

# **SEMESTER VI**

<b>Courses and Code</b>	<b>Total Credits</b>	<b>Th-Cr</b>	<b>Pr-Cr</b>	<b>Int Cr/M</b>	<b>Ext Cr/M</b>	<b>Total Marks</b>
BSC RM 601 Destination Management	4	4	0	2/50	2/50	100
BSC RM 602 Marketing Management	4	2	2	2/50	2/50	100
BSC RM 603 Basics of Food Production	4	0	4	4/100	0	100
BSC RM 604 Internship	<b>8</b>	<b>0</b>	<b>8</b>	4/100	4/100	<b>200</b>
<b>Total</b>	<b>20</b>	<b>6</b>	<b>14</b>	<b>300</b>	<b>200</b>	<b>500</b>

**SEVA MANDAL EDUCATION SOCIETY'S**  
**DR. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE**  
**(AUTONOMOUS)**  
**NAAC Re-accredited 'A+' Grade with CGPA 3.69 / 4 (3<sup>rd</sup> Cycle)**  
**UGC Status: College with Potential for Excellence**  
**BEST COLLEGE AWARD 2016-17: Adjudged by S.N.D.T. Women's University**  
**338, R.A. Kidwai Road, Matunga, Mumbai – 400019**

**DESTINATION MANAGEMENT (B. Sc. 601)**

**(4 Credits Theory)**

## Course Description:

The subject will equip the students with skills to handle tourists/visitors, host communities, private sector and public sector at various domestic and international destinations. The course will enable the students to understand a destination to achieve sustainability and enhance tourists' satisfaction.

## Learning Outcomes:

After completing this course, the student should be able:

- Understand the significance of destination planning and development.
- Classify need for travel motivators for destination knowledge and management.
- Review the factors to be considered for destination.
- Highlight Characteristic of Tourism Product
- To project the Impact of Destination Management

Code No.	Subject	T C	T h C	P r C	In t M	Ex t M	Total
B. Sc. RM 601	Destination Management (Theory)	4	4	0	50	50	100

Module no	Objectives	Content	Evaluation
1	<ul style="list-style-type: none"><li>• To understand the concepts related to destination management.</li><li>• To recognize the push and pull factor.</li><li>• To recognize the key elements of tourism.</li></ul>	<b>Introduction to Destination Management.</b> <ul style="list-style-type: none"><li>• Concept, Meaning, Need</li><li>• Travel Motivators</li><li>• 6 A's</li></ul>	Application based Case Study of 2 states of India/2 International Countries with 5 A's & SWOT (10 marks)

Module no	Objectives	Content	Evaluation
2	<ul style="list-style-type: none"><li>• To understand the process of destination planning.</li><li>• To identify domestic and</li></ul>	<b>Destination Planning Management</b> <ul style="list-style-type: none"><li>• Definition, Advantages and Disadvantages.</li></ul>	Make a short term and a long-term plan for domestic or international destination. (10 marks)

	international destination planning. <ul style="list-style-type: none"> <li>• To apply the planning process for destination promotion.</li> </ul>	<ul style="list-style-type: none"> <li>• Process of Planning</li> <li>• Levels of Planning Intraregional, Regional and Local</li> <li>• Short Term and Long Term Planning</li> <li>• Planning process in tourism promotion</li> </ul>	
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Module no	Objectives	Content	Evaluation
3	<ul style="list-style-type: none"> <li>• To identify the target market and do the SWOT analysis for destinations.</li> <li>• To understand the product life cycle and the Butlers theory</li> </ul>	<b>Characteristic of Tourism Product &amp; Knowledge</b> <ul style="list-style-type: none"> <li>• Identifying the target market</li> <li>• Product Life Cycle &amp; Butlers Theory</li> <li>• SWOT Analysis of a Destination</li> <li>• The role of TFCI (Tourism Finance Corporation of India).</li> </ul>	Apply Butler's theory on any one domestic or international destination. (20 marks)

Module no	Objectives	Content	Evaluation
4	<ul style="list-style-type: none"> <li>• To find out the impact of destination management</li> </ul>	<b>Impact of Destination Management</b> <ul style="list-style-type: none"> <li>• <b>Economic Impact:</b> Employment /Revenue/Forex/Infrastructure</li> <li>• <b>Environmental Impact:</b> Natural -positive/pollution-negative/erosion</li> <li>• <b>Socio-cultural Impact:</b> Interaction - positive-negative</li> <li>• <b>Demonstrative Effect:</b> Attitude &amp; Tourist behaviour</li> <li>• <b>Political Impact:</b> Stability of the Government</li> </ul>	Write a case study on the impact of destination management on domestic or international destination. (10 marks)

