



**SEVA MANDAL EDUCATION SOCIETY'S
Dr. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE
(Autonomous)**

**NAAC Re-accredited 'A+' Grade with CGPA 3.69/4 (3rd Cycle)
UGC Status: College with Potential for Excellence
BEST COLLEGE AWARD 2016-17 adjudged BY S.N.D.T. Women's University
338, R.A Kidwai Road, Matunga, Mumbai 400019**

Syllabus – 4th Semester Academic year- 2020-2021

**Department of Resource Management (UG)
(Hospitality Management)**

STRUCTURE

SYBSC- Resource Management (Hospitality Management) SEMESTER 4 (Structure and Weightage)						
Course and Code	Total Credits	Th C	Pr C	Int	Ext	Total
RM401 Travel Management	4	4	-	50	50	100
RM402 Food and Beverage Services	4	2	2	50	50	100
RM403 Principles of Management	4	4	-	50	50	100
RM404 Ergonomics (Application in Hospitality Industry)	4	2	2	50	50	100
RM 405 Professional Communication Skills for Hospitality Industry	4	4	-	50	50	100
TOTAL	20	16	4	250	250	500
Value Added Course World Geography and Map Reading	2		2	50	-	50

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APPROVED SYLLABUS UNDER AUTONOMY

PROGRAMME: B.Sc. in Resource Management

(Hospitality Management)

**Department of Resource Management (Hospitality Management)
Semester IV**

TRAVEL MANAGEMENT

(4 Credits Theory)

Course Description:

This subject will prepare the students for prospective working in Travel Agencies, IATA Recognized Agencies, Visa Consultancies and Ticketing Offices, Corporate and Hotel Travel Desks, Airlines and Airports. It will also open ventures and avenues for opting careers as travel agents, lodging managers or meeting, convention and event planners.

Learning Outcomes:

After completing this course, the student should be able:

1. To identify and understand the different departments of a travel agency.
2. To know about the important travel documents.
3. To understand the processes and formalities at the airport.
4. To comprehend different types of transport facilities

Code No.	Subject	TC	Th C	Pr C	Int M	Ext M	Total
RM401	Travel Management	4	4	0	50	50	100

Module no	Objectives	Content	Evaluation
1	<p>Students will learn about Travel organization and their functions.</p> <p>Students will learn and understand the prospects of a career in a travel agency and several organizations.</p>	<p>TRAVEL INDUSTRY AND AGENCY</p> <p>1.1 Introduction to Travel Industry</p> <p>1.2 Profile of a Travel Agency</p> <p>1.3 Departments of a travel agency</p> <p>1.4 Types of travel agents (retail & wholesaler)</p> <p>1.5 Tour operators</p> <p>1.6 The position and role of tour operators</p> <p>1.7 IATA, UFTAA, ICAO, PATA, TAAI. BTQ</p>	<p>Write a report on the profile of an existing travel agency and make a professional case study project presentation. Marketing strategies of a travel agency. (Marks 10)</p>
Module no	Objectives	Content	Evaluation
2	<p>Students will learn about the travel documentation like:</p> <ul style="list-style-type: none"> ● Passport ● VISA ● Health documents <p>(a) Types and process of application of all travel-related documents required for international travel</p>	<p>TRAVEL DOCUMENTATION</p> <p>2.1 Passports –types and the process of application</p> <p>2.2 VISA definition, types process of applications, working of a consulate embassy and a VFS</p> <p>2.3 Health regulations and certificates TIM, Travel Insurances.</p> <p>2.4 Forex Credit cards</p> <p>2.5 Security checks entry & exit procedures</p>	<p>Prepare your file for a passport or prepare your file for a B1/B2 visa. (Marks 15)</p>

Module no	Objectives	Content	Evaluation
3	<p>Students will learn and understand the detailed process of Airport entry and exit rules</p> <p>Students will learn the Airport codes, Airline codes, Country codes.</p> <p>Students will learn about the Requests and Services by the Airlines.</p>	<p>PROCESSES AT THE AIRPORT</p> <p>3.1 Airport, passenger routing at the Airport.</p> <p>3.2 Airport Terminology Immigration.</p> <p>3.3 Check-in and Customs Baggage.</p> <p>3.4 What is Airline, City, Country, and Equipment Codes.</p> <p>3.5 List of Major International Airline Codes, Airport codes, Country codes Airline</p> <p>3.6 Airport codes for India.</p> <p>3.7 Special Request and Services by the Airlines.</p>	<p>Visit an International Airport or your local airport and write a report (Marks 5).</p>

Module no	Objectives	Content	Evaluation
4	<p>Students will learn about different modes of transportation and accommodations.</p>	<p>Types of transport facilities</p> <p>a. Airways AAI</p> <p>b. Railways IRCTC, HERITAGE TRAINS</p> <p>c. Types of Cruises</p> <p>d. Roadways Highways</p> <p>Accommodation</p> <p>a. Types of hotels classification & category</p> <p>b. Basic operations and reservation procedure.</p> <p>c. Cancellation policy</p> <p>d. FHRAI Federation of Hotel and Restaurant Association of India</p>	<p>Review a case study</p> <ul style="list-style-type: none"> ● Airlines ● Heritage trains ● 5* hotels ● Heritage hotels <p>(Marks 20)</p>

