



Seva Mandal Education Society's

Dr. Bhanuben Mahendra Nanavati College of Home Science (Autonomous)

NAAC Re-Accredited 'A+' Grade with CGPA 3.69 / 4

UGC Status: College with Potential for Excellence

'Best College Award 2016-17' adjudged by S.N.D.T. Women's University

Smt. Parmeshwari Devi Gordhandas Garodia Educational Complex

338, R.A. Kidwai Road, Matunga, Mumbai - 400019

Tel: 24095792, Email: smesedu@gmail.com

PROGRAMME: M.Sc. COURSE: Tourism and Hospitality Management

Objectives:

1. To impart knowledge and develop capabilities of the students through state-of-the-art-higher education in the area of Tourism and Hospitality Management.
2. To enable the students to pursue higher education and research in Tourism and Hospitality Management.
3. To build linkage between the customer, travel and hotel industry.
4. To inculcate aptitude in the students for becoming Hospitality Professionals.

Programme Outcomes:

1. This program will provide well trained professionals for the Travel & Tourism and Hospitality Sectors.
2. The students will get hands on experience/skills in various aspects of Travel and hospitality industry.

Programme Specific Outcomes:

1. The students should possess skills and attitude required in travel and hospitality industry.
2. The students will be trained to pursue career to become academicians, entrepreneurs, managers and Guest Relation Executives.

ELIGIBILITY

1. Graduate from any discipline from a recognized University are eligible to apply:

- B. Sc. (Home)
- B. Sc.
- B. Com.
- BA
- B E
- BCA
- Others

2. Minimum 50% or B grade

MASTER IN TOURISM AND HOSPITALITY MANAGEMENT

SEMESTER-I

Code No	Courses	Total Credits	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C	Component
MSc 1001	Indian Culture & Heritage	4	4	0	2/50	2/50	100	U	CC
MSc 1002	Tourism–Principles & Practices	4	4	0	2/50	2/50	100	U	CC
MSc 1003	Hospitality Management I	4	2	2	2/50	2/50	100	U	CC
MSc 1004	Food Production	4	0	4	2/50	2/50	100	C	CC
MSc 1005	Management Concepts and Organizational Behaviour	4	4	0	2/50	2/50	100	U	AC
MSc 1006	Managerial Communication and Skill Development	4	2	2	2/50	2/50	100	U	AC
	Total	24	16	8	12/300	12/300	600		

SEMESTER-II

Code No	Courses	Total Credits	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C	Component
MSc 1009	Accommodations Operations	4	2	2	2/50	2/50	100	U	CC
MSc 10010	Domestic Tourism	4	4	0	2/50	2/50	100	U	CC
MSc 10011	IT in Tourism and Hospitality Management	4	2	2	2/50	2/50	100	U	AC
MSc 10012	Green Practices in Tourism and Hospitality Industry	4	4	0	2/50	2/50	100	U	AC
MSc 10013	Accounts and Financial Management	4	4	0	2/50	2/50	100	U	IC
MSc 10014	Human Resource Management	4	4	0	2/50	2/50	100	U	IC
	Total	24	20	4	12/300	12/300	600		

SEMESTER-III

Code No	Courses	Total Credits	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C	Component
MSc 10016	Research Methodology	4	4	0	2/50	2/50	100	U	AC
MSc 10017	International Tourism	4	4	0	2/50	2/50	100	U	CC
MSc 10018	Travel & Tourism Operation Management	4	4	0	2/50	2/50	100	U	CC
MSc 10019	Bakery & Confectionary Operations	4	2	2	2/50	2/50	100	C	CC
MSc 10020	Hospitality Management II	4	2	2	2/50	2/50	100	U	CC
MSc 10021	Tourism Marketing	4	4	0	2/50	2/50	100	U	IC
	Total	24	20	04	12/300	12/300	600		

SEMESTER-IV

Code No	Courses	Total Credits	Th-Cr	Pr-Cr	Int /Cr/M	Ext Cr/M	Total Marks	U/C	Component
MSc 10023	Dissertation	8	0	8	4/100	4/100	200	U	CC
MSc 10024	Internship	8	0	8	4/100	4/100	200	C	AC
MSc 10025	Data Analysis	4	2	2	2/50	2/50	100	C	AC
MSc 10026	Event Management & MICE	4	2	2	2/50	2/50	100	U	CC
	Total	24	4	20	12/350	12/250	600		

1. Core Component

Semester	Subject Code	Course	Credits
I	MSc 1001	Indian Culture and Heritage	4
	MSc 1002	Tourism – Principles & Practices	4
	MSc 1003	Hospitality Management I	4
	MSc 1004	Food Production	4
II	MSc 1009	Accommodations Operations	4
	MSc 10010	Domestic Tourism	4
III	MSc 10017	International Tourism	4
	MSc 10018	Travel & Tourism Operation Management	4
	MSc 10019	Bakery & Confectionary Operations	4
	MSc 10020	Hospitality Management II	4
IV	MSc 10026	Event Management & MICE	4
		Total	44

2. Applied Component

Semester	Subject Code	Course	Credits
II	MSc 10011	IT in Tourism and Hospitality Management	4
	MSc 10012	Green Practices in Tourism and Hospitality Industry	4
III	MSc 10016	Research Methodology	4
	MSc 10023	Dissertation	8

IV	MSc 10025	Data Analysis	4
	MSc 10024	Internship	8
		Total	32

3. Intra / Inter Disciplinary component

Semester	Subject Code	Course	Credits
I	MSc 1005	Management Concepts & Organizational Behaviour	4
	MSc 1006	Managerial Communication & Soft Skill Development	4
II	MSc 10013	Accounting and Financial Management	4
	MSc 10014	Human Resource Management	4
III	MSc 10021	Tourism Marketing	4
		Total	20

4. Choice Based Credit System

Semester	Subject Code	Course	Credits
I	MSc 1007	French Language	4
II	MSc 10015	Horticulture and Landscape Design	4
III	MSc 10022	Flower Arrangement and Fruit & Vegetable Carving	4
IV	MSc 10026	Fabric Ornamentation & Accessory Design	4

MASTER IN TOURISM AND HOSPITALITY MANAGEMENT**SEMESTER-I**

Code No	Courses	Total Credits	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C	Component
MSc 1001	Indian Culture & Heritage	4	4	0	2/50	2/50	100	U	CC
MSc 1002	Tourism – Principles & Practices	4	4	0	2/50	2/50	100	U	CC
MSc 1003	Hospitality Management I	4	2	2	2/50	2/50	100	U	CC
MSc 1004	Food Production	4	0	4	2/50	2/50	100	C	CC
MSc 1005	Management Concepts and Organizational Behaviour	4	4	0	2/50	2/50	100	U	AC
MSc 1006	Managerial Communication and Skill Development	4	2	2	2/50	2/50	100	U	AC
	Total	24	16	8	12/300	12/300	600		

INDIAN CULTURE AND HERITAGE (MSc 1001)

4 Credits (Theory)

Learning outcomes:

After completing this course, the student should be able:

1. To understand tourism as a product from varied aspects.
2. To understand and know the different types and forms of art, music and dances of India.
3. To know the location, accessibility, facilities, amenities and unique selling products of destinations of India.
4. To understand Indian heritage, culture and religions.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1001	Indian Culture and Heritage (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To understand the concept of Tourism Product and its classification. To learn about the heritage of India.	Introduction to Tourism Product <ul style="list-style-type: none"> ● Definition, Concept & Classifications, Nature & Characteristic of India's Tourism Products: Seasonality & Diversities. ● Heritage - Indigenous, Colonial, Handicrafts of India. Craft Meals. Fairs and Festivals of Social & Religious importance. 	Projects, visits, reports, group discussions
2	To identify different forms and types of performing arts of India: dance, music, art and cuisine.	Performing Arts of India <ul style="list-style-type: none"> ● Forms & Types, Classical Dances. Folk Dances of different Regions & Folk Culture. ● Indian Music: Different Schools, Status of Indian Vocal & Instrumental Music, Indian Music abroad. ● Indian Museums. Art Galleries. Libraries & their Location, assets & characteristic. ● Indian cuisine: Regional variations. 	Projects, visits, reports, group discussions, presentations, assignments and written exam.
3	To know about the national parks, wildlife sanctuaries, beaches and hill stations of India.	National Parks & Wildlife Sanctuaries (Locations, Accessibility, Facilities, Amenities, Unique Selling Products (USP): <ul style="list-style-type: none"> ● Dachigam National Park, Corbett National Park, Ranthambore National Park, Hazaribag National Park, Similipal National Park, Bhitarkanika National Park, Bnadhvagarh&Kanha National Park, Bandhavagarh National Park, Mudumalli National Park, Periyar National Park, Nilgiri Biosphere Reserve. Hill Stations & Beaches of India: <ul style="list-style-type: none"> ● Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions 	Projects, visits, reports, group discussions, presentations, assignments, written exam

		(USP), ● Major Hill Stations and Important Beaches of India.	
4	To study the Indian heritage, monuments, rituals, costume, culture, food and religion.	Indian Heritage, Cultures and Major religions: ● Historical monuments of India, ● Indian rituals, dresses, cuisine with regional variations. ● Importance of cultural heritage in tourism; ● Religions: Christianity, Hinduism, Islam, Zoroastrianism, Buddhism, Jainism, Sikhism.	Projects, visits, reports, group discussions, presentations, assignments, written exam

References:

- Basham, A.L. (1998). "A Cultural History of India" Oxford University Press, Mumbai
- Manoj Dixit. (2008). "Tourism Products". New Royal Book Co. Lucknow.
- Robinet Jacob. (2008). "Indian Tourism Products", Abhijeet Publications, New Delhi.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100

TOURISM – PRINCIPLES & PRACTICES (MSc 1002)

4 Credits (Theory)

Learning outcomes

After completing this course, the student should be able:

1. To understand the concept of tourism and its constituent segments.
2. To understand the tourism product.
3. To know various types and forms of tourism.
4. To realize the functions of various International & National Tourism Organizations and its operations.
5. To know different modes of transportation used in the tourism industry.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1002	Tourism- Principles and Practices (Theory)	4	4	0	50	50	100

Contents:

Module	Objectives	Topics and Details	Evaluation
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No			
1	<p>To study the concepts of tourism and its history.</p> <p>To know the roles of different international tourism organizations.</p>	<p>1.1 Tourism:</p> <ul style="list-style-type: none"> ● Introduction, Definitions and Concepts, ● Tourist Destination, services and industry, ● Definition and historical development, Past to 2nd world war, recent and current 1945–2002, Future from 2002 onwards. ● General Tourism Trends. ● Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. ● Tourism, recreation and leisure, their inter–relationships. <p>1.2 International Tourism Organisations: (Origin, location and functions)</p> <ul style="list-style-type: none"> ● WTO, IATA, PATA, ASTA, UFTAA, and ICAO. 	<p>Project, Online and Written exam</p> <p>Making presentation & uploading it on slide share</p>
2		<p>2.1 Tourism Products & Attraction:</p> <ul style="list-style-type: none"> ● Nature, Characteristics and Components of the Tourism Industry. ● Why it is different from other types of consumer product? ● Elements and characteristics of tourism products. ● Tourism product production system, ● Tourism Product Life Cycle, ● Typology of tourism products 	<p>Project, Online and Written exam. Making presentation and uploading it on slide share</p>
3		<p>3.1 Types and Forms of Tourism:</p> <ul style="list-style-type: none"> ● Inter–regional and intra–regional tourism, ● Inbound and outbound tourism, domestic, international tourism. ● Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR. 	<p>Project, Online and Written exam</p> <p>Making presentation and uploading it on slide share</p>
4	<p>To recognize the different mode of transport</p>	<p>4.1 Tourist Transportation:</p> <p>1. Air transportation:</p> <ul style="list-style-type: none"> ● The airline industry present policies, 	<p>Project, Online and Written exam</p>

		<p>practices.</p> <ul style="list-style-type: none"> ● Functioning of Indian carriers. ● Air Corporation Act, Air charters. <p>2. Surface Transport:</p> <ul style="list-style-type: none"> ● Rent-a-car Scheme and Coach-Bus Tour, ● Fare Calculation. ● Transport & Insurance documents, ● All-India Permits <p>3. Rail Transport:</p> <ul style="list-style-type: none"> ● Major Railway Systems of World, (Euro Rail and Amtrak) ● General information about Indian Railways, ● Types of rail tours in India., ● Place-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass. <p>4. Water Transport:</p> <ul style="list-style-type: none"> ● Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise. 	<p>Making presentation and uploading it on slide share</p>
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References:

- Bhatia, A.K. (2011) “*International Tourism*”. Sterling Publishers Private Limited, New Delhi.
- Burkart and Medlik, (1981), “*Tourism: Past, Present and Future*”. ELBS second edition, **Heinemann**, Oxford, Liverpool Hope University, UK
- Cooper, Fletcher et al, (1993), “*Tourism Principles and Practices*”, Pitman Sterling Publishers.
- Hayward, Peter (2000). “*Leisure and Tourism*”, Heinemann GNVQ Intermediate, Heinemann Educational Publishers, UK.
- Holloway, J. C. (1994). “*The Business of Tourism*”, Pitman Publishing, London.
- Medlik, S. (1997). *Understanding Tourism*, Butterworth-Heinemann, Oxford, England.
- Mill and Morrison, (1992), “*The Tourism System: An Introductory Text*”, Prentice Hall, Upper Saddle River, New Jersey.
- Mill, R.C., (1990), “*Tourism: The International Business*”, Prentice Hall, New Jersey.
- RodaySunetra, BiwalArchana and Joshi Vandana. (2013). “*Tourism Operations and Management*”, Oxford. England.
- Seth, P.N., (1999). “*Successful Tourism Management*” (Vol 1 &2), Publisher: Sterling Publishers Pvt. Ltd. New Delhi.
- Sharma, K. (2014). “*Introduction to Tourism Management*”, McGraw Hill Education. New Delhi.

- Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2013). “*Tourism Principles and Practices*”, Oxford Higher Education.
- Vasudev, V., Vijay Kumar, B. and Saroop Roy, B. R. (2017): “*An Introduction to Business of Tourism*”. New Delhi, Sage Publication.

EVALUATION:

- 1) On Four Modules of 50 marks
 - 2) Final examination of 50 marks
 - 3) Total marks = Internal 50 + External 50 = 100
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HOSPITALITY MANAGEMENT I (F&B Management) (MSc 1003)

4 Credits (2 Theory + 2 Practical)

Learning outcomes

After completing this course, the student should be able:

1. To provide an insight about how to design right pricing, proper & healthy variety, in food & beverages which is profitable.
2. To understand new trends in the ever changing and challenging food industry.
3. To develop an entrepreneur who possess skills/ventures, research aptitude and creativity.
4. To deliver analytical skills, decision making skills and leadership skills along with ethics & legalities.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
(MSc 1003)	Hospitality Management I (F&B Management) (Th + Pr)	4	2	2	50	50	100

MODULE 1:

Module No.	Objectives	Content	Evaluation
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1	<ul style="list-style-type: none"> ● To understand the importance of handling & processing food hygienically & safely before proving it to the customers. ● To provide an insight about how to design right pricing, proper & healthy variety, in food & beverages which is profitable too. ● To understand new trends in the ever changing and challenging food industry. ● To encourage research, creativity amongst students. ● To provide financial knowledge & help in developing entrepreneur skills/ventures. 	<p>1.1 Food Safety Management</p> <ul style="list-style-type: none"> ● Introduction to Food Safety Management. ● HACCP- Introduction, Principles, Advantages ● Food borne disease / Illness - Definition, Reporting illnesses ● Sanitation – Importance, Measures ● Food irradiation – Meaning, Advantages, Process <p>1.2 Menu Merchandising & Menu Engineering</p> <ul style="list-style-type: none"> ● Introduction to merchandising ● Ways of menu merchandising. ● Introduction to Menu Engineering Elements and pre- requisites of menu engineering. ● Matrix and spread sheet of menu engineering. ● Costing and Controls – Elements of cost, Pricing considerations, Cost control. <p>1.3 Food Production: A Modern Perspective</p> <ul style="list-style-type: none"> ● Molecular Gastronomy: Concept, Techniques, Tools & Ingredients used ● Food Designing: Concept, Importance & Principles ● QSR: Concept, Technology, Latest trends. ● Organic food V/s Bio-technologically developed food- consumer perception ● Automation in food industry: Objectives, Latest automation trends. <p>1.4 The Food & Beverage Entrepreneur</p> <ul style="list-style-type: none"> ● Basic Restaurant Concepts ● New Restaurant Concepts in trend ● Conceptualizing & developing a Restaurant Concept with regards to: <ol style="list-style-type: none"> 1. Policy Design. 2. Site Selection. 3. Finances Required 4. Market Feasibility Study. 5. Restaurant Planning & Design 6. Designing a Menu. 7. Designing type of Food Preparation Method, Style of Service. 	<p>Projects, group discussions, presentations, assignments, written exam, quiz</p> <p>Making Presentations and uploading it on slide share.</p>
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MODULE 2: Trends in Food & Beverage Operations

Module No.	Objectives	Content	Evaluation
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2	<p>To keep the graduates updated with current trends in F& B industry.</p> <p>To provide analytical skills, decision making skills and leadership skills along with ethics & legalities</p>	<p>2.1 Recent Trends in Food & Beverage Operations</p> <ul style="list-style-type: none"> ● Equipment ● Software ● Procedures ● Best Followed Practices ● Consumer Trends ● Environmental Issues ● Financing the operation ● Ethical Issues ● High Tech Food <p>2.2 Legal Licenses required to run Bars & Restaurants</p> <p>2.3 Effective F&B management & Financial considerations</p> <ul style="list-style-type: none"> ● Competencies for a manager ● Designing Budgets for various catering operations ● Variance Analysis ● Revenue control systems, POS, Banquet Management System <p>2.4 Planning, Organizing & Executing Food & Beverage Events</p> <ul style="list-style-type: none"> ● Types of events ● Role of the Event Planner ● Relationship with vendors / Suppliers ● The Planning & Organizing Process ● Executing the event ● Checklists for planning & Organizing Events ● Event logistics 	<p>Planning of a formal event which includes HR planning, financial budgeting, equipment & tools, licenses, menu planning costing, buffet set up, pricing, vendors list, expected profit.</p>
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- **Reference:**

1. Bernard Davis, Andre Lockwood, Peter Alcott, Loannis. S. Pantelidis, Butter Worth. (2003). *“Food and Beverage Management”*. (4th Edition) Heineman.
- John Cousins, David Foskett, Gillespie, Pearson. (2013) *“Food and Beverage Management”*.
- Kenneth L Solomon, Norman Katz. (2009). *“Profitable Restaurant Management”*. (2nd Edition). Prentice Hall, Inc. Englewood Cliff, New Jersey 07632, Spectrum Book
- Harris Thayse. (2002). *“Professional Food Service Management”*, Prentice Hall, Inc. Albin G Seaberg. (2011). *“Menu Design-Merchandising & Marketing”*. (3rd Edition), A CBI Book Published by van Nostrand Reinhold Company.
- Karen Eich Drummond and Lisa M Bereferel. (2008). *“Nutrition for Food Service and Culinary Professionals”*. Slovenia.
- S. Roday, (2011). *“Food Hygiene and Sanitation”*, The McGraw-Hill Company; Publication Noida

Bernard Davis, Sally Stone. (2008). *“Food and Beverage Management”*. 4th Edition, Slovenia.

- Tom Powers & Clayton W. Barrows. (2003). *“Introduction to Management in the Hospitality Industry”*. John Wiley & Sons, Inc.
- Bernard Davis, Andre Lockwood, Peter Alcott, Loannis. S. Pantelidis, Butter Worth. (2003). *“Food and Beverage Management”*. (4th Edition) Heineman.
- John Cousins, David Foskett, Gillespie, Pearson. (2013) *“Food and Beverage Management.”* Kenneth L Solomon, Norman Katz. (2009). *“Profitable Restaurant Management”*. (2nd Edition). Prentice Hall, Inc. Englewood Cliff, New Jersey 07632, Spectrum Book
- Harris Thayse. (2002). *“Professional Food Service Management”*, Prentice Hall, Inc. Albin G Seaberg. (2011). *“Menu Design-Merchandising & Marketing”*. (3rd Edition), A CBI Book Published by van Nostrand Reinhold Company.
- Karen Eich Drummond and Lisa M Bereferel. (2008). *“Nutrition for Food Service and Culinary Professionals”*. Slovenia.
- S. Roday, (2011). *“Food Hygiene and Sanitation”*, The McGraw-Hill Company; Publication Noida
- Bernard Davis, Sally Stone. (2008). *“Food and Beverage Management”*. 4th Edition, Slovenia.
- Tom Powers & Clayton W. Barrows. (2003). *“Introduction to Management in the Hospitality Industry”*. John Wiley & Sons, Inc.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100

HOSPITALITY MANAGEMENT I (F&B Management) (MSc 1003)

4 Credits (2 Theory + 2 Practical)

Learning outcomes

After completing this course, the student should be able:

1. To be conversant with the various software applications in Food Production. (e.g. purchasing, stores, standardization recipes, Food Cost Reports, etc. and Food & Beverage Service.
2. To design, price and evaluate “A la carte” menus.
3. To plan different meals in a formal or informal setup.
4. To handle different situations efficiently.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1003	Hospitality Management I (F&B Management) (Pr)	4	2	2	50	50	100

MODULE 1: Software in Food production and services (Menu planning)

Module No.	Objectives	Content	Evaluation
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1	<ul style="list-style-type: none"> ● To be familiar with the various software applications in Food Production. (e.g. Purchasing, stores, standardization recipes, Food Cost Reports, etc and Food & Beverage Service. ● To be able to design, price & evaluate “A la carte” menus. ● To be able to plan different meals in a formal or informal setup. 	1.1 Software in Food production and services (Menu planning) <ul style="list-style-type: none"> ● Software applications in Food Production. (e.g. Purchasing, stores, standardization recipes, Food Cost Reports, etc) ● Basket Exercise ● “Ala carte” menus. ● Software applications in Food & Beverage Service. 	<p>Design a Table d’ote/ d’jour (3 courses Basket Exercise) menu.</p> <p>Plan and organize a Theme Lunch/ Dinner based on formal and Informal theme.</p>
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MODULE 2:

Module No.	Objectives	Content	Evaluation
2	To be able to handle different situations efficiently.	4.1 Techniques to handle different situations <ul style="list-style-type: none"> ● Checklists for various aspects of Food & Beverage operations. ● Suggestive Selling Techniques (Upselling) ● Handling guest complaints. ● Techniques for Quality Service 	Preparation of checklists /reports for various aspects of Food & Beverage operations.

References:

- Bernard Davis, Andre Lockwood, Peter Alcott, Loannis. S. Pantelidis, Butter Worth. (2003). “*Food and Beverage Management*”. (4th Edition) Heineman.
- John Cousins, David Foskett, Gillespie, Pearson. (2013) “*Food and Beverage Management.*”
- Kenneth L Solomon, Norman Katz. (2009). “*Profitable Restaurant Management*”. (2nd Edition). Prentice Hall, Inc. Englewood Cliff, New Jersey 07632, Spectrum Book
- Harris Thayse. (2002). “*Professional Food Service Management*”, Prentice Hall, Inc.
- Albin G Seaberg. (2011). “*Menu Design-Merchandising & Marketing*”. (3rd Edition) A CBI Book Published by van Nostrand Reinhold Company.
- Karen Eich Drummond and Lisa M Bereferel. (2008). “*Nutrition for Food Service and Culinary Professionals*”. Slovenia.
- S. Roday, (2011). “*Food Hygiene and Sanitation*”, The McGraw-Hill Company; Publication Noida

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100

FOOD PRODUCTION (MSc 1004)

4 Credits (Pr)

Learning outcomes

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

1. To understand the latest and relevant knowledge of food production theory and practice.
2. To develop necessary operating skills relating to the food production & catering Industry.
3. To develop the right kind of values and attitudes to function effectively in the hospitality trade.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1004	Food Production (Practical)	4	0	4	100	-	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	<p>To learn different methods of cooking</p> <p>To learn different soup, stock, roux, egg preparation, salads.</p>	<p>Introduction:</p> <ul style="list-style-type: none"> ● Aims & objectives of Cooking, Attitude & Skills in kitchen, Classical Kitchen Brigade, Different areas/Sections in hotel kitchen. ● Methods of cooking (Theory / Practical) ● Cuts of vegetables. Indenting & plan of work, ● Preparation of stocks & roux ● Egg Cookery: Structure, Selection, Methods of cooking, Use of egg in cookery ● Basic soups Salad & sandwiches, 1 Cream soup, 1 clear soup, 1 puree, Chowder, Green salad, Russian salad, Potato Salad, Cole slaw, fruit salad. 	<p>Making a journal</p> <p>Preparing salads, roux, egg preparations and soups</p>
2	To develop regional cuisine	<p>Regional Cuisines:</p> <ul style="list-style-type: none"> ● Maharashtra: Masala Bhat, Batata Bhaji, Koshimbir, Amti, PuranPoli ● Bengal: Beans foogath, MacherJhol, AlooPosto, Luchi, Payesh ● Goa: Egg Xacutti, Coconut Pulao, Toor da sorak, Bibinca ● Punjab: PindiChole, Sarsoon da Saag, Bhaturas, Makkai Roti, Halwa. Punjab Rajma Masala, Kadhi, Matarpulao, 	<p>Planning menu of different Indian cuisines.</p>

		<p>Punjabi Gobi, Kheer</p> <ul style="list-style-type: none"> ● South Indian: Lime rice, MeenMoilee, Malabariparatha, Avial, Payasam, South Indian Coconut Rice, Chicken /Veg Chettinad, Sambar, Mysore pak ● Gujarati: Undhiyu, LasaniyaBataka, Sevtameta nu sak, Gujarati KadhiKhichadi, Daldhokli, Ladoo, Sukhdi ● Rajasthani: Dal bati, Gattekisabji, Churmakeladdu, Ghevar, Malpua ● Hydrabadi: Kachi Biryani, Mirchikasalan / Dalcha, Mix veg Raita, Double kameetha 	
3	To make snacks	<p>Regional Snacks:</p> <p>Chats, Parathas, Poha, Cutlets, Samosa, Khandvi, Bakarwadi, Dhokla, Upma, South Indian</p>	Preparing snacks
4	To make Indian sweets	Indian sweets	Preparing sweets

References:

- Gisselenwayne, (2002) “*Professional Cookery*”. 7th Edition. John Wiley & Sons Inc.
- Indrasingh Karla, Prashad. (2006) “*Indian Cooking*”. McGraw Hill Education. New Delhi.
- Kinton Ceserani, (2001). “*Theory of Catering*”.
- Krishna Arora, (2008). “*Theory of Cookery*”. Frank Brothers. London.
- Thangam Philip. (2013). “*Modern cooker Vol. I & II*”. Sterling Publications, New Delhi.
- Wayne Gisslen. (2007).” *Professional Baking*”. 4th Edition: John Wiley & Sons Inc.

