SYLLABUS

for

Master of Hotel Management

(MHM)

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School of Hotel Management & Catering

OPJS UNIVERSITY, CHURU (RAJASTHAN)

2014-15

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# Master Of Hotel Management & Catering Technology

## FIRST SEMESTER

<table>
<thead>
<tr>
<th>S.No.</th>
<th>Paper Code</th>
<th>Paper Name</th>
<th>Number of Papers</th>
<th>M.M.</th>
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<tbody>
<tr>
<td>2.</td>
<td>MHM-102</td>
<td>Advance Hospitality Management</td>
<td>II</td>
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<tr>
<td>3.</td>
<td>MHM-103</td>
<td><strong>Specialization – I</strong>&lt;br&gt;Rooms Division Management-I&lt;br&gt;OR&lt;br&gt;<strong>Specialization-II</strong>&lt;br&gt;Food &amp; Beverage Management-I</td>
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<td>4.</td>
<td>MHM-104</td>
<td>Practical Based On Paper- II</td>
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<td>5.</td>
<td>MHM-105</td>
<td>Practical Based On Paper- III</td>
<td>V</td>
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<td>6.</td>
<td>MHM-106</td>
<td>Seminar &amp; Presentation</td>
<td>VI</td>
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## SECOND SEMESTER

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<tr>
<td>1.</td>
<td>MHM-201</td>
<td>Human Resource Management</td>
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<td>2.</td>
<td>MHM-202</td>
<td>Tourism Management</td>
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<td>3.</td>
<td>MHM-203(A)</td>
<td><strong>Specialization –I</strong>&lt;br&gt;Rooms Division Management-II&lt;br&gt;OR&lt;br&gt;<strong>Specialization-II</strong>&lt;br&gt;Food &amp; Beverage Management-II</td>
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<tr>
<td>1.</td>
<td>MHM-301</td>
<td>Sales &amp; Marketing</td>
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<td>2.</td>
<td>MHM-302</td>
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<td>Food &amp; Beverage Management-III</td>
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<td>5.</td>
<td>MHM-305(A)</td>
<td>(A) Training In Recognized Hotel &amp; Resorts, Travel Agency</td>
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<td>MHM-305(B)</td>
<td>(B) Log Book To Be Maintain Certificate Of Training To Be Submitted On Completion Of Training Presentation</td>
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<td>MHM-306</td>
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<td>3.</td>
<td>MHM-403</td>
<td>Project Work &amp; Viva-Voce</td>
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Detail of Syllabus

FIRST SEMESTER

MHM-101

RESEARCH DESIGN AND APPLIED STATISTICS

UNIT-I: Research Methodology
Introduction: Meaning & Objectives of research, types of research: basic, applied action, approaches to research; research methods, research methods, research process; criteria for good research, common problem, nature and significance of research problems, qualitative & quantitative research methods. Selection of Research Topic, Selection of research problem, literature review, evaluation of research problem, research design; meaning, concept & features of research design, experimental design, plan of research work.

UNIT –II : Methods & Tools of Research
Reliability and validity of research tool, Qualitative and quantitative studies, Primary& Secondary data collection method, Preparing questionnaire and opinionnaire, identification of sources of information, searching and classifying information; organization of data collection, processing & analyzing of data & information Limitation & Sources of error.

UNIT-III: Preparing a research proposal
Format of research proposals; finding related literature, Individual & Institutional research proposals, submitting research proposal to funding agencies.
The Research Report/Report writing
Style manuals, format of research report, The thesis or dissertation, style of writing, typing the report, reference form, pagination, tables, figures, evaluating a research report, summary, references.

UNIT-IV : Applied Statistics
Descriptive Statistics: Classification of variable, measures of central tendency interquartile range, variance, standard deviation, Properties of sample variance and standard deviation, Graphic representation of data.
Estimation and Hypothesis testing: Null Hypothesis, confidence level, Point, & interval estimation, concept of hypothesis testing & types of error, Student „t“ test, Chi-Square test, F test (NOVA).

