

MADURAI KAMARAJ UNIVERSITY
REGULATIONS AND SYLLABUS FOR
B.Sc. (HOTEL MANAGEMENT AND CATERING SCIENCE)
(Non – Semester)

(For the candidates admitted from the academic year 2013-14 onwards)

REGULATIONS

Duration of the Course: Three Years (Annual Pattern)

Eligibility:

1. A pass in (10+2) Higher Secondary Examinations, conducted by Board of Higher Secondary Education, Tamil Nadu Government or equivalent thereto.
(or)
2. A pass in S.S.L.C. with any one of the following one year certificate course from a recognized Institution & Two years of Industry Experience in a star Category Hotel.
 - a) Certificate Course in Food Production
 - b) Certificate Course in Food & Beverage Service
 - c) Certificate Course in Front Office Management
 - d) Certificate Course in House Keeping Management
 - e) Certificate Course in Bakery/ Confectionary
 - f) Any other certificate course related to Tourism / Hotel Industries(or)
3. Any degree of this University or any other recognized University or Any other similar examinations as equivalent thereto are eligible for admission to the first year only.

AGE:

There is no upper age limit to admit a candidate to B.Sc. Hotel Management and Catering Science offered by the Directorate of Distance Education, Madurai Kamaraj University, Madurai – 625 021.

B.Sc. Hotel Management and Catering Science

COURSE STRUCTURE & SCHEME OF EXAMINATIONS

I - YEAR

Subject Code	Paper	Max Marks
	Language **	
	I. Communicative English (or) Communicative French for Hotel Industry	100
	II. Front Office management (Theory)	100
	III. House Keeping Management (Theory)	100
	IV. Hotel Administration (Theory)	100
	V. Tourism Management (Theory)	100
	VI. Front Office Management (Practical)	100
	VII. House Keeping Management (Practical)	100
	Total Marks	700

II - YEAR

Subject Code	Paper	Max Marks
	I. Food Production (Theory)	100
	II. Food & Beverage Service (Theory)	100
	III. Food Safety & Microbiology (Theory)	100
	IV. Computer Applications (Theory)	100
	V. Food Production (Practical)	100
	VI. Food & Beverage Service (Practical)	100
	VII. General Knowledge* (Theory)	100
	Total Marks	700

III - YEAR

Subject Code	Paper	Max Marks
	I. Food & Beverage Management (Theory)	100
	II. Hotel Accounts (Theory)	100
	III. Hospitality Marketing (Theory)	100
	IV. Human Resource Management in Hospitality Industry (Theory)	100
	V. Entrepreneurship Management (Theory)	100
	VI. Industrial Training Report & Viva Voce (90 Days)	100
	VII. Environmental Studies* (Theory)	100
Total Marks		700

Total Marks for I , II & III Years (700 + 700 + 700) = 2100

* This is compulsory paper, Common for all UG courses. Students have to write examination on General Knowledge and Environmental Studies papers at the end of Second and Third Year respectively.

** Students have the option of selecting any one Language subject.

Duration of Examination	3 Hours
Maximum marks per paper	100 Marks
Passing minimum marks per paper	35 Marks
Medium of instruction	English

Question Paper Pattern for Theory Papers

Duration : 3 Hours

Max Marks : 100

PART – A (10 x 2 = 20 Marks)

Answer any Ten Questions (Short answer type)

(There will be 15 questions and the students have the option of selecting any 10 questions)

Part – B (6 x 5 = 30 Marks)

Answer any Six Questions

(There will be 8 questions and the students have the option of selecting any 6 questions)

Part – C (5 x 10 = 50 Marks)

Answer any Five Questions

(There will be 7 questions and the students have the option of selecting any 5 questions)

SYLLABUS

FIRST YEAR

Paper - I **COMMUNICATIVE ENGLISH** **Subject Code :**

Unit - I BASIC ENGLISH GRAMMAR

Noun, Verb, Parts of Speech, Articles, Tenses, Prepositions, Direct and Indirect Speech

