

Semester VI - B. Sc. (Hospitality Studies)

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs				TH	PR	L	P	T	
		L	P	T	L	P	T	L	P	T							
USHO601	Organizational Behaviour	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO602	Strategic Management	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO603	Event Planning, Marketing & Management	-	4	-	-	60	-	-	60	-	60		100	-	2	-	2
USHO604	Core Elective (Any TWO)	6	16	-	90	240	-	90	240	-	330	200	400	4	8	-	12
USHO604A	Advanced Food Production	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO604B	Advanced Food & Beverage Operations Management	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO604C	Advanced Housekeeping	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO604D	Advanced Front Office(pg 29)	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO604E	Advanced Bakery & Confectionery	3	8	-	45	120	-	45	120	-	165	100	200	2	4	-	6
USHO605	Allied Elective (Any ONE)	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO605A	Revenue Management	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO605B	Foreign Language (French)	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO605C	Services Marketing	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO605D	Financial Management	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
USHO605E	Strategic Human Resource Management	3	-	-	45	-	-	45	-	-	45	100		2	-	-	2
Total		15	16	-	225	240	-	225	240	-	525	500	500	10	10	-	20
L one lecture / period of 60 minutes (1 hr.) P Practical T Tutorial																	

ORGANIZATIONAL BEHAVIOUR (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Organizational Behaviour (USHO 601)
Course Code	Title	Credits	
USHO601	Organizational Behaviour	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 601	Organizational Behaviour	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

OBJECTIVES:

- The objective of Organizational Behaviour is to provide students with the opportunity to diagnose Individual and Group Behaviour.
- The study of Structure, Motivation & Change helps to develop skills in improving individual and group performance in entrepreneurial and established ventures.
- To develop the overall personality and sustain in the dynamic environment.

Contents of syllabus for USHO601

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Introduction to Organizational Behaviour 1.1 Definition of Organizational Behaviour 1.2 What Managers Do 1.2.1 Management Functions 1.2.2 Management Roles 1.2.3 Management Skills	15	15

		1.2.4 Effective v/s Successful Managerial activities 1.3 Disciplines that contribute to the Organizational Behaviour field 1.4 Individual Behaviour 1.4.1 Ability 1.4.2 Biographical characteristics 1.4.3 Learning & Process of Learning 1.4.4 Introduction & Importance to Perception, Values & Attitude 1.4.5 Personality & Its Determinants 1.5 Group Behaviour 1.5.1 Types of Groups 1.5.2 The Five stage model (Group Dynamics / Development)		
	2	Organizational Structure 2.1 What is Organizational Structure 2.1.1 Six Elements of organizational structure 2.2 Organizational Designs 2.2.1 Common Organizational Designs (Simple, Bureaucratic, Matrix) 2.2.2 New Design options (Virtual, Team, Boundaryless)		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Motivational Concepts 3.1 Define Motivation 3.2 Early Theories of Motivation 3.2.1 Maslow Abraham's Hierarchy of Needs theory 3.2.2 Douglas McGregor's Theory X & Theory Y 3.2.3 Fredrick Herzberg's Two Factor Theory 3.2.4 Mc Cleland's Theory of Needs 3.3 Contemporary Theories of Motivation 3.3.1 Cognitive Evaluation Theory (Definition) 3.3.2 Goal setting Theory (Definition) 3.3.3 Self Efficacy Theory (Definition) 3.3.4 Reinforcement Theory (Definition) 3.3.5 Equity Theory (Definition) 3.3.6 Expectancy Theory (Definition) 3.4 Leadership & Types of Leadership	15	15
	4	Stress Management 4.1 What is Stress? 4.2 Potential Sources of stress 4.3 Consequences of Stress 4.4 Managing stress 4.5 Introduction to Quality of Work Life		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	5	Organizational Change 5.1 What is change? 5.2 Elements / Factors of Change (External & Internal) 5.3 Planned Change 5.4 Resistance to change 5.5 Overcoming Resistance to Change 5.6 Approaches to Managing Organizational change 5.6.1 Lewin's 3 step model 5.6.2 Action Research 5.6.3 Meaning of Organizational Development & Techniques / Intervention 5.7 Introduction to Diversity & Managing Diversity	15	15
	6	Conflict Management 6.1 Definition of Conflict 6.2 Sources & Types of Conflict 6.3 Conflict Management Styles 6.4 Power and Politics 6.4.1 Concept & Basis of Power 6.4.2 Organization Politics		

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

Sixth Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15

Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. Stephen P. Robbins, Timothy A. Judge, Seema Sanghi; (2010); *Organizational Behavior*; Tenth Edition; Pearson Education Publication
2. Fred Luthans; (2007); *Organizational Behavior*; Eleventh Edition; McGraw Hill Publication
3. Udai Pareek; (2011); *Understanding Organizational Behaviour*; Third Edition ; Oxford Publication
4. S S Khanka; (2012); *Organizational Behaviour Text & Cases*; Fourth Edition ; S Chand & Co. Limited
5. Uma Sekaran; (2004); *Organizational Behaviour Text & Cases*; Second Edition ; McGraw Hill

STRATEGIC MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Strategic Management (USHO 602)
Course Code	Title	Credits	
USHO602	Strategic Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO 602	Strategic Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

OBJECTIVES:

At the end of semester VI:

- The students will identify the operating strategy of the organization.
- Develop skills in decision making
- Students will be able to strategize and participate in policy making.

Contents of syllabus for USHO602

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Introduction to Strategic management 1.1 Definition – Strategy, Strategic Management and its relevance 1.2 Process of Strategic Management 1.3 Levels of Strategy : Corporate, Divisional Business, Operational or Functional	15	15

		1.4 7 'S' Frame Work		
	2	Strategic Intent 2.1 Vision , Mission, Business definition, Goals and Objectives 2.2 Mission Statement and its Characteristics 2.3 Corporate Social Responsibility		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Environmental Analysis 3.1 Concept of Organizational Environment : Internal and External Environment 3.2 Process of SWOT analysis 3.3 Need for Environmental analysis (External Environment) 3.4 External Factor Evaluation Matrix (EFE)	15	15
	4	Organizational Appraisal 4.1 Dynamics of Internal Environment 4.2 Six Organizational Capability factors 4.3 Internal Factor Evaluation Matrix (IFE) 4.4 Competitive Profile Matrix (CPM) 4.5 Industry Analysis (Porter's Five Force Analysis)		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	5	Strategy Formulation 5.1 Types of Strategy 5.1.1 Intensification Strategies : 5.1.1.1 Market penetration 5.1.1.2 Market Development 5.1.1.3 New Product Development 5.1.1.4 Innovation 5.1.2 Integrative Strategies: 5.1.2.1 Horizontal 5.1.2.2 Vertical 5.1.3 Diversification Strategies 5.1.3.1 Concentric (Related) 5.1.3.2 Conglomeratic (Unrelated) 5.1.4 Restructuring / Retrenchment Strategies: 5.1.4.1 Turnaround 5.1.4.2 Divestment 5.1.4.3 Liquidation 5.1.4.4 Merger 5.1.4.5 Acquisition (Take Over) 5.1.4.6 Joint Venture	15	15
	6	Strategic Evaluation 6.1 Nature and its importance		

	6.2 Process of Strategic Evaluation		
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Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	SWOT Analysis	10
2.	CSR (Case Study)	
3.	Strategy Formulation (Any ONE)	
4.	Industry Analysis	

REFERENCE BOOKS

1. Kazmi, A.(2011) *Strategic Management and Business Policy 3rd ed.*, The McGraw Hill Companies.

2. David,F.(2011) *Strategic Management Concept and Cases* 13th ed., Pearson Education
3. Ramswamy ,V.S., Namakumari, S.(2007) *Strategic Planning Formulation of Corporate Strategy*, Macmillen
4. Srinivasan, R., (2006), *Strategic Management The Indian Context* , 2nd Prentice Hall of India
5. Enz,C., (2010), *Hospitality Strategic Management* 2nd ed. John Wiley and Sons, Inc.

EVENT PLANNING, MARKETING & MANAGEMENT (Practical)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Event Planning, Marketing & Management (USHO 603)
Course Code	Title	Credits	
USHO603	Event Planning, Marketing & Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact		4					
Credit		2					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs				TH	PR	L	P	T	
		L	P	T	L	P	T	L	P	T							
USHO 603	Event Planning, Marketing & Management	-	04	-	-	60	-	-	60	-	60	-	100	-	02	-	02

OBJECTIVES:

On successful completion of this course students will be able to:

- Apply Management Theories & Principles for Event management.
- Develop an ability to plan for conventions, seminars & events.
- Prepare financial reports and establish source of funding for a new operation.
- Plan events creatively and think strategically.
- Understand the financial, marketing, operational and strategic issues in setting up an event.
- Integrate approaches of time, money (capital), people and other resources.
- Understand the concept of Event Management.