**EVALUATION:**

<b>Evaluation</b>	<b>Details</b> <b>(please give details of assessment in terms of Unit test/ Project/ quiz /or other assignments and marks allotted for it)</b>	<b>Marks</b>
Internal	Unit Test – 25 marks Quiz, Assignment, presentation – 25 marks	50
External	Final written Exam	50
	<b>Total marks</b>	<b>100</b>

**REFERENCES:**

- A.K. Bhatia (2011): “*International Tourism Management*”, Sterling Publishers Pvt Ltd, New Delhi.
- A.K. Bhatia (2017): “*Business of Travel Agency & Tour Operations Management*”, Sterling Publishers Pvt Ltd, New Delhi.
- Archana Biwal & Vandana Joshi, (2012): “*Tourism: Principles and Practices*”. Oxford Higher Education
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- Gunn, C. A., & Var, T. (2020). “*Tourism Planning*”. Routledge. <https://doi.org/10.4324/9781003061656>
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- Jagmohan Negi (2018), “*Travel Agency and Tour Operation- Concepts & Principles*”. Kanishka Publishers.
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- Jay Kandampully, Connice Mok (2015): “*Service Quality Management in Hospitality Sector*”
- L.M, P. (2021). “*Principles and Practice of Management*” (10th Ed). New Delhi: Sultan
- Manjula Chaudhary, (2010): “*Tourism Marketing*”. Oxford Higher Education.
- Martha Honey (2019), “*Cruise Tourism in the Caribbean Selling Sunshine*, Published by Routledge, ISBN 9780367195816.
- Mathur, Arpita (2011). “*Fundamentals of travel and tourism*”; Ane Books: New Delhi.
- Philip Gibson (2006), “*Cruise Operations Management: Hospitality Perspectives (The Management of Hospitality and Tourism Enterprises)*”. Published by A Butterworth-Heinemann. ISBN-13: 978-0750678353.
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- Pranath Seth and Sushma Bhat (2006): “*An Introduction to Travel and Tourism*”. Sterling Publishing Pvt. Ltd. New Delhi.
- Prem Nath Seth (1992), “*Successful Tourism Management*” Vol. 1 & 2, Sterling Publications, Delhi
- Sinha, R. K. (1996). “*Tourism—Strategies Planning and Development*”. Neha Publishers & Distributors.
- Sudhir Andrews (2017), “*Introduction to Tourism and Hospitality Industry*”. Tata McGraw Hill.
- Sunetra Roday, (2016): “*Tourism: Operations and Management*”
- Surbhi Dixit and Srivastav (2008). “*Travel Agency Management*”. New Royal Book Co. Lucknow.

#### WEB-SITES

- [www.tourism-of-india.com](http://www.tourism-of-india.com)
- [incredibleindia.org](http://incredibleindia.org)
- [tourism.gov.in](http://tourism.gov.in)
- [www.tourindia.com](http://www.tourindia.com)
- [www.incredibleindia.com](http://www.incredibleindia.com)
- [www.safaripus.co.in/](http://www.safaripus.co.in/)
- [The Best Travel Guide and Magazine - Outlook Traveller www.outlooktraveller.com/](http://www.outlooktraveller.com/)
  - Lonely Planet India Travel Magazines and Travel Advice
  - [www.lonelyplanet.in/magazine](http://www.lonelyplanet.in/magazine)
  - Magazine | National Geographic Traveller India
  - [www.natgeotraveller.in/magazine](http://www.natgeotraveller.in/magazine)
  - Express Travel World: The Indian Express (P) Ltd

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**MARKETING MANAGEMENT (B.Sc RM 602)**

**(4 Credits: Theory + Practical)**

**Course Description:**

The course will enable the students to understand the concepts of marketing management and marketing strategies. The course will facilitate the students to enhance the analytical thinking.

**Learning Outcomes:**

After completing this course, the student should be able to:

- Understand and practice the basic concepts of marketing management.
- Enable the students to exercise the marketing strategies for hospitality industry.
- Develop an understanding regarding market augmentation, market research and marketing communications.
- Promote practice of various tools for marketing mix and procedure for sales & promotion.