Unit - II LETTER WRITING

Leave Letters, Job application, Explanations, Replies to Notices, Purchasing and Quotation Letter

Unit - III VERBAL COMMUNICATION

Telephone Conversation, Person to Person-with Colleagues, Customer, Subordinate, Superiors, Social Skills - Courtesy, apology, Complaints, Suggestion, Recommendations

Unit - IV COMMON WRITING

Precis Writing, Report Writing, Conclusion Writing, Postal/Bank Writing, Filling of Bank Demand Draft, Bus, Train, and Airline Reservation Form

Unit - V ORAL COMMUNICATION

Interpersonal Communication, Listening, Business Communication, Personality Development, Body Languages

Reference Books

1. Marla Treece, Successful Communication Allyn, Bacon Publications, Edition 2, 2004
2. Robert.T.Reilly, Effective Communication Tourism & Travel Industry, Delmar Publications, Edition 2, 2005
3. Wren & Martin, English Grammar/Letter Writing, Bacon Publications, Edition -2006

OR

Paper – I

COMMUNICATIVE FRENCH

Subject Code :

FOR HOTEL INDUSTRY

- Unit – I** : Pronunciation - The Alphabet - The Accents; Numbers (0 to 100) – Cardinal – Ordinal; Time (only 24 hr clock) - Days of the week - Months of the year – Date - Weights & Measures - ‘Formules de politesse’ - Conjugation of verbs in the present tense relevant to the hotel industry (only ‘je’ and ‘vous’ forms)
- Unit – II** : Food & Beverage Service - Restaurant Brigade - Hot Plate Language - The French Classical Menu (17courses) with classic - examples of each course, terminology and meanings in brief, Wines - Wines of France - Wine terminology - Reading a wine label - Laying a cover.
- Unit – III** : At the reception desk of a hotel – Front Office - Restaurant – Dialogue Writing
- Unit – IV** : Food Production - The Kitchen Brigade - Ingredients used in Kitchen - Dairy Products – Vegetables – Fruits - Herbs & Spices – Poultry – Fish – Meat – Cereals – Seasonings - French Cheeses - Culinary Terms in French
- Unit –V** : Hotel and kitchen personnel in French terms - The names of the utensils used in kitchen & restaurant.

Reference Books

1. Le Francais de L'hotellerie et de La Restaurant’ - CLE - international.
2. French for Hotel Management & Tourism Industry – by S. Bhattacharya
3. Food & Beverage Service - by Dennis Lillicrap John Cousins & Robert Smith

Paper II Front Office Management (Theory) Subject Code :

- Unit – I** : Introduction to Hotel Industry, Growth of Hotel Industry in abroad and India, Organization chart of large, medium and small hotels. Classification of Hotels according to the length of stay, clientele, number of rooms, locations.
- Unit – II** : Organization of Front Office Department, various Departments in Front Office and its importance, staff organization of Front Office Department, Job description of various staff in Front Office Department, Different types of Tariff and Plan.
- Unit – III** : Reception-Reservation, Check In, Check out – Pre-registration, Check-in of reserved guest, Walk-in guest, Registration Procedure, Knowledge of various registers and forms used in Reception, Check out procedure Reservations – Types of reservations, Modes of reservations, Diaries and Charts used in reservation, Group reservation, Over Booking.
- Unit – IV** : Bell Desk – Staff Organisation and Job Description of Bell Desk Staff, Handling of Guest Luggage while check in & check out, Left Luggage Procedure, Mail Handling, Paging.

Telephones, Board (PBX, PABX, EPABX), Qualities of Telephone Operator, Wake-up call procedure.
- Unit - V** : Cashier – Job Description of Front Office Cashier, Records & Ledgers maintained by the Cashier, Visitors Tabular ledger, Guest's weekly bill, Allowance Voucher, Visitors Paid out Voucher, Taxes, Foreign Currency Encashment, Credit Cards, Charge slips, Telephone Voucher, Petty Cash Voucher Cashier report, Types of Guest Folio, Methods settling the Guest Bill – Night auditing – Functions of night auditing, preparing night audit reports – Front Office Terminologies.