EVALUATION:

Evaluation	Details	Marks
Internal	Unit Test – 25 marks Quiz – 10 marks Assignment – 15 marks	50
External	Final Written Exam	50
	Total marks	100

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- A.K. Bhatia (2011): *International Tourism Management*, Sterling Publishers Pvt Ltd, New Delhi.
- Armin Dieter Lehmann, (2018). *Travel & Tourism: An Introduction to Travel Agency Operations*. MacMillan Publishing Company.
- Chand Mohinder, (2017), *Travel Agency Management: An Introductory Text*. (2nd revised and enlarged edition), Anmol Publication.
- Foster, Douglas, (1985), *Travel and Tourism Management*, McMillan, London.
- Jagmohan Negi (2008), *Travel Agency and Tour Operation- Concepts & Principles*. Kanishka Publishers.
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- Pranath Seth and Sushma Bhat (2006): *An Introduction to Travel and Tourism*. Sterling Publishing Pvt. Ltd. New Delhi.
- Prem Nath Seth (1992), *Successful Tourism Management Vol. 1 & 2*, Sterling Publications, Delhi.
- Stevens Laurence, (1990) *Guide to Starting and Operating Successful Travel Agency*. Delmar Publishers Inc., New York.
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(Hospitality Management)

**Department of Resource Management (Hospitality Management)
Semester IV**

FOOD & BEVERAGE SERVICE

CREDIT – 4 (THEORY + PRACTICAL)

Course Description:

The Food and Beverage Services consists of competencies that a person must achieve to prepare the dining room/restaurant for service, welcome guests and take food and beverage orders, promote food and beverage product, provide food and beverage services to guests, provide room service and receive and handle the guest concern.

Learning Outcomes:

After completing this course, the student should be able:

1. To identify and understand the management practices concerning those applied in the Food and Beverage department.
2. To understand the concept of menu development and the various service methods.
3. To lay a cover, do proper table setting as per different services, and clearing the table.
4. To develop an overall view of the cost control practices followed in the industry.

Code No.	Subject	TC	Th	Pr	Int	Ext	Total
			C	C	M	M	
RM402	Food Beverages & Services	4	2	2	50	50	100

Module no	Objectives	Content	Evaluation
1	<p>The student should understand the various sectors of the food and beverage industry and the types and forms of service.</p> <p>To study and plan menus for different meals/ occasions in different areas of operation.</p> <p>To enable the student to identify, select and maintain the different equipment needed for service.</p> <p>To design layouts for food and beverage outlets.</p>	<p>FOOD & BEVERAGE SERVICE</p> <p>1.1 Introduction to food and beverage management.</p> <ul style="list-style-type: none"> ● Introduction to various sectors of the catering industry- both commercial and non-commercial sectors in food and beverage outlets. ● Organization and staffing needs for the areas of operation. ● Special and modified forms of food services- Banquets, Room service, Industrial catering, Fast food and popular catering. ● Importance of dining service and quality management in food and beverage operations. <p>1.2 Menu Development.</p> <ul style="list-style-type: none"> ● History of menu development. ● Different types of food and beverage menus. ● Basic menu criteria and content, writing of menus- breakfast, lunch and dinner. ● Types of cover. ● Types of beverages ● Beverage menu development ● Menu merchandising and marketing of food and beverage management. <p>1.3 Equipment</p> <ul style="list-style-type: none"> ● Classification of equipment. ● Selecting and planning equipment needed for various outlets. ● Classification of service equipment- Flatware, cutlery, glassware, hollowware and linen. ● Furniture and fixtures. ● Beverage service equipment. 	<p>Survey to find the names and address of 5 different types of restaurants, (Continental, Indian, Fast Food, Coffee shops, Pubs/ bars). Please tabulate the findings with the type of food (like Italian, in case of Indian- Punjabi, Gujarati etc.) they are serving as well as the types of meals and timings of operation (open throughout the day, or only lunch or dinner). This is done in your city/ locality. (10 Marks).</p> <p>Make a scrap book by collecting 20 articles from newspapers, magazines and the internet about the food and beverage management- trends in food and beverages, new equipment, facts about food and beverage, legislation and laws relating to</p>

