

NORTH MAHARASHTRA UNIVERSITY, JALGAON.
Structure for Bachelor in Hotel Management & Catering
Technology(B.H.M.C.T.)
(W.E.F. Academic Year 2004-05)

Semester I

<u>Code No.</u>	<u>Description</u>
101	Basic India Food Production
102	Food and Beverage Service
103	Basic House-Keeping
104	Communication
105	Catering Science I
106	Basic Principles of Accounting

Semester II

<u>Code No.</u>	<u>Description</u>
201	Basic Continental Food Production
202	Food and Beverage Service II
203	Front Office Operations I
204	Catering Science II
205	French
206	Principles of Management

Semester III

<u>Code No.</u>	<u>Description</u>
301	Quantity Food Production
302	Food and Beverage Operations I
303	Hotel House-Keeping
304	Marketing of Services
305	Personality Development and Group Discussion
306	Hotel Engineering and Services

Semester IV

<u>Code No.</u>	<u>Description</u>
401	Bakery and Confectionery
402	Food and Beverage Operations II
403	Front Office Operations II
404	Catering Science III
405	Food and Beverage Inventory Control
406	Field Work Orientation

Semester V

<u>Code No.</u>	<u>Description</u>
501	Specialized Food Production
502	Food and Beverage Special Service
503	Accommodation Operations

- 504 Food and Beverage Management
 505 Financial Management
 506 Business Law (Contract Shop & Est FERA) I

Semester VI

<u>Code No.</u>	<u>Description</u>
601	Specialized Indian Food Production
602	Business Law II (Mercantile CP)
603	Food and Beverage Management II
604	Managerial Economics
605	Personnel Management
606	D Elective I

Semester VII

<u>Code No.</u>	<u>Description</u>
701	Industrial Training
702	Project Report
703	Computer Application

Semester VIII

<u>Code No.</u>	<u>Description</u>
801	Advanced Food Production
802	Catering Equipment Management
803	Planning and Designing of Hotel Operation Area
804	Advertising and Public Relations
805	Travel and Tourism
806	D Elective II

D Elective- I

GROUP A	Personnel Management
GROUP B	Marketing Management
GROUP C	Finance and Material Management
GROUP D	Total Quality Management

D Elective-II

GROUP A	Personnel Management
GROUP B	Marketing Management
GROUP C	Finance and Material Management
GROUP D	Total Quality Management

NORTH MAHARASHTRA UNIVERSITY, JALGAON

(Faculty of Commerce & Management)

Syllabus for Bachelor in Hotel Management &

Catering Technology (B. H. M. C. T.) to be

(Implemented from 2004-05.)

BHMCT Part I (First Year)

BHMCT Part II (Second Year)

BHMCT Part III (Third Year)

BHMCT Part IV (Fourth Year)

Introduction:

The basic idea is to introduce a full time four years Degree Course in Hotel Management and Catering Technology (BHMCT) with a bifurcation after two years so that the first two years is equivalent to a Diploma in Hotel Operations.

II. The Framework of the curriculum of B. H. M. C. T Course

1. The basic objective of an BHMCT programme is to provide to the country a steady stream of competent young men and women with the necessary knowledge, skills, values and attitudes to occupy positions of management and administration in Hotel and Catering Industry.
2. The course structure of a given BHMCT programme is designed keeping in view the basic objective stated above. Consequently certain essential features of such a model course structures would be:
 - (a) Imparting to the students latest and relevant knowledge from the field of management theory and practice.
 - (b) Providing opportunities to the participants within and outside the institutions, for developing necessary managerial skills and
 - (c) Imparting/developing the right kind of values and attitudes to function effectively in managerial administrative positions
3. **Certain other essential considerations must be**
 - (a) The knowledge inputs and opportunities for skill development are to be offered in an evenly distributed and logically sequenced manner
 - (b) The design must be simple and logical
 - (c) There must be a particular major focus of attention on an area in each semester
4. Imparting/Developing suitable attitudes understandably is a very

- difficult and delicate task and is to be done by the faculty as inconspicuously as possible
5. The relative importance of skills development and attitudinal orientation in management education suggest that an Institution offering BHMCT programme should have some freedom on course development in choosing methods of institutions and internal assessment within a board framework of objectives and curriculum structure.
 6. It is suggested that a minimum weightage of 20 percent be given to internal continuous and sessional assessment, consisting of tasks like class room exercises, tests seminar, presentations, quizzes, group tasks term papers etc. The external semester University examination should only have a maximum weightage of 80 percent
 7. It is suggested that a full time four year programme in hotel management may have 8 semester A semester is expected to have total of 20 work-weeks

III. The Curriculum:

1. The curriculum is presented in the accompanying chart along with Appendices containing list of subjects and outlines of required courses
2. While care and attention should be given to the basic objective of the curriculum and its academic rigor we are not in favour of strict strait-jacketing of management curriculum which would shut out the much needed orientation and innovation in the field of Hotel management education
3.
 - (i) The suggested curriculum indicates a total 45 courses
 - (ii) Of the 45 courses, course No 101, 102, 103, 201, 202, 203, 301, 302, 303, 305, 401, 402, 403, 501, 502, 503, 601 and 801 are practical course
 - (iii) There is a provision for a project study and viva in the seventh semester which together carry a marks value of 200 Internal marks for project work shall be 80 and for viva-voce 120 Viva to be conducted by external examiner with Internal examiner
 - (iv) Semester work load is balanced with six full courses of 100 marks each Per semester, 576 periods for lecture, Practicals and tutorials except for seventh semester
4. Ordinarily, in each class, not more than 60 students will be admitted
5. Appendix I: Outline of the structure of BHMCT course
Appendix II: Detailed syllabus

IV. **Eligibility for Admission:**

- (a) The candidates should have passed the H. S. C. (XII th Std) Examination or its equivalent in academic stream of Science, Arts, Commerce only. Minimum aggregate 50% (45% Marks for Backward Class Candidates from Maharashtra) shall be eligible for admission to the BHMCT course, after written test, interview and other tests.
- (b) Those who have completed the three years Diploma Course in Hotel management & Catering Technology (National Council, BHE) are eligible to be admitted directly to the Third year i.e. Semester V.

Number of Lectures:

There shall be at least 36 hours per week which includes Lectures/Practicals /Tutorial/Seminar/Assignments for the internal assessment work. The duration of the lecture/Practical period shall be of 60 minutes each.

VI.

Practical Training and Project Work:

Each candidate shall have to undergo a vacation training for a period of not less than 30 days during vacation at the end of the First and Second year. And in the seventh semester the student are sent for industrial training for a period of 16 weeks where they would work 8 weeks in Kitchen, 3 weeks in F & B Service, 2 weeks, Front office, 2 weeks in house-keeping and 1 week in Sales and marketing in Hotel/Restaurants of Govt. of Maharashtra/Tourism Department approved by Government. The student shall write a project report on a topic selected under the guidance of an internal teacher, and submit the same to the Principal before the end of the semester VII. The Project report will be assessed by the internal teacher. It is only on the basis of a certificate of the teacher concerned that the project report has been satisfactorily completed, that the candidate would be allowed to appear for the examination of the VIII semester. The project work will carry 80 marks and on the basis of the report submitted by the students, there will be a viva at the end of the V semester carrying 120 marks. The project report is to be prepared by the students and three typed copies are to be submitted to the Principal/Director by 30th September. The report will be duly assessed by the internal teacher of the subject and marks will be communicated by the internal teacher of the subject and marks will be communicated by the Principal to the University before 31st December along with the marks of the internal credit to be communicated for all other papers. No students will be permitted to appear for semester VIII unless he submits the project as required.

