signing in and out

- Lesson 1 Agent work areas
- Encoding and decoding cities, airports and airlines
- Introduction to the PNR
- Lesson 2 Retrieving a PNR from the Amadeus database
- Retrieving a PNR from a similar name list
- Displaying the subfields of a PNR
- Schedule timetable displays

- Lesson 3 Basic flight availability
 Access type indicators
- Lesson 4 Return Availability
 Follow –up availability entries
- Quiz 1 Questions on the material covered in Lessons 1-4

Module III

- Lesson 5 Received –From element
 Building a complete PNR and ending transaction
 Priority waistlist
 Open Segments
 ARNK segments
- Lesson 6 Practice building complete PNRs
- Lesson 7 Addresses
 Frequent-Flyer element
 General remarks
- Lesson 8 OSI elements
 SSR elements
 PNR management
- Lesson 9 Changing and deleting PNR data
 Rebooking itinerary segments
- Quiz 2 Questions on the material covered in Lessons 5 through 9

Module IV

- Lesson 10 Seat requests and wishes
 Seat maps
- Lesson 11 Specific seat request and seat wish
 Cancelling seating elements
- Lesson 12 Booking a car at passenger’s destination
- Lesson 13 Car terms

- Lesson 14 Booking a hotel at a passenger's destination
- Lesson 15 Additional hotel entries
Hotel segment modification
- Quiz 3 Questions on the material covered in Lessons 10 through 15

Module V

- Lesson 16 Fare displays
Fare notes
- Lesson 17 Itinerary pricing
Entering fare elements
Issuing tickets
Electronic ticketing
- Lesson 18 Paper ticketing
Other ticketing arrangements
Voiding tickets
Ticketing with consolidator fares
- Lesson 19 PNR queues
Queue tasks
Changing segment status
- Lesson 20 Working through a PNR queue
Waitlist assurance
Queuing a PNR to a consolidator
- Lesson 21 Miscellaneous Amadeus functions
- Lesson 22 Help system
AIS
- Lesson 23 Timatic
- Lesson 24 Timaticweb
- Quiz 4 Questions on the material covered in Lessons 16 through 24

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Bhatnagar SC and Ramani KV: Computers and Information Management – A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt.

References:

- Jaggi VP and Jain Sushma: Computers for Everyone, New Delhi, Academy India Publishers.
- Taxali RK: Word Star Professional G.O., New Delhi, Tata McGraw Hill Publishing Company Ltd.
- Simpson Alan: Your First Computer (2nd Edition) New Delhi, BPB Publications.
- User's Guide for MS Dos 6.22.
- User's Manual for Windows.
- Micro Soft – Basic.
- Rajaraman, V., Introduction to Computer Science.
- Kris James – DOS the Complete Reference.

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS211	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Investigate strengths and personal insights to be revealed in a Formal Setup of Communication.
CLO 2	Create right selection of words and ideas while also choosing the appropriate networking channel for formal communication
CLO 3	Recognize the mannerisms and methodology of Interview.

B. SYLLABUS

Topic
Enhancing Speaking Skills (JAM, Extempore, Public Speaking : any one)
Poster Making (Current Affairs)
Dream company-based presentation/ PPT Presentation
Interview Essentials (Mock PI) + CV-2
Internship preparation (SOP, Documentation)

EXAMINATION SCHEME:

Components	Public Speaking	Presentation	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*. S.K. Kataria & Sons

- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008.
Print
- New International Business English, Jones/Alexander, Cambridge

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - II (BEHAVIOURAL COMMUNICATION AND RELATIONSHIP MANAGEMENT)	BSS211	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate an understanding of interpersonal skills as part of effective communication processes.
CLO 2	Identify the effects of behaviour on interpersonal communication
CLO 3	Demonstrate a range of effective interpersonal communication skills
CLO 4	Use assertiveness and interpersonal skills in the workplace team
CLO 5	Utilise effective communication skills to build strong relationships
CLO 6	Develop, implement and promote effective communication techniques

B. SYLLABUS

Course learning outcomes (CLOs)

At the successful completion of this course you (the student) should be able to:

Course Objective:

This course aims at imparting an understanding of:

Process of Behavioral communication

Aspects of interpersonal communication and relationship

Management of individual differences as important dimension of IPR

Course Contents:

Module I: Behavioral Communication

Scope of Behavioral Communication

Process – Personal, Impersonal and Interpersonal Communication

Guidelines for developing Human Communication skills

Relevance of Behavioral Communication in relationship management

Module II: Managing Individual Differences in Relationships

Principles

Types of issues

Approaches

Understanding and importance of self disclosure

Guidelines for effective communication during conflicts

Module III: Communication Climate: Foundation of Interpersonal Relationships

Elements of satisfying relationships

Conforming and Disconfirming Communication

Culturally Relevant Communication

Guideline for Creating and Sustaining Healthy Climate

Module IV: Interpersonal Communication

Imperatives for Interpersonal Communication

Models – Linear, Interaction and Transaction

Patterns – Complementary, Symmetrical and Parallel

Types – Self and Other Oriented

Steps to improve Interpersonal Communication

Module V: Interpersonal Relationship Development

Relationship circle – Peer/ Colleague, Superior and Subordinate

Initiating and establishing IPR

Escalating, maintaining and terminating IPR

Direct and indirect strategies of terminating relationship

Model of ending relationship

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC**- Flip class; **MA**- Movie Analysis; **CS**- Case study; **A**-Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
- HarvardBusinessSchool, Effective Communication: United States of America Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers

Course Name	Course Code	LTP	Credit	Semester
Foreign Language -French	FLFA2211	2:0:0	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences.

B. SYLLABUS

Course Learning Objective:

To familiarize the students of French Language with:

1. Organizing a timetable
2. Share one's timetable
3. Details about a place
4. Travelling in a city and finding a way
5. Tourism

Course Contents

Unit 2 (chapter 3 and 4) and Unit 3:

Pg: 26-40 A. Lexical:

- working conditions of the work
- Organize one's job timings
- To communicate one's timetable
- collect, present some information (history , geography, climate etc)
- inform oneself on the conditions of transport
- explain the itinerary in the street
- visit an area, a touristic site

B. Grammar:

- recent past
- direct interrogation
- Present conditional form: formation and use
- expression of the future
- Expressions of time: at, since, during, for, it's been etc.
- Indirect Speech (in present)
- imperative
- imperfect and past tense
- Expressions of places: in front of, facing, straight etc.

- Passive form of the past tense

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (intermédiaire). Paris: CLE International Français.com (intermédiaire), livre de professeur <http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary),

Course Name	Course Code	LTP	Credit	Semester
Foreign Language –German	FLGA2211	2:0:0	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences.

B. SYLLABUS

Course Learning Objective :

- Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of advance level.
- Students will be able to communicate with complex sentences.
 - Modal verb to allow and should
 - Personal pronoun in accusative
 - Comparative and superlative

After successful completion of this semester, students will be able to:

- talk about their family members and relatives
- describe family fest like birthday, marriage etc.
- write Informal letter (to invite for and occasions or to decline the invitation)

Course

Content:

Vocabulary:

- Family members

- Festivals
- Gifts
- Cloths

Grammar:

- Use of because in sentences
- Use of that and so that
- W-question why
- Adjective ending in dativ
- Genitive with of
- Possessive pronoun in dative

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Course Name	Course Code	LTP	Credit	Semester
Foreign Language –Spanish	FLSA2211	2:0:0	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences

B. SYLLABUS

Course Learning objective:

- Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of advance level.
- Students will be able to communicate with complex sentences
- Narrating actions and incidents in past.
- Pluscuamperfecto Tense
- To be able to write job letters/formal letters.
- Typical Questions/answers for job interview preparation
- Spanish Food habits and culinary traditions

Course Content:

Unidad 11 & 12 from Nuevo Español Sin Fronteras

Vocabulary content: Vocabulary related to Past tenses, culinary, cultural traditions

Grammar Content:

Preterito Indefinido

Preterito imperfect tense

Pluscuamperfecto tense

Object Pronouns

Regular and Irregular Imperatives

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Course Name	Course Code	LTP	Credit	Semester
Foreign Language –Chinese	FLCA2211	2:0:0	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Engage in conversation at Chinese restaurant.
CLO 2	Express Simple Emotions and Ideas in Chinese.
CLO 3	Seek opinion of others, make suggestions, do comparison and explain reason in Chinese language.

B. SYLLABUS

Course Learning Objectives:

- Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of advance level.
- Students will be able to communicate with complex sentences.

COURSE CONTENT

1.	Dining at Restaurant (eating & drinking)
2.	Expressing Simple Emotions and Ideas
3.	Seeking opinions of others
4.	Making Suggestions
5.	Making Comparison
6.	Explaining the reason
7.	Topic related video clippings

VOCABULARY CONTENT

1. Vocabulary will include approx 80 Characters covering such fields as ‘At restaurant’, Expressing Simple Emotions and Ideas; Seeking opinion of others; Making Suggestions; Making Comparison and Explaining the reason.

GRAMMAR CONTENT

1. The compound directional complement
2. Sentence with implied passive voice
3. 被sentences; 比 sentences
4. Potential complement; duplication of adjectives.
5. 一点儿, yi dian er; 有一点儿 you Yi dian er 。 一yi。。。就jiu ; compound sentences

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Assignment	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

1. Professionals Handbook for Learning Chinese Vol II (Major Text book), Goyal Publishers
2. Learn Chinese with me book-II (suggested reading), People's Education Press
3. Elementary Chinese Reader Book-II (suggested reading)
4. Topic related Video clippings

Course Name	Course Code	LTP	Credit	Semester
Anandam	AND002	2	2	2

Course Learning Outcomes:

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants** are to be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any

- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.

2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

THIRD SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 310	Geography & International Tourism	CC	2	1	-	3
MTM 302	Human Resource Management in Tourism	CC	2	-	-	2
MTM 303	Financial Management	CC	2	1	-	3
MTM 304	Economics of Tourism & Hospitality Industry	CC	2	-	-	2
MTM 305	Tourism Destination Management	CC	2	-	-	2
DE Elective : Student has to select 2 course from the list of following DE electives						
MTM 311	Special Interest Tourism	DE	3	1	-	8
MTM 307	Entrepreneurship & Managing of Small business in Tourism	DE	3	1	-	
MTM 308	Tourism Planning & Development	DE	3	1	-	
BCS 311	Communication Skills – III	VA	1	-	-	1
BSS 311	Behavioural Science - III	VA	1	-	-	1
FLN 301 FLG 301 FLS 301 FLJ 301 FLC 301	Foreign Language – II French German Spanish Japanese Chinese	VA	2	-	-	2
MTM 350	Summer Training (Evaluation)	-	-	-	-	8
AND 003	Anandam	CC			2	2
Open Elective		OE	3			3
TOTAL						37

Course Name	Course Code	LTP	Credit	Semester
GEOGRAPHY & INTERNATIONAL TOURSIM	MTM 311	3:0:0	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To familiarize the students with the global geography with reference to tourism.
CLO 2	To analyze the planning and monitoring models used by successful tourist destinations.

B. SYLLABUS

Course Objective

To familiarize the students with the global geography with reference to tourism.

To analyze the planning and monitoring models used by successful tourist destinations.

Course Contents:

Module – I:

Importance of Geography in Tourism; Latitude, Longitude, International Date Line. Time Zone & calculation of Time. Time Differences, GMT variations.

Module – II:

Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations.

Module – III:

Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries.

Module – IV:

Location of major tourist destination in India. Characteristics of Indian outbound tourism. Characteristics of India's major international markets.

Module – V:

Case studies of selected countries like Malaysia, Singapore, China, Thailand, Switzerland, France, UK, Spain and Japan.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Text & References:

1. H.A.Robinson, Geography of Tourism
2. Burton Rosemary, Geography of Travel & Tourism
3. B. Bonifac&C.Cooper, The Geography of Travel & Tourism
4. Enclopedia of World Geography

5. Hall, M (1999), Geography of Travel and Tourism, Routledge, London.
6. C. Michael Hall & Stephen J. Page (2006). The Geography of Tourism and Recreation- Environment, Place and Space. Third Edition, Routledge, London.
7. Robinson H.A. (1976), Geography of Tourism. Mac Donald & Evans Ltd.,
8. Travel Information Manual, IATA, Netherlands, 2012.

Course Name	Course Code	LTP	Credit	Semester
HUMAN RESOURCE MANAGEMENT IN TOURISM	MTM 302	2:0:0	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Learn and be sensitized about HRM frameworks and HRM role in overall management of an organization.
CLO 2	Develop an understanding of key HRM theories and processes and how they apply to the world of work.
CLO3	Look at numerous HRM issues, their causes, and what strategies should be implemented to achieve solutions.
CLO4	Evaluate, design and formulate various HRM processes such as recruitment, orientation, selection, training, appraisals and reward system, compensation etc
CLO5	Evaluate the developing role and trends of HRM in global arena

B. SYLLABUS

Course Objective:

The basic purpose of this course is to acquaint the students with the Practises of Human Resource Management like human resource planning, selection, development, compensation, integration, and maintenance in the field of tourism.

Course Contents:

Module I: Basics of Human Resource Planning

Concepts & Process of Human Resource Planning, function &Policies, Importance of HRM.

Module II: Job Evaluation

Concepts, scope & limitation, job analysis & job description, methods, techniques of employee hiring, factors influencing recruitment process.

Module III: Selection & Recruitment

Introduction & Placement, performance appraisal, transfer, promotion and reward policies, training and development in Tourism Industry.

Module IV

Contemporary issues related to Human Resource Management, Employees motivation & communication, HR dimensions & issues in Tourism Industry.

Module V

A case study of leading travel houses like Le Passage to India, Thomas Cook etc.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998
- Singh, Daleep, Effective Managerial Leadership, 1995
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998
- Diwan, P., Environment Management Law and Administration, 1998.
- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

Course Name	Course Code	LTP	Credit	Semester
FINANCIAL MANAGEMENT	MTM 303	3:0:0	3	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the concepts and importance of financial management
CLO 2	Understand the procedures and their application related to working capital management in a business
CLO3	Understand the procedures and their application related to Capital budgeting in a business
CLO4	Understand the procedures and their application related to Capital structure & leverage in a business
CLO5	Acquaint with the short term and long term financing decision in a business business

B. SYLLABUS

Course Objective:

The course of Financial Management takes into account the method and techniques of financial management as well as sources and mechanism of generating and getting financial sources. It also focuses on the international framework in general and tourism & travel industry in particular. It critically examines the funding process and procedures in India and hotel and service sector and tries to understand the need and nature of external funding through international institutions and foundations. Financial management is of utmost importance when the industry is poised to take a leap forward and therefore, the course assumes greater significance for understanding the financial resources development, modernization syndrome in the field of tourism and travel industry.

Course Contents:

Module I: Financial Management and planning

Finance: Meaning; Goals; Functions; Importance; and Typologies of Finance; Role of Financial Management, Organization Goals; environments role of function of Financial Management, Forecasting and Financial Planning.

Module II: Management of Current Assets

Working Capital Management: Meaning and Characteristics of Working Capital; Financing Current Assets Cash Management; Receivables Management and Inventory Management.

Module III: Management of Fixed Assets

Importance of Capital Budgeting Estimation of Cash Flows. Analytical Techniques for Investment Analysis: Non-discounted Procedures; Discount Cash Flow procedures.

Module IV: Financial Structure and Management of Earnings

Meaning; Difference between financial and capital structures; Determinants of Financial Structures. Financial Leverage and effects of Financial leverage on Net Income and Shareholder wealth. Financial leverage and financial planning. Break-even analysis for financial leverage. Dividend policy, Significance of Dividend Policy and different types of Dividend policies.

Module V: Management of Short and Long-term Financial & TFCI

Short-term Financing, Trade Credit, Unsecured Loans Secured Loans and Commercial Paper. Long-term Financing: Common Stock, Preferred Stock, Debentures and Retained Earning. Tourism Finance Corporation of India (T.F.C.I.): Aims, Objectives and Functions.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Lawrence, P. and Lee, R.: Insight into Management, Oxford University Press, Oxford, 1984.

References:

- Blackwill, B.: Innovation, Technology and Finance, London, 1988.
- Banerjee, P.: Fiscal Policy in India, Gyan Publishers, Delhi, 1986.
- Holfert A.: Techniques of Financial Analysis, Irwin Homewood, Illinois, 1987.
- Horne, J.V.: Financial Management and Policy.
- Kuchhal, S.C.: Financial Management.
- Pandey, I.M.: Financial Management.

Course Name	Course Code	LTP	Credit	Semester
ECONOMICS OF TOURISM AND HOSPITALITY INDUSTRY	MTM 304	2:0:0	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Apply the economic approach to individual and business decisions.
CLO 2	Analyze the forces of demand and supply and price mechanism in the market place.
CLO3	Estimate the business implications of changes in product price, consumer income and price of substitutes/complements.
CLO4	Analyze the output and cost behaviour in short and long run.
CLO5	Identify nature and intensity of competition in different types of market.

B. SYLLABUS

Course Objective:

To help the students in understanding the nature of economics in general & economic planning for tourism & hospitality in general. It will further help them to understand the basic mechanism of pricing of products in different sectors of economy with a special focus on product formulation, packaging & pricing of tourist & hospitality products.

Course Contents:

Module I: Introduction of Economics

Meaning & Concept of Economics,

Scope and Limitation

Module II: Tourism Demand & Forecasting

Meaning of Demand, Factor affecting

Demand for Tourism, Demand Forecasting, Methods of Demand Forecasting Law of Demand

Module III: Tourism Supply Analysis

Meaning of supply, Factor Affecting, Supply mix in Tourism-Concept of Price & Pricing Policies.

Module IV: Cost & Revenue Analysis

Concept of Cost, Types of Cost, Cost Analysis, Meaning & Concept of revenue, Classification of Revenues.

Module V: Tourism Market Structure/ System

Perfect Competition, Monopoly Oligopoly, Monopolizations Competition. Market linkages of Tourism & Hospitality Industry.

Current Scenario of Indian Economy, With Special Reference to Tourism & Hospitality Industry.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Mathieson Alistor & Wall Gerlliej, Tourism Economics, Physical and Social Impacts.

References:

- Anil Andirous, The Economics, Travel & Tourism, LengmanCheshues, Melbourne.
- Mote Lal & Gupta, Managerial Economics, Tata McGraw Hill, New Delhi.
- Divedi, DM., Managerial Economics.

TOURISM DESTINATION MANAGEMENT

Course Name	Course Code	LTP	Credit	Semester
TOURISM DESTINATION MANAGEMENT	MTM 305	2:0:0	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe Planning in Tourism
CLO 2	Explain Destination choices, experience and the effects of Tourism
CLO3	Explain Tourism Policies and Annual Plan
CLO4	Develop the plan for Destination Development
CLO5	Develop the plan for the Marketing Tourist Destination

B. SYLLABUS

Course Objective:

The course endeavors to appraise the students about the requisite theoretical framework of Destination Management. Tourism today has emerged as a fast growing smokeless industry and therefore has become one of the pivotal concern of national and international community. The destination development / promotion and management, the key tourism product involves planning / management for the provisioning of a certain minimum infrastructure and super structural facilities, the necessary condition for the meaningful & successful launching of a tourist destination.

Course Contents:

Module I: Planning in Tourism

Planning: - Def, needs, process levels.

Module II: Destination choices, experience and the effects of Tourism

Tourist destination choices, restrictions and consideration in destination choice, joint holiday decision, tourist satisfaction with destination service. Service characteristics of tourist destination, positive and negative effects of tourism.

Module III: Tourism Policies and Annual Plan

Need for tourism policy, policy initiatives, national tourism policy 1980, NAP, 1992 10th Five Year Plan.

Module IV: Policies of Destination Development

Rational for the development of tourism, the historical basis of destination development, auditing destination resources, plurality and decision making in destination development, need and precautions for National and Regional Tourism Planning and Policies emerging tourism policy paradigms.

Module V: Marketing Tourist Destination

Destination Marketing Planning, Swot analysis, segmenting the market destination imagery, effects of destination promotion, package, holiday & destination marketing. Features and advantages of package holidays. Destination quality control.

Module VI: Case Study

Rajasthan, Assam

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Bouyden, John N., Tourism & Development, Cambridge University Press, London, 1978.

References:

- Cooper, CP (ed) Progress in Tourism, Recreation & Hospitality Management (Series), C.B.S. Publishers, New Delhi.
- Gee, Chuk V. Resort Developing and Management, Eats Lensing, Minch, Educational Institute of the American Hotel and Motel Association, 1988.
- Hawkins, Donald, Elwood Shafer and James Revelsted, Tourism Planning and Development Issues, 'George Washington University Press', Washington, D.C., 1980.
- Laws, Eric, Tourist Destination Management, Issues, Analysis and Policies, Routledge, London and New York, 1995.
- Likorish, Leonard J. (1991), Developing Tourism Destination- Policies and Perspectives, Longman.
- Seth, P.N. (1987), Successful Tourism Planning and Management, Cross Section Publication.

Course Name	Course Code	LTP	Credit	Semester
SPECIAL INTEREST TOURISM	MTM 310	4:0:0	4	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the meaning of Special Interest Tourism (SIT),
CLO 2	Understand the factors that need to be considered seriously in developing SIT as a tourism product,
CLO3	Evolve a framework for designing SIT as a tourism product, and
CLO4	Identify the policy framework within which to develop and design SIT.

B. SYLLABUS

Course Objective

Understand the meaning of Special Interest Tourism (SIT),
 Understand the factors that need to be considered seriously in developing SIT as a tourism product,
 Evolve a framework for designing SIT as a tourism product, and
 Identify the policy framework within which to develop and design SIT.

Course Contents:

Module 1-Special Interest tourism (SIT) , Defining SIT , The Scope of SIT,

Module 2- Developing SIT , Understanding Market , Analysing Potential

Module 3- Designing SIT, Product Attractions , Accessibility: A Key Factor , Attitudes: Characteristic Features

Module 4- Types of Special Interest tourism- Adventure tourism,Agri-tourism,Ancestrytourism,Avitourism (or birding tourism),Cultural Tourism,CinematicTourism,DarkTourism,Ecotourism,Food tourism (or Gastronomy tourism),Gambling tourism,Photographictourism,Weddingtourism,Wine tourism

Module 5-Understanding the management needs and issues of special interest tourism, Latest Trends in SIT- Case Studies.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Suggested Readings:

1. Robinet Jacob, Indian Tourism Products, Abhijeet Publications, Delhi.
2. Basham, A.L., A Cultural History of India. Oxford University Press, USA
3. Stephen Ball, Encyclopedia of Tourism Resources in India, Butterworth –Heinemann.
4. Manoj Dixit , Tourism products. New Royal Book Co., Lucknow.
5. Norman Douglas. Ed., Special Interest Tourism, John Wiley & Sons, Australia.

Course Name	Course Code	LTP	Credit	Semester
ENTREPRENEURSHIP AND MANAGING OF SMALL BUSINESS IN TOURISM	MTM 307	4:0:0	4	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the concept of Entrepreneurship and its close relationship with enterprise and owner management.
CLO 2	Understand the nature of business development in the context of existing organizations and of new business start-ups.
CLO3	Analyse the enterprise culture and the characteristics of different entrepreneurs.

B. SYLLABUS

Course Objective:

To make student understand how to develop new venture, business plan and what are the legal aspects, competitive aspects related to setting up their own enterprise or their own business so that they can become successful entrepreneur in the coming times.

Course Contents:

Module I: Nature of Entrepreneurship

Emergence of Small Business, opportunities, franchising and Family Business opportunities, process of entrepreneurship, types of entrepreneurship, features of entrepreneurship.

Module II: Developing the new venture Business Plan

Role of Business Plan for a new venture, Entrepreneur Research approaches, corporate entrepreneurship.

Module III: Marketing & Entrepreneurship

Introduction, Marketing & competition, market positioning, targeting & segmenting, environment for entrepreneurial strategy.

Module IV: Process of Entrepreneurship

Corporate entrepreneurship, environment for enterprise to operate, working ethics and Law.

Module V: Case Study

A success story of the Virgin Group.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998
- Singh, Daleep, Effective Managerial Leadership, 1995
- Chawala, A.S., Uppal, K.K., Studies in Business Management, 1998
- Diwan, P., Environment Management Law and Administration, 1998.
- Siropolis, N.C., Entrepreneurship and Small Business Management, 1998
- Saini, J.S., Entrepreneurship Development: Programmes and Practices, 1998

Course Name	Course Code	LTP	Credit	Semester
TOURISM PLANNING & DEVELOPMENT	MTM 308	4:0:0	4	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the Tourism Definitions and Impacts of Tourism and Tourism Relationship.
CLO 2	Understand the Various Tourism Planning.
CLO3	Develop Tourism Planning assessment and Planning Strategic Process.
CLO4	Learn Planning Process, concepts, and principles.

B. SYLLABUS

Course Objective After the End Semester students will

- a. Know about tourism planning process, strategy, and policies.
- b. Know about importance of tourism planning and marking at national level.
- c. Understand problems relating tourism and its development in India

Module-I

Nature and Scope of Tourism Planning Definition of Tourism, Impacts of Tourism, Relationship to Recreation and Conservation, Planning as a Concepts, Recent Decades of Tourism Planning, Case of Developing Countries.

Module-II

Planning Approaches Tourism and Politics, Planning and Political Ideologies, Foundations for Planning, Functioning Tourism System, External Factors: Markets, Attractions, Services, Transports, Promotion/Information.

Module-III

Regional Potential Planning Capacity Assessment Planning, Spatial Interest, Integrated Development Planning, Tourism Planning Goals, the Planner and Publics, Inter-sector Planning. Levels of Planning: Continues Planning, Regional Strategic Planning, Regional Strategic Process,

Module-IV

Community Tourism Planning Impacts on the Community, Planning Concepts, Planning Process, and Principles

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE

Weightage (%)	30	15	5	50
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Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

1. Cooper, Chris: Fletcher John; Gilbert, David and Wanhill, Stephen: Tourism principles and practices, Pitman Publishing London.
2. Donald E. Hawkins, Elwood L. Dhafer and James m Rovelstad; Torism Planning and Development Issues, George Washington University, Washington DC.
3. Gunn, Cleare A, Tourism Planning and Development, New York.
4. Gunn, Cleare A, Tourism Planning New York.
5. Hawkins, D.E : Tourism Planning and Development. George University Press, London.
6. Little, I.M.D and J.A. Mirrlees, ; Project Appraisal and planning for Development: Countries, Basic Books, New York.

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS311	1:0:0	1	1

C. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop an idea of professional work place
CLO 2	Learn about the importance of interviews, etiquette.
CLO 3	Learn the basic steps and techniques for preparing and for having a successful interview
CLO 4	Demonstrate Workplace Speaking Skills.

B. SYLLABUS

Topic
Group Discussion-2
PI-2 (Mock Sessions)
CV-3 + Profile Mapping
Video Resume
Social Media Profiling

EXAMINATION SCHEME:

Components	Group Discussion	Video Resume	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - III (LEADING THROUGH TEAMS)	BSS311	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe team design features and the difference between team and group, and components of the concept.
CLO 2	Identify the patterns of interaction in a team, method of studying attractions and repulsions in groups sociometry and construction of socio-gram for studying interpersonal relations in a Team.
CLO 3	Analyze various stages of team growth, team performance curve profiling a team: Role of leadership in managing team.
CLO 4	Differentiate between management values, pragmatic spirituality in life and organization building global teams through universal human values.
CLO5	Demonstrate the leaning of teams, leadership and values, pragmatic spirituality in life and organization building global teams.

Course Objective:

This course aims to enable students to:

Understand the concept and building of teams

Manage conflict and stress within team

Facilitate better team management and organizational effectiveness through universal human values.

Course Contents:

Module I: Teams: An Overview

Team Design Features: team vs. group

Effective Team Mission and Vision

Life Cycle of a Project Team

Rationale of a Team, Goal Analysis and Team Roles

Module II: Team & Sociometry

Patterns of Interaction in a Team

Sociometry: Method of studying attractions and repulsions in groups

Construction of sociogram for studying interpersonal relations in a Team

Module III: Team Building

Types and Development of Team Building

Stages of team growth

Team performance curve

Profiling your Team: Internal & External Dynamics

Team Strategies for organizational vision

Team communication

Module IV: Team Leadership & Conflict Management

Leadership styles in organizations

Self Authorized team leadership

Causes of team conflict

Conflict management strategies

Stress and Coping in teams

Module V: Global Teams and Universal Values

Management by values

Pragmatic spirituality in life and organization

Building global teams through universal human values

Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, Viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

SUMMER TRAINING

Course Code: MTM 350

Credit Units: 06

GUIDELINES FOR SUMMER TRAINING

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship program can best be described as an attempt to institutionalise efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal classroom situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain a file (**Internship File**). The Internship File aims to encourage students to keep a personal record of their learning and achievement throughout the Programme. It can be used as the basis for lifelong learning and for job applications. Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and their own personal contribution to the organization.

The **layout guidelines** for the Internship File

- A4 size Paper
- font: Arial (10 points) or Times New Roman (12 points)
- line spacing: 1.5
- top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

Font Size

- 12 (Bold for headings)
- 12 (Normal for Matter)
- 14 (for Chapter Names)
- 1.5 line spacing
- Numbering on the right hand Top of the page
- Numbers on pages before chapters to be done in Roman at the bottom of the page

The File will include *five sections* in the order described below. The content and comprehensiveness of the main body and appendices of the report should include the following:

1. **The Title Page**--Title - An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content**--an outline of the contents by topics and subtopics with the page number and location of each section.
3. **Introduction**--short, but should include how and why you obtained the internship experience position and the relationship it has to your professional and career goals.
4. **Main Body**--should include but not be limited to daily tasks performed. Major projects contributed to, dates, hours on task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices**--include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

The **Main Body** will have **three sections** and will include the following items which will be evaluated for the final assessment:-

1. An **analysis of the company/organization** in which the student is working
2. A **personal review** of the student's management skills and how they have been developed through the programme.
3. The **research report** that the student has prepared on the project assigned to him by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it).

The student will be supervised by one or more faculty members and he or she will be required to submit a synopsis. While writing a synopsis emphasis should be given to make it publishable. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student. Initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

Examination Scheme:

Industrial Mentor's Assessment of Performance:	50 marks
Internal Faculty Mentor's Assessment:	
➤ Performance at Training:	20 marks
➤ Project Report:	30 marks
Total:	100 marks

Course Name	Course Code	LTP	Credit	Semester
Foreign Language-French	FLFA2311	2:0:0	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences.

