



COMMUNITY COLLEGE
BHIMTAL

KUMAUN UNIVERSITY CAMPUS BHIMTAL–263136

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Ordinance and Syllabus
For
MASTER of VOCATION
in
HOSPITALITY MANAGEMENT
Regulation and Syllabus, Effective from the Academic Year
2024-25

M. VOC. IN HOSPITALITY MANAGEMENT

1. INTRODUCTION

The Master of Vocation (M Voc) in Hospitality Management program is intended for individuals already completed B. Voc/BHM. in Hospitality Management and employed in the hospitality industry to sharpen their management skills.

This syllabus is designed to enable individuals Interpret practical, theoretical and personal skills required for senior management roles within a variety of hospitality organizations. It shall further appraise food safety and sanitation skills to maintain a safe and sanitary work environment. It shall help them to develop long term business goals and strategies that map the actions needed each year to meet the objectives. They will be able to anticipate and manage labor and food costs in order to operate an economically stable environment and Utilize interpersonal skills to manage employees in a hospitality industry. Further they will be able to cultivate a professional management attitude by nurturing the creative development of innovative ideas and solutions. This will develop organizational and marketing processes of a commercial hospitality enterprise. The individual will be able to forecast sales and expenses in a variety of hospitality businesses. They will also be able to schedule employees with consideration given to budgets, sales forecasts, and customary labor practices.

1.1 Short Title and Commencement:

These regulations shall be called as “The Regulations for the Master of Vocation in Hospitality Management (M. Voc.) Degree Program 2024-25 of Community College. They shall come into effect from the Academic Year 24-25. The regulations framed are subject to modifications from time to time by the authorities of the university

2. PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

PEO 1: The post graduate will be coherent and exemplify fundamental concepts and theories of the Hospitality Industry.

PEO 2: The post graduate will be technologically sound, understand software packages, effectively communicative and team work attitude to bring out an effective organizational efficiency and problem solving in the hotel industry aspects.

PEO 3: Demonstrate professional demeanor, critical thinking, problem solving attitude, and leadership needed for the managerial positions in the Hospitality Industry.

PEO4: The post graduate will be able to recognize the present-day social problems, exploring the opportunities for social entrepreneurship, designing business solutions and make obvious ethical standards in organizational decision making.

3. PROGRAMME OUTCOMES (PO)

PO1: Demonstrate a global outlook with the ability to identify aspects of the global hospitality business and cross cultural understanding.

PO2: Explain how the organizational behavior and organizational practices can aid in improving the performances and wellbeing of people at work in Hotel Industry.

PO3: Use Managerial viewpoints to understand consumer behavior and the use of appropriate pricing strategies to increase profitability.

PO4: Assess the impact of latest hospitality researches and marketing tools on the Hospitality Industry.

PO5: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Hospitality Industry.

4. PROGRAMME SPECIFIC OUTCOME (PSO)

PSO 1: Outline leadership roles at various levels of the organization and leading teams.

PSO 2: Relate effectively on various hospitality activities with the organization and society at large, such as, being able to comprehend and write effective reports and design documentation, make

effective presentations, and give and receive clear instructions.

PSO3: Exhibit the knowledge of planning and operation of various food & Beverage service outlets for business ownership.

PSO 4: Practice hospitality management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

PSO 5: Identify the need for, and have the preparation and ability to engage in independent and life long learning in the broadest context of changing trends in the Hospitality Industry.

5. Title of the Program:

This Master's degree is called The Master of Vocation (M. Voc) in Hospitality Management.

5.1 Course Duration:

The M. Voc in Hospitality Management Course is spread over two year duration with four semesters.

5.2 Medium of Instruction:

The medium of instruction and examinations will be English and Hindi both.

6. Eligibility for Admission and Procedure:

6.1 Admission: Admission to M. Voc. Degree program first year in first semester will be made as per the rules prescribed by the Academic Council of Kumaun University

6.2 For admission in M. Voc. Degree program, a student must have passed B. Voc. three year degree program in and other allied areas with minimum 45% marks (or Corresponding CGPA).