EVALUATION:

- 1) On Four Modules of 100 marks
- 2) Total marks = Internal 100

MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOUR (MSc 1005)

4 Credits (Th)

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1005	Management Concepts and Organizational Behaviour (Theory)	4	4	0	50	50	100

Learning outcomes

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

- To understand the role and concept of business
- To appreciate business as a value adding proposition
- To understand how the concept of value is reflected in satisfaction for the customer (Quality concept)
- To visualize how business organization is modelled
- To understand the process of management and functional Management
- To understand the concept of organizational behavior, changing scenario of organizations about individual and group behavior in organizations.

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To understand the concepts, process and role of management organization.	Introduction to management concepts <ul style="list-style-type: none"> ● Management: Nature, meaning, and significance of management; evolution of management thought; ● Managerial processes, functions, skills, and roles in organization; ● Value creation: Concept of value, business as value creator, role of business; creation of value and customer satisfaction; concept of quality, service quality, and TQM 	Role plays, case studies, written exam
2	To recognize the basic functions to create a new concept of a product.	The business <ul style="list-style-type: none"> ● The concept of a business organization; the building blocks of a business canvass. ● Functions: Overview of functions of planning, organizing, directing and controlling; Social responsibility of business. 	Making a proposal for a new business
3	To study the concepts of organizational	Introduction to Organization behaviour <ul style="list-style-type: none"> ● Concept of Organization and Role of Managers in an Organization. 	Role plays, case studies,

	behaviour and approaches to Organizational behaviour.	<ul style="list-style-type: none"> ● Concept of Organization Behavior (OB), challenges and opportunities for OB. ● Approaches to OB: Classical, Neo-Classical, Modern and OB models. 	written exam
4	To understand the and manage individual and group processes and conflict management	<p>Understanding and managing individual behaviour</p> <ul style="list-style-type: none"> ● Personality, Perception values, attitude, learning, work motivation, individual decision making and problem-solving. <p>Understanding and managing group processes</p> <ul style="list-style-type: none"> ● Interpersonal and group dynamics, group communication; application of emotional intelligence in the organisation; leadership and influence process; conflict management. 	Group discussions, role plays,

References:

- Griffins, R.W. (2011). “*Management*”, New Delhi: Cengage India Learning Pvt. Ltd.
- Hellriegel, D & J. W. Slocam. (1997), “*Organizational Behavior*”. 8th rev. ed. South-Western, Division of Thomson Learning.
- Koontz, O'Donnell & Weihrich, “*Management*”, Tokyo: McGraw – Hill Inc.
- Luthans, F. (2010). “*Organizational Behaviour.*” New Delhi: McGraw-Hill Education, Asia.
- Luthans, Fred. (2011). “*Organizational Behavior* “. 12th Edition. McGraw Hill.
- Nelson, Debra L & James C. (2010), “*Organizational Behavior*”. Inver. 1st ed. Cengage Learning India Pvt Ltd.
- Parrek, Udai. (2010), “*Understanding Organizational Behaviour*”. 2nd ed. Oxford University Press.
- Prasad, L.M. (2014). “*Organizational Behaviour*”. New Delhi: Sultan Chand & Sons.
- Robbins, “*Organizational Behaviour*”, 7th ed., New Delhi: Prentice-Hall of India.
- Robbins, S. (2009). “*Organizational Behaviour*”. New Delhi: Pearson Education.
- Singh B. P. & Chhabra T. N. (2012), “*Organisation Theory and Behaviour*”. Dhanpat Rai& Co. (P) Ltd.
- Singh, D. “*Emotional Intelligence at work*”, Response Books, New Delhi: Sage Publication
- Stoner, Freeman & Gilbert, (2008). “*Management*”. New Delhi, Prentice Hall India.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100

MANAGERIAL COMMUNICATION AND SKILL DEVELOPMENT (MSc 1006)

4 Credits (Th+Pr)

Learning outcomes:

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

1. Communicate effectively in business situations
2. Present self
3. Present their ideas well within a business set up
4. Write professionally
5. Appreciate professional courtesies

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1006	Managerial Communication and Skill Development (Theory)	4	2	2	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	<p>To understand the objectives, principles, scope and effectiveness of communication.</p> <p>To use the effective communication process.</p>	<p>Introduction to Communication:</p> <ul style="list-style-type: none"> • Meaning and definition, objectives of communication, principles of communication, scope of communication, limitations of communication, evaluation of communication effectiveness. <p>Communication Process:</p> <ul style="list-style-type: none"> • Communication process elements, importance of effectiveness, Barriers To Effective Communication, introduction, types of barriers, external barriers, organizational barriers, personal barriers, Steps to make communication effective 	<p>Discussions, role play, dramatization, written exam</p>
2	<p>To learn the effective writing skills.</p> <p>To study the procedures of good oral communication.</p>	<p>Business Writing Communication:</p> <p>Written business communication; Business letters, Common components of Business Letters; writing effective memos; Business reports & Proposals; format for proposals; proposal layout and design; Secretarial Practice in Business Organizations.</p> <p>Business presentations:</p> <p>Introduction to a presentation, main body and conclusion, controlling nervousness & stage fright; business presentation; sample outlines; Conversations; Guidelines to good oral communication. Essentials of a business conversation.</p>	<p>Writing business letter on different situations, making proposals.</p> <p>Presentations & communicating with personnel on different situations.</p>

References:

- Lesikar, R and Pettit, J., (2008). “*Business Communication*”. All-India Traveller Bookseller, New Delhi.
- McGrath, E. H. PHI, (2011). “*Basic Managerial Skill for All*”, New Delhi.
- Meenakshi Raman & Prakash Singh, (2009) “*Business Communication*”. Oxford.
- Monnipally, M.M., TMH, (2013) “*Business Communication Strategies*”. New Delhi

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

MANAGERIAL COMMUNICATION AND SKILL DEVELOPMENT (MSc 1006)

4 Credits (Th+Pr)

Learning outcomes

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

1. To communicate effectively in business situations
2. To present oneself
3. To present their ideas well within a business set up
4. To write professionally
5. To appreciate professional courtesies
6. To learn personal grooming and hygiene

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1006	Managerial Communication and Skill Development (Practical)	4	2	2	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To learn different types of communication and communicate effectively.	<p>1.1 Types of Communication</p> <p>Written Communication</p> <ul style="list-style-type: none"> • CV writing • Letter writing • Writing an email • Memo writing • Report writing <p>Verbal communication</p> <ul style="list-style-type: none"> • Public speaking • Presentation skills • Interview skills 	<p>Individual projects on written, verbal and non-verbal communication</p> <p>Making a journal</p>

		Non-verbal communication <ul style="list-style-type: none"> ● Body language- gesture and postures 	
2	<p>To learn etiquettes and manners for handling different situations.</p> <p>To learn effective tele-communication skills and personal grooming</p>	Etiquettes and manners Customer care <ul style="list-style-type: none"> ● Effective customer care ● Handling customer complaints ● Handling difficult customers Other <ul style="list-style-type: none"> ● Telephone skills Table manners and etiquettes Personal Grooming and Hygiene <ul style="list-style-type: none"> ● Saree draping ● Dressing up for the occasion ● Make-up ● Personal hygiene 	Role plays and dramatization and making a journal

References:

- Bovee, Thill & Schatzman (2003). *“Business Communication Today”*, Pearson, New Delhi.
- Guffey, M. E. & Loewy, D. (2010). *“Business Communication: Process and Product, Cengage Learning”*. McGraw Hill, New York.
- Lehman, C. & DuFrene, D. (2010). *“Business Communication”*, Cengage Learning
- Raman, Singh, M. & Prakash (2012). *“Business Communication”*, Oxford University Press India.
- Sharma R.C. and Mohan K. (2005). *“Business Report Writing and Correspondence”*, New Delhi, Tata McGraw Hill

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

SEMESTER-II

Code No	Courses	Total Credits	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C	Component
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MSc 1009	Accommodations Operations	4	2	2	2/50	2/50	100	U	CC
MSc 10010	Domestic Tourism	4	4	0	2/50	2/50	100	U	CC
MSc 10011	IT in Tourism and Hospitality Management	4	2	2	2/50	2/50	100	U	AC
MSc 10012	Green Practices in Tourism and Hospitality Industry	4	4	0	2/50	2/50	100	U	AC
MSc 10013	Accounts and Financial Management	4	4	0	2/50	2/50	100	U	IC
MSc 10014	Human Resource Management	4	4	0	2/50	2/50	100	U	IC
	Total	24	20	4	12/300	12/300	600		

SEMESTER II

ACCOMMODATION OPERATIONS (MSc 1009)

4 Credits (Th + Pr)

Learning outcomes

After completing this course, the student should be able:

1. To understand the origin and evolution of hotel industry, organization and its various departments.
2. To understand the classification of hotels based on various criteria and other accommodations available apart from hotels
3. To understand various terms and codes, rules for rating rooms and calculations.
4. To have a clear idea of duties, responsibilities and qualities of personnel of hotels.
5. To explain the cleaning procedure of all the areas of a hotel.
6. To describe the factors involved in cleaning maintaining linen, laundry operations, equipment and agents used; its storage and maintenance.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1009	Accommodation Operations (Theory)	4	2	2	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	<p>To understand the origin and evolution of hotel industry, organization, its various departments, classification of hotels, types of rooms and tariffs.</p> <p>To understand about the structure of a hotel.</p> <p>To get a clear idea about</p>	<p>Introduction to Hospitality Management</p> <ul style="list-style-type: none"> • Hotel industry • Hospitality and its origin • Hotel evolution and growth • Hotel organization and its major/core departments • Housekeeping and Front Office <p>Classification of Hotels based on:</p> <ul style="list-style-type: none"> • Size/age, star rating, location and clientele, level of service • Types of ownerships: Independent hotel, Hotel chains, Franchises, affiliated, Management contract • Time sharing and condominium • Supplementary and accommodations. <p>Room types and tariffs:</p> <ul style="list-style-type: none"> • Types of Guest rooms, Meal plans, guest room status, room rate designation and tariff fixation <p>Front Office Organization and Services:</p> <p>Sections of Front Office:</p> <ul style="list-style-type: none"> • Reservation • Registration 	<p>Assignments, projects, surveys, written exam</p>

	<p>the sections of Front Office.</p>	<ul style="list-style-type: none"> ● Cashier & Travel Desk ● Telecommunication ● Uniform Services ● Concierge ● Guest Services ● Mail handling ● Safe deposit ● Luggage on hold ● Wakeup call ● Complaint handling 	
<p>2</p>	<p>To learn the attributes of the house keeping personnel and importance of the department, cleaning procedure.</p> <p>To learn the cleaning procedure.</p> <p>To know the role of linen room and procedures of laundry.</p> <p>To study the inter and intra departmental co-ordination in a hotel</p>	<p>Organization of Housekeeping Department:</p> <ul style="list-style-type: none"> ● Organization structure of housekeeping department of larger/small hotels ● Attributes of Housekeeping staff ● Importance of Housekeeping department in an organization ● Housekeeping in other institutions <p>Cleaning Procedures and Organization:</p> <ul style="list-style-type: none"> ● Preparing to clean ● Cleaning the guest room ● Inspection ● Deep cleaning ● Turndown services and special request ● Public area cleaning ● Other types of cleaning (daily, periodic and special) ● Use and care of cleaning agents ● Use and maintenance of cleaning equipment <p>Linen & Laundry Room Management</p> <ul style="list-style-type: none"> ● Layout of Linen Room ● Storage and exchange of linen ● Par stock and linen control ● Laundry types and procedures (in-house and Guest laundry) ● Laundry equipment ● Laundry agents ● Laundry process <p>Accommodation operations</p> <ul style="list-style-type: none"> ● Relationship between housekeeping and front office ● Importance of intra-department & inter-department communications 	<p>Assignments, projects, surveys, written exam</p>

