



மனோன்மணியம் சுந்தரனார் பல்கலைக்கழகம்

MANONMANIAM SUNDARANAR UNIVERSITY

**SYLLABUS FOR ADVANCED DIPLOMA IN HOTEL MANAGEMENT &
CATERING SCIENCE PROGRAM OFFERED THROUGH DIRECTORATE OF
VOCATIONAL EDUCATION (COMMUNITY COLLEGES AND VOCATIONAL SKILL
DEVELOPMENT CENTRES) FROM 2019 - 2020**



கல்விசார் நிலைக்குழுக் கூட்டம்

**MEETING OF THE STANDING COMMITTEE ON
ACADEMIC AFFAIRS HELD ON WEDNESDAY
THE 22nd JANUARY 2020**

**ADVANCED DIPLOMA IN HOTEL MANAGEMENT & CATERING
SCIENCE**

மேம்பட்ட உணவக மேலாண்மையும் சமையல் கலையும் பட்டயம்

SCHEME OF EXAMINATION

Subject code	Title of the Course	Credit	Hours	Passing Minimum
Semester I				
C19HO11/E19HO01	Food Production	6	90	40/100
C19HO12/E19HO02	Food and Beverage Service	6	90	40/100
C19HO13/E19HO03	House Keeping Operation	6	90	40/100
C19CE10/E19CE10	Communicative English	6	90	40/100
C19HOP1/E19HOP1	Practical I-Food Production	4	120	40/100
Semester II				
C19HO21/E19HO04	House Keeping Management	6	90	40/100
C19HO22/E19HO05	Front office Management	6	90	40/100
C19LS23/E19LS05	Life Skill	6	90	40/100
C19HO24/E19HO06	Food and Beverage Production	6	90	40/100
C19HOP2/E19HOP2	Practical II-Food and Beverage Service	4	120	40/100
Semester III				
C19HO31/E19HO07	Fundamentals of Management	6	90	40/100
C19HO32/E19HO08	Services Marketing	6	90	40/100
C19HO33/E19HO09	Fundamentals of Financial Accounting	6	90	40/100
C19HOP3/E19HOP3	Practical III-House Keeping and Room Service	4	120	40/100
C19HOIP/E19HOIP	Internship	10	150	40/100
Semester IV				
C19HO41/E19HO10	Fundamentals of Human Resource Management	6	90	40/100
C19HO42/E19HO11	Customer Relationship Management	6	90	40/100
C19HO43/E19HO12	Inventory Management	6	90	40/100
C19HOP4/E19HOP4	Practical IV-Front Office Management	4	120	40/100
C19HOPW/E19HOPW	Project Work	10	150	40/100

Eligibility for admission: Pass in 10th std examination conducted by the Govt. of Tamil Nadu Board of Secondary Education, Government of Tamil Nadu or any other equivalent examination.

Examination: Passing Minimum for each Course is 40%. Classification will be done on the basis of percentage marks of the total marks obtained in all the Courses and as given below:

40 % but less than 50 %	- Third class
50 % but less than 60 %	- Second class
60 % and above	- First class

Theory Paper

Internal Marks-25

External Marks-75

Syllabus

Semester I

Course I - Food Production
Course II - Food and Beverage Service
Course III - House Keeping Operation
Course IV - Communicative English
Course V - Practical I-Food Production

Semester II

Course VI - House Keeping Management
Course VII - Front office Management
Course VIII - Life Skill
Course IX - Food and Beverage Production
Course X - Practical II-Food and Beverage Service

Semester III

Course XI - Fundamentals of Management
Course XII - Services Marketing
Course XIII - Fundamentals of Financial Accounting
Course XIV - Practical III-House Keeping and Room Service
Course XV - Internship

Semester IV

Course XVI - Fundamentals of Human Resource Management
Course XVII- Customer Relationship Management
Course XVIII-Inventory Management
Course XIX - Practical IV-Front Office Management -
Course XX -Project Work

***(Semester Pattern for Community College Only)**

PROGRAM OBJECTIVE

1. To improve the standards of Hospitality Education keeping pace with the Human Resource requirements of the Hospitality industry.
2. To train students on all core areas of hospitality industry.
3. To provide opportunities for Research and Field work in hospitality education.