Syllabus :

To familiarize the students of French Language with:

- Choose a hotel and reserve a room
- Stay in a hotel
- To reclaim
- To adapt oneself to the traditions
- To order in a restaurant

Course Contents

Unit 4 and Unit 5 (Chapter 1 and 2) :

Pg:46-61 A.Lexical:

- Hotel concepts
- Appreciation and comments
- Letter of reclamation
- Meals at home and at restaurant in detail
- Menu

B.Grammar:

- Relative pronouns
- Y pronouns
- Demonstrative adjectives
- Connectors in a letter
- Neither/nor

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam

10	15	10	10	5	50
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Text & References:

Penfornis, J. (2007), Français.com (intermédiaire). Paris: CLE International
Français.com (intermédiaire), livre de professeur
<http://apprendre.tv5monde.com/>

Larousse Dictionnaire français-anglais anglais-français (French Dictionary), W.R.Goyal
Supplementary Materials are given in form of photocopies

Course Name	Course Code	LTP	Credit	Semester
Foreign Language German	FLG A2311	2:0:0	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	Students will be able to read and interpret small texts of advance level.
CLO 3	Students will be able to communicate with complex sentences.

Syllabus :

After successful completion of this semester, students will be able to:

- Can make sentences in past present and future
- Talk about journey
- Express their assumption
- Plan and book the journey
- Express opposition(but) and alternative (or)

Course Content:

Vocabulary:

- Travelling: luggage, tickets, camera etc.
- Means of transportation
- Public places
- Tourist places

Grammar:

- Future tense with verb will
- Perfect tense
- Connector but

- Connector or , either

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

References: Deutsch im Krankenhaus

Studio D A1 by Hermann Funk, Christina Kuhn and Silke Demme, Cornelsen, 2013

Tangram A1 by Rosa Maria Dallapiazza, Eduard von Jan & Till Schoenherr, Max Hueber, 2007

Sprachtraining A1 by Rita Maria Niemann, Dong Ha Kim, Cornelsen, 2013

Dictionaries for reference: **Studio D: Glossar A1** - Deutsch – Englisch, Cornelsen, 2013

<http://www.duden.de/woerterbuch>

Materials are given in form of photocopies if felt to be necessary

Course Name	Course Code	LTP	Credit	Semester
Foreign Language Spanish	FLS A2311	2:0:0	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	<ul style="list-style-type: none"> Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
CLO 2	<ul style="list-style-type: none"> Students will be able to read and interpret small texts of advance level.
CLO 3	<ul style="list-style-type: none"> Students will be able to communicate with complex sentences

Syllabus :

Course Learning objective:

- To be able to write formal and informal, business letters/ E-mails
- Translating basic technical texts from Spanish to English
- Essay writing on different issues.
- Spanish for specific purposes

Course Content:

Unidad 12 from Nuevo Español Sin Fronteras and additional materials to be provided from Contemporay Spanish websites/newspapers

Vocabulary:

Interview related vocabulary : Formal greetings, qualification, work experience, Training, Business Spanish, Report writing etc.

Grammar:

Revision of all the tenses:

Presente de Indicativo

Estar + Gerundio

Preterito perfecto

Futuro de indicativo

Preterito indicativo

Preterito imperfecto

Imperatives.

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Nuevo Español Sin Fronteras (ESF1) by Jesús Sánchez Lobato, Concha Moreno Garcia, Concha Moreno Garcia, Isabel Santos Gargallo, Sociedad General Española De Librería, S.A 2005

Pasaporte Nivel (A1) by Matilde Cerralzoza Aragón, Oscar Cerralzoza Gilli, Begoña Llovet Barquero, Edelsa Group didascalía, S.A. 2005

Dictionaries for reference: Collins, www.wordreferences.com.

Essential materials are given in the form of photocopies.

Course Name	Course Code	LTP	Credit	Semester
Foreign Language Chinese	FLC A2311	2:0:0	2	3

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Communicate in Chinese at workplace.
CLO 2	Attend meeting and talk on telephone using Chinese language.
CLO 3	Understand official work and send emails in Chinese.
CLO4	Communicate in Chinese while attending job interview and joining new post.

Syllabus :

Course Learning Objectives:

- Students will hone advanced language skills such as reading, writing, speaking, listening & interactive) in the language
- Students will be able to read and interpret small texts of advance level.
- Students will be able to communicate with complex sentences.

On the completion of third semester the students will be able to:

COURSE CONTENT

1. Conversation at work place.
2. Conversation at meeting
3. Making a telephone call
4. Official work
5. Email writing
6. Joining New post
7. Job Interview

VOCABULARY CONTENT

1. Vocabulary will include approx 80 Characters covering fields related to work, meetings , telephone call, official work etc.
2. At the end of third semesters students will be able to master 600 Characters related to day to day life.

GRAMMAR CONTENT

1. Progressive aspect of action using 在。。呢
2. Completion of action With 过 & 了。
3. Actions going to take place: “要……了”
4. continuous aspect of action with “着”

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Assignment	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text Books & References

1. Professionals Handbook for Learning Chinese Vol II (Major Text book), Goyal Publishers
2. Learn Chinese with me book-II (suggested reading), People’s Education Press
3. Elementary Chinese Reader Book-II (suggested reading)
4. Video Clipping

Course Name	Course Code	LTP	Credit	Semester
Anandam	AND003	2	2	3

Course Learning Outcomes:

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any

- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Master in Travel & Tourism Management

FOURTH SEMESTER

Course Code	Course Title	Category	Lectures (L) Hours per week	Tutorial (T) Hours per week	Practical (P) Hours per week	Total Credits
MTM 401	Tourism & Travel Laws	CC	3		-	3
MTM 402	Management Information System & Computers in Tourism	CC	2	1	-	3
MTM 403	Airline & Cargo Management	CC	2	1	-	3
AND 004	Anandam	CC			2	2
DE Elective: Student has to select 2 course from the list of following DE electives						
MTM 408	Tribal Tourism in India	DE	3	1		8
MTM 409	Tourism Transportation	DE	3	1		
MTM 410	Managing Tour Package & Operations	DE	3	1		
MTM 460	Dissertation / Research Project	CC	-	-	-	9
	TOTAL					28

Course Name	Course Code	LTP	Credit	Semester
TOURISM AND TRAVEL LAWS	MTM 401	3:0:0	3	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Show an awareness of relevant laws pertaining to Tourism.
CLO 2	Demonstrate a knowledge and understanding of necessary requirement before an International Tour and how the industry functions in relevant laws.
CLO3	Appreciate that there are number of laws revolving around tourism laws.
CLO4	Demonstrate a basic understanding of Indian Legal System.
CLO5	Apply the legal skills that are the focus of this program to business scenarios.

B. SYLLABUS

Course Objective:

This course deals with business laws and ethics in general and tourism & travel in particular. The course helps in understanding the various rules, regulations, laws and Acts prescribed under various legislation in relation to travel and tourism related industries.

Course Contents:

Module I

Business ethics and laws – their relevance and applicability in travel and tourism industry. Company – meaning, definition, types, formation and incorporation under company Act, Contract Act – meaning and essentials of a valid contract. Beach and termination of contract.

Module II

Consumer Protection Act – meaning and its relevance in travel and tourism business. MRTPC – applicability and significance in tourism and travel related business.

Module III

Laws and legislation relating to tourist entry, stay and departure. Procedure and requirement for procuring various travel documents (Passport, VISA and health certificate) with relation to inbound and outbound tourists. Laws relating to currency exchange.

Module IV

Laws relating to passenger, safety, convenience and compensation during air travel, legislations relating accompanied and unaccompanied tourist baggage. Compensation for lost and damaged baggage. Insurance for tourists and their baggage.

Module V

Laws relating to protection, presentation and conservation of heritage and environment. Archaeological site and remains Act; Wildlife protection Act; Environment Protection Act and Air, Water and Noise Pollution Act

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Dr. Manohar Sajnani(ed.).Indian Tourism Business, a legal perspective, Gyan Books

References:

- Ancient Monuments Preservation Act, 1904.
- AncientMonuments& Archeological Site and Remains Act, 1958.
- Antiquities and Art Treasurers Act, 1972.
- Consumer Protection Act, 1986.
- Custom Act, 1962.
- Environment Protection Act, 1986.
- Foreign Exchange Regulation Act, 1973.
- Food Adulteration Act, 1954.
- Jeffrey R. Miller, Legal Aspects of Travel Agency Management Albany, Ny: Delmar Publishers Inc. 1990.
- N.D. Kapoor, Elements of Mercantile Laws, Sultan Chand & Sons, New Delhi, 1994.
- MRTP Commision, 1969.
- Passport Act, 1967.
- Enson, R (ed), Management of Foreign Exchange Risk, Euromoney Publications, London, 1980.

Course Name	Course Code	LTP	Credit	Semester
MANAGEMENT INFORMATION SYSTEM AND COMPUTERS IN TOURISM	MTM 402	3:0:0	3	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Explore the knowledge of Computers in the era of management of information.
CLO 2	Define the need of MIS in Tourism Marketing and Development technology and understand the basic concepts of computer system in Hotel Management.
CLO3	Define the basic concept and importance of Management information system.
CLO4	Explain the role of the internet marketing and tourism marketing strategies in the internet age.
CLO5	Understanding the basic concepts of Geographical Information System (GIS).

B. SYLLABUS

Course Objective:

To expose students to the essentials of Management Information Systems and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence. It further aims to make them aware of the importance of MIS in Tourism Marketing and Development.

Course Contents:

Module I: Introduction to MIS

What is Management Information System?, Historic development, Organisational systems, Logical foundation of MIS. The future.

Module II: The Technology Component

Internet Technology, Internet and Advertising, e-commerce transactions on the Net, on-line payments, Electronic payment systems.

Module III: Role of Internet Marketing

An overview of Tourism Marketing, Tourism Marketing-Policies and Strategies in the Internet age, Internet and Tourism intermediaries, Internet – Dis-intermediation and re-intermediation.

Module IV: Internet Marketing Issues

Encryption, Digital Signature, Electronic Data Interchange (EDI); Catalogs and Directories, Search and Retrieval Mechanism; Issues related to Ethics – Privacy, Accuracy, Property and Access, Internet Terminology.

Module V: Marketing Channel vs. Internet

Overview, Information Technology and Advancement in Channels. Complementary Marketing Services and Strategies in the IT era, Geographical Information System (GIS) and Development of Tourism.

Module VI: On-line Marketing

Administrative, Physical and Technological aspects; Development of Internet Marketing, Infrastructure, Website development, Costing and Integration, Marketing and Supply chain Management.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Management Information System, James A O'Brien, George M. Marakas
- Bhatnagar SC and Ramani KV, Computers and Information Management – A Primer for Practicing Managers, New Delhi, Prentice Hall of India Pvt. Ltd.

References:

- London K.C. and London J.P., Management Information System: A Contemporary Perspective, 1988, MacMillan.
- Bruce Graham, Computer System in Hotel and Catering Industry.
- Braham B., Computer System in Hotel and Catering Industry, Cassell, 1988.
- Lucey T., Management Information System, D.P. Publications.

Course Name	Course Code	LTP	Credit	Semester
AIRLINE AND CARGO MANAGEMENT	MTM 403	2:0:0	2	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe introduction to International Regulation
CLO 2	Explain Emergency Evacuation system Domestic Baggage Regulations, piece & weight
CLO3	Explain Successful case example Airline merger's and acquisitions,
CLO4	customer service, low cost carriers vs full service airlines
CLO5	Develop the plan for cargo companies, In co terms, Air Cargo – Introduction, Documentation

B. SYLLABUS

Course Objective:

This course aims to familiarize students with different modes of transportation, airports, travel facilitations and basic air travel terminology in order to enable them to apply this knowledge adequately in their future workplace.

Course Contents:

Module I: International Regulation

The Chicago Convention, Warsaw Convention, Bilateral Agreement, Multi Lateral Interline Traffic Agreement, Freedom of Air, Dangerous Goods Regulation Act.

Module II: Aircraft Operations and Services

Emergency Evacuation system, Services of meals on board, Air Traffic Control, Aircraft Act of 1934, Ground Handling.

Module III: Baggage Rules

International and Domestic Baggage Regulations, piece & weight concept, MCO purpose, specified MCO, MPD

Module IV: Case Studies

Airline merger's and acquisitions, customer service, low cost carriers vs full service airlines.

Module V: Cargo History

Introduction to cargo companies, In co terms, Air Cargo – Introduction, Documentation: AWB (Air Way Bill), Cargo Manifest, Sea Cargo – Introduction, Documentation – Bill of lading, Introduction to Shipping Companies, Cargo capacity of Air & Ships.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Hurst, Eliot, Transportation Geography, McGraw Hill, New York.
- Nagar, Vishnu Dutt& Sudhakar, Principles & Problems of Indian Transport, Kailash PustakSadan, Gwalior.
- Nawab, A.W. Comparative Evolution of World Air Transport, National Publishing House, Delhi.
- Ram Acharya, Civil Aviation & Tourism Administration in India, National, New Delhi.
- Stratford, A.N. Air Transport Economics in the Supersonicera, Mc Millan, Bristol.
- The world of Travel, National Publishers (1997).
- 'The India' Travel Planners Cross Section Publication, New Delhi.
- Thomas, RS & P.B. Corbin, The Geography of Economic Activity, Mc Grow Hill, New York.

TRIBAL TOURISM IN INDIA

Course Name	Course Code	LTP	Credit	Semester
TRIBAL TOURISM IN INDIA	MTM 408	4:0:0	4	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	This course is designed to reflect upon the tribal heritage of India and students will be taught about the development of tourism in the tribal areas and preservation of tribal heritage through tourism.
CLO 2	Students will realise value of tribal culture and their society
CLO3	Students will come to know how financial support can be given to flourish life of tribe subsequently how we can promote tribal culture
CLO4	Students will come to know various handicrafts of tribes, which can be helpful to promote such kind of tourism
CLO5	How tribal communities can be sustained in changing environment for future

B. SYLLABUS

Course Objective

This course is designed to reflect upon the tribal heritage of India and students will be taught about the development of tourism in the tribal areas and preservation of tribal heritage through tourism.

MODULE I: Background of Tribes:

Origin of Tribes, Types of Tribes- Indo-Aryan, Dravidian, Turkic-Mongol, Austro-Asiatic, Important Endangered Tribes in India- Jarwa, Bonda, Gadaba, Mariya, Muria, DongariyaKondh, Distribution of Tribes in India, Features and Characteristics of Indian Tribes, Tribes vs Primitive Tribes, Tribal Population & Literacy Rate, Indigenous and Tribal people

MODULE II Tribal Society and Culture:

Values and Beliefs, Prominent Tribal Languages in India, Tribal Life, Art, Culture, Fairs and Festivals, Rituals, Costumes, Marriage, Other Practices.

MODULE III Socio-Economic Condition of Tribes:

Facilities for Road, Education, Health, Sanitation, Road, Agriculture, Horticulture, Other Occupations, Village Council & Administration, Sources of Employment & Self-Employment, Government Schemes for Socio-economic Development, Self-Help Group, Micro Finance, Entrepreneurship Activities in Tourism for Tribes,

MODULE IV Tribal Resources for Tourism Development:

Dance, Music, Handicrafts, Tribal Herbal Medicines, Traditional Medical Practices, Tribal Museums, Features and Characteristics of Tour for Tribal Culture

Module V

Management of Tourism in Tribal Areas: Management of Tribal Resources, Preservation of Tribal Heritage & Culture, Practices of Sustainable and Responsible Tourism Principles, Strategies for Development of Tribal Areas

from Tourism Perspectives, Promotion of tourism destinations in Tribal Areas, Commoditization of Tribal Culture, Legal Issues of Tribes in India

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

SUGGESTED TEXT BOOKS

1. Novelli, M. (2005)*Niche Tourism: Contemporary Issues, Trends And Cases*. Routledge.
2. Mohanty, P.K. (2004)*Encyclopedia of Primitive Tribes in India, Volume I*. Gyan Publishing House, New Delhi.

SUGGESTED REFERENCE BOOKS

1. Cornell, S.E.(1989).*Tourism and Economic Development: Considerations For Tribal Policy and Planning*, Harvard University, USA
2. Zeppel, H (2006).*Indigenous Ecotourism: Sustainable Development And Management*, CABI, UL
3. Cole, S (2008).*Tourism, Culture and Development*, Channel View Publications, UK
4. Fuchs, S (1974).*The aboriginal tribes of India*, Macmillan India
5. Vidyarthi, L.P., Rai, B.K. (1977)*The tribal culture of India*. Concept Publishing Company
6. Harrison, D (2001)*Tourism and the Less Developed World: Issues and Case Studies*, CABI
7. Zeppe, H.D (2006)*Indigenous Ecotourism: Sustainable Developm*

Course Name	Course Code	LTP	Credit	Semester
TOURISM TRANSPORTATION	MTM 409	4:0:0	4	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	The course will help the students find the clear differences of functions of air, surface and water transportation system in the world vis-à-vis India.
CLO 2	Evaluation of tourism transport channels and their network
CLO3	Types of aircraft and various rules of DGCA
CLO4	Air ticket, types of travelling, various charges, and hidden operational cost
CLO5	Water transport and their working system

B. SYLLABUS

Course Objective

The course will help the students find the clear differences of functions of air, surface and water transportation system in the world vis-à-vis India.

MODULE I

Fundamentals of Transport: Evolution of Transportation, Importance of Tourist Transport Services, Essentials of Transport, Growth & Development of Means of Transport, Types of Transport, Distribution of Sales of Tourist Transport Services, Road Transport Network in India

MODULE II

Road Transport: Road Transport Network in North America, South America, Europe, South Africa, Asia and the Middle-East, Austria and New Zealand, Major Railway Transport Network in the World, Coach & Car Rental Services, Types of Coaches, Types of Car Rental Services

MODULE III

Air Transport: Types of Airlines, Aircraft, Types of Airport & Its Facilities and Services, Inflight Services, Prohibition of Dangerous Goods, Safety Measures for Aircraft and Airport, ICAO and Its Freedom of Air, Director General of Civil Aviation (DGCA) & its Roles and Functions and Airports Authority of India(AAI) & Its Roles and Functions

MODULE IV

Basic Airfares & Ticketing: Types of Journey, MPM, TPM, Extra Mileage Allowance, Oneway, Return Trip and Circle Tri Journey, Higher Intermediate Fare Check Point, Add-on and Open Jaw Fare, Excursion Fare, Components in International Air Tickets, Airline Business in the World, Major International Air Carrier and Major Low-cost Airlines, Domestic Air Transport Business, Distribution of Sales of Airlines Tickets, Baggage and Travel Documents, Air Charter Services, Miscellaneous Charges order (MCO) - Multiple Purpose Document (MPD) - Billing and Settlement Plan.

MODULE V

Water Transport Services Water Transport Network, Cruise Line Business, Distribution of Sales in Cruise Line Business, Inland Water Transport System in India Case Study of AMTRAK,KPN Transport Services, Indigo Airlines, Star Cruise Line.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Suggested Text Books

1. JagmohanNegi (2005) Air travel Ticketing and Fare construction, Kanishka, New Delhi.
2. Duval, DTimothy (2007).Tourism and Transport: Modes, Networks and Flows, Channel view, Publications, New York.

Suggested Reference Books

1. Ratandeeep Singh (2008), Handbook of Global Aviation Industry and Hospitality services, Kanishka Publishers, New Delhi.
2. Page Stephen (2005), Transport and Tourism: Global Perspectives, Pearson Prentice Hall, New Delhi.
3. IATA Training Manual.
4. Air Cargo Tariff Manual.
5. IATA live Animals Regulation Manual.

MANAGING TOUR PACKAGE & OPERATION

Course Name	Course Code	LTP	Credit	Semester
MANAGING TOUR PACKAGE & OPERATION	MTM 410	4:0:0	4	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To familiarize the students with the different Tour Packages.
CLO 2	Various kind of adventure tours
CLO3	Tailor made or boutique tour packages
CLO4	Various kind of documents requirements for adventure tours
CLO5	Handling complain in such tourism

B. SYLLABUS

Course Objective

To familiarize the students with the different Tour Packages.

Course Contents:

Module– I: Adventure Package:

Concepts & Guidelines for Adventure, Desert Safaris, Tea- Garden Safari, Golf Tours, Theme Tours, Mountaineering.

Module – II: Water Sports Packages.:

Skiing, White water Rafting, Scuba diving, Cruises.

Module– III: Special Interest Tours:

Advantages & Limitations of Tailor-made tour Packages, Rail Packages: High Spending rail packages, Toy Trains, Pilgrimage Tours. Architectural Tours.

Module – IV: Tour Operation Documentation:

Hotel & Airline Voucher. Pax docket. Daily sales record, AGT statements. Communication for Reservation & Cancellation. Importance &- significance of credit cards.

Module– V: Selling Process for Tour Package Operations: Presentation of package, Objection to Package Sales, Handling Objections and Complaints, Closing of Sale.

Examination Scheme:

Components	AS	P	V	MT	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, MT: Mid Term, EE : End Term Examination

Suggested Readings:

1. Yale. P, Business of Tour Operations
2. J. M. S Negi, Travel Agency & Tour Operations
3. Bill Aitken, Exploring Indian Railways
4. Buckley, Ralf (2006). Adventure Tourisms, CABI International.

References

- Malik, S.S.(1997). Adventure Tourism, New Delhi: Rahul Publishin.
- Negi, J. (2001). Adventure Tourism and Sports-Part- I & II, New Delhi: Kanishka Publisers.
- New Som, D., Moore, S.A., Dowling, R.K. (2004), Natural Area Tourism, New Delhi: Viva Books.

Course Name	Course Code	LTP	Credit	Semester
DISSERTATION / RESEARCH PROJECT	MTM 460		15	4

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Appreciate the importance of tourism research
CLO 2	understand the relevance of dissertation work for completing the MTTM programme; •
CLO3	Acquaint with the various steps that have to be followed for writing a dissertation
CLO4	Develop research skills

GUIDELINES FOR PROJECT FILE

Research experience is as close to a professional problem-solving activity as anything in the curriculum. It provides exposure to research methodology and an opportunity to work closely with a faculty guide. It usually requires the use of advanced concepts, a variety of experimental techniques, and state-of-the-art instrumentation.

Research is genuine exploration of the unknown that leads to new knowledge which often warrants publication. But whether or not the results of a research project are publishable, the project should be communicated in the form of a research report written by the student.

Sufficient time should be allowed for satisfactory completion of reports, taking into account that initial drafts should be critiqued by the faculty guide and corrected by the student at each stage.

The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include

- A short account of the activities that were undertaken as part of the project;
- A statement about the extent to which the project has achieved its stated goals.
- A statement about the outcomes of the evaluation and dissemination processes engaged in as part of the project;
- Any activities planned but not yet completed as part of the project, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Report Layout

The report should contain the following components:

➤ Title or Cover Page

The title page should contain the following information: Project Title; Student's Name; Course; Year; Supervisor's Name.

➤ **Acknowledgements** (optional)

Acknowledgment to any advisory or financial assistance received in the course of work may be given.

➤ **Abstract**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project

➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing these section, emphasis should be given on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary never write in "point" form.

➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

➤ **Future prospects**

➤ **Appendices**

The Appendix contains material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References / Bibliography**

This should include papers and books referred to in the body of the report. These should be ordered alphabetically on the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

Examples

For research article

Voravuthikunchai SP, Lortheeranuwat A, Ninrprom T, Popaya W, Pongpaichit S, Supawita T. (2002) Antibacterial activity of Thai medicinal plants against enterohaemorrhagic *Escherichia coli* O157: H7. *Clin Microbiol Infect*, **8** (suppl 1): 116–117.

For book:

Kowalski, M.(1976) Transduction of effectiveness in *Rhizobium meliloti*. SYMBIOTIC NITROGEN FIXATION PLANTS (editor P.S. Nutman IBP), **7**: 63-67

ASSESSMENT OF THE PROJECT /DISSERTATION FILE

Essentially, marking will be based on the following criteria: the quality of the report, the technical merit of the project and the project execution.

Technical merit attempts to assess the quality and depth of the intellectual efforts put into the project.

Project execution is concerned with assessing how much work has been put in.

The File should fulfil the following **assessment objectives**:

Range of Research Methods used to obtain information

Execution of Research

Data Analysis

Analyse Quantitative/ Qualitative information

Control Quality

Draw Conclusions

Examination Scheme:

Attendance &Behaviour of Students:	20 marks
Field Visit:	15 marks
Project Report:	15 marks
Presentation:	25 marks
Viva Voce:	25 marks
Total:	100 marks

Course Name	Course Code	LTP	Credit	Semester
Anandam	AND004	2	2	4

Course Learning Outcomes:

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.

- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.



AMITY UNIVERSITY

— RAJASTHAN —

Amity School of Hospitality (ASH)

Program Code: BHM

Duration – 4 Years Full Time

(Programme Structure)

Choice Based Credit System (CBCS)

2021 & 2022

AMITY UNIVERSITY RAJASTHAN

Program Learning Outcomes-PLO

- Acquire domain specific practical knowledge and skills regarding core functional areas of Hotels and customer front and functions.
- Understand the basic principles of essential hospitality business functions.
- Evaluate and communicate persuasively with guests and team members.
- Recognize the challenges & opportunities and working effectively with people in divers environment.
- Reflect multidisciplinary approach in creative and innovative thinking in Hospitality business.
- Develop leadership skills, professional attitude and work ethics in diverse situations.

Credits Summary

Program	Semester	Core Credit	Domain Credit	Open Elective/Minor Track	Value Added	Industrial Training/Research Project	Anandam	Total Credit
UG	I	16	0	0	4	0	2	22
	II	21	0	3	4	0	2	30
	III	15	2	3	8	0	2	30
	IV	0	0	3	4	16	-	23
BHM	V	14	4	3	4	0	2	27
	VI	17	4	3	4	0	2	30
	VII	10	10				2	22
4 Years	VIII	20				8	-	28
	Total	113	20	15	28	24	12	212

CC = Core Courses

DE = Domain Elective

OE = Open Elective

VA = Value Added Courses

NTCC = Non- Teaching Credit Courses (NTCC)



AMITY UNIVERSITY
 ————— RAJASTHAN —————

Amity School of Hospitality (ASH)

Program Name: Bachelor of Hotel Management

FIRST SEMESTER

Code	Course	Category	L	T	P/F W	Total Credit
BHM 101	Food Production & Culinary Art – I	CC	2			2
BHM 102	Food & Beverage Service Operation – I	CC	2			2
BHM 103	Front Office Operation – I	CC	2			2
BHM 104	Accommodation Operation – I	CC	2			2
BHM 105	Computer & Information Technology	CC	1	-		1
BHM 121	Food Production & Culinary Art – I Lab	CC			4	2
BHM 122	Food & Beverage Service Operation – I Lab	CC			4	2
BHM 123	Front Office Operation – I Lab	CC		-	2	1
BHM 124	Accommodation Operation – I Lab	CC		-	2	1
BHM 125	Computer & Information Technology - I Lab	CC	1	1	2	1
BCS 101	English	VA	1		-	1
BSS 104	Behavioural Science – I	VA	1	-	-	1
FLN 101	Foreign Language – I French	VA	2	-	-	2
AND 001	Anandam	CC			2	2
Total						22

Course Name	Course Code	LTP	Credit	Semester
FOOD PRODUCTION AND CULINARY ART - I	BHM 101	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the various types of hygiene, cooking methods and equipments.	
CLO 2	Apply the uses of cooking methods in different cuisine with aims of it.	
CLO 3	Present analysis of hotel industry and attitude of chef as per required for hotel	
CLO 4	Some other kind of basic preparation like soup, stock, egg and other ingredients knowledge.	
CLO 5	Describe the various types of hygiene, cooking methods and equipments.	

B. SYLLABUS

Course Objective:

The curriculum is based on to familiarize the students with the basic concepts of food such as

- To make the students learn about the professionalism and basic etiquette of culinary art
- To make them learnt about raw material, uses, composition, benefits and methods
- To sharpen the culinary skills in the field of food production
- To impart knowledge of history of culinary art and changes along with the times
- To give the basic idea about physical and chemical composition of different food products.

Course Contents:

Module I: Introduction to Cookery

Levels of skills and experiences
 Attitudes and behaviour in the kitchen
 Personal hygiene
 Uniforms & protective clothing
 Safety procedure in handling equipment

Module II: Culinary History
 Origin of modern cookery

Module III: Hierarchy Area of Department and Kitchen
 Classical Brigade

Modern staffing in various category hotels
 Roles of executive chef
 Duties and responsibilities of various chefs
 Co-operation with other departments

Module IV: Kitchen Organization and Layout
General layout of the kitchen in various organizations
Layout of receiving areas
Layout of service and wash up

Module V: Aims & Objects of Cooking Food
Aims and objectives of cooking food
Various textures
Various consistencies
Techniques used in pre-preparation
Techniques used in preparation

Module VI: BASIC PRINCIPLES OF FOOD PRODUCTION

VEGETABLE AND FRUIT COOKERY

- A. Introduction – classification of vegetables
- B. Pigments and colour changes
- C. Effects of heat on vegetables
- D. Cuts of vegetables
- E. Classification of fruits
- F. Uses of fruit in cookery
- G. Salads and salad dressings

ii) STOCKS

- A. Definition of stock
- B. Types of stock
- C. Preparation of stock
- D. Recipes
- E. Storage of stocks
- F. Uses of stocks
- G. Care and precautions

iii) SAUCES

- A. Classification of sauces
- B. Recipes for mother sauces
- C. Storage & precautions

Module VII: METHODS OF COOKING FOOD

- A. Roasting
- B. Grilling
- C. Frying
- D. Baking
- E. Broiling
- F. Poaching
- G. Boiling
 - Principles of each of the above
 - Care and precautions to be taken
 - Selection of food for each type of cooking

Module -VIII SOUPS

- A. Classification with examples
- B. Basic recipes of Consommé with 10 Garnishes

Module –IX EGG COOKERY

- A. Introduction to egg cookery
- B. Structure of an egg

- C. Selection of egg
- D. Uses of egg in cookery

Module -X COMMODITIES:

i) Shortenings (Fats & Oils)

- A. Role of Shortenings
- B. Varieties of Shortenings
- C. Advantages and Disadvantages of using various Shortenings
- D. Fats & Oil – Types, varieties

ii) Raising Agents

- A. Classification of Raising Agents
- B. Role of Raising Agents
- C. Actions and Reactions

iii) Thickening Agents

- A. Classification of thickening agents
- B. Role of Thickening agents

iv) Sugar

- A. Importance of Sugar
- B. Types of Sugar
- C. Cooking of Sugar – various

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Theory of Catering by Kinton Cesserani, Published by Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Published by Hodder & Stoughton

References:

- Theory of Cookery by K Arora published by Frank Bros &Co., New Delhi
- Professional chef by John Wiley
- Ultimate Cooking Course by Carole clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi.