Code No.	Subject	T C	T h C	P r C	In t M	Ex t M	Total
B. Sc. RM 602	Marketing Management (Theory)	4	2	2	50	50	100

Module no	Objectives	Content	Evaluation
1	<ul style="list-style-type: none"><li>• To understand the marketing functions in an organization.</li><li>• To understand nature of marketing as a Concept.</li><li>• To understand the marketing process as applicable to service industry i.e. hospitality industry.</li><li>• To understand the concept of marketing environment</li><li>• To study market segmentation</li><li>• To learn the concept of SWOT analysis as a marketing strategy</li></ul>	<b>Module 1: Basic Concepts of Marketing</b>  <b>1. Introduction to Marketing Management</b> <ul style="list-style-type: none"><li>• Definition of marketing</li><li>• Philosophies guiding marketing – production concept, product concept &amp; the selling concept.</li><li>• Job responsibilities of marketing manager</li></ul> <b>1. Marketing of services</b> <ul style="list-style-type: none"><li>• Nature, Characteristics &amp;</li></ul>	Prepare a report on any one of the following: <ul style="list-style-type: none"><li>• List various marketing techniques adopted by the sellers around you in general in the market.</li><li>• Identify any one service industry of your city &amp; study their marketing practices in general and prepare a presentation report.</li><li>• Write what is market segmentation &amp; give the bases of market segmentation for a hotel industry.</li></ul>

		<p>classification of services</p> <ul style="list-style-type: none"> <li>Managing service quality</li> </ul> <p><b>1.3 Marketing Environment &amp; Strategies for Hotel Business</b></p> <ul style="list-style-type: none"> <li>Introduction to Marketing Environment</li> <li>Meaning &amp; elements of Marketing Environment</li> <li>Macro environmental changes and its effects on Hospitality Industry</li> </ul> <p><b>1.4 Market Segmentation</b></p> <ul style="list-style-type: none"> <li>Bases for market segmentation – Analysis of consumers requirements &amp; behaviour</li> </ul> <p><b>1.5 SWOC Analysis as a marketing strategy</b></p> <p><b>1.6 Other competitive strategies</b></p>	<ul style="list-style-type: none"> <li>Identify any 2-chain hotels, which are strong competitors. List down its mission &amp; elaborate to compare the SWOC.</li> </ul>
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Module no	Objectives	Content	Evaluation
2	<ul style="list-style-type: none"> <li>To get familiar with the Marketing Research Process</li> <li>To understand the different marketing channels</li> </ul>	<p><b>a. MARKETING PLANNING PROCESS &amp; COMPETITION</b></p> <p>a.2.1 Marketing Research Process</p>	<p>Prepare a report on any one of the following:</p> <ol style="list-style-type: none"> <li>If you are starting your own business i.e. a Hotel, then discuss the marketing research process for the marketing channel</li> </ol>



	<ul style="list-style-type: none"> <li>● To gain an understanding regarding the concept of competition in marketing industry.</li> <li>● To gain familiarity about the various products services related to marketing mix/tools.</li> <li>● To understand Communication as a crucial marketing mix.</li> <li>● To learn the concept of business promotion.</li> </ul>	<p>a. 2.2 Study of product, menu, marketing channels &amp; business opportunities.</p> <p>a. 2.3 Introduction to competition &amp; designing competitive strategies for hospitality industry.</p> <p><b>b. Marketing Mix/Tools Communication, Business Promotion</b></p> <p><b>b.2.1 Product related tools/marketing mix</b></p> <ul style="list-style-type: none"> <li>● Advertisement &amp; public relations</li> <li>● Personal sales</li> <li>● Telephone sales</li> <li>● Internal marketing &amp; sales</li> </ul> <p><b>b.2.2 Service related tools/marketing mix</b></p> <ul style="list-style-type: none"> <li>● Restaurant / Banquets / Catering sales</li> <li>● Marketing business traveller (personal setting)</li> <li>● Marketing media traveller</li> <li>● Marketing through travel Agents</li> </ul> <p><b>b.2.3 Communication as a marketing mix</b></p> <ul style="list-style-type: none"> <li>● Communication process</li> <li>● Communication Mix/Tools</li> <li>● Developing a communication Campaign</li> </ul>	<p>adopted by you. What steps would you take to survive in the market?</p> <p>2. Prepare a detailed report on the Marketing mix you would adopt for your own hotel.</p> <p>3. Develop a communication campaign for your own Hotel &amp; prepare a presentation for the same.</p> <p>4. Collect pictures for various business promotion techniques. For specific the products and services marketed. Prepare a report for the same. (25 marks)</p>
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		<b>b.2.4 Business Promotion</b> <ul style="list-style-type: none"> <li>● Direct Promotion</li> <li>● Special Offers</li> <li>● Direct sales</li> <li>● Organizing events / seminars</li> <li>● Road shows</li> </ul>	
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#### EVALUATION:

<b>Evaluation</b>	<b>Details</b> (please give details of assessment in terms of Unit test/ Project/ quiz /or other assignments and marks allotted for it)	<b>Marks</b>
Internal	Unit Test – 25 marks Quiz, Assignment, presentation – 25 marks	50
External	Final written Exam	50
	<b>Total marks</b>	<b>100</b>

#### REFERENCES:

- Kotler, Philip (2009). “*Marketing management*” - 13th ed. Pearson Education-Asia -- New Delhi.
- Kumar, Naveen (2017). “*Hospitality Marketing and Management*”; Paradise Press - New Delhi.
- Madan, Pankaj; Mittal, Amit; Verma, Hemraj (2015). “*Marketing management*” 2nd ed Global Academic Publishers & Distributors - New Delhi.
- Mullins, John W.; Walker, Orville C (2012). “*Marketing Management: A Strategic Decision-Making Approach*”; McGraw Hill - 7th ed; Boston.
- Patel, Vinod N.; Sharma, Sandeep (2011). “*Brand Management and Consumer Marketing*”, Oxford Book Company - Jaipur: 2011.
- Reid, Robert D.; Bojanic, David C (2012). “*Hospitality Marketing Management*”, 5th Ed. - Wiley India - New Delhi.
- Singh, D.K (2011). “*Modern marketing management*”; ABD Publishers – Jaipur.
- Sharma, Anshuman (2013). “*Marketing Management*”; Novatech- New Delhi.
- Sherlekar, S.A. (2017). “*Sherlekar's Marketing Management: Concepts and Cases*”; Krishnamoorthy, R (reviser) - 14th ed. Himalaya Publishing House – Mumbai.

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## MARKETING MANAGEMENT

**(4 Credits: Theory + Practical)**

**Course Description:** The practical part of the subject will enable the students to apply the marketing concepts and do a market survey and based on that survey can prepare a project. The course will also help the students to understand the contract system.

### Learning Outcomes:

After completing this course, the student should be able to:

- Conduct a marketing survey in context to Hospitality Industry.
- Understand contract system and apply the same to make a contract proposal for a hotel.

Code No.	Subject	T C	T h C	P r C	In t M	Ex t M	Total
B. Sc. RM 602	Marketing Management (Practical)	4	2	2	50	50	100

Module no	Objective	Content	Evaluation
1	<ul style="list-style-type: none"> <li>● To know the various types of contract systems used.</li> <li>● To learn to make wise decisions in buying / hiring quality products and services for hospitality establishments</li> </ul>	<p><b>Contract Systems in Hospitality Industry</b></p> <p><b>Contract systems used in small and big hotels :</b></p> <p>A. Cleaning and Polishing</p> <p>A. Laundry</p> <p>B. Linen</p> <p>C. Security</p> <p>D. Maintenance</p> <p>E. Electrical plumbing and air conditioning</p> <p>F. Floral Art</p>	<p>Do any <b>two</b> of the following activities.</p> <ul style="list-style-type: none"> <li>● Conduct a small study of trends followed in 3 and 5 star hotels in your city related to buying / hiring of material for Housekeeping dept., F &amp; B department., kitchen, bar and restaurant.</li> </ul>