SEMESTER I

COURSE I (C19HO11/E19HO01)FOOD PRODUCTION

Objectives

- 1- To find the classification of cooking materials.
- 2- To know about methods of mixing.
- 3- To identify names of garnishes used in food items

UNIT- I

18 Hrs

Aims and objectives of cooking food- Classification of cooking materials
Classification of cooking materials and their uses- Foundation ingredients, Fats and Oils, Raising Agents, Eggs, Salt, Liquid, Flavorings and seasonings, Sweetening agents, Thickening agents

UNIT- II

18 Hrs

Preparation of Ingredients - Washing, Peeling, Paring, Cutting, Grating, Grinding, Mashing, Sieving, Centrifuging, Homogenization, Fermentation- Methods of mixing - Beating, Blending, Cutting, Creaming, Kneading, Folding, Pressing, Sealing, Whipping, Rubbing in, Rolling in, Stirring, Pureeing, Marinating - Texture - Firm & pluse, shortly and crumbly, spongy, Light and even, Flay, Course, Tough, Hard.

UNIT- III

18 Hrs

Methods of cooking foods - Roasting, Baking, Frying, Boiling, Poaching, Steaming, Stewing, Braising, Boiling, Grilling, Blanching, Simmering
Stock - Types of stock and its uses- Sauces - Basic Mother Sauces - Salad, types of Salad and its uses.

UNIT- IV

18 Hrs

Garnishes - Names of Garnishes used in food items - Fish - Classification fish; Selection and Cuts of fish, Cooking of fish - Meat - Sign of Quality, Joint and their uses (Lamb, Mutton, Veal, and Beef & Pork) - Poultry - Classification and Selection of poultry.

UNIT V

18 Hrs

Eggs – Structure, selection of quality, various ways of cooking eggs with example in each method. Farinaceous dishes – types of recipies and methods of cooking with examples. Vegetables – Effect of heat on different vegetables in acid/alkaline medium and reaction with oil/metals. Method of cooking different vegetables with emphasis on cooking asparagus, antichokes, Brussels sprouts.

OUTCOME:

- 1- Understand classification and selection of poultry.

REFERENCE TEXT :

- Modern Cookery - Volume - I Thangam E Philip
- Food Science - Srilakshmi. B.

COURSE II
(C19HO12/E19HO02)FOOD AND BEVERAGE SERVICE

Objectives

- 1- To study about Organizational Hierarchy Chart of Restaurant.
- 2- To know about job description of waiter
- 3- To find the Safety in Restaurant for Server.

UNIT- I

18 Hrs

Introduction of Hotels and its Origin - Restaurant of types of Restaurant - Coffee shop, Continental & Speciality Restaurant, Grill Room, Dining Room, Snack Bar, Discotheque and Night Club - Organizational Hierarchy Chart of Restaurant.

UNIT- II

18 Hrs

Knowledge of waiter - Job description of waiter - Basic etiquette for Restaurant Staff- Types of Menu - Alacarte, and Table d'hôte, Combination menu- Grooming for Waiter and Waitress - Service equipment - Linen, Chinaware, Glassware

UNIT- III

18 Hrs

Preparation for Service - Mise-en-Scene, Mise-en-Place, Sideboard.
Safety in Restaurant for Server- Sanitation and Hygiene- Type of Service - English Service, French Service, Silver Service- American Service Cafeteria Service, Counter Service, Grill Room Service- Room Service and Buffet Service.

UNIT- IV

18 Hrs

Beverage Service and its Classification

Alcoholic Beverages: Wines-Beer-Whisky-Brandy-Gin-Rum-Vodka.
Non-Alcoholic Beverages:Tobacco-Varieties of Tobacco.