FOOD PRODUCTION AND CULINARY ART - I (LAB)

Course Code: BHM121

Crédits : 2

Course Name	Course Code	LTP	Credit	Semester
FOOD PRODUCTION AND CULINARY ART - I (LAB)	BHM121	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the various types of hygiene, cooking methods and equipments.
CLO 2	Apply the uses of cooking methods in different cuisine with aims of it.
CLO 3	Present analysis of hotel industry and attitude of chef as per required for hotel
CLO 4	Some other kind of basic preparation like soup, stock, egg and other ingredients knowledge.
CLO 5	Describe the various types of hygiene, cooking methods and equipments.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able-

- To learn about the basics of food production in continental and Indian cuisine
- To make a menu and would be able to explain the meaning of the dishes
- To prepare the basic stock, sauce and soup
- To use the knife and other equipments confidently
- To cut all kind of vegetable cutting.

Course Contents:

Module: I

i) **Equipments** - Identification, Description, Uses & handling

ii) **Hygiene** - Kitchen etiquettes, Practices & knife handling

iii) Safety and security in kitchen

Module : II

i) Vegetables – classification

ii) Cuts - julienne, jardinière, macedoines, brunoise, payssane, mignonnete, dices, cubes, shred, mirepoix

iii) Preparation of salad dressings

Module III

Identification and Selection of Ingredients - Qualitative and quantitative measure

Module IV:

i) Basic Cooking methods and pre-preparations

ii) Blanching of Tomatoes and Capsicum

iii) Preparation of concasse

- iv) Boiling (potatoes, Beans, Cauliflower, etc)
- v) Frying - (deep frying, shallow frying, sautéing) aubergines, Potatoes, etc.
- vi) Braising - Onions, Leeks, Cabbage
- vii) Starch cooking (Rice, Pasta, Potatoes)

Module V:

Stocks - Types of stocks (White and Brown stock)

- ii) Fish stock
- iii) Emergency stock
- iv) Fungi stock

111Module VI:

Sauces - Basic mother sauces

- Béchamel
- Espagnole
- Veloute
- Hollandaise
- Mayonnaise
- Tomato

Module VII:

Egg cookery - Preparation of variety of egg dishes

- Boiled (Soft & Hard)
- Fried (Sunny side up, Single fried, Bull's Eye, Double fried)
- Poaches
- Scrambled
- Omelette (Plain, Stuffed, Spanish)
- En cocotte (eggs Benedict)

Module VIII: Demonstration & Preparation of simple menu

Module IX:

Simple Salads & Soups:

- Cole slaw,
- Potato salad,
- Beet root salad,
- Green salad,
- Fruit salad,
- Consommé

Simple Egg preparations:

- Scotch egg,
- Assorted omelettes,
- Oeuf Florentine
- Oeuf Benedict
- Oeuf Farci
- Oeuf Portugese
- Oeuf Deur Mayonnaise

Simple potato preparations

- Baked potatoes
- Mashed potatoes
- French fries

- Roasted potatoes
- Boiled potatoes
- Lyonnaise potatoes
- Allumettes

Vegetable preparations

- Boiled vegetables
- Glazed vegetables
- Fried vegetables
- Stewed vegetables.

Examinations Schème:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Theory of Catering by Kinton Cesserani, Published by Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Published by Hodder & Stoughton

References:

- Theory of Cookery by K Arora published, Frank Bros & Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement published by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE SERVICE OPERATION - I	BHM 102	2	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Define the various sectors of food & beverage.
CLO 2	To differentiate between different sectors of F&B service & its sub-department
CLO 3	To familiar with different cutlery, crockery, glassware, hollowware etc. Used in food & beverage department.

B. SYLLABUS

Course Code:

Crédits : 2

Course Objective:

At the end of the semester the students will be able to –
 Explain the growth and role of hotel industry and catering establishment
 Understand the various types of hotels and their features
 List and explain various catering establishment with their features
 Explain staff organization structure of food and beverage department
 Describe and understand job description of each personnel working in each F&B service outlet
 List various F&B service equipments with its use and care.

Course Contents:

Module I: The Hotel & Catering Industry
 Introduction to the Hotel Industry and Growth of the hotel industry in India
 Role of catering establishment in the travel/tourism industry
 Types of F&B operations
 Classification of Commercial, Residential/Non-residential
 Welfare Catering – Industrial/Institutional/Transport such as Air, Road, Rail, Sea
 Structure of the catering industry a brief description of each

Module II: Departmental Organization & Staffing
 Organization of F&B department of hotel
 Principal staff of various types of F&B operations
 French terms related to F&B staff
 Duties & responsibilities of F&B staff
 Attributes of a waiter
 Inter-departmental relationship (Within F&B and other department)

Module III: Food Service Areas
 Specialty Restaurants
 Coffee Shop Service
 Cafeteria Service
 Fast Food Service
 Room Service
 Banquet Service
 Bar Service

Vending Machine
Ancillary Departments

Pantry
Food pick-up area
Store
Linen room
Kitchen stewarding

Module IV: F & B Service Equipments Familiarization of

Cutlery
Crockery
Glassware
Flatware
Hollowware
All other equipment used in F& B service
French terms related to the above

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Food & Beverage Services by SN Bagchi& Anita Sharma, Aman Publications, New Delhi
- Food & Beverage Service by Lillicrap

References:

- F & B Service Manual by Sudhir Andrews, Tata McGraw Hill
- The Waiter by John Phullar
- Professional Table Service by Dennis Lillicrap.
- Food & Beverage Management & Control by Dr. JM Negi, Kanishka Publications, New Delhi

Course Name	Course Code	LTP	Credit	Semester
BHM	122	2	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To make students familiar with crockery, cutlery, glassware, flatware and hollowware used in a restaurant.
CLO 2	Learn about to how to clean and polish of all service equipment.
CLO 3	To make students aware for maintenance of f&b equipment's used in food & beverage service department.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able-

- To use and maintain all items of crockery, cutlery, glassware, flatware and hollowware used in a restaurant
- To clean and polish of all service equipment.

Course Contents:

Module I: F&B Service Equipments
Familiarization of

- Cutlery
- Crockery
- Glassware
- Flatware
- Hollowware
- All other equipment used in F& B service
- French terms related to the above

Module II: Practical

Care & maintenance of equipment including cleaning / polishing of EPNS items by-
Plate Powder method
Polivit method
Silver dip method
Burnishing machine

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:***Text:***

- Food & Beverage Management & Control by Dr. JM Negi, Kanishka Publications, New Delhi
- Food & Beverage Service by Liliicrap

References:

- F&B Service Manual by Sudhir Andrews, Tata McGraw Hill
- The Waiter by John Phullar
- Professional Table Service by Dennis Liliicrap
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
FRONT OFFICE OPERATION - I	BHM 103	2	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	1. Describe growth and role of Hotel Industry.
CLO 2	2. Explain duties and responsibilities of front office staff
CLO 3	3. Explain organizational structure of front office department
CLO 4	4. Develop telephone handling skills

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to explain & understand-
 The growth, role of tourism in hospitality and hotel industry.
 The classification and main features of hotels.
 The Front Office staff and organization structure, duties/responsibilities of each personnel.
 Appraisal of Front Office equipment and furniture, welcoming of guest and telephone handling.

Course Contents:

Module I: Introduction to Tourism, Hospitality & Hotel Industry

Tourism and its importance
 Hospitality and its origin
 Hotels, their evolution and growth
 Brief introduction to hotel core areas with special reference to Front Office.

Module II: Classification of Hotels

Based on Size,
 Based on degree of Luxury (Star),
 Based on Location & Clientele
 Based on Management

Module III: Front Office Organization

Function areas & Layout
 Front office hierarchy
 Job Description
 Attributes
 Front office equipments

Module IV: Introduction to Guest Cycle

Pre-arrival
 Arrival
 Stay
 Departure and Post departure

Module V: Tariff Structure

Different types of Plans
Different types of customer's profile,
Hubbart formula,
Different types of rates

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Front Office Management by Mr. Sbbhal Nagar
- Front Office Management by Bardi, John Willy and Sons
- Hotel Management by Dr. JagmohanNegi, Himalaya Publishing House, New Delhi.

References:

- Front Office by Abbott, Butter Worth Hiemann.
- Front Office Manual by Sudhir Andrew, Tata McGraw Hill.

Course Name	Course Code	LTP	Credit	Semester
FRONT OFFICE OPERATION - I (LAB)	BHM 123	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Explain the procedure of welcoming the guest
CLO 2	Knowledge about tariff.
CLO 3	Prepare different format used in front office.
CLO 4	Handle the telephonic quarters of guest

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able-

- Understand the growth, role of tourism in hospitality and hotel industry
- Explain the classification and main features of hotels
- Describe Front Office staff and organization structure, duties/responsibilities of each personnel
- Do the Appraisal of Front Office equipment and furniture, welcoming of guest and telephone handling.

Course Contents:

Module I

Welcoming & Escorting the Guest

Module II

Telephone Handling

Module III

Appraisal of Front Office equipment and furniture (rack, counter, bell desk)

Module IV

Filling up of various Performa

Module V

Field Visit: Tariff Structure

ExaminationScheme :

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:***Text:***

- Professional Hotel Management by Dr. JM Negi, S. Chand & Co, New Delhi
- Front Office Management by Bardi, John Willy and Sons
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi
- Hotel Management by Dr. JagmohanNegi, Himalayan Publishing House, New Delhi

References:

- Front Office by Abbott, Butter Worth Hiemann.
- Front Office Manual by Sudhir Andrews, Tata McGraw Hill

Course Name	Course Code	LTP	Credit	Semester
ACCOMMODATION OPERATION – I	BHM 104	2:0:0	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To know the importance, function, the layout and operation of HK deptt.
CLO 2	To know about the various qualities of HK personnel, various jobs
CLO 3	To know about the cleaning science, manual and mechanical equipment and various types of cleaning agents and their selection process
CLO 4	To know about the various types of public area and their cleaning process and special services
CLO 5	To know about the record and register and formats, maintain in housekeeping

B. SYLLABUS

Course Objective:

- At the end of the semester the students would have a thorough knowledge of:
- Organization of Housekeeping department and its basic functioning
- All agents and equipment used for cleaning of all possible surfaces
- Room supplies and bathroom supplies
- Room layouts and what are constitutes in a guest room
- Pests found in the hotel and their control.
- All routine and records maintained of H.K. department
- Liaison with all other department of the hotel.

Course Contents:

Module I: The Role of Housekeeping in Hospitality Operation

Role of Housekeeping in Guest satisfaction and repeat Business
Functions of Housekeeping department

Module II: Organization Chart of the Housekeeping Department

Layout of the Housekeeping Department.
Subsections of Housekeeping departments
Organization structure of HK

Module III: Job Analysis of HK personnel

Job specification and description of EHK, HK Supervisors, Night shift Supervisor, Control desk in charge, Laundry Manager, pest control in charge, Florist and Gardner.

Module IV: Cleaning Organization/ science/ Cleaning Agents

Principles of cleaning

Measurement of cleaning

Classification of chemicals

Frequency of cleaning daily, periodic, special

Daily cleaning, Weekly cleaning, monthly cleaning, yearly cleaning

Design features that simplify cleaning

Module V: various services Keys& lost found system

Type of keys, computerized key cards, Key control

Duty roaster, Duty rotas, work schedule, Job cards

Lost & found system

Special services: Valet service, babysitting, Guest Loan item, fresh en up services, second service and turn down service

Module VI: Inter Departmental Relationship

With Front Office, with maintenance, With Security, With Stores, With Accounts, With Personnel, Use of Computers in Housekeeping department.

Intra departmental relationship&Role of control desk

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&Références:

Text:

- Professional Management of Housekeeping Operation by Robert J. Martin
- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox

References:

- Accommodation Management by Roy C
- Hotel Housekeeping Training Manual by Sudhir Andrew

Course Name	Course Code	LTP	Credit	Semester
ACCOMMODATION OPERATION - I (LAB)	BHM 124	1	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To know the various decoration in rooms of hotel
CLO 2	To know about the room structure
CLO 3	To know about the various furniture, fixture and equipment's use in guest room
CLO 4	To know about the various guest room supplies provided
CLO 5	To know about the various types manual cleaning equipment's
CLO 6	To know about the various types of mechanical equipment's
CLO 7	To know about the various types of surface and their cleaning process
CLO 8	To know about the various areas to be clean daily formula is above, behind and below
CLO 9	To know about the cleaning of various flooring and their daily cleaning
CLO 10	To know about the cleaning of various flooring and their periodic cleaning
CLO 11	To know about bed making process
CLO 12	To know the trolley set up for room cleaning

B. SYLLABUS

Course Objective:

At the end of the semester the students would have a thorough knowledge of-

- Use of cleaning agents
- Use of cleaning equipment (manual as well as mechanical)
- Cleaning of all kinds of surfaces in a hotel.
- Do basic housekeeping operation with their own hands
- Demonstrate bed making and basic knowledge of linen
- Demonstrate et of maid's trolley and its uses

Course Contents:

Module I Guest room decoration

Urilmaking

Rangoli making

Module II

Room Layout and Standard Supplies

Module III

Cleaning Equipment

Module IV: Cleaning of different surfaces, Composition, Care and Cleaning of Different Surface

Metals, Glass, Leather, Rexines, Plastic, Ceramics, Wood, stone, rubber, Wall finishes, Floor finishes.

Module V

Floor cleaning and Dusting of various areas

Module VI

Maid's trolley – setting up a trolley

Bed making

Examination Scheme:**Internal: 50 Marks**

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:**Text:**

- Professional Management of Housekeeping Operation by Robert J. Martin
- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

References:

- Accommodation Management by Roy C
- Hotel Housekeeping Training Manual by Sudhir Andrew

Course Name	Course Code	LTP	Credit	Semester
COMPUTER AND INFORMATION TECHNOLOGY - I	BHM 105	1	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1:	Describe the usage of computers and why computers are essential components in business and society and to identify categories of programs, system software and applications.
CLO 2	: Study of Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards
CLO 3	: Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.

Course Objective:

At the end of the semester students would be able to-

The basic objective of the course is to introduce the students to the world of computers and computer technology. To introduce the students to the basic concept of operating system, word processing, database, presentation.

Course Contents:

Module I: Computer Fundamentals

- Introduction
- Characteristic of Computers
- History of Computers
- Generation of Computers
- Elements of a Computer system
- Classification of Computers
- Applications of Computers
- Classification of Number System

Module II: Computer organization and Architecture

- Computer Organization
- Computer Architecture
- Input and Output devices
- Computer Peripherals
- Computer Memory
- Secondary Memory
- Software Concepts
- System Software
- Application Software
- Language Classification
- Compilers and Interpreters

Module III: Operating System

- Introduction to Operating system
- Types of OS
- Functions of OS
- GUI/Features
- Window XP and above operating System
- Open Source operating systems
- UNIX vs. Windows
- Security measures

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Basic Computers by IBM

- DOEAC 'O' Level *Information Technology* by V.K. Jain BPB Publications

References:

- Insider Internet Marketing by Jim Deniels
- The Birth of Internet Marketing & Communication by Don Stan Boch

Course Name	Course Code	LTP	Credit	Semester
COMPUTER AND INFORMATION TECHNOLOGY – I Lab	BHM 125	1	1	1

CLO 1:	Describe the usage of computers and why computers are essential components in business and society and to identify categories of programs, system software and applications.
CLO 2	Study of Microsoft Office programs to create personal, academic and business documents following current professional and/or industry standards
CLO 3	Apply skills and concepts for basic use of computer hardware, software, networks, and the Internet in the workplace and in future coursework as identified by the internationally accepted Internet and Computing Core (IC3) standards.

Course Contents:

Module I: Computer Hardware

- Introduction to Digital Computers and its type
- Understanding of PCs system and its components / peripherals
- Study of various Hardware components: SMPS Power Supplies and Connections, Cooling Fan, Cables & Connectors, Motherboard Connections, Motherboard
- Understanding of components: CPU (Processor), RAM (Memory) ,Hard Drive Connections ROM Drives ,Video Cards, Sound Cards
- Troubleshooting of PCs components (RAM, HDD, DVD, SMPS, FANS, CMOS battery)

Module II: Windows Operations

- Study of Windows Operating System
- Opening Windows Explorer and creating a new folder,
- Shortcuts copy files & folders,
- Adding subfolders
- Searching for files
- Sorting of files
- Deleting files and retrieval
- Create, save, open, print, and close files
- Explore the common features of Windows interface
- Display system information of the computer system
- Change the Desktop's appearance such as themes, desktop wall paper, screen saver, and overall appearance, and resolution
- Modify date and time
- Change the settings of the mouse Start or launch programs
- Manage user accounts

- Explore the system properties of the computer system

Module III: MS-Word

- Text Manipulations
- Usage of Numbering, Bullets, Tools and Headers
- Usage of Spell Check and Find and Replace
- Text Formatting
- Picture Insertion and Alignment
- Creation of Documents Using Templates
- Mail Merge Concept
- Creation of Tables, Formatting Tables
- Splitting the Screen
- Opening Multiple Document
- Inserting Symbols in Documents

Module IV: MS-PowerPoint

- MS-Power Point -Working with slides
- Creating, saving, closing presentation
- Adding Headers and footers
- Changing slide layout
- Working fonts and bullets
- Inserting Clipart-Working with Clipart,
- Applying Transition and animation effects

Run and Slide Show

ExaminationScheme :

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:***Text:***

- Microsoft Work 2000 by Heidi Steele Techmedia Publications
- Basic Computers by IBM

References:

- Insider Internet Marketing by Jim Deniels
- The Birth of Internet Marketing & Communication by Don Stan Boch
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
ENGLISH	BCS101	1	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify the basic elements of grammar required for good and effective communication.
CLO 2	Interpret and discuss key ideas, themes, and aesthetic modalities related to diction and communication.
CLO 3	Explain how the ideas, themes and modalities arose within a given professional context.
CLO4	Develop Creative & Literary Sensitivity in all communication.
CLO5	Design and create texts for a variety of purposes and audiences, evaluating and assessing the effectiveness of grammatical aspects.

B. SYLLABUS

Course Name	Course Code	LTP	Credit	Semester
General English	BCS 101	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify the basic elements of grammar required for good and effective communication.
CLO 2	Interpret and discuss key ideas of grammar, diction and communication.
CLO 3	Develop Creative & Literary Sensitivity in all communication.
CLO 4	Design and create texts for a variety of purposes and audiences, evaluating and assessing the effectiveness of grammatical aspects.

B. SYLLABUS

Topic
Vocabulary development- Root Words, Affixes, Synonyms, Antonyms, One Word Substitution
Grammar: Fluency and Expression

Tenses
Voices
Tag Questions
Sentence Formation
Communication Essentials, Basics of Communication, Communication Circle

EXAMINATION SCHEME:

Components	CT/Mid-term	Project/Presentation	Assignment 1	Quiz	Attendance	EE
Weightage (%)	15	10	10	10	5	50

SUGGESTED READINGS

- Martin Hewings, *Advance English Grammar*. Cambridge University Press
- J.V.Vilanilam. *More Effective Communication*. Response Books:NewDelhi
- Wren and Martin, *English Grammar & Comosition*. S.Chand & Co. Ltd.
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons
- Kavita Sharma, *New Upgraded Encyclopedia of English Grammar & Composition*. English Edition Publishers
- Raman, Meenakshi and Sangeeta Sharma, *Technical Communication: Principles and Practice*. OUP: New Delhi, 2004.Print.
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- Krishnaswamy N, *Creative English for Communication*. Delhi: Macmillan Publishers India Ltd. Print. 2007.

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - I (UNDERSTANDING SELF FOR EFFECTIVENESS)	BSS/104	1	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate awareness of self and the process of self-exploration.
CLO 2	Demonstrate knowledge of strategies for developing a healthy self-esteem.
CLO 3	Recognize the importance of attitudes and its effect on personality.
CLO4	Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for personal and professional life.

Course learning outcomes (CLOs)

At the successful completion of this course you (the student) should be able to:

Course Objective:

This course aims at imparting:

- Understanding self & process of self exploration
- Learning strategies for development of a healthy self esteem
- Importance of attitudes and its effective on personality
- Building Emotional Competence

Course Contents:

Module I: Self: Core Competency

Understanding of Self

Components of Self – Self identity

Self concept

Self confidence

Self image

Module II: Techniques of Self Awareness

Exploration through Johari Window

Mapping the key characteristics of self

Framing a charter for self

Stages – self awareness, self acceptance and self realization

Module III: Self Esteem & Effectiveness

Meaning and Importance

Components of self esteem

High and low self esteem

Measuring your self esteem

Module IV: Building Positive Attitude

Meaning and nature of attitude

Components and Types of attitude

Importance and relevance of attitude

Module V: Building Emotional Competence

Emotional Intelligence – Meaning, components, Importance and Relevance

Positive and Negative emotions

Healthy and Unhealthy expression of emotions

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**- Presentation; **V**-Viva; **Q**-Quiz; **FC**- Flip class; **MA**- Movie Analysis; **CS**- Case study; **A**-Attendance

Text & References:

- Organizational Behaviour, Davis, K.
 - Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
 - Dick, McCann & Margerison, Charles: Team Management, 1992 Edition, viva books
 - Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
 - Dressler, David and Cans, Donald: The Study of Human Interaction
 - Lapiere, Richard. T – Social Change
 - Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
 - Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
 - LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
 - J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, HarperCollins College Publishers

Course Name	Course Code	LTP	Credit	Semester
Foreign Language French	FLF 101	2	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify and express in French vocabulary and grammar norms
CLO 2	Interpret different types of texts as well as cultural ideas and themes.
CLO 3	Demonstrate comprehension of nuance between script and sound in French
CLO4	Narrate clearly ideas, themes in simple standard French

To familiarize the students of French Language with:

1. addressing someone
2. to present oneself and someone else
3. Where one works?

Course Content

Unit 1 : Pg: 9-24

A. Lexicale:

1. mots transparents
2. politesses: bonjour, s'il vous plaît, merci, etc.
3. salutations, excuses
4. nombres de 0 à 99.
5. adjectifs de nationalité
6. alphabet
7. professions
8. activité des entreprises
9. coordonnées

B. Grammaire:

1. articles indéfinis et articles défini
2. masculin, féminin et pluriel des noms
3. je, il, elle sujets/ tu, vous sujets
4. verbes: parler, habiter, s'appeler, être, avoir, aller, faire, connaître, vendre.
5. masculine et féminin des adjectifs de nationalité
6. c'est moi/ c'est toi
7. c'est/ il est + profession
8. qui est-ce? Qu'est-ce que...?
9. complément du nom avec de...
10. Quel interrogatif..

EXAMINATION SCHEME

Total: 100 marks

Continuous Evaluation (Total 50 Marks)					End Sem Evaluation (Total 50 Marks)
Quiz	Mid Term Test	Presentation	Viva Voce	Attendance	End-Term Exam
10	15	10	10	5	50

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Course Name	Course Code	LTP	Credit	Semester
AANANDAM-I	AND 001	2	2	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO4	Interaction among students, enlarge social network
CLO5	Cooperative and Communication skills and leadership qualities
CLO6	Critical thinking, Confidence and Efficiency

Course Learning Outcomes:

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants** are to be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date

- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.

2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Bachelor of Hotel Management

SECOND SEMESTER

Code	Course	Category	L	T	P/FW	Total Credit
BHM 201	Food Production & Culinary Art – II	CC	2	1		3
BHM 202	Food & Beverage Service Operation – II	CC	2	1		3
BHM 203	Front Office Operation – II	CC	2	1		3
BHM 204	Accommodation Operation – II	CC	2	1		3
BHM206	Fundamentals of Hospitality Accounting	CC	1	1	-	2
BHM220	Bakery & Confectionary –II Lab	CC	-	-	4	2
BHM 222	Food & Beverage Service Operation – II Lab	CC			4	2
BHM 223	Front Office Operation – II Lab	CC		-	2	1
BHM 224	Accommodation Operation – II Lab	CC		-	2	1
BHM 225	Computer & Information Technology – II Lab	CC			2	1
BCS 201	English	VA	1		-	1
BSS 204	Behavioural Science – II	VA	1	-	-	1
FLN 201	Foreign Language – II French	VA	2	-	-	2
AND 002	Anandam	CC			2	2
Open Elective -I		OE	3			3
Total						30

Course Name	Course Code	LTP	Credit	Semester
FOOD PRODUCTION AND CULINARY ART - II	BHM 201	3	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To Know the international Soups, sauces and gravies.
CLO 2	To learn about meat and fish cookery.
CLO 3	To learn about the starch cookery.
CLO 4	To learn about diary product.
CLO 5	To learn about the Indian Cookery.

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to-

- Know the scope of innovation in the making of dish, experimentation and generating new ideas
- Acquire brief knowledge about the working of the kitchen, system, hierarchy and relationship with others department.
- Manage kitchen as a chef and how to control the quality and system
- Develop as a complete chef by incorporating learning attitude on step by step basis
- Ensure that the requirement of hospitality industry is being fulfilled through latest and up to date knowledge
- Explain the technical terms and different concept.

Course Contents:

Module: 1 SOUPS

A. Basic recipes other than consommé with menu examples

- Broths
- Bouillon
- Puree
- Cream
- Veloute
- Chowder
- Bisque etc

B. Garnishes and accompaniments

C. International soups

Module: 2 SAUCES & GRAVIES

A. Difference between sauce and gravy

B. Derivatives of mother sauces

C. Contemporary & Proprietary

03 MEAT COOKERY

A. Introduction to meat cookery

B. Cuts of beef/veal

C. Cuts of lamb/mutton

D. Cuts of pork

E. Variety meats (offals)

F. Poultry

(With menu examples of each)

04 FISH COOKERY

A. Introduction to fish cookery

B. Classification of fish with examples

C. Cuts of fish with menu examples

D. Selection of fish and shell fish

E. Cooking of fish (effects of heat)

05 RICE, CEREALS & PULSES

A. Introduction

B. Classification and identification

C. Cooking of rice, cereals and pulses

D. Varieties of rice and other cereals

06

i) PASTRY

A. Short crust

B. Laminated

C. Choux

D. Hot water/Rough puff

- Recipes and methods of preparation

- Differences

- Uses of each pastry
- Care to be taken while preparing pastry
- Role of each ingredient
- Temperature of baking pastry

ii) Flour

- A. Structure of wheat
- B. Types of Wheat
- C. Types of Flour
- D. Processing of Wheat – Flour
- E. Uses of Flour in Food Production
- F. Cooking of Flour (Starch)

iii) SIMPLE BREADS

- A. Principles of bread making
- B. Simple yeast breads
- C. Role of each ingredient in bread making
- D. Baking temperature and its importance

07 PASTRY CREAMS

- A. Basic pastry creams
- B. Uses in confectionery
- C. Preparation and care in production

08 BASIC COMMODITIES:

i) Milk

- A. Introduction
- B. Processing of Milk
- C. Pasteurisation – Homogenisation
- D. Types of Milk – Skimmed and Condensed
- E. Nutritive Value

ii) Cream

- A. Introduction
- B. Processing of Cream
- C. Types of Cream

iii) Cheese

- A. Introduction
- B. Processing of Cheese
- C. Types of Cheese
- D. Classification of Cheese
- E. Curing of Cheese
- F. Uses of Cheese

iv) Butter

- A. Introduction
- B. Processing of Butter
- C. Types of Butter

09 BASIC INDIAN COOKERY

i) CONDIMENTS & SPICES

- A. Introduction to Indian food
- B. Spices used in Indian cookery
- C. Role of spices in Indian cookery
- D. Indian equivalent of spices (names)

ii) MASALAS

- A. Blending of spices
- B. Different masalas used in Indian cookery
 - Wet masalas
 - Dry masalas
- C. Composition of different masalas
- D. Varieties of masalas available in regional areas
- E. Special masala blends

10 KITCHEN ORGANIZATION AND LAYOUT

- A. General layout of the kitchen in various organizations
- B. Layout of receiving areas
- C. Layout of service and wash up

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:**Text:**

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton
- Theory of Cookery by K Arora published by Frank Bros &Co. New Delhi

References:

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE SERVICE OPERATION – II	BHM 202	3	3	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the menu & various types of menu used in hospitality sector.
CLO 2	Explain F&B staff organization for banquets & function catering and their job descriptions
CLO 3	Describe the procedure of planning and hosting banquet function including buffet
CLO 4	To have knowledge of preparation of cocktails and Gueridon service.
CLO 5	To get familiar with alcoholic beverage &beer Service

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- Explain and understand objectives of menu planning and types of menu
- Write and explain courses of French classical menu with sequence of each course
- Explain various meals and the dishes served during these meals
- Describe the importance of Mise-en-place and Mise-en-scene
- List various tasks performed to complete Misc-en-place for each outlet shift wise
- Explain and understand simple KOT and billing system with its record keeping
- List and explain various non-alcoholic beverage
- Explain various types of tobacco (cigarette and cigar) with its processing and storage.

Course Contents:

Module I: Meals and Menu Planning
Origin of Menu

Objectives of Menu Planning

Types of Menu

Courses of French Classical Menu

- Sequence
 - Examples from each course
 - Cover of each course
 - Accompaniments
- French Names of dishes

Types of Meals

Early morning Tea

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

Module II: Methods of Service
Mise-en-scene & Mise en place

Module III: Simple Control System
KOT/Bill Control System

Making Bill

Cash handling equipment

Record keeping

Module IV: Non-Alcoholic Beverages
Classification (Nourishing, Stimulating and Refreshing beverages)

Tea and Coffee

- Origin & manufacture
- Types & Brands

Module V: Alcoholic Beverage

Introduction and definition

Classification

Module VI: Beer

Introduction and Definition

Types of beer

Production of beer

Storage

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Food & Beverage Service by Lilicrap
- Food & Beverage- Management & Control by Dr. JM Negi, Kanishka, New Delhi

References:

- Food & Beverage Management and Cost Control by Dr. JM Negi, Kanishka
- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi, Aman Publication
- Food & Beverage Costing 2000 by Dr. JM Negi, Himalaya Publishing House, New Delhi

- The Lodging & Food Service Industry by Gerrald W Lattin
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE SERVICE OPERATION - II (LAB)	BHM 222	2	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	CLO: Demonstrate To make students aware how-to layout the tables for different courses & layout of tables according to course offered
CLO 2	CLO: Demonstrate the technique to serve the food & beverage in Hospitality sector Service of some alcoholic & non-alcoholic beverages
CLO 3	CLO: Demonstrate how to make different tea & coffee
CLO 4	CLO: Role paly of different job position of food & beverage department.
CLO 5	CLO: Demonstrate To make students aware how-to layout the tables for different courses & layout of tables according to course offered

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- Perform and demonstrate various task of Mise-en-Place
- Complete layout of covers of restaurant table and side board
- Take food and beverage order from a guest
- Do the service of food and beverage at a table in American and French style
- Demonstrate the service of non alcoholic beverages
- Demonstrate the service of cigar and cigarette.