		<ul style="list-style-type: none"> Equipment storage and maintenance. <p>1.4 Facility design and décor</p> <ul style="list-style-type: none"> Objectives of good layout and planning. Factors to consider while calculating space requirement. Various seating setups. Various design details of lighting and ventilation. 	<p>food and beverage service etc. (10Marks)</p> <p>Write a report on the different advertising/merchandising techniques used by restaurants to market their menu to customers. (5 Marks).</p>
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Module no	Objectives	Content	Evaluation
2	<p>To provide knowledge regarding various types and forms of services and control procedures adopted by the food and beverage outlets.</p> <p>To understand the costing procedures/ financial aspects of the operations of food and beverage outlets.</p>	<p>FOOD & BEVERAGE SERVICES & CONTROL</p> <p>2.1 Introduction to food and beverage control.</p> <ul style="list-style-type: none"> Objectives of food and beverage control. Fundamentals of food and beverage control. Purchase cycle- purchase, receiving, storing process. <p>2.2 Food and beverage production control.</p> <ul style="list-style-type: none"> Types of food and beverage service methods. KOT control system. Methods of food cost control. Methods of beverage control. Billing procedures. Control measurements for special services- banquets, industrial catering, fast food, airline services. <p>2.3 Food and beverage finance</p> <ul style="list-style-type: none"> Types of budgets. Costs, profits and sales. Break even analysis. Profit improving methods. 	<p>Make a presentation on the different types of service methods followed in the different food and beverage outlets. (10Marks)</p> <p>Write a detailed report on the various purchasing procedures seen in the Food and Beverage organization (5 marks)</p> <p>Make a presentation on how to prepare a budget for Food and Beverage organization (10 marks)</p>

REFERENCES:

- Bernard Davis, Andrew Lockwood and Sally Stone (2004): Food and Beverage Management,"3rd edition, Elsevier.
- Douglas Keister (1990): Food and Beverage Control, Prentice-Hall.
- Douglas Robert Brown (2013): Controlling Restaurant and Food Service Food Costs, Atlantic Publishing Company.
- John Fuller (1983): Modern Restaurant Services: A Manual for Students and Practitioners, Hutchinson.
- Lillicrap and Cousins (1993): Food and Beverage Service, Hodder Education
- Lora Arduser and Douglas and Robert Brown (2015): The Waiter & Waitress and Wait staff Training Handbook: A Complete Guide to the Proper Steps in Service for Food and Beverage Employees, Atlantic Publishing Company.
- Mohini Sethi and Surjeet Malhan (1997): Catering Management: An Integrated Approach, New Age International (P) Ltd.
- Ozi A. D'Cunha (2014): Hotel Accounting and Financial Control, Dickey's Enterprise, Mumbai.
- Sudhir Andrews (2014): Food and Beverage Management, Tata McGraw Hill Company, India.
- Sudhir Andrews (2018): Food and Beverage Management, Tata McGraw Hill Company, India.

Food Beverages & Services (Pr)

Learning Outcomes:

After completing this course, the student should be able:

1. To plan menus for regional menus, breakfast, lunch and dinner menus and different occasions.
2. To plan various setups and designs of the restaurant and to develop cost control through working out situations.
3. To maintain a journal for recording all the exercises done in the practice for ready reference.

Module no	Objectives	Content	Evaluation
1	<p>The student should understand the various sectors of the food and beverage industry and the types and forms of service.</p> <p>To study and plan menus for different meals/ occasions in different areas of operation.</p> <p>To enable the student to identify, select and maintain the different equipment needed for service.</p> <p>To design layouts for food and beverage outlets.</p>	<p>FOOD & BEVERAGE MANAGEMENT</p> <p>1.1 Introduction to food and beverage management.</p> <ul style="list-style-type: none"> ● Classification of the various sectors of the catering industry- both commercial and non-commercial sectors in food and beverage outlets. ● Hierarchy of Food and Beverage department- Duties and responsibilities of main staff. <p>1.2 Menu Development.</p> <ul style="list-style-type: none"> ● History of menu development. ● Types of menu- Table d’hote, A la Carte. ● Different types of beverage menus. ● Types of cover. ● Plan menus for breakfast service, lunch and dinner. ● Writing menus for different occasions (Banquets). ● Designing the menu cards. <p>1.3 Equipment</p> <ul style="list-style-type: none"> ● Classification of equipment. ● Factors for selecting the various equipment. ● Classification of service equipment-Flatware, cutlery, glassware, hollowware and linen. ● Layout of cover for Ala carte and Table d’hote. 	<p>Write a journal giving proper examples and pasting pictures for each.</p> <p>Make menus based on different themes, meals and occasions including food and beverages of each cuisine.</p> <p>Draw various food and beverage equipment in the journal and measurements of the common ones used in service and the restaurant and covers for Ala carte and Table d’hote. (25 marks)</p>

Module no	Objectives	Content	Evaluation
2	<p>To provide knowledge regarding various services and practice service in the labs.</p> <p>To understand the costing procedures/ financial aspects of the operations of food and beverage outlets</p>	<p>FOOD AND BEVERAGE SERVICE AND CONTROL</p> <p>2.1 Types of services.</p> <ul style="list-style-type: none"> ● Classification of the various types of services- English, American, French, Russian, Banquets, Room service. ● Mis- en scène, Mis-en place ● Service sequence- <ul style="list-style-type: none"> ➤ Welcoming the guests. ➤ Presentation of the menu. ➤ Order taking. ➤ Cover layout. ➤ Service of appetizer. ➤ Service of the main course. ➤ Clearance procedures. ➤ Service of dessert. ➤ Service of coffee/ tea ➤ Presentation of bills. <p>2.2 Beverage service.</p> <ul style="list-style-type: none"> ● Classification of beverages. ● Beverage service. ● Dispense bar set up. 	<p>Write about different types of services and draw different covers.</p>