UNIT- V

18 Hrs

Breakfast - Continental & English-Cover & Types of Cover - Arrangement of Cover-Table settling for parties, outdoor catering

OUTCOME:

- 1- Receive basic etiquette for restaurant staff.

REFERENCE TEXT :

- Food and Beverage service Training Manuel - Sudhir Andrews

COURSE III

(C19HO13/E19HO03)HOUSE KEEPING OPERATION

Objectives

- To identify duties and responsibilities of housekeeping employees
- To study about check list of standard guest and bathroom supplies
- To learn the pest control and eradication

UNIT – I

18 Hrs

Importance of housekeeping in the hospitality industry - Types of lodging establishments - Organizational chart - Duties and responsibilities of housekeeping employees - Cleaning equipment - Selection of equipment - Use and care of equipment and material required by the House Keeping Department.

UNIT – II

18 Hrs

Solvents grease absorbents, disinfectants, antiseptics, soaps, deodorants, detergents, polishes & storage. Hazardous materials - Cleaning methods - Care, cleaning and polishing of various surfaces, hard floorings, thermoplastic floorings, wooden, surfaces painted, varnished, laminated compositions, walls and wall coverings, furniture of various types.

UNIT – III

18 Hrs

Cleaning of guest rooms and bath - Daily, weekly and spring cleaning, night service, check list of standard guest and bathroom supplies, room occupancy list, housekeepers report, handling room transfers, lost and found, cleaning of public restaurant. Food service, areas and employees areas.

UNIT – IV

18 Hrs

Laundry work - Use of laundry agents, laundry equipment, stain removal agents, handling guest laundry. Linen Room - Its importance in hotels, selection and buying of linen, inspecting, receiving used linen.

UNIT – V

18 Hrs

Different types and importance of keys - section key, master key, floor key and grand master key. Key of executive offices and public areas and computerized key. Pest control and eradication - with special reference to rats, cockroaches, furniture beetle, clothes moth, etc. Dealing with emergency situation like fire, death, theft, accidents, safety security control.

OUTCOME:

- 1- Learn the Food service, areas and employees areas.

REFERENCES

1. Housekeeping - Operations, Design and Management - Malini Singh and Jaya B. George
2. Housekeeping Operations and Management - RakeshKadam
3. Professional Management of Housekeeping Operations - Thomas J. A. Jones

COURSE IV

(C19CE10/E19CE10)Communicative English

1. **Basic Grammar:**

- a. Review of grammar
- b. Remedial study of grammar
- c. Simple sentence
- d. Word passive voice etc.

2. **Bubbling Vocabulary:**

- a. Synonyms
- b. Antonyms
- c. One – work Institution

3. **Reading and Understanding English**

- a. Comprehension passage
- b. Précis – writing
- c. Developing a story from hints.

4. **Writing English**

- a. Writing Business letters.
- b. Paragraph writing
- c. Essay writing
- d. Dialogue writing

5. **Speaking English**

- a. Expressions used under different circumstances
- b. Phonetics

Reference :

1. V.H.Baskaran – “English Made Easy”
2. V.H.Baskaran – “English Composition Made Easy”
(Shakespeare Institute of English Studies, Chennai)
3. N.Krishnaswamy – “Teaching English Grammar”
(T.R.Publication, Chennai)
4. “Life Skill” – P.Ravi, S.Prabakar and T.TamzilChelvam,
M.S.University, Tirunelveli.

**COURSE V
PRACTICAL I**

(C19HOP1/E19HOP1)FOOD PRODUCTION

Basic Western cuisine

1. Varieties of Vegetables.
2. Different cutting of Vegetables.
3. Methods of cooking vegetables - Boiling, Frying, Steaming, Baking, Braising

Preparation of Stock

Demonstration - Preparation of basic stock.