Course Contents:

Module I

Table laying for different meals

Restaurant reservation

Receiving and seating the guest

Taking the order

Procedure of service at table (Silver service and pre-plated service)

Presentation & Encasing the bill

Room Service (tray and trolley)

French for receiving and greeting the guest and seating the guest

French related to taking order and description of dishes

Module II:Preparation & Service

Coffee

- Origin & manufacture
- Types & Brands
- Preparation & Service of different types of coffee

Juices and Soft Drinks

Preparation & Service of different types of Tea

- Origin & manufacture
- Types & brands

Module III: Service of Juices and Soft Drinks

Mocktail making

Brand Names of Juices, Soft Drinks, Mineral Water, Tonic Water

Module IV: Cocoa & Malted Beverages

Origin & Manufacture

Preparation & Service

Module V: Service of Beer

Examinations Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Food & Beverage Management & Control by Lillicrap
- Food & Beverage- Management & Control by Dr. JM Negi, Kanishka, New Delhi

References:

- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi, Aman Publication
- Food & Beverage Costing 2000 by Dr. JM Negi, Himalaya Publishing
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
FRONT OFFICE OPERATION - II	BHM 203	3	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the various component Hotel sector and role of front office.
CLO 2	To differentiate different sectors of Front Office & its sub department.
CLO 3	To familiar with the process of welcoming, check Inn, check out and basic requirements of front office and functions, guest accounting, tariff structure etc.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- Know the techniques of up-selling rooms and promotional activities involved in Front Office
- Coordination with other departments of the hotel
- Know standards of service and amenities provided by a hotel
- Calculation of tariff structure for different segments of clients of hotel
- Acquire effective communication skill.

Course Contents:

Module I: Room Selling Techniques

Up Selling, Discounts.

Module II: Arrivals

Preparing for guest arrivals at Reservation and Front Office, Receiving Guests, Pre-registration, Registration (non-automatic, semi automatic and automatic), Relevant records for FITs, Groups, Aircrews and VIPs.

Module III: Bell Desk

Functions, Procedures and records.

Module IV: During the Stay Activities

Information services, Message and Mail handling, Key handling, Room selling technique, Hospitality desk, Complaints handling, Guest handling, Guest history.

Module V: Front Office Co-ordination with other Departments of Hotel

Module VI: Tariff Structure

Basis of charging, plans, competition, customer's profile, standards of services & amenities, Hubbart formula, different types of tariff, rack rate, discounted rate for corporate, Airlines, Group & travel agents.

Module VII: Guest accounting (manual)

Guest Weekly Bill, Visitors Tabular Ledger

Module VIII: Communication Skills

Business Communication

- Need
- Purpose
- Nature
- Models
- Barriers to communication
- Overcoming the barriers.

Listening on the Job

- Definition
- Levels and types of listening
- Listening barriers
- Guidelines for effective listening
- Listening, computerization and note taking

Effective Speaking

- Restaurant and hotel English
- Polite and effective enquiries and responses
- Addressing a group
- Essential qualities of a good speaker
- Audience analysis
- Defining the purpose of a speech, organizing the ideas and delivering the speech.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Front Office Management by Bardi, John Willy and Sons.
- Professional Hotel Management by Dr. JM Negi, S. Chand & Co. New Delhi
- Hotel Management by Dr. JagmohanNegi, Himalaya Publishing House, New Delhi

References:

- Front Office by Abbott, Butter Worth Hiemann.
- Managing FO Operation by Micheal K Kassovana
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
FRONT OFFICE OPERATION - II (LAB)	BHM 223	1	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To make students able to handle guest.
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CLO 2	To develop students interpersonal skills
CLO 3	To make students familiar with technical skills like the process of bill settlement, telephone handling, software handling, check Inn, check out and basic requirements of front office and functions

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- To know the techniques of up-selling rooms and promotional activities involved
- Understand the Front Office Coordination with other departments of the hotel
- Know the standards of service and amenities provided by hotel
- Calculate tariff structure for different segments of clients of hotel
- Acquire effective communication skill.

Course Contents:

Module I: Room Reservation

Module II

Arrival procedure - Group, FIT

Luggage handling - left luggage, Group, FIT

Module III

Message and Mail handling, Paging

Module IV

Forms & Formats

Examinations Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Front Office Management by Bardi, John Willy and Sons.
- Professional Hotel Management by Dr. JagmohanNegi, S. Chand & Co. New Delhi
- Hotel Management – Accounting & Control by Dr. JagmohanNegi, Himalaya Publishing House, New Delhi

References:

- Front Office by Abbott, Butter Worth Hiemann.
- International Tourism & Travel- Concepts & principles by Dr. JM Negi, S Chand & Co, New Delhi

Course Name	Course Code	LTP	Credit	Semester
ACCOMMODATION OPERATION - II	BHM 204	3	3	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Knowledge of laundry and laundry procedure
CLO 2	Linen room, linen inventory and par stock maintenance
CLO 3	Issuing and Maintenance of uniform
CLO 4	Routine and records maintained by hk department
CLO 5	To know various, records, register and formats.

B. SYLLABUS

Course Objective:

At the end of the semester the students will have a through knowledge of-

- Room supplies and bathroom supplies
- All types of beds and mattresses
- All routine and records maintained of H.K. department
- Liaison with other department of the hotel.

Course Contents:

Course Contents:

Module I: Composition, Care and Cleaning of Different Surface

Metals, Glass, Leather, Rexines, Plastic, Ceramics, Wood, stone, rubber, Wall finishes, Floor finishes.

Different surfaces & their cleaning

Module II: Keys

Type of keys, computerized key cards, Key control

Duty roaster, Duty rota, work schedule, Job cards

Lost & found system

Module III: Area Cleaning and services

Guest rooms, Front-of-the house areas, Back-of-the house Areas, Work routine and associated problems e.g. high traffic areas, Façade cleaning etc.

Special services: Valet service, baby sitting, Guest Loan item, fresh en up services, second service and turn down service

Module IV: Routine Systems and Records of Housekeeping Department

Reporting Staff placement, Room occupancy report, Guest room inspection, Entering checklists, Floor Register, Work Orders, Log Sheet, Lost and Found Register and Enquiry file,

Maid's report and Housekeeper's report, Handover Records, Guest's Special Requests Register, Record of Special cleaning, Call Register, VIP lists.

Module V: Inter Departmental Relationship

With Front Office, With maintenance, With Security, With Stores, With Accounts, With Personnel, Use of Computers in Housekeeping department.

Intra departmental relationship

Role of control desk

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Professional Management of Housekeeping Operation by Robert J. Martin
- Accommodation Management by Wood Roy C

References:

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox.
- Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
ACCOMMODATION OPERATION - II (LAB)	BHM 224	1	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Setting up maids card trolley
CLO 2	Able to make guest room and bath room
CLO 3	Able to clean and maintain public area of a hotel
CLO 4	Learn scrubbing and polishing of floors

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to-

- Do basic housekeeping operation with their own hands
- Demonstrate bed making and basic knowledge of linen
- Demonstrate et of maid's trolley and its uses
- Perform the hacking of a guest room.

Course Contents:

Module I

Maid's trolley – setting up a trolley

Module II

Bed making

Module III

Daily cleaning of Guestrooms & bathrooms

Module IV

Public Area cleaning (focus on different types of surfaces)

Module V

Scrubbing of floors (hand & T- brushes)

Polishing & Buffing (metal & wood)

ExaminationsSchème:**Internal: 50 Marks**

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:**Text:**

- Professional Management of Housekeeping Operation by Robert J. Martin
- Accommodation Management Wood Roy C

References:

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox
- Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
FUNDAMENTALS OF HOSPITALITY ACCOUNTING	BHM 206	2	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop a working vocabulary of accounting terminology.
CLO 2	Gain an understanding and ability to work with accounting principles including, but not limited to, debits and credits, journalizing, posting and preparation of financial statements.
CLO 3	Gain an ability to analyze transactions, apply them to the accounting cycle, prepare a trial balance.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- Understand basic concept of hospitality accounting system
- The meaning and need for accounting
- Distinguish between book keeping and accounting
- Record the transactions using rules of debit and credit
- Ascertain the correct bank balances
- To check the accuracy of accounting records.

Course Contents:

Module I: Introduction to Accounting

Meaning & Importance

Principles of Accounting

Module II: Primary Books (Journal)

Meaning and Definition

Format of Journal

Rules of Debit and Credit

Opening entry, simple and compound entries

Practical

Module III: Subsidiary Books (Ledger)

Meaning and Uses

Formats

Posting

Practical

Module IV

Module V: Trial Balance & final Accounts

Meaning & method

Meaning & Procedure for preparation of final accounts

Module VI: Final Accounts

Meaning

Procedure for preparation of final accounts

Difference between Trading Accounts, Profit & Loss Accounts & Balance Sheet

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Element of Hotel Accounting by Dr. JM Negi& G.S. Rawat, HKS International (now Aman Publication, New Delhi)
- Hotel Management Accounting & Control by Dr. JM Negi, Himalaya Publication, New Delhi
- Management Accounting by Dr. Hingorani& Prof. Ramanathan, Sultan Chand & Sons

References:

- Management Accounting & Financial Control by Dr. SN Maheshwari, Sultan Chand & Sons
- Understanding Hospitality Accounting by Raymond Cote, EI-AH&LA USA
- Financial Accounting by GC Maheshwari, NCERT, N. Delhi
- Fundamentals of Hotel Accounting by G.S. Rawat& Dr. JM Negi, Aman Publications, New Delhi

Course Name	Course Code	LTP	Credit	Semester
BAKERY & CONFECTIONARY - II (LAB)	BHM 220	2	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To learn how to prepare simple cakes.
CLO 2	To learn how to prepare Pastry.
CLO 3	To learn how to prepare Hot/cold Kitchen.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able-

- To learn about the basics of bakery and confectionary
- To make a bakery product and would be able to explain the meaning of the dishes
- To prepare the basic cakes, pastry and Hot/Cold Desserts.
- To use the equipments confidently
- To learn the basic techniques used in bakery.

Course Contents:

MODULE I BASIC BREAD MAKING

- Demonstrations & preparation of simple and enrich bread, recipes
- Bread loaf (white & brown)
- Bread rolls (various shapes)
- French bread
- Brioche

MODULE II SIMPLE COOKIES

- Demonstrations & preparation of simple and enrich cookies like nan khatai
- Golden Cookies
- Melting Moments
- Tri Color biscuit
- Chocolate Chip Cookies
- Chocolate Cream Finger, and Bachelor button

MODULE III SIMPLE CAKES

- Demonstration & preparation of simple and enriched cakes, recipes
- Sponge, Genoise, Fatless, Swiss roll
- Fruit Cake
- Rich Cakes
- Dundee, Madeira

MODULE IV PASTRY

- Demonstration and preparation of dishes using varieties of pastry
- Short Crust – Jam tarts, turnovers
- Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns
- Choux Paste – Eclairs, Profiteroles Cold sweet – honeycomb mould, butterscotch sponge, coffee mousse, lemon sponge, trifle, blancmange, chocolate mousse, and lemon soufflé.

MODULE V HOT/COLD DESSERTS

- Caramel Custard, Bread and Butter Pudding, Queen of Pudding, Souffle – Lemon/Pineapple, Mousse (Chocolate Coffee) Bavaroise, Diplomat pudding, Apricot Pudding
- Steamed Pudding – Albert Pudding, Cabinet Pudding

Examination Scheme:

Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

Text&References:

Text:

- Theory of Catering by Kinton Cesserani, Published by Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Published by Hodder & Stoughton

References:

- Theory of Cookery by K Arora published, Frank Bros & Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement published by Joana Lorenz
- Essential of Cooking by James Peterson published by Artisan

Course Name	Course Code	LTP	Credit	Semester
COMPUTER AND INFORMATION TECHNOLOGY - II (LAB)	BHM 225	1	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Define the various functionalities of Microsoft-Excel and its power to analyze the data as per the specific requirement.
CLO 2	Apply the knowledge of Computer for implementation purpose and industrial production/application.
CLO 3	Explore their knowledge to make simple and effective power point presentation.
CLO4	Create an organizational chart using the different views.
CLO5	Demonstrate the basic knowledge of Computer in the field of hospitality and management

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

Module I: Role of IT in Hospitality and Tourism Industry

- Strategic Role of IT in Hospitality
- Problems faced by industry due to lack of IT,
- Impact of IT on hospitality operations such as
 - At the Front Desk
 - point of sale system (POS)

- Property management systems (PMS)
- Energy Management and Climate Control Systems
- Security system
- Technologies used in hospitality industry

Module II: E-Commerce

- E-Commerce fundamentals - concepts, frameworks, Business models
- Impact of the Internet on hospitality and tourism: hotels, air travel and other travel, tourism (tours, tour promotion), and others (conventions, meetings, and the past, present and future of travel agents)
- Case studies in hospitality and tourism and some classics from other industries
- Future hospitality and tourism – a look at the industry in the light of changes happening in the industry and new developments in IT and other technologies.
- HTML Introduction ,HTML Colour and Anchors, HTML Tables, HTML Frames, CSS Style Sheets.

Creating an e-commerce website for hospitality and tourism

Module III: IT based Innovation in Marketing and Operation

- Digital marketing fundamentals
- Customer-focused digital marketing
- Content marketing
- Different types of online media
- Build an engaging Brand
- Search Engine Marketing (SEM) and Search Engine Optimization (SEO)
- Branding: the science of storytelling
- Developing customer engagement on social media
- Listen in to your target market
- Digital Marketing challenges and what's next.

Innovation strategy through mobile technology and social media in Hospitality & Tourism Industry

3. Making a simple skills and power point presentation.

4. Power Points Five Views.

5. Slides

- Creating Slides, rearranging, modifying.
- Inserting Pictures, Objects.
- Setting up a slide show.

6. Creating an organizational Chart.

Course Contents:

Module I: MS Office 07 MS- Excel – Practical

How to use Excel

Starting Excel

Parts of Excel Screen

Parts of the Worksheet

Navigating in a Worksheet

Getting to know Mouse Pointer Shapes

Module II: Creating a Separate Sheet

Starting a new worksheet

Entering the three different types of data in a worksheet

Creating simple formula

Formatting data for decimal points

Editing data in a worksheet

Using Auto fill

Blocking Data

Saving a worksheet

Exiting Excel

Module III: Making the worksheet look pretty

Selecting cell to format

Trimming tables with Auto Format

Formatting cells for:

- Currency
- Comma
- Percent
- Decimal
- Date

Changing columns width and row height

Aligning text:

- Top to Bottom
- Text wrap
- Re ordering Orientation

Using borders

Module IV: Going Through Changes

Opening workbook files for editing

Undoing the mistakes

Moving and copying with drag and drop

Copying formulas

Moving and Copying with Cut, Copy and Paste

Deleting cell entries

Deleting columns and rows from worksheet

Inserting columns and rows in a worksheet

Spell checking the worksheet

Module V: Printing the Worksheet

Previewing pages before printing

Printing from the Standard Toolbar

Printing a part of a worksheet

Changing the orientation of the printing

Printing the whole worksheet in a single page

Adding header and Footer to a report

Inserting page breaks in a report

Printing the formulas in the worksheet

Module VI: Additional features of a Worksheet

Splitting worksheet window into two four panes

Freezing columns and rows on-screen for worksheet title

Attaching comments to cells

Finding and replacing data in the worksheet

Protecting a worksheet

Function commands

Module VII: Maintaining Multiple Worksheets

Moving from sheet in a worksheet

Adding more sheets to a worksheet

Deleting sheets from a workbook

Naming sheet tabs other than sheet1, sheet2 and so on

Copying or moving sheets from one worksheet to another

Module VIII: Creating Graphics/charts

Using Chart Wizard

Changing the Chart with the Chart Toolbar

Formatting the Chart's axes

Adding a text box to a Chart

Changing a orientation of 3-D Chart

Using drawing tools to add graphics to chart and worksheet

Printing a chart with printing the rest of the worksheet data

Module IX: Excel's Database Facilities

Setting up a database

Sorting records in the database

Module X: Making Power Point presentation

Using Auto content Wizards and Templates

Power Points five views

Slides

Creating Slides, re-arranging, modifying

Inserting pictures, objects

Setting up a Slide Show

Module XI: Creating an Organizational Chart

Examination Schème:**Internal: 50 Marks**

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:**Text:**

- Computers by Andrew S. Tanenbawn
- Computer & Information Management by Bhanthnagar SC & Ramani KV

References:

- Computer System in Hotel & Catering Industry by Lucey T
- Information System- A Contemporary by KC & JP

Course Name	Course Code	LTP	Credit	Semester
ENGLISH	BCS 201	1	1	2

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A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	1. Identify and express in French vocabulary and grammar norms
CLO 2	2. Interpret different types of texts as well as cultural ideas and themes.
CLO 3	3. Demonstrate comprehension of nuance between script and sound in French
CLO4	4. Narrate clearly ideas, themes in simple standard French

B. SYLLABUS

Course Objective:

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

B. SYLLABUS

Topic
Enhancing Speaking Skills (JAM, Extempore, Public Speaking: any one)
Poster Making (Current Affairs)
Dream company-based presentation/ PPT Presentation
Interview Essentials (Mock PI) + CV-2
Internship preparation (SOP, Documentation)

EXAMINATION SCHEME:

Components	Public Speaking	Presentation	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria & Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - II (PROBLEM SOLVING AND CREATIVE THINKING)	BSS 204	1	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Recognize the relation critical thinking with various mental processes.
CLO 2	Identify hindrance to problem solving processes.
CLO 3	Analyze the steps in problem-solving process.
CLO4	Create plan of action applying creative thinkings.

B. SYLLABUS

Course Objective:

To enable the students:

- Understand the process of problem solving and creative thinking.
- Facilitation and enhancement of skills required for decision-making.

Course Contents:

Module I: Thinking as a tool for Problem Solving

What is thinking: The Mind/Brain/Behaviour

Critical Thinking and Learning:

Making Predictions and Reasoning

Memory and Critical Thinking

Emotions and Critical Thinking

Thinking skills

Module II: Hindrances to Problem Solving Process

Perception

Expression

Emotion

Intellect

Work environment

Module III: Problem Solving

Recognizing and Defining a problem

Analyzing the problem (potential causes)

Developing possible alternatives

Evaluating Solutions

Resolution of problem

Implementation

Barriers to problem solving:

Perception

Expression

Emotion

Intellect

Work environment

Module IV: Plan of Action

Construction of POA

Monitoring

Reviewing and analyzing the outcome

Module V: Creative Thinking

Definition and meaning of creativity

The nature of creative thinking

Convergent and Divergent thinking

Idea generation and evaluation (Brain Storming)

Image generation and evaluation

Debating

The six-phase model of Creative Thinking: ICEDIP model

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-**Journal of Success; **HA-**Home Assignment; **P-** Presentation; **V-**Viva; **Q-**Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-**Attendance

Text & References:

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Richard Y. Chang and P. Keith, Kelly: Wheeler Publishing, New Delhi, 1998.
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 3, Management (1996); Pfeiffer & Company
- Bensley, Alan D.: Critical Thinking in Psychology – A Unified Skills Approach, (1998), Brooks/Cole Publishing Company.

Course Name	Course Code	LTP	Credit	Semester
Foreign Language French	FLF 201	1	1	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify and express in French vocabulary and grammar norms
CLO 2	Interpret different types of texts as well as cultural ideas and themes.
CLO 3	Demonstrate comprehension of nuance between script and sound in French
CLO4	Narrate clearly ideas, themes in simple standard French

B. SYLLABUS

Course Objective

To familiarize the students of French Language with:

1. to identify the objects and to explain their usage..
2. to do a purchasing in a market, to discuss the price etc
3. Comparison of the objects.

Course Content

Unit 2: Pg: 26-40

C. Lexicale:

1. petits objets usuels
2. nombres de 0 à 1000 et 0 à 20 000
3. les prix en euros
4. objets usuels
5. meubles et fournitures de bureau
6. adjectifs pour decrier des objets
7. couleurs

D. Grammaire:

1. adjectifs possessifs (1)
2. pour + infinitif
3. verbe: avoir
4. ne...pas / pas de
5. question avec est-ce que?

6. question negatif, réponse Si
7. prepositions de lieu
8. il y a / qu'est-ce qu'il y a
9. accord et place des adjectifs qualificatifs
10. il manque....
11. comparatifs et superlatifs
12. pronoms toniques
13. pronom on

Text & References:

Penfornis, J. (2007), Français.com (Débutant). Paris: CLE International

Course Name	Course Code	LTP	Credit	Semester
AANANDAM	AND 002	2	2	2

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO4	Interaction among students, enlarge social network
CLO5	Cooperative and Communication skills and leadership qualities
CLO6	Critical thinking, Confidence and Efficiency

Course Learning Outcomes:

The student should develop:

- Awareness and empathy regarding community issues
- Interaction with the community and impact on society
- Interaction with mentor and development of Student teacher relationship
- Interaction among students, enlarge social network
- Cooperative and Communication skills and leadership qualities
- Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any

- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Bachelor of Hotel Management

THIRD SEMESTER

Code	Course	Category	L	T	P/FW	Total Credit
BHM 301	Food Production & Culinary Art -III	CC	2			2
BHM 302	Food & Beverage Service Operation –III	CC	2			2
BHM 303	Front Office Management – I	CC	1	1		2
BHM 304	Accommodation Management – I	CC	1	1		2
BHM 305	Managerial Accounting	CC	1	1	-	2
BHM 320	Food Production & Culinary Art –III Lab	CC			4	2
BHM 321	Food & Beverage Service Operation –III Lab	CC	1	1	2	1
BHM 326	Room Division Management – I Lab	CC	1	1	2	1
BHM 324	Information Technology in Hospitality & Tourism Lab	CC	1	1	2	1
AND 003	Anandam	CC			2	2
EVS003	Environmental Studies	VA	3	1		4

DE Electives: Student has to select 1 course from the list of following DE electives

BHM 306	Food Science & Nutrition	DE	2			2
BHM 307	Tourism Operations	DE	2			
BCS 301	Communication Skills – I	VA	1		-	1
BSS 304	Behavioural Science – III	VA	1	-	-	1
FLN 301	Foreign Language – III French	VA	2	-	-	2
Open Elective -II		OE	3			3
Total						30

Course Name	Course Code	LTP	Credit	Semester
FOOD PRODUCTION & CULINARY ART - III	BHM 301	2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the various type of regional Indian cuisine.
CLO 2	Apply the various equipments & cooking method according to type of Indian regional cuisine.
CLO 3	Present analysis of hotel Industries in a professional way and other kind of function like menu planning, indenting, purchasing and receiving.

B. SYLLABUS

Course Objective:

At the end of the semester students should able to-

- learn about the different regions of India as per food habits;
- learn about basic Indian paste, gravies and food style; and
- learn about quantity food production, planning and organizing.

Course Contents:

MODULE I: QUANTITY FOOD PRODUCTION- EQUIPMENT AND PLANNING

- Equipment required for mass/volume feeding
- Heat and cold generating equipment
- Care and maintenance of these equipments
- Modern development in equipment manufacture
- Space allocation
- Staffing

MODULE II: MENU PLANNING AND INDENTING

- Basic principles of menu planning – recapitulation
- Planning menus for commercials and non commercial catering organizations
- Theme dinners
- Transport facilities, cruise lines, airlines, railway
- Nutrition factors for the above
- Principles of indenting for volume feeding
- Portion sizes of various items for different types of volume feeding

MODULE III: VOLUME FEEDING

Institutional and Industrial Catering

- Types of Institutional & Industrial Catering
- Problems associated with this type of catering
- Scope of development and growth

Hospital Catering

- Highlights of hospital catering for patients, staff, visitors
- Diet menus and nutritional requirements

Off Premises Catering

- Reasons for growth and development
- Menu planning and theme parties
- Concept of a Central Production Unit
- Problems associated with off-premises catering

Mobile Catering

- Characteristics of Rail, Airline (Flight Kitchen) and Sea Catering.
- Branches of Mobile Catering

Quantity Purchase & Storage

- Introduction of purchasing
- Purchasing system
- Purchasing specifications
- Purchasing techniques
- Storage

Module IV : Regional Indian Cuisine

Introduction to Regional Indian Cuisine

Heritage of Indian Cuisine

Factors that affect eating habits in different parts of the country

Cuisine and its highlights of different states/region/ communities to be discussed under:

- Geographic location
- Historical background
- Seasonal availability
- Special equipment
- Staple diets
- Specialty cuisine for festivals and special occasions

States - Andhra Pradesh, Bengal, Goa, Gujarat, Karnataka, Kashmir, Kerala, Madhya Pradesh, Maharashtra, North-Eastern States, Punjab, Rajasthan, Tamil Nadu and Uttar Pradesh/Uttaranchal

Communities- Parsee, Chettinad, Hyderabadi, Lucknowi (Avadhi), Malabari / Syrian, Christian and Bohri

Discussions- Indian Breads, Indian Sweets, Indian Snacks.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Prasad by Jigs Kalra; Allied Publisher, New Delhi
- Taste of India by MadhurJaffery; Pavilion Books Ltd.

References:

- Dawat by Jigs Kalra, Allied publisher, New Delhi
- Kebab, Chutney & Bread by Devindar Kumar, UBS publisher, New Delhi.

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE SERVICE OPERATION - III	BHM 302	2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Define Wine and knowledge about the history and different types of Wine.
CLO 2	Explain about the Principle Wine producing regions of the World
CLO 3	Learn about Spirits – History, Production, Types.
CLO4	Gain knowledge on Aperitifs and its types
CLO5	Define Liqueur; explain the manufacturing process and types of Liqueurs

B. SYLLABUS

Course Objective:

At the end of semester the students would be able to-

Explain and understand various Alcoholic Beverages, their manufacturing process, types and service of each alcoholic beverage.

Course Contents:

Module II: Wines

Definition

Classification with examples

- Table/Still/Natural
- Sparkling
- Fortified
- Aromatized

Production of each classification

Principal wine regions and wines of

- France
- Germany
- Italy
- Spain
- Portugal
- USA
- Australia

New world wines (brand names)

- India
- Chile
- South Africa

- New Zealand
Food and wine harmony

Storage of wine

Wine terminology (English and French)

Module IV: Spirits

Introduction and Definition

Production of spirit:

Pot-still method

Patent-still method

Production of

- Whisky
- Rum
- Gin
- Brandy/Cognac
- Vodka
- Tequilla

Different proof spirits

American Proof

- Gay-Lussac

Module V: Aperitifs

Introduction and Definition

- Different types of Aperitifs

Module VI: Liqueurs

Definition and History

Production of liqueurs

Names of liqueurs and country of origin & predominant flavour

Service

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- New Guide to Wine & Liquor by Walten S.

- Food & Beverage Service by Lilicrap
- Food & Beverage Management & Control by Dr. JM Negi, Kanishka, New Delhi

References:

- Food & Beverage Costing by Dr. JM Negi, Himalaya publishing House, New Delhi
- Professional Table Service by Denis Lilicrap

Course Name	Course Code	LTP	Credit	Semester
FRONT OFFICE MANAGEMENT - I	BHM 303	2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the core concepts of Front office operations and Management.
CLO 2	Handle the basic and critical situations of front office operations.
CLO 3	Develop the communication skills to handle the circumstances.
CLO4	Learn the technical procedures and equipments and terminologies of front office.

B. SYLLABUS

Course Objective:

At the end of the semester the students would be able to-

- Explain computer application in Front Office Operation
- Understand Front office Accounting
- Describe control of cash and credits
- Acquire Night Auditing skills
- Know the importance of guest safety and security
- Acquire communication skill.

Course Contents:

Module I: Front Office (Accounting)

Accounting Fundamentals
Accounting cycle & Procedure
Guest and Non guest account
Accounting system (non automated, semi automated and fully automated)
Guest Weekly Bill, Visitors Tabular Ledger
Guest Ledger & City Ledger
Bills (cheques)

Module II: Departure & Post Departure

Guest accounts settlement
Indian currency and foreign currency
Transfer of guest accounts
Express check out
Guest History

Module III: Control of Cash and Credit

Module IV: Guest Service

Various Guest Services
Bell Desk Management
Handling Guest Mail & Messages

Guest Room Change
Safety Deposit Locker
Hotel Show Round
Left Luggage Handling
Wake up Call
Complaints Handling

Module V: Front Office and Guest Safety & Security

Importance of security systems
Safe deposit
Key control
Emergency situations (Accident, illness, theft, fire, bomb)

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management by Dr. JagmohanNegi, Himalaya Publicashing House, New Delhi

References:

- Front Office by Abbott, Butter Worth Hiemann.
- Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
ACCOMMODATION MANAGEMENT – I	BHM 304	2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To know about the daily laundry operation planning, laundry machinery, types of stain removal, setup of linen room, uniforms & exchange process
CLO 2	To know about the par stock, inventory process & discard management
CLO 3	To know about the flowers & flower arrangement
CLO4	To know about bed & bedding construction
CLO5	To know about the various types of fabric and their construction, and their qualities, nature fibres, synthetic fibre, regenerated fibres, weaving designing formation
CLO6	To know about the carpet and its construction process, their qualities maintenance of carpet
CLO7	To know about various kind of materials used in construction of decorative items likeceramic construction and their type, glass construction and their types, plastic construction and their types, leather construction and their types, metal construction and their types and

B. SYLLABUS

Course Objective:

Atthe end of the semester the students would have a thorough knowledge about the various fiber, weaving and special fabrics. Students will learn manufacturing and maintenance of carpet.