Reference Books:

1. Hotel Front Office Training Manual – Sudhir Andrews – Tata Mc Graw Hill Publishers, New Delhi.
2. Front Office Management – S.K.Bhatnagar, Frank Brothers Co Ltd., Daryaganj, New Delhi.
3. The Hotel Receptionist – Grace Paige and Jane Paige ELBS Publications
4. Manual of Hotel Reception – Medlik.

Paper III House Keeping Management (Theory) Subject Code :

Unit I : House Keeping in Hotels – Importance, Functions, Liaison with other departments, staff hierarchy, duties and responsibilities of house keeping staff, Introduction to various sections of House Keeping like House Keeping Desk, Laundry, Linen, Horticulture, Types of Cleaning Procedures.

Unit II : Guest Supplies and Amenities, Bed Making, Evening Service, Types of Key and Key Control. Cleaning Equipments and Agents – Classification and types.

Unit III : Stain Removal & Pest Control – Definition, Importance & Classification of Stains – General Rules of stain removal – Different types of stain removing agents with examples.

Unit IV : Fibres & Fabrics

Fibre-Introduction – Classification of Fibres – Origin & characteristics of Fibre – Methods of Construction, Knitting, Weaving (Plain, Twill, Satin, Figured, Pile, Cellular) Finishes given to Fabrics.

Flower Arrangement – Purpose of Flower Arrangement, Equipments and Materials used, styles and principles of flower arrangement.

Unit V : Laundry- Types of Laundry- In house laundry, Out site Laundry, Contract Laundry.

Flow process of Industrial Laundry, Laundry Equipments and layout of Industrial laundry – Dry cleaning & Guest laundry.

Linen – Classification & sizes of various linen (Bed, Bath & Table Linen), layout of linen room / Uniform room, storage condition, inspection & issuing linen, stock taking, par stock, inventory records.

Reference Books:

1. Hotel House Keeping Training Manual – Sudhir Andrews – Tata Mc Graw Hill Publishers, New Delhi.
2. Accommodation and Cleaning Services – David M. Allen, Stanley Thomas Publications.
3. Professional Management of House Keeping Operations – Robert's Martin.
4. Hotel, Hostel and Hospital House Keeping – Joan C.Branson & Margaret Lenox – ELBS Publication.
5. House Keeping Supervision Volume 1 & 2- Jane Fellow.

Paper IV	HOTEL ADMINISTRATION (Theory)	Subject Code :
Unit – I	: Principles and Functions of Catering Management – Tools of Management – Organization Chart of Luxury and Medium hotels.	
Unit – II	: Management of Resources – Money – Space – Materials General Manager – Duties and Responsibilities.	
Unit – III	: Modes of Business - Planning – Organizing – All Managers Meeting – Daily Morning Meeting – Guest Satisfaction Index and Review – Briefing.	
Unit – IV	: Financial Management – Cost Control – Cost Concepts - Budget and types of Budgets with reference to hospitality industry.	
Unit – V	: Laws Governing Food service Establishments – Employee Facilities and Benefits.	

Reference Books:

1. Catering Management - An Integrated approach – Mohini Sethi & Surjeet.Malhan – Macmillan Publisher New Delhi
2. Professional Hotel Management – Jagmohan Negi – Kanishka Publisher, New Delhi
3. Management Theory for the Hotel Professional – Krupa Shanker M – United Publisher, Mangalore