EVALUATION:

Evaluation	Details	Marks
Internal	<p>Unit Test – 25 marks</p> <p>Practical – 25</p>	50
External	Final written Exam	50
	Total marks	100

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- Bernard Davis, Andrew Lockwood and Sally Stone (2014): Food and Beverage Management,"3rd edition, Elsevier.
- Douglas Keister (1990): Food and Beverage Control, Prentice-Hall.
- Douglas Robert Brown (2003): Controlling Restaurant and Food Service Food Costs, Atlantic Publishing Company.
- John Fuller (1983): Modern Restaurant Services: A Manual for Students and Practioner, Hutchinson.
- Lillicrap and Cousins (1993): Food and Beverage Service, Hodder Education
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**PROGRAMME: B.Sc. in Resource Management (Hospitality Management)
Semester IV**

PRINCIPLES OF MANAGEMENT

(4 CREDITS- THEORY)

Course Description:

The overall objective of the course is to provide an understanding of Principles of Management used in an organization concerning the approaches, processes, methods of recruitment and selection, group dynamics and lastly, clear communication and decision making.

Learning Outcomes

- The students will learn about Scientific and Administrative Management.
- The students will learn about the processes of Management.
- The students will learn about the different procedures involved to recruit an employee in an organization.
- The students will learn the communication process and decision making.

Code	Course	TC	Th C	Pr C	Int M	Ext M	Total
RM 403	Principles of Management	4	4	0	50	50	100

MODULE 1: INTRODUCTION TO MANAGEMENT

Module No.	Objective	Content	Evaluation
1	To understand management, the role of a manager and the managerial skills a manager should possess. To understand Management as a Science as well as an Art along with the Scientific and Administrative Approach of Management.	1.1 INTRODUCTION TO MANAGEMENT <ul style="list-style-type: none"> ● Importance and Definition of Management ● Roles of a Manager – Interpersonal, Informational and Decisional ● Levels of Management and Managerial Skills 1.2 MANAGEMENT AS A SCIENCE AND ART <ul style="list-style-type: none"> ● Management as a Science ● Management as an Art 1.3 SCIENTIFIC & ADMINISTRATIVE MANAGEMENT <ul style="list-style-type: none"> ● Scientific Management ● Administrative Management (14 Fayol's Principles) 	To identify and write a detailed report on a Management expert keeping mind the 14 Principles of Management. (15 marks)

Module 2	Objective	Content	Evaluation
2	To get a better understanding of all the processes of management to function smoothly and get maximum results with minimum input.	2.1 PLANNING Nature and Importance of Planning Types of Plans Steps in Planning Limitations of Planning 2.2 ORGANISATION Meaning and Characteristics Principles of Organizing 2.3 INFORMAL ORGANISATION Meaning Types of Informal Organisations Group Dynamics 2.4 DIRECTION & SUPERVISION Principles Motivational Theories (Maslow's, 'X' and 'Y' theory and Japanese 'Z' theory) Job Satisfaction	Write a detailed report on your understanding of 'Z' theory (15Marks)

Module No.	Objective	Content	Evaluation
3 Staffing	To learn and understand the staff process in an organization and the different recruitments sources also with the types of training an employee will require to stay update with the current trends of the organization.	<p>3.1 STAFFING</p> <ul style="list-style-type: none"> ● Importance and Need for Proper Staffing ● Manpower Planning ● Recruitment – Internal and External sources of recruitment ● Selection – Job Description, Job Analysis and Job Specifications. <p>3.2 TRAINING & DEVELOPMENT</p> <ul style="list-style-type: none"> ● Types of Training ● Training Methods <p>3.3 PERFORMANCE APPRAISAL</p> <ul style="list-style-type: none"> ● Meaning and Purpose ● Performance Appraisal Methods ● Management by Objectives (MBO) <p>3.4 LEADERSHIP</p> <ul style="list-style-type: none"> ● Difference between Leader and Manager ● Characteristics of Leadership ● Types of Leader 	Identify and document 5 different leaders according to their styles. (15 Marks)

Module No.	Objective	Content	Evaluation
4 Communication and Decision Making	<p>To understand the Communication process and its barriers for smooth functioning of an organization.</p> <p>To make good decisions for the benefit of the organizations.</p>	<p>4.1 COMMUNICATION</p> <ul style="list-style-type: none"> ● Purpose of Communication ● Forms of Communication <p>4.2 COMMUNICATION PROCESS</p> <ul style="list-style-type: none"> ● Communication Process ● Barriers to Communication <p>4.3 FORMAL & INFORMAL COMMUNICATION</p> <p>4.4 DECISION MAKING</p> <ul style="list-style-type: none"> ● Meaning of Decisions ● Types of Decisions 	Discussion of communication barriers (5 marks)