6.3 To be qualified for admission in M. Voc. Degree program, candidates must have obtained their undergraduate degree (10+2+3 or NEP) from any recognized university with 45 % aggregate marks (or Corresponding CGPA). Candidate who do not have a degree in relevant field of Vocation course but have three years industrial experience in similar industry of which one year is at level 7 shall be eligible for admission to M. Voc. program.

6.4 Interview- According to university norms (Policy).

6.5 A maximum of 15 students will be admitted to M. Voc. Program. The eligibility criteria for admission are as announced by the University from time to time.

6.6 The Academic Council of University shall have power to amend or repeal the eligibility criteria laid down.

7. Course of Study, Credits and Scheme of Examination:

7.1 Credit Assignment Each course is assigned certain number of credits based on the following:

1 Lecture Period - 1 Credit

1 Tutorial Period - 1 Credit

1 Practical Period - 1Credit

(Seminar / Assignment/Project Work etc.)

Lecture periods will include both online/ offline mode of theory and assignments.

8. Requirements for Proceeding to Subsequent Semester:

8.1 **Eligibility:** Students is eligible to go to subsequent semester only if they earn sufficient attendance as prescribed by the Board of Management from time to time.

8.2 **Attendance:** All Students must earn 75% and above of attendance for appearing for the University Examination. (Lecture periods will include both online/ offline mode of theory and assignments)

9. COURSE STRUCTURE

9.1 There are two regular semesters in a year. The semester that usually begins in July (July to November/December) is known as the Odd Semester and the semester that usually begins in December/January (December/January to May) is known as the Even Semester. To be qualified for admission in M.Voc. Degree program, candidates may have obtained their undergraduate degree (10+2+3 or NEP) from any recognized university with 45 % aggregate marks (or Corresponding CGPA). All the candidates after completing B.Voc in Hospitality Management are further eligible for taking admission in first semester of M. Voc in Hospitality Management.

10. NSQF SKILL LEVEL:

Level	Process required	Professional knowledge	Professional skill	Core skill	Responsibility
Level 5	Job that requires well developed skill, with clear choice of procedures in familiar context	Knowledge of facts, principles, processes and general concepts, in a field of work or study	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying basic methods, Tools Materials And Information	Desired mathematical skill, understanding of social, political and some skill of collecting and organizing information, communicate on.	Responsibility for own work and learning and some responsibility for other's works and learning
Level 6	Demands wide range of specialized technical skill, clarity of knowledge and practice in broad range of activity involving standard / non-standard practices	Factual and theoretical knowledge in broad contexts within a field of work or study	A range of Cognitive and practical Skills required to Generate solutions to Specific problems in a field of work or Study	Reasonably good in mathematical calculation, understanding of social, political and, reasonably good in data collecting organizing information, and logical communicate on	Responsibility for own work and learning and Full Responsibility for other's works and Learning

Level 7	Requires a command of wide ranging specialized theoretical and practical skill, involving variable routine and non-routine context	Wide ranging, factual and theoretical knowledge in broad contexts within a field of work or study	Wide range of cognitive and practical Skills required to generate solutions to Specific problems in a field of work or Study	Good logical And mathematical skill understanding g of social political and natural environment good in collecting and organizing information, communication And presentation skill	Full responsibility for output of group and development
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For anything not containing in this ordinance, reference shall be made to the UGC guidelines for Community Colleges and BOM held on 23 Sep. 2022

11. Guidelines for credit calculations

This section contains credit framework guidelines. The university/ college should use these guidelines or adapt them.

The following formula should be used for conversion of time into credithours.

- 11.1 One Credit would mean equivalent of 15 periods of 60 minutes each, for theory, workshops/labs and tutorials;
- 11.2 For internship/field work, the credit weight age for equivalent hours shall be 50% of that for lectures/workshops;
- 11.3 For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study should be 50% or less of that for lectures/workshops.