Paper V	Tourism Management (Theory)	Subject Code :
Unit – I	: Definition of Tourism, Tourist, Foreign Tourist, Domestic Tourism – Components of Tourism (Attraction, Accessibility and Amenities) – Motivations for Tourism.	
Unit – II	: Growth of Tourism – Tourism Development (Sea, Road, Rail, Air)- An Account of Famous Travellers – Role of Industrial Revolution – Concept of Holiday and Paid Holiday – Modern Era of Tourism after World War – II.	
Unit – III	: Functions and Types of Travel Agency – Tour Operators – Accommodation and Attractions.	
Unit – IV	: Planning in Tourism – Need, Process (Micro & Macro Level Planning) – Impact of Tourism (Culture, Society, Economy and Ecology – Both Positive and Negative).	
Unit – V	: Government Organisations and their functions in Tourism – ITDC, TTDC, IATA, TAAI – Role of United Nations Organisation in Tourism.	

Reference Books:

1. Tourism Management, Principles and Practices, A.K.Bhatia, Sterling Publisher Pvt. Ltd.
2. International Tourism Management, A.K.Bhatia, Sterling Publisher Pvt. Ltd.

Paper VI Front Office Management (Practical) Subject Code :**Reception**

- Wishing / Greeting the Guest
- Registration and Room Allotment
- Situation Handling
- Registers Maintained

Reservation

- Reservation form – Confirmation
- Reconfirmation
- Reservation Enquiries
- Diaries and Charts used in Reservation
- Whitney Rack – Handling.
- Knowledge of Reservation Terminology.

Information

- Mail Handling
- Receiving / Passing Message to Guest
- Local Information
- Tour Arrangement details.

Telephone Operator

- Handling of Telephone Exchange Boards
- Receiving / Connecting Calls to Guests/ Staff.
- Wake-up Calls.

Bell Desk

- Luggage handling procedure
- Errand Card
- Scanty Baggage

Reference Books:

1. Sudhir Andrews, Hotel Front Office Training Manual, Tata Mc Graw Hill Publishers, New Delhi, Edition 2, 2004
2. S.K.Bhatnagar, Front Office Management, Frank Brothers & Co. Ltd, New Delhi, Edition 2006

Paper VII House Keeping Management (Practical) Subject Code :

Cleaning Procedures – Rooms, Bathroom, Toilet, Washbasin, Bath tub, Sink, Table, Floor, Water Closet, Staircase, Corridor, Carpet.

Sequence of Cleaning - Cob Web Taking

- Dusting, Sweeping, Scrubbing
- Moping
- Carpet Cleaning
- Carpet Shampooing

Polishing

- Brassware
- Tiles
- Furniture

Registers Maintained in Housekeeping

- Lost and Found
- Cleaning (Weekly, Daily, Spring)
- For Cleaning Equipments
- For Cleaning Agents

Stain Removal

- Linen Items
- Uniform Items
- Floors
- Bathrooms
- Toilet

Reference Book:

1. Sudhir Andrews, Hotel House Keeping Training Manual, Tata Mc Graw Hill Publishers, New Delhi, Edition 2, 2005

SECOND YEAR

Paper I	Food Production (Theory)	Subject Code:
Unit – I	: The Catering Industry – Overview of the Catering Industry, Kitchen organization structure – Personal Hygiene – Aims and Objectives of Cooking – Culinary terms (Indian & Western).	
Unit – II	: Classification of Raw Materials (Cereals, Pulses, Milk & Milk Products, Vegetables, Meat – Chicken, Mutton, Fish, Beef) Standard Purchase specifications of each Raw Material, Methods of Cooking – Boiling, Poaching, Steaming, Stewing, Braising, Roasting, Baking, Frying, Grilling, Broiling.	
Unit – III	: Introduction to Stocks, Soups, Sauces, Salads – Types of Stocks, uses of Stocks in Kitchen, Soups – Classification of Soups, National Soups of Different Countries, Sauces – Importance of Sauces. Mother sauces and their derivatives. Salads – Types and Examples- salad dressings.	
Unit – IV	: Traditional foods of the different states – Kashmir, Punjab, Rajasthan, Gujarat, Goa, Maharashtra, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Bengal. Speciality Indian Cuisine – Moghalai, Hyderabadi, Dum Pukht, Chettinad.	
Unit – V	: International Cooking: Different nations and their popular dishes – Study on the following cuisines with importance given to choice of ingredients, Menu, Specific method of cooking and Accompaniments-Italian, Spanish, Mexican, Chinese, German & French.	