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Module no	Objective	Content	Evaluation
2		<b>Product decisions</b>  A. Introduction to product / service decisions A. Criteria for decisions on products and services used in various departments. B. Comparison of products/ Service based on their <ul style="list-style-type: none"> <li>• Quality</li> <li>• Economy</li> <li>• Size</li> <li>• Durability</li> <li>• Pricing policy</li> <li>• Demand</li> <li>• Sales cash</li> </ul>	<ul style="list-style-type: none"> <li>• Make a purchase plan for buying / hiring of material or Services for any one dept. in a small / big Hotel considering : <ul style="list-style-type: none"> <li>A. Labor requirement</li> <li>A. Room occupancy</li> <li>B. Hotel budget</li> </ul> </li> <li>• A survey of various contract systems of your city with their policies and procedures for the same.</li> <li>• A comparative market survey of product / service used in anyone department of a hotel with respect to their quality, size, economy, durability, demand and sales and pricing (e.g. buying / hiring of Linen).</li> </ul>

#### EVALUATION:

Evaluation	Details (please give details of assessment in terms of Unit test/ Project/ quiz /or other assignments and marks allotted for it)	Marks
Internal	Unit Test – 25 marks Quiz, Assignment, presentation – 25 marks Practical – projects 25 marks	50
External	Final written Exam	50
	<b>Total marks</b>	<b>100</b>

#### REFERENCES

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- Patel, Vinod N.; Sharma, Sandeep (2011). “*Brand Management and Consumer Marketing*”, Oxford Book Company - Jaipur: 2011.
- Reid, Robert D.; Bojanic, David C (2012). “*Hospitality Marketing Management*”, 5th Ed. - Wiley India - New Delhi.
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**BASICS OF FOOD PRODUCTION (PRACTICALS)**

**(4 Credits: Practical)**

**Course Description:** Food production is a major department in hospitality industry in which candidates can excel by learning various aspects of food production such as preparation techniques, cooking methods, kitchen management, food cost control, etc. This course on Basic Food Production will introduce the application of culinary principles and procedures for basic food preparation. This is a complete hands-on introduction to culinary basics, including classic knife cuts, terminology, equipment, measurements, and ingredients. The course includes competencies about all the stocks, mother sauces, soups, vegetables, and grains.

**Learning Outcomes:**

After completing this course, the student should be able to:

1. Use the basic knowledge in the preparation of food.
2. Understand the basic concepts related to food production and study the various types of foods used.
3. Plan menus and prepare food accordingly using the different methods of cookery.

Code No.	Subject	T C	T h C	P r C	Int M	Ex t M	Total
B. Sc. RM 603	Basics of Food Production (Practical)	4	0	4	10 0	-	100

Module no	Objective	Content	Evaluation
1	<ul style="list-style-type: none"> <li>The student should understand the basic concepts related to cooking</li> </ul>	<b>Introduction to food preparation</b>  <b>1. Introduction</b> <ul style="list-style-type: none"> <li>Origin of cooking practices.</li> </ul>	<ul style="list-style-type: none"> <li>Do a market survey to find out the different types of commodity and varieties available in the market both in the wholesale as well as retail shops and compare the prices (all groups and types of food commodities).</li> <li>Make a presentation on different types of equipment used in the kitchen</li> <li>Continuous assessment in the kitchen/ lab for work in the lab.</li> <li>Check for proper grooming.</li> </ul>

	<p>ng practi ces.</p> <ul style="list-style-type: none"> <li>• To study the types of cooke ry and food prepa ration .</li> <li>• To have a basic knowl edge about the differ ent consti tuents of food.</li> <li>• To under stand the differ ent equip ment used in the food prepa ration .</li> <li>• To enabl e the stude nt to know to</li> </ul>	<ul style="list-style-type: none"> <li>• Basics of contine ntal food prepa ration.</li> <li>• Basics of Indian food prepa ration.</li> <li>• Aims and objecti ves of food prepa ration.</li> <li>• Hygien e and safety in food handlin g.</li> <li>• Classic kitchen brigade and duties and responsi bilities of kitchen staff</li> <li>• Glossar y and culin ar y terms.</li> </ul> <p><b>Equipment and commoditi es used in kitchen</b></p>	<ul style="list-style-type: none"> <li>• Prepare a journal for the lab work and recording the recipes, plan of work, work distribution and evaluation of food prepared.</li> </ul>
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	safe and hygienic methods of handling food.	<ul style="list-style-type: none"> <li>• Classification of kitchen and food preparation equipment.</li> <li>• Introduction to basic food groups.</li> <li>• Introduction to various types of commodities- cereals, pulses, vegetables and fruits, fats and oils, sugars, spices, eggs and dairy products. etc. The sources, types, processing, by-products, market forms available, storage principles</li> </ul>	
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		<p>es and effect of heat and other factors on cooking.</p> <p>1.3 <b>Practical preparation and menu planning.</b></p> <p><b>Basic menu planning.</b></p> <ul style="list-style-type: none"> <li>• Types of menu.</li> <li>• Basic planning principles.</li> <li>• Plan menu for practical.</li> </ul>	
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Module no	Objective	Content	Evaluation
2	<ul style="list-style-type: none"> <li>• To understand the different terms of food pre-preparation, mixing methods, cooking methods.</li> </ul>	<p><b>2: Introduction to food pre-preparation.</b></p> <p><b>A. Pre-preparation methods.</b></p> <ul style="list-style-type: none"> <li>• Washing, peeling, paring, cutting, grating, grinding, sieving, blanching,</li> </ul>	Prepare a journal for the lab work and recording the recipes, plan of work, work distribution and evaluation of food prepared.