		<ul style="list-style-type: none"> • Reports and records to be maintained for a smooth running of accommodation operation • Use of IT in accommodation operation 	
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References:

- B. K. Chakraborty, (2012): “*Front Office Management in Hotel*”. CBS Publishers & Distributors Pvt. Ltd.
- G. Raghubalan and Smritee Raghubalan, (2015): “*Hotel Housekeeping Operations and Management*”. Mittal Books.
- James Bardi, (2012): “*Hotel Front Office Management*”. CBS Publishers & Distributors Pvt. Ltd.
- Kappa, M., Nitschke, A. and Schappert P. (1997): “*Housekeeping Management*”. Educational Institute American Hotel and Lodging Association, Michigan, USA.
- Singh, Malini and George, Jaya (2008): “*Housekeeping: Operations, Design and Management*”. Jaico Publishing House, New Delhi.
- Sudhir Andrews, (2017): “*Front Office Operations and Management*”. Tata McGraw Hill Publishing Company Ltd, West Patel Nagar, New Delhi.
- Sudhir Andrews, (2017): “*Hotel Housekeeping: A Training Manual*”. Tata McGraw Hill Publishing Company Ltd, West Patel Nagar, New Delhi.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

ACCOMMODATION OPERATIONS (MSc 1009)

2 Credits (Pr)

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1009	Accommodation Operations (Practical)	4	2	2	50	50	100

Learning outcomes

After completing this course, the student should be able:

1. To inculcate the right grooming standards and good etiquettes.
2. To use telephones in a right manner.
3. To handle check in/checkout procedures.
4. To know Indian culture, festivals, costumes, food habits, customs and places of interest.
5. To prepare maids trolley, beds and cleaning procedures.
6. To learn to handle difficult guests, unusual situations and improve communication.
7. To understand the safety and security procedures for the employees and for the guest.

Contents:

Module No	Objectives	Topics and Details	Evaluation
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<p>1</p>	<p>To learn the formal and standard business etiquettes and basic communication skills.</p> <p>To get acquainted with the various Performa</p> <p>To learn the entire cleaning procedures in a hotel.</p> <p>To tackle difficult guests at different situations.</p>	<p>Procedures:</p> <ol style="list-style-type: none"> 1. Formal grooming standards: <ul style="list-style-type: none"> ● Right business etiquettes ● Welcoming of guests ● Telephone handling ● Manners ● Punch lines 2. Filling up various Performa 3. Know your state 4. Layout of a standard guest room furniture and their positions and guest room supplies 5. Guest room cleaning 6. Bed making 7. Public area cleaning 8. Handling difficult situations <p>(i) Front Office:</p> <ul style="list-style-type: none"> ● Black listed guest ● Scanty baggage ● Prostitutes ● Drunkard ● Difficult guest <p>(ii) Housekeeping</p> <ul style="list-style-type: none"> ● Patient in the room ● Pet in the room ● Drug syringe ● No show guest ● Unrecorded occupancies 	<p>Project presentations role plays, bed making, dramatization</p>
<p>2</p>	<p>To understand all the safety and security methods and procedures</p>	<p>Safety and security</p> <ul style="list-style-type: none"> ● Fire safety ● Theft and vandalism ● First aids ● Lost and found procedure ● Safety involved while job performance ● Key control (Housekeeping and Front Office) ● Emergency situations ● Accident handling 	<p>Project presentations role plays, bed making, dramatization</p>

References:

- B. K. Chakraborty, (2012): “*Front Office Management in Hotel*”. CBS Publishers & Distributors Pvt. Ltd., New Delhi.
- “*First Aid Manual Book*”. 10th Edition Written and Authorized by UK’s leading First Aid Providers.
- G. Raghubalan and Smritee Raghubalan, (2015): “*Hotel Housekeeping Operations and Management*”. Mittal Books.
- Harvinder Popli and Nirmal Sharma, First Edition: “*Emergency First Aid Safety Oriented*”. CBS Publishers & Distributors Pvt. Ltd., New Delhi.
- James Bardi, (2012): “*Hotel Front Office Management*”. CBS Publishers & Distributors Pvt. Ltd., New Delhi.
- Kappa, M., Nitschke, A. and Schappert P. (1997): “*Housekeeping Management*”. Educational Institute American Hotel and Lodging Association, Michigan, USA.
- Singh, Malini and George, Jaya (2008): “*Housekeeping: Operations, Design and Management*”. Jaico Publishing House, New Delhi.
- Sudhir Andrews, (2017): “*Front Office Operations and Management*”. Tata McGraw Hill Publishing Company Ltd, West Patel Nagar, New Delhi.
- Sudhir Andrews, (2017): “*Hotel Front Office: A Training Manual*”. Tata McGraw Hill Publishing Company Ltd, West Patel Nagar, New Delhi.
- Sudhir Andrews, (2017): “*Hotel Housekeeping: A Training Manual*”. Tata McGraw Hill Publishing Company Ltd, West Patel Nagar, New Delhi.

EVALUATION:

On Four Modules of 50 marks

Final examination of 50 marks

Total marks = Internal 50 + External 50 = 100 Marks

DOMESTIC TOURISM (MSc 1010)

4 Credits (Th)

Learning outcomes

After completing this course, the learners should be able:

- To understand the importance of Domestic destinations and tourist importance

- To understand Products for sale
- To understand Reservation Operations
- To understand Attractions for tourist importance: natural, man-made, historical, cultural and heritage

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1010	Domestic Tourism (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To know the places of tourist interest and its geographical location	Places of Tourist Interest (North Zone) <ul style="list-style-type: none"> • Jammu & Kashmir and Ladhak • Himachal Pradesh • Uttarakhand • Punjab and Haryana • Delhi and Uttar Pradesh 	Making a scrap book, ppt and / or videos
2	To know the places of tourist interest and its geographical location	Places of Tourist Interest (East and West Zone) <ul style="list-style-type: none"> • Rajasthan • Gujarat • Odisha • West Bengal • North East states and Sikkim 	Making a scrap book, ppt and / or videos
3	To know the places of tourist interest and its geographical location	Places of Tourist Interest (Central and South Zone) <ul style="list-style-type: none"> • Madhya Pradesh • Maharashtra • Goa, Telangana and Andhra Pradesh • Karnataka • Tamil Nadu • Kerala and Lakshadweep 	Making a scrap book, ppt and / or videos
4	To know the forms of tourism and the activities carried out there.	Form and Activities of Tourism (Destinations) <ul style="list-style-type: none"> • Travel Motivators • Leisure Travel • Cultural Tourism • Adventure Tourism: Air, Land and Water • Sports Tourism • Pilgrimage/Religious Tourism • Tourism fairs and festivals • Medical Tourism • Wellness Tourism (Yoga and Health) • Wildlife Tourism 	Making a scrap book, ppt and / or videos

		<ul style="list-style-type: none"> ● Rural Tourism ● Eco Tourism ● Heritage Tourism ● Culinary Tourism ● Space Tourism ● Wine Tourism 	
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References:

- Aruna Deshpande, (2007). “150 Fascinating Destinations of India” Crest Publishing House, New Delhi.
- Romila Chawla, (2006). “Tourism: The Cultural Heritage”. Arise Pub, New Delhi.
- Ram Acharya, (2008). “Tourism and Culture Heritage”. RBSA Publishers.

Websites:

www.incredibleindia.com

www.tourism.gov.in

www.tourismindia.com

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

IT IN TOURISM AND HOSPITALITY MANAGEMENT (MSc 1011)

4 Credits (Pr)

Learning outcomes

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

1. Evolve from the stage on only information provider to exploration of destination and moving to online booking and reservation.
2. Maintain a professional balance within technology and its impact on the tourism and food industry.
3. Understand the need, importance and use of Networking, E-travel and E-commerce.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1011	IT in Tourism and Hospitality Management (Practical)	4	0	4	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To understand the concepts of E-Tourism	1.1 e-Tourism Introduction, concepts, evolution; e-	Making a journal

	<p>and its use in travel and hospitality industry.</p> <p>To identify the concepts of digital marketing.</p>	<p>tourism- demand and supply; Brief outline of e-tour operators/e-travel agencies, airlines, e-hospitality.</p> <p>1.2 Digital marketing</p> <p>Introduction, concept, advantages, methods; Really Simple Syndication (RSS), Blogging, Live Chat, User Generated Content, Multi-media - Video (Video Streaming, YouTube etc), Audio & Podcasting Photos/Images (Flickr etc), Virtual Worlds</p> <p>Website design and its influence on the "e-Commerce": Key elements, usability, navigability</p> <p>1.3 Social media for business</p> <p>Importance of social-media, leveraging Facebook, LinkedIn & Twitter, Online Reputation Management (ORM), Analytics and Metrics for measuring Social Media</p> <p>1.4 Email marketing: Introduction, Learn Email marketing with Mail chimp, Understand Email marketing analytics</p>	<p>Individual Projects</p>
<p>2</p>	<p>To know the importance of search engine and about its optimization.</p>	<p>2.1 Search engine marketing</p> <p>Importance, creating a campaign, using keyword planner for better keywords, Understand the difference between Cost per Click (CPC), Cost per Impression (CPM) and Cost per Acquisition (CPA) bid types. Understanding Google Analytics</p> <p>2.2 Search engine optimization</p> <p>Search Engine basics and fundamentals of SEO, Keyword Research and Analysis, Organic and paid search, SEO Audit, SEO and Social Media, on page and Off page SEO techniques, measuring the success of your SEO.</p>	<p>Making a journal</p> <p>Individual Projects</p>

3	To learn the use and need of PMS	3.1 Use and need of PMS and Chabot's & Robotics PMS <ul style="list-style-type: none"> ● Use of Property Management system in various departments of hotel to create data ● Analysis & use of data in improving customer experience. ● Use of CMS in HR & other ancillary departments. ● IT in security system ● Survey of various PMS used in hotels b) Chabot's & Robotics c) Beacons & Augmented reality	Creating a mock data of a hotel using PMS
4	To learn online reservation and other online filing for passport and visa.	4.1 IT in Tourism <ul style="list-style-type: none"> ● Social Media & Multimedia ● Online reservation system & Centralized reservation. ● Project on use of IT in tourism or food industry (present & future) 	Making individual projects

References:

- Mary Lou Roberts, Cengage Learning. (2011). *“Internet Marketing”* New Delhi, ISBN-81-315-0788-2
- Mike Moran and Bill Hunt. (2008). *“Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site”*, Pearson Education

EVALUATION:

- 1) On Four Modules of 100 marks
- 2) Total marks = Internal 100

GREEN PRACTICES IN TOURISM AND HOSPITALITY INDUSTRY (MSc 1012)

4 Credits (Th)

Learning outcomes

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

1. To understand and aware of the various green practices or in other words environmentally friendly practices being carried out in hotels today.
2. To understand how tourism development of not properly planned can lead to disastrous consequences and cautions to be taken.
3. To get an exposure to an orderly growth of Tourism so that it becomes sustainable.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1012	Green Practices in Tourism and Hospitality Industry (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	<p>To understand the concept of Green tourism</p> <p>To distinguish between green tourism and sustainable tourism</p>	<p>1.1 Green Tourism:</p> <ul style="list-style-type: none"> ● Introduction, Key Concept and Definition ● Sustainable Tourism v/s Green Tourism ● Types of Green Tourism Practices: Airlines, Tour Operators measuring Sustainable Tourism ● Issues, Challenges and Opportunities for Tourism in Green Economy ● Waste Management and Water Quality ● Energy and Green House Gas Emissions ● Water Consumption ● Loss of and Challenges for Biodiversity ● Environmental impact of tourism ● Factors creating issues of global concern: rise in temperature, melting snow caps, rising sea level, monsoon and its changes, cruise lines and environmental concerns, golf courses and environmental concerns ● Consumer behaviour ● Trends 	<p>Making individual projects, discussions, written exam</p>
2	<p>To study the growth evolution and principles of eco- tourism</p>	<p>2.1 Introduction to Eco Tourism:</p> <ul style="list-style-type: none"> ● Definition, concept, growth and Evolution ● Principles and Trends ● Functions of Ecotourism: Mass Tourism V/s Ecotourism, ● Typology of Eco-tourists ● Ecotourism Activities & Impacts 	<p>Making individual projects, discussions, written exam</p>