Reference Books:

- 1) Modern Cookery for Teaching and Trade Vol. I & II – Thangam .E Philip – Orient Blackswan Publishers Ltd.,
- 2) Theory of Catering – Kinton and Cesserani – ELBS Publications, New Delhi.
- 3) Theory of Cookery – Krishna Arora – Frank Brothers & Company, New Delhi.

Paper II **Food & Beverage Service (Theory)** **Subject Code :**

- Unit – I** : Classification of F & B Service Equipments, Ancillary Departments of F&B Service, Origin of Menu, Menu Planning, Basic Types of Menu, French Classical Menu, Types of Meal – Breakfast, Lunch, Supper, Dinner, High Tea.
- Unit – II** : Mise-en-scene, Mise-en-place, Briefing, Laying covers for different Meals and Menu. Rules and Procedure for service of a meal, methods of service.
- Unit – III** : Classification of Beverages – Non Alcoholic, (Refreshing, Stimulating, Nourishing) Alcoholic (Fermented, Distilled, Others) Introduction to Wine, Wine Production, Wines from France, Germany, Italy, Spain.
- Unit – IV** : Beer – Types and Manufacturing Process – Spirits – Types and Manufacturing of Basic Spirits, Other Spirits, Cocktails – Definition, Methods of Mixing, Equipments required. Recipes of atleast 3 Cocktails of each base spirit.
- Unit – V** : Control Checking systems, Control and the Bill – Cellar Control, Tobacco – Cigars & Cigarettes, KOT – Types of KOT's.

Reference Books:

1. Food & Beverage Service – Lillicrap & John Cousins – ELBS Publications, New Delhi.
2. Food & Beverage Service – Vijay Dhawan, Frank Brothers & Co., New Delhi.
3. Professional Food & Beverage Service Management – Brian Verghese – Mac Millan India Limited.

Paper III **Food Safety and Microbiology (Theory)** **Subject Code :**

- Unit – I** : Importance of Safety - accidents from structural inadequacies – Accidents from improper placement of equipment in spaces – Accidents due to nature & behaviour of people at work – Accidents from improper selection, installation, maintenance & storage of equipment - Safety procedure Training - Safety Engineering – Enforcement of Safety – Safety Education.

- Unit - II** : Introduction to Micro Biology – Relation of Microbiology to hygiene – Classification of Micro Organisms. Factors affecting the growth of Micro-organism.
- Bacteria : Morphology size; shape, structure, reproduction, beneficial & harmful effects of bacteria.
- Yeast : Morphology – Size, Shape, Structure, reproduction, beneficial & Harmful effects of Yeast.
- Mold : Classification – Rhizoples, Mucor, Aspergillums, Pencillum, Reproduction.
- Unit – III** : Food Hygiene & General Hygiene : Introduction- types of Food Contamination – Food Contamination in Meat, Poultry, Game, Vegetables (raw) & fruits, cereals, dairy products, fish & shell fish – Destroying Micro-organisms in food.
- Unit – IV** : Food borne infection & diseases: Food Poisoning by Micro-organisms.
- Food intoxication: Botulism – Organism, toxin, foods involved, disease caused, prevention of out breaks.
- Staphylococcus intoxication – exoticism, foods involved disease caused, prevention of out breaks Mycoloxins aflatoxin its significance in food.
- Food Infection: Salmonellosis – Source of Salmonella, foods involved prevention of out breaks.
- Clostridium perfingens gastroenteritis – foods involved, prevention of out breaks. Entreropathogenic Escherichia Coli, Shigellosis – effect.
- Unit – V** : Food hygiene regulation: Equipment requirement for food premises – Food Safety act – Offence.
- Food Sanitation, Control & Inspection: Inspection of Drinking Water, Plant Water, Sewage Water, Equipment, Cleaning, Sanitising.
- HACCP: Hazard Analysis and Critical Control Points, ISI- Health of Employees.

