

INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM, THALAMBUR, PERIYAPALAYAM-CHENNAI
ACCREDITED BY NAAC WITH 'A++' GRADE

POST GRADUATE DEGREE PROGRAMME

P.G Diploma – Hotel and Catering Management

One Year

/

M. Sc Hotel and Catering Management

Second Year

CURRICULUM & SYLLABUS

REGULATION 2024

Choice Based Credit System (CBCS)

&

Learning Outcomes Based Curriculum Framework (LOCF)

Effective from the Academic Year

2024 -2025

School of Hotel and Catering Management

Department of Hotel and Catering Management



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
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DEPARTMENT OF HOTEL AND CATERING MANAGEMENT

VISION OF THE DEPARTMENT
To be the premier hospitality management school in training and developing future professionals for the hospitality & tourism industry.

MISSION OF THE DEPARTMENT
To train students to be leaders in all the facets of the hospitality industry by imparting knowledge and affording hands on training.

PROGRAMME EDUCATIONAL OUTCOMES (PEO)	
PEO1	To meet the demand for trained and professional people in the hospitality industry of our country.
PEO2	To provide opportunities to the students within the institution, for developing necessary operating skills, values and attitudes to occupy key operational positions in the hospitality sector.
PEO3	Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.
PEO4	Apply ethical principles and commit to professional ethics and responsibilities and norms of the hospitality practice.
PEO5	Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management

PROGRAMME OUTCOMES (PO)	
PO1	**Problem Solving and Research Skill:** Carry out research/investigation and development work to solve practical problems
PO2	**Lifelong Learning:** Demonstrate a degree of mastery over the area as per the specialization of the program.
PO3	**Scholarship of knowledge:** Apply advanced knowledge and skills appropriate to the discipline.
PO4	**Collaborative and Multidisciplinary work:** Think critically and apply appropriate logic, analysis, judgment and decision making and to function as an effective member or leader of teams to achieve common goals.
PO5	**Communication:** Write and present a substantial technical report/document.

PROGRAMME SPECIFIC OUTCOMES (PSO)	
PSO1	Understand the various strategies and competencies in hotel, resort and food business organizations in its Regulatory Framework and the use of information technology in all its aspects, the relevance of ethical decision making in sustainable development of different stakeholders.
PSO2	Acquire knowledge and required skills in carrying out research with the application of digital information and digital technique applicable for the hospitality sector.
PSO3	Apply knowledge and skill in analyzing data to solve and optimize resources for hotel, resort and food business organizations
PSO4	Attain business communication skillsets for progressing into managerial and key positions in hotel, resort and food business organizations.

BOARD OF STUDIES

List of Members

Department of Hotel and Catering Management

S. No	Name & Designation	Address	Role
1.	Dr. Jaisree Anand Dean - SHCM	School of Hotel and Catering Management, VISTAS, Pallavaram, Chennai – 600 117.	Chairman
2.	Mr. A. Arun Assistant Professor - SHCM	School of Hotel and Catering Management, VISTAS, Pallavaram, Chennai – 600 117.	Internal Member
3.	Dr. Sangeetha, HOD, HM department	Tourism and Hospitality Department Bharat Institute of Higher Education and Research, Bharat University, Chennai 600073	Academic Expert (External Member)
4.	Mr. Shyam Gautham S Assistant Sales Manager - MICE & Catering	Assistant Sales Manager – MICE & Catering The Leela Palace, Hotels & Resorts	Industrial Expert (External Member)
5.	Mr. Ganesh Kumar E S Guest Service Associate	Hanu Reddy Residencies – SPP Gardens, Chennai	Alumni (External Member)
6.	Ms. V. Akshaya Assistant Professor - SHCM	School of Hotel and Catering Management, VISTAS, Pallavaram, Chennai – 600 117.	Internal Member
7.	Chef Ramesh. T Culinary Demonstrator - SHCM	School of Hotel and Catering Management, VISTAS, Pallavaram, Chennai – 600 117.	Internal Member
8.	Mr. Deepakraj V Assistant Professor – SHCM	School of Hotel and Catering Management, VISTAS, Pallavaram, Chennai – 600 117.	Internal Member

CREDIT DISTRIBUTION

PG Diploma – Hotel and Catering Management
Minimum credits to be earned: 48
M.Sc., Hotel and Catering Management
Minimum credits to be earned: 90

Component	I Sem	II Sem	I Year Total Credit	III Sem	IV Sem	2 Yrs Total Credits
DSC	16	16	32	16	-	48
AECC & Languages	-	-	-	-	-	-
DSE / IDC / Minor	8	8	16	8	-	24
MDC	-	-	-	-	-	-
VAC	-	-	-	-	-	-
SEC	-	-	-	-	-	-
SI	-	-	-		-	-
RP	-	-	-	-	18	18
Total Credits	24	24	48	24	18	90

ABBREVIATIONS

DSC	Disciplinary Specific Core
AECC	Ability Enhancement Compulsory Courses
DSE	Disciplinary Specific Elective
IDC	Interdisciplinary / Minor Courses
MDC	Multidisciplinary Courses
VAC	Value Added Courses
SEC	Skill Enhancement Courses
SI	Summer Internship
RP	Research Project

CURRICULUM STURCTURE

PG Diploma – Hotel and Catering Management
Minimum credits to be earned: 48
M.Sc., Hotel and Catering Management
Minimum credits to be earned: 90

Total number of Credits: 90 PG Diploma – Hotel and Catering Management Minimum credits to be earned: 48 M.Sc., Hotel and Catering Management Minimum credits to be earned: 90									
	Hours/Week						Maximum Marks		
SEMESTER 1									
Category	**Code**	**Course**	**L**	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
DSC	24CMHM11	Principles and practices in hospitality management.	4	0	0	4	40	60	100
DSC	24CMHM12	Menu Engineering and design	4	0	0	4	40	60	100
DSC	24CMHM13	Food and Beverage Control	4	0	0	4	40	60	100
DSC	24CMHM14	Strategic Management Hospitality Sector	4	0	0	4	40	60	100
DSE	24DMHM11	Event marketing and Fund Raising	4	0	0	4	40	60	100
DSE	24DMHM12	Medical and Wellness Tourism	4	0	0	4	40	60	100
			24	0	0	24	-	-	-