		marinating and sprouting. <b>Mixing methods.</b> <ul style="list-style-type: none"> <li>Beating, blending, folding, kneading, creaming, pressing, stirring and rubbing in.</li> </ul> <b>Cooking methods.</b> <ul style="list-style-type: none"> <li>Wet and dry methods of cooking.</li> </ul>	
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Module no	Objective	Content	Evaluation
3	<ul style="list-style-type: none"> <li>To understand various types of stock, soups and sauces.</li> <li>To study the fundamentals of Indian food preparation.</li> <li>To understand the principles of bakery.</li> <li>To study the basic principles of menu planning.</li> <li>To plan menus for the practical in the lab.</li> </ul>	<b>3: Introduction to preparation.</b> <b>3.1 Stocks</b> <ul style="list-style-type: none"> <li>Definition of stock.</li> <li>Types of stock.</li> <li>Preparation of stock.</li> <li>Recipes.</li> </ul> <b>3.2 Soups and sauces.</b> <ul style="list-style-type: none"> <li>Definition.</li> <li>Classification with examples.</li> <li>Basic sauces</li> <li>Salads and salad dressings.</li> </ul> <b>3.3 Fundamentals of Indian food.</b> <ul style="list-style-type: none"> <li>Gravies and curries</li> <li>Rice Preparation</li> <li>Preparation of pulses and vegetables</li> <li>Preparation of Indian breads</li> <li>Preparation of eggs- boiled, scrambled,</li> </ul>	Prepare stocks, soups, sauces, gravies/curries, rice, vegetables, pulses, Indian breads, egg preparation, sweet, dessert, cakes, breads, cookies and write the recipes in the journal.

		omelette, fried etc. <ul style="list-style-type: none"> <li>• Preparation of sweets and desserts</li> </ul> <b>3.4 Bakery</b> <ul style="list-style-type: none"> <li>• Bakery raw materials and products.</li> <li>• Basic pastries-short crust pastry.</li> <li>• Basic cakes-sponge and fruitcake.</li> <li>• Basic breads - basic bread, bread roll, pizza base.</li> <li>• Basic cookies - nankhatai, cookies, biscuits,</li> </ul>	
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Module no	Objective	Content	Evaluation
4	To be able to cook a theme based meal for	Theme based meal preparation	Prepare a theme based / region/ continent cuisine

#### EVALUATION:

Evaluation	Details (please give details of assessment in terms of Unit test/ Project/ quiz /or other assignments and marks allotted for it)	Marks
Internal	Continuous assessment of practical	50
External	Preparing menu as per the theme for the restaurant setup	50
	<b>Total marks</b>	<b>100</b>

#### REFERENCES

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- Sharma, Avantina (2018). “*Food Product Development*”; CBS Publishers & Distributors Pvt Ltd New Delhi.
- Parvinder S. Bali (2011). “*Quantity Food Production and Indian Cuisine*”; Oxford University Press OUP, ISBN 10: 0198068492 ISBN 13: 9780198068495.
- Krishna Arora (20011). “*Theory of Cookery*”; Frank Brothers & Company (PUB) Pvt Ltd-New Delhi, ISBN: 8184095031, 9788184095036.
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**SEVA MANDAL EDUCATION SOCIETY’S**  
**DR. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE**  
**(AUTONOMOUS)**  
**NAAC Re-accredited ‘A+’ Grade with CGPA 3.69 / 4 (3<sup>rd</sup> Cycle)**  
**UGC Status: College with Potential for Excellence**  
**BEST COLLEGE AWARD 2016-17: Adjudged by S.N.D.T. Women’s University**  
**338, R.A. Kidwai Road, Matunga, Mumbai – 400019**