Reference Books:

1. K.C.Arora & N.C.Goyal, Hotel Maintenance, Standard Publishers, Delhi, Edition 1996
2. Sakundala Manay & Shadaksharaswamy, Foods - Facts and Principles, New Age International Publishers, Daryaganj, New Delhi-2, Edition 2002
3. Sumathi R.Mudambi & Shalini M.Rao, Food Science, New Age International Publishers, Daryaganj, New Delhi-2, Edition 2002
4. William .C. Frazier & Dennis C. Westhoff, Food Microbiology, Fourth Edition, Tata Mc Graw Hill Publishers
5. MR. Adoms & MO. Moss, Food Microbiology, First Edition, New Age International Publishers, Daryaganj, New Delhi-2

Paper IV

Computer Applications (Theory)

Subject Code :

- Unit – I** : Computer Concepts – Introduction to Computers – Definition - Advantage & Disadvantages – Classification of Computers (Desktop, Laptop, Notepad) Hardware features & Uses – Defining hardware – Components of Computer –Diagram of Computer – Primary Storage Concept – Secondary Storage Devices – Input / Output, Devices – Software Concepts – Operating System (O/S) MS Dos, Windows – 2000 / XP, Unix Application Software (Cobol, Basic, Fortran, C) Language Classification (Higher Level, Lower Level, Assembly) – Compiles and interpreter (Basic I/S Cobol, DBase Vs Clipper)
- Unit – II** : Management Information Systems – An Overview – Introduction to MIS – Meaning and Role of MIS – Objectives of MIS – Elements of MIS – Characteristics of MIS – Applications of MIS (Briefly) in Accounting and Finance Management – Marketing Management – Materials Management - Production Management – Personnel Management – Role of Computers in MIS.
- Unit – III** : Introduction to MS Office 2000 – Characteristics of MS Office 2000 – Its applications – Introduction to MS Word Creating, Editing, Formatting, Saving Documents – Types of document formats – Mail Merge features – Spreadsheet Introduction to MS Excel – Definition, Characteristics, Mathematical Functions in Excel, Creating and Working with Graph and Charts – Internet Usage in Business Email.
- Unit – IV** : Introduction to MS Power Point – Creating, Formatting, Editing, Viewing Slideshow, Creating a Presentation using MS Power Point.
- Unit – V** : Introduction to MS Access – Meaning, Creating of Database, Modification, Storing and Retrieving of records from a database – Introduction to Business Process Outsourcing.

Reference Books:

1. MS Office – Complete Reference – CB Memoria BPP Publications, New Delhi.
2. Computer Awareness and Applications – T.D. Malhotra, Kalyani Publishers, New Delhi.
3. Principles of Information Technology – Dr. A. Mustafa, Nagas Publications, Madurai.

Paper V**Food Production (Practical)****Subject Code :**

1. Identification of Ingredients, Kitchen Equipments, Groceries, Vegetables.
2. Cuts of Vegetables, Fish, Poultry, meat.
3. Preparation of Stocks, Mother Sauces and their derivatives.
4. Preparation of four continental menus – Compiled in such a way that different methods of cooking, sauces and soups are included.
5. Preparation of four Indian menus – Compiled in such away that dishes from various states are included.
6. Preparation of two International menus – Compiled in such a way that dishes from various countries are included.