Contents of syllabus for USHO603

Unit	Practical	Hours
1	1) Importance of Event Management 2) Financial Management (Projected, Estimated, Formats etc....)	20

	3) Concept, Theme, Design & Interiors (Housekeeping) 4) Publicity, Promotion and Guest Relation (Front Office)	
2	5) Revenue Generation (Sales & Marketing) 6) Production Planning & Menu Designing (Food Production) 7) Service, Planning & Delivery (Food & Beverage) 8) Entertainment, Licenses, Security etc.... (Management)	20
3	9) Industry Guest Speakers 10) Drafting of Reports 11) Final Report Presentation & Viva	20

Students need to prepare a Report of the Event, guidelines for the report is given below:

No.	Particular
1	Title of the Event
2	Name of the Student
3	Designation of the Student for the Event
4	Department of Operation
5	Event Objectives / Purpose / Theme
6	Introduction to the Event (Reason for the Theme)
7	Estimated Budget / Projection (Should include all departments for Final Estimated Cost)
8	Estimated Departmental Budget Breakup
9	Target Audience / Market / Foot falls / Projected
10	Competitive Marketing Analysis
11	Sales & Marketing Activity <ul style="list-style-type: none"> • Generation of Funds for the Event • Projected Sponsors
12	Publicity & promotion Activity (e.g. Advertisement, Collateral, Newspaper, Hoarding's Radio, TV etc.
13	Student Organizational Chart
14	Student Departmental Chart
15	Role / Contribution of the Individual Student in the Respective Department
16	Challenges faced by the Individual student and overall team
17	Troubleshooting of challenges and problems.
18	Learning Outcome
19	Annexure (e.g. Pre or Post event Photographs, Charts, Diagrams, Invites, Formats, Interviews etc.)

Scheme of Examination

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	90

2	Journal	05
3	Viva	05
	Total	100

NOTE: University External Examiner will be from the pool of Examiners approved by the University of Mumbai.

REFERENCE BOOKS

1. Bowdin, Glenn & McDonnell, (1999), *Events Management*, Ian Elsevier, Amsterdam
2. McDonnell Ian & Allan Johnny, (1999), *Festival and Special Event Management*, John Wiley & sons, New York
3. Tarlow Peter, (2002), *Event Risk Management and Safety*, John Wiley & Sons, New York
4. Otoole, William & Mikolaitis, Phyllis, (2002), *Corporate Event Project Management*, John Wiley & Sons, New York.
5. Lemaire Clndy & Walkar Mardi, (2006), *Start & Run an Event Planning Business*, Jaico Publishing House, Mumbai
6. Conway Des, (2004), *The Event Manager's Bible*, How to Books, UK.
7. Goldblatt Joe, (1997), *Special Events*, John Wiley & Sons, New York

ADVANCED FOOD PRODUCTION (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Food Production - (USHO 604A)
Course Code	Title	Credits	
USHO604A	Advanced Food Production	2+4	
For Course Per week 1 lecture/period is 60 minutes duration			
For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical	
Actual Contact	3	8	
Credit	2	4	

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs				TH	PR	L	P	T	
		L	P	T	L	P	T	L	P	T							
USHO 604A	Advanced Food Production	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06

OBJECTIVES:

- The objective is to get students to attain expertise in their culinary skills.
- To familiarize students on various aspects of kitchen management.
- To encourage and develop students to become independent entrepreneurs.

Contents of syllabus for USHO604A

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Kitchen Management 1.1 Flow of work 1.2 Layout and design 1.3 Food Cost Control	15	15
	2	Kitchen Stewarding 2.1 Importance of kitchen stewarding. 2.2 Hierarchy of kitchen stewarding. 2.3 Functions of stewarding Manager. 2.4 Equipments found in stewarding department. 2.5 Garbage Disposal		

Unit No.	Chapter No.	TOPIC	Hours	Marks
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02	3	Sandwich 3.1 History of Sandwich 3.2 Components of a sandwich 3.3 Types of sandwich 3.4 Guidelines for preparation and storage of sandwich 3.5 Accompaniments and Dips	15	15																											
	4	Classical garnishes (25) <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td>A La Francaise</td> <td>Alaska</td> <td>Allemande</td> </tr> <tr> <td>Bercy</td> <td>Bonne Femme</td> <td>Bouquetiere (A la)</td> </tr> <tr> <td>Bourguignonne</td> <td>Cardinal</td> <td>Chasseur</td> </tr> <tr> <td>Colbert</td> <td>Diablo, Ala</td> <td>Dieppoise</td> </tr> <tr> <td>Maltaise</td> <td>Milanaise</td> <td>Nantua</td> </tr> <tr> <td>Neapolitaine</td> <td>Nicoise</td> <td>Noisette</td> </tr> <tr> <td>Parisienne</td> <td>Portugaise</td> <td>Thermidor</td> </tr> <tr> <td>Veronique</td> <td>Waldorf</td> <td>Wellington</td> </tr> <tr> <td> </td> <td> </td> <td> </td> </tr> </table>			A La Francaise	Alaska	Allemande	Bercy	Bonne Femme	Bouquetiere (A la)	Bourguignonne	Cardinal	Chasseur	Colbert	Diablo, Ala	Dieppoise	Maltaise	Milanaise	Nantua	Neapolitaine	Nicoise	Noisette	Parisienne	Portugaise	Thermidor	Veronique	Waldorf	Wellington			
	A La Francaise	Alaska			Allemande																										
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Neapolitaine	Nicoise	Noisette																													
Parisienne	Portugaise	Thermidor																													
Veronique	Waldorf	Wellington																													
5	Hors d'oeuvres 5.1 Definition and history 5.2 Guidelines for the preparation of Hors d'oeuvres and Amuse Bouche. 5.3 International Hors d'oeuvres(Hot & Cold) 5.4 Russian, Italian, Spanish, English, Swedish, Indonesian, 5.5 Japanese, Greek																														

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	6	Non Edible Displays 6.1 Ice-carving 6.2 Tallow sculpture 6.3 Fruit and vegetable displays 6.4 Salt dough 6.5 Thermocol work 6.6 Sugar & Chocolate Display	15	15
	7	Uses of wines, herbs and spices in cooking		
	8	Organoleptic & sensory evaluation of food		
	9	Contemporary cooking trends		
	10	Culinary terms (100)		

• **List of Culinary Terms –**

1. Abetis	35. Cru	69. Gras double
2. Agneau	36. Cuillere	70. Grenodin
3. Aiguille – a – Piquer	37. Decouper	71. Gretter
4. Aiguille – e – Brider	38. Degorger	72. Grilled

5. Airallas	39. Demi – devil	73. Grosso piece
6. Aloyou	40. Denerver	74. Jombon
7. Arêtes	41. Denoyauter	75. Laitance
8. Ballotine	42. Doree	76. Lattue
9. Bavette	43. Douilles	77. Medallion
10. Bonne bouche	44. Eberber	78. Melange
11. Borde de lard	45. Ecaillage	79. Mignon
12. Bouchee or volauvents	46. Ecailler	80. Monter au beurre
13. Brider	47. Eeste	81. Moutarde
14. Broye	48. En croute	82. Navarin
15. Carapace	49. En papillote	83. Noisette
16. Cereasse	50. Epauale	84. Noix
17. Cerre	51. Epices	85. Os a Moelle
18. Cervelle	52. Eplucher	86. Rauget
19. Chapalure	53. Escargot	87. Rifroidir
20. Chauffroiter	54. Escrote	88. Roghon
21. Chipolata	55. Estomac	89. Rognon
22. Clou de girofle	56. Farcir	90. Roulade
23. Cochon de loit	57. Farine	91. Rouler
24. Contrefilet	58. Fender	92. Salpicon
25. Corbeille	59. Foncer	93. Saumure
26. Corjevil	60. Fouetter	94. Tasse
27. Cornichon	61. Frappe	95. Thon
28. Cotelette	62. Fricandelle	96. Timbale
29. Couronne	63. Gingembre	97. Trenche
30. Crapaudine	64. Glaciere	98. Trencher
31. Creamux	65. Godiveau	99. Viande
32. Crepine	66. Gout	100. Vide
33. Crepinette	67. Graisse	
34. Croquant	68. Gras	

ADVANCED FOOD PRODUCTION (Practical)

Unit	Practical	Hours
1	1 High tea menu 2 Brunch 3 Breakfast 4 Festive 1 (Indian / International) 5 Festive 2 (Indian / International) 6 Festive 3 (Indian / International)	40

	7 Mystery Basket for a cocktail menu with 3 starters (veg) 8 Mystery Basket for a cocktail menu with 3 starters (Non-veg) 9 Sushi 10 Dimsum	
2	11 Demo by Guest Chef 12 Demo by Guest Chef 13 Larder 1 14 Larder 2 15 Mystery Basket (Vegetable) 16 Five course menu (soup/salad/starter; Main course with 2 accompaniments and dessert) 17 Mystery Basket (Non -Vegetable) 18 course menu (soup/salad/starter; Main course with 2 accompaniments and dessert) 19 Mystery Basket (Non -Vegetable) 20 Five course menu (soup/salad/starter; Main course with 2 accompaniments and dessert)	40
3	21 Scandinavia 22 Malaysian 23 Indonesian 24 Fusion menu 1 25 Fusion menu 2 26 Indian street food 27 international street food 28 finger food 29 practice menu 30 mystery basket	40

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05

	Total	40
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(b) Semester end examination (Pattern of Question Paper):- 60 Marks**Theory**