VII.

Marks:

Under each semester there will be six full courses carrying 100 marks

each (except for semester VII). Each course shall carry 80 marks for written comprehensive test, 40 marks for written comprehensive test where Practicals are conducted and 40 marks for Practicals and 20 marks shall be reserved for tutorial credit.

Marks will be communicated to the University at the end of each semester. These marks will be considered for the declaration of the results. Passing percentage for each course will be 50% aggregate 32 marks min. out of 80 (External) marks min. marks out of 20 (Internal).

VIII. Elective:

Under semester VI and VIII, the candidates shall be examined for a special subject consisting of two unit courses belonging to any one of the different area of Management, to be selected by the candidate from amongst the following groups:

GROUP A: Personnel Management

GROUP B: Marketing Management

GROUP C: Finance and Materials Management

GROUP D: Total Quality Management.

Candidates for the special course under 606A, shall offer 806 A only.

Candidates for the special course under 606 B, shall offer 806 B only.

Candidates for the special course under 606 C, shall offer 806 C only.

Candidates for the special course under 606 D, shall offer 806 D only.

VIII. Assessment:

The final total assessment of the candidate shall be made in terms of an internal assessment and an external assessment for each course, except in case of semester VII i.e. project report, Industrial Training and Computer application.

- (i) The internal and external assessment will constitute separate heads of passing and they will be shown separately in the transcripts.
- (ii) for each course, the ratio of marks of internal assessment in relation to the external assessment shall be 20: 80.
- (iii) The division of the 20 marks allotted to internal assessment shall be 10 marks for tutorial work or term papers, and 10 marks for mid-semester test or Seminar performance.
- (iv) the external assessment shall be based on the external written examination and practicals to be held at the end of each semester for each.
- (v) the project report and viva shall constitute one head of passing.
- (vi) the marks awarded by a teacher in the internal assessment shall be immediately communicated to the candidate.

(vii) **Reassessment of Internal Marks:**

In case of those students who have secured less than passing percentage of marks in internal i. e. less than 68 the concerned institute should administer a separate internal test of 20 mark, the result of which may be conveyed to the University as the revised internal marks. In case the result of the internal test is above, results in lower marks than the original, the original figure of the marks should be prevailed. In short, the rate is higher of the two figures of the marks, shall be taken into consideration

IX. Examination:

The BHMCT. Examination will be held in eight semesters,

- (i) The candidate will be allowed to carry maximum backlog of six (6) courses from any one or more semesters.
- (ii) the project report is to be prepared by the student and three typed copies to be submitted to the Principal by 30 th September. The report will be duly assessed by the Internal teacher of the subject and the marks will be communicated by the Principal to the University before 31st December. No student will be permitted to appear for eighth semester unless he/she submits the project report as required.

X. Structure of the Question Paper:

At the semester-end examination (external assessment) a question paper for each unit course with two sections, each section carrying 40/20 marks. Section I will consist of four questions. Out of these questions, the candidate will be required to attempt any two question. Alternately, Section II will consist of four problems/ questions. Out of these problems/questions the candidate will be required to attempt of two problems/questions.

XI. Standard of passing:

Every candidate must secure 40% marks in aggregate and in external examination minimum 32 out of 80 marks and for internal examination minimum 8 out of 20 marks, separately in each subject.

XII. Board of paper Setters/Examiners:

For each semester-end examination (external examination) there will be one Board of Paper-setters/ Examiners. While appointing paper-setters/Examiners, care should be taken to see that there is at least one person specializing in each unit course. Out of the total number of paper-setters/Examiners, minimum 50% should be external, the fraction, if any, to be rounded off in favour of external examiners.

XIII. Grading:

There shall be numerical marking for each question. At the time of the declaration of the result, the marks obtained by a candidate will be converted into grades as shown below

<u>Grade</u>	<u>Percentage</u>
A+	70 and above
A	60- 69.99
B+	50 - 59.99
B	40 - 54.99
P	40- 49.99
F	below 40

XIV. Teaching Faculty:

- (a) There must be one full time Principal and two full time Lecturers for first two years of the Course. Subsequently additional two full time lectures should be appointed. Beside full time faculty members, visiting faculty members should be invited to conduct the professional courses.
- (b) Qualifications: The qualifications for Principal and Lecturers would be as laid down by the National Council for Hotel Management and Catering Technology or as prescribed by the Faculty of Management of University of Poona or Board of Technical Education of Government of Maharashtra.

XV. Fees:

The Tuition Fees would be Rs. 15,000/- per year per student.

XVI. Classroom and Laboratories:

Besides the classrooms for Lecturers, the Laboratories for Practicals should include the following:

Basic Training Kitchen, Bakery, Quantity Training Kitchen, Advanced Training Kitchen, Training Restaurant, Dining Hall Reception, House-keeping, Library and 386 computer system with LAN. The Laboratories should be well equipped to impart proper practical knowledge to the students.

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NORTH MAHARASHTRA UNIVERSITY, JALGAON
APPENDIX II Syllabus

(101) Basic Indian Food Production

Introduction to Cookery -

Culinary history, origin of modern cookery, weight and Volumes

Kitchen Organisation -

Structure of kitchen layout

Receiving and Preparation area -

cooking areas, service and washing up areas.

Commodities, Cereals, Pulses, Pastas and breakfast cereals, Fruits and vegetables, Herbs, Spices and condiments (Basic masalas) Tea, Coffee, Cocoa (different type) used in Hotel and Catering Industry.

Menu Briefing -

Standard recipes, writing and costing. Practicals: 24 Indian menus consisting of cereals Pulses, Meat, fish, Eggs, Vegetables, Pastry, Milk and curds.

Reference Books

1. Thangam E. Philip - Modern Cookery for teaching and the Trade.
2. K. Arora and K. N. Gupta - Theory of cookery.
3. Prosper Montagne - Larousse Gastronomique.
4. Ronald Kinton and Victor Ceserani- The Theory of Catering.
5. Victor Ceserani and Ronald Kinton- Practical Cookery.
6. Marzia Magris, Cathy Mc Creery and Richard. Brighton - Introduction to Catering.
7. Food Commodities - Bernard Davis.
8. Richard E. Martland and Derek A Welsby - Basic Cookery.

(102) Food and Beverage Service

Introduction:

The growth of catering industry career opportunities types of catering establishments.

Attributes of Waiter -

Personal hygiene - Appearance, attitudes salesmanship, customer satisfaction.

Organisation:

Various hotel departments structure of F and B department. Service

department Relationship between F and B department and other departments

Introduction:

To still room. Room service and kitchen stewarding department

Operating Equipments:

Crockery, cutlery, glassware, holloware, flatware

Service: Types of service mise-en-scene, mise-en-place, laying the serving at the table at the table social skills

Types of Menus:

Origin of menu, Table d'hote, A la carte, French Classical menu, planning of

Practicals:

Familiarization with restaurant equipments, cleaning and upkeep of the equipment- arrangement of side board, laying of table-linen, laying the cover for different meals, loading and carrying trays and trolleys

Reference Books

1. D. R. Lillicrap - Food and Beverage Service
2. Curry A. J. - The waiter
3. The Educational Institute of the American Hotel Model Association- Food and Beverage Management and Service.
4. Sudhir Andrew - Food and Beverage and Service Training Manual
5. John Fuller - Modern Restaurant Service (A manual for students and practitioners).