Reference Books:

1. Krishna Arora, Theory of Cookery, Frank Brothers Publisher Limited 4675A, Ansari Road, 21, Darya Ganj, New Delhi- 110 002, Edition 2002
2. Philip E. Thangam, Modern Cookery for Teaching and Trade (Volume – I & II), Orient Blackswan Publisher Pvt.ltd.
3. Kinton & Cessarani, Practical Cookery, Published by A division of Hodder and Head line PLC, 338, Euston Road, London, Ninth edition 2000
4. Kinton & Cessarani, Theory of Catering, Published by A division of Hodder and Head line PLC, 338, Euston Road, London, Ninth edition 2000

Paper VI**Food & Beverage Service (Practical)****Subject Code :**

1. Familiarization and handling of Equipments.
2. Arrangement of Side Board.
3. Laying of table for various meals and menus.
4. Service at the table (Silver Service & Clearance Course by Course)
5. Service of Non-Alcoholic Beverages.
6. Service of Wine – Various types.

Reference Books:

1. Food and Beverage Service Training Manual, Sudhir Andrews, 1980, Published by Tata Mc Graw Hill Publishing Limited, No-7, West Patel Nagar, New Delhi-110 020
2. Food and Beverage Service, Dennis Lillicrap & John Cousins, 2002, Published by Hodder & Stoughton Education, 338, Euston Road, London

Paper VII General Knowledge (Theory) Subject Code :

This is compulsory paper common for all UG Courses. Students have to write examination on this paper at the end of the second year.

Reference Book:

Books prescribed by Madurai Kamaraj University for All Under Graduate Courses offered by the Directorate of Distance Education, Madurai Kamaraj University, Madurai.

THIRD YEAR**Paper I Food & Beverage Management (Theory) Subject Code :**

- Unit – I** : Food cost Control: Definition of Cost, Objectives of Food Cost Control – Controlling Techniques, Reason for High Food cost, Calculating Actual, Daily, Weekly, Monthly Food cost.
- Unit – II** : Elements of Cost: Cost Defined, Food Cost, Labour Cost, Overheads Cost. Cost Dynamics – Fixed, Variable, Semi-variable Cost, Break Even Analysis.
- Unit – III** : Purchasing: Main duties of Purchase Manager, Purchasing Procedure, Selection of a Supplier, Standard Purchase Specification – Meaning & Objectives of Purchase Specification – Vegetables, Fish, Meat – Receiving – Objectives – Receiving Procedure – Types of Receiving.
- Unit – IV** : Storing & Issuing – Procedure – Stock Taking, Stock Level, Par Stock, Bin Card - Food and Beverage Control – Objectives and Methods of Control.
- Unit – V** : Measurement of Performance – Seat turnovers, Sales Per Waiter, Sales per Cover, Average Sales, Beverage Cost.

Industry – Buyer’s Behavior.

- Unit – III** : Market Research and Methods – Marketing Mix – Product, New Product Development and Product Life Cycle – Pricing and Pricing Strategies – Placement or channels of Marketing, Promotion – Advertising, Sales promotions, Public Relations and Publicity.
- Unit – IV** : Internal Marketing – Destination Merchandising – Sales force training – Methods, Concepts, Rewards – Marketing Control.
- Unit – V** : Marketing Information System (Definition, Component and Uses) Retailing – Definition, Concept, Opportunities and Emerging Trends – Marketing Environment – Travel & Tourism Marketing.

Reference Books:

1. Marketing for Hospitality and Tourism – Philip Kotler, James Makens and John Bowen, Pearson Education Singapore Pvt. Ltd., New Delhi – 92.
2. Service Management and Marketing – Christian Gronron Lexington, MA, Lexington Books.
3. Marketing Leadership in Hospitality – Robert CFord and Cherril P.Heaton, Von Nostrand Reinhold India, New Delhi.