### **PROFESSIONAL APPLICATION & PRACTICES IN HOSPITALITY MANAGEMENT (INTERNSHIP)**

**(CREDITS – 4 Practical)**

#### **Course Description:**

Internships are beneficial because they benefit in improving professional aptitude, strengthen personal character, and provide a better opportunity. It gives hands on experience to the students and broadens the spectrum of opportunity when seeking and applying for a job after graduation. This course will enable the students to get internship in different departments of hotel (Front Office, Housekeeping, Food & Beverage Services and Food Production), Travel and Tourism Industry and HR department of different organizations as well as in hotels.

#### **Learning Outcomes:**

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

- Acquire hands-on experience in the organization and administration in related field of hospitality management and services areas and increase knowledge and skill in delivery of services.
- Understand the working of different departments of the hotel, travel and tourism industry.
- Work and learn from professionals in the student’s area of interest, and begin establishing ties to the professional community.
- Enhance job-seeking skills for future placement and professional growth through self-evaluation and reflection.

Code No.	Subject	T C	T h	P r	Int M	Ex t	Total

			C	C		M	
BSC RM 604	Professional Application & Practices in Hospitality Management (Internship)	8	--	8	10 0	10 0	200

Module no	Objective	Content	Evaluation
1	<ul style="list-style-type: none"> <li>To expose the students to the requirements of the world of work.</li> <li>To develop skills required for specific job.</li> </ul>	<p><b>1.1 To Identify Internship Placement</b></p> <ul style="list-style-type: none"> <li>Hotel Industry (different departments)</li> <li>Travel Agencies</li> <li>HR organizations</li> <li>Event Companies</li> <li>Ergonomic labs</li> <li>HR departments of Travel Agencies</li> <li>HR departments of Hotels</li> </ul> <p><b>1. To Identify &amp; Secure An Internship Opportunity.</b></p> <ul style="list-style-type: none"> <li>Choosing internship related to career</li> </ul> <p><b>Job Profile</b></p> <ul style="list-style-type: none"> <li>Kind of job profile to be assigned</li> <li>Shifts or timings of job</li> <li>Stipend to student</li> <li>Work assigned to the student.</li> </ul>	The employer and the immediate supervisor will evaluate the students as per their performance.
2	<ul style="list-style-type: none"> <li>To make a professional resume and be able to draft a mail.</li> <li>To facilitate good communication with the host organization and a successful rewarding internship, the institute should be clear of all the roles and expectations.</li> </ul>	<p><b>Internship Description</b></p> <p><b>1. Description and Resume</b></p> <ul style="list-style-type: none"> <li>The description of the internship serves as both a contract with the organization where learner are doing their internship and a contract with the professional Program.</li> <li>Student should develop this in consultation with their supervisor/head/department head at the place internship site.</li> <li>Student will need to complete this assignment prior to registration.</li> </ul> <p><b>.2 Feed Back</b></p>	

		<ul style="list-style-type: none"> <li>• The Internship Coordinator will review the internship description and provide feedback with the goal of helping ensure quality experience.</li> </ul> <p><b>As A Professional Agreement</b> This document should include:</p> <ul style="list-style-type: none"> <li>• Title: “Title of Internship, Location of Internship”, name of the student and term.</li> <li>• Position Description. Provide a detailed description of the internship, including:             <ol style="list-style-type: none"> <li>1. Goals: These can include both the goals of the organization (specifically why do they want an intern, and broadly what is their larger mission and goals) as well as general goals in pursuing this internship.</li> <li>2. Learning Objectives: These should be stated in the format: “By the end of this internship I will be able to: X, Y, Z.”</li> <li>3. Work Plan: This should detail the tasks the student will be undertaking as part of the internship. This work plan should provide tentative tasks for the whole term. Ideally, the institute should describe these tasks on a weekly basis.</li> <li>4. Academic Reflection: This should include discussion of how the internship experience will enhance the program of academic study.</li> <li>5. Internship Site Roles and Responsibilities: In this section, you should articulate the responsibilities of the supervisor at the internship place.</li> <li>6. As described above in “How to Register”, the institute will also need to complete the Internship Procedure.</li> </ol> </li> </ul>	
		<p><b>3: Review &amp; Final Report</b></p> <p><b>1. Updates of the internship</b></p>	