CIA - Continuous Internal Assessment SEE - Semester End Examination

***L – Lecture, *T- Tutorial, *P- Practical, *O - Outside the class effort / self-study**

SEMESTER 2									
Category	**Code**	**Course**	**L**	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
DSC	24CMHM21	Revenue management strategies.	4	0	0	4	40	60	100
DSC	24CMHM22	Quality Assurance and Sustainability in Housekeeping	4	0	0	4	40	60	100
DSC	24CMHM23	ICT for Hospitality	4	0	0	4	40	60	100
DSC	24CMHM24	Risk and Asset Management	4	0	0	4	40	60	100
DSE	24DMHM21	Services Management	4	0	0	4	40	60	100
DSE	24DMHM22	Entrepreneurial development in the hospitality industry	4	0	0	4	40	60	100
			24	0	0	24	-	-	-

SEMESTER 3									
Category	**Code**	**Course**	**L**	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
DSC	24CMHM31	Advanced culinary techniques and international cuisines	4	0	0	4	40	60	100
DSC	24CMHM32	Beverage management and mixology	4	0	0	4	40	60	100
DSC	24CMHM33	Marketing Communication and Advertising for Hospitality	4	0	0	4	40	60	100
DSC	24CMHM34	Retail Management	4	0	0	4	40	60	100
DSE	24DMHM31	Financial Management	4	0	0	4	40	60	100
DSE	24DMHM32	Employee motivation and retention strategies	4	0	0	4	40	60	100
			24	0	0	24	-	-	-

SEMESTER 4									
Category	**Code**	**Course**	**L**	**T**	**P**	**C**	**CIA**	**SEE**	**Total**
RP	24RMHM11	Research Project	-	-	-	18	-	100	100
			-	-	-	18	-	-	-

DISCIPLINE SPECIFIC CORE COURSES

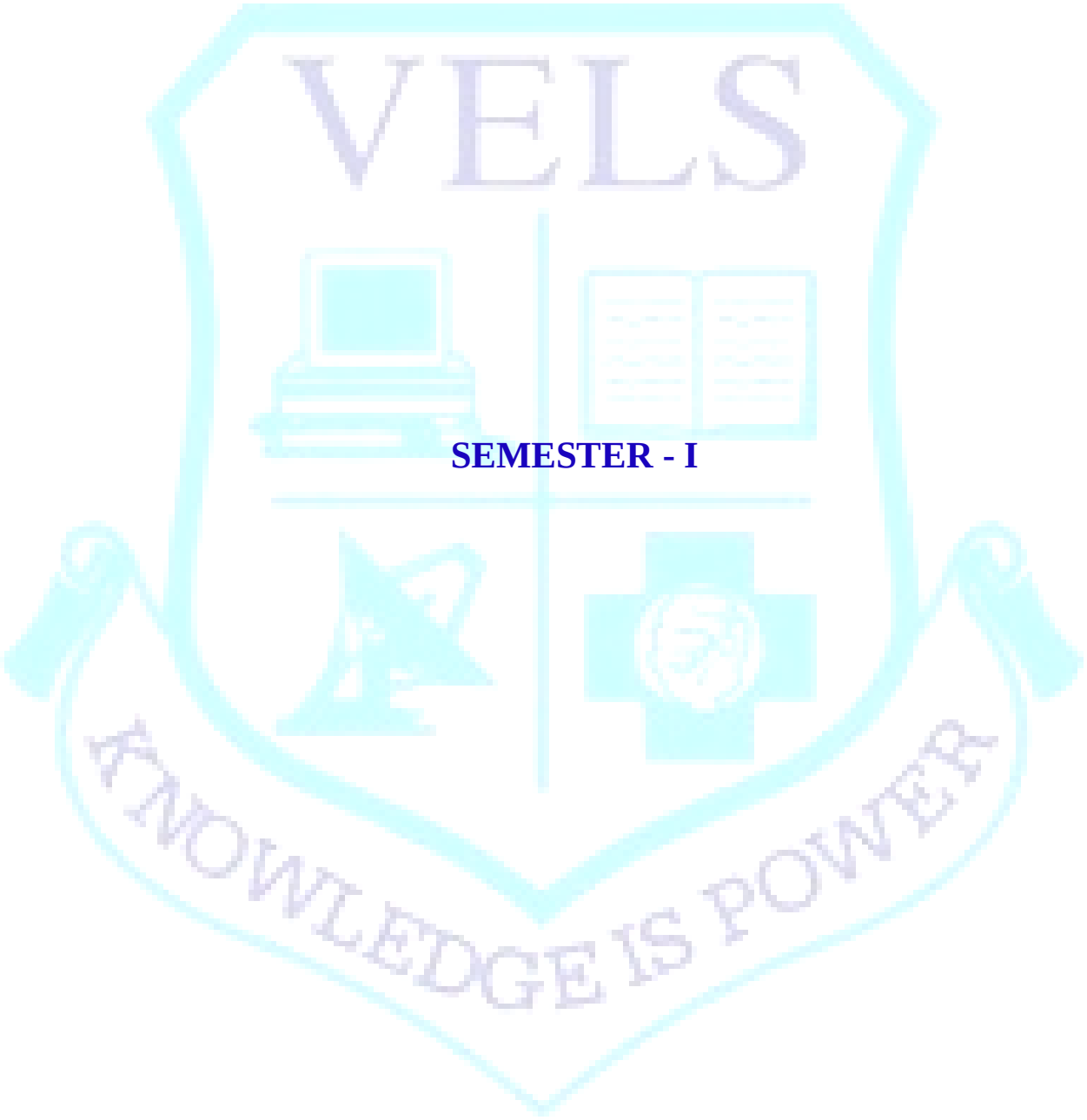
Category	Code	Course	L	T	P	C
DSC	24CMHM11	Principles and practices in hospitality management.	4	0	0	4
DSC	24CMHM12	Menu Engineering and design	4	0	0	4
DSC	24CMHM13	Food and Beverage Control	4	0	0	4
DSC	24CMHM14	Strategic Management Hospitality Sector	4	0	0	4
DSC	24CMHM21	Revenue management strategies.	4	0	0	4
DSC	24CMHM22	Quality Assurance and Sustainability in Housekeeping	4	0	0	4
DSC	24CMHM23	ICT for Hospitality	4	0	0	4
DSC	24CMHM24	Risk and Asset Management	4	0	0	4
DSC	24CMHM31	Advanced culinary techniques and international cuisines	4	0	0	4
DSC	24CMHM32	Beverage management and mixology	4	0	0	4
DSC	24CMHM33	Marketing Communication and Advertising for Hospitality	4	0	0	4
DSC	24CMHM34	Retail Management	4	0	0	4

DISCIPLINE SPECIFIC ELECTIVE COURSES

Category	Code	Course	L	T	P	C
DSE	24DMHM11	Event marketing and Fund Raising	4	0	0	4
DSE	24DMHM12	Medical and Wellness Tourism	4	0	0	4
DSE	24DMHM31	Financial Management	4	0	0	4
DSE	24DMHM32	Employee motivation and retention strategies	4	0	0	4
DSE	24DMHM31	Financial Management	4	0	0	4
DSE	24DMHM32	Employee motivation and retention strategies	4	0	0	4

RESEARCH PROJECT

Category	Code	Course	L	T	P	C
RP 1	24RMHM11	Research Project	-	-	-	18



SEMESTER - I

L	T	P	C
4	0	0	4

Semester - I

DSC 24CMHM11 Principles and Practices in Hospitality Management

Course Objective: To provide an in-depth understanding of the fundamental principles and practices within the hospitality industry, focusing on operational and management perspectives.