(103) Basic House-Keeping

The importance of H. K. guest relations, Repeat Business, Areas to be maintained such as outdoors, indoors, types of rooms

Organisation chart:

Functions of H. K. staff cleaning equipment classification, selection use and care.

Standard cleaning methods -

Procedures, work cards, cleaning Routine Cleaning of any hotel or similar institution -Daily periodical cleaning and spring cleaning in guest rooms and public areas.

Communication with other depts., especially Front Office.

Routine of key control, Maids and H. Keepers report checklists

Lost and found Procedure and storage Pest. control and Irradiation.

Practical:

Objectives:

To introduce the students to the use of cleaning equipment, cleaning agent and basic cleaning procedures.

Cleaning and polishing of glass panels, metals-brass, silver and copper, cleaning of floors and public areas -walls, ceiling fixtures cleaning of wooden and laminated surfaces, bed making, Routines of servicing of rooms
Weekly cleaning Room Inspection Various Types of Machinery - Their use and care

Reference Books

- Hotel, Hostel and Hospital Housekeeping - Joan Branson-
Margaret Lennox
- Commercial housekeeping - Jones I. Philips C
House-keeping management - Alma C Moort
Catering housekeeping and Front Office - Ursula Jones
Professional Housekeeping - Doris Hatfield Christine
Winter Housekeeping Management for Hotels and Residential Establishments -
Rosemary Hurst,
Housekeeping for Hotels Motels, Hospitals and Schools-Grace Prigham.

(104) Communication

Essays: Report writing, precis, comprehension of passages.

Basic letter writing; memorandums, official orders, records of disputes, notices and circulars. Writing a Bio data for job interviews, job descriptions, letter of application and Resignation.

Reference Books

1. Mahajiteswar Das - Teaching English as Communication.
2. Bhatnagar and Bell - Communication, in English
3. Bhaskaran Horsburgh - Strengthening your English
4. Wren and Martin - High School English Grammar and Composition.

(105) Catering Science I

1. Definition of food Nutrition, Definition of Energy-Calories used in Nutrition as against those in physics. Measurement of energy in

Foods Measurement of energy needs for human beings. Factors that affect energy requirements: Daily requirements for various age groups

2. Carbohydrates- Composition. Classification Food Sources Functions. Daily requirements Excess and Deficiency
3. Proteins - Composition. Classification of Food sources. Function. Protein quality and its measurement - (explanation of protein efficiency and protein score. Biological value) Supplementary value of protein. Daily requirement for various age groups. excess and deficiency
4. Fats- Composition Classification of Food sources Functions. Difference between animal and vegetable fat. daily requirements for various age groups Excess and deficiency
5. Vitamins-Definition. types-Fat soluble-A. D. E. K. - Water soluble-B complex and C
Food sources Functions. Daily requirements for various age groups Excess and deficiency
6. Minerals - Definition. Types - Major minerals- Calcium, Phosphorus. Minor Minerals - Iron, Iodine, Sodium, chloride Food Sources. Functions Daily requirements for various age groups. Excess and deficiency.

Reference Books

1. Human Nutrition and Dietetics by Davidson S. K. Passmore The English language book Society, India.
2. Hand book of Foods and Nutrition by Dr. Swaminathan.
3. Fundamentals of Nutrition by Sumati Rajagopalan.
4. Normal and Therapeutic Nutrition by Proudfit and Robinson

(106) Basic Principles of Accounting

Classification of Accounts: rules of debit and credit. preparation of various journals; posting into ledger. balancing and closing of ledger accounts
Trading Account, profit and loss accounts; Balance sheet with adjustments
Trial Balance subsidiary journals. cash book, petty cash book.

Accounting concepts. income and expenditure transactions. revenue and capital items. Reconciliation Statement.

Accounting in Hotels, definition, objects and importance of accounting in tourism and hotel business.

Reference Books

1. Davar and Davar - Book-keeping and Accountancy Vol I and II.
2. Greval T. S. - Double entry book-keeping.
3. Rawat G. S. - First step in Accountancy.
4. Richard Kotas - Book - keeping in the Hotel and Catering Industry.
5. Richard Kotas - Accounting in the Hotel and Catering Industry.

B.H.M.C.T.-Semester-II

(201) Basic Continental Food Production

Classification of Raw Materials, their function and storage.

Classical Kitchen Brigade- Role of Chef, Co-operation with other departments.

Soups - Aims in soup making, stocks, classification of soups

Sauces - Important of sauces, different types and their derivatives Salads

Methods of cooking food Cheese

French Culinary terms

Personal hygiene of Staff, care of skin, hand and feet.

24 Continental Menus consisting of Cereals, Pulses Meat, Fish eggs, Vegetables, Cheese milk.

Reference Books

1. Thangan E. Philip - Modern cookery for teaching and the Trade
2. K. Arora and K. N. Gupta - Theory of cookery
3. Prosper Montage - Larousse Gastronomique
4. Ronald Kinton and Victor Coserani - The theory of Catering
5. Victor Coserani I Ronald Kinton - Practical cookery.
6. Richard E. Marland and Derek A Welsby - Basic cookery.

(202) Food and Beverage Service II

Control systems - Function of control systems, K. O. T's, raising of checks, payments, indenting and requisitionery supplies, taking the guest order.

Service of non-alcoholic beverages- Tea, coffee, milk based drinks, juices and aerated drinks, and other beverages.

Service of salad, salad dressings.

- 1 Bacteria, yeast, Moulds-General morphology. Beneficial effects in relation to food
- 2 Harmful effects-Food spoilage, food poisoning, food infections. Non bacterial metal poisoning.
- 3 Food additives
- 4 Vinegar production and its uses.

(204) Catering Science II

- Dr. Collins.
- The Receptionist - Grace Paige Jane Paige Accommodation Operations
- A manual of Hotel Reception - Beasis J. R. S. and Medlik S.
- Hotel Front Office Training Manual - S. Andrews
- Hotel reception - White and Beckley

Reference Books

- Imparting useful information about cities like Bombay, Pune, Nagpur etc
- guest
- Distributions of guest information, identification of various vouchers, Receiving messages, paying systems Practice in booking on various booking charts
- General upkeep of the front desk, handling room keys, telephones and guest Front office tasks
- Practical:* To understand the role of receptionist in a hotel and to perform basic Registrations, Importance, Types
- drinks, racks etc.
- systems like Whines, computerised, instant and centralised reservations charts.
- Reservations: Functions, systems and procedures, sources and modes, enquiries, passport and visa regulations, knowledge of Air lines.
- of the house, blacklist, key handling and control, handling of mail and messages and Use of abbreviations, symbols, Glossary, international hotel regulations, Rules Front office staff, front office layout, equipment and tools.
- changing, types of rooms, knowledge of different sections of front office, F. O. organisation of a small, medium and large hotel, duties and responsibilities of all Introduction to hotel industry, classification of hotels, land structure, basis of

(203) Front Office Operations I

- Cheese - Classification, well known cheese, service of cheese.
- Storage and service of ice-creams, preparation and service of sandwiches.
- Service of Meals On Airline/Flight catering Sea catering Railway catering Industrial and institutional catering.
- Practical:* all from last semester
- Service of Non-Alcoholic Beverages Service of Breakfast, Service of cheese, Service of salads, Service of ice-creams.