		<ol style="list-style-type: none"> <li>1. The update report should provide a thoughtful overview of the internship. The report should be spell-checked and proofread, and then submitted to the Internship Coordinator</li> <li>2. Faculty handling internship shall visit the office/ company/ firm</li> </ol> <p><b>The Basic Format For Midterm Report</b></p> <p>Should be as follows:</p> <ul style="list-style-type: none"> <li>.<b>Title:</b> “Midterm Update, Title of Internship, Location of Internship”, name and term.</li> <li>i.<b>Work Description:</b> A description of the duties or tasks the student has performed to date and any changes from the work plan outlined in the original contract.</li> <li>ii.<b>Work Reflection:</b> A statement about how those duties or tasks have helped to further the organization’s mission.</li> <li>iii.<b>Academic Reflection:</b> An analysis of how the experience relates to the academic studies, how the experience relates to the principles, concepts and knowledge the student has gained in their academic career so far.</li> </ul> <ol style="list-style-type: none"> <li>1. To facilitate good communication with the host organization and a successful rewarding internship, the institute should be clear of all the roles and expectations.</li> <li>0. A timesheet signed by the faculty and the head of the organization, documenting how many hours the student has completed to date.</li> </ol> <p><b>1. Final Report</b></p>	
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		<p>prepared with</p> <ol style="list-style-type: none"> <li>1. Title: of Internship, Location of Internship, Name of the student, Term.</li> <li>2. Outcomes: Discussion what the student has gained from internship in terms of specific skills or knowledge.</li> <li>3. Strengths of the Internship: Comments on the goals, tasks, training, supervision, work environment, etc. What was particularly effective or beneficial?</li> <li>4. Weaknesses of the Internship: Comments on the goals, tasks, training, supervision, work environment, etc. What could have been improved and how? Please include specific suggestions for improvement.</li> </ol>	
		<p><b>Module 4: Final Power point Presentation</b></p> <p><b>1. Presentation</b></p> <p>Invite experts from the Hospitality Industry as jury members.</p> <p><b>1. Timing of Presentation</b></p> <p>10 minutes presentation followed with questions, answers and discussion.</p> <p>The basic format for the presentation should be as follows:</p> <ol style="list-style-type: none"> <li>a. Title Slide: Title of Internship, Location of Internship, Name, Term.</li> <li>a. About the Organization: Brief background information describing the organization the student worked for, their mission, goals, and projects in general.</li> <li>b. The Internship Slide(s): Description of the duties, work, and contributions over the term. Description of results, conclusions and/or how the results will be useful in future.</li> </ol>	



		<p>c. The Academic Reflection Slide(s): Discuss what you learned throughout your internship. Offer reflections on the goals you set for the term in your project/work description</p> <p>d. Feedback from the experts: Do's and Don'ts of internship or the rules and regulations of the Hospitality Industry.</p> <p><b>4.3 Evaluation Pattern</b></p> <p>To be done by individual student</p> <p>Shall be divided in 3 parts</p> <ol style="list-style-type: none"> <li>1. Evaluation <ol style="list-style-type: none"> <li>0. Knowledge <ol style="list-style-type: none"> <li>1. Quality of work</li> <li>2. Grooming</li> <li>3. Communication Skills</li> <li>4. Regularity and punctuality</li> <li>5. Interest and willingness to learn</li> <li>6. Relationship with colleagues</li> <li>7. Total</li> </ol> </li> </ol> </li> <li>2. Day to Day work file submission duly signed by internship provider</li> <li>3. Final presentation shall be marked <ol style="list-style-type: none"> <li>0. Knowledge acquired <ol style="list-style-type: none"> <li>1. Confidence and usage of AV aids</li> <li>2. Meeting deadlines</li> <li>3. Types of work handled</li> <li>4. Finishing and result in all above criteria</li> </ol> </li> </ol> </li> </ol>	
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**EVALUATION:**

<b>Evaluation</b>	<b>Details</b> <b>(please give details of assessment in terms of Unit test/ Project/ quiz /or other assignments and marks allotted for it)</b>	<b>Marks</b>
Internal	Internal teacher/Employers evaluation	100
External	Final presentation of the internship report	100
	<b>Total marks</b>	<b>200</b>