		<ul style="list-style-type: none"> • Western Views of Ecotourism • Eco-tourism travel essentials • Eco-tourism and protected areas: visitor management for sustainability • Major Eco tourism destinations of India 	
3	<p>To learn techniques for waste minimization and zero solid waste.</p>	<p>3.1 Waste Minimization:</p> <ul style="list-style-type: none"> • Organic composting • Dumpster monitoring (segregation of dry & wet garbage) • Recycling (e.g. Individual newspapers not sent to rooms, • Use of bulk soap & shampoo dispensers in guest room bathrooms, using recycled paper products like bags, coasters etc) • Alternatives to plastic bottled water • Achieving close to zero-solid waste • Sustainable food & beverage options <p>3.2 Energy & Water Conservation:</p> <ul style="list-style-type: none"> • Environment-friendly HVAC units • Skylights to save energy • High efficiency lighting in guest-rooms & public areas • Solar panels • Occupancy sensors • Water conservation fixtures • Preventive maintenance 	<p>Making individual projects, discussions, written exam</p>
4	<p>To study Green practices in housekeeping</p> <p>To get acquainted with the International certification used in a hotel.</p>	<p>4.1 Green Housekeeping:</p> <ul style="list-style-type: none"> • Use of environment-friendly cleaning products to clean property • Integrated Pest-Management services • Tent cards in rooms informing guests about alternate day linen changing <p>4.2 Green Banqueting:</p> <ul style="list-style-type: none"> • E-invites • Carbon credits • Bus facility for participants instead of pick-up cars • Green menu-organic & locally procured food <p>4.3 International certifications of</p>	<p>Making individual projects, discussions, written exam</p>

		<p>green practices:</p> <ul style="list-style-type: none"> ● Eco-leaf rating ● Green Globe rating ● Green Key rating ● Nordic Swan rating ● LEEDS 	
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References:

- Kandari.D.P, Chandra. Asish, “*Tourism, Biodiversity & Sustainable Development*” (Vol-1)
- Honey Martha, “Eco Tourism and Sustainable Development”
- Weaver, D., “The Encyclopedia of Ecotourism”
- KunalChatopadhyay, “Environmental Nature Based Tourism”
- V. Pandae, “Environment Security & Tourism Development in South Asia”
- K. K. Shrivastava, “Environment Education”
- David Kirk, “Environmental Management for Hotels”
- www.greenglobe.com
- www.hvs.com

EVALUATION:

- 1) On Four Modules of 50 marks
- Final examination of 50 marks
- Total marks = Internal 50 + External 50 = 100 Marks

ACCOUNTS AND FINANCIAL MANAGEMENT (MSc 1013)

4 Credits (Th)

Learning outcomes

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

1. To understand application of fundamental concepts of accounting and financial management in the tourism industry
2. To read and understand the components of Income Statement and Balance Sheet
3. To perform various financial statement analysis including horizontal and vertical analysis, and financial ratio analysis
4. To understand various cost concepts and implement CVP analysis
5. To prepare budgets and implement forecasting techniques

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1013	Accounts and Financial Management (Theory)	4	4	0	50	50	100

Module No	Objectives	Topics and Details	Evaluation
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1	To understand the fundamental concepts of Accounting	<p>1.1 Introduction to Accounting</p> <ul style="list-style-type: none"> ● Nature of Accounting, ● Accounting Concepts, ● Principles and Standards, ● Basic Accounting Records and Books of Accounts <p>Double Entry System, Journal, Ledger, Trial Balance, Cash Book, Depreciation Accounting, Final Accounts with Adjustments.</p> <p>1.2 Final Accounts</p> <ul style="list-style-type: none"> ● Preparation of final accounts with adjustments related to Depreciation, ● Bad debts, ● Prepaid and outstanding expenses, ● Accrued and unearned income, returns. 	Making replica of Basic Accounting Records and Books of Accounts Double Entry System, Journal, Ledger, Trial Balance, Cash Book, Depreciation Accounting, Final Accounts, written exam
2	To study Cost Accounting , Budgeting and inventory management	<p>2.1.Introduction to Cost Accounting</p> <ul style="list-style-type: none"> ● Objective concepts and terminology ● Cost unit and Cost centre ● Elements of cost ● classification of costs ● Cost control ● Cost sheet ● Marginal costing and break even Analysis ● Profit volume Analysis <p>2.2.Budgeting & Budgetary Control</p> <ul style="list-style-type: none"> ● Functional Budgets ● Production Budget ● Sales Budget ● Cash Budget ● Master Budget ● Flexible and Fixed Budgets <p>2.3 Inventory Management:</p> <ul style="list-style-type: none"> ● Meaning, objectives and control, ● Internal financial control-meaning, problems unique to hospitality industry Establishing 	Written exam individual project

		cost standard.	
3	To study the scope importance and control of finance	3.1 Introduction to Financial Management <ul style="list-style-type: none"> ● Meaning, role, scope and importance of Financial Management; ● Job of the Financial Manager, ● Financial goals, ● Financial control, ● Organization and objectives of financial function- ● Managing Working Capital and Controlling cash; ● Financial statement analysis: ratio analysis, comparative statements, Cash Flow and Fund Flow analysis. 	Individual projects and written exam
4	To differentiate between marginal costing and CVP analysis. To learn to make budgets	4.1 Marginal costing and CVP analysis <ul style="list-style-type: none"> ● Concepts and various decisions related to CVP analysis; ● Service costing: Transport and hotel costing 4.2 Cost management by Budgeting: <ul style="list-style-type: none"> ● Meaning of budgeting, ● Types of budget, ● preparation of budget, ● Zero based budgeting, ● Working capital Management importance of working capital management, cash management, ● Role of information system in financial management. 	Individual projects and written exam

References:

- Maheshwari, S.N. (2008). *“Financial Accounting”*.. New Delhi: Vikas Publication House
- Chandra, Prassana (2008). *“Financial Management”*. New Delhi: Tata McGraw Hill.
- Pandey I.M. (2004). *“Financial Management”*. New Delhi: Vikas Publication House.
- Khan M.Y. and Jain P.K. (2008). *“Management Accounting”*. New Delhi: Tata McGraw Hill
- Shukla & Grewal, (2001). *“Advanced Accounts”*
- Lal & Jawahar, (2014). *“Management Accounting”*. S. Chand **Publishing. Delhi.**
- H. Atkins, A. Bary & M. Cohan, (2004). *“Business Accounting for Hospitality and Tourism”*. Mik & Morrivon Mowforth Kaniskha **Publication** VNR Routh Udge.
- V.K. Bhalla, (2002). *“Financial Management”*. S Chand Publications. Delhi
- M.Y.Khan & P. K. Jain, (2011). *“Financial Management”*, Tata McGraw-Hill, New Delhi

Evaluation:

On Four Modules of 50 marks

Final examination of 50 marks

Total marks = Internal 50 + External 50 = 100 marks

HUMAN RESOURCE MANAGEMENT (MSc 1014)

4 Credits (Th)

Learning outcomes

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

1. To develop the insight of the students regarding the various Human Resource Practices & concepts in Organizations with special reference to the Tourism and Hospitality Industry.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1014	Human Resource Management (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	<p>To learn different concept used in HRM.</p> <p>To learn to differentiate between Personnel Management and HRM</p> <p>To learn the concepts of Human Resource planning</p> <p>To know about recruitment.</p>	<p>1.1 Human Resource Management:</p> <ul style="list-style-type: none"> ● Concept & Definition, Objectives & Functions of HRM ● Historical Evolution & Development of HRM ● HRM Environment Analysis ● Need & Importance of HRM in Tourism and Hospitality Industry ● Paradoxes in HRM ● Strategic HRM and Human Capital Management ● Challenges to HRM in Tourism and Hospitality Industry ● Difference between Personnel Management and HRM <p>1.2 Human Resource Planning with reference to Star Hotels:</p> <ul style="list-style-type: none"> ● Concept, Definition, Objectives and Importance of HRP 	<p>Assignments, projects, online and written exam</p> <p>Group discussions, presentations</p>

		<ul style="list-style-type: none"> ● Process of Human Resources Planning ● Manpower ● Estimation ● Job Analysis ● Job Description ● Job Specification ● Job Evaluation ● Recruitment: Sources of Recruitment ● Selection Process ● Placement and Induction ● Retention of Employees ● Career Planning ● Succession ● Planning <p>1.3 Retirement/Separation:</p> <ul style="list-style-type: none"> ● Superannuation ● Voluntary Retirement Schemes ● Resignation ● Discharge ● Dismissal ● Suspension-Layoff 	
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2	To understand the concept, objectives, methods of the training & development and performance appraisal	<p>2.1 Training and Development in Star Hotels:</p> <ul style="list-style-type: none"> ● Objectives and Needs ● Training Process ● Methods of Training ● Tools and Aids ● Evaluation of Training Programs <p>2.1 Performance Management System:</p> <ul style="list-style-type: none"> ● Definition, Concepts and Ethics ● Different methods of Performance Appraisal followed in hotels ● Rating Errors ● Competency Management 	<p>Assignments, projects, online and written exam</p> <p>Group discussions, presentations</p>
3	<p>To learn the concepts of productivity management and its importance.</p> <p>To know the importance of industrial relations.</p>	<p>3.1 Productivity Management:</p> <ul style="list-style-type: none"> ● Concepts ● TQM ● Kaizen ● Quality Circles <p>3.1 Industrial Relations:</p> <ul style="list-style-type: none"> ● Grievance Procedure ● Collective Bargaining ● Settlement of Disputes 	<p>Assignments, projects, online & written exam</p> <p>Group discussions, presentations Case studies</p>
4	To get an overview of HRD process, outcomes and its role service sector.	<p>4.1 Human Resource Development (HRD):</p> <ul style="list-style-type: none"> ● An Overview and Need ● HRD process and outcome 	<p>Assignments, projects, online and written exam</p> <p>Group</p>

		<ul style="list-style-type: none"> • An overview of HRD practices and Trends <p>4.2 HRD in Service Industry:</p> <ul style="list-style-type: none"> • Importance and role of HRD in Service Sector, • HRD in Tourism Sector 	discussions, presentations
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References:

- Dale S Beach, (1996). *“The Management of People at Work”*, Macmillan Publishing Co, New York.
- Micheal V. (1997) *“Human Resource Management”*, Himalayan Publishing Co, Delhi.
- Monopa A & Saiyadain M, (2005). *“Personnel Management”*, Tata McGraw Hill, New Delhi.
- Stone Lioyed and Leslie W. Rue, (2011). *“Human Resource and Personnel Management”*, Richard D. Irwin.
- Tripathip C, (2010). *“Personnel Management and Industrial Relations”*, Sultan Chand & Sons.

EVALUATION:

On Four Modules of 50 marks

Final examination of 50 marks

Total marks = Internal 50 + External 50 = 100 marks

SEMESTER-III

Code No	Courses	Total Credits	Th-Cr	Pr-Cr	Int Cr/M	Ext Cr/M	Total Marks	U/C	Component
MSc 10016	Research Methodology	4	4	0	2/50	2/50	100	U	AC
MSc 10017	International Tourism	4	4	0	2/50	2/50	100	U	CC
MSc 10018	Travel & Tourism Operation Management	4	4	0	2/50	2/50	100	U	CC
MSc 10019	Bakery & Confectionary Operations	4	2	2	2/50	2/50	100	C	CC
MSc 10020	Hospitality Management II	4	2	2	2/50	2/50	100	U	CC
MSc 10021	Tourism Marketing	4	4	0	2/50	2/50	100	U	IC

	Total	24	20	04	12/300	12/300	600		
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SEMESTER III

RESEARCH METHODOLOGY (MSc 1016)

4 Credits (Th)

Learning outcomes

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

1. To develop a scientific approach and know the processes of research.
2. To develop the competence for selecting methods and tools appropriate for research topics.
3. To understand concepts of statistical measures of central tendency, dispersion, variability and probability.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1016	Research Methodology (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To understand the relevance of research	Introduction to Research Meaning, Types and relevance of research; trend and	Written exam,

	and make a research proposal.	challenges, Research Process; Problem Formulation and statement of Research Objectives and drafting the research proposal, ethics in Tourism and Hospitality Research	making proposal
2	To learn about different research designs sampling design, sampling techniques and basic statistics required in conducting a research	Research Design & Measurement: Meaning of research design; features of a good Research design; different research designs, Sampling design: the concept of sampling steps in sampling design; criteria for selecting a sampling procedure; sampling techniques/methods. Measurement and scaling Techniques, Ordinal Measurement, Internal Measurement Ratio Measurement, Reliability, and validity scale. Likert's-Scales, Concept of Variables.	Written exam, making a scale using either of the technique considering data collection
3	To learn and understand the sources for data collection.	Data Sources: Primary, secondary methods of collection of data-Observational and survey method, interview, questionnaire etc. Questionnaire design, Data Source-Focus Group Static and dynamic panels.	Written exam, collecting data
4	To learn different statistical test required to analyse the data. To develop an aptitude to write the entire report in a form of a dissertation.	Data Analysis: Univariate and Multi variate Measures of central tendency, Measures of dispersion; Correlation and Regression; Hypothesis testing, t-test, Z-test F-test, Chi-Square test; Introduction to Multi variate techniques – Factor Analysis. Data, Analysis-by using SPSS Package. Report writing: Types of reports; Structuring the Report, Report writings styles, Chapter format, Presentation of tables and figures; Referencing (APA & Harvard); Documentation-Use and format of appendix- Index.	Written exam, analysing the data

References:

- Bell, J. (1997): “*Doing Your Research Project: A Guide for First-time Researchers in Education and Social Science*”, Viva Books, New Delhi
- Bell, J. (1997): “*How to Complete Your Research Project Successfully: A Guide for First-time Researchers*”, UBSPD, New Delhi.
- Bulmer, M.C. (1984): *Sociological Research Methods: An Introduction*. Macmillan, Hong Kong.
- Festinger, L. and Katz, D. (ed.) (1977): “*Research Methods in the Behavioral Sciences*”, Amerind Publishing, New Delhi.
- Holloway, I. (1997): “*Basic Concepts of Qualitative Research*”, Blackwell Science, London.
- Jain, G. (1998): “*Research Methodology: Methods and Techniques*”, Mangal Deep, Jaipur.
- Kothari, C.R. (2000): “*Research Methodology: Methods and Techniques*”, Wishwa Prakashan, New Delhi.
- Kumar, A. (1997): “*Social Research Method (The Art of Scientific Investigation)*. Anmol Publication, New Delhi.
- Kumar, A. (2002): “*Research Methodology in Social Sciences*”, Sarup and Sons, New Delhi.
- McBurney, D.H. (2001): “*Research Methodology*”, Thomson-Wadsworth, Australia.
- Pande, G.C. (1999): “*Research Methodology in Social Sciences*”, Anmol Publication, New Delhi.