4. Impurities present in water.
5. Food adulteration as a public health hazard, prevention of adulteration, simple tests to detect adulterants.
6. Pectin and its role in making jams and Jelly.
7. Browning reactions-Causes, desirable and undesirable effects in Food preparation, prevention of undesirable browning.
8. Colloidal system in Foods.
9. Emulsions and types of emulsions in Foods Emulsifying agents and stabilisers.
10. Rancidity of oil and its prevention.
11. Canning and pasteurisation.

Reference Books

- (1) Food Microbiology by Frazier Tata Mr. Graw Hill Publishing Co. Ltd., New Delhi.
- (2) Food chemistry by Meyers van Nostrend Reinbord Company, New York 1969.

(205) French

Semester: II

Periods: L 40

T 10

Sub Code 205

Marks Ext.

Int. Total

Objectives:

1. To enable the students to understand and use the basic principles of grammar of French language.
2. To enable the students to understand and use equivalent terms and expressions used in French in hotel and catering activities.
3. To enable the students to translate menus and recipes from French to English.

Theory: Grammar:

1. Conjugation of verbs and verbs pronominal (particularly verbs related with Cookery) in present tense, past tense and future positive form, negative form and interrogative form.
2. Article-definite, indefinite and partitive.
3. Usage of preposition, prepositional phrases and conjunction.
4. Adjectives: Qualitative, Possessive and demonstrative adjectives.
5. Adverbs.
6. Pronouns-Personal, Possessive and interrogative pronouns.

Vocabulary:

1. Numbers 1 to 100 (cardinal and ordinal forms).
2. Weights and measures.
3. How to express time, days of weeks, months, seasons of the year.

4. Culinary terms (Kitchen terms)
 - Names of cereals, pulses, vegetables, fruits, milk and milk products, spices and condiments, fats, and oil, nuts and oil seeds, beverage used commonly in Food production Practicals
6. Important words, phrases and menu terminology used in Food and beverage service.
7. Vocabulary of materials used in rooms of the hotel (furniture and linen)
8. Basic conversation (Simple sentences only) relevant to the hotel industry
 1. At the reception
 2. In the kitchen
 3. In the bar and restaurant
9. Translation of Simple sentences and recipes.
English to French.
French to English.

References

1. D. R. Lilliecap, Food and Beverage Service Edward Arnold (Publishers) Ltd., Bedford Square, London
2. G. Mauyer/M. Bruziere, Le français à la vie Hachette, 79, boulevard St Germain, Paris
3. Theory of Catering, Kinten and Esrati
4. French for Indians by Patwardhan.
5. Theory of Cookery, Krishna Arora Frank Bros and Co 4675-A, Anasri Road, 21, Daryaganj, New Delhi 2.

(206) Principles of Management

Concept of Management Management as a profession, need for principles of management, external and internal factors that effect management

Management Functions, Objectives and Policies: planning and strategy programme, formulation of plans, problem solving & decision making.

Organization: Concepts of authority and responsibility

Direction: Motivation and Morale of employees head for team work

Leadership Role: types, style, importance and qualities.

Communications: Channels of communication, conditions for effective Communications, barriers in communications

Concept of Control: Control as a management tool, case study on a situational basis

Reference Books

- (1) Stoner James A. K - Management
- (2) Kouzes, O'Donnel & Wehrich - Management

- (3) Fern A. David - The Practice of General Management
- (4) M. L. Lippitt - Management & Organisation
- (5) Terry George R - Principles of Management
- (6) Dr. Davar Rustam S. - The Management & Process

B.H.M.C.T.-Semester-III
(301) Quantity Food Production

Standardisation of Recipes Texture Leavening Agents Effects of Menu planning. Meat, fish Introduction to Industrial and Institutional Catering. Staff Organisation Convenience foods.

Practicals: 24 Menus to be taken from various Industrial canteens. Institutional catering. Menus including snacks also

Reference Books

- (1) Tlangam E. Philip - Modern cookery for teaching and the Trade
- (2) K. Arora & K. N. Gupta - Theory of cookery
- (3) Prosper Monneque - Larousse Gastronomique
- (4) Ronald Kinton & Victor ceseram - The Theory of Catering
- (5) Victor ceseram & Ronald Kinton - Practical cookry
- (6) Commodities - Bernard Davis
- (7) Richard F. Martland & Derck A. Welsley - Bash cookery

(302) Food and Beverage Operations I

Wines: Introduction, principle wine producing areas of the world, classifications & methods, of manufacturing of wines, storage of wines, Types of glasses, equipment required for service of wines.

Aperitifs: Classification, manufacturing of Aperitifs, service standards, liquidators - classification, manufacturing all liquors and services standards,

Cocktail & mixed drinks: service standards

Practicals - Maintaining of various statutory books Operating a Bar Taking order for wines and other alcoholic beverages, Service of aperitifs, cocktails, wines

(303) Hotel Housekeeping

Textiles: Types of fibers & their properties, finishes & characteristics of various fabrics use in the hotel industry

Laundry: Stain removal, laundering procedure for various fabrics Guest laundry

Sewing room Tasks to be done Equipment
Uniforms Selection, care & maintenance
Safety Fire prevention of Accidents H Keeping desk control.
Flower Arrangement Conditioning of plant material Types of arrangements
 Arrangements to suit various sites in a hotel
Linen room Activities of Linen room. Purchase of linen. Linen storage control and precautions

Practicals

Objective: to lay a special emphasis on laundry methods, machinery, its use and care, stain removal, dry-cleaning, Mending, Monogramming and Marking, Floral arrangements Preparation for parties and other occasions.

Reference Books

Fibres and Fabrics of Today - Helen Thomson
 Fibres and Fabrics - Brenda Piper
 Modern House Hold Science (A practical Approach)-Eva Mling Textile fibres their use Hess
 Commercial Housekeeping - Jones I. Philips C
 Housekeeping management for Hotels and Residential establishments - Rosemary Hurst

(304) Marketing of Services

The concept of Marketing, Introduction to 4 p's-product, Pricing, Promotion, Physical Distribution, Marketing Mix

The Importance of Service sector, features & characteristics of services, Different types of services with special reference to Hospitality sector -Hotel & Catering Industry

Present Market Environment in India-Economic, social, Cultural-potential for tourism - Internal and International Awareness of consumerism.

Consumer Behaviour, factors affecting consumer behaviour, Market Segmentation, Geographical, Demographic & Psychographic.

Product Concept - Hotel as a Product, Physical aspects & brand image product differentiation in Catering Industry, Product life cycle, new product development.

Pricing & Principles of Pricing techniques, cost oriented and market oriented pricing, factors determining pricing decision.

Promotional mix - promotional decisions, advertising, personal selling, sales promotion, publicity & Public relations, Promotional budgets

Physical Distribution Decision - channel planning, operational factors transport, location of outlets, cost in distribution.

Marketing Research as a tool for getting information sales forecasting, Marketing controls Marketing organisation, Duties & responsibilities at

different levels

Sales Management, Sales Analyses, Management of Sales force, Role of a Sales representative a sales Manager, Marketing Planning and strategy

Reference Books

Francis Buttle - Hotel and food service Marketing

(305) Personality Development & Group Discussion

Code of conduct to be followed in a hotel telephone etiquette non verbal message like gestures & facial expression & what they mean, listening, handling difficult situation, formal talks, how to free yourself from worries, winning over people without causing any offence

Interviewee: role playing as an interviewer & interviewee, how to interview & how to be interviewed

Debates

Group Discussion

Case studies.