12. Examination and Assessment

- 12.1 The assessment for the general education component should be done by the university as per their prevailing standards and procedures.
- 12.2 The assessment for the skill development components should necessarily focus on practical demonstrations of the skills acquired. The university may like to consult the respective Sector

Skill Council for designing the examination and assessment pattern for the skill development.

12.3 The university may also consider using the designated assessors of Sector Skill Councils/industry associations for the conduct of practical assessment.

12.4 The university has to necessarily establish a credit based assessment and evaluation system for the B.Voc. program.

13. Assessment Criteria of M. Voc. Hospitality Management

Semester	General Educational Component		Total	Passing Marks Aggregate Maximum (40%)
	Theory	Internal		
Semester I	70	30	100	40
Semester II	70	30	100	40
Semester III	70	30	100	40
Semester IV	70	30	100	40

Total Passing Marks (External +Internal) - 40 out of 100

Note: Marks will be given out of 30 for internal assessment which will be awarded by college on the basis of day to day performance. & remaining 70 marks shall be earned by the candidate through written external examination. A student must secure forty percent (40%) passing marks out of 100 including External & Internal exam.

Total Marks- 100

Total Passing Marks (External +Internal) - 40 out of 100

14. **Passing Minimum :** A student shall be declared PASS and eligible for getting grade in a course of M. Voc. program if he/she secures at least 40% marks in that particular course including internal assessment.

15. **Carry Forward of Marks:** In case a student fails to secure the minimum 40% in any Theory or Practical course as specified, then he/she shall reappear for the end semester examination of that course. However his/her marks of the Internal Assessment shall be carried over and he/she shall be entitled for grade obtained by him/her on passing.

16. **End Semester Examinations:** End semester examination shall be conducted as per the schedule given provided by the Controller of Exam. The exact dates of examinations shall be notified from time to time.

17. **Allowed to Keep Terms (ATKT):** No student shall be admitted to any examination unless he/she fulfills the norms. ATKT rules are applicable as follows:

- 17.1 Promotion to the next semester shall be admissible if a student` passes all the practical exams, and at least 50% of the theory papers of the subject (to be rounded off to the nearest lower digit say 2.5 become 2 and so on.) however the promotion criterion to the next semester in programmes governed by regulatory bodies shall be as per the guidelines of the regulatory body of the respective program.
- 17.2 A student shall be eligible to get his/her final result declared upon successful completion of the courses of I to IV semesters within the stipulated time period as per the norms

18. Grading of Performances-

18.1 Declaration of class

The class shall be awarded on the basis of marks obtained as follows:

First Class with Distinction = 80% and above

First Class = 60% and above

Second Class = Below 60%

19.2 **Award of Ranks:** Rank shall be awarded on the basis of final marks obtained in all four semesters. However, candidates who fail in one or more courses during the M. Voc. program shall not be eligible for award of ranks. Moreover, the candidates should have completed the M. Voc program in minimum prescribed number of years, (two years) for the award of Ranks.

19. **Award of Degree:** Candidates who fulfill the requirements mentioned above shall be eligible for award of degree during the ensuing convocation.

Scheme of Teaching: M. Voc. Hospitality Management

Semester-I

Code	General Educational Component Course Title (Theory)	External Exam Marks (Theory) M.M.	Internal Exams Marks M.M.	Passing Criteria Aggregate 40% (Theory + Assignment)
MHM. 101	Management of Food Production Operations	70	30	40
MHM. 102	Management of Food and Beverage Service	70	30	40
MHM. 103	Introduction to Tourism Aviation, Hospitality Industry	70	30	40
MHM. 104	Human Resource Management	70	30	40