Unit I: Introduction to Hospitality Management **12**

Definition, scope, and importance of hospitality management - Historical development of the hospitality industry - Key components of the hospitality sector: lodging, food and beverage, travel and tourism, recreation - Role of hospitality in the global economy

Unit II: Management Principles in Hospitality **12**

Fundamentals of management: planning, organizing, leading, and controlling Decision making in hospitality: tools and techniques - Organizational behavior in hospitality settings - Leadership styles and their impact on hospitality operations

Unit III: Operations Management **12**

Front office operations: reservations, check-in/check-out procedures, guest services - Housekeeping management: cleaning procedures, maintenance, inventory control - Food and beverage operations: menu planning, food preparation, service styles, kitchen operations - Managing guest experiences and service quality

Unit IV: Human Resource Management **12**

Recruitment and selection processes in hospitality - Training and development: on-the-job training, professional development programs - Performance appraisal and management: techniques and practices - Employee motivation and retention strategies

Unit V: Current Trends and Future Directions **12**

Impact of technology on hospitality operations -Sustainability and green practices in hospitality - Innovation in service delivery and guest experiences - Future trends and challenges in the hospitality industry

Total Hrs. 60

Course Outcomes:

- **CO1:** Describe the historical development and key components of the hospitality industry.
- **CO2:** Apply management principles in hospitality operations.
- **CO3:** Analyze front office, housekeeping, and food and beverage operations.
- **CO4:** Evaluate human resource management practices in hospitality settings.
- **CO5:** Predict future trends and challenges in the hospitality industry.

Reference Books:

1. "Introduction to Hospitality Management" by John R. Walker
2. "Managing Hospitality Operations" by Michael L. Kasavana

Online Websites:

- www.hospitalitynet.org
- www.hotelnewsresource.com

Semester - I

DSC	**24CMHM12**	**Menu Engineering and Design**	**4 0 0 4**

Course Objective: To equip students with the skills to design, evaluate, and engineer menus that enhance customer satisfaction and operational efficiency.

Unit I: Fundamentals of Menu Planning **12**

Principles of menu planning - Types of menus: à la carte, table d'hôte, prix fixe, cyclical - Menu trends and customer preferences

Unit II: Menu Design and Layout **12**

Visual and graphic design principles -Typography and color schemes - Designing for different customer segments: children, elderly, dietary restrictions

Unit III: Menu Pricing Strategies **12**

Cost control and pricing techniques - Analyzing profitability: contribution margin, food cost percentage - Menu mix analysis: stars, plowhorses, puzzles, dogs

Unit IV: Menu Evaluation and Engineering **12**

Menu performance metrics: sales data, customer feedback - SWOT analysis for menus - Continuous improvement techniques: menu redesign, repositioning

Unit V: Legal and Ethical Considerations **12**

Food labeling regulations - Allergen information and dietary claims - Ethical marketing practices in menu design

Total Hrs. 60

Course Outcomes:

- **CO1:** Explain the principles and trends in menu planning.
- **CO2:** Create visually appealing and functional menu designs.
- **CO3:** Develop pricing strategies based on cost control and profitability analysis.
- **CO4:** Assess menu performance using various metrics and tools.
- **CO5:** Implement legal and ethical considerations in menu engineering.

Reference Books:

1. "The Menu: Development, Strategy, and Application" by Lendal H. Kotschevar and Diane Withrow
2. "Menu Engineering: A Practical Guide to Menu Analysis" by Michael L. Kasavana

Online Websites:

- www.foodandwine.com
- www.restaurant.org

Semester - I

DSC 24CMHM13 Food and Beverage Control 4 0 0 4

Course Objective: To provide knowledge and skills required for effective food and beverage cost control in hospitality operations.

Unit I: Introduction to Food and Beverage Control **12**

Importance of cost control - Basic concepts and terminology: cost of goods sold (COGS), gross profit, net profit - Cost control cycle: planning, implementation, evaluation

Unit II: Purchasing and Receiving Controls **12**

Supplier selection and negotiation - Purchase specifications and order quantities -Receiving procedures and documentation

Unit III: Storage and Inventory Management **12**

Proper storage techniques for different types of food and beverages - Inventory systems and methods: perpetual, periodic - Preventing pilferage and waste: security measures, staff training

Unit IV: Production and Sales Control **12**

Portion control and standardization - Standardized recipes and their importance - Sales forecasting and demand planning

Unit V: Financial Analysis and Reporting **12**

Profit and loss statements: structure and interpretation - Variance analysis: identifying and addressing discrepancies - Budgeting and forecasting: creating and managing budgets

Total Hrs. 60

Course Outcomes:

- **CO1:** Define key concepts and the importance of food and beverage cost control.
- **CO2:** Implement effective purchasing and receiving controls.
- **CO3:** Manage storage and inventory to minimize waste and loss.
- **CO4:** Control production and sales processes to maintain profitability.
- **CO5:** Analyze financial reports and use them for informed decision-making.

Reference Books:

1. "Food and Beverage Cost Control" by Lea R. Dopson and David K. Hayes
2. "Principles of Food, Beverage, and Labor Cost Controls" by Paul R. Dittmer and J. Desmond Keefe III

Online Websites:

- www.foodservicewarehouse.com
- www.restaurantowner.com

Semester – I

DSC 24CMHM14 Strategic Management in the Hospitality Sector 4 0 0 4

Course Objective: To develop strategic thinking and planning skills specific to the hospitality industry, focusing on competitive advantage and sustainability.