Books Recommended:

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MHM-102
ADVANCE HOSPITALITY MANAGEMENT

UNIT-I:
- Hospitality in today’s economic scenario
- Upcoming Hospitality units
- Impact of Socio-Economics and Technology on Hospitality Future of
- Hospitality sector

UNIT-II: Hospitality Law
- Laws relating to business ownership Right to
- refuse entry
- Innkeepers Acts
- Anti Discrimination legislation Ethics
- in Hospitality practices

UNIT-III:
- Operations of revenue producing department Lounge
- Disc & Nightclub Casinos

UNIT-IV:
- Logistics in Accommodation for guest New
- Reservation system
- Concierge Rooming of
- guest
- Handling specially abled guest

Books Recommended:
1. Guest management, Dr. R.K. Singh; Aman Publications
2. Banquet Management and Room Divisions, Dr. D.K. Agarwal; Aman Publications
3. Internet Resources for leisure and Tourism, William Tneobald; Hedunsmore; B.H. Publications
4. Professional Hospitality, Van Der Wagen; Global Books and Subscription Services  
5. Tourism and Hospitality Industry, Sunil Kabia; Reference Press New Delhi  
   Financial & Cost Control Techniques in Hotel and Catering Industry, J. Negi  

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MHM-103(A)  
Specialization-I  

ROOMS DIVISION MANAGEMENT-I

UNIT-I: Opening of new Properties  
- Pre-Opening of Hotels New  
- property operations  
- Starting up Rooms Division  
- Countdown to start Hotel. Case  
- study

UNIT-II: Safety & Security in Rooms Division  
- Work environment safety Job  
- Safety Analysis  
- Safety Awareness & Accident Prevention Case  
- Studies

UNIT-III: Room Tariff  
- Basis of establishing room rates Room tariff  
- fixation  
- Room rate designation Designing of  
- tariff cards

UNIT-IV: Front Accounting  
- Front Office as revenue generating center  
- Various financial records and document prepared and used at billing section  
- Guest Accounting cycle Auditing in  
- Front Office

Books Recommended:  
- Dr. Singh R.K., Front Office Management, Aman Publication, Rastogi A.P.,  
-
MHM-103(B)
Specialization-II

FOOD & BEVERAGE MANAGEMENT-I

UNIT-I: Bar Management
- Bar Management, opening and closing procedures, upselling, Laws and regulations, bar and liquor licences
- Catering & Private parties
- Latest trends in Bar Management

UNIT-II: Mixology
- Bar equipment
- Different kinds of glassware
- Techniques of Mixology Garnish
- Preparation
- Classic and Contemporary Cocktails

UNIT-III: Menu Engineering
- Psychology
- Managerial Accounting
- Marketing and Strategy
- Graphic Design

UNIT-IV: Plate presentation and display Hot food
- Presentation Fundamentals of plating
- Garnish (edible & non edible) Cold food presentation
- Buffet arrangement and appearance Buffet service
- Hot foods for buffet
Books Recommended:
1. Classic cocktails by Stuart Walton, Suzannah Olivier, Joanna Farrow – Lorenz books,
2. Bar & Cocktails by Michael Jackson, Mitchell Beazley
3. The Bartender”s guide by Peter Bohrmann – Greenwich edition London

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MHM-104
PRACTICALS

ADVANCE HOSPITALITY MANAGEMENT

1. Rooming of guest
2. Reservations and changing trends
3. Handling of Special guest request
4. Handling of elderly guest
5. Handling of disable guest
6. Service of beverages in lounge and night club
7. Service of food/Snacks in night club
8. Field visit

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MHM-105(A)
PRACTICALS

Specialization –I

ROOMS DIVISION MANAGEMENT-I

1. Preparation of various records of financial transaction at cashier sections
2. Fixation of room rates
3. Designing of room tariff
4. Understanding potential hazards in Guest and employee area Dealing with emergencies
5. Fire fighting-project report on fire fighting equipments and procedures for training staff for fire fighting.
7. Preparing staffing guides (recruitment and selection)
8. Developing SOPs for new properties