(306) Hotel Engineering and Services

Organization of the maintenance department, the staff, duties & responsibilities.

A comparative study of economic viability of fuels used in the catering industry: Gas, electricity, Generates Water system, sources of water and its quality: mechanical chemical water softeners, hot water supplies, swimming pool maintenance.

Refrigeration and Air-conditioning systems; basic scientific principles, different types of refrigerator systems and refrigerants walk in coolers and freezers and air conditioners.

Safety and alarm system, fire and power systems-operation maintenance, Fire fighting equipment.

Repairs and Maintenance; Diagnosing faults, leakages, cracks damp patches, minor repairs.

Pollution control and waste disposal, water pollution, sewage pollution and waste disposal

Energy maintenance, Conservation of energy, utilisation of energy.

Contract maintenance, Establishing a maintenance contract, advantages and disadvantages.

Reference Books

1. Frank O'Horescnik-The Management of Maintenance and Engineering systems in Hospitality Industries

1. Educational Institute of American Hotel and Motel Association - maintenance and Engineering
2. Rosemary Hurst - Services and maintenance for Hotels and Residential Establishments
3. Kinton Ronald and Cosaram Victor - Theory of Catering.

B.H.M.C.T.-Semester-IV
(401) Bakery and Confectionery

Pastries - Short Crust Flaky, Puff, Danish, Choux Paste

Cakes - Cake formulas and cake mixing

Icing - Butter, Almond, royal, foudant

Chocolates - Cocoa products

Bread and Yeast Goods; Dough- plain, fermented.

commodity factor reproduction factor and production factor Gateaux and Torten

Confectionery and bakery Goods Glazes and syrups - sugar, spun sugar, caramel,

Practical: The student will prepare 46 Bakery/ Confectionery items.

Reference Books

1. Albert Damal - Bakery Questions Answered
2. Albert Danial - Bakery materials and methods
3. Thangam E. Philips - Modern cookery for Teaching and Trade Vol - VIII
4. Peerage Books - The Best of Baking
5. Victor Coserani and Ronald Kinton Practical Cookery

(402) Food and Beverage Operations - II

Spirits: Whisky, Rum, Brandy, Gin, Vodka and other spirits. Their methods of manufacturing, storage and service standards

Beer: Different types of Beer methods of manufacture, storage service standards.

Bar Operations: Different licenses required types of bars, special equipments, service and control

Liqueurs: Different types their importance, manufacture, storage and service standards.

Practicals: Maintaining of various statutory books, service of various types of Liquor and liqueur with their accompaniments along with service of wines and cocktails

Reference Books:

1. J. H. Coombs - Bar Service
2. A. L. Simons - Wines and Spirits

(403) Front Office Operations - II

Arrival: Receiving and registration procedures for individual and maintaining arrival records

Receiving Guests, filling of Guest Registration card, 'C' form, notification slips. Dealing with situations like over bookings, scanty baggage.

Bill: Preparation and presentation of Bill

Handling of unusual events like fire, theft, accidents, etc

Important local information like shopping centres, rail timings, local place of worship, theatres, etc

Foreign Currency: Units of some important and commonly used currency and their equivalents, in Indian currency, currency regulation.

Safe Deposit of guest valuables, Travellers cheques, credit cards.

Departure Procedures. Preparation and presentation of guest bill and settling of account

Practicals: To acquire and develop skills required to handle check-in, check-out, situations, role plays.

Reference Books

1. Hotel Front Office - Bruce Graham
2. Front Office - procedures, Social /Skill and management - Peter Abbot and Sue Lawry
3. The Receptionist - Grace Paige and Jane Paige
4. Check In Check Out - Vallen Jerome
5. Front Office - Sudhir Andrews.

(404) Catering Science - III

Balance Diet - How to formulate the diet - quality maintenance by proper cooking methods, for various age groups concerned with Hotel industry (adolescents, adults)

Therapeutic diet - various types of diets (High caloric, low protein, High protein, low protein high fibre, low fibre clear fluids, liquid diets, salt free, sugar free diets)

Factors to consider in Menu Planning for various diets

Diets in diseases and illness specially obesity, underweight, cardio vascular diseases, kidney disease, peptic ulcer, Diarrhoea, Constipation, Cirrhosis of Liver, Hepatitis, Diabetes Mellitus.

Use of food exchange lists Field visit to Industrial Canteen.

Reference Books

1. Human Nutrition and Diets - Davidson's N.
2. Hand Book of Foods and Nutrition - Dr. Swaminathan
3. Normal and Therapeutic Nutrition - Proudfit and Robinson

(405) Food and Beverage Inventory Control

Inventory: Introduction, importance, classification of Food and Beverage establishments, importance of inventory control, review of control techniques i.e. ABC Analysis, inventory turnover ratio, stock level and EOQ

Cycles of Control: Purchasing, Receiving, Storing, Issuing, preparation, selling, service and accounting

Purchasing: method of purchasing, source of supply, Specification, standardised buying

Receiving: Method of operations

Storing: Method of operations

Issuing: method of operations

Preparation: method of operation, portion control, cost control

Selling: Method of operation, cafeteria, table, buffet.

Accounting: Method of operation, settling and recovering of Bills, Usage of Computers for cost controls

Reference Books

1. David Fearn - Food and Beverage Operations
2. Bhar - Cost Accounting
3. Virtue - Virtue's Catering and Hotel Keeping
4. Boardman - Food Costing and Budgeting
5. Richard Kotas - Food Cost Control
6. Ozi D'Cunhas - Food Costing and accountancy

(406) Field Work Orientation

Guest lecturers will be invited to speak on the Catering Industry. What is expected from students of Hotel Management. The students will be instructed for vacation training during their end of semester II. The student Undergoing vacation training will have to fill up questionnaire in terms of syllabus covered and observations and there of Compilation of field work.

The student will be assessed on compilation of field Work report and questions asked by the examiner.

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Hotel Management and Catering Technology

(THIRD YEAR)

SEMESTER - V

Cours No	Subject	Periods				Marks		
		I	P	T	Ext	Pract	Int	Total
501	Specialized Food Production	20	196	10	40	40	20	100
502	Food & Beverage Special Service	40	40	10	40	40	20	100
503	Accommodation	40	40	10	40	40	20	100
504	Food & Beverage Management	40	—	10	80	—	20	100
505	Financial	60	—	10	80	—	20	100
506	Business law (Contract Shop & Est FERA) I	40	—	10	80	—	20	100
Total		240	276	60	360	120	120	600

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Hotel Management and Catering Technology

SEMESTER-VI

Cours No	Subject	Periods				Marks		
		I	P	T	Ext	Pract	Int	Total
601	Specialized Indian Food Production	20	196	10	40	40	20	100
602	Business Law II (Mercantile CP)	60	—	10	80	—	20	100
603	Food & Beverage Management- II	60	—	10	80	—	20	100
604	Managerial	60	—	10	80	—	20	100
605	Personnel	60	—	10	80	—	20	100
606	D Elective-I	60	—	10	80	—	20	100
Total		320	196	60	440	40	120	600

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Hotel Management and Catering Technology

(FOURTH YEAR)