Unit I: Introduction to Strategic Management **12**

Definition and importance - Levels of strategy: corporate, business, functional - Strategic management process: vision, mission, goals, objectives

Unit II: External Environment Analysis **12**

PESTEL analysis: political, economic, social, technological, environmental, legal - Industry analysis: Porter's Five Forces - Competitive forces and market dynamics

Unit III: Internal Environment Analysis **12**

Resource-based view: tangible and intangible resources - Value chain analysis: primary and support activities - Core competencies and competitive advantage

Unit IV: Strategy Formulation **12**

Business-level strategy: cost leadership, differentiation, focus - Corporate-level strategy: diversification, vertical integration, strategic alliances - Global strategy: international expansion, transnational strategy

Unit V: Strategy Implementation and Control **12**

Organizational structure and culture: aligning with strategy - Change management: leading and managing change - Balanced scorecard: performance measurement and management

Total Hrs. 60

Course Outcomes:

- **CO1:** Identify the components of the strategic management process.
- **CO2:** Evaluate the external environment using appropriate tools and frameworks.
- **CO3:** Analyze the internal environment to determine competitive strengths and weaknesses.
- **CO4:** Formulate strategic plans at various organizational levels.
- **CO5:** Implement and control strategic initiatives effectively.

Reference Books:

1. "Strategic Management in the Hospitality Industry" by Michael Olsen and Joseph West
2. "Competitive Strategy: Techniques for Analyzing Industries and Competitors" by Michael E. Porter

Online Websites:

- www.strategy-business.com
- www.hbr.org

Semester - I

DSE 24DMHM11 Event Marketing and Fund Raising 4 0 0 4

Course Objective: To provide students with comprehensive knowledge of marketing and fundraising strategies specific to the event management sector.

Unit I: Fundamentals of Event Marketing 12

Event marketing concepts and definitions - Marketing mix for events: product, price, place, promotion - Target market identification and segmentation

Unit II: Marketing Strategies for Events 12

Integrated marketing communication (IMC) - Social media marketing: platforms, strategies, content creation - Sponsorship and partnerships: securing and managing sponsors

Unit III: Fundraising Techniques 12

Types of fundraising: corporate sponsorship, individual donations, grants - Developing fundraising proposals: structure and content - Managing donor relationships: cultivation, stewardship, recognition

Unit IV: Planning and Budgeting for Events 12

Event budgeting: creating and managing event budgets - Cost control strategies: identifying and managing costs - ROI analysis: measuring return on investment for events

Unit V: Evaluation and Impact Assessment 12

Measuring event success: key performance indicators (KPIs) - Post-event analysis: methods and tools - Continuous improvement: feedback and lessons learned

Total Hrs. 60

Course Outcomes:

- **CO1:** Explain the fundamental concepts of event marketing.
- **CO2:** Develop effective marketing strategies for events using IMC and social media.
- **CO3:** Implement various fundraising techniques and manage donor relationships.
- **CO4:** Plan and budget events efficiently, applying cost control strategies.
- **CO5:** Evaluate the impact and success of events through performance metrics.

Reference Books:

1. "Event Marketing: How to Successfully Promote Events, Festivals, Conventions, and Expositions" by Leonard H. Hoyle
2. "Fundraising for Social Change" by Kim Klein

Online Websites:

- www.eventmanagerblog.com
- www.nonprofitpro.com

Semester - I

DSE 24DMHM12 Medical Wellness and Tourism 4 0 0 4

Course Objective: To explore the intersection of healthcare, wellness, and tourism, providing insights into this growing sector.

Unit I: Introduction to Medical Wellness Tourism **12**

Definition and scope - Historical development of medical wellness tourism -Key drivers and trends in the industry

Unit II: Health and Wellness Services **12**

Types of medical treatments offered in wellness tourism - Wellness programs and services: yoga, meditation, spa, rehabilitation - Spa and rehabilitation tourism: facilities, services, and destinations

Unit III: Destination Management **12**

Major global destinations for medical wellness tourism - Factors influencing destination choice - Role of healthcare providers and wellness centers

Unit IV: Marketing Medical Wellness Tourism **12**

Marketing strategies and tools for medical wellness tourism - Building brand image and reputation - Ethical considerations in marketing medical services

Unit V: Legal and Ethical Issues **12**

Legal frameworks governing medical wellness tourism - Patient rights and confidentiality - Ethical considerations in medical and wellness tourism

Total Hrs. 60

Course Outcomes:

- **CO1:** Describe the scope and trends in medical wellness tourism.
- **CO2:** Analyze various health and wellness services offered in this sector.
- **CO3:** Evaluate the factors influencing destination choices for wellness tourism.
- **CO4:** Develop effective marketing strategies for medical wellness tourism.
- **CO5:** Assess the legal and ethical issues related to medical wellness tourism.

Reference Books:

1. "Medical Tourism: The Ethics, Regulation, and Marketing of Health Mobility" by C. Michael Hall
2. "Wellness Tourism: A Destination Perspective" by Cornelia Voigt and C. Michael Hall

Online Websites:

- www.medicaltourismassociation.com
- www.wellness-tourism.org

Semester – II

DSC 24CMHM21 Revenue Management Strategies 4 0 0 4

Course Objective: To provide students with an understanding of revenue management principles and strategies to optimize financial performance in the hospitality industry.

Unit I: Introduction to Revenue Management **12**

Definition and importance of revenue management - History and evolution of revenue management in the hospitality industry - Key concepts and terminology: RevPAR, ADR, occupancy rate - The role of revenue managers

Unit II: Market Segmentation and Demand Forecasting **12**

Identifying and analyzing market segments: corporate, leisure, group, transient - Demand forecasting techniques: qualitative and quantitative methods - Seasonal and event-based demand variations: peak periods, off-peak periods - Data sources for demand forecasting: historical data, market trends, economic indicators

Unit III: Pricing Strategies **12**

Dynamic pricing and rate fences: advance purchase rates, non-refundable rates - Price discrimination and optimization: customer willingness to pay, value perception - Competitor analysis and market positioning: benchmarking, SWOT analysis - Impact of pricing strategies on customer behavior and brand perception

Unit IV: Distribution Channel Management **12**

Types of distribution channels: direct, indirect, online, offline - Online travel agencies (OTAs) and global distribution systems (GDS): benefits and challenges - Channel mix and direct booking strategies: website optimization, loyalty programs - Managing channel conflicts and maintaining rate parity

Unit V: Performance Measurement and Reporting **12**

Key performance indicators (KPIs) in revenue management: RevPAR, GOPPAR, TrevPAR - Revenue management systems and tools: software, analytics platforms - Reporting and analysis: daily, weekly, monthly reports - Strategies for continuous improvement: adjusting strategies based on performance data **Total Hrs.60**

Course Outcomes:

- **CO1:** Explain the fundamental concepts and history of revenue management.
- **CO2:** Apply market segmentation and demand forecasting techniques.
- **CO3:** Develop and implement effective pricing strategies.
- **CO4:** Manage distribution channels to optimize revenue.
- **CO5:** Analyze performance metrics and make data-driven decisions for continuous improvement.