MHM-05(B)
PRACTICALS
Specialization – II

FOOD AND BEVERAGE MANAGEMENT - I

1. Making of Classic and contemporary cocktails
2. Free Pouring
3. Bar Tricks
4. Zippo lighter tricks, working flair steps
5. Display of plate presentation minimum 10 dishes
6. Visit to a Bar
7. 5 Compulsory training sessions in a bar
8. Cold platter presentation

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SECOND SEMESTER

MHM-201

HUMAN RESOURCE MANAGEMENT

UNIT: I-
Human Resource Management in Hospitality Industry
Meaning, Definition, What is HRM, Significance, Functions, and objectives of HRM.
Human Resource Planning & Ethical issues-Introduction, HRP at different levels, process of HRP. Ethical issues:-Introduction, ethical issues in HRD
Human Relation and human need, understanding human behavior

UNIT:II
Performance Appraisal –Meaning, Need and Purpose of performance appraisal and development, Methods of performance appraisal-Trait methods, Behavioural
Methods and Result Methods. Use of Performance Appraisal.

**Unit: III**

**Strategic Human Resource Environment** – Introduction, Internal and external environment. Strategic HRM-Introduction, meaning of strategy and strategic management, strategic management process.

**Management Development**-Introduction, meaning, Objectives, Essential ingredients of the management development programme, Techniques of Management development-on the job techniques, off the job techniques.

**UNIT: IV**

**Motivation in Hospitality Industry**
Meaning, purpose, importance process, E-communication, communication-oral, written, non-verbal, Barriers to communication. **Motivation**-Meaning, types of motives and motivation, steps in motivation, maslow’s theory of hierarchy and Herzberg”s two factor theory.


**Books Recommended:**
Stoner, James, A.F., MANAGEMENT Eaglwood Cliffs, New Jersey, Knoontz


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MHM-202

TOURISM MANAGEMENT

**UNIT - I: Introduction to Tourism**
- Introduction, Concepts, Definitions of Tourism,
- Importance scope and development of tourism
- Understanding tourism product, tours, tourist,
- Emerging forms of tourism
- Tourism other determinants.

**UNIT - II: Tourism Impact**
- Economic, Social, Environmental & political effect
- Threat and obstacles of Tourism
- Measures to overcome negative effects
- Understanding Unrest, Crime; Trained man power & Awareness; Ignoring domestic tourist
- Attitudes, Expectation and Behavior; Constraints of Tourism Growth
- Case study

UNIT - III: Travel Agency & Tour Operation

- Travel formalities, Passport, Visa,
- Travel Agency –Functions and Operations
- Tour operator: Operation main partners, Hotel /Accommodation/ Transport
- Package tour, planning a tour, costing tour, marketing material.
- Itinerary planning.
- Guide and Escorts: Definition of guides & Escorts, Tourist expectation, Role of guide, Location, Guiding as a Techniques, Escorting a tour.

UNIT - IV: Geography as Tourism Product

- Geography and tourism interrelation.
- Geography of India. Physical features. Topography.
- Ecology of India, Forest wealth; Flora and fauna; Environmental Concerns; Loss of Environmental wealth; Nature Conservation and Wild life Preservation.
- Seasonality and Destination; Seasons and Climate; Seasonality in Tourism; Festival season; Destination Management
- Map & Chart work; Map and Chart relevance

Books Recommended:
1. Kaul S.N. Tourist India, Tourist India International Taj Building, Bombay.
3. Manjula Chaudhary, Tourism Marketing, Oxford University Press
4. C. Michel Hall, Dieter K. Muliller Tourism, Mobility and second homes, multilingual matter ltd., U.K.
5. Sunetra Roday, Archana Biwal, Vandana Joshi, Tourism Operations and Management, Oxford publication.