SEMESTER - VII

Cour No	Periods	Marks			Total
		Ext	Ext/Int	Int	
701	Industrial Training 16 Weeks x 6 days x 8 Hours = 768 Hours	150	—	100	250
702	Project Report	150	—	100	250
703	Computer Application 4 Weeks x 6 Days x 8 Hours = 192	—	—	—	—
Total		300	—	200	500

Industrial Training & Project Report - Viva based on report submitted by candidate
(External + Examiner) be appointed by the University

NORTH MAHARASHTRA UNIVERSITY, JALGAON
Hotel Management and Catering Technology

SEMESTER - VIII

Cou No	Subject	Periods				Mark		
		I	P	T	Ext	Pract	Int	Total
801	Advanced Food Production	20	196	10	40	40	20	100
802	Catering Equipment Management	60	—	10	80	-	20	100
803	Planning & Hotel Operation	60	—	10	80	-	20	100
804	Advertising & Public Relations	60	—	10	80	-	20	100
805	Travel & Tourism	60	-	10	80	-	20	100
806	D Elective II	60	—	10	80	-	20	100
	Total	320	196	60	440	40	120	600

B.H.M.C.T.-Semester-V
(501) SPECIALIZED FOOD PRODUCTION

Objectives

To develop knowledge & interest in the art of cuisine with special emphasis to regional cooking

Principle and practice of boiling

Principle and Practise of poaching

Principle and Practise of steaming

Principle and practice of frying

Breakfast cookery Larder work cold food

Presentations cold salads Sandwiches and canapes

Practicals

24 continental menus from different legions to be prepared consisting of cereals, meat, fish, eggs, vegs, cheese & milk

Reference Books

Practical Cookery—K & Ceasaram

La Rousse Pratique The Larder Chef—Leto

La Rousse Gastonomie Modern Cookery Vol V—T

Philip

(502) FOOD & BEVERAGE SERVICE

Guendon service - Various types of guendon items to be prepared space
I equipments, Flame work showmanship Banquets, Buffets, Receptions,
Conventions, wedding formal & informal gathering, sitting arrangements, table
plans, menus & protocol Bar layout

Practicals

Guerdons service, Cooking on spirit lamps, Preparing Spectal dishes,

Supervising formal functions, Supervising bar Operations,

Types & Services of Cigars/Cigarettes.

Reference Books

Food & Beverage Service—Lillierap,

Catering for functions--Small H. R

Food Service Operations—Jones Peter,

Dining Room & Banquet Management—Strifese A J

(503) ACCOMMODATION OPERATIONS

Objectives

The students may view the Front office & House-Keeping dept through a management perspective

Reports & Statistics Room occupancy Bed occupancy, Double occupancy Averages. Daily reports like night receptionists report night auditors report Analysis & Presentations of data through graphs charts, Hubbarts formula.

Communications systems. Fax, E-mail, telephone operating

Front office psychology

Credit policy

Travel Agents-their role in hotel industry

Staffing of H K dept-Interviewing & hiring of staff Training, induction programme, Job description & compiling of Duty rotas & various other records in the H K dept

Contract cleaning-Advantages & Disadvantages

Floor & floor finishes, wall coverings.

Practical

To develop powers of observation, and to enable the students to plan & execute room allotment, room cleaning & hygiene, French polishing.

Daily, weekly, spring cleaning of rooms. Control of Household pests-Use of pesticides & sprays

Reference Books

Professional Housekeeping Practice—D. Hallfield & Christine Wint.

Hotel, Hostel & Hospital Housekeeping—Joranson & Lennox

Hotel Reception—White & Beckley

The Reception—Paige & Paige

Hotel Reception—Paul & Beckley

(504) FOOD & BEVERAGE MANAGEMENT-I

Objectives

To develop in the student a thorough knowledge of different operating activities and their importance

Introduction to Food & Beverage Management: Cost & Market orientation F & B Function F & B Mgmt. Responsibilities & Constrains to F & B Mgmt Basic Costs Concepts: Introduction, Fixed & Variable Costs, Direct & Indirect Cost Controllable & Uncontrollable costs. Estimated Budget & Standard costs. Average marginal cost, outlay cost & opportunity cost

Sales-Cost-Profit Relationship. Cost structure & profitability. Fixed cost & Fluctuating cost. BFP. Contribution & P/V Ratio
Food & Beverage Production Control
Food & Beverage Controlling Calculation of cost, method of control, control checklists

Reference Books

F & B Management—Richard Kotas & Davis H
Catering Management—Nathaniel R. S

(505) FINANCIAL MANAGEMENT

Objectives.

To analyze and interpret various financial statements

Accounting framework: Basic accounting concepts, Branches of accounting, Historical accounting, Cost accounting, financial accounting control accounting, management accounting, revenue accounting.

Find Flow/Cash flow Analysis, changes in the working Capital.

Introduction to Pricing: Importance of pricing, cost plus pricing, Rate of return pricing, Absorption pricing, Contribution pricing, Backward pricing, determinants of price policy, profitability, Market situation.

Profitability, Concepts of profitability, meaning of return on capital, Asset turnover.

Budgetary Control: Definition objectives & advantages, the overall framework, Preparation of Budgets-Operating & Capital Budgets.

Accounting & Operating Ratios.

Financial statement Analysis: Application to Hotels & Restaurants, controlling sales mix, operating costs & profit margins, Interpretation of balance sheets

Assessment of Capital Projects: Introduction, payback method, return on investment method, discounted cash flow, time value of money, Net present value of internal rate of return.

Internal Audit & Control Procedure.

Reference Books

Financial Management by Satish Inamdar,
Financial Management—Khan & Jain,
Financial Management—Kuchal S. C.
Financial Management & Management—Along Rautan

(506) BUSINESS LAW

Objectives:

To understand the legal responsibility of business in Hotel & Catering.

Introduction: Need for law, sources of Indian law, Types and application of law in Hotel Operations. Basic Principles of criminal & civil liabilities understanding of Indian Evidence Act.

Licences & Permit: Licences & permits for hotels & Catering establishment procedure for procurement, by laws of hotels & Restaurants, under Municipal Corporation renewal, suspension & termination of license.

Mercantile law: Importance of Industrial law, shops & establishment act, factories act, effective procedures for employment. Discharge and dismissal of an employee, employer-employee relationship, role of state. Indian contract Act. FERA/FEMA.

Reference Books

Business Law Mercantile Law—M. C. Kutchal.

Mercantile Law—Verma & Agarwal.

B.H.M.C.T.-Semester-VI

(601) SPECIALIZED INDIAN FOOD PRODUCTION

Objectives:

To impart to the students the skills, knowledge and attitudes required to plan, organise and produce Indian food in any type of food production operations.

Hygienic storage:

Storage Conditions for food, dry goods storage, containers used for canned food, ventilation of stores, storage of non-edible or poisonous goods.

Refrigerated & cold storage—Use of refrigerators and cold rooms storage of cooked food and semi processor foods

Principles of food storage:

Culinary terms & Glossary of Indian culinary terms.

Kitchen safety. Prevention of cuts, fires, burns, scalds, falls, electric shock. Using machinery—floors—lifting heavy items.

Practicals

Special Indian menus like Moghlai, Tandoori, Lucknowi, Hyderabad to be prepared. Preparation of various gravies which are used for a la carte menus.