Evaluation:

On Four Modules of 50 marks

Final examination of 50 marks

Total marks = Internal 50 + External 50 = 100 marks

INTERNATIONAL TOURISM (MSc 1017)**4 Credits (Th)****Learning outcomes**

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

1. To understand the international destinations and tourist importance.
2. To make international itineraries for FIT and GIT.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1017	International Tourism (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To understand the techniques of planning an itinerary.	Introduction <ul style="list-style-type: none"> ● Theory- Techniques of Tourism Planning ● Planning the itinerary ● Resource for planning ● Basic steps to frame itinerary ● Costing 	Planning an itinerary considering forms of tourism
2	To get acquainted about the geography for international tourism.	Introduction of Geography in International Tourism: <ul style="list-style-type: none"> ● Importance of Geography in International Tourism ● Earth's movement ● Continental drift ● Latitude and Longitude ● International Data Line ● Calculation of Time ● Time Differences ● GMT variations 	Making a project .ppt, presentation and written exam
3	To know the global destinations	International/Global Destination Area 1 <ul style="list-style-type: none"> ● Canada (Alaska) ● USA – East Coast and West Coast 	Making a project .ppt, presentation and written exam

		<ul style="list-style-type: none"> ● South America <p>Area 2</p> <ul style="list-style-type: none"> ● Europe – UK ● Eastern countries ● Western countries ● Mediterranean region ● Africa ● Egypt ● Kenya- East, South – Cape Town, Johannesburg <p>Area 3</p> <p>a. UAE</p> <ul style="list-style-type: none"> ● China, Japan, Korea ● South East Asia ● Singapore, Malaysia, Thailand, Bali <p>b. Australia and New Zealand</p>	
4	To identify 6 A's of all the countries across the globe.	<p>Each country will cover 6 A's</p> <ul style="list-style-type: none"> ● Accessibility ● Attractions ● Accommodation ● Activities ● Amenities ● Affordability 	Making a project .ppt, presentation, itineraries, case studies and written exam.

References:

- Dixit, M. (2009). *“Tourism Geography and Trends”*, Royal Publication. Jalandhar.
- Hall, CM and Page, SJ. (). *“The Geography of Tourism and Recreation”*, Routledge.
- International Atlas, Penguin Publication and DK Publications
- Sinha, P.C. (2003). *“Tourism Geography”*, Anmol Publication, New Delhi.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100

TRAVEL AND TOURISM OPERATION MANAGEMENT (MSc 1018)

4 Credits (Th)

Learning outcomes

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

1. To understand the role of travel agency, Travel operator and travel portal.

2. To learn the distribution systems in tourism function.
3. To make liaison of negotiation and contracting between suppliers.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1018	Travel and Tourism Operation Management (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To study the skills and competencies required to run a travel agency.	1.1 Travel operation management <ul style="list-style-type: none"> • Travel agency profile • Significance of travel agency business • Skills and competencies for running a travel agency • Setting up a travel agency • Departments and structures • Sources of revenue/income • Threats, security and risks • Types of tour operators • Role of tour managers • Professional skills and travel guides • TAAI, IATO and TAFI • Concept of types of tour packages: FIT/GIT, inclusive, escorted 	Making a project .ppt, presentation and written exam
2	To know about different (national and international) tourism organizations	2.1 Tourism Organization Management <ul style="list-style-type: none"> • Need for tourism organization • Levels of tourism organization: International, Central, State, Private, NGO • International Organizations: WTO, UFTAA, PATA, ASTA • National Organizations: MOT, ITDC, STDC, TFCI, ASI 	Making a project .ppt, presentation and written exam
3	To get acquainted with the travel formalities	Travel formalities <ul style="list-style-type: none"> • Passport: definition, types, documents required, services offered by passport office, process for various services • VISA: definition, types, classification, entry / exit permits /TIM, requirements for VISA, case study, Schengen visa • Health Regulations: types of vaccinations, medical insurance for overseas travel (OMP), case study-Tata AIG Insurance • Basis travel quota and FOREX: role of banks and plastic money, credit cards, case study on AXIS Bank/ ICICI Bank, VISA card • Emigration and Immigration • Airport regulations • Custom regulations 	Making a project .ppt, presentation and written exam

		<ul style="list-style-type: none"> Taxes charged by the government 	
4	To get additional information about the modes of transport in travel industry.	Ancillary Service Industry (India) <ul style="list-style-type: none"> Airways – AAI Railways – IRCTC Roadways – RTO (Motor Vehicle Act Permit-1988) Waterways – Cruise/River 	Making a project ppt, presentation and written exam

References:

- Allan Beave, (2002): “A Dictionary of Travel and Tourism Terminology” Cabi Publishing
- Barkat A. M. A (2015): “Travel and Tourism Management”. PHI Learning Pvt. Ltd. New Delhi.
- Burkart and Medlik, (1981), “Tourism: Past, Present & Future”, Heinemann, ELBS.
- Cooper, Fletcher et al, (1993), “Tourism Principles and Practices”, Pitman.
- Mill & Morrison, (1992), “The Tourism System: An Introductory Text”. Prentice Hall.
- Mill, R.C., (1990), “Tourism: The International Business”, Prentice Hall, New Jersey.
- Niral Mehta, (2006): “Encyclopaedia of Travel and Tourism”. Anmol Prakashan.
- Ratandeep Singh, (2008): “Tourism and Transport Management: Practice and Procedures”.
- Robinson, P., (2009): “Operations Management in the Travel Industry”. Cambridge University Press, Cambridge, UK.
- Sampad Kumar Swain and Jitendra Mohan Mishra, (2011): “Tourism: Principles and Practices” (Oxford Higher Education).
- Seth, P.N., (1999) “Successful Tourism Management” (Vol 1 &2)
- Sunetra Roday, Archana Biwal and Vandana Joshi, (2009): “Tourism: Operations and Management”. Oxford Higher Education.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

BAKERY AND CONFECTIONERY OPERATIONS (MSc 1019)

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1019	Bakery and Confectionary Operations (Practical)	4	0	4	100	0	100

Learning Outcomes:

The students will be able to:

1. To identify and check for quality of different types of ingredients used in confectionery.
2. To identify and differentiate the small and large equipment used in confectionery.
3. To prepare and Present basic sponges
4. To prepare and Present different cookies and biscuits
5. To prepare and Present basic pastries
6. To prepare basic icings and toppings
7. To prepare and Present puddings
8. To prepare and Store Ice Creams, Toffees and Indian Sweets

Module 1: Introduction to Bakery and Confectionary Operations

Module No.	Content	Evaluation
1	1.1 Introduction to Bakery and Confectionary Operations <ul style="list-style-type: none"> ● Bakery and Patisserie Theory ● Terminologies ● Pre-preparation, mixing and cooking methods ● Selection and identifying, ingredients ● Equipment, Maintenance and Services ● Food costing ● Bakery & Patisserie Theory 	Survey work and assignments Maintaining a journal

Module 2: Baking

Module No.	Content	Evaluation
2.	Baking: <ul style="list-style-type: none"> ● Breads Basic and International ● Other Yeast products like Flan, doughnuts, short crust, pies, tarts, croissants. ● Cakes and Gateaux includes cupcakes, cake pastries ● Biscuits & Cookies ● Different types of Pastries: Choux, flaky, puff, eclairs 	Baking & presentations, Maintaining a journal

Module 3: Desserts and Puddings:

Module No.	Content	Evaluation
3.	Exotic desserts and Chocolate making: <ul style="list-style-type: none"> ● Basic Chocolate making ● Hot & cold exotic Desserts 	Preparing desserts and puddings and chocolates Maintaining a journal

Module 4: Icings and Toppings

Module No.	Content	Evaluation

4.	Icings and Toppings: <ul style="list-style-type: none"> ● Different types of icings: Fondant, butter cream, royal, fresh cream ● Basic cake decoration & art ● Basic sugar craft 	Icings and Toppings Maintaining a journal
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References:

- Sarah R. Labensky, Priscilla A. Martel, Eddy Van Damme (2015): “*A Textbook of Baking and Pastry Fundamentals*”.
- Jacquy Pfeiffer, Martha Rose Shulman (2013): “*The Art of French Pastry*”.
- Patricia Austin, (2017): “*French Pastry: Cookies, Tarts, Cakes, and Puff Pastries*”.
- Grant Horton, (2019): “*Traditional Recipes for Cakes, Pastries, Strudels and Cookies*”.

EVALUATION:

- 1) On Four Modules of 100 marks
- 2) Total marks = Internal 100

Hospitality Management II (Rooms Division Management) (MSc 1020)

Learning Outcomes:

The students will be able to:

1. To play a vital role in opening a sustainable hotel property.
2. To utilize creativity & knowledge of art, creativity, tradition, ambience and legal aspect while creating such ventures,

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1020	Hospitality Management I (Rooms Division Management) (Th + Pr)	4	2	2	50	50	100

MODULE 1: Changing Face of HK Department

Module	Objectives	Content	Evaluation
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No.			
1	<p>To prepare students to play a vital role in opening a sustainable hotel property.</p> <p>To utilize creativity & knowledge of art, creativity, tradition, ambience & legal aspect while creating such ventures.</p>	<p>1.1 Changing Face Of HK Department</p> <ul style="list-style-type: none"> • Technological changes- Using Software, Robots in service delivery etc. • Facility changes- introduction and importance of SPA, Changing Interior design of the rooms • Green housekeeping- practices • Changing profile of HK personnel- changing job specifications, employee's role in customer satisfaction • Infrastructure and equipment required for Spa. <p>1.2 New Property Operations</p> <ul style="list-style-type: none"> • Objectives/Role • Planning • Operating procedures • Count down • Types of Formats (Snag List, Checklist) <p>1.3 Application of Scientific Techniques in Rooms Division</p> <ul style="list-style-type: none"> • Application of work study • Work measurement • Time and motion study • Ergonomics • Methods of Time and Motion Study 	Assignments, presentations, written exam

MODULE 2: Legal Concerns for Front Office Operations

Module No.	Objectives	Content	Evaluation
	To have legal knowledge regarding Front Office Operations to tackle different situations and problems.	<p>2.1 Legal Concerns for Front Office Operations</p> <ul style="list-style-type: none"> • Guest Safety • Guest Privacy • Guest Removal • Guest property • Guest Non-payment • Illness and death of a guest • Related Case Studies <p>2.2 Front Office Room Reservations: New concepts</p>	Assignments, presentations, written exam

References:

- Bhatnagar, S.K (2002): *“Front Office Management”*, Frank Bros and Co, India.
- Christine Jones *“Hotel Facility Planning”*
- G Raghubalan. (2015). *“Hotel housekeeping Operations and Management”*. Oxford University Press.
- Georgina Tucker. (1999). *“The Professional Housekeeper”*. John Wiley & Sons; 4th edition.
- Robert Christie Mil. (2003). *“Managing the Lodging Operations*. McGraw Hill Company, New York.
- Tarun Bansal, (1998). *“Managing Facility”*

- Sudhir Andrews (2004): “*Hotel Front Office Training Manual*”, Tata McGraw Hill Company, India.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

HOSPITALITY MANAGEMENT II (ROOMS DIVISION MANAGEMENT)

(MSc 1020)

(2 Credit Practical)

Learning Outcomes:

The students will be able to:

1. To convert the theoretical knowledge into action-oriented executives, managers, entrepreneurs, HR managers, SPA & wellness managers.
2. To develop effective communication skills, decision making.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1020	Hospitality Management I (Rooms Division Management) (Practical)	4	2	2	50	50	100

MODULE 1:

Module No.	Objectives	Content	Evaluation
1	To converts the theoretical graduates into action-oriented executives, managers, entrepreneurs, HR managers, SPA & wellness managers.	1.1 HRM planning of the department 1.2 Case Studies: Implementation of time & motion study, Identifying customer need, Job of a GRE, Role of a concierge, Feedback from the guest.	Conduct survey, Projects, case studies, role plays, prepare videos

MODULE 2:

Module No.	Objectives	Content	Evaluation
2	To develop effective communication skills, decision making.	8.1 Handling guest complaints 8.2 Handling emergencies / difficult guest/ refusing a black listed guest	Case studies, role plays, prepare videos

- Bhatnagar, S.K (2002): “*Front Office Management*”, Frank Bros and Co, India.
- Christine Jones “*Hotel Facility Planning*”
- G Raghubalan. (2015). “*Hotel housekeeping Operations and Management*”. Oxford University Press.
- Georgina Tucker. (1999). “*The Professional Housekeeper*”. John Wiley & Sons; 4th edition.