Reference Books:

1. "Revenue Management for the Hospitality Industry" by David K. Hayes and Allisha Miller
2. "Hospitality Revenue Management: Concepts and Practices" by Peter Szende and Kathy Ioannou

Online Websites:

- www.revenuemanagement.com
- www.hsmai.org

Semester – II

DSC 24CMHM22 Quality Assurance and Sustainability in Housekeeping 4 0 0 4

Course Objective: To provide students with knowledge and skills in maintaining high-quality housekeeping standards while implementing sustainable practices.

Unit I: Introduction to Quality Assurance in Housekeeping **12**

Definition and importance of quality assurance - Key performance indicators (KPIs) in housekeeping - Role of housekeeping in guest satisfaction and retention - Standards and protocols for cleanliness and maintenance

Unit II: Housekeeping Operations and Management **12**

Housekeeping department structure and roles - Cleaning procedures and schedules: daily, periodic, deep cleaning - Inventory management: linens, cleaning supplies, guest amenities -Staff training and development: skills, safety, customer service

Unit III: Sustainability in Housekeeping **12**

Importance of sustainability in housekeeping - Eco-friendly cleaning products and practices - Energy and water conservation methods - Waste management and recycling programs

Unit IV: Quality Control and Improvement **12**

Inspection and audit processes: checklists, frequency, reporting - Guest feedback and complaint management - Continuous improvement techniques: Six Sigma, Lean Management - Implementing corrective actions and preventive measures

Unit V: Case Studies and Best Practices **12**

Case studies of successful quality and sustainability initiatives - Benchmarking against industry standards and best practices - Innovation in housekeeping: technology, new materials, methods - Future trends in housekeeping quality and sustainability

Total Hrs. 60

Course Outcomes:

- **CO1:** Explain the principles of quality assurance in housekeeping.
- **CO2:** Manage housekeeping operations effectively.
- **CO3:** Implement sustainable housekeeping practices.
- **CO4:** Conduct quality control and continuous improvement activities.
- **CO5:** Analyze case studies and apply best practices in housekeeping.

Reference Books:

1. "Professional Management of Housekeeping Operations" by Thomas J.A. Jones
2. "Sustainability in the Hospitality Industry: Principles of Sustainable Operations" by Philip Sloan, Willy Legrand, and Joseph S. Chen

Online Websites:

- www.ahlei.org
- www.greenhotelier.org

Semester – II

DSC 24CMHM23 ICT for Hospitality 4 0 0 4

Course Objective: To explore the role of Information and Communication Technology (ICT) in enhancing the operational efficiency and guest experience in the hospitality industry.

Unit I: Introduction to ICT in Hospitality 12

Definition and scope of ICT - Evolution of technology in the hospitality industry - Role of ICT in hospitality operations: front office, back office, and guest services

Unit II: Property Management Systems (PMS) 12

Functions and features of PMS: reservations, front desk, housekeeping, billing - Integrations with other systems: CRM, POS, accounting - Selection and implementation of PMS -Case studies of popular PMS solutions: Opera, Room Master

Unit III: Customer Relationship Management (CRM) Systems 12

Importance of CRM in hospitality - Features and benefits of CRM systems: guest profiles, loyalty programs, personalized marketing - Data collection and analysis for enhancing guest experiences - Implementing and managing CRM systems

Unit IV: Emerging Technologies in Hospitality 12

Mobile and cloud computing: applications, benefits, challenges - Internet of Things (IoT) in hospitality: smart rooms, energy management, guest interactions - Artificial Intelligence (AI) and machine learning: chatbots, data analytics, personalization - Blockchain technology: applications in booking, payments, loyalty programs

Unit V: Security and Privacy in ICT 12

Cybersecurity threats and challenges in the hospitality industry - Data protection regulations: GDPR, CCPA - Best practices for securing guest data and systems - Incident response and disaster recovery planning

Total Hrs. 60

Course Outcomes:

- **CO1:** Describe the role and evolution of ICT in the hospitality industry.
- **CO2:** Implement and manage property management systems (PMS).
- **CO3:** Utilize CRM systems to enhance guest experiences.
- **CO4:** Explore and apply emerging technologies in hospitality operations.
- **CO5:** Ensure security and privacy of ICT systems and data.

Reference Books:

1. "Information Systems for the Hospitality Industry" by Peter O'Connor
2. "Hospitality Information Technology: Learning How to Use It" by Galen R. Collins and Alan Darke

Online Websites:

- www.hospitalitynet.org
- www.hoteltechnologynews.com

Semester – II

DSC 24CMHM24 Risk and Asset Management 4 0 0 4

Course Objective: To provide a comprehensive understanding of risk and asset management principles and practices in the hospitality industry.

Unit I: Introduction to Risk Management 12

Definition and importance of risk management - Types of risks in the hospitality industry: operational, financial, legal, reputational - Risk management process: identification, assessment, mitigation, monitoring

Unit II: Risk Assessment and Analysis 12

Techniques for risk assessment: qualitative and quantitative methods - Risk assessment tools: checklists, risk matrices, SWOT analysis - Prioritizing risks based on impact and likelihood - Developing risk mitigation strategies

Unit III: Asset Management Principles 12

Definition and scope of asset management - Types of assets in hospitality: physical, financial, human, intangible - Life cycle management of assets: acquisition, operation, maintenance, disposal - Asset tracking and inventory systems

Unit IV: Financial and Legal Aspects of Asset Management 12

Budgeting and financial planning for asset management - Capital expenditure (CapEx) and operational expenditure (OpEx) - Legal considerations: contracts, insurance, compliance -Case studies on effective asset management practices

Unit V: Integrating Risk and Asset Management 12

Linking risk management with asset management - Developing an integrated risk and asset management plan - Monitoring and reviewing the plan: KPIs, perfor mance metrics - Continuous improvement and best practices

Total Hrs. 60

Course Outcomes:

- **CO1:** Explain the principles and importance of risk management in hospitality.
- **CO2:** Conduct comprehensive risk assessments and develop mitigation strategies.
- **CO3:** Apply asset management principles to optimize asset performance.
- **CO4:** Manage the financial and legal aspects of asset management.
- **CO5:** Develop and implement integrated risk and asset management plans.