***
ROOMS DIVISION MANAGEMENT-II

UNIT –I: Ecotel
1. Ecotel certification Choosing
2. Eco-friendly site
3. Hotel Design and construction for ecotel Environment
4. friendly House Keeping practices Case study

UNIT-II: Ergonomics in Rooms Division
1. Ergonomics in Rooms Division
2. Importance of Ergonomics
3. Principles of Ergonomics
4. Ergonomic Training to staff Case
5. Studies

UNIT-III: Public relation
- Importance of Public relations in Hotels
- Agents of Public relation building at Front Office Various
- Public Relation tactics
- Role of Media in Public Relation

UNIT-IV: Communication in Rooms Division
Role and
- importance of communication Types of
- communication
- Barriers in communication Effective
- communications
- E-communication in Rooms Division

Books Recommended:

The professional housekeeper-Madelin Schneider, Georgina tucker, Mary Scoviak
John Wiley & Sons, Inc
Housekeeping Operations Workbook, Macmillan Education Ltd. –Valerie Paul & Christine Jones.
Hotel, Hostel and Hospital Housekeeping-Joan C Branson, Margaret Lennox, Edwards Arnold(publishers) ltd. ELBS
FOOD AND BEVERAGE MANAGEMENT-II

UNIT-I: Hazard analysis and Critical Control Point
- History of HACCP /ISO Principles HACCP in India Importance
- of Food Safety in Hotel Industry
- Responsibilities of owners, managers and food handlers related to food safety.

UNIT-II: Food Production and food Safety
- An introduction to food production practices governed by changing federal and state regulations. Prevention of food-borne illness through proper handling of potentiality hazardous food, HACCP Procedures,
- Safe food preparation, storing and reheating Kitchen safety,
- facility sanitation
- Facility design – Kitchen planning, lighting, HVAC with Safety Regulations

UNIT-III: Food & Beverage Service and Food Safety
- HACCP in menu planning, purchasing, receiving, storing, issuing, preparation, holding, Serving, Clearing and Disposal Reheating
- Governing bodies controlling hygiene practices in food outlets

UNIT-IV: Framing standard operating procedures
- Importance of SOP In
- Outdoor Catering In
- Room Service
- In Food Production

Books Recommended:
1. Food Hygiene and Sanitation, S. Roday, Tata Mc Graw-Hill
2. Managing with the HACCP System, Ronald Cichy
3. Supervising Food Safety, Richard Sprenger, Published by Highfield, Co. UK. Limited.
5. Food Science and Technology Volume-II by S.N. Mahindru – APH, Publishing Corporation, New Delhi-110002

***
ROOMS DIVISION MANAGEMENT -II

1. Designing documents for analyzing work place pain and hazards related to ergonomics.
2. Surveys to find right ergonomics practices in various hotels/ other institutions
3. Visit to a Ecotel and study eco-friendly practices
4. Developing of green cleaning programmes
5. Public Relation activities in Hotels
6. Handling of crises situation in Hotel
7. Designing of Brochure of Hotel
8. Publicity Activities

FOOD AND BEVERAGE MANAGEMENT-II

1. Personal Hygiene, techniques of hand washing,
2. Medical checkup of staff.
3. Control on physical, chemical and biological hazards
4. Food hygiene – Safe food handling, Temperature of hot and cold food, reheating, service.
5. Food labeling, cross-contamination, Storage
6. Time/date marking
7. Workplace hygiene–equipments, work surfaces, environmental hygiene
8. Comparative study of different type of kitchens

TOURISM MANAGEMENT

1. Fare constructions
2. Itinerary Planning
3. Product Presentation of Hospitality & Tourism
4. Preparing of Brochures for Hospitality & Tourism
5. Handling situations & Handling Crises (Case studies): Handling Crises in Hospitality & Tourism
6. Promotional Techniques used in Hospitality & Tourism
7. Field Practicals / Activities: Religious, Adventure, Hospitality, Leisure
8. Managing Tours

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THIRD SEMESTER

MHM-301
SALES AND MARKETING

UNIT- I.
1. Sales promotion
   Meaning, Definition, Importance Objectives, of Sales Promotion, Factors Contributing the growth of Sales promotion,
2. Tools/levels of Sales promotion- Consumer sales promotion, Dealer Sales Promotion, Sales force promotion.
3. Sales Quota-Meaning, Benefits, Weakness, Basis necessary for fixing quota, Types of Quota
4. Personal Selling-Definition, Concept, Objectives, Importance, Duties of Salesman and Qualities of successful salesman.