Scheme of Teaching: M. Voc. Hospitality Management

Semester-I

Code	General Educational Component		Hours	Code	Skill Component		Hours	Total Hours
	Course Title (Theory)	Credit			Course Title	Credit		
MHM. 101	Management of Food Production Operations	3	45	MHM. /101	Advanced Food Production Operations	5	75	120
MHM. 102	Management of Food and Beverage Service	3	45	MHM. /102	Advanced Management of Food & Beverage Service	5	75	120
MHM. 103	Introduction to Tourism Aviation, Hospitality Industry	3	45	MHM. /103	Introduction to Tourism Aviation, Hospitality Industry	4	60	105
MHM. 104	Human Resource Management	3	45	MHM. /104	Human Resource Management	4	60	105
	Total	12	180		Total	18	270	450

Scheme of Teaching: M. Voc. Hospitality Management

Semester-II

Code	General Educational Component Course Title (Theory)	External Exam Marks (Theory) M.M.	Internal Exams Marks M.M.	Passing Criteria Aggregate 40% (Theory + Assignment)
MHM. 201	Management of Front Office Operations	70	30	40
MHM. 202	International Marketing in the Hospitality Industry	70	30	40
MHM. 203	Management Information System	70	30	40
MHM. 204	Sales Management	70	30	40

Scheme of Teaching: M. Voc. Hospitality Management

Semester-II

Code	General Educational Component		Hours	Skill Component		Hours	Total Hours
	Course Title (Theory)	Credit		Course Title	Credit		
MHM. 201	Management of Front Office Operation	3	45	Front Office Operation	5	75	120
MHM. 202	International Marketing in the Hospitality Industry	3	45	International Marketing in the Hospitality Industry	5	75	120
MHM. 203	Management Information System	3	45	Management Information System	4	60	105
M.H.M. 204	Sales Management	3	45	Sales Management Training-IV)	4	60	105
	Total	12	180	Total	18	270	450

Scheme of Teaching: M.Voc. Hospitality Management
Semester-III

Code	General Educational Component Course Title (Theory)	External Exam Marks (Theory) M.M.	Internal Exams Marks M.M.	Passing Criteria Aggregate 40% Theory + Assignment
MHM. 301	Tourism Marketing Management	70	30	40

Scheme of Teaching: M. Voc. Hospitality Management
Semester-III

Code	General Educational Component		Hours	Code	Skill Component		Hours	Total Hours
	Course Title (Theory)	Credit			Course Title	Credit		
M.H.M. 301	Tourism Marketing Management	12	180	MHM. 301	Minimum 120 Days On the Job Training [OJT] followed by submission of Training Certificate/ Report	18	270	450
	Total	12	180		Total	18	270	450

Scheme of Teaching: M. Voc. Hospitality Management
Semester-IV

Code	General Educational Component Course Title (Theory)	External Exam Marks (Theory) M.M.	Internal Exams Marks M.M.	Passing Criteria Aggregate 40% (Theory + Assignment)
MHM. 401	Industrial specific Project Work (Viva-Voce examination)	70	30	40

M. Voc. Hospitality Management

Semester- I, Paper –I, Total Marks: 70

MHM-101- Management of Food Production Operations (Theory)

UNIT	CONTENT	NO OF HOURS	CREDIT
Unit- 1	METHODS OF COOKING FOOD AND IMPORTANCE OF NUTRITION- Different Methods of Cooking. Principles of each technique-Care and precautions to be taken with each method Selection of food for each type of cooking. Nutrition – Definitions- functions of nutrients- classification of food groups and nutrients- RDA. Invalid cookery – Planning of diet for people with special requirements- Basics of menu planning and Production control.	45	3
Unit - 2	STORAGE OF FOODS Principles of food storage – safe food storage techniques- introduction to refrigeration deep chilling- freezer and dry storage-Cleaning and maintenance of various equipment- Weights and measures and the recent trends in storage.	45	3
Unit- 3	BAKING AND ITS IMPORTANCE Bakery: Flour – types- uses and storage- different types of dough used in bakery (pastry) -Methods of cake making- faults and their remedies-Bread making - role of flour- yeast in bread making- methods of bread making- faults and their remedies-Icings – types, preparation and uses	45	3
Unit- 4	CONDIMENTS AND SPICES – TYPES AND USES, Application of sugar cookery in sweets and in baking- Effects of heat on food-Beverages(non- alcoholic) – types- uses- and preparation methods- Offal- game- Appetizers- cold cuts-Rechaufé and its effects- HACCP,	45	3