Reference Books:

1. "Risk Management for Meetings and Events" by Julia Rutherford Silvers
2. "Asset Management: A Systematic Approach to Factor Investing" by Andrew Ang

Online Websites:

- www.rims.org
- www.assetmanagement.com

Semester – II

DSE 24DMHM21 Services Management 4 0 0 4

Course Objective: To understand the principles and practices of managing services in the hospitality industry, focusing on service quality and customer satisfaction.

Unit I: Introduction to Services Management **12**

Definition and characteristics of services - Differences between services and goods- Service quality dimensions: reliability, responsiveness, assurance, empathy, tangibles - Importance of service management in hospitality

Unit II: Service Delivery and Design **12**

Service delivery systems: processes, standards, technology - Designing service processes: blueprinting, mapping, reengineering - Service innovation and creativity - Managing customer expectations and perceptions

Unit III: Service Quality and Customer Satisfaction **12**

Measuring service quality: SERVQUAL model, customer feedback, surveys - Strategies for improving service quality - Handling service failures and recovery: complaint management, service guarantees - Enhancing customer satisfaction and loyalty

Unit IV: Human Resource Management in Services **12**

Role of employees in service delivery - Recruitment, training, and development for service excellence - Employee motivation and engagement strategies -Managing performance and service culture

Unit V: Technology and Services **12**

Role of technology in service delivery: self-service technologies, CRM systems - Impact of digital transformation on service management - Integrating technology with human touch in service delivery - Future trends in services management

Total Hrs. 60

Course Outcomes:

- **CO1:** Describe the characteristics and importance of services management in hospitality.
- **CO2:** Design and deliver effective service processes.
- **CO3:** Measure and improve service quality and customer satisfaction.
- **CO4:** Manage human resources to achieve service excellence.
- **CO5:** Utilize technology to enhance service delivery and management.

Reference Books:

1. "Service Management: Operations, Strategy, Information Technology" by James A. Fitzsimmons and Mona J. Fitzsimmons
2. "Services Marketing: Integrating Customer Focus Across the Firm" by Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler

Online Websites:

- www.serviceexcellence.com
- www.customerservicemanager.com

Semester – II

DSE 24DMHM22 Entrepreneurial Opportunities in the Hospitality Industry 4 0 0 4

Course Objective: To equip students with the knowledge and skills to identify and capitalize on entrepreneurial opportunities in the hospitality industry.

Unit I: Introduction to Hospitality Entrepreneurship **12**

Definition and characteristics of entrepreneurship - Role of entrepreneurs in the hospitality industry - Types of entrepreneurial ventures: startups, franchises, family businesses - Challenges and opportunities in hospitality entrepreneurship

Unit II: Identifying Business Opportunities **12**

Market research and opportunity identification - Analyzing industry trends and consumer behaviour - Feasibility analysis: market, financial, operational - Idea generation and screening

Unit III: Business Planning and Development **12**

Components of a business plan: executive summary, market analysis, organizational plan, financial plan - Developing a value proposition and business model - Legal and regulatory considerations - Sources of funding: self-financing, loans, investors, crowdfunding

Unit IV: Launching and Managing a Hospitality Venture **12**

Steps in launching a hospitality business - Marketing and sales strategies - Operational management: service delivery, quality control, customer relations - Financial management: budgeting, accounting, financial reporting

Unit V: Growth and Sustainability **12**

Strategies for business growth: expansion, diversification, franchising - Managing risks and uncertainties - Sustainability practices in hospitality entrepreneurship - Exit strategies: selling, merging, succession planning

Total Hrs. 60

Course Outcomes:

- **CO1:** Understand the principles and challenges of hospitality entrepreneurship.
- **CO2:** Identify and evaluate entrepreneurial opportunities in the hospitality industry.
- **CO3:** Develop a comprehensive business plan for a hospitality venture.
- **CO4:** Implement and manage operations of a hospitality business.
- **CO5:** Plan for growth and sustainability of a hospitality enterprise.

Reference Books:

1. "Entrepreneurship in the Hospitality, Tourism and Leisure Industries" by Alison Morrison, Mike Rimmington, and Claire Williams
2. "Hospitality Business Development" by Ahmed Hassanien, Crispin Dale, and Alan Clarke

Online Websites:

- www.entrepreneur.com
- www.startupnation.com

Semester – III

DSC 24CMHM31 Advanced Culinary Techniques and International Cuisines 4 0 0 4

Course Objective: To enhance students' culinary skills and knowledge of international cuisines through advanced techniques and practical applications.

Unit I: Advanced Culinary Techniques 12

Precision cutting and knife skills - Sous-vide cooking: principles, equipment, applications - Molecular gastronomy: techniques, ingredients, equipment - Advanced baking and pastry techniques

Unit II: European Cuisines 12

French cuisine: techniques, dishes, regional specialties - Italian cuisine: pasta, risotto, antipasti, regional variations - Spanish cuisine: tapas, paella, regional dishes - Techniques and ingredients unique to European cuisines

Unit III: Asian Cuisines 12

Chinese cuisine: regional styles, ingredients, cooking methods - Japanese cuisine: sushi, sashimi, tempura, ramen - Indian cuisine: spices, regional specialties, cooking techniques - Techniques and ingredients unique to Asian cuisines

Unit IV: Middle Eastern and African Cuisines 12

Middle Eastern cuisine: mezze, kebabs, spices, cooking methods - North African cuisine: tagines, couscous, spices - Sub-Saharan African cuisine: traditional dishes, ingredients, techniques - Techniques and ingredients unique to Middle Eastern and African cuisines

Unit V: Fusion Cuisine and Innovation 12

Principles of fusion cuisine: combining techniques and ingredients - Creating innovative dishes: balancing flavors, textures, presentation - Trends in global cuisine: sustainability, health-focused dishes, plant-based diets - Experimenting with new ingredients and techniques

Total Hrs. 60

Course Outcomes:

- **CO1:** Master advanced culinary techniques and applications.
- **CO2:** Prepare and present dishes from various European cuisines.
- **CO3:** Prepare and present dishes from various Asian cuisines.
- **CO4:** Prepare and present dishes from Middle Eastern and African cuisines.
- **CO5:** Create innovative and fusion dishes using global culinary techniques.