- Robert Christie Mil. (2003). *“Managing the Lodging Operations*. McGraw Hill Company, New York.
- Tarun Bansal, (1998). *“Managing Facility”*.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

TOURISM MARKETING (MSc 1021)

4 Credits (Th)

Learning outcomes

After completing this course, the students would be able to:

1. To appreciate the concepts of marketing and their application to tourism.
2. To apply the concept of 7Ps to tourism.
3. To develop a framework for tourism marketing.
4. To understand the importance of Marketing Management Information System and demand forecasting.
5. To understand the concept of Tourism Product, special characteristics and the role of suppliers and intermediaries.
6. To design a travel and tour brochure as an important tool for marketing.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1021	Tourism Marketing (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To understand the marketing mix and do SWOT analysis for all the activities.	1.1 Introduction <ul style="list-style-type: none"> • Marketing Management • Tourism Marketing • Challenges • Brand issues 1.2 Tourism Marketing Environment <ul style="list-style-type: none"> • Marketing mix – 7 P's • SWOT analysis • Strategical Planning 	Making a project .ppt, presentation and written exam
2	To understand the behaviour of the tourist and develop a pre	2.1 Tourist market and tourist behaviour <ul style="list-style-type: none"> • Nature of decisions • Risk involvement: physical, psychological and 	

	and post purchase feedback.	financial 2.2 Tourist buying behavior <ul style="list-style-type: none"> ● Recognition ● Information Research: pre/post purchase/ feedback ● Factors influencing tourist behavior 	
3	To identify the market segmentation and the tourist products accordingly.	3.1 Marketing Segmentation targeting and Product <ul style="list-style-type: none"> ● Market Identification- Classification B2B and B2C ● Targeting - Product positioning: strategies and process, positioning errors ● Tourism product: Definition, managing, Destination, Development, Product life cycle ● Branding- Destination functions and challenges for development ● Tourism distribution: Chain/channels, GSA/PSA managing channels 	Making a project .ppt, presentation and written exam
4	To learn the concepts of pricing and promotion. To learn the process of tourism marketing. To learn and	4.1 Tourism pricing and promotion <ul style="list-style-type: none"> ● Concept of pricing <ul style="list-style-type: none"> - Factors-demand and supply - Methods-cost based, buyers based, competitive based - Strategies - Fixation: revenue management, structure management and payment management ● Concept of promotion <ul style="list-style-type: none"> - Means of communication - Print media - Electronic media - Digital marketing ● Promotional mix <ul style="list-style-type: none"> - Factors, goal, - Nature of buyers, - Product life cycle ● Tourism Promotion <ul style="list-style-type: none"> - Components of promotion mix: advertising, public relation, sales tools, and process, personal selling - Promotional tools: brochures & movies (Incredible India web page) 4.2 Process in Tourism Marketing <ul style="list-style-type: none"> - Introduction: objectives, elements of process, - Flexible and on demand delivery - Cost effective - Transfer process - Development process - Managing capacity process 4.3 Competitive tourism Marketing Strategies <ul style="list-style-type: none"> - Introduction - Understand competition sources of competition - Dynamics 	Making a project .ppt, presentation and written exam

	apply the marketing strategies to face the competitive world.	<ul style="list-style-type: none"> - Goals and strategies - Competitive capabilities - Competitive advantages and focus - Niche marketing 	
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References:

- Assael H., (1985). “*Consumer Behavior and Marketing Action*” (2nd ed.) Kent, Boston.
- Chaudhary, Manjula (2010). “*Tourism Marketing*”. New Delhi: Oxford University Press.
- Chowdhary, Nimit and Prakash, Monika (2005). “*A Textbook of Marketing of Services.*” New Delhi: Macmillan India Limited.
- Dasgupta, Devashish (2010). “*Tourism Marketing*”. New Delhi: Pearson Education.
- Kotler, Philip: “*Marketing Management & Hospitality and Tourism Marketing*”. New Delhi: Prentice Hall/ Pearson Education.
- Kotler, Philip and Armstrong Philip, Principle of Marketing, 1999, Prentice-Hall India, 1999.
- Kotler, Philip, Bowen, John and Makens James (2009). “*Marketing for Hospitality and Tourism*”. New Delhi: Prentice Hall/ Pearson Education.
- Middleton, Victor (2001). “*Marketing in Travel and Tourism*”, 3/e. New Delhi: Butterworth-Heinemann.
- Patel, S.G., “*Modern Market Research*”, Himalaya Publishing. New Delhi.
- Singh Raghubir, “*Marketing and Consumer Behaviour*”.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

SEMESTER-IV

Code No	Courses	Total Credits	Th-Cr	Pr-Cr	Int /Cr/M	Ext Cr/M	Total Marks	U/C	Component
MSc 10023	Dissertation	8	0	8	4/100	4/100	200	U	CC
MSc 10024	Internship	8	0	8	4/100	4/100	200	C	AC
MSc 10025	Data Analysis	4	2	2	2/50	2/50	100	C	AC
MSc 10026	Event Management & MICE	4	2	2	2/50	2/50	100	U	CC
	Total	24	4	20	12/350	12/250	600		

SEMESTER IV

DISSERTATION (MSc 1023)

8 Credits (Th)

Learning outcomes

After completing this course, the students would be able to:

1. To approach the pathway to a higher education.
2. To relate the knowledge and skills acquired in the classroom with systems, standards and practices prevalent in the industry.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1023	Dissertation (Theory)	8	8	-			200

As a partial fulfilment of the M. Sc. Programme the student has to take one topic related to the field of study and do research. In the 1st year (II semester onwards), students work on Dissertation topics under the supervision of faculty members in their field. The dissertation has to be completed in the IV semester and submitted. The dissertation is evaluated by a panel of experts (including an external examiners).

In the second semester, the students are required to conceptualize a research problem and prepare a proposal. This proposal must cover the entire research design including the statement of the Problem, Review of literature and methodology. By the end of the third semester, they are expected to prepare the tools of data collection.

In the fourth semester, students will be carrying out the data collection, analysis of data and preparation of the report in the form of a thesis. Students are to present the final report at an open seminar.

EVALUATION:

- 1) Final examination of 100 marks
- 2) 3) Total marks = Internal 100 + External 100 = 200 Marks

INTERNSHIP (MSc 1024)

8 Credits (Th)

Learning outcomes

After completing this course, the students would be able to:

1. To develop professional skills through practical learning
2. To apply acquired knowledge for the study of relevant facts, analysis of the problem and selection of appropriate means of solutions towards the problem
3. To develop the skill for solving the problems and work at micro level and at macro levels
4. To provide opportunity for the integration of classroom learning and field practice and vice-versa.
5. To develop the skills required for professional practice at the particular level of training

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1024	Internship (Practical)	8	-	8	--	200	200

Contents:

The students will be expected to spend 60 days in any of the departments of hospitality or tourism industry. Students are to submit weekly reports on their progress in the organizations and will prepare a final report consisting of the organizational profile, review of development programmes and a critical appraisal.

External jury will be assessing the student based on his presentation and report of his performance.

EVALUATION:

1) Total marks = External = 200 Marks

DATA ANALYSIS (MSc 1025)**4 Credits (Th)****Learning outcomes**

After completing this course, the students would be able to:

1. To discriminate between parametric and non-parametric tests
2. To learn to apply statistical tests for data analysis for both large and small samples
3. To know how to interpret the results of statistical analysis of data
4. To be able to summarize data and present it using tables and graphs
5. To develop skills for preparation of research proposals
6. To understand the components of a research report

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1025	Data Analysis (Practical)	4	-	4	50	50	100

Contents:

Module No	Objectives	Topics	Evaluations
1	<p>To learn the concepts of statistics.</p> <p>To understand the properties of normal distribution.</p>	<p>Introduction to Statistics</p> <p>Definition, conceptual understanding of statistical measures, popular concepts and misuse of statistics</p> <p>Normal Distribution and its Properties</p> <p>a. Normal distribution</p> <p>b. Binomial distribution</p> <p>c. Probability, use of normal probability tables, area</p>	<p>Solving problems</p> <p>Making a journal</p>

	To learn coding of data	<p>under normal distribution curve</p> <p>d. Parametric and non-parametric tests</p> <p>Data Management</p> <p>Planning for data analysis – coding of responses, preparation of code book</p> <p>Coding of data</p> <p>Use of statistical programs</p> <ul style="list-style-type: none"> - MS Excel - SPSS 	
2	To learn different statistical inferences	<p>Data Analysis</p> <p>a. Quantitative analysis, descriptive statistics, inferential statistics : Uses and limitations, Summation sign and its properties</p> <p>b. Proportions, percentages, ratios</p> <p>c. Measures of central tendency-mean, median, mode-arithmetic mean and its uses, mid – range, geometric mean, weighted mean</p> <p>d. Measures of dispersion /variability- range, variance, standard deviation, standard error, coefficient of variation, Kurtosis, skewness</p> <p>Grouped data-frequency distribution, histogram, frequency polygons, percentiles, quartiles, tertials, ogive</p> <p>e. Large and Small Sample tests and interpretation</p> <ul style="list-style-type: none"> - Z-test for single proportions and difference between proportions - Large sample test for single mean and difference between means - Small sample tests- ‘t’-test, paired ‘t’-test, ‘F’ Test 	<p>Solving problems</p> <p>Making journal a</p>
3	To learn to use different tests and its interpretation	<p>Chi square test and its interpretation</p> <p>a. General features, goodness of fit</p> <p>b. Independence of Attributes</p>	Using statistics to solve problems

		<p>Correlation and Regression and its interpretation</p> <p>a. Basic concepts</p> <p>b Linear regression and correlation coefficient</p> <p>Regression and prediction</p> <p>c. Rank correlation, Product-moment method</p> <p>Analysis of Variance and its interpretation</p> <p>a. One-factor analysis of variance</p> <p>b. Two-factor analysis of variance</p> <p>Design of Experiments</p> <p>a. Completely randomized design</p> <p>b. Randomized block design</p> <p>c. Latin square design</p> <p>d. Factorial design</p>	
4	<p>To understand the interpreted data and show the graphical representation.</p> <p>To prepare a research project.</p>	<p>Presentation of Data</p> <p>a. Tabulation and Organization of data- frequency distributions, cumulative frequency distribution, contingency tables</p> <p>b. Graphical presentation of data- histogram, frequency polygon, ogive, stem and leaf plot, box and whiskers plot,</p> <p>Graphs for nominal and ordinal data- pie diagram, bar graphs of different types, graphs for relation between two variables, line diagram.</p> <p>Use of illustrations</p> <p>Cautions in visual display of data</p> <p>The Research Report</p> <p>Basic components of a research report- prefatory material, introduction and Review of Related Literature, Methodology, Results, Discussion, Conclusion, Summary, Abstract, Bibliography and Appendices</p> <p>Students to design a research study on a topic</p>	Presenting a project

		<ul style="list-style-type: none"> - specify type of research - sample selection - protocol/operationalization - tools - tests for statistical analysis <p>Preparation of a Research Proposal</p>	
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EVALUATION:

1) On Four Modules of 100 marks

2) Total marks = Internal 100

EVENT MANAGEMENT AND MICE (MSc 1026)