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Semester- I, Paper –II, Total Marks:70

MHM-102- Management of Food and Beverage Service (Theory)

UNIT	CONTENT	NO OF HOURS	CREDIT
Unit- 1	SELECTION OF DESIGNER WARE EQUIPMENT FOR RESTAURANT&BAR SERVICE Modern designer flatware / glassware / hollowware - Redesigning the service area - Menu designing -Kitchen designing	45	3
Unit – 2	IISTANDARDIZING THE RESTAURANT AND BAR SERVICE Training program for all restaurant / bar staff -Service standard for food & beverage service-The procedure to control and monitor the service standard-The guest feedback on service standard	45	3
Unit- 3	IVFUNDAMENTAL OF SUPERVISION IN RESTAURANT AND BAR Leadership -Autocratic leadership -Bureau critic leadership- Democratic leadership - Recruitment and selection -Orientation and training -Evaluation	45	3
Unit- 4	THE CIGAR AND CIGARETTE WORLD The cultivation of tobacco and region producing tobacco- Processing the tobacco leaf -Rolling and storage of cigar -Service of cigar - International brands name of cigar cigarette	45	3

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Semester- I, Paper –III, Total Marks:70

MHM-103- Introduction to Tourism Aviation, Hospitality Industry (Theory)

UNIT	CONTENT	NO OF HOURS	CREDIT
Unit- 1	Introduction to tourism industry – Travel agency – History – Operation/Functions – Types. Tour Operators – Functions – Types. Accommodation Industry- Types – Classification – Supplementary – Souvenir Industry & Shopping.	45	3
Unit – 2	AIR TRANSPORTATION INDUSTRY International Organizations - ICAO- IATA- Evolution of Hub & Spokes- Carrier Codes- facilities to the passengers- procedure at airport: - policies- practices and rules.	45	3
Unit- 3	Classification & Categorization of Hotels - Hotel Ownership. A brief account of Commercial Hotels- Residential Hotels- Resort Hotels- Airport hotels- Bed & Breakfast Hotels- Convention hotels- Casino Hotels- Motels. Emerging trends in Accommodation - Time-share- Condominium-Home Stays- Tree Huts- Houseboats- Capsule hotel. Major Hotel chains in India. – FHRAI.	45	3
Unit- 4	Definitions: Hospitality and Hotel. - Link between Hospitality and Travel and Tourism industry: Travelers at rest- Home away from Home - Hospitality culture- Athithi Devo Bhavah, Expectations of the guest	45	3

B. Voc. Hospitality Management
Semester- I, Paper –IV, Total Marks:70
MHM-104- Human Resource Management (Theory)

UNIT	CONTENT	NO OF HOURS	CREDIT
Unit- 1	<p>INTRODUCTION TO HUMAN RESOURCE MANAGEMENT</p> <p>Human resource management -Strategies management approach to human resource management- Equal employment opportunity: Legal aspects of human resource management -Global human resource management.</p>	15	1
Unit – 2	<p>ACQUIRING HUMAN RESOURCES</p> <p>Human resource planning and alignment- Job analysis and design- Recruitment – Selection.</p>	15	1
Unit- 3	<p>REWARDING HUMAN RESOURCES</p> <p>Appraising and managing performance- Compensation: An interview- Compensation: Issue and policies- Administering benefits and services.</p>	60	4
Unit- 4	<p>DEVELOPING HUMAN RESOURCES</p> <p>Training and development-Career planning and development -Labor management relation-Labor relations and collective bargaining - Employee rights and justice.</p>	30	2
Unit- 5	<p>PROTECTING HUMAN RESOURCES</p> <p>Promoting safety and health - Financial services- Social and recreation programs-Discrimination and partiality - Human Resource Development.</p>	15	1
Unit- 6	<p>Safety and Security- Fire prevention and control, Accident prevention, Security measures Health, First Aid, Emergency procedures, special consideration in rooms and public areas for physically handicapped guests</p>	45	3