Larder Chef—Loto
Comp. Catering Science—Kilgour
Mastering Catering Science—Dudley S. R.
Catering Management—Mohini Setli
The Book of S/W—Louise Steel
Prasad-Cooking with Indian Master—Lader Singh Kalra
Indian Cookery—Jaffley
Indian Mughlai Rice Treats—Vijay G. P.
Pure Veg. Indian Cooking—Oberoi P. & Oberoi N.
Non Veg. Indian Cooking—Oberoi P. & Oberoi N.

(602) BUSINESS LAW

Objectives:

To understand the legal responsibility of business in respect of guests & their property.

Law of tenancy-rent control act, distinctions between guest & tenant. Inn keepers lien

Food Legislation: Principle of food care. Prevention of food adulteration Act. Consumer Protection Act.

Liquor legislation, permits, drinking in licensed premises.

Industrial law: Payment of wages Act. Minimum wages. Indian trade Union Act, Apprentice Act. PF Act.

Reference Books

Indian Contract Act—F. D. Mulla. Bare Acts.
Catering Management—Mohini Setli.

(603) FOOD & BEVERAGE MANAGEMENT-II

Objectives:

To make the student understand the nature and concept of cost & control and management of different types of Catering Sales Promotion of Food & Beverage Facilities:

Food Menus and Beverage Lists: Introduction, Basic Menu Criteria. Types of Food Menus. Menu Merchandising Revenue Control & Control Systems: Operating Ratios. Manual system. Machine system. Operating yardsticks in Controlling.

Food & Beverage Management in Fast Food and Popular Catering.

Food & Beverage Management in Hotels and Quality Restaurant.

Food & Beverage Management in Function Catering

Food & Beverage Management in Industrial Catering.
Food & Beverage Management in Welfare Catering.
Food & Beverage Management in Transport Catering.

Reference Books

F & B Management—Richard Kotas & B
Davis F & Service-Lilicrap & Causing

(604) MANAGERIAL ECONOMICS

Objectives:

The student should have an understanding of the economics factors affecting business.

Nature and scope of Economics Science; Linkage of economics and Socio-Political Systems, Theory of Production Analysis, Theory of production and supply, Theory of Consumption and Demand.

Public Economy and Finance-Price regulation, Balance of Payments, Gross National

Productivity, Inflation causes and control measures.

Private Economy-Stock market.

Banking system: Role of Banks, Various types of banks: Theory of money and banking.

Reference Books

Economics for Hotel & Cat. Students-by Howard & Hugel
Introduction to Economics-Caiseneross
Managerial Economics-Jean

(605) PERSONNEL MANAGEMENT

Objectives:

To give insight into human nature and behaviour with reference to group and society-vital to successful functioning of a complex hotel.

Human behaviour-Nature of human beings, behavioral traits in management, human needs and goals, satisfaction and frustration, defense mechanism, adjustment, problem of adjustments, Stress Management.

Organisation-Nature and type, influence and authority, individual and group behaviors, group dynamics, conflicts in organization, staffing management, career development.

Human resource system-manpower planning, job analysis, job description, job specification, recruitment and selection, training and induction, performance appraisal, discipline, conduct & grievance handling.

Compensation basis-job evaluation and rating, incentive system, Labour turnover, causes and measures to stop labour turnover, industrial and labour relations.

trade unions, joint consultations and collective bargaining, workers participations in management, Welfare & health safety measures

Reference Books

Personnel Management-C. B. Mamoria

Personnel Management in Hotel & Catering Industry-H. Kumar

Personnel Management & Industrial Relations-P. C. Shejwalkar & S. R. Malegaokar

(606) ELECTIVE-I

GROUP A: Personnel Management

GROUP B: Marketing Management

GROUP C: Finance & Material Management

GROUP D: Total Quality Management

(606 A) PERSONNEL MANAGEMENT

Personnel Management-Definition, Function of Personnel Management
Qualities & Role of Personnel Manager.

Personnel Management in India-Genesis & Growth of Personnel Management
in India.

Impediments of the progress of Personnel Management in India.

Role of Personnel Manager in India.

Motivation-Classification of Motives, Types of Motivation, Financial &
Non Financial Motivators, Motivation Theories-McGregor X & Y theory,
Herzbergs 2 Factor Theory, Likert's Approach to Motivator.

Promotions-Types, Promotion Policy.

Demotion-Causes, Demotion Policy.

Transfer-Purpose, Transfer Policy, Procedure for Transfer.

Absentism-Causes of Absentism, Measures to control Absentism.

Reference Books

Personnel Management—C. B. Mamoria

Labour Problems in Indian Industry- V. V. Giri

Personnel Management- C. H. Northcott

Personnel Management & Industrial Relations: P. C. Shejwalkar and S. R. Malegaokar

(606 B) MARKETING MANAGEMENT

Marketing Organisation-Role and functions of Marketing Manager.

Marketing's Relations with other departments.

Service Marketing-Meaning scope & importance of services. Service organisations attitudes towards marketing. Trade Barriers in international service marketing.

Developing strategic service marketing program or marketing strategies for front office service firm. Future of Marketing of services.

Customer Satisfaction-Delivering customer value & customer satisfaction. Attracting customers & need for retaining customers.

Relationship Marketing.

Customer Profitability.

Implementing Total Quality Marketing.

Analysing Competitors-Concept of competition. Identification of competitor's strategy.

Determining competitors objectives. Assessing competitors strengths & weakness.

Designing competitive Intelligence system.

Reference Books

Marketing Management-Philip Kotler

Fundamental of Marketing Management-William

Marketing Management-Sherlickar

Marketing Management for Hotels-Batlie

(606 C) FINANCIAL MANAGEMENT & MATERIAL MANAGEMENT

Introduction to Decision Accounting: Closure in off season, closure of a department. Pricing decisions, profit projection, Advertising decisions, Techniques of profit management.

Material control-ABC analysis, Stock records, Physical valuation of stock, Inventory capital for previous year.

Competitive markets, Dissemination of information on price changes-Effect of Govt. policies, import substitution & vendor development.

Scope of Indian Income Tax Act-concepts & definition under the act, agriculture

income, assessee, assessment year, income, Capital & revenue expenditure, previous year, persons residence, company, dividend, total income.
Working & organisation of different Financial Institutions & Development Banks in India.

(606 D) TOTAL QUALITY MANAGEMENT

Objectives

Have an understanding of the interdependent aspects of Products, Services and Quality, and their overall impact on business operations.

Content Outline

The developing role of quality in the hospitality industry.

The role of organizational culture in service.

Delighting internal customers.

Communication in a multinational service organization.

Quality and the role of human resources.

Operative selection techniques for service quality assurance.

Integrating quality management and customer service.

Training for service quality

Reference Books

Service Quality in Hospitality Organisation-Michael D'Olsen

B.H.M.C.T.-Semester-VII

(701) Industrial Training of 16 weeks in various departments of the hotel

(702) PROJECT REPORT

Topic to be selected by the student and under the guidance of teaching staff submit three copies to the principal.

(703) COMPUTER APPLICATION

Objectives:

To introduce the student to the computer keyboard and basic computer systems and how they function.

Essential of Computer system-Hardware

Essential of Computer system-Software

Generic Features of Applications Software
Selecting & Implementing Computer system
Automation and Lodging Operations
Automation and Food & Service Operations
PMS Front Office Applications
PMS Back Office Applications
PMS Interfaces
RMS Service applications.
PMS-Property Management Systems
RMS-Restaurant Management System

B.H.M.C.T., Semester-VIII
(801) ADVANCED FOOD PRODUCTION

Objectives:

To develop skill in haute cuisine, boulangerie with stress on setting standards.