Reference Books:

1. "The Professional Chef" by The Culinary Institute of America
2. "Larousse Gastronomique: The World's Greatest Culinary Encyclopedia" by Prosper Montagné

Online Websites:

- www.ciaprochef.com
- www.finedininglovers.com

Semester – III

DSC 24CMHM32 Beverage Management and Mixology 4 0 0 4

Course Objective: To provide students with comprehensive knowledge and skills in beverage management and the art of mixology.

Unit I: Introduction to Beverage Management **12**

Overview of beverage operations in hospitality - Types of beverages: alcoholic, non-alcoholic - Beverage service styles and techniques - Beverage cost control and inventory management

Unit II: Wine and Spirits **12**

Wine production: regions, grape varieties, winemaking process - Types of wines: red, white, sparkling, dessert - Spirits production: distillation, aging, types of spirits -Wine and spirits pairing with food

Unit III: Beer and Non-Alcoholic Beverages **12**

Beer production: brewing process, types of beer - Craft beer movement: trends, popular styles - Non-alcoholic beverages: mocktails, juices, teas, coffees - Beverage menu development and presentation

Unit IV: Mixology and Cocktail Preparation **12**

History and evolution of cocktails - Essential tools and equipment for bartenders - Classic cocktails: recipes, techniques, presentation - Creating signature cocktails: balancing flavors, innovation

Unit V: Beverage Trends and Sustainability **12**

Current trends in beverage consumption: health-focused, low-alcohol, zero-proof - Sustainable practices in beverage management: sourcing, packaging, waste reduction - Marketing and promoting beverages: social media, events, tastings - Legal considerations: licensing, regulations, responsible service

Total Hrs. 60

Course Outcomes:

- **CO1:** Explain the principles of beverage management in hospitality.
- **CO2:** Demonstrate knowledge of wine and spirits production and pairing.
- **CO3:** Describe the brewing process and types of beer.
- **CO4:** Prepare and present classic and signature cocktails.
- **CO5:** Implement sustainable practices in beverage management.

Reference Books:

1. "The World Atlas of Wine" by Hugh Johnson and Jancis Robinson
2. "The Craft of the Cocktail: Everything You Need to Know to Be a Master Bartender" by Dale DeGroff

Online Websites:

- www.winefolly.com
- www.diffordsguide.com

Semester – III

DSC 24CMHM33 Marketing Communication and Advertising for Hospitality 4 0 0 4

Course Objective: To understand the principles and practices of marketing communication and advertising specifically tailored for the hospitality industry.

Unit I: Introduction to Marketing Communication **12**

Definition and importance of marketing communication - Integrated Marketing Communication (IMC) approach - Elements of the communication mix: advertising, PR, sales promotion, personal selling, direct marketing - Role of marketing communication in the hospitality industry

Unit II: Developing Marketing Communication Strategies **12**

Identifying target audiences: segmentation, targeting, positioning - Crafting effective messages: creative strategy, copywriting, storytelling - Selecting communication channels: traditional media, digital media, social media - Budgeting and allocating resources

Unit III: Advertising in Hospitality **12**

Types of advertising: print, broadcast, online, outdoor - Designing and producing advertisements: concepts, visuals, copy - Media planning and buying: reach, frequency, impact - Measuring advertising effectiveness: metrics, ROI

Unit IV: Digital Marketing and Social Media **12**

Digital marketing tools: websites, email marketing, SEO, SEM - Social media platforms: Facebook, Instagram, Twitter, LinkedIn - Content marketing: blogs, videos, infographics - Managing online reputation and reviews

Unit V: Public Relations and Crisis Management **12**

Role of public relations in hospitality: media relations, events, sponsorships - Writing press releases and communication materials - Handling PR crises: strategies, response plans, communication - Building and maintaining a positive brand image

- **Total Hrs. 60**

Course Outcomes:

- **CO1:** Explain the principles of marketing communication in the hospitality industry.
- **CO2:** Develop effective marketing communication strategies.
- **CO3:** Design and produce advertisements for various media.
- **CO4:** Utilize digital marketing and social media for brand promotion.
- **CO5:** Manage public relations and handle crises effectively.

Reference Books:

1. "Hospitality Marketing Management" by Robert D. Reid and David C. Bojanic
2. "Marketing Communications: A Brand Narrative Approach" by Micael Dahlen, Fredrik Lange, and Terry Smith

Online Websites:

- www.hospitalitynet.org
- www.marketingprofs.com

Semester – III

DSC 24CMHM34 Retail Management 4 0 0 4

Course Objective: To provide students with an understanding of retail management principles and their application in the hospitality industry.

Unit I: Introduction to Retail Management 12

Definition and scope of retail management - Types of retail formats: department stores, specialty stores, supermarkets, convenience stores - Role of retailing in the hospitality industry: hotel gift shops, boutiques, souvenir shops - Trends and challenges in retail management

Unit II: Retail Operations and Supply Chain Management 12

Retail operations: store layout, visual merchandising, customer service - Inventory management: forecasting, replenishment, stock control - Supply chain management: sourcing, logistics, distribution - Technology in retail operations: POS systems, RFID, inventory tracking

Unit III: Retail Marketing and Merchandising 12

Retail marketing strategies: positioning, promotion, pricing - Merchandising: product selection, assortment planning, category management - Sales techniques: upselling, cross-selling, customer engagement - Loyalty programs and customer relationship management (CRM)

Unit IV: Financial and Legal Aspects of Retail Management 12

Financial management: budgeting, profit and loss analysis, key financial ratios - Pricing strategies: markups, markdowns, dynamic pricing - Legal considerations: contracts, consumer protection, health and safety regulations - Case studies of successful retail operations in hospitality

Unit V: Future Trends in Retail Management 12

E-commerce and omnichannel retailing: online stores, click-and-collect, mobile commerce - Sustainable retailing: ethical sourcing, green practices, waste reduction - Personalization and customization: AI, data analytics, customer insights - Innovation in retail: experiential retail, pop-up shops, virtual reality

- **Total Hrs. 60**

Course Outcomes:

- **CO1:** Understand the principles and scope of retail management.
- **CO2:** Manage retail operations and supply chains effectively.
- **CO3:** Develop and implement retail marketing and merchandising strategies.
- **CO4:** Handle financial and legal aspects of retail management.
- **CO5:** Analyze future trends and innovate in retail management.

Reference Books:

1. "Retail Management: A Strategic Approach" by Barry Berman and Joel R. Evans
2. "Retailing Management" by Michael Levy, Barton A. Weitz, and Dhruv Grewal

Online Websites:

- www.retaildive.com
- www.nrf.com

Semester – III

DSC 24DMHM31 Financial Management 4 0 0 4

Course Objective: To provide students with a thorough understanding of financial management principles and their application in the hospitality industry.