M. Voc. Hospitality Management

Semester- I, Paper –II, Total Marks: 30

MHM/P (101)- Advanced Management of Food Production

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Method of Cooking Boiling, Poaching, Steaming, Braising, Blanching.	65	4
2	Baking – Cake & pastry Making, Types of flour and Bread making		
3	Sugar and Sweets Preparation bakery & Confectionary.		
5	Basics skills/ practice of Cooking and Important cooking utensils.		

Practical shall include learning in the industry and on job training in various departments.

M. Voc. Hospitality Management

Semester- I, Paper –II, Total Marks: 30

MHM/-102- Advanced Management of Food & Beverage Service

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Beverage Control and Service of Bottled canned beer, Draught beer	65	4
2	Service of Spirits (Whisky, Vodka, Rum, Gin, Brandy, Tequila)		
3	Service of Liqueurs		
5	Basics skills/ practice of Mixology and Service of Cocktails and Mocktails,		

Suggested Reading:

Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS

Food & Beverage Service Management – Brian Varghes

Food & beverage Service Training Manual – Sudhir Andrews, Tata Mc Graw Hill. Food & Beverage Service Lillicrap & Cousins, ELBS

Introduction F & B Service- Brown, Heppner & Deegan

Menu Planning- Jaksa Kivela, Hospitality Press

Modern Restaurant Service- John Fuller, Hutchinson

Professional Food & Beverage Service Management – Brian Varghese

The Restaurant (From Concept to Operation)

The Waiter Handbook By Grahm Brown, Publisher: Global Books & Subscription Services New Delhi.

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Semester- I, Total Marks: 30

MHM/-103- On Job Training-I

S.N.	CONTENT	NO OF HOURS	CREDIT
1	During OJT student have to maintain a book on daily basis indicating activities performed during the day which shall also be countersigned by Supervisor/Teacher of student	70	5

Suggested Readings:

Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill

Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA

Front Office – Operations and management – Ahmed Ismail (Thomson Delmar).

Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.

Front Office Operations – Colin Dix & Chris Baird.

Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers

Managing Front Office Operations By Kasvan & Brooks

Principal of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum

Check in Check out – Jerome Vallen

Hotel Front Office Management, 4th Edition by James Socrates Bardi; Wiley Internatioanl

M. Voc. Hospitality Management

Semester- I, Total Marks: 30

MHM/104- On Job Training-II

S.N.	CONTENT	NO OF HOURS	CREDIT
1	During OJT student have to maintain a book on daily basis indicating activities performed during the day which shall also be countersigned by Industry Supervisor/Teacher of student	70	5

Suggested Readings:

Hotel and Catering Studies – Ursula Jones

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS).

Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill.

Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press.

House Keeping Management – Matt A. Casado; Wiley Publications

Housekeeping and Front Office – Jones

Housekeeping Management by A.K. Bhatiya.