UNIT –II.
Advertising-Meaning, Definition and Objectives of advertising, advertising and Sales promotion, Functions and Advantages of Advertising

- Advertising Media – selection of advertising media, kinds of advertising media-indoor and outdoor advertising.
- Product Strategy-Meaning of brand, essentials of a good brand, benefits of brand, Types of brand. Meaning of branding, elements of branding. Case
studies.

- Building Customer Loyalty—Meaning of customer loyalty, Customer Satisfaction, Customer value, Retaining customer through service quality, Developing Service Quality programme

UNIT –III.

- Marketing Environment - Concept of Micro and Macro Environment, Case study
- Marketing Segmentation - Definition, Criteria for Market Segmentation, Basis for Consumer Market Segmentation, Philosophies of Market Segmentation
- Market positioning - Product Positioning, Meaning, Qualities of Successful Position, Positioning Approaches, Product Repositioning, Case Studies

UNIT IV.

- Marketing Control
  Meaning and concept of control, significance, control process, tools and techniques of marketing control.
- Marketing of Services - Definition, Characteristics of Services, Marketing Mix in service Marketing
- International marketing – introduction, decision regarding international marketing, main activities, importance of international marketing.
- Recent trends in marketing – Relationship marketing, Word-of-mouth marketing, Test marketing, case studies

Books Recommended:
3. Hospitality Sales and Marketing, Abbey, J.R.
4. Modern Marketing Management, Davar
5. Marketing Hospitality, Sales and Marketing for hotels, Motels & Resorts – Foster, D.C.
6. Sales & Marketing for the travel professional, Faster D.C.
7. Marketing Management, Kotler Philip
8. Marketing for Hospitality & Tourism, Kotler. Philip
9. Selling & Sales Management, Lonacaster G.
10. Marketing & Sales Strategies for Hotel & Travel Trade, Nagi Jagmohan
11. Modern Marketing, Pillai, R.S.
12. Service Marketing, Rampal, M.K.

***
Unit-I: Introduction to Business Policy
- Evaluation of business policy as a discipline, Nature of Business policy, Importance of business policy, Purpose of business policy, Objectives of business policy
- Strategic Management – an overview
- Understanding Strategy, Definition & Explaining strategy, Strategic Decision making
- Process of Strategic Management, School of thought on Strategy Formulation
- Strategic Intent
- Vision, Mission, Business Definition, Goals & Objective

Unit-II: Environmental Appraisal
- Concept of Environment, Environmental Sectors, Environmental Scanning
  - Corporate level strategies
- Grand Strategies, Stability Strategies, Expansion strategies, Retrenchment
- strategies Combination Strategies
- Strategic Analysis & Choice
- Corporate & Business Level Strategic Analysis, Contingency Strategies, Strategic Plans

Unit- III: Strategy Implementation
- Interrelationship between formulation & Implementation, Project Implementation Resource Allocation, Organizational System, Corporate Culture, Social Responsibilities & Strategic Implementation
  - Functional & Operational implementation
- Functional Plan & Policies, Financial Plans & Policies,
- Marketing Plans & Policies
- Strategy Formulation
- Expansion, Retrenchment, Merger, Joint Venture Strategy
- Formulation Process
- Strategy analysis & Choice, Factors influencing choice, SPACE Matrix, BCG Matrix
- Policies in functional Areas Functional
- policies, financial policies
- Strategic Implementation, Review & Revaluation

Unit- IV: Strategic Evaluation & Control
- Strategic Control, Operational Control, Role of Organizational System in Control
  - Case Studies- Case Analysis & Presentation
  - Mission & Mission Statement, Strategies, Approaches, Entrepreneurial, Strategic Decision Making, Adaptive search, Environmental & Internal resource Analysis
  - Environmental Scanning, SWOT Analysis (Internal & External Environment)
Books Recommended:
1. Wootton and Terryhorne: Strategic planning: The Nine Programme

MHM-303(a)