EVALUATION:

Evaluation	Details	Marks
Internal	Unit Test – 25 marks Quiz – 10 marks Assignment – 15 marks	50
External	Final Written Exam	50
	Total marks	100

REFERENCES:

- D.K. Bhattacharyya (2012). “Principles of Management” Text and Cases, Pearson Education India, ISBN No: 9788131799123, 8131799123.
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- P.C. Tripathi and P.N. Reddy (2012). “Principles of Management”, 5th Edition, Published by Tata McGraw – Hill Publishing Company Ltd., New Delhi.
- R.B. Rudani (2013). “Principles of Management”, McGraw – Hill Publishing Company Ltd., New Delhi. ISBN No: 978-1-25-902655-3, 1-25-902655-8.
- S.A. Sherlekar, Dr K.S. Jain and Dr A.V. Jain (2017). “Principles of Management”, 1st Edition, Himalaya Publishing House Pvt. Ltd, Girgaum, Mumbai. ISO 9001:2008 Certified.

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**PROGRAMME: B.Sc. in Resource Management (Hospitality Management)
Semester IV**

ERGONOMICS IN HOSPITALITY INDUSTRY

Course Description:

The overall objective of the course is to provide an understanding of ergonomic principles, their importance and their application in the Hospitality Industry and its different areas. Emphasis is given to various aspects of human interaction with machines, the environment as well as other social and legal issues.

Learning Outcomes

1. The students will learn about the Ergonomics principles which can be applied in daily life.
2. The students will learn the relationship between Man, Machine and Environment.
3. The students will learn about Work Physiology.
4. The students will learn the importance of Postures.

Code	Course	TC	Th C	Pr C	Int M	Ext M	Total
RM404	Ergonomics in Hospitality Industry (Th + Pr)	4	2	2	50	50	100

Ergonomics in Hospitality Industry (Theory)

MODULE 1: OVERVIEW OF ERGONOMICS

Module No.	Objective	Content	Evaluation
1	<p>To introduce the concept of ergonomics, its scope and importance in the given environment.</p> <p>To create understanding about the interaction of man using a machine in an environment.</p> <p>To gain knowledge about the disciplines contributing to ergonomics and its application in the field of Hospitality Management.</p> <p>To create awareness about the role of ergonomics in improving work efficiency.</p>	<p>1.1 INTRODUCTION TO ERGONOMICS</p> <ul style="list-style-type: none"> ● Definition, Aim and Objectives of ergonomics ● Brief History of ergonomics ● Importance of ergonomics and the role of an ergonomist in Hospitality Management ● Scope of Ergonomic <p>1.2 CONCEPTUAL ERGONOMICS</p> <ul style="list-style-type: none"> ● UPE systems (MME) ● Types of MME systems (Manual, Mechanical and Automatic) ● Interface between job, man & environment. ● Fitting Job to the person and Fitting person to the job (FJP & FPJ); (Compatibility between worker and work) <p>1.3 DISCIPLINES IN ERGONOMICS</p> <ul style="list-style-type: none"> ● Anatomy & Physiology ● Psychology ● Biomechanics ● Time & motion studies ● Application in Hospitality Management/ Interior Designing 	<p>Document one situation you or your observation experience difficulty in operating the machine (05 Marks)</p> <p>Evaluate one of the departments of the Hospitality Industry keeping Ergonomic principles in mind (10 Marks)</p>

MODULE 2: PHYSIOLOGICAL ASPECTS OF MAN AT WORK

Module No.	Objective	Content	Evaluation
2	To understand the physiological changes taking place during work in the human body and their effect on the productivity at work.	<p>PHYSIOLOGICAL ASPECTS OF MAN AT WORK</p> <p>2.1 APPLIED PHYSIOLOGY</p> <ul style="list-style-type: none"> ● Role of oxygen ● Cardiovascular and Respiratory Functions ● Thermo-regulatory Functions <p>2.2 HUMAN ENERGY</p> <ul style="list-style-type: none"> ● Concept of energy expenditure ● Oxygen consumption and Methods to measure oxygen consumption and energy expenditure ● Physical fitness <p>2.3 WORK PHYSIOLOGY</p> <ul style="list-style-type: none"> ● Meaning of work ● Classification of work ● Muscular work ● Sources of energy for work <p>2.4 STRESS & FATIGUE</p> <ul style="list-style-type: none"> ● Meaning & concept of stress ● Effect of stress & ways to minimize ● Definition, meaning & types of fatigue ● Brief causes of fatigue and measures to reduce fatigue <p>2.5 POSTURE</p> <ul style="list-style-type: none"> ● Meaning, Definition of Posture ● Types of Posture – Standing, Sitting, Squatting, Sitting – Standing etc. ● Anatomy of Spine and Slipped Disc ● Methods of assessing postures. (OWAS, RULA and REBA) 	<p>Interview 5 people from different professions and describe the nature of work they perform in a day (10 Marks)</p> <p>Observe and document one posture and assess the posture with one of the techniques. (5marks)</p>