Key of House Keeping by Dr. Lal

Commercial Housekeeping & Maintenance – Stanley Thornes

Management of Hotel & Motel Security (Occupational Safety and Health) By H. Burstein,

Managing Housekeeping custodial Operation – Edwin B. Feldman

Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke

Professional Management of Housekeeping Operations (II) Edn.) – Rohert J. Martin & Thomas

M.Voc. Hospitality Management

Semester- II, Paper –I, Total Marks: 70

MHM-201- Management of Front Office Operations (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	Individual guest behavior Model of guest behavior - Purchase stimuli The guest search problems - Purchase decision Purchase output - External free	45
Unit – 2	Types of meeting - Role of civil and government organization - Where meeting are held - Meeting planning process - Meeting industry career	45
Unit- 3	What is franchising? - History of franchising - Product or trade – Name franchising - Business format franchising - How franchising works - Initial investment – franchise regulation -Owning a franchise - Advantage – disadvantage - Advantage & disadvantage for franchise - Franchising issues	45
Unit- 4	CLUB MANAGEMENT & HOTEL MANAGEMENT COMPANIES: Background of club - Types of club - Club ownership - Club organization - Club operation Why management companies exist - The evolution of management companies - Management contracts	45

M.Voc. Hospitality Management

Semester- II, Paper –II, Total Marks: 70

MHM-202- International Marketing in the Hospitality Industry (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	INTRODUCTION The scope and challenge of international marketing - The dynamic environment of international leader - Cultural environment of global markets - History & geography: the foundations of cultural understanding - Cultural dynamics in assessing global marketing. The international legal environment playing by the rules.	45
Unit – 2	ASSESING GLOBAL MARKET OPPURTUNITIES The political environment: A critical concern - Developing a global vision through marketing research - Emerging markets - Multinational market regions & market groups.	45
Unit- 3	DEVELOPING GLOBAL MARKETING STRATEGIES Global marketing management: planning & organization - Products & services for consumers. Products & service for businesses - International marketing channels - Exporting & logistics: special issues for business - Integrated marketing communications & international advertising. Personal selling & sales management - Pricing for international markets.	45
Unit- 4	IMPLEMENTING GLOBAL MARKETING STRATEGIES Negotiating with international customers, partners and regulators - Internationalizing the hotel. Market research (Guest analysis - Competing analysis Forecasting demand -Research sources	45

M. Voc. Hospitality Management

Semester- II, Paper –III, Total Marks: 70

MHM-203- Management Information System (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	INFORMATION FOR DECISION MAKING Decision Making, Conceptual Foundation of Information Management	45
Unit – 2	SYSTEM DEVELOPMENT Overview of system Analysis and Design, System Development Life Cycle, Designing on Line & Distributed Environment-Design Consideration, Implementation and control of projects	45
Unit- 3	COMPUTER NETWORKS AND DATA COMMUNICATIONS Trends in Information Technology-Hardware, Software, Data Communication Concepts -Computer Networks	45
Unit- 4	SOCIO-LEGAL ASPECTS OF COMPUTERISATION Social Dimensions of Computerization, Computer Viruses, Legal Dimensions of Computerization	45

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Semester- II, Paper –IV, Total Marks: 70

HM-204- Sales Management (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	SALES MANAGEMENT FUNCTION Introduction to Sales Management - Personal Selling - Sales Process - Computer Application in Sales Management	45
Unit – 2	SELLING SKILLS Communication Skills - Sales Presentation - Negotiation Skills -Retail Communication: Sales Display	45
Unit- 3	CHANNEL OF DISTRIBUTION Sales force – Types - Channel of distribution - Function of distribution - Channel intermediaries	45
Unit- 4	PLANNING AND CONTROL OF THE SALE EFFORT Sales Planning - Sales Organization - Sales Forecasting and Sales Quotas - Sales Budgeting and Control	45

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Semester- II, Total Marks: 30

MHM/P-201- Management of Front Office Operation-

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Introduction of Fuels	65	4
2	Knowledge of pre-preparation techniques		
3	Knowledge of various cooking methods		
4	Preparation of Indian dishes (Three course Indian menu for lunch & dinner.		