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	180
2	Journal	10
3	Viva	10
Total		200

REFERENCE BOOKS

1. Hamlyn, Paul, (1984), *Larousse Gastronomique*, Hamlyn, London
2. Stevenson, Daniel, (1991), *Basic Cookery The Process Approach*, Stanley Thornes (Publishers Ltd., England
3. Kinsella John, & Harvey David, (1996), *Professional Charcuterie*, John Wiley & sons, Canada
4. Leto M.J.& Bode W.K.H., (2007), *The Larder Chef Food Preparation & Presentation*, Butterworth - Hinemann, UK
5. Campbell John , Foskett David, (2012), *Practical Cookery for level 2 NVQ & Apprenticeships*, Hodder Education, UK
6. Bali Parvinder S., (2012), *International Cuisine & Food Production Management*, Oxford University, New Delhi
7. Bali Parvinder S., (2011), *Quantity Food Production Operation*, Oxford University Press, New Delhi
8. Harbutt Juliet, (2009), *The World Encyclopedia of Cheese*, Hermes House , London

9. Ramesh P & Jos Wellman, (2009), *Professional Cookery -Theory & Practice*, Better Yourself Book, Mumbai
10. Basan Ghillie & Jan Terry, (2008), *A Practical Cook's Encyclopedia of Malaysia & Singapore*, Hermes House , London
11. Sheasby Anne, (2008), *New Soup Bible*, Hermes House , London
12. Chan Wynnie, (2004), *Fresh Chinese*, Hamlyn, Great Britain
13. Amiard Herve & Mouton Laurence, (2004), *A Taste of Morocco*, Hachette, France
14. Trutter Marion, (2009), *Culinaria Spain*, Konemann Publisher, Spain
15. Schlotter Katrin & Schmid Gregor, (2010), *Culinaria China; Cuisine, Country, Culture*, Hfullmann, China
16. Beazley Mitchell , (2007), *Cook Espana, Drink Espana - A Culinary Journey Around the food & Drink of Spain*, Mitchell Beazley, Great Britain
17. Foskett David & Cesrani Victor, (2007), *The Theory of Catering (with DVD)*, Book Power with Hodder, UK
18. Garlough robert & Campbell Angus, (2008), *Modern Garde Manger*, Thomson Delmer, Australia
19. France Christine, (2008), *Sauces*, Hermes House , London
20. Tubby Linda, (2008), *The Barbecue Bible*, Hermes House , London
21. Ingram Christine, (2008), *Appetizer, Starter Horsdoeures*, Hermes House , London
22. Ramesh P & Jos Wellman, 2009, *Professional Cookery -Theory & Practice*, Better Yourself Book, Mumbai
23. Gisslen Wayne, (2001), *Professional Cooking*, John Wiley & sons, New York
24. Larousse, David, (1996), *Professional Garde Manger*, John wiley & sons, New Delhi

ADVANCED FOOD & BEVERAGE OPERATIONS MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Food & Beverage Operations Management - (USHO604B)
Course Code	Title	Credits	
USHO604B	Advanced Food & Beverage Operations Management	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO604B	Advanced Food & Beverage Operations Management	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06

OBJECTIVES:

At the end of semester VI the student will specialize & be able to:-

- Identify factors to create impulse buying; prepare, fillet, carve, flambé & finish food items from a Gueridon trolley.
- Plan & operate a Bar operation, Manage inventory and maintain records pertaining to beverage control.
- Understand and apply cost dynamics as related to the Food & Beverage industry.
- Demonstrate a detailed understanding of the various facets of the Food & Beverage cycle of control in the operational & post operational phase.

Contents of syllabus for USHO604B

Unit	Chapter	TOPIC	Hours	Marks
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No.	No.			
01	1	Gueridon Service 1.1 Origin, history and definition 1.2 Factors to create impulse buying. 1.3 Advantages and disadvantages of Gueridon service 1.4 Principles of Gueridon service. 1.5 Flambé trolley & other trolleys (Carving, Cheese, Liqueur, Salad & Dessert). 1.6 Gueridon equipment & ingredients, Mise en place & Presentation.	15	15
	2	Food and Beverage Management. 2.1 Objectives of Food & Beverage Management. 2.2 Food and Beverage Management/ Function 2.3 Cost and Market orientation		
	3	Food and Beverage Control 3.1 Objective of F& B Control. 3.2 Obstacles of F& B Control. 3.3 Food Control checklists. 3.4 Beverage Control checklist		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	Bar Operations 4.1 Definition & classification. 4.2 Layout & parts for Front of the house dispense bar. 4.3 Bar Thefts and frauds. (Nature and prevention.) 4.4 Records & Licenses maintained in a Bar (Naukarnama, Permit, TPIN, Bill book, & B.O.T.).	8	15
	5	5.1 Cocktails & Mixed drinks a) Introduction, History & Definition b) Bar Equipment. (glassware, fixed & movable equipment) c) Methods of Mixing Cocktails. (Stirred, Shaken, Built-up/Layered, Blended & Muddled) d) Styles of Cocktails (Collins, cobblers, coolers, crustas, cups, e) daisies, eggnogs, flips, frappes, fixes, fizzes, Highball, juleps, f) Pick-me-ups, pousse café, smashes, sours, swizzles & toddies). g) Rules to be observed while making cocktails. 5.2 Recipes of classic & exotic cocktails. a) Whisky: (Godfather, Manhattan, Mint Julep, Whisky Sour	7	

		<p>& Rusty Nail)</p> <p>b) Rum: (Daiquiri, Planters Punch, Mai-Tai, Mojito & Pinacolada)</p> <p>c) Brandy: (Between The Sheets, Grasshopper, Sidecar, Brandy Alexander & B&B)</p> <p>d) Gin: (Martini, Gimlet, Tom Collins, Singapore Sling & Pink Lady)</p> <p>e) Vodka: (Bloody Mary, Screw Driver, Harvey's Wallbanger, Blue Lagoon & Black Russian)</p> <p>f) Tequila & Mezcal: (Bloody Maria, Long Island Iced tea, Marguerita, Spanish fly, Tequila Sunrise).</p> <p>g) Wine, Sparkling Wine & Beer: (Shandy, Sangria, Buck's Fizz, Kir Royale & Black Velvet)</p> <p>h) Mocktails (fruit punch, Shirley temple, Virgin Pinacolada, Virgin Mary, Flavoured Iced tea)</p>		
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Unit No.	Chapter No.	TOPIC	Hours	Marks
03	6	<p>Cycle of control.</p> <p>6.1 Operational phase</p> <p>6.1.1 Purchasing</p> <p>6.1.1.1 Methods of purchasing Food / Beverage. (Contract / Daily / Weekly/ Fortnight / Cash and Carry)</p> <p>6.1.1.2 Selection of a supplier</p> <p>6.1.1.3 Purchase specification</p> <p>6.1.1.4 Purchase order.</p> <p>6.1.2 Receiving</p> <p>6.1.2.1 Quality inspection</p> <p>6.1.2.2 Quantity inspection</p> <p>6.1.2.3 Receiving records Maintained</p> <p>6.1.3 Storing & Issuing</p> <p>6.1.3.1 Bin card</p> <p>6.1.3.2 Store ledger</p> <p>6.1.3.3 Indent/ requisition</p> <p>6.2 Post Operational Control: Management after the event phase.</p> <p>6.2.1 Methods of Food control.</p> <p>6.2.2 Methods of Beverage control</p> <p>6.2.3 Detailed Daily Food cost report</p>	15	15

ADVANCED FOOD & BEVERAGE OPERATIONS MANAGEMENT **(Practical)**

Unit	Practical	Hours	Marks
1	<p>Practice: Demonstration & Preparation of any five (Gueridon or flambé) & tray set up for below listed Recipes.</p> <p>Recipes for 10 dishes.</p> <ul style="list-style-type: none"> • Caesar salad. • Flambéed Consommé. • Scampi a la crème flambé • Steak Diane* • Steak* (with choice of sauces – pepper, red wine, mushroom) • Crepes suzette • Pineapple Flambé / Banana Flambé • Irish Coffee / Cafe Serpentine • Omelette au rhum. • Roast Chicken/ Turkey/Duck/Lamb (Carving only) <p>* BEEF may be substituted</p>	40	40
2	<ul style="list-style-type: none"> • Order taking Procedure and service in the Bar • Drawing the layout of Dispense Bar (Front of the house & back of house) • Compiling of Bar Menu & Wine List. • Flair bartending & Mixology (screening of videos & practice) 	40	40
3	<p>Sommeliership:- Advanced techniques and skills</p> <p>1 The Modern Bartender – (Art of Sommeliership and advanced bartending)</p> <p>1.1 Alcoholic Beverages – An overview.(Wines, Beer, Spirits, Liqueurs, Cocktails) – (Classification, Definition, Types and styles, Service procedure)</p> <p>1.2 Introduction to Sommelier (Definition, Attributes of a sommelier, Job responsibilities, Scope and careers of a sommelier)</p> <p>1.3 Systematic Approach to Tasting (Tasting wheel). Storage and service of different styles of wines. (Red, White, Rose, Sparkling, Fortified) Old world and new world.</p> <p>1.4 Wine Menu Planning for Restaurants, Bar and Pub. (Food and wine pairing – Basic considerations, Flavour intensity of food and the Wine, Sweetness, acidity and savoury flavors in food and key flavours in food and wine). Balancing wines - countries/price/varieties on the menu card. Talk lines and selling techniques of wines. The wine Label: Reading, understanding, explaining, selling.</p>	40	40

	<p style="text-align: center;">1.5 Sommeliership</p> <p>(Guidelines for a sommelier, Sommelier as a sales person, Product knowledge – strength of drink, Storage temperature, pouring of wine, safe opening of champagne, script for describing, access the character and quality of wine in relation to food pairing, Identify the origins, distribution, growing patterns, winemaking treatments and taste profile of the world’s most noble and popular grape varieties and their wines, Analyze the customer/client’s requirements and recommend food and wine pairings consistent with the requirements)</p>		
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ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	Restaurant Managerial skills (Managing Lunch service, Tea Service)	20
2.	Collection of Bar Records	20
3.	Menu Planning for a Gueridon Service restaurant.	20
4.	Setting up of Bar (Pub/ Nightclub/ Discotheque)	20

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
Total		40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.

- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	180
2	Journal	10
3	Viva	10
	Total	200

REFERENCE BOOKS

1. Andrews S, (2009), *Food & Beverage Service A Training Manual,(Second Edition)*, Tata McGraw-Hill Publishing Company Limited, New Delhi
2. Fuller, John, (1992), *Advanced Food Service*, Stanley Thornes Publishers Ltd., England
3. Kivela, Jaksa, (1994), *Menu Planning for the Hospitality Industry*, Hospitality Press P Ltd., Melbourne
4. Lilicrap, Dennis & Cousins, John, (1994), *Food and Beverage Service*, Common Wealth Publication, New Delhi
5. Magris, Marzia, (1995), *An Introduction to Food & Beverage Studies*, Hospitality Press P Ltd, Melbourne
6. Singaravelavan .R, (2011), *Food and Beverage Service*, Oxford University Press, Delhi

ADVANCED HOUSEKEEPING (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Housekeeping - (USHO604C)
Course Code	Title	Credits	
USHO604C	Advanced Housekeeping	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO604C	Advanced Housekeeping	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06

OBJECTIVES:

At the end of semester VI:

- To plan and evaluate budgets.
- Create and evaluate the aspects of Interior Design in a Guest Room Layout.
- Plan and draw the layout of Guest Rooms to scale.
- Set up the housekeeping department of a new property and create a timeline for the countdown to the opening.
- Identify safety hazards and implement preventive and remedial measures.

Contents of syllabus for USHO604C

Unit	Chapter	TOPIC	Hours	Marks
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No.	No.			
01	1	Budget and Budgetary Control 1.1 Introduction 1.2 Types of budgets 1.3 Budget planning process 1.3.1 Preparing the budget 1.3.2 Formats 1.4 Controlling expenses 1.5 Inventory control	15	15
	2	Supervisory Skills 2.1 Job Description and daily Routine of 2.1.1 Guest room Supervisor 2.1.2 Public Area Supervisor 2.1.3 Linen and Uniform Room Supervisor		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Preopening Property Operations 3.1 Setting up housekeeping 3.2 Countdown to opening 3.3 Preparing snagging list	15	15
	4	Furniture and Accessories 4.1 Types 4.2 Selection 4.3 Care		
	5	Guestroom Layout 5.1 Planning room layouts (Twin / Double / Suite / Handicapped / Service Apartment) 5.2 Sizes of rooms		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	6	Risk and Environmental Management 6.1 Fire safety and accident prevention 6.1.1 Hazards 6.1.2 Prevention 6.1.3 Crisis handling 6.2 First Aid 6.3 Dealing with emergencies 6.3.1 Fire 6.3.2 Bomb threat 6.3.3 Death 6.3.4 Natural Disasters 6.4 Minimising theft 6.4.1 Guest theft	15	15

	6.4.2 Employee theft		
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ADVANCED HOUSEKEEPING (Practical)

Unit	Practical	Hours
1	1 Layouts 1.1 Guest room layouts and application of colour schemes 1.1.1 Twin Room 1.1.2 Double Room 1.1.3 Suite 1.1.4 For the physically challenged 1.2 Floor Pantry 1.3 Linen and Uniform Room 1.4 HK Department 2 Interior Designing 2.1 Guest room 2.2 Bathroom	40
2	3 Case study and Role play 4 Dealing with situations requiring First Aid 4.1 Burns 4.2 Cuts 4.3 Scalds 4.4 Falls 4.5 Electric Shocks 4.6 Bandages 5 Fire fighting	40
3	6 Advanced techniques of Flower Arrangements 7 Linen Origami 8 Housekeeping Supervisors' Daily Routine	40

ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	Suppliers in Mumbai for interiors – Furniture Soft furnishings etc.	10
2.	Samples / brochures / pictures and information for Soft Furnishings	10
3.	Preparing the HK budget for small/medium size hotels.	10

Scheme of Examination (Theory)**(a) Internal assessment- 40 marks**

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks**Theory**

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	180
2	Journal	10
3	Viva	10
	Total	200

REFERENCE BOOKS

- 1 Raghubalan G., Raghubalan Smritee, 2007 - 2009, *Hotel Housekeeping Operations and Management*, second edition, Oxford University Press.
- 2 Singh Malini & George Jaya B., 2008, *Housekeeping Operations, Design and Management*, first edition, Jaico Publications.
- 3 Schneider Madelin, Tucker Georgina, Scoviak Mary, 1999, *The Professional Housekeeper*, 4th edition, John Wiley & Sons.
- 4 Kasu Ahmed A., 1992, *An introduction to Art, craft, science, technique and profession of interior design*, third edition, Ashish Book Centre, Delhi.
- 5 Jones Thomas J.A., 2005, *Professional Management of Housekeeping Operations*, 4th edition, John Wiley & Sons.

ADVANCED FRONT OFFICE (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Front Office - (USHO604D)
Course Code	Title	Credits	
USHO604D	Advanced Front Office	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO604D	Advanced Front Office	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06

OBJECTIVES:

Students will be able to understand:

- Yield management and its application in the Hotel Industry.
- Measurement of Yield for Management Decision Making.
- Passport & Visa regulations.

Contents of syllabus for USHO604D

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Yield Management 1.1 Introduction 1.2 Concept of Yield Management 1.2.1 Applications(Hospitality Industry) 1.3 Various strategies to maximise yield 1.3.1 Capacity Management, Discount Allocation, Duration Control 1.4 Measuring Yield 1.4.1 Potential Average Single Rate 1.4.2 Potential Average Double Rate 1.4.3 Multiple Occupancy Percentage 1.4.4 Rate Spread/ Rate Differential 1.4.5 Potential Average Rate 1.4.6 Room Rate Achievement Factor 1.4.7 Revenue Per Available Room (RevPAR) 1.4.8 Equivalent Occupancy 1.5 Elements of Yield Management 1.5.1 Group Room Sale (Group Booking Data, Group booking pace, Anticipated Group Business, Lead Time, Displacement of Transient Business) 1.5.1.1 Transient/ FIT Room Sales 1.5.1.2 Food and Beverage Activity 1.5.1.3 Local and Area-wide activities 1.5.1.4 Special Events 1.6 Using Yield Management 1.6.1 Potential High and Low Demand Tactics 1.7 Implementing Yield Strategies 1.7.1 Hurdle rate 1.7.2 Minimum length of stay 1.7.3 Close to arrival 1.7.4 Sell-through 1.8 Key Terms		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	2	Passport and Visa 2.1 Passport 2.1.1 Definition and Types of Passport 2.1.2 Guidelines for Indian Passport Holders 2.1.3 Issue of New Passport 2.1.4 Renewal Of Passport 2.1.5 Passport for Minor		

		2.1.6 Replacement of Lost/ Damaged Passport (Duplicate) 2.1.7 Extension of short validity passport 2.1.8 Change of Name/ Surname after marriage 2.1.9 Change of appearance 2.1.10 Change in Date of Birth/ Place of Birth 2.1.11 Emergency Travel Document 2.1.12 Fee Structure 2.2 Visa 2.2.1 Definition and types of visas 2.2.2 Requirement for visa, 2.2.3 Tourist visa, 2.2.4 Collective visa, 2.2.5 Transient visa & exemption from registration 2.2.6 Other types of Visas 2.2.7 Business visa, 2.2.8 Student visa, 2.2.9 Conference visa, 2.2.10 Employment visa, 2.2.11 Recreation visa, 2.2.12 Research visa, 2.2.13 Missionary visa, 2.2.14 Landing Permit Facilities, 2.2.15 PIO card(Person of Indian Origin)		
Unit No.	Chapter No.	TOPIC	Hours	Marks
03	3	Revenue Management Terms (100 Terms)		
		1. 90-Day Forecast	2. Action Plan	3. Average Daily Rate (ADR).
		4. Best Available Rate	5. Best-Rate Guarantee Program	6. Booking Pace
		7. Brand Equity	8. Branding	9. Bundling
		10. Cannibalization	11. Capacity	12. Central Reservation Office (CRO).
		13. Central Reservation System	14. Channel	15. Channel Contribution Percentage
		16. Closed Or Closed Out	17. Closed To Arrival	18. Competitive Advantage
		19. Competitive Intelligence	20. Competitive Set	21. Customer-Centric Approach
		22. Customer Relationship Management	23. Cut-Off Date	24. Data Mining