Preparation of Sauces

Demonstration - Preparation of basic mother sauces

Preparation of Soups

Demonstration - Preparation of basic soups.

Identification of fish

Identification and classification of fish and cuts of fish.

Identification & Preparation of Poultry

Cuts of Poultry, Preparation of chicken.

Indian Cuisine (Rice, Cereals & Pulses)

Preparation of simple dishes.

Boiled Rice and its different method (Draining & Absorption)

Fried Rice

Wheat product - chapatti, paratha, poories, Naan

Individual students practical

Soup : Cream of Tomato soup, cream of veg. soup, mulligatawny soup, tomato shorba, mine stone soup, chicken clear soup, and sweet corn veg. soup.

Salad : Green salad, Tossed salad, Russian salad, fruit Salad.

Sweets : Beetroot Halwa, RawaKesari, Moondalpayasam, GulabJamoon, Rasa Gullah, SemiyaKesari, Pal Payasam, Caramel custard, Carrot Halwa, Shahitukra.

Snacks :French fries, Vada, Paroda, Samosa

Rice :JeeraPulao, Chicken Biryani, Ghee Rice, PaneerPulao, Coconut Rice, Tomato Rice, Lime Rice, Curd Rice, Veg Pulao, Chicken fried Rice, Veg Fried Rice, Egg Fried Rice, Chicken, Veg, Egg noodles.

Bread : Chapatti, Paratha, Naan, Poories

Curries : Veg Khorma, Chicken Chettinadu, Paneer butter masala, sambar, Rasam, Kadai Chicken, Alagobi Masala, Channa Masala, Mutton roghan josh, Malabar Fish curry, Chilly chicken, Chilly Gobi, Chicken-65, Butter chicken masal

REFERENCE TEXT :

- Modern Cookery Volume I & II - Thangam E. Philip.

SEMESTER II
COURSE VI
(C19HO21/E19HO04)HOUSE KEEPING MANAGEMENT

Objectives

- 1- To know about layout of House Keeping department.
- 2- To study the equipment and accessories for lines and uniform rooms.
- 3- To find the room maintenance procedure.

UNIT- I

18 Hrs

Organizing the House Keeping Department- Introduction, Layout of House Keeping department- Organization of House Keeping department-Qualities of House Keeping Staff.

UNIT- II

18 Hrs

Rooms and Floors - Practices and Procedures, Knowledge of Rooms -Rules on a Guest Floor, Maids card- Room Cleaning Procedure- Making a Bed, Cleaning a Bathroom- Room Maintenance Procedure, Reportable matters list -Weekly Cleaning Procedure, Under repair room - Preparing a Room report.

UNIT- III

18 Hrs

Public Area Cleaning, Care, Storage of Service furniture - Linen and Uniform Room - Practices and Procedures, cleaning, cart and storage - Equipment and Accessories for lines and Uniform Rooms -Types of Rooms used, Types of Lines, Inventory Control - Cleaning Method - Cleaning Equipment and Standards - Pest and Pest control.

UNIT IV

18 Hrs

Supervising Sanitation of the Environment-Basic Cleaning - Dusting - Sweeping - Polishing - Washing , Special Cleaning of - Different types of floors - Wall & Ceiling - Doors & Windows - Furniture & Fixtures - Venetian Blinds , Maintenance of Toilet, Water treatment, Filtering & Purification.

UNIT V

18 Hrs

Pest control and eradication –with special reference to rats, cockroaches, furniture beetle, clothes moth, etc. Dealing with emergency situation like fire, death, theft, accidents, safety security control.

OUTCOME:

- 1- Receive Cleaning Equipment and Standards.

REFERENCE TEXT :

- Hotel House Keeping - Sudhir Andrews.

COURSE VII
(C19HO22/E19HO05)FRONT OFFICE MANAGEMENT

Objectives

- To identify the guest registration card.
- To learn about job description of front office assistant.
- To study the safety locker management.