EVALUATION:

Evaluation	Details	Marks
Internal	Unit Test – 25 marks Quiz – 10 marks Assignment – 15 marks	50
External	Final Written Exam	50
	Total marks	100

REFERENCES:

- A. Waugh & A. Grant (2001). “Anatomy & Physiology in Health & Illness”, Churchill Livingstone, Toronto.
- Bridger (1994). “Introduction to Ergonomics”, Mc Graw Hill, New York.
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- Eastman Kodak Company, ‘Human Factors Section, ‘Ergonomic Design for People At Work’, Volume 1 & 2, Lifetime Learning Publications, VNR, New York, 1983.
- K.H.E. Kroemer (2017). “Fitting the Human: Introduction to Ergonomics / Human Factors Engineering”, Seventh Edition, CRC Press, ISBN: 9781315398372, 1315398370.
- Katch & Katch (1991). “Exercise Physiology – Energy Nutrition & Human”, Lea & Febiger, Philadelphia, 3rd Edn.
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- R. Bridger (2017). “Introduction to Human Factors and Ergonomics”, Fourth Edition, CRC Press, ISBN: 9781498796118, 1498796117.
- T. Stack, L. T. Ostrom, C. A. Wilhelmsen (2016). “Occupational Ergonomics: A Practical Approach”, Wiley, ISBN No: 9781118814291, 1118814290.
- Weerdmister B.A. & Dul J. (1997). “Ergonomics for Beginners”, Taylor & Francis.

ERGONOMICS IN HOSPITALITY INDUSTRY

Course Description:

The overall objective of the course is to understand the environmental factors contributing to the productivity, safety, control and well-being of individual's performing the work. Also, understanding the ergonomic risk assessments and appropriate control measures which will help students to appreciate environmental aspects of ergonomic designs.

MODULE 3: ENVIRONMENTAL ERGONOMICS/ WORK ENVIRONMENT

Module No.	Objective	Content	Evaluation
3	To understand the environmental factors contributing to productivity, safety, control and well-being of individual's performing the work.	<p>3.1 VISUAL ENVIRONMENT Measurement & Design</p> <ul style="list-style-type: none"> ● Vision & Eye <ul style="list-style-type: none"> ➤ Brief Introduction to eye structure & visual defects ➤ Concept of lighting ➤ Need & importance of good lighting ● Measurement of Light: <ul style="list-style-type: none"> ➤ Lighting standards ➤ Contrast & Glare ● Problems associated with inadequate lighting <ul style="list-style-type: none"> ➤ Visual fatigue ➤ Eyestrain ➤ Other physiological problems like headache & psychological problems like depression etc. ● Lighting design considerations <ul style="list-style-type: none"> ➤ Guidelines for good lighting <p>3.2 NOISE & VIBRATION</p> <ul style="list-style-type: none"> ● Introduction to Noise: <ul style="list-style-type: none"> ➤ Characteristics, permissible limits ➤ Indoor Noise & Outdoor Noise ● Noise Control <ul style="list-style-type: none"> ➤ Sources of noise ➤ Control measures: screens, tiles, carpets, curtains etc. ● Effects of Noise <ul style="list-style-type: none"> ➤ Noise-induced hearing loss: various degrees ➤ Noise & health ➤ Noise & task performance ● Vibration <ul style="list-style-type: none"> ➤ Effects on the human body 	<p>Measure and document the illumination levels of any 5 different areas of the college and compare with the reference chart (10 Marks)</p> <p>Compare the noise levels of similar spaces with different locations. (5 Marks)</p>

		<p>➤ Control strategies (application to designing)</p> <p>3.3 THERMAL/ HOT & COLD ENVIRONMENT</p> <ul style="list-style-type: none"> ● Fundamentals of Human thermoregulation <p>➤ Thermoregulatory mechanism: shivering & sweating</p> <ul style="list-style-type: none"> ● Work in hot Places & Heat stress management <p>➤ Heat Illnesses: heat stress, heat exhaustion, heatstroke.</p> <p>➤ Heat tolerance</p> <p>➤ Basic steps & measures to reduce heat</p> <ul style="list-style-type: none"> ● Work in Cold Places <p>➤ Core temperature</p> <p>➤ Acclimatization to cold</p> <ul style="list-style-type: none"> ● Comfort & Building Design <p>➤ Ventilation</p> <p>➤ Thermal comfort in buildings: thermal comfort, air quality & sick building</p> <p>➤ Cold climate protection</p> <p>3.4 OTHER WORK ENVIRONMENTS</p> <ul style="list-style-type: none"> ● Psycho-social Environment ● Work stress ● Work rest cycle 	
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MODULE 4: WORKSTATION DESIGN