Organisation and mise-en-place.
Principle and practice of stewing and braising
Principle and practice of Roasting
Principle and practice of baking
Principle and practice of Grilling
Combined methods of cooking, flambé.
House made ices, sorbets and iced sweets
Savouries and hot horsd'oeuvres cold buffet, rudimentary concept
Terrines, pates and Galatines.
Nouvelle cuisine

Practicals

International menus from various countries eg. France, Italy, Mexico, China
England, Bar-be-que. Salads
Reference Books
Modern Cookery-Vol II-Thangam Philip
Larder Chef-Leto Larousse Gastronomique.

(802) CATERING EQUIPMENT MANAGEMENT

Objectives:

To impart to the student the knowledge & skills for Catering equipments.
Kitchen layout: Introduction-food flow, food preparation Areas-Service
Areas-cleaning & Washing.

Kitchen Equipment: Knives as the basic cutting tools
Pots & Pans-Metals, size, care
Equipments: Criteria for choosing equipments-care & Maintenance
Storage equipments.
Small kitchen equipments
Cooking equipments.
Kitchen utensils.
Holding & Service equipment
Cleaning equipment & Garbage disposal.
Baking Equipment: Ovens, conventional, diesel fired, Microwave.
Manufacturer, Names & products of various manufacturers/suppliers in India for various catering equipments and their approximate rates

(803) PLANNING & DESIGNING OF HOTEL OPERATIONS AREA

Objectives:

To develop in the student the knowledge & importance of Planning & Designing for smooth operations in the following course:

- Catering Policy & Planning: Trends in Catering.
- Designing for minimum effort & maximum efficiency. Designing the work-place.
- Workstudy-Time & motion study.
- Planning fast food outlets.
- Planning a Restaurant.
- Planning & Layout of front office.
- Planning & layout of Linen Room, Bedroom, House keeping dept., laundry
- Maids room, interior decoration of Public areas.
- Colour & colour schemes.
- Soft furnishings, carpets & rugs.
- Window & window treatments Lighting & Lighting System.
- Planning & layout of a small, medium & large hotel & industrial canteen.
- Finance available from various sources to start a hotel/ Restaurant.

(804) ADVERTISING & PUBLIC RELATIONS

Objectives:

The student may know the importance of Advertising & Public Relations in regard to the hospitality industry.

Advertising as one element of promotional mix. Objective of Advertising. A

brief review of present scenario in the country.

Target audience and advertising as a tool of communicating, the social environment for advertising the legal and ethical issue.

Media planning, different types of media-print, audio, visual, direct mail, outdoor media.

Advertising Budgeting, sponsorship arrangement, Identifying the potential sponsors.

Public Relations-Concept and importance of Public Relations.

Responsibility of Public Relation Manager, publicity.

Special role of Advertising & PR in Hospitality Industry.

Objectives & planning, evaluation studies.

Brochure preparation:

Methods & Techniques of Advertising services & product related to the hotel industry.

Reference Books

Marketing Management-Philip Kotler.

Marketing Management-Gandhi.

Marketing Management-Sherickar & Sherickar.

10 Ways to get great Publicity-Foster T. R. V.

Effective P. R. Management-Winner P.

(805) TRAVEL & TOURISM

Objectives:

To appreciate the importance of Tourism to Hotel industry.

Travel Planning: Travel maps of World-India-Maharashtra. Study of Maps and important centres, their locations & importance in Tourism. Road, Bus, Railway, Sea & Air routes, palace on wheels & luxury liners.

Infrastructure of Tourism Information of Tourist Agencies, Services and their functioning.

Tourism Departments of Centre & States, their functioning. Ministry of Tourism, Tourism education for guides & students.

Tourism-its economic & social importance. Tourist plans, scope and development of Tourism Incentives. Present weakness.

Multiplier effect. International Tourism and India contribution in world Tourism.

Regionwise tourism in India, International Zones.

Block booking
Environment & Tourism: Environment Impact Assessment, Tourism pollution & control.
Wild life & bird sanctuaries and their protection for tourist industry, dams for tourist industries, Multi-purpose projects and their impact on tourism
Visa-passports-Foreign Exchange earning, tourist facilities.
Domestic & foreign tourist-their problems, *Reference Books*
Hotels & Tourism Development- Negi Jagmohan
Tourism Development Principles & Practice--Bhatia A. K
Tourism Development Principles & Practice--Cooper & Fletcher.
Travel & Tourism Management--Foster Douglass

(806) ELECTIVE-II

GROUP A: Personnel Management
GROUP B: Marketing Management.
GROUP C: Finance & Materials Management.
GROUP D: Total Quality Management.

(806 A) PERSONNEL MANAGEMENT

Importance of HRD

Human Resource planning Human Resource Development.

Trade Unions, Objective & functions of Trade Union, Types of Trade Union, Growth of Trade Union in India, Features & weakness of Trade Union

Industrial Disputes-Forms of Industrial Disputes, Types of Disputes, Causes of Industrial Disputes Procedure for settlement of Industrial Disputes Organs of industrial peace.

Collective Bargaining, Workers Participation in Management, Works committee.

Case studies in Personnel Management.

Reference Books

Personnel Management--C. H. Northcott.

Industrial Relations in India-- Charles Myers.

Industrial Relations-- Kirkaldy

(806 B) MARKETING MANAGEMENT

Marketing Research

- Marketing strategies for-Marketing leader, Challenger Followers, Nichers
- Pricing, Pricing methods-Cost Related, Competition Related Market Related
- credit policy
- Case studies in Marketing.

Reference Books

- Marketing Management—Philip Kotler
- Fundamentals of Marketing Management—William
- Marketing Management—Sherlekar & Sherlekar
- Indian Cases in Marketing—Dr D. M. Sarvate
- Marketing Management Cases & concepts -N Dholakia.

(806C) FINANCIAL MANAGEMENT & MARKETING MANAGEMENT

- Importance of Material Management
- The Proportionate-investment of working.
- Capital in inventory-Imparting better inventory management costs. EOQ.
- Safety Stocks
- Competitive Markets-Dissemination of Information on price changes-Effect of
- Govt. Policies, import substitutions vendor development
- ISO-Profit curves.
- Profit Sensitivity Analysis Basic procedures, key factors, profit multipliers.
- PM profile, application of PSA
- Analysis of Departmental Profitability, Allocation & apportionment of expenditure, Aspects of departmental profitability: room operations, beverage operations, food operations Departmental performance standards

Reference Books

- Financial Management -Khan, Jain.
- Cost Accounting and Costing method—Wheldon
- Financial Management - Satish Inamdar
- Financial Management —Kuchhal Purchasing system - Wilber B

(806 D) TOTAL QUALITY MANAGEMENT

Objectives.

Be aware of the latest practices in integrated operations and management.

Measuring and managing hotel guest satisfaction

Information systems and quality of tourism.

Green service quality and its indicators.

The 6 V's a new quality circle ?

Marketing quality in the hotel sector.

Implementing the intangibles.

Towards a strategic total quality framework for hospitality firms.

Case studies on problems related to quality in operational areas.

Reference Books

Service Quality in Hospitality Organisation-Edited By-Michael D'Olsen. Richard Teare. Event Gunnesson.

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