UNIT- I

18 Hrs

The Hotel - Industry – Introduction- Types of Hotels- Front Office – Introduction- Qualities of Front Office Staff- Front Office Organizational Hierarchy of a large Hotel- Front Office Salesmanship.

UNIT- II

18 Hrs

Job description of Front Office Assistant-Department of Front Office Co-Ordinate with -Front Office Procedures for emergencies- Information - Message Handling- Reservation - Mode of Reservation, Sources of Reservation, Type of Plans, Group Reservation, Reservation Form.

UNIT- III

18 Hrs

Reception - Guest Registration Card - Reception at Night- Hotel Credit - Credit Cards, Procedure for handling Credit Cards - Guest Arrival - Procedure for check in - Guest departure - Procedure while check out- Safety Locker Management.

UNIT- IV

18 Hrs

Lobby - Department Co-ordinate with Lobby- Job description of Bellboy and Bell captain - Left Luggage procedure - Scanty Baggage Procedure - Wake up Call Procedure.

UNIT V

18 Hrs

Cash billings – various systems of maintaining guest accounts, reports and cashier desk, departure procedure, credit and discounts in hotels, handling of credit cards, travellers cheques, travel agents coupons and airline vouchers, foreign exchange regulations in the hotels regarding payment of hotel bills by foreigners and NRIs, handling of guest valuables.

OUTCOME:

- 1- Understand handling of guest valuables.

REFERENCE TEXT :

- Hotel Front Office - Training Manuel - Sudhir Andrews.

COURSE VIII

(C19LS23/E19LS05)LIFE SKILL

I Life Coping or adjustment

- (a) External and internal influence in one's life
- (b) Process of coping or adjustment
- (c) Coping with physical change and sexuality
- (d) Coping with stress, shyness, fear, anger far live and criticism.

II Attitude

- (a) Attitude
- (b) Self acceptance, self – esteem and self actualization
- (c) Positive thinking

III Problem Solving

- (a) Goal Setting
- (b) Decision Making
- (c) Time Management and stress Management.

IV Computers

- (a) Introduction to Computers
- (b) M.S.Office
- (c) Power Point

V Internet

- (a) Introduction to internet
- (b) E – mail
- (c) Browsing

References:

- 1) Life Skill Programmecourse I & II by Dr. Xavier Alphona MCRDCE Publications. R.K.Mutt Road, Chennai – 28
- 2) ஆளுமைபண்புவளர்த்தல் மற்றும் தகவல் தொடர்பு by M.Selvaraj Community College,Palayamkottai
- 3) “Life Skill” –P.Ravi, S.Prabahar&T.TamilChelvam, M.S. University, Tirunelveli

COURSE IX

(C19HO24/E19HO06)FOOD AND BEVERAGE PRODUCTION

Objectives

- 1- To know about vegetable preparation area.
- 2- To study the principles of balanced and health diet
- 3- To identify global hospitality industry

UNIT – I

18 Hrs

An overview of the Global Hospitality Industry and Catering Services – Introduction to Art of Cookery – Culinary History – Nouvelle Cuisine, Fusion Cuisine, Cuisine Minceur, Popular International Cuisine. Characteristics, menu terms, names of dishes – Basic culinary terms: Indian – Oriental – Western.

UNIT – II

18 Hrs

Section of the Kitchen with layout and functions – Receiving area, Storage area Dry and cold butchery and vegetable preparation area, Cooking area – Hot kitchen, Cold Kitchen, Bakery and Confectionary.

UNIT – III

18 Hrs

Classification – Heat generating, Refrigerating, Kitchen machinery, Storage, Tables hand tools, Weighing and measuring, Pot wash, holding utensils stillroom.

UNIT – IV

18 Hrs

Classification with examples and uses of cookery – Cereals, Pulses, Vegetables and fruits, eggs, seafood and fresh water fish, red and white meat, dairy products nuts and oilseeds, fats and oils, sweetening agents, spices and condiments, leavening agents, herbs, essence and flavors, food coloring agents.