Specialization–I

ROOMS DIVISION MANAGEMENT-III

UNIT- I: Housekeeping in other venues
- House Keeping administration for Museums, Hostels and schools-
residential areas, Guest houses of corporate offices, Corporate Houses and
Banks, Arenas, Stadiums, Malls, Aircrafts,
- Waste disposal & Control in Museums, Hostels and schools-
residential areas, Guest houses of corporate offices, Corporate Houses and Banks,
Arenas, Stadiums, Malls, Aircrafts
- Linen and Laundry for Museums, Hostels and schools-
residential areas, Guest houses of corporate offices, Corporate Houses and Banks, Arenas,
Stadiums, Malls, Aircrafts
- Case Study

UNIT-II: Horticulture
- Essential components of Horticulture Indoor plants
- Bonsai in Hotel Properties Case
- study

UNIT-III : Evaluation of Hotel Performances,
- Hotel Performances measurement
- Yield Managements, element of yield Management, measuring of yield
management.
- Benefit strategies and prospects of yield Management
- Fore casting, data required for fore casting and benefit of four casting
- Case Studies

UNIT-IV: Front Office as Sales Department Coordination of Front
- Office with sales department Importance of Front office as
sales point
- Sales promotion technique used by front Office Qualities of
- Front Office Staff to act as sales agent

Books Recommended:
- The professional housekeeper-Madelin Schneider, Georgina Tucker, Mary Scoviajk John Wiley & Sons, Inc
- Housekeeping Operations Workbook, Macmillan Education Ltd. – Valerie Paul & Christine Jones.
- Housekeeping Management Margaret Kappas, Aleha Nitschke, Education Institute, USA. Black Sam, Practical Public Relation, Sir Issar Pitman and sons Ltd. London.
- Philip Kotler, John Bowen, James Makens, Marketing for Hospitality and Tourism, Prentice Hall, N.J. 07458
- Dr. Singh R.K., Front Office Management, Aman Publication.

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MHM-303(b)

Specialization–II

FOOD AND BEVERAGE MANAGEMENT-III

UNIT-I: Function Catering
1. Types of functions
2. Function booking, staffing
3. Menu planning, Preparation
4. Service during formal functions
5. Function equipment, Food Service equipment, Table setup

UNIT-II: Event Management
- Concept of event Management Type
- and size of event
- Designing and developing the concept Prepare an event proposal,
- Making use of planning tools
- Staffing, prepare organization charts, job descriptions Training and briefing of staff.
UNIT-III: Monitoring, control and evaluation of events
- Monitoring and Control systems
- Operational Monitoring and Control Evaluation Broad
- Impact of events

UNIT-IV: Yield testing and recipe balancing
- An exploration of standard units of measure and unit conversion estimation, percents, ratios,
- Yield tests, recipe scaling, recipe costing as they relate to the food industry. Students will develop projections and analyze costs in yield tests and recipe pre-costing.
- Standardization of recipe and recipe balancing

Books Recommended:
2. Dining Room & Banquet Management- Dy Anthony J Strianese and Pamela P Strianese- Thomson Delmar Learning
3. Marketing your event planning Business by Judy Allen, John Wiley & Sons, Canada
4. Event Management, Vynn Der Wagen, Brenda R. Carlos, Pearson Education.

MHM-304
PRACTICALS
Specialization –I

ROOMS DIVISION MANAGEMENT-III
1. Survey of Housekeeping practices in Museums, Hostels and schools-residential areas, Guest houses of corporate offices, Corporate Houses and Banks, Arenas, Stadiums, Malls, Aircrafts.
2. Collection of information on latest innovations and trends in Rooms division from various Magazines and websites.
3. Study of horticulture practices in various hotels
4. Planning landscapes according to establishment
5. Yield Management
6. Forecasting of rooms
7. Sale promotion techniques
8. Preparing sale promotion material

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MHM-304
PRACTICALS
Specialization -II

FOOD AND BEVERAGE MANAGEMENT-III

1. Planning and organizing of Formal, Semi formal & informal event
2. Budget feasibility of an Event
3. Promotion of an Event
4. Handling of emergency situation
5. Evaluation of Events organized in the Department
6. Standardization a recipe
7. Recipe balancing
8. Yield testing

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FOURTH SEMESTER

MHM-401
FINANCIAL MANAGEMENT

UNIT-I
• Nature & Scope of Financial Management
  Meaning, Definition, Scope, Importance & Objectives of 
  Financial Management, Functional
  Areas of Financial Management, Function of Finance Manager.