Course Contents:

Module I: Types of Beds and Mattresses

Construction of beds, mattresses, bed spread, bedding, pillows, bolster, blankets, duvet, throw, bed runner

Module II: Fibers & fabrics

Natural fiber: vegetable fibers and animal fibers
Cotton, linen, silk, wool jute, ramie, hemp & sisal
Manmade fiber: synthetic and regenerated protein fiber
Rayon, Evlon, sarilee, polyester, acrilon etc
Mineral fiber
Metallic fiber

Module II: Weaving

Fiber to yarn: process of weaving `
Types of weaving: plain, twill, satin, sateen, jacquard, figured, cellular weave, ax minister weave
Fabric finishes: Designing, Sizing, Degumming, Weighting, Scouring, Calendaring, Decatizing, Tentering, Shearing, Flocking, Sanforisation, Mercerization, and Napping. Bleaching, Dyeing, Printing, Singeing,

Special fabrics

Module III: carpet

Carpet manufacturing, woven & non-woven carpets, selection of carpets types of carpet

Module IV: Room interiors

Ceramic, Glass, Plastics, Leather , Metal, Rubber, Cork

Module V: Flower Arrangement

Flower arrangement in Hotels

Equipment and material required for flower arrangement

Conditioning of plant material

Styles of flower arrangements

Principles of design as applied to flower arrangement (Practical Classes)

Indoor plants Selection and care

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping by Joan C Branson

References:

- Professional House Keeping by Madlin Tucker
- Housekeeping Management by Keppa Margret M
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
MANAGERIALACCOUNTING	BHM 305	2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Explain contents of income statement, balance sheet and departmental income statements and expense statement and solve practical problem
CLO 2	List the types of capital and revenue expenses incurred in a hotel, and demonstrate hotel accounting procedures.
CLO 3	Explain the purpose of a uniform system of accounts, and describe the purpose of and formats for account numbering systems.

B. SYLLABUS

Course Objective:

At the end of the semester the students would be able to-

- Understand the concept of managerial accounting
- Explain contents of income statement, balance sheet and departmental income statements and expense statement and solve practical problem
- Understand objectives, characteristics and implementations of internal control
- Distinguish between internal and statutory audit and views of internal audit

Course Contents:

Module I

Unique aspects of hospitality Industry

Purpose of Accounting in Hospitality Industry

Role of Hospitality Managers in Management Accounting

Utility of Managerial accounting for hospitality Managers

Functions of Managerial accounting

Limitations of Management Accounting

Changing role s of management accountants

Module II: Uniform System of Accounts for Hotels

Introduction to Uniform system of accounts

Contents of the Income Statement

Practical Problems

Contents of the Balance Sheet (under uniform system)

Practical Problem
Departmental Income Statements and Expense Statement (Schedules 1 to 16)
Practical Problem

Module III: Internal Control

Definition and objectives of Internal Control
Characteristics of Internal Control
Implementation and Review of Internal Control

Module IV: Internal Audit and Statutory Audit

An introduction to Internal and Statutory Audit
Distinction between Internal Audit and Statutory Audit
Implementation and Review of Internal Audit

Module V: Hotel Management Reports

Internal Hotel Management Reports

Daily reports

Weekly Internal Management reports

Monthly Internal Management Reports

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:***Text:***

- Financial & Cost Control Techniques in Hotel & Catering Industry by JM Negi, Metropolitan, New Delhi
- Elements of Hotel Accountancy by Dr. JM Negi, Aman Publications New Delhi
- Hotel Management – Accounting & Control by Dr. JagmohanNegi, Himalaya Publishing House, New Delhi

References:

- Basic Financial Accounting by Raymond Schmidgall
- Accounting for Hospitality Management by Andrew N Valdamir
- Fundamentals of Accounting by Raymond S Kolt
- An introduction to Accountancy by S N Maheshwari

Course Name	Course Code	LTP	Credit	Semester
FOOD PRODUCTION & CULINARY ART – III (LAB)	BHM 320	2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the various type of regional Indian cuisine.
CLO 2	Apply the various equipments & cooking method according to type of Indian regional cuisine.
CLO 3	Present analysis of hotel Industries in a professional way and other kind of function like menu planning, indenting, purchasing and receiving.

B. SYLLABUS

Course Objective:

At the end of the semester students would be able to-

- Learn about the basic India fundamental and concept
- Prepare basic Indian gravies and paste
- Preparation of regional dishes etc.
- Acquire knowledge through demonstrate of bulk cooking.

Course Contents:

MODULE I: FOOD PRODUCTION OPERATIONS- PRACTICAL

To plan different sets of menus from the following regions and to include more dishes from the respective regions.

The practical class will be conducted preferably by demonstrative method.

- Awadh
- Bengal
- Goa
- Gujarat
- Hyderabad
- Kashmiri
- Maharashtra
- Punjabi
- Rajasthan
- South India (Tamil Nadu, Karnataka, Kerala).

Rice and Bread Preparations: Mutaegen, Pulao (Kashmiri), Plain Rice, Girdeh, Lawas

Meat Preparations: Gushtaba ,Rista ,Marchevangan korma, MacchKofta, YakheanKaliya, TabakMaaz, Rogon Josh

Vegetables and Potato: Ruwanganchaman,Choekwangan,ChamanQaliyanAllehYakhean, DumAloo Kashmiri ,Nader Palak, RazmaGogji

Sweet Dishes: KongehPhirin (Soojiphirni with Saffron), Aae'tphirin (Wheat Flour Phirni), Halwa

Chutneys: Mujehcheten, GandaCheten, Dueencheten, Alehcheten (pumpkin chutney)

Note: In addition to above each institute to formulate 08 (eight) set of regional menus including snacks,sweetsetc

ExaminationScheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Prasad by Jigs Kalra; Allied Publisher, New Delhi
- Taste of India by MadhurJaffery, Pavilion Books Ltd.

References:

- Dawat by Jigs Kalra, Allied publisher, New Delhi
- Kebab, Chutney & Bread by Devindar Kumar, UBS publisher, New Delhi

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE SERVICE OPERATION - III (LAB)	BHM 321	1	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	CLO 1: Demonstrate the different steps of Serving Wines.
CLO 2	CLO 2: Demonstrate the different steps of Serving Spirits.
CLO 3	CLO 3: Learn to set covers for a fixed menu
CLO 4	CLO 4: Prepare atleast 5 mocktails and 5 cocktails

B. SYLLABUS

Course Objective:

At the end of semester the students would be able to-

- Identify the various types of Liquors, Wines and demonstrate the service of Wines, Spirits, Aperitifs and Liquors And Cocktail
- Plan regional menus and explain the new regional dishes
- Lay the covers for the service of regional dishes
- Serve the regional dishes in French/American style of service.

Course Contents:

Module I: Wines & Liquors

Service of Wines

- Red wine
- White/Rose wine
- Sparkling wine
- Fortified wine
- Aromatized wine

Module II: Spirits

Service of spirits (Whisky, Vodka, Rum, Gin, Brandy & Tequila)

Module III: Aperitifs

Service of different types of Aperitifs

Module IV: Liquors

Service of Liqueurs

Module V: Regional Cuisine

Menu writing of regional dishes

Table laying of regional dishes

Service of regional dishes

Module VI: Cocktail & Mocktail

Preparation of deferent Cocktail and Mocktail

Service of Cocktails and Mocktails

ExaminationScheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- New Guide to Wine & Liquor by Walten S.
- Food & Beverage Service by Lilicrap
- Food & Beverage Management & Control by Dr. JM Negi, Kanishka, New Delhi

References:

- Food & Beverage Costing by Dr. JM Negi, Himalaya, New Delhi
- Professional Table Service by Denis Lilicrap

Course Name	Course Code	LTP	Credit	Semester
Room Division Management –I Lab	BHM 326	1	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Use Computers in Front Office & Housekeeping
CLO 2	Prepare report in front office and housekeeping
CLO 3	Handle the various level of Situations of Operation

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- To Understand Significance of Computers in Front Office & Housekeeping
- To gain hand on Practices of working on Hotel Software
- To handle the various level of Situations of Operation
- To become skilled at the major operation of front office and Housekeeping
- To learn the room division management systems.

Module I: Role Computer Application in Front Office & House Keeping Operation

Reports generations in Excel and word, Power Point, Communication with Guests & Employees, Making Requisitions, and Inventory.

Module II: Property Management System

Hands on practices of Hotel Software application related to Front Office procedures such as Reservation, Registration, Guest History, Telephones, Accounting Procedures & Housekeeping Procedures i.e.: Reports, Rooms Status, Floor Cleaning etc.

Module III Situation Handling & Role Plays

Situations & Role plays based on Front Office & House Keeping Operations, Case Studies of Front Office and House Keeping, Problem Base Learning of both Departments, Complaints Handling.

Module IV Front Office & House Keeping Operations

Stain Removal Procedures, Flower Arrangement & Indoor plants, Laundry Machinery and Equipment, Forms & Formats, Self Check in Procedure, Express Check our Procedure, Latest Technology used in Front office Operation, Electronic payment systems (EPS), Online Payments, Reservations.

Module V Room Division Operation

Room Division Departments, Roles & Responsibilities of Room Division Managers, Guest Handling from Check in to Check out, Revenue Generation Practices & Forecasting,

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Recommended reading

Vallen, G.K. & Vallen, J.J. (2013) Check-in; Check Out: Managing Hotel Operations (9th ed) Prentice Hall.

Bardi, J.A. (2010) Front Office Management, (5th Ed), Wiley and Sons.

Kasavana, M. I. (2012) Managing Technology in the Hospitality Industry. American Hotel and lodging Educational Institute.

Nyheim, P., Connelly, D. (2011). Technology Strategies for the Hospitality industry (2nd Ed.) Prentice Hall

Tranter, K.A. Stuart-Hill, T. and Parker, J. (2009), An Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World, Prentice Hall.

Woods, R., Ninemeier, J.D., Hayes, D.K, Austen, M.A. (2013) Professional Front Office Management new international edition , Pearson.

Hayes, D.K., Ninemeier, J.D., and Miller, A.A. (2011). Foundations of Lodging Management, (2nd ed). Pearson.

O'Fallon, M.J. and Rutherford, D.G. (2010) Hotel Management and Operations, (5th ed). John Wiley and Sons.

Course Name	Course Code	LTP	Credit	Semester
INFORMATION TECHNOLOGY IN HOSPITALITY AND TOURISM (LAB)	BHM 324	1	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop an understanding of the introduction, history, concepts and nature of information technology relating to hospitality and tourism industry.
CLO 2	Understand how you can use the Information technology to design e-commerce, website and apply a database management system to manage tourism and hospitality services.
CLO 3	Demonstrate knowledge of global impacts of innovation and technology on the hospitality and tourism industry and its stakeholders.

B. SYLLABUS

Course Objective:

At the end of the semester the students would be able to-

- Explain & demonstrate practically the operation of Internet and E-mail.

Course Contents:

Module I: Role of IT in Hospitality and Tourism Industry

- Strategic Role of IT in Hospitality
- Problems faced by industry due to lack of IT,
- Impact of IT on hospitality operations such as
 - At the Front Desk
 - point of sale system (POS)
 - Property management systems (PMS)
 - Energy Management and Climate Control Systems
 - Security system
- Technologies used in hospitality industry

Module II: E-Commerce

- E-Commerce fundamentals -oncepts, frameworks, Business models
- Impact of the Internet on hospitality and tourism: hotels, air travel and other travel, tourism (tours, tour promotion), and others (conventions, meetings, and the past, present and future of travel agents)
- Case studies in hospitality and tourism and some classics from other industries
- Future hospitality and tourism – a look at the industry in the light of changes happening in the industry and new developments in IT and other technologies.
- HTML Introduction ,HTML Colour and Anchors, HTML Tables, HTML Frames, CSS Style Sheets.
- Creating an e-commerce website for hospitality and tourism.

Module IV: Business Analytics

- Introduce the concept of data-based decision making
- The principles and tools for business analytics
- Using predictive analytics and experimental design to better understand consumer price sensitivity
- Modeling restaurant party size and demand to determine optimal table mix and reservation policies
- Using optimization to manage hotel rates and availability
- Data sources and big data applications for decisions in hospitality & tourism organizations
-

ExaminationScheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Computers by Andrew S. Tanenbawn
- Computer & Information Management by Bhandnagar SC & Ramani KV

References:

- Computer System in Hotel & Catering Industry by Lucey T.
- How to do everything with MS Office by Laurie Urich

Course Name	Course Code	LTP	Credit	Semester
ENVIRONMENTAL STUDIES - II	EVS003	4	4	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the importance, need and scope of the subject.
CLO 2	Implement "Sustainable development", in day to day activities.
CLO 3	Measure environmental variables and interpret results.
CLO 4	Interpret the results of scientific studies of environmental problems and propose solutions to these.
CLO 5	Evaluate local, regional and global environmental topics related to resource use and management.

B. SYLLABUS

Course Objective:

The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

Course Contents:

Module I: Environmental Pollution

Definition

□□□ Causes, effects and control measures of:

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes.
Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

Module II: Social Issues and the Environment

From unsustainable to sustainable development

Urban problems and related to energy

Water conservation, rain water harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust.

Case studies.

Wasteland reclamation

Consumerism and waste products

Environmental Protection Act

Air (Prevention and Control of Pollution) Act

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

Module III: Human Population and the Environment

Population growth, variation among nations

Population explosion – Family Welfare Programmes

Environment and human health

Human Rights

Value Education

HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health

Case Studies

Module IV: Field Work

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain.

Visit to a local polluted site – Urban / Rural / Industrial / Agricultural

Study of common plants, insects, birds

Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text &References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.

- Bharucha Erach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute Oxford Univ. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H & Weston, R.T. 1995. Global Biodiversity Assessment. Cambridge Univ. Press 1140p.
- Jadhav, H & Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- McKinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
- Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

Course Name	Course Code	LTP	Credit	Semester
FOOD SCIENCE AND NUTRITION	BHM 306	2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Definition and scope of food science and describe the Classification of various nutrient
CLO 2	Introduction to Nutrient specific chemical Processes like Gelation, Emulsification, Formability, Viscosity ,Browning.
CLO 3	Learn about Food Processing – Definition, Objectives & Types of treatment and effect of factors like heat, acid, alkali on food constituents.
CLO 4	Gain knowledge of- Balanced Diet and Menu Planning.
CLO 5	To understand the- Evaluation of Food, food flavours, Concept of BMR, SDA

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to-

- Understand functions of Foods which supply our nutritional needs
- Explain how to meet human need nutrients in terms of available foods
- Acquire techniques of preparation which help us meet our needs in an enjoyable manner
- Understand role of nutrients in menu planning

Course Contents:

Module I:Food Science

Definition and scope of food science

Module II:Nutrition& Nutrients

Introduction

Type of Nutrients (Macro & Micro Nutrients)

Classification of various nutrients

Dietary Sources of various nutrients

Effect of cooking on Nutrients

Uses of various nutrients in food preparation

Module III: Nutrient specific chemical Processes

Dextrinization

Autoxidation (factors and prevention measures)

Flavour reversion

Refining, Hydrogenation & winterization

Gelation, Emulsification, Foamability, Viscosity

Browning

Module IV: Food Processing

Definition
Objectives
Types of treatment
Effect of factors like heat, acid, alkali on food constituents

Module V: Evaluation of Food

Objectives
Sensory assessment of food quality
Methods
Introduction to proximate analysis of Food constituents
Rheological aspects of food

Module VI: Emulsions & Colloids

Theory of emulsification & Colloids
Types of emulsions
Emulsifying agents
Role of emulsifying agents & Colloids in food preparation

Module VII: Flavour

Definition
Description of food flavours (tea, coffee, wine, meat, fish spices)

Module VIII: Energy

Definition of Energy and Units of its measurement (Kcal)
Energy contribution from macronutrients (Carbohydrates, Proteins and Fat)
Factors affecting energy requirements
Concept of BMR, SDA, Thermodynamic action of food
Dietary sources of energy
Concept of energy balance and the health hazards associated with Underweight, Overweight

Module IX: Balanced Diet

Definition
Importance of balanced diet
RDA for various nutrients – age, gender, physiological state

Module X: Menu Planning

Planning of nutritionally balanced meals based upon the three food group system
Factors affecting meal planning
Critical evaluation of few meals served at the Institutes/Hotels based on the principle of meal planning
Calculation of nutritive value of dishes/meals

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)		30		15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Human Nutrition by Guthrice HA & Picciano MF 1995, Mosby Pub.Co.Toronto

- Perspectives in Nutrition by Wardlaw MW & Insel PM 1993 Mosby Pub Co. Toronto
- Food facts & Principles by Manay & Shalakshara Swamy New Age Int. 2001
- Fundamentals of Food & Nutrition 4th edition 2001 by Mudambi & Rajgopal
- Nutritive Value of Indian Foods- Indian Council of Medical Research

References:

- Food Science by Potter & Hotchkiss
- Principles of Food Science by Borgstrom and Macmillan
- Food Chemistry by Fennema
- Sensory Evaluation by Amerine (Academic Press)
- Handbook of Analysis and Quality Control for fruits & Vegetables by Rangana S (Tata McGraw Hill)
- Principles of Food Technology by P.J Fellows.

Course Name	Course Code	LTP	Credit	Semester
TOURISM OPERATIONS	BHM 307	1	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	1. Describe introduction to in bond and out bond tourism.
CLO 2	2. Explain tourism products, itinerary development.
CLO 3	3. Explain Tour Packaging Management Concept, Origin and development of Tour Packaging,
CLO 4	4. Developing a Tour Marketing Plan, Marketing Strategy of Inbound & Outbound tours
CLO 5	5. Explain Role and Contribution of ASTA, PATA, TAAI

B. SYLLABUS

Course Objective:

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

Course Contents:

Module I

Organised Travel Defining Tourist & Tourism viz: inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism.

Module II

Itinerary Development Introduction, meaning and definition, types of itineraries, how to develop an effective itinerary, functions of tour managers and planning tools for an itinerary.

Module III

Tour Packaging Management Concept, Origin and development of Tour Packaging, Types of Tour, Component of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.

Module IV

Travel Agency Marketing Concept, unique features of Travel Marketing, Significance of Travel Agency Marketing, Developing a Tour Marketing Plan, Marketing Strategy of Inbound & Outbound tours.

Module V

Travel Trade Organizations/Associations Need and Significance of Travel Trade Association, Role and Contribution of ASTA, PATA, TAAI.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE

Weightage (%)	30	15	5	50
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Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.

Course Name	Course Code	LTP	Credit	Semester
COMMUNICATION SKILLS - I	BCS 301	1	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify essentials components of language
CLO 2	Make inferences and predictions about spoken discourse
CLO 3	Develop Creative & Literary Sensitivity in global situation
CLO 4	Identify features of a reading textbook and utilize them as needed
CLO 5	Explore and use English as medium of communication in real life situation

B. SYLLABUS

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS 311	1:0:0	1	3

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop an idea of professional work place
CLO 2	Learn about the importance of interviews, etiquette.
CLO 3	<i>Learn the basic steps and techniques for preparing and for having a successful interview</i>
CLO 4	<i>Demonstrate Workplace Speaking Skills.</i>

B. SYLLABUS

Topic
Group Discussion-2
PI-2 (Mock Sessions)
CV-3 + Profile Mapping
Video Resume
Social Media Profiling

EXAMINATION SCHEME:

Components	Group Discussion	Video Resume	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Raman Prakash, Business Communication, Oxford
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria &Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - III (INTERPERSONAL COMMUNICATION)	BSS 304	1	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate knowledge of strategies for developing a healthy interpersonal communication.
CLO 2	Recognize the importance of transactional analysis, script analysis.
CLO 3	Identify the difference between healthy and unhealthy expression of emotions and develop emotional competence necessary for conflict resolution and impression management.
CLO 4	Enhance personal effectiveness and performance through effective interpersonal communication.
CLO 5	Demonstrate knowledge of strategies for developing a healthy interpersonal communication.

B. SYLLABUS

Course Objective:

This course provides practical guidance on

- Enhancing personal effectiveness and performance through effective interpersonal communication
- Enhancing their conflict management and negotiation skills

Course Contents:

Module I: Interpersonal Communication: An Introduction

Importance of Interpersonal Communication

Types – Self and Other Oriented

Rapport Building – NLP, Communication Mode

Steps to improve Interpersonal Communication

Module II: Behavioural Communication

Meaning and Nature of behavioural communication

Persuasion, Influence, Listening and Questioning

Guidelines for developing Human Communication skills

Relevance of Behavioural Communication for personal and professional development

Module III: Interpersonal Styles

Transactional Analysis

Life Position/Script Analysis

Games Analysis

Interactional and Transactional Styles

Module IV: Conflict Management

Meaning and nature of conflicts

Styles and techniques of conflict management

Conflict management and interpersonal communication

Module V: Negotiation Skills

Meaning and Negotiation approaches (Traditional and Contemporary)

Process and strategies of negotiations

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC**- Flip class; **MA**- Movie Analysis; **CS**- Case study; **A**-Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassel
- Goddard, Ken: Informative Writing, 1995 1st Edition, Cassell
- HarvardBusinessSchool, Effective Communication: United States of America
- Foster John, Effective Writing Skills: Volume-7, First Edition 2000, Institute of Public Relations (IPR) Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers

Course Name	Course Code	LTP	Credit	Semester
FRENCH - III	FLF 301	1	1	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	1. Identify and express in French vocabulary and grammar norms
CLO 2	2. Interpret different types of texts as well as cultural ideas and themes.
CLO 3	3. Demonstrate comprehension of nuance between script and sound in French
CLO 4	4. Narrate clearly ideas, themes in simple standard French

B. SYLLABUS

Course Objective

To familiarize the students of French Language with vocabulary of Hotel Management in French:

- Introduction of Hotel Management professional
- Profession of Hotel Management: different job definitions
- Reservation norms in a French hotel
- Formal letters/e-mails for reservation

Course Content

Unit 1&2: pages 6-29

VOCABULARY CONTENT

- Se présenter/ Présenter quelqu'un
- Présenter son métier
- Présenter les principes caractéristiques d'un hôtel
- Les métiers de l'hôtellerie et de la restauration
- Questionner le client pour servir
Remplir une fiche de réservation
- Informer sur les horaires
Prendre en note la réservation d'une table
- Comprendre et écrire un message électronique
- Écrire une lettre commerciale
Détailer des prestations
- S'excuser de ne pas satisfaire une demande de réservation
Justifier
- Modifier ou annuler un dossier de réservation
Rappeler au client ses obligations

- Révisions de l'unité 1&2

GRAMMAR CONTENT

- Indicatif présent
- Articles définis et indéfinis
- Interrogation
- Expression du temps :
Heures et dates

- Adjectifs possessifs
- Forme linguistique de la lettre commerciale
- Forme négative : ne...pas, ne...plus, ne...rien, ne...jamais
- Indicatif passé composé

Text & References:

Corbeau,S.Dubois,C.Penformis,J.(2007)hôtellerie-restauration.com,Paris :CLE International/SEJER

Course Name	Course Code	LTP	Credit	Semester
AANANDAM	AND 003	2	2	3

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO4	Interaction among students, enlarge social network
CLO5	Cooperative and Communication skills and leadership qualities
CLO6	Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Bachelor of Hotel Management

FOURTH SEMESTER

Code	Course	Category	L	T	P/FW	Total Credit
Industrial Training (3 months) (Jan 1 to March 30)						
BHM 450	Food Production Training Report					4
BHM 451	Food & Beverage Service Training Report					4
BHM 452	Front Office Management Training Report					4
BHM 453	Accommodation Management Training Report					4
BCS 401	Communication Skills – II	VA	1		-	1
BSS 404	Behavioural Science – IV	VA	1	-	-	1
FLF 401	Foreign Language – IV French	VA	2	-	-	2
	Open Elective –III (6 sessions x 6 weeks)	OE	3			3
TOTAL						23

FOOD PRODUCTION TRAINING REPORT

Course Code: BHM 450

Credit Units: 04

Course Objective:

At the end of the industrial training the student would be able to;

- (i) Explain the organizational structure of the department
- (ii) Describe job description of various job titles, work schedules, opening & closing duties.
- (iii) Explain various sections and their functions
- (iv) Observe personal hygiene, kitchen hygiene and sanitation
- (v) Identify forms/formats, records and registers maintained
- (vi) Help in preparation of various dishes, garnish and service
- (vii) Observe food production standards of finished products

On completion of the project the student will be required to submit the following:

Project File or Industrial workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Training Report

The report should be submitted in duplicate (2 copies) spiral bound and a CD and should contain the following components:

➤ **Title or Cover Page**

The title page should contain the following information: Department Name; Student's Name; Course; Year; Supervisor's Name.

➤ **Acknowledgements**

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➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

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➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➤ **Suggestions**

In writing these section, emphasis should be given on what has been performed and achieved in the course of the work and any ideas/suggestions they feel will can be implemented, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis.

➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

➤ **Appendices**

The Appendix contains material which is of interest to the reader ,and may include any forms, formats and any problem that have arisen that may be useful to document for future reference.

➤ **Performance Appraisal & Completion Certificate** duly signed and stamped
Examination Scheme:

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
Total:	100

FOOD AND BEVERAGE SERVICE TRAINING REPORT

Course Code: BHM 451

Credit Units: 04

Course Objective:

At the end of the industrial training the student would be able to:

- (i) explain staff organization
- (ii) do layout
- (iii) list all equipments used (including crockery, cutlery, glassware etc) and use of these equipment
- (iv) describe and explain the menu and bar card
- (v) perform task for table reservation & receiving the guest
- (vi) lay the table, placing the order and pick-up, service and clearance procedure
- (vii) list all bar equipments
- (viii) take and serve orders of different beverages, cigars and cigarettes.

On completion of the project the student will be required to submit the following:

Project File or Industrial workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
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Examination Scheme:

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
Total:	100

FRONT OFFICE MANAGEMENT TRAINING REPORT

Course Code: BHM 452

Credit Units: 04

Course Objective:

At the end of the industrial training the student would be able to:

- (i) understand and explain the organization structure
- (ii) prepare job descriptions of various job titles at front office
- (iii) understand various procedures & functions followed for:-
 - 1. reservations
 - 2. reception & information
 - 3. bell desk
 - 4. bills and cash
 - 5. guest relations
 - 6. night auditing
- (iv) maintain various records & registers and understand their uses.

On completion of the project the student will be required to submit the following:

Project File or Industrial workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
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Examination Scheme:

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
Total:	100

ACCOMMODATION MANAGEMENT TRAINING REPORT

Course Code: BHM 453

Credit Units: 04

Course Objective:

At the end of the industrial training the student would be able to:

- i) understand and explain the organization structure and various sections of the department
- ii) perform duties and responsibilities of the executives and non-executives of the department
- iii) describe the functions of various sections
- iv) explain the duties of room attendant and houseman in different shifts
- v) maintain various records and registers
- vi) demonstrate and follow procedures for:
 - a) cleaning of room and bathroom
 - b) lost and found items
 - c) exchange of linen
 - d) cleaning of various surfaces
 - e) pest control
 - f) flower arrangement procedures

On completion of the project the student will be required to submit the following:

Project File or Industrial workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
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Examination Scheme:

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
Total:	100

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS401	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify steps to professional communication
CLO 2	Identify the key components of meeting, agendas and meeting minutes
CLO 3	Understand the key skills and behaviors required to facilitate a group discussion/presentation
CLO 4	Polish current affairs& rapport building

B. SYLLABUS

Topic
Enhancing Speaking Skills (Public Speaking)
Resume Building-1
GD-2 (Specifically: Social & Political)
Presentations-2

EXAMINATION SCHEME:

Components	Public Speaking	GD	Poster Presentation	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria & Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- Krishnaswamy N, *Creative English for Communication*. Delhi: Macmillan Publishers India Ltd. Print. 2007.

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - IV (RELATIONSHIP MANAGEMENT)	BSS 404	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	1. Identify the basis of interpersonal relationship.
CLO 2	2. Describe the importance of interpersonal relationship and bridging individual differences.
CLO 3	3. Recognize the development and strategies for effective interpersonal relationship.
CLO 4	4. Explain and apply the theories of relationship concepts of impression management.

B. SYLLABUS

Course Objective:

To understand the basis of interpersonal relationship

To understand various communication style

To learn the strategies for effective interpersonal relationship

Course Contents:

Module I: Understanding Relationships

Importance of relationships

Role and relationships

Maintaining healthy relationships

Module II: Bridging Individual Differences

Understanding individual differences

Bridging differences in Interpersonal Relationship – TA

Communication Styles

Module III: Interpersonal Relationship Development

Importance of Interpersonal Relationships

Interpersonal Relationships Skills

Types of Interpersonal Relationships

Module IV: Theories of Interpersonal Relationships

Theories: Social Exchange, Uncertainty Reduction Theory

Factors Affecting Interpersonal Relationships

Improving Interpersonal Relationships

Module V: Impression Management

Meaning & Components of Impression Management

Impression Management Techniques (Influencing Skills)

Impression Management Training-Self help and Formal approaches

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC**- Flip class; **MA**- Movie Analysis; **CS**- Case study; **A**-Attendance

Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Simons, Christine, Naylor, Belinda: Effective Communication for Managers, 1997 1st Edition Cassell
- Goddard, Ken: Informative Writing, 1995 1st Edition, Cassell
- HarvardBusinessSchool, Effective Communication: United States of America
- Foster John, Effective Writing Skills: Volume-7, First Edition 2000, Institute of Public Relations (IPR) Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers

Amity School of Hospitality (ASH)

Program Name: Bachelor of Hotel Management

FIFTH SEMESTER

Code	Course	Category	L	T	P/FW	Total Credits
BHM 501	Food Production Management – I	CC	2			2
BHM 502	Food & Beverage Management & Control – I	CC	2			2
BHM 503	Front Office Management – II	CC	1	-		1
BHM504	Accommodation Management –II	CC	1			1
BHM 505	Financial Management	CC	2			2
BHM 506	Hospitality & Tourism Research Methodology	CC	2			2
BHM 521	Food Production Management – I Lab	CC			4	2
BHM 522	Food & Beverage Management & Control – I Lab	CC			2	1
BHM 524	Accommodation Management –II Lab	CC			2	1
AND 005	Anandam	CC			2	2
DE Electives: Student has to select 2 course from the list of following DE electives						
BHM 507	Hotel Law	DE	2			
BHM 508	Hotel Interior Decoration	DE	2	1		
BHM 509	Revenue Management	DE	1	1		4
BCS 501	Communication Skills – III	VA	1		-	1
BSS 504	Behavioural Science – V	VA	1	-	-	1
FLN 501	Foreign Language – V French	VA	2	-	-	2
Open Elective -IV		OE	3			3
Total						27

Course Name	Course Code	LTP	Credit	Semester
FOOD PRODUCTION MANAGEMENT - I	BHM 501	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the various type of meat process in the hotel industry.
CLO 2	Apply the various Technique and equipments According to type of process or cold meat preparation.
CLO 3	Present analysis of hotel Industries in a professional way and other kind of function like larder controlling and preservation process.