UNIT – V

18 Hrs

Importance of cooking food – Principles of balanced and health diet – Carbohydrate rich foods – Protein rich foods – Fat rich foods – vitamin rich foods – Mineral rich foods.- preparation of various types of Beverages.

OUTCOME:

- 1- Obtained mineral rich foods.

REFERENCES

1. Modern cookery for teaching and the trade – Volume I & II – Thangam E.Philip
2. Prashad Cooking with Indian Masters – J. Kalra and Gupta Sing
3. Theory of Catering – Kinton and Ceasarani
4. Theory of Cooking – Krishna Arora
5. Basic Cookery – Martland and Welsby

**COURSE X
PRACTICAL II**

(C19HOP2/E19HOP2)FOOD AND BEVERAGE SERVICE

List of Exercises

1. Napkin (Serviette folds)
2. Cleaning and wiping of cutlery, crockery and glassware
3. Carrying light and heavy tray
4. Carrying glasses
5. Beverage services
6. Laying cover
7. Receiving the guest, presenting the menu, taking order
8. Service of non-alcoholic drinks
9. Holding service spoon and fork
10. Clearing soiled plates from table
11. Taking order through telephone for room service
12. Changing ashtray during service
13. Presenting the bill

REFERENCE TEXT :

- Food and Beverage Service – Training Manuel – Sudhir Andrews.

**SEMESTER III
COURSE XI**

(C19HO31/E19HO07)FUNDAMENTALS OF MANAGEMENT

Objectives

- 1- To find the skills and levels of management.
- 2- To study about steps in planning process.
- 3- To identify performance and potential appraisal.

Unit-I

18 Hrs

Nature and functions of Management – Skills and levels of management – Different approaches to management – systems approach – Social Responsibility of Business.

Unit-II

18 Hrs

Planning – Nature – Importance – Types – Steps in planning process – MBO – Strategic planning process.

Unit-III

18 Hrs

Formal / Informal organization – Organizational structure – organizing process – Departmentalization – Authority delegation – Decentralization – Coordination.

Unit-IV

18 Hrs

Staffing procedure-Recruitment, Selection, Induction, Performance and Potential Appraisal;- Training and development, Methods, Design & Evaluation of T & D Programmes.

Unit-V

18 Hrs

Direction and Communication – Processes, Barriers and Types, Decision making, System and process of controlling, Control techniques, Total quality management – Use of IT in management functions

OUTCOME:

- 1- Understand total quality management.

References

- Essentials of Management – Harold Koontz, Heinz Weihrich
- Principles of Management – Tripathi, Reddy
- Management: A competency based approach – Hellriegel and Slocum

COURSE XII

(C19HO32/E19HO08)SERVICES MARKETING

Objectives

- 1- To identify nature and scope of Service Marketing
- 2- To know about promoting market communication service.
- 3- To study planning and branding services.

UNIT-I

18 Hrs

Introduction – Meaning and Objectives of Service Marketing. Nature and Scope of Service Marketing – Significance.

UNIT-II

18 Hrs

Service Market – Segmentation – Selecting the appropriate customer portfolio, creating and maintaining customer loyalty.

UNIT-III

18 Hrs

Pricing Strategies for promotion positioning service in the market – promoting market communication service.

UNIT-IV

18 Hrs

Planning and Branding Services, New Services Development and customer Loyalty.

UNIT-V

18 Hrs

Planning and Managing Service delivery. Situation review. The role of intermediaries. Enhancing value by improving quality and productivity.

OUTCOME:

- 1- Learn enhancing value by improving quality and productivity.

Reference Books:-

1. Service Marketing by Ravi Shanker
2. Service Marketing by Tyagi

COURSE XIII

(C19HO33/E19HO09)FUNDAMENTALS OF FINANCIAL ACCOUNTING

OBJECTIVES

- 1- To study about final accounts of companies.
- 2- To find the accounting of Insurance companies.
- 3- To learn the economic value added accounting standards.