Financial Planning (Capitalisation)
  Meaning of Capitalisation, Concept of Capitalisation ; Fair Capitalisation,
  Over Capitalisation,
  Under Capitalisation - Meaning, Effects and Remedies .

UNIT-II
• Financial Statements
  Meaning & Objectives of Financial Statements, Types of Financial 
  Statements , Use and 
  Importance of Financial Statements.

Fund Flow & Cash Flow Statements
  Meaning , Use , Significance/Importance of Fund Flow & Cash Flow 
  Statement , Distinction 
  Between Fund Flow and Cash Flow statement, Simple problems on Fund 
  Flow & Cash Flow Statements.

UNIT-III
• Working Capital Management

Cash Flow Forecasting and Budgeting

UNIT-IV
- Management Information System and Reporting (With Special reference to Hotel Industry)

Project Financing /Management
Meaning, Stages involved in Project Management, Project Planning, Project report, Appraisal of projects, implementation of projects, Network Techniques (PERT & CPM), Review and Control of Project

Case Studies – On Project Planning in the Hospitality Industry Project Network Techniques in the Hospitality Industry
Project financing/Reporting Hospitality Industry

Books Recommended:

2. D.K. Mittal & Luv Mittal, Cost Accounting; Galgotia Publishing Company, New Delhi,
3. R.K. Sharma & Shashi K. Gupta, Management Accounting; Kalyani Publishers, H.O. Ludhiana,

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MHM-402(A)

Specialization – I

ROOM DIVISION MANAGEMENT -IV

UNIT –I: Quality Management
- Various meaning of TQM
- Guest perception of quality Management,
- Total Quality Management (T & M) Pillars of TQM Practices in Hotel
- quality Manager, Japanese 5-S Practices Benefits of TQM
- Case studies

UNIT-II: Customer Relationship Management (CRM) Understanding
- the Guest and Guest satisfaction Type of Consumer
- Consumer behaviour, defining personality psychological approach. Body Language

UNIT-III: Conservation of Recourses
- Conservation of water Conservation of
- electrical energy Conservation of
- manpower
- House keeper’s role Environmental Management Case Study

UNIT-IV: Trends for Internal Environment Managing
- labour cost with technology The shrinking
- labour market Maximizing benefits of
- technology Encouraging staff development
- Case Studies

Books Recommended:

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MHM-402(B)

Specialization – I

FOOD AND BEVERAGE MANAGEMENT-IV

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UNIT-I: Menu Design
- An analysis of menu development for food service establishments by production department
- Menu development, descriptions, layout, design and pricing, sales mix,
- Create menus from the perspective of concept, clarity, cost, price and efficiency.

UNIT-II: Culinary Marketing
- Principles of pricing, placing, product development and enhancement, market planning, target marketing and purchasing.
- Forecasting, market research, competitive analysis, market segmentation and promotional mix as they effect marketing food.

UNIT-III: Risk Management & Safety Security in Food Production
- Process of risk Management and standards for Risk Management Emergency Response plan Occupation
- Safety and Health Act

UNIT-IV: Planning, Operations and Management
- The planning phase: financial, Marketing and Catering Policy The operational Phase, Control cycle of Food and Beverage operations i.e. Purchasing, Receiving, Stowing and issuing, preparation and selling.
- Elements of cost: Material, labour, overhead
- Cost groups; Behaviour of Cost with charge in volume of sales (Fixed Cost, Semi-F.C., Variable cost and total Cost) Break–even–analysis.
- Food and beverage cost reporting, assessment, corrective action.
- Cost accounting of Food & Beverage

Books Recommended:

1. Menu Planning for the Hospitality Industry – by Jaksa Kivela- Published by Hospitality Press Pvt. Ltd. (CAN 006 473 454)
4. Financial management by Rajiv Srivastava & Anil Mishra, Oxford University Press
5. Hotel Finance by Anand Iyengar - Oxford University Press
   Economics of Hotel & Hospitality Management by D.K. Singh. Aman Publication, New Delhi

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