B. SYLLABUS

Course Objective:

At the end of the semester students would be able to-

- Learn and explain about the technique of advance skill in food production
- Have a basic knowledge of garde manger and cold kitchen
- Know larder, its functions, food prepare in larder, ingredients used & their names
- Know the buffet display and difference between edible & non-edible display.

Course Contents:

MODULE I: LARDER

Layout & Equipment

- Introduction of Larder Work
- Definition
- Equipment found in the larder
- Layout of typical larder with equipment and various sections

Terms & Larder Control

- Common terms used in the Larder and Larder Control
- Essentials of Larder Control
- Importance of larder Control
- Devising Larder Control Systems
- Liasoning with Other Departments
- Yield Testing

Duties & Responsibilities of the Larder Chef

- Functions of the Larder
- Hierarchy of larder Staff
- Sections of the Larder
- Duties and responsibilities of larder Chef.

MODULE II: CHARCUTERIE

Sausage

- Introduction to charcuterie
- Sausage – Types & Varieties
- Casings – Types & Varieties

- Fillings – Types & Varieties
- Additives & Preservatives

Brines, Cures & Marinades

- Types of Brines
- Preparation of Brines
- Methods of Curing
- Types of marinades
- Uses of Marinades
- Difference between Brines, Cures & Marinades

Ham, Bacon & Gammon

- Cuts of Ham, Bacon & Gammon
- Differences between Ham, Bacon & Gammon
- Processing of Ham & Bacon
- Green Bacon
- Uses of the different cuts

Galantines

- Making of Galantines
- Types of Galantine
- Ballotines

Pates

- Types of Pate
- Pate de foiegras
- Making of Pate
- Commercial pate and Pate Maison
- Truffle – sources, cultivation and uses of types of truffle

Mouse & Mousseline

- Types of mousse
- Preparation of mousse
- Preparation of mousseline
- Difference between mousse and mousseline

Quenelles, Parfaits, Roulades

- Preparation of Quenelles, Parfaits and roulades

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Theory of Catering by KintonCesserani, Hodder & Stoughton
- Practical Cookery by KintonCesserani, Hodder & Stoughton

- Theory of Cookery by K Arora, Frank Bros &Co. New Delhi

References:

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz
- Essential of Cooking by James Peterson, by Artisan

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE MANAGEMENT AND CONTROL - I	BHM 502	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	CLO 1: Define budget, budgetary control
CLO 2	CLO 2: Explain various Food Costs, Sales, Inventory Control
CLO 3	CLO 3: Describe all the aspects of Beverage Control
CLO4	CLO 4: Implement Menu Engineering techniques
CLO5	CLO 5: Prepare MIS reports.

B. SYLLABUS

Course Objective:

At the end of the semester students would be able to-

- Define budget, budgetary control
- Explain various food costs, sales, inventory control
- Describe all the aspects of beverage control
- Implement menu engineering techniques
- Prepare MIS reports.

Course Contents:

Module I: Budgetary Control

Define Budget
 Define Budgetary Control
 Objectives
 Key Factors
 Types of Budget & Control.

Module II: Breakeven Analysis

Breakeven chart
 P.V. Ratio
 Contribution
 Marginal Cost
 Graphs.

Module III: Cost Dynamics

Element of Cost
 Classification of Cost.

Module IV: Sales Concepts-

Various Sales Concepts
 Uses of Sales Concepts.

Module V: Variance Analysis

Standard Cost
Standard Costing
Cost Variance
Material Variance
Labour Variance
Overhead Variance
Fixed Overhead Variance
Sales Variance
Profit Variance.

Module VI: Inventory Control

Importance
Objectives
Method
Levels & Techniques
Perpetual Inventory
Monthly Inventory
Pricing of Commodities
Comparison of Physical & Perpetual Inventory.

Module VII: Beverage Control

Purchasing
Receiving
Storing
Issuing
Standard Recipes
Standard Portion Size
Bar Inventory
Bar Frauds
Books Maintained.

Module VIII: Menu Engineering

Definition and Objectives
Methods
Advantages.

Module IX: MIS

Preparation of MIS Report
Calculation of Actual Cost
Daily Food Cost
Monthly Food Cost
Revenue Reports
Cumulative & Non-cumulative.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- F&B Management & Control by Dr. JM Negi; Kanishka, New Delhi.
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publication House, New Delhi

References:

- Management of Food & Beverage Operation by Jack D Ninemeire
- Planning Control for F&B Management by Paul T Wise
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
FRONT OFFICE MANAGEMENT - II	BHM 503	1:0:0	1	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the core concepts of Front office Revenue Management.
CLO 2	Solve the case studies based on the situations of front office.
CLO 3	Develop the communication skills to handle the circumstances.
CLO4	Learn the technical calculations of yield Management of front office.

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to-

- Understand Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution
- Describe CRM functionality but also gives detailed guidance of how to approach CRM in organization
- Acquire an excellent study into what defines today's best practices in the CRM industry
- Classify a CRM approach that is responsive, flexible and personalized to each customer
- Make use of E-Commerce in CRM.

Course Contents:

Module I: Computer Application in Front Office Operation

- ❖ Property Management System - Opera, IDS
- ❖ PMS Modules
- ❖ Point of Sale Functions
- ❖ Global Distribution System
- ❖ Central Reservation system

Module II: Night Auditing

Functions
Audit procedures

Module III: Revenue Management

Segment Mix in Hotel Industry
Inventory Management
Rate Management
Central revenue management

Module IV: Report Generation & Analysis

Performance Reports: Daily Business Report, Monthly Forecast Report, Market Performance, Segment Performance, Source Performance
Competition Analysis: RevPAR, ARR, GOPPAR, Occupancy Percentage

Module V: Case Study

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohannegi, Himalaya Publishing House, New Delhi

References:

- Front Office by Abbott, Butter Worth Hiemann.

Course Name	Course Code	LTP	Credit	Semester
ACCOMMODATION MANAGEMENT - II	BHM 504	1:0:0	1	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe about types of bed and mattress,
CLO 2	Explain carets, weaving
CLO 3	Familiar with characteristic of glass plastic leather metal.
CLO4	Implementation in housekeeping

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- Understand planning & organization of housekeeping department and its budget preparation & budget re-controls. Students will also be exposed for safety norms in hospitality industry.
- Understand the concept of interior designing & its benefits.
- It is going to be comprehensive study in accommodation management.

Course Contents:

Module I: Planning & Organization of the Housekeeping Department

Area inventory list
 Frequency schedules
 Performance & productivity standards
 Time & motion study
 Standard operating manuals- job procedures
 Job allocation & work schedules, calculating staff strength & planning duty reports
 Selection of cleaning equipment's& agents (Inventory System)
 Housekeeping in Institution other than Hotels.
 New Property countdown

Module II: Budget & Budgetary Control

The budget process
 Planning capital budget
 Planning operating budget
 Operating budget- controlling expenses- income statement
 Purchasing systems- methods of buying
 Stock records- issuing & control

Module III: Contract Services & Safety-Security

Types of contract services
 Guidelines for hiring contract services
 Advantages & disadvantages of contract services
 Safety awareness & accident prevention
 Fire safety & firefighting equipment
 First aid
 Key & key control
 Crime prevention & dealing with emergencies situations

Energy & Water Conservation.

Module IV: Interior Decoration

Elements of design
Colour & its role in décor
Window & window treatments
Lighting & lighting fixtures
Floor finishes & carpets
Furniture & fitting and accessories
Layout of guest room (refurbishing & redecoration)
Sizes of rooms, sizes of furniture & furniture arrangement
Principles of design
Color harmony & color schemes

Module V Pest Control

Areas of Infestation, Preventive measure and Control measure

Rodent control, Insect infestation, Contact insecticides, Systematic insecticides, Respiratory insecticides
Special insects and their treatments

Module VI Clinically tested Housekeeping

WHO & HRACC Guidelines for Hotels cleaning & Hygiene maintenance
SOP for room cleaning & Public area Cleaning
Guest Handling Standards
Disinfectant & sanitizer

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva; A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Accommodation Management Wood Roy C
- Marketing Management: Analysis, Planning & Control by Phillip Kotler
- Professional Management of Housekeeping Operation by Robert J. Martin

References:

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox.
- Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
FINANCIAL MANAGEMENT	BHM 505	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Understand the concepts and importance of business finance
CLO 2	Prepare and analyse the final accounts
CLO 3	Understand and interpret various ratios and use the interpretation to analyze the financial position of any concern
CLO4	Understand the procedures and their application related to working capital management in a business
CLO5	Understand the procedures and their application related to Capital budgeting in a business

B. SYLLABUS

Course Objective:

At the end of the semester the students would be able to-

- Understand the meaning of business finance and financial management
- Explain the contents Trading & Profit and Loss Account and Balance Sheet and solve practical problem
- Understand the ratios and calculation of ratios
- Prepare funds flow statements
- Understand the concept of working capital
- Explain the capital budgeting appraising methods

Course Contents:

Module I: Financial Management – Meaning and Scope

Meaning of business finance

Meaning of financial management

Objectives of financial management.

Module II Short-term Financing, Trade Credit,

Unsecured Loans Secured Loans and Commercial Paper.

Long-term Financing: Common Stock, Preferred Stock,

Debentures and Retained Earning.

Module III

Capital Structure: meaning, importance and determinants

Dividend policy: meaning, importance, types

Working Capital Management

Concept of working capital

Factors determining working capital needs

Over trading and under trading

Module IV: Working Capital Management

Concept of working capital

Factors determining working capital needs

Over trading and under trading

Module V

Capital Structure: meaning, importance and determinants

Dividend policy: meaning, importance, types

Addition

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Financial Cost Control Techniques in Hotel & Catering Industry by Dr. JM Negi, Metropolitan, New Delhi
- Hospitality Management & Accounting by Martin G Jaglas
- Hotel Accounting by Ernest B Horwath

References:

- Financial Management for Hospitality by Kris Guilding
- Financial Management: Texts &Prostems- 2nd Edition by Khan & Jain
- Budget & Budgetary Control by Kakhotiya
- Managerial Financial Accounting by William P Andrew
- An introduction to Accountancy by S N Maheshwari

Course Name	Course Code	LTP	Credit	Semester
HOSPITALITY AND TOURISM RESEARCH METHODOLOGY	BHM 506	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Writing different types of research proposals
CLO 2	Constructing the relevant tools of research
CLO 3	Conduct a research project using appropriate qualitative and quantitative techniques
CLO4	Write a research report
CLO5	Evaluate a research report
CLO6	Give presentation of report supported by latest aids.

B. SYLLABUS

Course Objective:

Research methodology will be taught in the theory class to prepare students how to approach the subject of research project in the semester. To deal with surging information data regarding the various aspects of tourism industry, one should have a working efficiency with research and statistical techniques. The techniques may be applied in collecting, organizing, analyzing and interpreting data for decision-making. These may also be applied for formulating and testing research hypothesis. The course has been designed to equip the students with latest and necessary field techniques and to build a necessary statistical acumen among them. Students will master the skill for-

- Writing different types of research proposals
- Constructing the relevant tools of research
- Conduct a research project using appropriate qualitative and quantitative techniques
- Write a research report
- Evaluate a research report
- Give presentation of report supported by latest aids.

Course Contents:

Module I: Research Methodology

Meaning of research
 Need and importance of research
 Types of research
 Criteria of good research

Module II: Data collection, analysis and interpretation (Sample designing)

Types & Sources of Data
 Techniques of data collection;
 Correlation and regression analysis of two variables only.
 Hypothesis testing
 Test of significance
 Chi-square analysis
 Reports

Module III: Preparation of research proposals-

Selection and formulation of research problem
Operationalization of concepts and constructs
Review of related literature
Aims and objectives
Hypothesis, method, sample and tools.

Module IV: Evaluation of research report

Research Report Format
Presentation of Report

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Text:

- Applied General Statistics by Crovton and Crowder
- Behavioural Process in Organizations by Pareek, U.Rao. T.V. &Pestonjee D.M
- Professional Hotel Management by J.M. Negi, S Chand & Co, New Delhi

References:

- Towards Appropriate Tourism– The case of Developing Countries by Peter long Frankfurt
- Method of Social Research – New York; The Free Press
- How to Complete Your Research Work Successfully by Judith Bell; UBS Publisher, Delhi
- How to Research and Write a Thesis in Hospitality & Tourism by James M. Paynter, John Wiley & Sons, New York, USA
- Strategic Management by John A Pearce II & Richard B Robinson Jr.
- Strategic Management by Samual C Cerco
- Quantitative Techniques in Management by Vokra
- Quantitative Approaches to Management by Levin I Richerd

Course Name	Course Code	LTP	Credit	Semester
FOOD PRODUCTION MANAGEMENT - I (LAB)	BHM 521	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Students will get familiar with the equipment's used in international cooking.
CLO 2	To plan of international, complete meal.
CLO 3	To learn famous dishes preparation of international cuisine.
CLO4	To know about the preparation of Galantines, Pate, Terrines, Mousselines

B. SYLLABUS

Course Objective:

At the end of the semester students would be able to-

- To make students learn about the technique of advance skill in food production
- Have a basic knowledge of grade manger and cold kitchen
- Know larder, its functions, food prepare in larder, ingredients used & their names
- Know the buffet display and difference between edible & non-edible display.

Course Contents:

MODULE I: THREE COURSE MENUS TO BE FORMULATED FEATURING INTERNATIONAL CUISINES

- French.
- Oriental (Chinese and Thai)
- Italy, Germany, Spain, Greece, Mexican, Mediteranian and Lebanese.

MODULE II: DEMONSTRATION OF- CHARCUTERIE

- Galantines
- Pate
- Terrines
- Mousselines

MODULE III: INTERNATIONAL CUISINE

- French Cuisine
- Italian
- Scandinavian
- British
- Spanish
- German
- Demonstrate

MODULE IV: NON EDIBLE DISPLAY

- Démonstration and practices of non édile ingrédients

ExaminassionsSchème:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Theory of Catering by KintonCesroni, Hodder & Stoughton
- Practical Cookery by KintonCesroni, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros &Co. New Delhi

References:

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz
- Essential of Cooking by James Peterson, Artisan

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE MANAGEMENT AND CONTROL - I (LAB)	BHM 522	1:0:0	1	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To learn about the budget & various types of budget & breakeven analysis in hospitality sector.
CLO 2	To handle different situations cost analysis. Inventory management, bar inventory.
CLO 3	To learn about the different control system, menu engineering, supervisory skills.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- Prepare budget of a F&B outlet
- Calculate breakeven point & display on graphs
- Take & record inventories
- Demonstrate & perform supervisory skills in a F&B service outlet.

Course Contents:

Module I

Preparation of Budget of an Event / Outlet.

Module II

Calculate breakeven for an F&B outlet and prepare graphs for the above.

Module III

Case Study & Presentation on calculating cost and cost %.

Module IV

Taking and Recording of Inventory.

Module V

Preparation of Bar Inventory procedure and taking Bar Inventory.

Module VI

Case Study and Presentation of Menu Engineering.

Module VII

Preparation of MIS of F&B Outlet of a month with Graphs.

Module VIII

Supervision - F&B Service in Training Restaurant.

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text & References:

Text:

- Food & Beverage Management & Control by Dr. JM Negi; Kanishka, New Delhi.
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publication House, New Delhi

References:

- Management of Food & Beverage Operation by Jack D Ninemeire
- Planning Control for Food & Beverage Management by Paul T Wise
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
ACCOMMODATION MANAGEMENT – II (LAB)	BHM 524	1:0:0	1	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe different types of fabrics and their uses.
CLO 2	Knowledge about different types of carpets, and room interior
CLO 3	Selection of appropriate fabric and carpet for specific use.
CLO 4	Apply knowledge while dealing with fabric, carpets, and room interior and developed carpet shampooing skills

B. SYLLABUS

Course Objective:

At the end of the semester the students would be able to-

- Explain the role of various fabrics and quality of fibers
- Identify various kind of fabrics & their qualities
- Understand First aid kit
- Dealing with emergency
- Energy conservation and waste disposal
- Ecofriendly environment

Course Contents:

Module I

. Handling Different Types of Fabrics & collection of samples (cotton, silk, velvet, georgette, denim, crepe, gabardine, polyester, wool, linen, jute, canvas, brocade, candlewick, chiffon, organdy, velvet, twill, tweed, corduroy, net).

Different types of weaving machine and types of weaving Identification and construction of – plain, basket, figured, weaves, pile, satin, twill and satin. Collection of different special fabrics and their usage (baize, chintz, drill, flannelette, folk weave, tapestry, scrim, plush, satin, hessian, felt)

Module II

Soft furnishing/ Carpet Shampooing

Module III

First aid kit
Dealing with emergency
Safety & security in Hotels

Module IV

Various HK rule to waste disposal
Renewable sources of energy

Module V

Special Decorations .

follow up principle of decoration

Application of approaches of designing

Module VI

Energy conservation & eco-friendly concepts – students should be given

Assignments to work on these concepts and trends in housekeeping

Study on cases & situations energy conservation.

Standard of HVAC in Hotels

Examination Scheme:**Internal: 50 Marks**

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance**Text&References:****Text:**

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping-Joan C Branson Published by Hodder & Stoughton.

References:

Professional House Keeping by Madlin Tucker

Course Name	Course Code	LTP	Credit	Semester
HOTEL LAW	BHM 507	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the core concepts of Hospitality Laws.
CLO 2	Explain Laws relating to food & beverages ad well as Licenses.
CLO 3	Develop legal awareness and instinct.
CLO 4	Understanding the various functions of law especially with regard to public safety.

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to:

- Understand different aspects of Hospitality Law
- Define food quality standards, quality assurance term & processes.
- Elaborate food safety related concerns.

Course Contents:

Module I: Hospitality Laws

Introduction
Provision of hospitality laws
Excise laws

Module II: Food and beverages laws and licenses

P.F.A. act, essential commodities act,
Consumer Protection Act
Different licenses for bar

Module III: Laws related to Hotel Operations

Doing Business in India
Business Contracts
Hotel Licenses and Permissions
Hotel Insurance

Module IV: Laws related to Employees and Guests

Labour Laws
Hospitality Laws

Module V: Laws related to Food and Beverage

Food Legislation
Liquor Licensing

Module VI: Laws related to the Public Health & Safety

Environment

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

- Hotel Law by AmitabhDevendra
- Hospitality Law: Managing Legal Issues in the Hospitality by Stephen C. Barth
- Hotel Law: Transactions, Management and Book by Nelson Migdal
- Understanding hospitality lawTextbook by Jack P. Jefferies
- Principles of Hospitality Law book by Alan Pannett and Michael John Boella

Course Name	Course Code	LTP	Credit	Semester
HOTEL INTERIOR DECORATION	BHM 508	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To know about the principle of interior design
CLO 2	To know about the principle, elements/ approaches of design
CLO 3	To know about the interior of frank Lloyd wright, waltergropius, Mies van der rohe,Le Corbusier
CLO 4	To know about various types of flooring, soft flooring, hard flooring & semi hard flooring
CLO5	To know about various types of window window covering
CLO6	To know about various furniture & their construction use in interior decoration

B. SYLLABUS

Course Objective :

To provide the student of Interior Design knowledge on various developments in Interior design through ages.

- To help the student understand the designs from Prehistoric Period to the middle ages.
- To know more on the Modern Movements in Interior design from the beginnings of 20th century.

Module 1:

Elements of design, principle of design

Space, shape, line, texture, color, Harmony, proportion, scale, balance, rhythm, emphasis

Module 11:

Role of interior decorator

Frank Lloyd wright, De Stijl. Mies Van Der Rohe, Le Corbusier

Module 111:

Furniture, fitting, accessories

Metal. wood. plastic, Veneers, furniture joints, upholstery, bed bedding. types of mattresses,

Window&

window covering

Module IV: Guest room layout and setting of furniture, fixture&cquipments

Flooring wall covering, carpet, stone quartztile. granolithic, ceramic, mosaic, terrazzo, bitumastic,

wood. asphalt, parquest, resilient, vinyl, rubber,cork, linoleum, metal, granite, graphite

Course Contents :

Module I:Early Classical Period

Prehistoric Cave paintings – Primitive Designs- Interiors during Egyptian, Greek, Roman, Gothic, Early Christian & Renaissance Periods.

Module II:Middle Ages

Interiors in Romanesque, Gothic, and renaissance periods

Module III:Colonial to The Beginning of the 20th Century

Colonial, Victorian designs, Arts & Crafts movement, Art Nouveau, Eclecticism, Frank Lloyd Wright.

Module IV:Bauhaus to Post War Modernism

Walter Gropius/ Bauhaus, De Stijl, Mies Van Der Rohe, Le Corbusier, Art Deco, Postwar Modernism.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Taxes &Reference :

1. Interior Design Course, Mary GilliatCoyran, Octopus Ltd., London
2. Interior Design & Decoration, Sherril Whiton, Prentice Hall
3. Interior Design, Francis D.K. Ching, John Wiley & Sons, New York
4. History of Architecture, Sir Banister Fletcher, CBS Publishers & distributors, New Delhi
5. Time Saver Standards for Interior Design, Joseph De Chiara, McGraw Hill, New York.

Course Name	Course Code	LTP	Credit	Semester
Revenue Management	BHM 509	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the core concepts of Front office Revenue Management.
CLO 2	Solve the case studies based on the strategies of Revenue Management of front office.
CLO 3	Develop the forecasting skills, reports, Market Performance
CLO 4	Learn the technical calculations of Yield Management of front office.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be--

- To understand the significance of Revenue Management.
- To able to learn the strategies of forecasting for developing business.
- To study & understand the reports generating and analyzing the reports.
- To learn the practices of calculating the performance through applying various formulas.
- To Practice the resolving the problems through discussing , analyzing , evaluating, researching.

Module I: Revenue Management Definition and Fundamentals

Revenue Management is a culture and philosophy,Ingredients of Effective hotel Revenue Management,How to measure your efficiency?,

Module II: Forecasting

Forecasting in hotels starts with making a budget, Demand Calendar, Unconstrained Demand, Group Trends

Module III Revenue Management Reports

Pick up Report, Daily Business Report, Monthly Forecast Report, Market Performance

Module IV Performance Analysis

Monthly Pick up Analysis, yield Management, Competition Analysis: RevPAR, ARR, GOPPAR, Occupancy Percentage and other formulas for calculating performance

Module V Case Study

Problem Base Learning Methods, Analyzing the performance of Hotels, analyzing the problems of the hotels

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Recommended reading

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohannegi, Himalaya Publishing House, New Delhi

References:

- Front Office by Abbott, Butter Worth Hiemann.

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS501	1:0:0	1	1

B. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Create right selection of words and ideas while also choosing the appropriate channel of formal communication.
CLO 2	Demonstrate the ability to analyse a problem and devise a solution in a group.
CLO 3	Demonstrate proficiency in the use of written communication.
CLO 4	Recognize the mannerisms and methodology of Interview and GD to become more expressive in their body language and verbal performance.

B. SYLLABUS

Topic
Email Writing (Briefing, Do's & Don'ts & Practice)
Corporate Dressing & Body Language (Verbal & Non-Verbal Cues & its role in Interview Selection)
Interview-1 (Briefing, Do's & Don'ts, Questions, Mock Sessions)
GD-3(Practice Sessions)

EXAMINATION SCHEME:

Components	Email Writing	GD	Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*. S.K.Kataria & Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- Krishnaswamy N, *Creative English for Communication*. Delhi: Macmillan Publishers India Ltd. Print. 2007.

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - V (GROUP DYNAMICS AND TEAMBUILDING)	BSS 501	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Recognize their personality and individual differences and identify its importance of diversity at workplace and ways to enhance it.
CLO 2	Recognize effective socialization strategies and importance of patriotism and taking accountability of integrity.
CLO 3	Recognize different types of human rights and its importance.
CLO 4	Identify Indian values taught by different religions.
CLO5	Identify long term goals and recognize their talent, strengths and styles to achieve them.

B. SYLLABUS

Course Objective:

To inculcate in the students an elementary level of understanding of group/team functions
To develop team spirit and to know the importance of working in teams

Course Contents:

Module I: Group formation

Definition and Characteristics
Importance of groups
Classification of groups
Stages of group formation
Benefits of group formation

Module II: Group Functions

External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.
Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.
Group Cohesiveness and Group Conflict
Adjustment in Groups

Module III: Teams

Meaning and nature of teams
External and internal factors effecting team
Building Effective Teams
ConsensusBuilding
Collaboration

Module IV: Leadership

Meaning, Nature and Functions
Self leadership
Leadership styles in organization
Leadership in Teams

Module V: Power to empower: Individual and Teams

Meaning and Nature

Types of power

Relevance in organization and Society

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS**-Journal of Success; **HA**-Home Assignment; **P**-Presentation; **V**-Viva; **Q**-Quiz; **FC**- Flip class; **MA**- Movie Analysis; **CS**- Case study; **A**-Attendance

Text & References:

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- Dick, McCann & Margerison, Charles: Team Management, 1992 Edition, viva books
- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressers, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T – Social Change
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, HarperCollins College Publishers

Course Name	Course Code	LTP	Credit	Semester
FRENCH – V	FLF 501	2:0:0	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify and express in French vocabulary and grammar norms
CLO 2	Interpret different types of texts as well as cultural ideas and themes.
CLO 3	Demonstrate comprehension of nuance between script and sound in French
CLO 4	Narrate clearly ideas, themes in simple standard French

B. SYLLABUS

Course Objective:

- To make contact with someone
- To distribute the rooms and baggage
- To accompany a client
- To describe the equipments of a room
- To take charge of a client
- To welcome on the phone

Course Contents:

Unité 3 Accueil Page : 30-45 Leçons 1-6

Contenu Lexical:

- Le client
- Le groupe
- L'hôtel
- La chambre
- Les produits d'accueil
- Les messages d'accueil
- Le restaurant
- La table
- La carte
- Le standart
- Les coordonnées
- Le numéro de téléphone

Contenu Grammatical:

- Les nombres ordinaux
- Le futur proche
- Le futur de l'indicatif
- La localisation
- L'adjectif qualificatif
- L'adjectif démonstratif
- L'expression du lieu
- Les prépositions
- Les articles contractés
- Les couleurs
- L'indicatif présent

Text & References:

- Sophie Corbeau, Chantal Dubois, Jean-Luc Penfornis, Laurent Semichon (2010) *Hotellerie-Restauration.com*, Saint-Amand-Montrond
- Robert, Collins (2006) *Collins Robert French Dictionary*, Paris : Harper Collins

Course Name	Course Code	LTP	Credit	Semester
AANANDAM	AND 005	2	2	5

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO4	Interaction among students, enlarge social network
CLO5	Cooperative and Communication skills and leadership qualities
CLO6	Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any
- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to<=54hrs (30-40 marks)**
- **O grade >54 hrs to<=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.

AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Bachelor of Hotel Management

SIXTH SEMESTER

Code	Course	Category	L	T	P/FW	Total Credit
BHM 601	Food Production Management – II	CC	2			2
BHM 602	Food & Beverage Management & Control – II	CC	2			2
BHM 605	Hospitality & Tourism Marketing Management	CC	2			2
BHM 606	Facility Management, Planning & Design – I	CC	1	1	1	1
BHM 627	Food styling & presentation - Lab	CC			4	2
BHM 622	Food & Beverage Management & Control – II Lab	CC			2	1
BHM 650	Hospitality Integrated Project- Designing a product	CC				7
AND 006	Anandam	CC			2	2
DE Electives: Student has to select 2 course from the list of following DE electives						
BHM 607	Entreprenership Development	DE	2			4
BHM 608	Meeting ,Confrences& Exhibition Management	DE	2			
BHM 609	IndoAsian Cuisine	DE	2	1		
BCS 601	Communication Skills – IV	VA	1		-	1
BSS 604	Behavioural Science – VI	VA	1	-	-	1
FLN 601	Foreign Language – VI French	VA	2	-	-	2
Open Elective -V		OE	3			3
Total						30

Course Name	Course Code	LTP	Credit	Semester
FOOD PRODUCTION MANAGEMENT - II	BHM 601	2:0:0	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Explain and write various types of appetizers garnishes and sandwiches
CLO 2	Acquire knowledge of wines and herbs in cooking, international cuisine, bakery and confectionary products
CLO 3	Have knowledge of production management and research development.

B. SYLLABUS

Course Objective:

At the end of the semester will be able to-

- Explain and write various types of appetizers garnishes and sandwiches
- Acquire knowledge of wines and herbs in cooking, international cuisine, bakery and confectionary products
- Have knowledge of production management and research development.

Course Contents:

Module I: International cuisine

Geographic location

Historical background

Staple food with regional influences

Specialties

Recipes

Equipment in relation to:

Continental: - Great Britain, France, Italy, Spain & Portugal, Scandinavia, Germany

Chinese

Introduction to Chinese foods

Historical background

Regional cooking styles

Methods of cooking

Equipment & utensils.

Module II: Bakery & Confectionary

Icings & Toppings

Varieties of Icings

Using of Icings

Difference between Icings & Toppings

Recipes

Frozen Desserts

Types and classification of Frozen desserts

Ice-creams – Definitions

Methods of preparation

Additives and preservatives used in Ice-cream manufacture

Meringues

Making of Meringues

Factors affecting the stability

Cooking meringues

Types of Meringues

Uses of meringues

Chocolate

History

Sources

Manufacture & processing of Chocolate

Types of Chocolate

Cocoa Butter, white chocolate and its applications.

Module III: French (Should be taught along with the relevant topics.)

Culinary French

Classical recipes (recettes classique)

Classical Garnishes

Offals / Game

Larder terminology and vocabulary.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Theory of Catering by Kinton Cesserani, Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros & Co, New Delhi

References:

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz
- Essential of Cooking by James Peterson, Artisan

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE MANAGEMENT AND CONTROL – II	BHM 602	2:0:0	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To understand about food & beverage outlets, to calculate space requirements, staff requirements and cost.
CLO 2	To know the standard operating procedures for food & Beverage Outlets, learn supervisory skills for operating Food & Beverage outlets
CLO 3	To know about function catering, how to plan a menu for different types of buffet menu
CLO4	To have knowledge of Gueridon service, flambé.
CLO5	To know about different parts and types of bars and its staff duty.

B. SYLLABUS

Course Objective:

At the end of the semester students would be able to-

- Plan the entire aspects of a F&B Service outlet
- Explain F&B staff organization and their job descriptions
- Describe the procedure of planning and hosting banquet function including buffet
- Have knowledge of preparation of cocktails and gueridon service.