4 Credits (Th)

Learning outcomes

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

1. To understand the emergence of the corporate sector that has brought forward the concept of MICE
2. To understand the co-relation of Hotels and Tourism in MICE.
3. To understand a new trend in demand regarding accommodation and Tourism industry.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1026	Event Management and MICE (Theory)	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
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1	To understand the concepts of event.	1.1 Introduction to Events <ul style="list-style-type: none"> ● Planning ● Organizational Approach ● Management and planning process ● Work process with corporate 1.2 Incentive Planners <p>Concept</p> <ul style="list-style-type: none"> ● Work Approach ● Co-ordination with travel agents, tour operators, destination planners, suppliers (hotel/coach and car rentals) ● Activities of Meeting planners <p>Convention and Conference Tourism Business</p> <ul style="list-style-type: none"> ● Convention centres ● Amenities and facilities ● Case study ● International convention centres in Bangalore, Hyderabad, Delhi and Mumbai 	Projects, proposals, presentations and written exam
2	To get acquainted with different trade fairs and exhibitions	2.1 Trade fair and exhibition business <ul style="list-style-type: none"> ● Types of trade fairs ● Concept of B2B ● Benefits of trade shows ● Demand for accommodation ● Hospitality business ● Case study on OTM/TTF 	Projects, proposals, presentations and written exam
3	<p>To study the concept of MICE.</p> <p>To learn to do pre-preparation for any event.</p>	<p>a. MICE</p> <ul style="list-style-type: none"> ● Meetings ● Incentives ● Conventions ● Events/Exhibitions <p>3.2 Types of events</p> <ul style="list-style-type: none"> ● Set a goal ● Program development and design ● Negotiating and best deal ● Selection processes; site, venue, accommodations ● Human resource plan and training; Event operating committee ● Physical/Technical arrangement ● Food and beverage plan 	Projects, proposals, presentations and written exam
4	To learn to make a proposal for different events different themes.	4.1 Events <ul style="list-style-type: none"> ● Types of Event <ul style="list-style-type: none"> - Formal events - Buffet receptions ● Event Service Staff Role ● Event Administration <ul style="list-style-type: none"> - Event sales - Booking procedures ● Event Organization ● Event menus, ● Wines and service methods <ul style="list-style-type: none"> - Seating arrangements 	Projects, proposals, presentations and written exam

References:

- Charles Bladen, James Kennell, Emma Abson, Nick Wilde, (2012): “I”, Routledge Publishing House, Canada.
- Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH & MA.
- Danny Meyer, (2006): “*Setting Table: The Transforming Power of Hospitality in Business*”
- Eric de Groot and Mike van der Vijver, (2013): “*Into the Heart of Meetings: Basic Principles of Meeting Design*”. ISBN: 9781482553949
- Hoyle, Dorf & Jones (1995), *Meaning conventions & Group business. Educational institute of AH & MA.*
- Jerry Busche, (2010): “*Theme Idea Book for Meetings, Conferences and Events*”. 1 edition

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

FOREIGN LANGUAGE - FRENCH – I (MSc E1007)

4 Credits (Th)

Learning outcomes

After completing this course, the students would be able to:

1. To understand the basics of the French language as a whole.
2. To understand the French terms used in hospitality industry.
3. To create awareness of the language's structures and to act as a useful introduction to French and Francophone culture.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc E1007	Foreign Language - French – I	4	4	0	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To learn the alphabets and numbers	<p>Basic introduction of French</p> <ul style="list-style-type: none"> • The alphabets and their pronunciation, nature and rules of the language • The accents, The Orthographic Signs, the punctuation signs , • The numbers in French 0-9 ; Cardinal and ordinal form of number • Greetings 	Making a journal, written and oral exam

2	To learn the basic vocabulary required in tourism and hospitality industry.	Basic Vocabularies: (Tourism and Hospitality Based Vocabularies) <ul style="list-style-type: none"> ● The days of the week, months, item narration, ● Gender specification for the things , the country , city name , time , weather, fruits and vegetable names, the family name, body parts, colours, numbers 10-100 gradual learning ● French phonetics, ● Necessary words used in general and specifically by tourism professionals. 	Making a journal, written and oral exam
3	The understand the use of grammar	Basic and Introductory Grammar: <ul style="list-style-type: none"> ● The Articles, Plural forms of nouns, ● Gender (Masculine and feminine forms), ● Definite articles, indefinite articles, Subject Pronouns, verbs and their types Principal and auxiliary verbs in French (être and avoir), ● Verb's groups : First , Second and third group, ● Rule of making ordinal numbers, ● Verbs conjugation in present participle ● Sentence and Dialogue framing ● The Affirmative form of the sentences using first, second and third group verbs (Only Present tense), ● The negative and interrogative form using all types of verbs, tourism and Tourist based vocabulary 	Making a journal, written and oral exam
4	To understand the French culture and do translation in English.	French culture and Self-Presentation <ul style="list-style-type: none"> ● Introduction of France and its culture ● Basic Geo-political-economic introduction of France, ● French History, ● French (Tourist) habits and introduction of individual in French, ● Translations of sentences French to English and English to French. ● Verbal French practice session 	Making a journal, written and oral exam

References:

- Gupta, Vasanthi ., Gupta, Malini, and Ramachandran, Usha , “*Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants*” , New Delhi
- W. R. Goyal Girardet, Jackey and Cridling, Jean-Marie (Vol 1) “*méthodes de français ; Le Nouveau Sans Frontières*
- Lorusse, Collins Pocket Dictionary (Minimum 40000 Translations)
- Bhattacharya,S. and Bhalerao, Uma Shashi, “*French for Hotel Management & Tourism Industry*”, Frank Bro & CO.

EVALUATION:

1) On Four Modules of 50 marks

2) Final examination of 50 marks

3) Total marks = Internal 50 + External 50 = 100 Marks

THEORY OF HORTICULTURE AND LANDSCAPING (MSc 1015)

4 Credits (Th+Pr)

Learning outcomes

After completing this course, the students would be able to:

1. To know the theory of horticulture and different techniques of cultivation.
2. To understand the importance of elements and principles of landscaping.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc 1015	Principles of Landscaping and Gardening (Theory)	4	2	2	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To learn the concepts of horticulture	1.1 Theory of horticulture: <ul style="list-style-type: none">● Plant Morphology● Plant growth cycle● Methods of regeneration 1.2 Cultivation technique <ul style="list-style-type: none">● Soil, manure vermin-culture 1.3 Specialized techniques in Gardening: <ul style="list-style-type: none">● Indoor and Basket Gardening, Bonsai, Green Houses, Wall-scape	Written exam, making a project
2	To learn the elements of landscape designing	2.1 Elements of Landscape Design: <ul style="list-style-type: none">● Topography, water, light and shade, wind, street light 2.2 History of Landscape Design: <ul style="list-style-type: none">● Mesopotamian, Moghal, Japanese, Modern	Making a journal, written and oral exam

References:

- Nambisan KMP. 1992. "Design Elements of Landscape Gardening". Oxford & IBH.
- Randhawa, GS and Mukhopadhyay, A. 1986. "Floriculture in India", Allied Publication
- Trivedi, PP. 1983. "Home Gardening". Statesman Press, New Delhi, India.
- Sabina GT and Peter KV. 2008 "Ornamental Plants for Gardens. New India Publishing Agency.
- Woodrow MG.1999. "Gardening in India". Biotech Books.
- Valsalakumari, et al. 2008. "Flowering Trees". New India Publishing Agency.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

THEORY OF HORTICULTURE AND LANDSCAPING (MSc E1015)

4 Credits (Th+Pr)

Learning outcomes

After completing this course, the students would be able to:

1. To acquire useful skills for horticulture and landscaping.
2. To use the knowledge in designing their own gardens and take care of the plants.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc E1015	Principles of Landscaping and Gardening (Practical)	4	2	2	50	50	100

Contents:

Module No	Objectives	Topics and Details	Evaluation
1	To identify the shrubs, trees, climbers and ground covers.	Greens for Horticulture <ul style="list-style-type: none"> ● Herbarium ● Collection of Specimen ● Study of trees, shrubs, climbers and ground covers ● Basket gardening, Terrarium (Luludi), Bonsai, 	Making a journal
2	To use the elements and principles of art and design to make a scale drawing of a landscape.	Theories for Landscape Designing: <ul style="list-style-type: none"> ● Basic design, Colour theories, collage, sketching, ● Drawing and presentation, scale drawing, model making, measured drawings, presentation techniques, working drawing, plantation drawing ● General site visits, market surveys 	Making a journal

References:

- Nambisan KMP. (1992). “*Design Elements of Landscape Gardening*”. Oxford & IBH.
- Randhawa, GS and Mukhopadhyay, A. 1986. “*Floriculture in Indi*”, Allied Publication
- Trivedi, PP. (1983). “” Statesman Press, New Delhi, India.
- Sabina GT & Peter KV. (2008) “*Ornamental Plants for Gardens*”. New India Publishing Agency.
- Woodrow MG. (1999). “*Gardening in India*”. Biotech Books.
- Valsalakumari, et al. (2008). “*Flowering Trees*”. New India Publishing Agency.

EVALUATION:

- 1) On Four Modules of 50 marks
- 2) Final examination of 50 marks
- 3) Total marks = Internal 50 + External 50 = 100 Marks

FABRIC ORNAMENTATION & ACCESSORY DESIGN (MSc E1022)

4 Credits (Pr)

Learning outcomes

After completing this course, the students would be able to:

1. To know the role and application of various types of accessories used in Fashion Business.
2. To know various materials used as accessories.
3. To mix match different materials and accessories to suit.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
(MSc E1022)	Fabric Ornamentation & Accessory Design (Practical)	4	0	4	100	0	100

Module No.	Objectives	Content	Evaluation

1	To learn decorate a fabric either through or fabric painting.	Fabric ornamentation by Embroidery/ fabric painting 1. Kantha / Kasuti embroidery on dupatta/stole OR Satin embroidery on dupatta/ stole. 2. Fabric painting on handkerchiefs/ Table cover/ Apparel OR Tie and dye on scarf/ dupatta/ stole	Making samples
2	To learn different techniques to decorate any article.	Ornamentation To make any two articles with suitable techniques. 1. Smocking technique on cushion cover 2. Bag/ purse with appliqué work/patch work. 3. Waist belt by Macramé 4. Edgings with crochet dupatta/ handkerchief/ sleeve/neck lines.	Making samples
3	To make jewellery or decorate a shoe	Fashion Jewellery/Shoe decoration To make any one set of jewellery (Necklace, bangle/bracelet, earrings) Traditional or funky type OR Shoe decoration with suitable technique.	Making samples

Module No.	Objectives	Content	Evaluation
4	To learn making an article from waste materials.	Best of waste Any article by using textile material. For example - borders /jean fabrics, dupatta, left over fabric pieces, etc. to make wall hangings or decorative pieces, etc.	Making samples

REFERENCES:

Anita Aarrison.. “Anchor-educational service-(2007 & 2008 series)”

Caroline Ollard. “The step by step Art of Ribbon work.

Ellen Goldstein Lyrich. “The complete book of needle craft”

Sarah, & Micole Malone. “Making leather handbags”

EVALUATION:

1) On Four Modules of 100 marks

2) Total marks = Internal 100

FLOWER ARRANGEMENT AND VEGETABLE & FRUIT CARVING (MSc 1023)

4 Credits (Pr)

Learning outcomes

After completing this course, the students would be able to:

1. To understand the basic principles and elements of floral design.
2. To identify and use the knowledge of the materials and accessories used in making of flower arrangement and vegetable & fruit carving.
3. To skilfully use the techniques of producing flower arrangement and vegetable & fruit carving.

Code No.	Course	TC	Th C	Pr C	Int M	Ext M	Total
MSc E1023	Flower Arrangement and Vegetable & Fruit Carving (Practical)	4	0	4	100	0	100

Module No.	Objectives	Content	Evaluation
1	To learn the elements and principles of design required for flower arrangement and carving.	<p>1.1 Element and Principles of Design for making flower arrangement and carving of fruits and vegetables:</p> <p>Elements of Design: Line, Colour, Shape, Form, Texture, Light</p> <p>Principles of Design: Balance, Proportion, Rhythm, Harmony, Emphasis</p>	Collecting pictures for all the elements and principles of design for making flower arrangement and carving of fruits and vegetables
2	<p>To know about the equipment, accessories flowers & foliage required for making a flower arrangement.</p> <p>To know about different types and forms of flower arrangements.</p> <p>To study the rules and tips in making flower arrangements.</p>	<p>Flower Arrangements:</p> <p>2.1 Requirements for making flower arrangements:</p> <p>Accessories, vase and containers, tools and equipment, flowers (fresh and dry), foliage and fillers</p> <p>2.1 Types and forms of flower arrangements:</p> <p>Vertical, Horizontal, Triangle, Elliptical, Oval, Hogarth, Crescent, Cascade and Ikebana</p> <p>2.3 Rules and Tips for making flower arrangements</p>	Making a booklet on requirements, types & forms and rules & tips for making flower arrangement. Any one

3	To learn to select fruits and vegetables of doing carving.	Vegetable and Fruit Carving: 3.1 Requirements for Vegetable and Fruit Carving: Selection of tools & equipment & vegetable & fruit. 3.2 Tips Vegetable and Fruit Carving	Making a booklet on requirements & tips for making fruits and vegetables. Any one
4.	To make theme-based flower arrangement and fruit and vegetable carving.	Themes for making flower arrangement and vegetable and fruit carving for different events.	Making theme based flower arrangement and/or vegetable & fruit carving. Any one.

References:

- Alethea Harampolis: “*The Flower Recipe Book 125 Magical, Sculptural and Seasonal Arrangement*”
- Alex and Angkana Neumayer: “*Vegetable Carving Tools and Books*”.
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EVALUATION:

- 1) On Four Modules of 100 marks
- 2) Total marks = Internal 100