		25. Decline Stage	26. Demand	27. Demand Drainer		
		28. Demand Forecasting	29. Demand Generator	30. Denial		
		31. Discounting	32. Distressed Inventory	33. Dynamic Packaging		
		34. Elastic	35. Electronic Distribution	36. Environmental Scanning		
		37. Extended Stay Business	38. Fair Price	39. Fixed Costs		
		40. Flash Report	41. Forecasting	42. Forecasts		
		43. Full Pattern Length Of Stay Restriction	44. Global Distribution Systems	45. Group Business		
		46. Induce Trial	47. Inelastic	48. Internet Distribution System (IDS)		
		49. Introductory Stage	50. Inventory	51. Inventory Management		
		52. Law Of Demand	53. Law Of Supply	54. Long-Term Goals And Objectives		
		55. Long-Term Strategies	56. Lost Business	57. Loyalty Program		
		58. Managing Demand	59. Market Segmentation	60. Market Share		
		61. Market Skimming	62. Maximum Length Of Stay Restriction	63. Minimum Length Of Stay Restriction		
		64. Must-Stay Restriction	65. Net Rate	66. Off-Season		
		67. Pace	68. Peak Season	69. Perfectly Elastic		
		70. Perfectly Inelastic	71. Perishable	72. Pick-Up		
		73. Prestige Pricing	74. Price Elasticity Of Demand	75. Price Elasticity Of Supply		
		76. Price Leader	77. Promotional Pricing	78. Property Management System		
		79. Rack Rate	80. Rate Integrity	81. Regret.		
		82. Reservation Conversion Percentage	83. Run Of House	84. Short-Term 3 To 5-Day Forecast		
		85. Shortage	86. Shoulder Season	87. Stay Controls		
		88. Stay Pattern	89. Strategic Revenue Management Process	90. Strategy		
		91. SWOT Analysis	92. Tactics	93. Transient		
		94. Valley Season	95. Value-Based Pricing	96. Values		
		97. Wash Factor	98. Weak Season	99. Wholesale Rate		
		100. Yield Management				

ADVANCED FRONT OFFICE (Practical)

Unit	Practical	Hours
1	Role Play Activities: (Transient FIT's, Groups & Special Category Guest) <ul style="list-style-type: none"> • Pre-arrival stage • Arrival Stage • Occupancy • Departure 	
2	Handling Guest Complaints & Situations Theft, Drunken guest & Difficult guest, Bomb Threat, Fire, Death, Guest with Health Problems, Service related complaint, Black Listed Guest, Wake up call, Discrepancy in charges, Pet Policy.	
3	Case Study (10 Case Studies)	

ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	Itinerary Planning (Indian / International)	10

Scheme of Examination (Theory)**(a) Internal assessment- 40 marks**

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks**Theory**

First Semester (Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	180
2	Journal	10
3	Viva	10
	Total	200

REFERENCE BOOKS

1. Andrews, Sudhir. (1995), *Hotel Front Office Training Manual*, The Tata M'cGraw Hill, New Delhi.
2. Andrews, Sudhir. (2007), *Front Office Management & Operations*, The Tata M'cGraw Hill, New Delhi.
3. Aggarwal Ravi, (2002), *Hotel Front Office*, Sublime Publications, Jaipur.
4. Bhatnagar S.K, (2002), *Front office Management*, Frank Bros & Co., New Delhi.
5. Chakravarti B.K.(1999), *Front Office Management in Hotel*, CBS Publisher, New Delhi.
6. Chakrawarti B.K., (2006), *Concept of Front Office Management*, APH Publishing, New Delhi.
7. Huyton Jeremy & Baker Sue, (2001), *Case Studies in Rooms Operations and Management*, Hospitality Press, Melbourne, Australia.
8. Singh R.K., (2006), *Front Office Management*, Aman Publication, New Delhi.
9. Tewari Jatashankar R., (2009), *Hotel Front Office Operations & Mgmt*, Oxford University Press, New Delhi.

ADVANCED BAKERY & CONFECTIONERY (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Advanced Bakery & Confectionery - (USHO604E)
Course Code	Title	Credits	
USHO604E	Advanced Bakery & Confectionery	2+4	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3	8					
Credit	2	4					

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO604E	Advanced Bakery & Confectionery	03	08	-	45	120	-	45	120	-	165	100	200	02	04	-	06

OBJECTIVES:

- To familiarize students on various aspects of bakery and confectionery management.
- To develop skilled professionals in bakery and confectionery for the hospitality industry.
- To develop students to become independent entrepreneurs.

Contents of syllabus for USHO604E

Unit No.	Chapter No.	TOPIC	Hours	Marks
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01	1	Basic Of Bakery and Patisserie Revision 1.1 Flour 1.2 Sugar 1.3 Leavening Agents 1.4 Fats & oils 1.5 Bread terms 1.6 Bread making	15	15
	2	Cake Making 2.1 Formula Balancing 2.2 08 golden rules of cake making 2.3 Methods of cake making 2.4 Physical & chemical changes 2.5 Cake faults & Precautionary methods		
	3	Frozen Desserts 3.1 Introduction and History 3.2 Types (Ices, Ice Milk and Ice Cream)- Spuma, Granita, Sorbet, Parfait, Casatta, semi-fredo, Gelato, Bombe, Frozen Yogurt. 3.3 Manufacturing & processing of ice-cream		
Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	Meringues 4.1 Introduction 4.2 Types and methods 4.3 Precautions 4.4 Use and Storage	15	15
	5	Sugar Craft 5.1 Tools & Equipment 5.2 Sugar Craft Techniques 5.3 Flower making 5.4 Sugar garnishes 5.5 3D gum paste modelling 5.6 Wedding cake		
	6	Chocolate 6.1 History 6.2 Manufacturing process of chocolate & cocoa powder. 6.3 Types 6.4 Tempering 6.5 Use and storage		
Unit No.	Chapter No.	TOPIC	Hours	Marks
03	7	Icings and Toppings 7.1 Classification with advantages & disadvantages 7.2 Shelf life	15	15

		7.3 Types		
	8	Colours & Flavours 8.1 Types – (Normal & Artificial) 8.2 Rules given by FDA		
	9	International Desserts 9.1 Names & Country of Origin 9.2 Glossary terms (bakery & confectionery)		

List of Glossary Terms:

1. Angel Food Cake	34. Devil's Food Cake	67. Pate A Bombe
2. Baba	35. Dobos Torte	68. Pate brisee
3. Bagel	36. Docking	69. Pate Feuillete
4. Bagged	37. English Muffin	70. Pate Sablee
5. Baked Alaska	38. Focaccia	71. Pate Sucree
6. Baklava	39. Fougasse	72. Patisserie
7. Bloom	40. Frangipane	73. Petit Four
8. Buche De Noel	41. Frozen Mousse	74. Phyllo
9. Careme	42. Fruit Cobbler	75. Pithiviers
10. Ceme Patisserie	43. Galette	76. Pre – Ferment
11. Challah	44. Gateau St – Honore	77. Pullman Loaf
12. Charlotte	45. Gaufre	78. Quark
13. Charlotte	46. Gelato	79. Retarding
14. Charlotte Ring	47. Ice Cream	80. Sabayon
15. Chiffon Cake	48. Icebox	81. Sacher Torte
16. Chiffon Pie	49. Italian Meringue	82. Sacristian
17. Chocolate Couverture	50. Kirschtorte	83. Savarin
18. Ciabatta	51. Kungelhopf	84. Scones
19. Cobbler	52. Langue De Chat	85. Short cakes
20. Compote	53. Lattice	86. Short Dough
21. Conching	54. Lattice Crust	87. Shortbread
22. Confectionery	55. Leavening	88. Sorbet
23. Coulis	56. Linzertorte	89. Sorbetto
24. Coupe	57. Liqueurs And Fruit Alcohols	90. St – Honore
25. Couverture	58. Marshmallow	91. Stencil Paste
26. Cream of tartar	59. Mimosa	92. Strudel
27. Crème Anglaise	60. Mousseline	93. Tablage
28. Crème Bavaois	61. Naploen	94. Tarte Tatin
29. Crème Brulee	62. Nougatine	95. Tirami-su
30. Crème Chantilly	63. Opera Cake	96. Torte
31. Crème Chiboust	64. Panna Cotta	97. Trifle
32. Crème Fraiche	65. Pannetone	98. Tunneling
33. Dacquoise	66. Paris Brest	99. Vacherin
		100. Zabaglione

ADVANCED BAKERY & CONFECTIONERY (Practical)