Course Contents:

Module I: Planning & Operating F&B Outlet including Banquet

Physical layout of functional and ancillary areas

Objective of good layout

Steps in planning

Factors to be considered while planning

Calculating space requirement

Various set ups for seating

Planning staff requirement

Selecting and planning of heavy duty and light equipment

Requirement of quantities of equipment required like crockery, glassware, steel or silver etc.

Suppliers & manufacturers

Approximate cost

Planning Décor, furnishing fixture etc.

Case Study.

Module II: Managing F&B Outlet

Supervisory skills

Developing efficiency

Standard Operating Procedure.

Module III: Function Catering Banquets

History

Types

Organization of Banquet department

Duties & responsibilities

Sales

Booking procedure

Banquet menus.

Module IV: Banquet Protocol and Informal Banquet

Space Area requirement

Table plans / arrangement

Misc-en-place

Service

Toasting

Informal banquet like Reception, Cocktail parties, Convention, Seminar, Exhibition, Fashion shows, Trade Fair, Wedding and Outdoor catering Convention.

Module V: Function Catering Buffets

Introduction

Factors to plan buffets

Area requirement

Planning and organization

Sequence of food

Menu planning

Types of buffet

Display

Sit down

Fork, Finger, Cold Buffet

Breakfast Buffets

Equipment

Supplies

Check list.

Module VI: Gueridon Service

History of gueridon

Definition

General consideration of operations

Advantages & Disadvantages

Types of trolleys

Factor to create impulse, Buying – Trolley, open kitchen

Gueridon equipment

Gueridon ingredients.

Module VII: Bar Operations

Types of Bar

Area of Bar

Front Bar

Back Bar

Under Bar (Speed Rack, Garnish Container, Icewell etc.)

Bar Stock

Inventory

Bar Staffing

Opening and Closing Duties.

Module VIII: Kitchen Stewarding

Importance

Opportunities in kitchen stewarding

Record maintaining

Machine used for cleaning and polishing

Inventory

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:**Text:**

- A Guide to Spirit & Liquor by Valton
- Food & Beverage Service by Lilicrap; J Smith R
- Food & Beverage Management & Control by Dr. JM Negi; Kanishka, New Delhi

References:

- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi
- Food & Beverage Laws-Food Safety & Hygiene by Dr. JM Negi; Aman Publication
- Food & Beverage Costing- 2000 by Dr. JM Negi; Himalaya Publishing House, New Delhi
- Grading & Classification of Hotels by Dr. JM Negi, Kanishka New Delhi
- F&B Management by Cousins
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
HOSPITALITY AND TOURISM MARKETING MANAGEMENT	BHM 605	2:0:0	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop understanding of core concepts of marketing and the role of marketing in business and society.
CLO 2	Critically analyse and apply marketing strategies based on product, price, place and promotion objectives, under ethical consideration of different market situations.
CLO 3	Develop an integrated marketing communications plan, which includes promotional strategies, unique marketing mixes and selling propositions for specific product offerings.
CLO4	Develop understanding of Global Market place.

B. SYLLABUS

Course Objective:

The objective of this course is to introduce the basic concepts of marketing business environment, consumers and markets and to develop a feel of the marketplace.

Course Contents:

Module I: Understanding Marketing Management

The production concepts,

The product concept,

The selling concept,

The marketing concept (Relationship marketing, Social marketing),

Module II: Understanding Consumer Behavior

The factors influencing consumer behavior.

The stages in buying process

Module III: Marketing Process

Market Environment

Marketing Mix

Segmentation, Targeting Positioning

Module IV: Product Management

Classification of products,

New Product development,

Product mix decisions

Product Life Cycle

Module V: Pricing Strategies

Steps adopted in selecting the right price.

Various pricing strategies

Module VI: Managing the Integrated Communication

What is communication?

Advertising management,

Managing sales promotions,

Role of public relations and publicity,

Direct marketing and personnel selling,

Role of internet marketing,

Emerging communication trends.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Hospitality & Tourism Marketing by Phillip Cotlar
- Marketing for Hospitality by Tom Peters
- Marketing and sales strength for Hotel & Tourism Industry by Dr. Jagmohan Negi, S. Chand & Co. New Delhi

References:

- Marketing in Travel & Tourism by Victor & Clark
- Marketing at Hospitality Services by Willlam Lazer
- Hospitality Sales & Marketing by James R Abbey
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi
- Marketing Management: Analysis, Planning & Control by Phillip Kotler
- Sales, Management, Decision, Policies & Thesis by RR Still & EW Condiff
- Marketing Management by Joseph Guiltan
- Selling: Principles & Practices by B Richerd

- Market Research by DJ Luck, HG Wales & DA Taylor
- A Practical Guide Book to Market Research- Text & Cases by Dr. DM Sarwate
- Marketing Research by Thomas C Kinnear
- Brand Positioning by Sengupta

Marketing Decision Making- Model Building Approach by Lillier & Kotler

Course Name	Course Code	LTP	Credit	Semester
FACILITY MANAGEMENT, PLANNING AND DESIGN - I	BHM 606	2:0:0	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Meaning, understanding & differentiation of facility designing & management
CLO 2	Various component of facility planning & designing
CLO 3	Star classification criteria for facility planning
CLO4	Role of Kitchen facility planning
CLO5	Kitchen support services facility planning

B. SYLLABUS

Course Objective:

At the end of the semester the students would be able to-

- Explain & understand hotel design, aspects of facility planning, star classification, kitchen layout and design and architectural aspects.

Course Contents:

Module I: Hotel Design

Design Consideration

- Attractive Appearance
- Efficient Plan
- Good Location
- Suitable Material
- Good Workmanship
- Sound financing
- Competent Management

Module II: Facilities Planning

The Systematic Layout Planning Pattern (SLP) for hotel

Planning Consideration

Flow Process and Flow Diagram Procedure for determining space considering ,the guiding factors for the guest room / public facilities, support facilities and services, hotel administration,

Module III: Architectural Consideration

Difference between carpet area, plinth area and super built area, their relationships, reading of blueprint (plumbing, electrical, AC, ventilation, FSI, FAR, public areas)

Approximate cost of construction estimation

Approximate operating areas in budget type / 5 star type hotel / guest room

Approximate requirement and estimation of water / electrical load gas, ventilation.

Module IV: Star Classification of Hotel

Criteria for star classification of hotel (five, four, three, two, one and heritage)

Module V: Kitchen Layout and Design

Principles of kitchen layout and design

Areas of various kitchens with recommended dimension

Factors that affect kitchen design

Placement of equipments

Flow of work

Space allocation

Layout of commercial kitchen (types, drawing a layout of a Commercial kitchen)

Planning of various supporting services (pot wash, wet grinding, chef room, larder, store and other staff facilities)

Module VI: Kitchen Equipment

Equipment requirement for commercial kitchen, heating, gas / electrical, cooling (for various catering establishment)

Developing Specification for various kitchen equipments

Kitchen equipment basis of selection,

Manufacturers

Budgeting of kitchen equipment

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Systematic Layout Planning by Richard Muther, Cahnners Books Division of Sahnners Publishing Company Inc. 9 Franklin Street, USA
- Food Service Planning- Layout Equipment by Lendal H. Kotschevar & Margrat E. Terrell

References:

- Management Operations & Research by N. Satyanarayan & Latika Raman, Himalaya Publishing House.
- Hospitality Facilities Management & Design by David M Spipamuk

Course Name	Course Code	LTP	Credit	Semester
FOOD STYLING AND PRESENTATION-I LAB	BHM 627	2:0:0	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	In depth knowledge of Food presentation skills.
CLO 2	Apply the various equipments, tools & cooking method in Food styling.
CLO 3	Food Styling & presentation in a professional way and learn the art of cooking.
CLO4	Apply the various ideas to present the food and learn the food photography skills.

B. SYLLABUS

Course Objective:

On successful completion of this course students will be able to display the cooked food in aesthetic manner. Student will be able understand balance of light, composition and theme while conducting food photography.

Course Contents:

1 Basic Elements of Food Presentation

1.1 Colour , 1.2 Texture, 1.3 Shape , 1.4 Layout , 1.5 Simplicity , 1.6 Flavours

2 Presentation

2.1 Balance 2.2 Portion Size 2.3 Temperature –Hot / Cold 2.4 Presenting Food for Service (2.4.1 Plates Size 2.4.2 Shape 2.4.3 Style 2.4.4Colour2.4.5 Plate Presentation 2.4.6 Uses of Platers 2.4.7 Trays 2.4.8 Bowls 2.4.9 Service Style 2.4.10 Buffet 2.4.11 PrePlated 2..4.12 Silver service)

3. Garnishes

3.1 Tools for Garnishing 3.2 Types of Garnishing 3.2.1 Bell pepper balloon 3.2.2 Cucumber ribbons 3.2.3 Zucchini Flowers 3.2.4 Curls, Rose 3.5 Pipping Skills

4. Art of Cooking

4.1 Different Style of Cooking 4.2 Cooking Technique in effective presentation 4.3 Special Technique 4.3.1 Foam 4.3.2 Dry ice 4.3.3 Nitrogen 4.3.4 Caviar 4.3.5 Anti-grill

5. Food Styling

5.1 Equipment & Props (Fabric, Surfaces, Cutlery) 5.2 Food styling best practices 5.3 Cooking separately and building Later

6. Food Photography

6.1 Basic Photography 6.2 Equipment & Handling 6.3 Lighting & Composition 6.4 Set Planning 6.5 Food Photography 6.6 Food styling for food media 6.7 Visit to a food Studio / work shop 6.8 Final Presentation

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz
- The Food Stylist's Handbook: Hundreds of Media Styling Tips, Tricks, and Secrets for Chefs, Artists, Bloggers, and Food Lovers,By Denise Vivaldo and Cindie Flannigan
- Food Photography: From Snapshots to Great Shots Paperback –by Nicole S. Young.
- That Photo Makes Me Hungry – Photographing Food for Fun & Profit: Photographing Food for Fun and Profit Hardcover – by Andrew Scrivani
- Feast for the Eyes: The Story of Food in Photography Hardcover – by Susan Bright
- Garnishing: A Feast For Your Eyes by Francis Talyn Lynch (1987-06-02) Hardcover – by Francis Talyn Lynch

Course Name	Course Code	LTP	Credit	Semester
FOOD AND BEVERAGE MANAGEMENT AND CONTROL – II (LAB)	BHM 622	1:0:0	1	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To understand about food & beverage outlets
CLO 2	To know the standard operating procedures for food & Beverage Outlets
CLO 3	To know about function catering
CLO4	Learn about Gueridon service

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to-

- Prepare and give presentation on case studies on planning of F&B outlets
- Plan and supervise service of banquet, buffet, cocktails, gueridon service and setup bar for parties.

Course Contents:

Module I: Case Study on planning of
Special Restaurant

Room Service

Coffee Shop

Presentation.

Module II

Case Study on Planning of Manpower of F&B department:-

Presentation.

Module III

Supervision of F&B Service in Training Restaurant.

Module IV

Case Study of Planning Formal & Informal Banquet function including space requirement, Menu Planning.

Module V

Setting up of various types of Buffet (Design, Layout).

Module VI

Demonstration and Practice of Guerdon Service.

Module VII

Case Study on setting up of Bar for parties.

Module VIII

Demonstration and Practice of Making Cocktails.

Examinations Schème:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text & References:

Text:

- A Guide to Spirit & Liquor by Valton
- Food & Beverage Service by Lilicrap; J Smith R
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi

References:

- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi

- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi; Aman Publication, New Delhi
- Food & Beverage Costing- 2000 by Dr. JM Negi; Himalaya Publishing House, New Delhi
- F&B Management by Cousins

Course Name	Course Code	LTP	Credit	Semester
HOSPITALITY INTEGRATED PROJECT DESIGNING A PRODUCT	BHM 650	7:0:0	7	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Finding out current and upcoming trend in hospitality sector
CLO 2	Finding a new dimension and venues of Hospitality business
CLO 3	To make aware people for future scope in Hospitality Management

B. SYLLABUS

Module Team

Aims:

To enable students to integrate, extend and apply business disciplines to a given scenario and to further develop group work, initiative, problem solving and team skills.

Learning Outcomes

On successful completion of the module the student will be able to:

L1 Evaluate implications of planning decisions and appreciate contribution of strategic planning in the management process in the hospitality industry.

L2 Research and evaluate the feasibility of the given scenario, demonstrating sound understanding of the business environment and market impacts.

L3 Integrate and successfully synthesise key disciplines.

L4 Demonstrate cohesion and communication within the group environment.

Assessed in this module	A	B	C	D
L1	*	*		
L2	*	*		
L3	*	*	*	*
L4	*		*	

A – Knowledge and Understanding

B – Intellectual Skills

C – Practical Skills

D – Transferable Skills

Learning Experiences

The module will engage the student in the following types of learning experiences:

Lectures	12 hrs
Student Centred Learning	65 hrs
Assessment (Presentation)	7 hrs

Assessment Pattern

There will be TWO coursework assessments. The first assessment will be a written report. The second assessment will involve a group presentation.

The course work weighting would be a. 60% Report Writing & b. 40% Presentation.

Content

- i. Feasibility study integrating business disciplines.
- ii. General Business environment.
- iii. Organisational structure.
- iv. Business Plan format.
- v. Business impacts.
- vi. Finance. (Sources of funding. Financial analysis, cash budgets, profit statements and balance sheets.)
- vii. Marketing. (Market restrains and influences, marketing strategies)
- viii. Personnel (Manpower planning, recruitment, selection and training).
- ix. Aspects of Hospitality Operations.

Main Texts

- a. Johns, N. & Lee-Ross, D (1998), *Research Methods in Service Industry Management*, Cassell.
- b. Ransley. J & Ingram. H.(2004), *Developing Hospitality Properties and Facilities*, Butterworth-Heinemann.
- c. Waters D.(1996), *Operations Management- producing goods and service*, Addison Wesley, Harlow.

Journals

- a. Annals of Tourism Research.
- b. Caterer and Hotelkeeper.
- c. Cornell Hotel and Restaurant Administration Quarterly.
- d. Hospitality Design.
- e. Hotel and Restaurant Magazine.
- f. International Journal of Hospitality Management.
- g. Journal of Hospitality and Tourism Management.

Internet and Web Pages

- a. World Tourism Organisation (WTO / OMT) www.world-tourism.org
- b. World Travel and Tourism Council www.wttc.org
- c. International Hotel and Restaurant Association www.ih-ra.com
- d. Caterer and Hotelkeeper www.caterer.com

Signed	Date
	Date received

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Course Name	Course Code	LTP	Credit	Semester
ENTREPRENEURSHIP DEVELOPMENT	BHM 607	2:0:0	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Acquire domain specific practical knowledge and skills regarding core functional areas of Hotels and customer front and functions.
CLO 2	Understand the basic principles of essential hospitality business functions.
CLO 3	Evaluate and communicate persuasively with guests and team members.
CLO4	Recognize the challenges & opportunities and working effectively with people in divers environment.
CLO5	. Reflect multidisciplinary approach in creative and innovative thinking in Hospitality business.
CLO6	Develop leadership skills, professional attitude and work ethics in diverse situations

B. SYLLABUS

Course Objective:

At the end of semester students will be able to-

- Acquire be self-employed and inculcate a habit of self-earning and maintain a dignified life
- Plan a path for hospitality students to make them successful entrepreneurs in their life and contribute to society
- To understand basic knowledge in the field of entrepreneurship development and give them basic exposure of Govt. policies and assistance
- Describes the roles that new venture creation plays in the economy, defines entrepreneurship and show how three factors – individuals, environments and organizations comes through to create the entrepreneurship event
- Impart the knowledge of the resource based framework i.e. Financial, physical, technological, human and organizational
- Exposed get with franchising opportunity and discuss what elements make a business concepts a legitimate franchise opportunity
- Acquire an effective leadership, quality and effective decision-making.

Course Contents:

Module -I: Entrepreneurship: Entrepreneurship: meaning, importance of entrepreneurship, concepts, Characteristics, classifications of entrepreneurship, problems faced by entrepreneurs in India. Role of Entrepreneurship in economic development –Start-ups.

Module -II: Idea Generation and Opportunity Assessment: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities. Marketing considerations- selecting the target market, market strategy. Pricing strategies and marketing of services

Module-III: Project Formulation and appraisal: Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

Module II: Identification of business opportunities in the hospitality industry

Demand / Market Analysis

Present and future competition

Government policy regarding small Enterprises

Module III: Organization of small enterprises - Form of organization

Sole ownership

Partnership

Private Ltd. Company

Public Ltd. Company

Manpower requirement

Module IV: Small Enterprises Risk Analysis

Motivational factors

Developing Achievement Orientation

Strength and weakness of Independent Business

Feasibility and viability

Module V: Establishment of an Enterprise

Registration of Hotel business

Licenses and Permits for Hotel Industry

Financial resources

Organizing material, human and technical resource

Launching the enterprises

Formulating and implating business strategies

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Small Scale Industries and Entrepreneurship, by Desai Vasant; Bombay, Himalaya
- Small Scale Industries in the Developing Countries, by Staley E. & Morsey R. McGraw Hill.
- Management of Small Scale Industries, by Malhotra I. S. & Gupta S. L,
- Innovation and Entrepreneurship, by Drucker, Peter F; East-West Press (P) Ltd.

References:

- Entrepreneurial Development in India, by Gupta CB & Srinivasan; Sultan Chand
- Entrepreneur Development– New Ventures Creation, by Taneja S & Gupta SL
- Entrepreneurship Management by Dr. Aruna Kaulgud, Vikas Publishing House.

Course Name	Course Code	LTP	Credit	Semester
MEETING, CONFERENCES & EXHIBITION MANAGEMENT	BHM 608	2:0:0	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the Introduction, Overview of the Mice Industry
CLO 2	Describe the role of MICE in the tourism Industry
CLO 3	Explain the MICE Destinations and Facilities.
CLO4	To know the Stakeholders of MICE Industry.
CLO5	To learn the types of Events.

B. SYLLABUS

Course Objective:

To provide a conceptual overview and a systematic study of MICE programming, management, marketing, and practical applications

To foster professionalism in MICE management, covering the knowledge base, theory, methodologies and ethics

Course Contents :

Module I: Introduction. Overview of the MICE Industry

Introduction of MICE industry
 Basic terms and concepts in MICE
 The nature of MICE markets and demand for facilities
 The impact of MICE on local and national communities

Module II: The Role of MICE in the Tourism Industry

Broader value of MICE; Educate and inform, Promote, Network/Socialize
 Attracting tourism
 Improving the Destination's image; Increase sales, Improve performance
 Support the Local Community; New skills and knowledge, job creation, Infrastructure investment

Module III: MICE Destinations and Facilities

Destination management
 A frame work for the study of destination selection model

Module IV: Stakeholders of MICE Industry

Local community
 Association / Exhibitors
 Convention Bureau/ Destination Management Organization (DMO)
 Venue and Hotels

Travel agency
Participants

Module V: Types of Events

Meetings
Incentives
Conventions
Events/Exhibitions

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Taxes & References :

Meetings, Expositions, Events and Conventions by George G. Fenich

Outlines and Highlights for Meetings, Expositions, Events and Conventions by George G. Fenich

Trends in the conference center industry. North America. by PKF Consulting (Firm); International Association of Conference Centers

The International Dictionary of Event Management by Joe Goldblatt (Editor); Kathleen S. Nelson (Editor)

Measuring the Economic Importance of the Meetings Industry by World Trade Organization

Course Name	Course Code	LTP	Credit	Semester
INDO / ASIAN CUISINE	BHM 609	2:0:0	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 2	To know about the cuisine of neighboring countries of India (Ancient Bharat)
CLO 3	To know about the Chinese cuisine
CLO4	To know the impact of these various cuisine on current food trend of India

B. SYLLABUS

Course Objective:

A wide range of different types of food habits and their development generation by generation. The variety of various cuisine in Asia region and there development.

Course Contents :

Module I : South Indian Cuisine

States included : Karnataka, Andhra Pradesh, Tamilnadu and Kerala.

Module II : North Indian Cuisine

Awadhi cuisine

Bihari cuisine

Bhojpuri cuisine

Kumauni cuisine

Cuisine of Kashmir

Mughlai cuisine

Punjabi cuisine

Rajasthani cuisine

Cuisine of Uttar Pradesh

Module III : North Frontier Cuisine

Pakistani Cuisine

Afghani Cuisine

Sindhi Cuisine

Baluchistan Cuisine

Module IV : Mandarin Cuisine

Anhui Cuisine

Cantonese Cuisine

Fujian Cuisine

Hunan Cuisine

Jiangsu Cuisine

Shandong Cuisine

Sichuan Cuisine

Zhejiang Cuisine

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Taxes & References :

The Blood Telegram: India's Secret War in East Pakistan by Gary J. Bass

The North-West Frontier: British India and Afghanistan, a Pictorial History 1839-1947 by Michael Barthorp

Mandarin Food and Cooking: 75 Regional Recipes from Beijing Book by Terry Tan

Course Name	Course Code	LTP	Credit	Semester
Professional Communication Skills	BCS601	1:0:0	1	1

C. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate professional attitude needed for interview preparedness, power dressing, and respectful self-orientation.
CLO 2	Showcase their leadership skills with effective team work.
CLO 3	Outline the basic etiquettes in expressing their personality individually and in group.

B. SYLLABUS

Topic
Resume Building-2
GD-4 (General & Abstract Topics)
Presentations-3 (Corporate Terms, HR Policies, Rules & Regulations)
Document Preparation for Job (CV Update according to profiles, Photo, Passport, IDs)
Mock Personal Interview-2

EXAMINATION SCHEME:

Components	Resume Writing	GD	Mock Personal Interview	Attendance
Weightage (%)	30	30	35	5

SUGGESTED READINGS

- Working in English, Jones, Cambridge
- Dr. P.Prasad. *Communication Skills*.S.K.Kataria&Sons
- Koneru, Aruna. *Professional Communication*. The McGraw Hill: New Delhi, 2008. Print
- New International Business English, Jones/Alexander, Cambridge

Course Name	Course Code	LTP	Credit	Semester
BEHAVIOURAL SCIENCE - VI (STRESS AND COPING STRATEGIES)	BSS 604	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Identify stress and that an individual come across.
CLO 2	Recognize the causes of stress in their lives.
CLO 3	Analyze symptoms and how they are affecting lives.

B. SYLLABUS

Course Objective:

- To develop an understanding the concept of stress its causes, symptoms and consequences.
- To develop an understanding the consequences of the stress on one's wellness, health, and work performance.

Module I: Stress Meaning & Nature

Characteristics

Types of stress

Module II: Stages and Models of Stress Stages of stress

The physiology of stress

Stimulus-oriented approach.

Response-oriented approach.

The transactional and interactional model.

Pressure – environment fit model of stress.

Module III: Causes and symptoms of stress

Personal

Organizational

Environmental

Module IV: Consequences of stress

Effect on behaviour and personality

Effect of stress on performance

Individual and Organizational consequences with special focus on health

Module V: Strategies for stress management

Importance of stress management

Healthy and Unhealthy strategies

Peer group and social support

Happiness and well-being

Examination Scheme:

Components	SAP	JOS	FC/MA/CS/HA	P/V/Q	A
Weightage (%)	25	15	30	25	05

SAP- Social Awareness Programme; **JOS-** Journal of Success; **HA-** Home Assignment; **P-** Presentation; **V-** Viva; **Q-** Quiz; **FC-** Flip class; **MA-** Movie Analysis; **CS-** Case study; **A-** Attendance

Text & References:

- Blonna, Richard; Coping with Stress in a Changing World: Second edition
- Pestonjee, D.M, Pareek, Udai, Agarwal Rita; Studies in Stress And its Management
- Pestonjee, D.M.; Stress and Coping: The Indian Experience
- Clegg, Brian; Instant Stress Management – Bring calm to your life now

Course Name	Course Code	LTP	Credit	Semester
FRENCH - V	FLF 601	1:0:0	1	1

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To give a global Orientation to their programme
CLO 2	To enhance their communication skills
CLO 3	To develop them into global citizens

Course Objective:

- To inform the clients about the services
- To inform the clients about the equipments
- To take an breakfast order on the phone
- To define a professional task
- To indicate an itinerary
- To describe a dish
- To take an order in a restaurant

Course Contents:

Unité 4 Services Page : 46-61 Leçons 1-6

Contenu Lexical:

- Les équipements
- La commande
- Les curiosités locales
- Le service à l'étage
- La gastronomie
- La commande au restaurant

Contenu Grammatical:

- Les pronoms relatifs simples
- Les articles partitifs
- L'impératif présent
- La nominalisation
- Les prépositions à et de dans les noms des plats
- Les pronoms personnels indirects

Text & References:

- Sophie Corbeau, Chantal Dubois, Jean-Luc Penfornis, Laurent Semichon (2010) Hotellerie-Restauration.com, Saint-Amand-Montrond
- Robert, Collins (2006) Collins Robert French Dictionary, Paris : Harper Collins

Course Name	Course Code	LTP	Credit	Semester
AANANDAM	AND 006	2	2	6

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO4	Interaction among students, enlarge social network
CLO5	Cooperative and Communication skills and leadership qualities
CLO6	Critical thinking, Confidence and Efficiency

Amity School of Hospitality (ASH)

Program Name: Bachelor of Hotel Management

SEVENTH SEMESTER

Code	Course	Category	L	T	P/FW	Total Credits
BHM 701	Advance Food Production Management – I	CC	2			2
BHM 702	Advance Food & Beverage Management -I	CC	2			2
BHM 710	Resort & Club Management	CC	2		1	2
BHM 705	Facility Management, Planning & Design – II	CC	2	1	1	2
BHM706	Human Resource Management	CC	2			2
AND 007	Anandam	CC			2	2
DomainSpecialization Elective: Student has to select 01 group from the list of following:						
Group A						
BHM 720	Bakery & Confectionary – V Lab	DE		1	4	3
BHM 721	Advance Food Production Management – I Lab	DE	1	1	4	3
Group B						
BHM 722	Advance Food & Beverage Management –I Lab	DE		1	4	3
BHM 725	BarOperations	DE	2	1		3
Group C						

BHM 723	Advance Front Office Operation Management-I Lab	DE		1	4	3
BHM 724	Advance Accommodation Operation Management-I Lab	DE		1	4	3
DE Electives: Student has to select 2 course from the list of following DE electives						
BHM 707	Customer Relationship Management	DE	2			4
BHM 708	Restaurant Management	DE	2	1	1	
BHM 709	Safety & Security Management	DE	2			
Total						22

Course Name	Course Code	LTP	Credit	Semester
ADVANCE FOOD PRODUCTION MANAGEMENT - I	BHM 701	2:0:0	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the various type of Advance Indian cuisine.
CLO 2	Apply the various equipments According to type of Indian cuisine and type of meal.
CLO 3	Present analysis of hotel Industries in a professional way and other kind of functions.

B. SYLLABUS

Course Objective:

At the end of the semester will be able to -

- To know about professional cooking method
- Acquire knowledge about menu essentials and resolve defects in food
- Have knowledge of buffet function

Course Contents:

MODULE I: INTRODUCTION TO INDIAN COOKERY

- History
- Uses of Spices and Herbs
- Types of Masalas
- Types of Gravies

HALWAI SECTION

- Hot sweet dishes
- Cold sweet dishes

MODULE II: INTRODUCTION TO TANDOOR

I. History

- Origin
- Parts of tandoor
- Manufacturing of tandoor
- Seasoning of tandoor and its temperature control

II. Basic dishes for tandoor

- Different types of breads
- Different meat products
- Kababs
- Tikka

III. Marination

- Different Marinations
- Accelerators

MODULE III: INDIAN CULINARY TERMS

- List of culinary (common and basic) terms
- Explanation with examples

MODULE IV: INDIAN CONDIMENTS & APPETIZERS

- Geographic location
- Historical background
- Regional Influence
- Specialized Recipe

MODULE V : KITCHEN MANAGEMENT

- Kitchen planning
- International standards
- HACCP
- Food processing and packaging

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva; A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- Theory of Catering by Kinton Cesserani, Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros & Co, New Delhi

References:

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz

Course Name	Course Code	LTP	Credit	Semester
ADVANCE FOOD AND BEVERAGE MANAGEMENT– I	BHM 702	2:0:0	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To learn about the restaurant operations.
CLO 2	To learn to design & formulate a balanced menu & handle supervisory position.
CLO 3	Learn about the management aspect of the restaurant business.

B. SYLLABUS

Course Objective:

At the end of the semester students would be able to-
 Practical orient students about the restaurant operations
 To be able to design and formulate a good menu card
 To understand the management aspect of the restaurant business

Course Contents:

Module I: Menu Management

Menu merchandising-Menu Planning
 Types of Menus
 Pricing of Menu
 Menu as a Marketing tool
 Constraints of Menu Planning

Module II: Restaurant Management: -

Points to be consider for service of Restaurant
 Manager's Responsibility
 Mise-en-place & Mise-en-scene
 Restaurant sale
 At closing of the restaurant – duties and responsibilities of Manager

Module III: Inventory Management: -

Importance, Objectives & Methods
 Levels and Techniques
 Monthly & Perpetual Inventory
 Pricing of Commodities

Module IV: Labour Management: -

Staffing
 Payroll
 Overtime
 Salaries & Wages

Module V: Break Even Analysis: -

Break even chart, P/V ratio, Contribution
Marginal Cost, Graphs

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term
Examination

Text&References:

Food & Beverage Management – Sudhir Andrews
Food & Beverage Management – Jag Mohan Negi
Financial Management – I.M. Pandey
Food & Beverage Service – Lilicrap& Cousins
Food & Beverage Service – Vijay Dhawan

Course Name	Course Code	LTP	Credit	Semester
RESORT & CLUB MANAGEMENT	BHM 710	2:0:0	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To know various facilities offered in resort Hotels
CLO 2	To know the designing the facilities and operation of resort and clubs
CLO 3	Various recreational activities in resorts and clubs
CLO4	Various planning system for operation of resort & club
CLO5	Future trend of resorts and club business

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to-

- Describe the history, growth, and development of resorts and the gaming industry.
- Describe key marketing and financial aspects of resorts and the gaming industry.
- Identify the demographic characteristics of resort and casino patrons.
- Describe the process of resort planning and development, and the basic elements of a resort complex.
- Summarize current developments in casino gaming, resorts, and the future trends.
- Identify the various social, economic, and cultural concerns related to the resort and gaming industry.
- Identify key recreational activities and facilities common to resorts.