Module No.	Objective	Content	Evaluation
4	<p>Understand the application of anthropometric measurements in space design</p> <p>Understand and apply the principles of design to the creation of safer, healthier, and efficient</p>	<p>4.1 ANTHROPOMETRY</p> <ul style="list-style-type: none"> ● Concept and meaning of anthropometry ● Static & Dynamic anthropometry ● Use of percentiles in designing ● Applications in Design: <p>➤ Designing for everyone</p> <p>➤ Workstation design & Reach</p> <p>➤ Adjustable Designs: in space & furniture</p> <p>4.2 WORKPLACE LAYOUT</p>	<p>Anthropometric measurement of classmates (in pairs): seating & standing. (6)</p> <p>Calculation of percentiles (4)</p> <p>Determining the relationship of anthropometric dimensions of</p>

	<p>and effective activities in the workplace.</p> <p>Understand the ergonomic risk assessments and appropriate control measures</p> <p>To help students appreciate workplace layout and equipment design</p>	<ul style="list-style-type: none"> ● Principles of workstation design ● Design considerations for various workstations ● Concept & Principles of universal design ● Application of VD principles in designing spaces <p>4.3 OCCUPATIONAL HEALTH & SAFETY</p> <ul style="list-style-type: none"> ● Industrial accidents: causes & Prevention strategies ● Clothing and Personal Protective Equipment ● Safety management practices <p>4.4 OCCUPATIONAL HEALTH & SAFETY</p> <ul style="list-style-type: none"> ● Industrial accidents: causes & Prevention strategies ● Clothing and Personal Protective Equipment ● Safety management practices 	<p>workers space requirements for some selected activities working at front office counter, housekeeping etc. (5)</p>
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❖ Note: For practical, all assignments would be documented in a journal.

EVALUATION:

Evaluation	Details	Marks
Internal	Unit Test – 25 marks Quiz – 10 marks Assignment – 15 marks	50
External	Final Written Exam	50
	Total marks	100

REFERENCES:

- Waugh & A. Grant (2001). “Anatomy & Physiology in Health & Illness”, Churchill Livingstone, Toronto.
- Bridger (1994). “Introduction to Ergonomics”, Mc Graw Hill, New York.
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**SEVA MANDAL EDUCATION SOCIETY'S
DR. BHANUBEN MAHENDRA NANAVATI COLLEGE OF HOME SCIENCE
(AUTONOMOUS)**

NAAC Re-accredited 'A+' Grade with CGPA 3.69 / 4 (3rd Cycle)

UGC Status: College with Potential for Excellence

**BEST COLLEGE AWARD 2016-17: Adjudged by S.N.D.T. Women's University
338, R.A. Kidwai Road, Matunga, Mumbai – 400019**

APPROVED SYLLABUS UNDER AUTONOMY

**PROGRAMME: B.Sc. in Resource Management (Hospitality Management)
Semester IV**

(Approved by the BOS of Foundation Courses)

**PROFESSIONAL COMMUNICATION SKILLS FOR HOSPITALITY INDUSTRY
CREDITS – 4**

Course Description:

Communication is the key to success in the workplace. Develop professional communication skills, non-verbal communication, formal email drafting, interpersonal skills, case studies, interviews, and more. This course is designed to give students a comprehensive view of communication, its scope and importance in business, and the role of communication in establishing a favourable outside the firm environment, as well as an effective internal communications program. The various types of business communication media are covered. This course also develops an awareness of the importance of concise written expression to modern business communication.

Learning Outcomes

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

1. Identify the constituents and use communication skills effectively.
2. Use communication across cultures and prevent the ways of miscommunication.
3. Recognize the challenges and the ways to reduce/avoid miscommunication.
4. Understand the different ways in which communication takes place
5. Identify the constituents that make communication effective.
6. Understand the tones, voice modulations and enhance the oral communication skills.
7. Recognize the aspects of effective writing and draft effective messages and letters.

Code	Course	TC	Th C	Pr C	Int M	Ext M	Total
RM 405	Professional Communication Skills For Hospitality Industry	4	4	0	50	50	100

Module no	Objectives	Content	Evaluation
1	<ul style="list-style-type: none"> • Understand the value of communication in the personal and professional space • Know about the different skills involved in communication and learn about their value • Learn the challenges that can affect communication and the ways to reduce/avoid them 	Understanding Communication 1.1 The 4 skills of Communication, their value and interdependence and how to enhance them 1.2 The Communication Cycle Barriers to Communication – Physical Cultural and Psychological: the ways to deal with them 1.3 Filters that affect communication Being aware of them and minimising/avoiding their impact	Role plays, discussions and assignments. (25 Marks)

Module no	Objectives	Content	Evaluation
2	<ul style="list-style-type: none"> • Understand the different ways in which communication takes place • Know about the constituents that make communication effective • Learn about how communication varies across cultures and the ways of preventing miscommunication arising from the context 	Enhancing Communication 2.1 Comprehending the aspects of communication – verbal (oral and written) and nonverbal//paralinguistic and the means to make them effective 2.2 The 7 Cs of Communication and their contribution towards making communication effective 2.3 Impact of culture on communication; how to avoid pitfalls and the importance of understanding cultural impact for the hospitality industry	Role plays, assignments (25 Marks)