Unit	Practical	Hours																								
1	International Bread and Cakes 1. Foccacia, Grissini, Zuccoto 2. Panettone, Lavash, Mousse Cake 3. Pita, Epi, Cheese Cake (baked/chilled) 4. Stollen, Pretzels, Gateau Creole 5. Brioche, Ciabatta, Zebra Torte 6. Kugelhof, Bagels, Red Velvet with cream cheese frosting 7. Cottage Loaf, Monkey Bread, Truffle cake 8. Zopf, Fougasse, Opera cake 9. Mystery Basket 10. Mystery Basket	40																								
2	Pastries and Cookies – (One pastry and cookie per practical) <u>Pastry</u> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">1. Quiche Lorraine</td> <td style="width: 33%;">4. Crumble</td> <td style="width: 33%;">7. Strudel</td> </tr> <tr> <td>2. Mud pie</td> <td>5. Key lime pie</td> <td>8. Brandy snap</td> </tr> <tr> <td>3. Mississippi Mud pie</td> <td>6. Baklava</td> <td>9. Tulip</td> </tr> <tr> <td></td> <td></td> <td>10. Danish/Croissant</td> </tr> </table> <u>Cookies</u> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">1. Ginger bread</td> <td style="width: 33%;">4. Ice box</td> <td style="width: 33%;">7. Sheet</td> </tr> <tr> <td>2. Stamped</td> <td>5. Rolled</td> <td>8. Foam</td> </tr> <tr> <td>3. Piped</td> <td>6. Dropped</td> <td>9. Biscotti</td> </tr> <tr> <td></td> <td></td> <td>10. Florentine</td> </tr> </table>	1. Quiche Lorraine	4. Crumble	7. Strudel	2. Mud pie	5. Key lime pie	8. Brandy snap	3. Mississippi Mud pie	6. Baklava	9. Tulip			10. Danish/Croissant	1. Ginger bread	4. Ice box	7. Sheet	2. Stamped	5. Rolled	8. Foam	3. Piped	6. Dropped	9. Biscotti			10. Florentine	40
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		10. Florentine																								
3	<u>Desserts with plate presentation and garnishes</u> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%;">1. Parfait/Granita</td> <td style="width: 33%;">4. Pavlova/Vacherin</td> <td style="width: 33%;">8. Wedding Cake (Modeling, Moulding and flowers)</td> </tr> <tr> <td>2. Chocolate lava</td> <td>5. Croque-em-bouche</td> <td>9. Wedding Cake (royal icing)</td> </tr> <tr> <td>3. Bombe/Baked Alaska</td> <td>6. Wedding Cake (fruit cake and Marzipan)</td> <td>10. Wedding Cake (assembling)</td> </tr> <tr> <td></td> <td>7. Wedding Cake (Fondant, pastillage)</td> <td></td> </tr> </table> <u>Plate Presentation & Artistry</u>	1. Parfait/Granita	4. Pavlova/Vacherin	8. Wedding Cake (Modeling, Moulding and flowers)	2. Chocolate lava	5. Croque-em-bouche	9. Wedding Cake (royal icing)	3. Bombe/Baked Alaska	6. Wedding Cake (fruit cake and Marzipan)	10. Wedding Cake (assembling)		7. Wedding Cake (Fondant, pastillage)		40												
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	7. Wedding Cake (Fondant, pastillage)																									

1. Sauces 2. Coulis	3. Compotes 4. Fudge sauce	5. Caramel sauce 6. Crème anglais 7. Glaze
<u>Garnishes</u>		
1. Carved fruits & fruit basket 2. Tuille	3. Snaps 4. Caramel	5. Choux pastry 6. Chocolate
<u>Wedding Cakes –Thematic –(Formal /Informal)</u>		
1. Fruit cake 2. Marzipane 3. Fondant	4. Royal Icing 5. Pastillage (modeling & Moulding)	6. Piping /Royal Icing Techniques 7. Flowers

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.

- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

Conduct of Practical Examination

Sr.	Particulars for External Practical Examination	Marks
1	Semester End Practical Examination	180
2	Journal	10
3	Viva	10
	Total	200

REFERENCE BOOKS

1. Nicollelo, L. G. Dinsdale, J., (1991), *Basic Pastry Technique*, Hodder & Stoughton, London
2. Russell, Joan, (1964), *Creative Cake Decoration*, Leonard Hill, London
3. Clements, Carole, (1994), *Beautiful Baking*, Richard Blady Pub., London
4. Gisslen, Wayne, (1997), *Professional Baking*, 2nd Ed., John Wiley & Sons, New York
5. Day, Martha, (1999), *The Practical Encyclopedia of Baking*, Lorenz Books, London
6. Berry, Mary, , *Favourite Cakes*, Weidenfeld & Nicolson , London
7. Nilsen Angela, (1994), *Complete Cake Decorating*, Lorenz Books, New York
8. Laver, Norma, (1996), *The Art of Sugar craft Piping*, Chancellor Press , London
9. Nilsen Angela & Maxwell, Sarah, (1998), *Cakes & Cake Decorating*, Hermes House , London
10. Lodge, Nicholas, (1996), *The Art of Sugar Craft Lace and Filigree*, Chancellor Press , singapore
11. Smith, Anne, (1996), *The Art of Sugar Craft Sugar Paste*, Chancellor Press , London
12. Purton, Brenda, (1996), *The Art of Sugar Craft Royal Icing*, Chancellor Press , London
13. Purton, Brenda & Lodge, Nicholas, (1996), *The Art of Sugar Craft Royal Icing Lace & Filigree*, London
14. Jenne, Gerhard, (1998), *Decorating Cakes and Cookies*, Ryland Peters & Small , London
15. Treuille Eric & Ferigno, Ursula, (1998), *Bread*, Dorling Kindersley, London
16. Carluccio, Antonio Carluccio, Prissulla, , *Desserts*, Quadrille Publishing Ltd., New York
17. Nilsen Angela & Maxwell, Sarah, (1998), *Cakes & Cake Decorating*, Hermes House , London
18. Wadey, Rosemary, (1996), *Cake Decorating*, Sebastian Kelly, Great Britain
19. Spencer Churchill, (1994), *Classic Decorating Details*, Paragon, London
20. Maxwell Sarah & Nilsen Angela, (1996), *The complete cake Decorator*, Lorenz Books, London
21. Ford Mary, (1994), *New Book of Cake Decorating*, Mary ford Publication, England
22. Stogo, Makolm, (1998), *Ice cream & Frozen Desserts*, John Wiley & Sons, New York
23. Marshall, Robert T & Arbuckle, W.S., (1996), *Ice-Cream*, (Vth ed), ITP International Chapman & Hall, New York
24. Sutherring, Jane, (1996), *Ice Creams Sorbets and Other Cool Delights*, JG press, USA
25. Day,Martha, *The Complete Book of Desserts*, Konemann,
26. Global Media, *Hot Puddings & Frozen Desserts-7*
27. Global Media, *Pastry, Pies & Pastry Desserts-8*,

28. Lonsada, Patricia, (1997), *Ultimate Chocolate*, Metro Books, London
29. Roussel Chole, (2005), *The Chocolate Connoisseur*, Piatkus, Great Britain

REVENUE MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Revenue Management (USHO605A)
Course Code	Title	Credits	
USHO605A	Revenue Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs				TH	PR	L	P	T	
		L	P	T	L	P	T	L	P	T							
USHO605A	Revenue Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

OBJECTIVES:

- To sensitize hospitality students on the concept of Hospitality Revenue Management.
- Strategically think to increase occupancy levels, maximize yield and revenues in the Service Industry.

Contents of syllabus for USHO605A

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	History, Definitions, Meaning, Benefits and Prospects of Revenue Management	15	15
	2	The Purpose of Business and Fallacies of the Concept of Profit and Return on Investment 2.1 The 10 principles of Revenue Management 2.2 The Revenue Manager in the Hospitality Industry – Challenges of managing Hard Constraints and Soft constraints		

		2.3 The Revenue Manager Position 2.4 The Revenue Management Team 2.5 Ethical Aspects of Revenue Management 2.6 Role of Costs in Pricing 2.7 Role of value and its link with Quality and Service		
Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	Market Segmentation 3.1 What is Market Segmentation and its importance in Revenue Management 3.2 Yieldable and Non Yieldable segments 3.3 Meaning of Differential Pricing 3.4 Limits to Differential Pricing 3.5 Application of Differential Pricing	15	15
	4	Forecasting 4.1 The Importance/Benefits of Forecasting Demand 4.2 Past Data, Current data and Future Data (including Group Room sales Trends and the concept of Unconstrained Demand and Last Room value) 4.3 Demand Forecasts and Strategic Pricing 4.4 Displacement Calculation 4.5 What is (Rooms) Inventory Management? 4.6 Characterizing rooms for optimum inventory management 4.7 Discounting Rack Rates 4.8 Stay Restrictions (Duration Controls) 4.9 Selective Overbooking (capacity management) as an Inventory Control strategy 4.10 Binomial Distribution, Cumulative Binomial Distribution, The Painless Binomial 4.11 Marginal Analysis-Critical Fractile Method 4.12 The Twelve Principles of Inventory and Price Management		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	5	Distribution Channel Management 5.1 Electronic channels 5.2 Non electronic channels 5.3 Principles of Distribution Channel Management 5.4 Competitive Set Analysis, Benchmarking and Rate Shopping 5.5 Market Share Analysis	15	15
	6	Formulae and Calculations 6.1 The classical measures revisited – Occupancy, Multiple Occupancy and ADR - 6.2 Hotel Key Performance Index (KPI) - REVPAR, TREVPAR, TREVPEC, GOPPAR, REVPAM and		

		<p>REVPASH</p> <p>6.3 Forecasting Calculation Aids: Percentage of walk-ins, Percentage of Under stays, Percentage of No-Shows, Percentage of overstays.</p> <p>6.4 Measuring Yield and Evaluating RM Efforts: Potential Average Single Rate, Potential Average Double Rate, Rate Spread, Potential Average rate, Room Rate Achiever Factor, Yield Percentage, Occupancy Index Analysis, ADR Index Analysis, REVPAR Index Analysis and Market Share Analysis (these calculations are not a separate topic but involved with the content of the above mentioned topics. They may however be used fruitfully while setting question papers)</p>		
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Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. Jatashankar Tewari , *Hotel Front Office Operations and Management*, Oxford
2. Hayes and Miller, *Revenue Management of the Hospitality Industry*, John Wiley
3. e-book located at <http://www.xotels.com/en/revenue-management-solution>
4. Kimberly A. Tranter, Trevor Stuart-Hill, Juston Parker, (2009), *An Introduction to Revenue Management for the Hospitality Industry*, Pearson Prentice Hall
5. Robert G. Cross, (1998), *Revenue Management*, Broadway Books, New York.