UNIT I

18 Hrs

Company accounts – Issue of shares, Debentures, Redemption of shares, Redemption of debentures, Final accounts of companies

UNIT II

18 Hrs

Liquidation of companies, Amalgamation, Absorption, internal reconstruction, External reconstruction, and Holding company accounts

UNIT III

18 Hrs

Accounting of banking companies, Accounting of Insurance companies – General Insurance companies – Life Insurance companies- Insurance Claims

UNIT IV

18 Hrs

Economic Value added Accounting standards, Accounting for transfer pricing – Segmented reporting - Hotel accounting, Hospital accounting

UNIT V

18 Hrs

Double account system, Inflation Accounting, Human Resource Account

OUTCOME:

- 1- Received accounting for transfer pricing.

Reference Books:-

1. Financial management theory and practices by Chandra.
2. Financial management by Prasanna Chandra.
3. Basic Financial Management by Khan Jain

COURSE XIV

PRACTICAL III

(C19HOP3/E19HOP3)HOUSE KEEPING AND ROOM SERVICE

List of Exercises

- Complete housekeeping service with daily linen change.
- Cleanliness
- Maintenance of the living room and lobby
- Aesthetic upkeep of rooms, public area, back area and surroundings
- Vacuuming, dusting, laundry, mopping and waxing floors and changing and laundering linen

COURSE XV

(C19HOIP/E19HOIP)INTERNSHIP

- The students of this course are required to take up Internship training during the third semester and submit a report at the end of the semester but before the commencement of the end semester examination.
- The Objective of the internship is to understand the day to day activities of a hotel in which the internship is undertaken. The students should be advised to know the functions and activities performed and provided in all the departments of the hotel.
- The period of the internship can be decided by the centres concerned according to the availability of the training opportunities available. The choices could be either the internship can be on a daily basis in the afternoon or evening throughout the semester or for a period of one month after completion of the classes, before the examinations

**SEMESTER IV
COURSE XVI**

**(C19HO41/E19HO10)FUNDAMENTALS OF HUMAN RESOURCE
MANAGEMENT**

Objectives

- 1- To learn about systems approach to personnel management.
- 2- To study wages and salary administration.
- 3- To identify employee grievance procedures.

UNIT – I

18 Hrs

Human Resource Management – Definition, Concept, Objectives, Characteristics, and Functions – Systems approach to personnel Management – Organizational structures.

UNIT – II

18 Hrs

Man Power Planning, Job analysis, Job description, Job specification, Job Evaluation, Recruitment and selection Process.

UNIT – III

18 Hrs

Training of employees, supervisors and Executives – Promotions – Demotions, Transfer, Absenteeism, Turnover, Employee Remuneration : Wages and Salary Administration – Rewards and Incentives, Benefits and Employee Services – Performance appraisal.

UNIT – IV

18 Hrs

Industrial Relations – Definition – Significance Causes for poor industrial Relations Suggestions to Improve Industrial Relations – Labour disputes and Industrial Relations in India.

UNIT – V

18 Hrs

Workers Participation in Management, Collective Bargaining and Industrial relations – Employee Grievance Procedures & Industrial Disciplinary System

OUTCOME:

- 1- Learning about labour disputes and Industrial Relations in India.

Reference Books:-

1. Human Resource Management by K. Aswathappa
2. Human Resource Management by N. K. Singh
3. Human Resource Management by L. M. Prasad

COURSE XVII

(C19HO42/E19HO11)CUSTOMER RELATIONSHIP MANAGEMENT

Objectives

- 1- To identify purpose of relationship marketing.
- 2- To know about components of customer satisfaction.
- 3- To find the service recovery paradox.

Unit I

18 Hrs

Customer Relationship Management Fundamentals- Theoretical perspectives of relationship, Evolution of relationship marketing, Stages of relationship, Issues of relationship, Purpose of relationship marketing.