Module no	Objectives	Content	Evaluation
3	<ul style="list-style-type: none"> • Understand the nuances of oral communication • Enhance oral communication • Avoid the pitfalls of oral communication 	ORAL COMMUNICATION 3.1 Telephone etiquette 3.2 Situation based formal conversations 3.3 Modes of Virtual communication including - Online communication etiquette	Roleplay, Mock conversations Mock online communication for a total of 25 marks (25 Marks)

Module no	Objectives	Content	Evaluation
4	<ul style="list-style-type: none"> • Understand the aspects of effective writing • Become aware of the formats of writing • Avoid pitfalls of drafting • Learn to draft effectively 	WRITTEN COMMUNICATION 1.1 4.1 Parameters of effective written communication 4.2 Messaging – SMS and pings 4.3 Emails and Letters (in the Full Block Format) –confirmation of bookings, cancellation, responding to enquiries etc.	Drafting messages, emails and letters (25 Marks)

Evaluation	Details	Marks
Internal	Unit Test – 25 marks Quiz, Assignment and presentation – 25 marks	50
External	Final written Exam	50
	Total marks	100

REFERENCES:

- Bhagat, Amit, Communication as a Management Tool, New Delhi, Akhand, 2012.
- Courtland L. Bovee, John Thill, Mukesh Chaturvedi: Business Communication Today, Pearson, 9th Edition.2018.
- Doctor. Rhoda. A. Doctor. Aspi H, Business Communication - I: F.Y. B.Com. (Semester - I), Mumbai, Sheth Publishers Pvt. Ltd,2020.
- Gamble, Teri Kwal; Gamble, Michael W, Leading with Communication: A Practical Approach to Leadership Communication, London, Sage, 2013.
- Kumar, Naveen, Communication Skills for Hospitality Management, New Delhi, Paradise Press, 2017.
- Lesikar, Raymond V., Flatley, Marie E, Business Communication: Connecting in a Digital World, 13th Edition, Tamil Nadu, McGraw Hill Education (India) Pvt Ltd, 2019.
- Murphy, Herta; Hildebrandt, Herbert, Effective Business Communication. 7th Edition.2017.
- Mahajani, Mukta (2013): Negotiation and Communication at the Workplace, Ahmedabad, Jaico, 2013.
- Rai & Rai, Business Communication, Himalaya Publishing House, 10th edition, 2008.
- Sadanand and Punitha, Spoken English: A Foundation Course Part 1, Orient Longman, 2009.

***Note: Continuous assessment will be done on each practical work done for 50 marks**

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APPROVED SYLLABUS UNDER AUTONOMY

**PROGRAMME: B.Sc. in Resource Management (Hospitality Management)
Semester IV**

WORLD GEOGRAPHY AND MAP READING (VALUE ADDED COURSE)

Course Description:

Map reading is interpreting and/or understanding the geographical information portrayed on a map. This course will make the students aware of the geographical locations of different places from the perspective of a tourist, which will further help the students to make domestic as well as international itineraries. To make a career in travel and tourism it is very important to know the world geography and so this value-added course is designed.

Learning Outcomes:

After completing this course, the student should be able:

- To locate different destinations of India, major countries of the entire world.
- To know major rivers, mountain ranges, oceans, seas, deserts, flora and fauna, wildlife of the world.

Code No.	Subject	TC	Th C	Pr C	Int M	Ext M	Total
Value Added Course (BSC 406)	World Geography and Map Reading (Practical)	2	0	2	50	0	50

Module no	Objectives	Content	Evaluation
1	To identify and locate tourist destinations in all the major cities of different countries of Asia, states, and union territories of India.	<p>TOURIST DESTINATION OF ALL THE CONTINENTS</p> <p>Major cities, rivers, mountain ranges, oceans, sea, desert, wildlife, flora and fauna)</p> <ul style="list-style-type: none"> ● Asia ● India and its States and Union Territories 	Plotting tourist destinations in all the major cities of different countries of different continents and making a journal. (25 marks).

Module no	Objectives	Content	Evaluation
2	To identify and locate tourist destinations in all the major cities of different countries of different continents.	<p>TOURIST DESTINATION OF ALL THE CONTINENTS -Major cities, rivers, mountain ranges, oceans, sea, desert, wildlife, flora and fauna)</p> <ul style="list-style-type: none"> ● Africa ● Australia ● Antarctica ● Europe ● North America ● South America 	Plotting tourist destinations in all the major cities of different countries of different continents and making a journal. (25 marks)

EVALUATION:

Evaluation	Details	Marks
Internal	Continuous assessment	50
	Total marks	50

References:

- Oxford School Atlas 36th Edition (2020).
- https://www.youtube.com/watch?v=TP_oGr2oxaQ
- https://www.youtube.com/watch?v=_abDyno_ix0
- <https://www.youtube.com/watch?v=K7DQ5IXpR28>
- https://www.youtube.com/watch?v=h5KK_DjSlaQ
- <https://youtu.be/8McizDCj6qE>
- https://www.youtube.com/watch?v=iv-HaAayo_8