Paper IV Human Resource Management Subject Code :
In Hospitality Industry (Theory)

- Unit – I** : Objectives and Strategies of Human Resource Management – Maslow Theory, Functional Policies of Hotels, Styles of Management.
- Unit – II** : Concept and Objectives of Human Resource Planning, Human Resource Planning Process – Job Analysis, Job Description, Contents of Job Description with Examples – Job Specification, Job Evaluation- Methods.
- Unit – III** : Recruitment, Selection & Interviews, Sources of Recruitment, Advertising – Selection, Letter of Application, Designing an Application form – The Short list, Interview, Interview questions – Group Discussions – Psychological Test.
- Unit – IV** : Appointment, Induction and Training, Performance Appraisal, Letter of Appointment – Training Programmes for Hotel Employees – Basic Principles of Training, on the Job Training – Methods of

Appraisal – Traditional and Modern Methods – The Appraisal Form.

- Unit – V** : Employee Relation :
- Employees Association, Staff Representatives, Union Representative, Strike Handling – Trade unions and Personnel Policies.

Reference Books:

1. Human Resource Management, CB Memoria, Himalayan Publishing Company, New Delhi.
2. Personnel Management: Edwin Flippo, Tata Mc Graw Hill Publishers, New Delhi.
3. Human Resource Development & Management in Hotel Industry – Dr.Jagmohan Negi – Frank Bros & Co., New Delhi.

Paper V ENTREPRENEURSHIP MANAGEMENT Subject Code :
(Theory)

- Unit – I** : Introduction to Entrepreneurship
Entrepreneurship-Definition, Characteristics and qualities of entrepreneur, Types of entrepreneurs.
- Unit – II** : Different Organizations in Entrepreneurship
Entrepreneurial development training, Support of Institutions like NIESBUD-Delhi, SIET - Hyderabad, ITCOT, SIPCOT, SISI ---- Tamil Nadu.
- Unit – III** : Introduction to Project
Idea processing and selection, Identification and classification, Project life cycle, Project formulation.
- Unit – IV** : Entrepreneurship Related to the Hotel Industry
Plant layout in view of the Hotel Industry, Steps for starting small hotel, Problems in starting a hotel, Ways to rectify them
- Unit – V** : Introduction to Project Report.
Project Report-Meaning and Definition, Types of Project Report, Components of Projects Report, Steps in Developing a Project Report, Essentials of a Good Project Report.

Reference Books

1. Vasanth Desai: Dynamics of Entrepreneurial Development and Management : Himalayan Publishing Company, New Delhi, Edition 3, 2005.
2. David H.Holt : Entrepreneurship: Hall India Publishers, New Delhi : Edition 2, 2004.
3. Jose Paul, N. Ajith Kumar, Entrepreneurship Development- Himalaya Publishing house, Mumbai, Fourth revised edition 2000.
4. Madhurima Lall, Shikha Sahai, Entrepreneurship- Excel Books, New Delhi, First Edition 2006.
5. C.B.Gupta, N.P.Srinivasan, Entrepreneurial Development- Sultan Chand and Sons, New Delhi, Sixth Edition 1999.
6. Vasant Desai, Small Scale Industries and Entrepreneurship- Himalaya Publishing House, Mumbai, Sixth Revised Edition 2001.

Paper VI INDUSTRIAL TRAINING REPORT & VIVA VOCE SubjectCode : (90 DAYS)

Industrial Training:

Being a professional course, Industrial Training is also included as a part of the curriculum. A minimum of ninety days industrial training in a Reputed Hotel has to be undergone by every student before the completion of third year. The training has to be given under the supervision and guidance of the Hotel Training Manager.

Each student will have to maintain a daily logbook and enter the observations and get it countersigned by the Hotel Training Manager. At the end of the Training, the student will have to submit a comprehensive Training Report undergone by him/her at the hotel and appear for Viva-voce examination.

Paper VII ENVIRONMENTAL STUDIES (Theory) Subject Code :

This is compulsory paper common for all UG Courses. Students have to write examination on this paper at the end of the Third year.

Reference Book:

Books prescribed by Madurai Kamaraj University for All Under Graduate Courses offered by the Directorate of Distance Education, Madurai Kamaraj University, Madurai.