Unit II

18 Hrs

Historical Perspectives, CRM Definitions, Emergence of CRM practice:, CRM cycle, Stakeholders in CRM, Significance of CRM, Types of CRM, Success Factors in CRM, CRM Comprehension, CRM Implementation.

Unit III

18 Hrs

Customer Satisfaction: Meaning, Definition, Significance of Customer Satisfaction, Components of Customer Satisfaction, Customer Satisfaction Models, Measuring Customer Satisfaction, Customer Customer Satisfaction Practices, Cases of Customer Satisfaction

Unit IV

18 Hrs

Service Quality: Concept of Quality, Meaning and Definition of Service Quality, Factors influencing customer expectation and perception, Types of Service Quality, Service Quality Dimensions, Service Quality Gaps, Measuring Service Quality.

Unit V

18 Hrs

Service Recovery Paradox, Customer Life time value, customer profitability, customer recall management, customer experience management, Rural CRM, , customer relationship management practices in hospitality industry.

OUTCOME:

- 1- Understand the service quality gaps.

References

1. Alok Kumar Rai : Customer Relationship Management: Concepts and Cases (Second Edition)-PHI Learning
2. Chaturvedi-Customer Relationship Management(Excel Books)
3. 8. Sheth J N, Parvatiyar A. and Shainesh G. : Customer relationship management: , Emerging Concepts, Tools, & Applications, Tata McGraw-Hill Education

COURSE XVIII

(C19HO43/E19HO12)INVENTORY MANAGEMENT

Objectives

- 1- To find about scope of inventory control.
- 2- To learn the work in process inventories.
- 3- To study economic order quantity.

Unit I

18 Hrs

principles of inventory control, Inventory management measurements and techniques, Importance & Scope of Inventory Control,

Unit II

18 Hrs

Costs Associated with Inventory, financial importance of inventory management and control, Types of Inventory, Inventory classifications – raw materials, work-in-process, and finished goods.

Unit III

18 Hrs

Inventory Control, Selective Inventory Control, Economic Order Quantity, Safety Stocks, Inventory Management Systems

Unit IV

18 Hrs

Forecasting Techniques, Principles of Material Requirements Planning, Material Requirement Planning, Manufacturing Planning (MRP-II), Just in Time (JIT).

Unit V

18 Hrs

Internal and external lead time and cumulative lead time, work in Process Inventories, Finished Goods Inventories, General Management of Inventory, Spare Parts Inventories, Use of Computers in Inventory Management.

OUTCOME:

- 1- Receive the material requirement planning.

References

1. Inventory Management – D Chandrabose
2. Inventory management in India - R. S Chadda

COURSE XIX

PRACTICAL IV

(C19HOP4/E19HOP4)FRONT OFFICE MANAGEMENT

- Functions of Lobby Managers such as Registration Card, Reservation Form, Amendment Slip, Cancellation Slip, Arrival/departure notification slip
- VIP amenities voucher, Miscellaneous charge voucher, Allowance voucher, Paid out voucher, Message slip Telephone etiquettes and manners.
- Front desk grooming and other essentials – body language, speech modulation which includes articulation, variation control of p
- Caring for guest and their security
- Handling customer on his requirements appropriately
- Handling guest complaints and problems
- Handling of master keys
- Handling of unusual moment

COURSE XX

(C19HOPW/E19HOPW)PROJECT WORK

- The students of this course are required to undertake a project work individually on a specific topic during the fourth semester and submit a report at the end of the semester but before the commencement of the end semester examination.
- The objective of the Project work is to understand the problems faced by a hotel organization and offer specific suggestions to solve those problems.
- The period of the project work can be decided by the centres concerned according to the availability of the opportunities available. The choices could be either the student can take up the work on a daily basis in the afternoon or evening throughout the semester or for a period of one month after completion of the classes, before the examinations.