FOREIGN LANGUAGE (FRENCH) (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Foreign Language (French) (USHO605B)
Course Code	Title	Credits	
USHO605B	Foreign Language (French)	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO605B	Foreign Language (French)	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

OBJECTIVES:

- The objective of this course is to enable the students to read, write, comprehend and converse in basic French.
- To develop communication skills in various departments of Hospitality Industry.
- To enhance the French Vocabulary of the students in various domains such as culinary, front office, accommodations as well as food and beverage service.
- To increase the knowledge of the culinary terms and recipes in French.

Contents of syllabus for USHO605B

Unit No.	Chapter No.	TOPIC	Hours	Marks
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01	1	Introduction to French 1.1 Les Alphabets - Majuscules, minuscules 1.2 Pronunciation du français(Les signs de Ponctuation) 1.3 Salutation- (introduction) 1.4 Formal and informal greeting 1.5 Basic conversations 1.6 Les jours de la semaine 1.7 Les mois de l'année 1.8 Les saisons 1.9 L'heure 1.10 La date 1.11 Le nom, le pluriel des noms 1.12 Articles définis/indéfinis 1.13 Les professions 1.14 Les couleurs 1.15 Les vêtements 1.16 Le visage 1.17 Le corps 1.18 La famille 1.19 Les pays avec leur nationalité	15	15
Unit No.	Chapter No.	TOPIC	Hours	Marks
02	2	Les Pronoms Sujets 2.1 Les verbes – être, avoir, I,II,III Groups: ending with 'er, ir, re' and irregular (acheter, aller, servir, savoir, pouvoir, venir, sortir, partir, vouloir, prendre, dire.(le present, le passé composé et le future) 2.2 Les verbes pronominaux: se lever, se laver, se doucher, s'habiller, se coucher, s'appeler (seulement au present) 2.3 Les adjectifs 2.4 Les adjectifs démonstratifs 2.5 Les adjectifs possessifs 2.6 Les prepositions 2.7 Les articles partitifs 2.8 Le négatif 2.9 Le vocabulaire de la cuisine et d'hôtel 2.10 Le menu (17 course-names only) 2.11 La cuisine française, les vins français et les fromages français.	15	15
Unit No.	Chapter No.	TOPIC	Hours	Marks
03	3	Les dialogues français. 3.1 Au restaurant 3.2 Réserver une chambre	15	15

		3.3 Demander la direction 3.4 A la banque 3.5 A l' aéroport(à la douane) 3.6 Les Recettes 3.7 La Soupe à l'oignon 3.8 Quiche Lorraine 3.9 L'omelette du jambon /du fromage 3.10 Baguette 3.11 Mousse au chocolat		
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ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	Role play	10
2.	Presentations: (Any TWO) <ul style="list-style-type: none"> • Les vins français • Les monuments français • Le tourisme en France • Les fromages français • Les fetes françaises • Les regions en France • Degustation • Les saisons • Haute couture : la mode • Les sports • La gastronomie en France 	10

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05

4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
Total		40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks**Theory**

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. *Nouvel En Echange*, 2012, 3rd Edition, Oxford University Press
2. *Cour de Lanngue*, 6th Edition, Paperback
3. *Dodo*, 2011, The New Yorker Public
4. Claudine Giraud, *A Votre Service* ,GDB Publication

SERVICES MARKETING (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Services Marketing (USHO605C)
Course Code	Title	Credits	
USHO605C	Services Marketing	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO605C	Services Marketing	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

OBJECTIVES:

- To familiarize students with marketing fundamentals
- To explain the importance of services marketing to a Hospitality Management student & to fit the subject into his or her understanding of Hospitality.

Contents of syllabus for USHO605C

Unit	Chapter	TOPIC	Hours	Marks
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No.	No.			
01	1	Introduction to Marketing. 1.1 Concise Evolution of Marketing 1.2 Definitions – Marketing, Sales, Hospitality Products, Services. 1.3 Introduction to Service Marketing 1.4 Distinguish between Sales & Marketing. 1.5 Distinguish between Goods & Services. 1.6 Characteristics of Services Marketing 1.7 Service gaps 1.8 Service encounter & service chain, Moment of Truth 1.9 Service encounter Analysis – The “Six S’s”	15	15
	2	Services Marketing Concept: 2.1 Segmentation (Target Market, Types of segmentation:- Demographic, geographic and psychographic). 2.2 Positioning. 2.3 Components of Marketing Plan.		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	3	P’s of Service Marketing. 3.1 Product / service mix 3.1.1 Levels of a product and new product development. 3.1.2 Product life cycle 3.1.3 Marketing strategies during the Product Life Cycle 3.1.4 Branding. 3.2 Price Mix. 3.2.1 Pricing objectives (Survival, Profit, Sales Competition, Image – differentiation) 3.2.2 Factors affecting pricing decision. 3.2.3 Skimming and penetration 3.2.4 Creative pricing of hotels and restaurants 3.3 Distribution Mix / Place. 3.3.1 Different Distribution network 3.3.2 Types of distribution channels. 3.3.3 Push and pull strategies 3.3.4 Need & role of distribution channel. 3.4 Promotion / Communication mix 3.4.1 Communication process 3.4.2 Types of media & importance. 3.4.3 Public Relations and publicity 3.4.4 Stages and technique of Personal Selling 3.4.5 In house Merchandising 3.4.6 Sales Promotion types and techniques. 3.5 People	15	15

		3.5.1 Employees 3.5.2 Customers 3.6 Physical Evidence 3.6.1 Ambience 3.6.2 Facility Design 3.6.3 Equipment 3.6.4 Employee Dress 3.6.5 Other Tangibles 3.7 Process / System 3.7.1 Service Blueprint/ Service Delivery (Airlines & Hotels)		
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Unit No.	Chapter No.	TOPIC	Hours	Marks
03	4	Consumer behavior : 4.1 Introduction & definition of consumer behavior 4.2 Factors influencing consumer behavior (Social, Cultural, Personal) 4.3 Stages in purchase behavior (5 stage) 4.4 Guests of tomorrow & Guest lifestyles	15	15
	5	E- Marketing for Services : 5.1 Introduction E- Marketing & Objectives 5.2 Ways to conduct on-line Marketing Activities. 5.3 Benefits of E-Marketing[customers stay updated, customers can compare online, clear product information, transparent pricing, e-commerce, online virtual tours)		

ASSIGNMENTS

Sr. No.	Topic for Assignments	Marks
1.	<u>Any ONE</u> 1 a) Organizational duties and responsibilities. (Any ONE) 1.1 Sales Executive. 1.2 Sales Manager. 1.3 Director of Sales. 1 b) Organizational structure. (Any ONE) 1.4 Large	10

	1.5 Medium 1.6 Small	
2	<p style="text-align: center;"><u>Any ONE</u></p> <p>a) Marketing Plan b) Project relating a hotel or restaurant (SWOT) c) Types of Sales call (Good will, damage control, promotion & confirmation). d) Ways to conduct on-line Marketing activities.</p>	

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q – 1	1	15
Q – 2	2	15
Q – 3	3	15
Q – 4	1,2,3	15
Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

- 1 Kotler, P. Bowne,J., Makens, J. *Marketing for Hospitality and Tourism* (3rd Edition), Pearson Education
- 2 Vaz, M. , Seta,M ,(2010), *Marketing Management*, Manan Prakashan
- 3 Lewis, Chambers (2008), *Marketing Leadership in Hospitality*, 2nd Edition, John Wiley & Sons

- 4 Zeithaml, V., Jobitner, M., Grembler, D., (2008), *Service Marketing*, Mc Graw Hill
- 5 Kotler,P., (2009), *Marketing Management*, PH of India Pvt Ltd.