Course Contents:

Module I: Introduction: -

- A. The History and Characteristics of Resorts
- B. The Resort Concept
- C. The Development of Gaming

Module II: Resort Planning and Development: -

- A. Investment Consideration
- B. The Role of Planning and Management
- C. Planning, Facilities, Grounds Maintenance
- D. Planning and the Leisure concept
- E. Food and Beverage planning

Module III: Recreational Activities

- A. Golf, B. Tennis, C. Snow sports, D. Water sports
- E. Spa and Health Club Facilities, F. Recreational Infrastructure and Nature
- G. Theme Resorts

Module IV: Managing the Resort:

- A. Personnel organization and Human Relations
- B. Wage and Salary Administration
- C. Employee Productivity
- D. Labor force (hiring, retention, turnover)

Module V: Future Trends in Resort Development, Management, and Planning

- A. Planning for community cohesiveness
- B. Historical challenges and problems of resort development
- C. Determining the Economic Impact of the Resort and Gaming Industry
- D. Social and Cultural Aspects of Gaming

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:

Hasimoto, K., Kline, S., and G. Fenich. 1998. Casino Management: Past, Present, and Future. (2nd Edition). Dubuque: Kendall & Hunt.

Mill, R.C. 2001. Resorts: Management and Operation. New York: Wiley & Sons.

Course Name	Course Code	LTP	Credit	Semester
FACILITY MANAGEMENT, PLANNING AND DESIGN - II	BHM 705	2:0:0	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To know about the planning process of facility dept.
CLO 2	To know about the networking process for facility dept.
CLO 3	To know about the CPM & PERT of facility dept.
CLO 4	To know about the difference between CPM & PERT and their respective utility
CLO 5	To know about the numerical methods of CPM & PERT
CLO 6	To know about the Kitchen stewarding department and their utility
CLO 7	To know about the various equipment's used in stewarding department
CLO 8	To know about the various Methods used in energy conservation
CLO 9	To know about the various Methods used in water conservation
CLO 10	To know about the store area in hotels and their planning
CLO 11	To know about the required parking areas in the hotels
CLO 12	To know about the various method of waste disposal
CLO 13	To know about the various method of Energy Conservation

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- Explain & understand project management, kitchen stewarding layout and design and equipment planning and methods of energy conservation.

Course Contents:

Module I: Project Management

Introduction of Network analysis
 Basic rules and procedures for Network analysis
 C.P.M. and PERT
 Comparison of CPM and PERT

Classroom exercises
Network crashing determining crash cost, normal cost.

Module II: Kitchen Stewarding Layout and Design

Importance of kitchen stewarding
Kitchen stewarding department layout and design
Equipment found in kitchen stewarding department

Module III: Stores – Layout and Design

Stores layout and planning (dry, cold and bar)
Various equipment of the stores work flow in stores

Module IV: Car Parking

Calculation of car park area for different types of hotels

Module V: Energy Conservation

Necessity for energy conservation
Methods of conserving energy in different area of operation of a hotel
Developing and implementing energy conservation program for a hotel

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text&References:***Text:***

- Systematic Layout Planning by Richard Muther, Cahnerns Books Division of Sahnerns Publishing Company Inc. 9 Franklin Street, USA
- Food Service Planning- Layout Equipment by Lendal H Kotschevar&Margrat E Terrell

References:

- Management Operations & Research by N. Satyanarayan&Latika Raman, Himalaya Publishing House.
- Hospitality Facilities Management and Design by David M Stipanuk

Course Name	Course Code	LTP	Credit	Semester
HUMAN RESOURCE MANAGEMENT	BHM 706	2:0:0	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Develop an understanding of Management concepts and its application at work.
CLO 2	Learn and be sensitized about HRM frameworks and HRM role in overall management of an organization.
CLO 3	Develop an understanding of key HRM theories and processes and how they apply to the world of work.
CLO 4	Evaluate, design and formulate various HRM processes such as recruitment, orientation, selection, training, appraisals and reward system, compensation etc
CLO 5	Evaluate the developing role and trends of HRM in Hotel Industry.

B. SYLLABUS

Course Objective:

Human Resource Management has acquired significance in the process and problems of developments both in the case of developed & developing nations of the world. It has acquired importance in the case of tourism & hospitality management in creating permanent & better images in the minds of tourists coming with specific perception & motivations. Further it is a complex phenomenon with many equally important components; each requires special skills & talents. The present course intends to place focus on various segments of the hospitality with regards to management of human resources.

Course Contents:

Module I: Introduction to Management

Definition, Nature, Scope and Functions of Management,
Levels of Management and
Management Theories - Classical and Neo - Classical Theories
Systems Approach to organization, Modern Organization Theory.

Module II: Different Function of Management

Planning
Organizing

Staffing
Directing
Management Control

Module III: Human Resource Management

Role, importance, & Applications in hotel Industry

Module IV: Human Resource Planning

Importance and Relevance of HRP, job analysis, Job Description, Job Specification & Job Evaluation Method

Module V: Recruitment and Selection

Sources of Recruitment, Selection Process, Induction & Orientation.

Module VI: Training and Development

Training Methods and Evaluation

Module VII: Other Human resource related Functions

Motivation and Productivity
Job Enrichment
Career planning employee counseling
Employee Benefits and Welfare Scheme

Module VIII: Disciplinary Issues

Employee Grievance handling process

Module IX: Case Study

Live case study on HR from Hospitality industry, solving problems & implementation.

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- HR Development- Quarterly Journal of Administration (ILE), Vol. II, by Briggs B.
- Human Resource Development in Tourism & Hospitality by Dr. JM Negi, Frank Bros, New Delhi.
- Personnel Management by Devans R.S., Vikas Publishing House, New Delhi.

References:

- The Personnel Management Process: Human Resource development by French, Wendell, Houghton Mifflin Company, Bombay
- Personnel Management by Monappa, A.S., Mirza, S, Tata McGraw Hill, Bombay.

Course Name	Course Code	LTP	Credit	Semester
BAKERY & CONFECTIONARY – VLAB	BHM 720	3	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To learn the glossary of bakery terms
CLO 2	To know about the raw material of Bakery and Confectionery.
CLO 3	To learn about the Bread making methods.
CLO 4	To learn the characteristic of a good bread- internal and external.
CLO 5	To learn the Cake making Methods.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able-

- To learn about the advance bakery and confectionary
- To make a bakery product and would be able to explain the meaning of the dishes
- To use the equipments confidently
- To learn the advance techniques used in bakery.

Course Contents:

MODULE I: GLOSSARY OF BAKERY TERMS

MODULE II: BAKERY AND CONFECTIONERY RAW MATERIAL

a. Cereals – structure of cereal grain, types of flour, constituents of flour b. Sugar c. Fats d. Milk and milk products e. Salt, spices and flavorings f. Yeast g. Eggs-structure of an egg. Uses of egg in bakery and confectionery h. Fruits and nuts – types i. Flavors and colors

MODULE III: BREAD MAKING & CHARACTERISTICS OF A GOOD BREAD - INTERNAL AND EXTERNAL

straight dough method, no time dough method, salt delayed method, sponge and dough method, sour dough physical changes occurring in bread making and baking. Oven spring and oven break

MODULE IV: CAKE MAKING METHODS

Creaming method, whisking method, flour batter method, sugar batter method, all in one method.
 Characteristics of a good cake – internal and external cake.

MODULE V: NON EDABLE DISPLAYS

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

Course Name	Course Code	LTP	Credit	Semester
ADVANCE FOOD PRODUCTION MANAGEMENT – I (LAB)	BHM 721	3	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	In depth knowledge of regional Indian cuisine.
CLO 2	Apply the various equipments & cooking method according to type of Indian regional cuisine.
CLO 3	Present analysis of hotel Industries in a professional way and other kind of function like menu planning, indenting, purchasing and receiving.

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to-
Demonstrate and prepare international cuisine menus, cakes, pudding, bread, cold cuts and pate.

Course Contents:

Course menus from the following cuisines

I REGIONAL

- Awadh
- Goa
- Hyderabad
- Kashmi
- Punjab
- Rajasthan
- South India and its region

INTERNATIONAL

- Italian
- Chinese
- German
- Middle east
- French

Chutneys: Mujehcheten, Ganda Cheten, Dueencheten, Alehcheten (pumpkin chutney)

Accompaniments: sauces, marinates

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz

Course Name	Course Code	LTP	Credit	Semester
ADVANCE FOOD AND BEVERAGE MANAGEMENT– I (LAB)	BHM 722	3	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	To learn about the set up different tray & trolley set up according to meals.
CLO 2	Learn to take order, reservation in restaurant & banquet handling.
CLO 3	To service of alcoholic & non-alcoholic beverages & restaurant handling & standard procedures.

B. SYLLABUS

Course Objective:

At the end of the semester students will be able to-

- Prepare and give presentation on case studies on planning of F&B outlets
- Plan and supervise service of banquet, buffet, cocktails, gueridon service and setup bar for parties.

Course Contents:

Module I: Different types of Set-up: -

Tray and Trolley set-up for Breakfast, Lunch & Dinner
Room Service Tray-Trolley Set-up

Module II: Phone Handling

While taking an order
While taking reservation in restaurant & banquets
Napkin folding

Module III:Service of Non-Alcoholic Beverage like Tea, Coffee & Aerated Beverage

Module IV: Preparation and set-up of the Restaurant with Mise-en-place & Mise-en-scene

Module V:

Guest handling techniques
Crumbing
Standard procedure for clearance of table

Examination Scheme:

Internal: 50 Marks

Components	JE(continue	LE(continue	Assignment	VV	A
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	evaluation)	evaluation)			
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text&References:

Text:

- A Guide to Spirit & Liquor by Valton
- Food & Beverage Service by Lilicrap; J Smith R
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi

References:

- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi
- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi; Aman Publication, New Delhi

Course Name	Course Code	LTP	Credit	Semester
ADVANCE FRONT OFFICE OPERATION MANAGEMENT – I (LAB)	BHM 723	3	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Revise the Property Management Skills, Revenue Management, and TQM.
CLO 2	Develop the Skills of handling guests and selling skills.
CLO 3	Improve the communication skills to handle the circumstances.
CLO4	Recall the entire operations and technical functions of front office.

B. SYLLABUS

Course Objective:

At the end of the semester the students would be able to-

- Exposure with the essentials of internet technology and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence
- Providing them the knowledge of various tools and techniques of internet marketing.

Course Contents:

Module I: Revision of previous (VI) Semester

Module II: Foreign currency & Credit Card handling

Module IIBHM I: Dealing with group arrival & departures

Module IV: Planning of Itinerary (Domestic & International)

Module V: Handling of Guest Complaints, Enquiries & Requests

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text & References:

Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

References:

- Front Office by Abbott, Butter Worth Hiemann.
- Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
ADVANCE ACCOMMODATION OPERATION MANAGEMENT (LAB) - I	BHM 724	3	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Prepare various formats used in the department.
CLO 2	Make budget for the department.
CLO 3	Groom for technical interview.

B. SYLLABUS

Course Objective:

At the end of the semester the students will be able to-

- Making all necessary required documentation
- Making of budget operation & capitol
- Preparation of basic interview technique
- Understand planning & organization of housekeeping department and its budget preparation & budget re-controls. Students will also be exposed for safety norms in hospitality industry.
- Understand the concept of interior designing & its benefits.
- It is going to be comprehensive study in accommodation management.
- Understand different types of boutique hotels
- Maintenance of garden area and greenery of hotel in & out area.
- It is going to be comprehensive study in accommodation management

Course Contents:

Module I: planning & organizing

Property set up for routine operation Make duty roaster & Rota. Prepare an inspection check list and make snag list Linen Inventory – Stock taking, taking occupancy, make special cleaning chart And all other formats

Module II New trends in Hospitality Housekeeping

New style of décor
 New machineries & HK equipment
 New types of Chemical
 New scientific techniques
 Training & motivation
 Ecofriendly amenities, process and products
 Software & computer usage in Housekeeping
 Latest technology used in hotels during daily operations

Module IIIBudgets: Basic knowledge on preparation of budgets based on a mock data of

Housekeeping department

Practice with mock sessions of interviewing candidates

Module IV

Team cleaning Management

Designing Training modules/standard operating procedure/

Module VLandscaping

Different component of landscaping and allocation of areas in garden area, various fertilizer & medicine to be used in gardening

Component of Horticulture

Bonsai / Indoor plants

Module VI: Ecotels

Various environmentally friendly practices followed by hotels while doing construction.Making of an environmentally friendly practice

Environment friendly housekeeping practices

Ecofriendly products

Energy & water conservation system

Selection of sites

Hotel design & construction

Various practices to be follow

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text & References:

Text:

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping-Joan C Branson Published by Hodder & Stoughton.

References:

- Professional House Keeping by Madlin Tucker
 - Housekeeping Management by Keppa Margret M
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

Course Name	Course Code	LTP	Credit	Semester
Bar Operations Lab	BHM 725	3	3	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Demonstrate the different steps of Serving Wines.
CLO 2	Demonstrate the different steps of Serving Spirits.
CLO 3	Learn to take Inventory of the Bar
CLO4	Able to apply and practice Menu Engineering

B. SYLLABUS

Course Objective:

Students will be able to understand and demonstrate:-

- Service of All Alcoholic Beverages
- Bar Inventory, ordering, Supply & receiving techniques in bar.
- Menu Planning & customer handling in BAR
- Demonstrate knowledge and skill required to carry out Bar Service Operations

Course Contents:

Module I: Alcoholic beverages service

Service of wine

Service of sprits

Service of beer

Service of liquor

Module II: Menu engineering

Menu engineering process

Menu Planning

Module III: Bar Indenting

Indenting of Alcoholic beverages

Indenting for non-alcoholic beverages

Module IV: Role Play

Managerial skills

Duty Rota & duty Roaster

Module V: Customer Handling

Handling drunken & fussy guest

Handling Guest complaints

Examination Scheme:

Internal: 50 Marks

Components	JE(continue evaluation)	LE(continue evaluation)	Assignment	VV	A
Weightage (%)	05	15	15	10	5

End-Term: 50 Marks

Components	JE	VV	INDENT/ worksheet	LE
Weightage (%)	05	05	10	30

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce. A: Attendance

Text & Reference:

Managing Bar and Beverage Operations – Lendal H. Kotschevar & Mary L. Tanke

Serving Food and Drink in the Bar – Stanley Thornes

Course Name	Course Code	LTP	Credit	Semester
CUSTOMER RELATIONSHIP MANAGEMENT	BHM 707	2	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Have the ability to discern distinct entrepreneurial traits.
CLO 2	Know the parameters to assess opportunities and constraints for new business ideas.
CLO 3	Understand the systematic process to select and screen a business idea.
CLO4	Explore entrepreneurial leadership and management style.

B. SYLLABUS

Course Objective:

Students will be able to understand and explain that:

Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution. It gives a good definition of CRM functionality but also gives detailed guidance of how to approach CRM in organization. This also refers to an excellent study into what defines today's best practices in the CRM industry. It covers all subject areas on the different topics of CRM. A CRM approach that is responsive, flexible and personalized to each customer. Use of E-Commerce in CRM.

Course Contents:

Module I: Customer Relationship Management

Definition of CRM & Scope

The Power of CRM (scope & dimension). The need for CRM

CRM Success factor

Module II: The Customer Service / Sales Profile

Types of CRM strategies

CRM in relation to Customer Service

CRM Creating demand for Tourism

Role of Service Associates (Case Study)

Module III: Choosing your CRM Strategy

CRM Strategy Starting Point
The CRM Strategy Creation
Identify Potential Strategies

Module IV: Managing and Sharing Customer Data

Managing Customer Information
Ethics and legalities of Data use

Module V: E-Commerce Customer relationship

CRM on Internet
Choosing the Right niche

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & References:

Text:

- CRM by Kristen Anderson & Carl Kerr Tata McGraw Hills

References:

- The CRM Hand-book-Jill Dyché -Pearson Education Singapore
- Management & Public Relation & Communication by Shailesh Sen Gupta - Vikas Publishing House, New Delhi.

Course Name	Course Code	LTP	Credit	Semester
RESTAURANT MANAGEMENT	BHM 708	2	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Types of BAR and their operation management
CLO 2	Various social concern associated with BAR operation
CLO 3	Layout, machineries and equipments of BAR operation
CLO4	Marketing and selling techniques of BAR
	Various tools of F&B control in BAR operation

B. SYLLABUS

Course Objective:

Students will be able to understand and explain that:-

- History of Bar “Types of Bar and Social & Management concerns about alcohols market”.
- Bar layout service processors and selling techniques in bar.
- Marketing Beverage Operations and Bar Control Systems.

Course Contents:

Module I: Introduction to Bar and Beverage Operation

A brief History
Types of Bar and Beverage Operation
Managing Bar and Beverage Operation
The future of Bar

Module II: Social Concerns and Management

Responsibility in today’s Alcohol Market
Third – Part liability
Changing Drinking Patters
Health Concerns
Maintaining a professional and Hygienic appearance

Module III: The Bar

Bar layout

Basic Bar Arrangements
Bar equipment, Accessories
Bar Sanitation

Module IV: Service procedures and Selling Techniques

A service Orientation
Establishing Service Standards
Handling Service Problems
Selling – Techniques and Strategies

Module V: Marketing Bar and Beverage Operations

Special consideration in Bar and Beverage Marketing
The Marketing Mix
Product and Place
Price: Beverage-Pricing Strategies

Module VI: . Bar Control Systems

The Control System
Product Control
Sales Profitability and Control

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & Reference :

Managing Bar and Beverage Operations – Lendal H. Kotschevar& Mary L Tanke

Serving Food and Drink in the Bar – Stanley Thornes

Course Name	Course Code	LTP	Credit	Semester
SAFETY & SECURITY MANAGEMENT	BHM 709	2	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Describe the planning for Safety.
CLO 2	Describe the Organizing for Safety
CLO 3	Explain the types of safety.
CLO4	Explain Industrial Security.

B. SYLLABUS

Course Objective:

Students will be able to understand and explain that:-

- History of Bar “Types of Bar and Social & Management concerns about alcohols market”.
- Bar layout service processors and selling techniques in bar.
- Marketing Beverage Operations and Bar Control Systems.

Course Contents:

Module I: Planning for safety

Planning: Definition, purpose, nature, scope and procedure, range of planning, variety of plans, strategic planning and process of implementation, Management by objectives and its role in safety, policy formulation.

Module II: Organizing for Safety

Organizing: Definition, need, nature and principles Organizing of Safety: Organisation structure and safety department Safety Committee: Structure and functions, line and staff functions for safety.

Module III: Types of Security

Personal Security, Security of personnel – Subversion-Subversive, Security of information, Security of material – Sabotage – Saboteur their plan and action, Physical and Non-Physical Security.

Module IV : Industrial Security

Factory internal and external security, Inflammable tankers/trucks checking procedure, materials/goods- Inward and outward, patrolling duty, communication and liaison with concerned departments, housekeeping check, Industrial safety procedure, work permit system, Unsafe act and unsafe conditions, Industrial Accidents, Disaster Management

Examination Scheme:

Components	AS	P	V	Mid Term	A	EE
Weightage (%)	30			15	5	50

Abbreviation: AS: Assignment, P: presentation V: Viva;A: Attendance, CT: class test EE : End Term Examination

Text & Reference :

Safety and environmental management by Daniel Della-Giustina

National Safety Council Hand book for accident prevention

Course Name	Course Code	LTP	Credit	Semester
AANANDAM	AND 007	2	2	7

A. COURSE LEARNING OUTCOMES (CLO)

CLO 1	Awareness and empathy regarding community issues
CLO 2	Interaction with the community and impact on society
CLO 3	Interaction with mentor and development of Student teacher relationship
CLO4	Interaction among students, enlarge social network
CLO5	Cooperative and Communication skills and leadership qualities
CLO6	Critical thinking, Confidence and Efficiency

Course Objectives:

After the completion of this course, students will be able to:

- apply their knowledge and skills to solve specific community problem
- learn to plan, lead, and organize community events have a sense of belonging to their college campus and community and find something they are interested in doing during their free time
- make new friends, expand social network, and boost social skills and mental health.
- be useful to society as it will protect them against stress, frustration, and depression

Course Contents:

The project report should be guided by the mentor and shall contain:

- **Synopsis:** clearly stating objectives and activities to be undertaken. Problem identifying and problem-solving projects to be taken up.
- Details of the **Mentor and the Participants are to** be given (name of mentor, name of participants, phone number/mobile no, email, and address)
- Location / community where the work was carried out
- Details of Activities performed are to be given with date
- Number of beneficiaries and impact on the society (the object should be to empower the community and make them self-reliant)
- Photographs taken for documentation of work should be submitted
- Media coverage of the projects should be attached if any

- The Group Community Service Project Report will be submitted by the Student group leader under the guidance of the mentor to the Director/HoIs of the Department.
- The Director/HoIs should get the best report (more than one if required) of the Group Community Service Project uploaded on the HTE website and on the University page
- The Director/HoIs will forward the best report of the department to the Nodal Officer of the University.
- University will forward the report to the state level committee.

GUIDELINES FOR GCSP (Group Community Service Project)

ASSIGNMENT OF ANANDAM FOR SOCIAL AWARENESS (for students)

1. Each member of the group shall write one blog about the decided topic of 500 words (minimum) along with any relevant photos/diagrams/statistical data (with reference).
2. The group member shall write his/her name at the end of the blog.
3. The blog shall be posted on Instagram and Facebook (apart from these any other website wherever the group seems necessary).
4. Print out of the blog where date of when the content is posted, number of followers, comments, name of the writer shall be visible will be taken and file will be maintained for the same.
5. In the cover page of the project mention heading “**Group Community Service Project**”, and the filled format of final project report given by Anandam Scheme.
6. For the topic chosen by the group, students are recommended to cover the following points:
 - a) Current scenario (Regional, national and international level as applicable)
 - b) Future predictions
 - c) Duty of the government
 - d) Government policies (related to the topic), if any
 - e) Duty of public
 - f) Conclusion

Evaluation Scheme:

Project Participation: 2 hours X 8 days (per month) X 4 months = 64 hours

- **C grade =32 hrs (Below 20 marks)**
- **B grade >32 hrs to <=44hrs (20-30 marks)**
- **A grade >44 hrs to <=54hrs (30-40 marks)**
- **O grade >54 hrs to <=64hrs (40-50 marks)**

Evaluation Criteria:

Respective Departmental Anandam mentors are requested to evaluate the project (out of 50) as per the following criteria:

1. Position and exceptions, if any, are clearly stated. The organization of the blog is completely and clearly outlined and implemented.
2. The body of the blog is coherently organized, original and the logic is easy to follow. There is no spelling or grammatical errors and terminology is clearly defined. Writing is clear, concise, and persuasive.
3. Conclusion is clearly stated. The underlying logic is explicit.



AMITY UNIVERSITY

RAJASTHAN

Amity School of Hospitality (ASH)

Program Name: Bachelor of Hotel Management

EIGHTH SEMESTER

Code	Course	Category	L	T	P/FW	Total Credit
BHM 860	Dissertation – Research project on Hospitality & Tourism					8
BHM 850	Practice School/ Specialized Training (JantoApril)	CC				20
Total						28

HOSTILITY AND TOURISM RESEARCH PROJECT

Course Code: BHM 860

Credit Units: 08

Course Objective:

The purpose of research is to seek answers to problems through the application of scientific methodology, which guarantees that the information is reliable and unbiased. This information is utilized to make conclusions and recommend solution. Some elementary factors need to be kept in mind while preparing a research and deciding the topic, these could be based on its relevance, feasibility, coverage, accuracy and research, objectivity and ethics.

To deal with surging information data regarding the various aspects of tourism industry, one should have a working efficiency with research and statistical techniques. The techniques may be applied in collecting, organizing, analyzing and interpreting data for decision-making. These may also be applied for formulating and

testing research hypothesis. The course has been designed to equip the students with latest and necessary field techniques and to build a necessary statistical acumen among them. Students will master the skill for-

- Writing different types of research proposals and reports
- Constructing the relevant tools of research
-
- Conduct a research project using appropriate qualitative and quantitative techniques
- Do presentation with the help of tutorial aid
- Evaluate a research report.

The research topic should be assigned by the deputed subject faculty in the beginning of semester & should be approved by PL & HOI. Continuous monitoring and guidance should be provided to student at all the steps.

At the term end, the research project will be presented before a panel and evaluated by examiners (As nominated by HOI). The evaluation should be based on presentation, viva, report content & format & conclusion.

Examination Scheme:

Internal Assessment:

Abstract:	10
Draft:	15
Research Orientation:	10
Reading:	05

External Evaluation:

Objective:	05
Issue Profile:	10
Comprehensiveness	10
Relevance:	10
Presentation:	15
Viva:	10

Text & References:***Text:***

- Applied General Statistics by Crovton and Crowder
- Behavioural Process in Organizations by Pareek, U.Rao. T.V. Pestonjee D.M
- Professional Hotel Management by J.M. Negi, S Chand & Co, New Delhi

References:

- Towards Appropriate Tourism– The case of Developing Countries by Peter long Frankfurt
- Method of Social Research – New York; The Free Press
- How to Complete Your Research Work Successfully by Judith Bell; UBS Publisher, Delhi
- How to Research and Write a Thesis in Hospitality & Tourism by James M. Paynter, John Wiley & Sons, New York, USA.
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi
- Methodology & Techniques of Social Research by Wilkinson & Bhandarkar
- Methods in Social Research by Gode WJ & Hatt PK
- Scientific Social Surveys & Research by Poulina Young & CF Schmid
- Evaluation Information: A Guide for users of Social Scienec by Lescard, Kartzer Jeffery
- Understanding & Conducting Research Application Education & Behavioural Sciences- 2nd Edition.

FOOD PRODUCTION TRAINING REPORT

Course Code: BHM 850

Credit Units: 20

Course Objective:

At the end of the specialized training the student would be able to;

- (viii) HACCP & hygiene procedures & practices maintained by the department
- (ix) Recipe standardization & product development
- (x) Explain the organizational structure of the department
- (xi) Menu development & designing & requirement for different events, festivals & theme parties.
- (xii) Describe job description of various job titles, work schedules, opening & closing duties.
- (xiii) Explain various sections and their functions
- (xiv) Identify forms/formats, records and registers maintained by department
- (xv) Know the Help in preparation of various dishes, garnish and service
- (xvi) Observe food production standards of finished products
- (xvii) Standard purchase system

On completion of the project the student will be required to submit the following:

Project File or Specialised workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Training Report

The report should be submitted in duplicate (2 copies) spiral bound and a CD and should contain the following components:

➤ **Title or Cover Page**

The title page should contain the following information: Department Name; Student's Name; Course; Year; Supervisor's Name.

➤ **Acknowledgements**

Acknowledgment to any advisory received in the course of work may be given.

➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

➤ **Suggestions**

In writing these section, emphasis should be given on what has been performed and achieved in the course of the work and any ideas/suggestions they feel will can be implemented, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis.

➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

➤ **Appendices**

The Appendix contains material which is of interest to the reader ,and may include any forms, formats and any problem that have arisen that may be useful to document for future reference.

➤ **Performance Appraisal & Completion Certificate** duly signed and stamped
Examination Scheme:

Project Report: 50

Log book + Attendance + Appraisal 20

Presentation & Viva Voce: 30

Total: 100

FOOD AND BEVERAGE SERVICE TRAINING REPORT

Course Code: BHM 850

Credit Units: 20

Course Objective:

At the end of the specialized training the student would be able to:

- (ix) Explain the hierarchy of department
- (x) How to maintain logbook, cover registrar,
- (xi) List all reports generated in department (including breakage, cover, sales, inventory, duty roasters, duty Rota etc.)
- (xii) Menu of different specialized restaurant and bar card
- (xiii) The total overall operation & planning shift wise
- (xiv) Layout of different restaurants for different timings
- (xv) Equipment's specification along with manufactures & pricing
- (xvi) List of alcoholic beverages along with the brand name, costing, pricing, licenses maintained by hotel.

On completion of the project the student will be required to submit the following:

Project File or Specialised workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
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- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

Training Report

The report should be submitted in duplicate (2 copies) spiral bound and a softcopy and should contain the following components:

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➤ **Performance Appraisal & Completion Certificate** duly signed and stamped

Examination Scheme:

Project Report: 50

Log book + Attendance + Appraisal 20

Presentation & Viva Voce: 30

Total: 100

FRONT OFFICE MANAGEMENT TRAINING REPORT

Course Code: BHM 850

Credit Units: 20

Course Objective:

At the end of the specialised training the student would be able to:

- (v) Guest handling ,critical situations handling
- (vi) Property management system , hotel software
- (vii) Revenue management , strategies , reports
- (viii) Presentation skill , grooming , verbal communication
- (ix) Front office management , staffing
- (x) Documentation ,logbook , shift handling ,staffing , inter office communication
- (xi) Guest history management feedback handling
- (xii) understand various procedures & functions followed for:-
 1. reservations
 2. reception & information
 3. bell desk
 4. bails and cash
 5. guest relations
 6. night auditing
- (xiii) Maintain various records & registers and understand their uses.

On completion of the project the student will be required to submit the following:

Project File or Specialised workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
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Training Report

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➤ **Conclusion**

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➤ **Appendices**

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➤ **Performance Appraisal & Completion Certificate** duly signed and stamped

Examination Scheme:

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30

Total:

100

ACCOMMODATION MANAGEMENT TRAINING REPORT

Course Code: BHM 850

Credit Units: 20

Course Objective:

At the end of the specialized training the student would be able to:

- vii) To learn about the different reports maintained by housekeeping department
- viii) Interior decoration & sizes of the rooms
- ix) Interior decoration & sizes of the various public areas.
- x) Various furniture, fixtures & equipment's maintained in Guest rooms & public areas.
- xi) HVAC (heat ,ventilation, air-conditioning) & lighting
- xii) Provisions & requirements for handicapped room
- xiii) Facilities provided by management for smoking & non-smoking rooms
- xiv) Understand and explain the organization structure and various sections of the department
- xv) Maintain various records and registers (scanned copies of same has to be attached)
- xvi) Pest control chemicals, room cleaning chemicals, guest room supplies, Laundry chemicals , bathroom amenities (Sizes & companies) along with material safety data sheet.

On completion of the project the student will be required to submit the following:

Project File or Specialised workflow log book - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

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➤ **Acknowledgements**

Acknowledgment to any advisory received in the course of work may be given.

➤ **Table of Contents**

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➤ **Introduction**

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➤ **Materials and Methods**

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➤ **Suggestions**

In writing these section, emphasis should be given on what has been performed and achieved in the course of the work and any ideas/suggestions they feel will can be implemented, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis.

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Project Report: 50

Log book + Attendance + Appraisal 20

Presentation & Viva Voce: 30

Total: 100