Unit I: Introduction to Financial Management 12

Definition and scope of financial management - Financial objectives of hospitality businesses: profitability, liquidity, solvency -Financial decision-making process - Role of financial managers in the hospitality industry

Unit II: Financial Statements and Analysis 12

Types of financial statements: income statement, balance sheet, cash flow statement - Analyzing financial statements: ratio analysis, trend analysis, common-size analysis - Budgeting and forecasting: types, techniques, variance analysis - Break-even analysis and cost-volume-profit (CVP) analysis

Unit III: Capital Budgeting and Investment Decisions 12

Capital budgeting process: identifying, evaluating, selecting projects - Techniques for evaluating investment projects: payback period, net present value (NPV), internal rate of return (IRR), profitability index - Risk analysis in capital budgeting: sensitivity analysis, scenario analysis, Monte Carlo simulation - Sources of capital: equity, debt, internal funds

Unit IV: Working Capital Management 12

Components of working capital: cash, receivables, inventory, payables - Managing cash flows: cash budgeting, cash conversion cycle, liquidity management - Credit management: policies, credit analysis, collection techniques - Inventory management: techniques, models, economic order quantity (EOQ)

Unit V: Financial Planning and Strategy 12

Long-term financial planning: growth strategies, financial modelling - Mergers and acquisitions: rationale, valuation, integration - Financial restructuring: recapitalization, refinancing, divestitures - Strategic financial management: aligning financial goals with business strategy

- **Total Hrs. 60**

Course Outcomes:

- **CO1:** Explain the principles and objectives of financial management in hospitality.
- **CO2:** Analyze financial statements and make informed financial decisions.
- **CO3:** Evaluate capital investment projects using various techniques.
- **CO4:** Manage working capital effectively to ensure liquidity.
- **CO5:** Develop and implement financial strategies for long-term success.

Reference Books:

1. "Principles of Corporate Finance" by Richard A. Brealey, Stewart C. Myers, and Franklin Allen
2. "Financial Management for the Hospitality Industry" by William P. Andrew, James W. Damitio, and Michael D. Schmidgall

Online Websites:

- www.cfainstitute.org
- www.fmi.org

Semester – III

DSE 24DMHM32 Employer Motivation and Retention Strategies 4 0 0 4

Course Objective: To explore the strategies for motivating employees and retaining talent in the hospitality industry.

Unit I: Introduction to Employee Motivation **12**

Definition and importance of motivation - Theories of motivation: Maslow's hierarchy of needs, Herzberg's two-factor theory, McClelland's achievement motivation theory, Vroom's expectancy theory - Intrinsic and extrinsic motivation - Factors influencing employee motivation in hospitality

Unit II: Motivation Strategies **12**

Financial incentives: bonuses, profit-sharing, commissions - Non-financial incentives: recognition, career development, job enrichment - Work-life balance initiatives: flexible working hours, wellness programs - Creating a positive work environment: organizational culture, leadership, communication

Unit III: Employee Retention Strategies **12**

Importance of employee retention - Turnover analysis: causes, costs, measurement - Retention strategies: competitive compensation, career progression, training and development - Employee engagement and job satisfaction: surveys, feedback mechanisms

Unit IV: Leadership and Motivation **12**

Role of leadership in employee motivation and retention - Leadership styles and their impact on motivation: transformational, transactional, servant leadership - Developing motivational leaders: training, mentoring, coaching - Case studies of successful leadership in hospitality

Unit V: Implementing and Evaluating Motivation and Retention Programs **12**

Designing motivation and retention programs: needs assessment, planning, implementation - Monitoring and evaluating program effectiveness: KPIs, employee feedback, turnover rates - Adapting programs to changing workforce needs: generational differences, cultural diversity - Best practices and future trends in employee motivation and retention

- **Total Hrs. 60**

Course Outcomes:

- **CO1:** Understand the theories and factors influencing employee motivation.
- **CO2:** Develop effective motivation strategies for hospitality employees.
- **CO3:** Implement retention strategies to reduce turnover and retain talent.
- **CO4:** Analyze the role of leadership in motivating and retaining employees.
- **CO5:** Design, implement, and evaluate motivation and retention programs.

Reference Books:

1. "Motivation in the Hospitality Industry" by Michael J. Boella and Steven Goss-Turner
2. "The Leadership Challenge" by James M. Kouzes and Barry Z. Posner

Online Websites:

- www.shrm.org
- www.hospitalitynet.org

Semester – IV

RP 24RMHM11 Research Project 4 0 0 4

Course Objective: To provide students with the skills and knowledge to conduct independent research in the hospitality industry, culminating in a comprehensive research project.

Unit I: Introduction to Research in Hospitality **12**

Definition and importance of research - Types of research: qualitative, quantitative, mixed methods - Research process: problem identification, literature review, hypothesis formulation, research design

Unit II: Research Design and Methodology **12**

Research designs: exploratory, descriptive, causal - Data collection methods: surveys, interviews, focus groups, observation - Sampling techniques: probability and non-probability sampling - Data analysis techniques: statistical analysis, thematic analysis, content analysis

Unit III: Conducting the Research **12**

Developing a research proposal: objectives, methodology, timeline, budget - Ethical considerations in research: informed consent, confidentiality, data protection - Collecting and analyzing data: tools, software, techniques - Interpreting and presenting research findings

Unit IV: Writing the Research Report **12**

Structure of a research report: introduction, literature review, methodology, results, discussion, conclusion - Writing style and conventions: clarity, coherence, citation - Visual presentation of data: tables, charts, graphs - Reviewing and editing the report

Unit V: Presenting and Defending the Research **12**

Preparing for the presentation: objectives, audience, key messages -Presentation techniques: public speaking, use of visual aids, handling questions - Defending the research: addressing feedback, justifying decisions, demonstrating impact - Reflecting on the research process: challenges, learning outcomes, future research directions

Total Hrs. 60

Course Outcomes:

- **CO1:** Understand the research process and methodologies in hospitality.
- **CO2:** Develop a research proposal and design a research project.
- **CO3:** Conduct independent research and analyze data.
- **CO4:** Write a comprehensive research report.
- **CO5:** Present and defend the research findings effectively.

Reference Books:

1. "Research Methods for Business Students" by Mark Saunders, Philip Lewis, and Adrian Thornhill
2. "The Essential Guide to Doing Your Research Project" by Zina O'Leary

Online Websites:

- www.researchgate.net
- www.ssrn.com