FINANCIAL MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Financial Management (USHO605D)
Course Code	Title	Credits	
USHO605D	Financial Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO605D	Financial Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

OBJECTIVES:

- This subject will enhance the knowledge of financial management of the hospitality students.
- It will emphasize on the students to enhance the uses of finance in various segments in hospitality industry.
- This subject will help the students in establishing their own business and also will help them in their further studies.

Contents of syllabus for USHO605D

Unit No.	Chapter No.	TOPIC	Hours	Marks
01	1	Financial Management 1.1 Meaning 1.2 Scope 1.3 Objectives of Financial Management	15	15
	2	Financial Planning 2.1 Meaning of Financial Planning		

		2.2 Meaning & Principles Governing a Financial Plan 2.3 Capitalization – Introduction & Meaning of Cost & Earnings Theory 2.4 Leasing – Concept And Types of Leasing 2.5 Franchising – Types, Merits and Demerits		
	3	Funds Flow & Cash Flow Analysis 3.1 Nature, Importance and Uses 3.2 Simple , Practical Problems on Funds Flow Statements Covering Following Adjustments: 3.2.1 Depreciation 3.2.2 Divided 3.2.3 Taxation 3.2.4 Sale /Purchase of Assets		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	Verticalization and Ratio Analysis 4.1 Verticalization of Income Statement and Balance Sheet 4.2 Meaning and Importance of Ratio Analysis, Limitation and Uses of Ratios. 4.3 Numerical Problems Covering the following Ratios: 4.3.1 Income Statement Ratios :- 4.3.1.1 Gross Profit Ratio 4.3.1.2 Net Profit Ratio 4.3.1.3 (Pre-Tax & After Tax) 4.3.1.4 Operating Ratio 4.3.1.5 Operating Expenses Ratio 4.3.1.6 Stock Turnover Ratio 4.3.2 Balance Sheet Ratios:- 4.3.2.1 Current Ratio 4.3.2.2 Liquid Ratio 4.3.2.3 Proprietary Ratio 4.3.2.4 Solvency Ratio 4.3.3 Combined Ratios:- 4.3.3.1 Debtors Turnover Ratio 4.3.3.2 Creditors Turnover Ratio 4.3.3.3 Stock Working Capital Ratio 4.3.3.4 Return on Investment Ratio	15	15
	5	Capital Budgeting 5.1 Importance of Capital Budgeting 5.2 Capital Budgeting Appraising Methods. 5.2.1 Payback Period and Post Payback Profitability 5.2.2 Average Rate of Return 5.2.3 Net Present Value 5.3 Merits and Demerits of Each Method		

		5.4 Practical Problems on the above Four Methods.		
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Unit No.	Chapter No.	TOPIC	Hours	Marks
03	6	Cash Budget 6.1 Definition, Characteristics of Budgets & Types of budget 6.2 Practical Problems on Preparation of a Cash Budget	15	15
	7	Working Capital Management 7.1 Concept of Working Capital 7.2 Factors Determining Working Capital 7.3 Simple Practical Problems on Statement of Estimated Working Capital (No. of days working capital / operational cycle)		

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
1	ONE class test/ case study / online examination to be conducted in the given semester	20
2	ONE assignment based on curriculum to be assessed by the teacher concerned	10
3	Active participation in routine class instructional deliveries	05
4	Overall conduct as a responsible learner, communication and Leadership qualities in organizing related academic actives	05
	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
Q - 2	2	15
Q - 3	3	15
Q - 4	1,2,3	15

Total	60
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- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. Varsha Ainapure, (2009), *Management Accounting*, 1st Edition, Manan Prakashan
2. I. M. Pandey, (2005), *Financial Management*, 9th Edition, Vikas Publication
3. Anand Iyengar, (2008), *Hotel Finance*, 1st Edition, Oxford
4. M.Y. Khan & P. K. Jain, (2008), *Financial Management*, 5th Edition, Tata McGraw Hill
5. Prasanna Chandra, (2004), *Financial Management*, 6th Edition, Tata McGraw Hill

STRATEGIC HUMAN RESOURCE MANAGEMENT (Theory)

Name of the Programme	Duration	Semester	Course/ Course Code
B.Sc. in Hospitality Studies	Six Semester	VI	Strategic Human Resource Management (USHO605E)
Course Code	Title	Credits	
USHO605E	Strategic Human Resource Management	2	

For Course Per week 1 lecture/period is 60 minutes duration				For Subject per week 1 lecture/period is 60 minutes duration			
	Theory	Practical					
Actual Contact	3						
Credit	2						

Course Code	Subject	Class Room Instruction									Total	Total Marks		Credits			Total
		Per Week			Per Semester			Per Semester Hrs									
		L	P	T	L	P	T	L	P	T		TH	PR	L	P	T	
USHO605E	Strategic Human Resource Management	03	-	-	45	-	-	45	-	-	45	100	-	02	-	-	02

OBJECTIVES:

- To make the students aware of human resource functions in coordination with the strategic objectives of the organizations so as to enhance performance & service quality.

Contents of syllabus for USHO605E

Unit	Chapter	TOPIC	Hours	Marks
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No.	No.			
01	1	<p>Introduction to Strategic Human Resource Management</p> <p>1.1 Linking Human Resource Management (HRM) & Strategic Human Resource Management (SHRM)</p> <p>1.2 Evolution of Strategic Human Resource Management (SHRM)</p> <p>1.3 Strategic Fit: A conceptual framework</p> <p>1.4 Theoretical prospective of Strategic Human Resource Management (SHRM)</p> <p>1.5 Human Resource Management Approaches: The Indian Context</p> <p>1.6 Human Resource Challenges faced by the Indian Companies & Human Resource Strategies to be followed by Indian companies to overcome the challenges they face.</p>	15	15
	2	<p>Functional Human Resource Strategies</p> <p>2.1 Human Resource Outsourcing</p> <p>2.2 Technology & Strategic Human Resource Management (SHRM)</p> <p>2.3 Resourcing Strategy</p> <p>2.4 The Strategic Human Resource Management approach & Integration of Business & resourcing Strategy.</p>		
	3	<p>Employee Recruitment & Development</p> <p>3.1 New approaches to Recruitment (viz head hunting, online portals, moonlighting etc) & Selection.</p> <p>3.2 Coaching & Mentoring Relationship.</p> <p>3.3 Work- life Integration.</p> <p>3.4 Self management & Emotional Intelligence.</p>		

Unit No.	Chapter No.	TOPIC	Hours	Marks
02	4	<p>Development & Implementation of Human Resource Strategy</p> <p>4.1 Formulation of Strategy.</p> <p>4.2 Alignment to Business Strategy.</p> <p>4.3 Implementing Human Resource strategies</p> <p>4.4 Barriers to Strategic Human Resource.</p>	15	15
	5	<p>Strategic Global Human Resource Management</p> <p>5.1 Cross Cultural education & training programme</p> <p>5.2 Hiring a Diverse Workforce.</p> <p>5.3 Flexible working.</p> <p>5.4 Strategies for Managing the Global Workforce</p>		
	6	<p>Performance Management</p> <p>6.1 Effective Performance Management Systems</p> <p>6.2 Technology & Performance Management</p> <p>6.3 Strategic Linkage of Performance Management</p>		

Unit No.	Chapter No.	TOPIC	Hours	Marks
03	7	Employee Welfare 7.1 Employee Empowerment 7.2 Employee engagement 7.3 Motivation & The Glass Ceiling 7.4 Employee Health & Welfare	15	15
	8	Human Resource Strategies & Customer satisfaction 8.1 Service Quality Module (SERVQUAL) In Service Sector 8.2 Human Resource Management Good Practices		
	9	Career Planning, Development & management 9.1 Career Planning Methods & Practices 9.2 Career Stages 9.3 Career Development & Stages 9.4 Career Management System		

ASSIGNMENTS

Sr. No.	Topic for Assignments (Any Two)	Marks
1	Designing a training programme. (quick service restaurant, 5 star hotel, soft skills)	10
2	Project on Online Recruitment (hospitality sector)	
3	Project on Career Mapping or Succession Planning	
4	Report on a visit to a Human Resource Firm - understanding various functions of Human Resource.	

Scheme of Examination (Theory)

(a) Internal assessment- 40 marks

Sr.	Evaluation type	Marks
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	Total	40

(b) Semester end examination (Pattern of Question Paper):- 60 Marks

Theory

(Duration 2 hrs.)		
Questions in Examination Paper	Units	Maximum Marks
Q - 1	1	15
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Total		60

- Question 1, 2 & 3 should be from topics mentioned in the table total 3 sub questions to be attempted of 5 marks each out of the choice of 4 sub questions.
- Question no. 4 should be of short answer type questions having six sub questions (2 from each unit) of 3 marks each. Total 5 questions are to be attempted.

REFERENCE BOOKS

1. Armstrong, Baron, (2005), *Handbook of Strategic HRM* - - First Jaico Impression, Jaico Publishing
2. Mello, *Strategic HRM*, India Edition (Fifth Re-print, 2010), Cengage Learning
3. Agarwala, (2007), *Strategic HRM*, First Edition, Tenth Impression 2011 - Oxford University Press
4. Regis, (2008), *Strategic HRM and Development*, First edition, Excel Books

NOTE: TUTION FEE FOR THE SEMESTER Rs. 65,000/-