Suggested Readings:

Art of Indian Cookery, Rocky Mohan, Roli Prased Cooking with Masters, J. Inder Singh Kalra, Allied

Modern cookery (Vol- I) For Teaching & Trade, Philip E. Thangam, Orient Longman Larousse
Grastonomique- Cookery Encyclopedia, Paul Hamlyn

The Complete Guide to the Art of Modern Cookery, Escoffier

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Semester- II, Total Marks: 30

MHM/P-202- INTERNATIONAL MARKETING IN THE HOSPITALITY

INDUSTRY-On Job Practical Training- III

S.N.	CONTENT	NO OF HOURS	CREDIT
1	ON JOB TRAINING- During OJT student have to maintain a book on daily basis indicating activities performed during the day which shall also be countersigned by teacher/ supervisor of student	70	5

Suggested Readings:

Front Office Training manual – Sudhir Andrews. Publisher Tata Mac Graw Hill

Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA

Font Office – operations and management – Ahmed Ismail (Thomson Delmar).

Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.

Front Office Operations – Dix & Chris barid.

Front Office Operations Management- S.K Bhatnagar, Publisher: Frank Brothers

Managing Front Office Operations By Kasavana & Brooks

Principles of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum.

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Semester- II, Total Marks: 30

MHM/P-203- MANAGEMENT INFORMATION SYSTEM - On Job Training

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Introduction to Management Information Systems Role of information systems in decision-making	65	4
2	Business Processes and Information Systems Understanding business processes and their components		
3	Information Technology Infrastructure Hardware and software components of an information system		
4	Networks and telecommunications Cloud computing and virtualization Information security and privacy		

During studies/Practical students will have to learn about any one of the MIS (OPERA/FEDELIO/ /GELILIO/IDS) available either in premises or any nearby hotel/travel industry.

Text & References:

Text:

Management Information Systems, Effy OZ, Thomson Leaning/Vikas Publications

Management Information Systems, James A. O'Brein, Tata McGraw-Hill

References:

Management Information System, W.S Jawadekar, Tata Mc Graw Hill Publication.

Management Information System, David Kroenke, Tata Mc Graw Hill Publication.

MIS: Management Perspective, D.P. Goyal, Macmillan Business Books.

MIS and Corporate Communications, Raj K. Wadwha, Jimmy Dawar, P. Bhaskara Rao, Kanishka Publishers.

MIS: Managing the digital firm, Kenneth C. Landon, Jane P. Landon, Pearson Education.

M.Voc. Hospitality Management

Semester- II, Total Marks: 30

MHM-204- SALES MANAGEMENT -On Job Practical Training-IV

S.N.	CONTENT	NO OF HOURS	CREDIT
1	ON JOB TRAINING- During OJT student have to maintain a book on daily basis indicating activities performed during the day which shall also be countersigned by teacher/ supervisor of student	70	5

Suggested Readings:

Hotel and Catering Studies – Ursual Jones

Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS)

Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill

Hotel Housekeeping – Operations & Management: G. Raghubalan, Oxford University Press

House Craft – Valerie Paul

House Keeping Management by Dr. D.K. Agarwal

Housekeeping and Front Office – Jones

In House Management by A.K. Bhatiya

Key of House Keeping by Dr. Lal

M. Voc. Hospitality Management
Semester-III, Paper –I, Total Marks: 70
MHM-301- Tourism Marketing Management (Theory)

UNIT	CONTENT	NO OF HOURS
Unit- 1	<p>INTRODUCTION TO TRAVEL AND TOURISM</p> <p>Tourism- meaning and definition, Significance of tourism, Tourism Industry-constituents, five ‘A’ of tourism, forms and types, purpose of tourism and travel motivators Definition- Accommodation, food and beverage, Attractions.</p>	10
Unit - 2	<p>MEDIA AND OTHER SERVICE IN TOURISM MARKETING:</p> <p>Telecommunications, Essential services, Transport –air-road-rail-water, air transport in India, Security of aircraft and passengers, International Air Travel Classes, Transport as an attraction</p>	10
Unit- 3	<p>MARKETING MIX IN TERMS OF TOURISM:</p> <p>Introduction – Meaning of Marketing Mix – Significance of Marketing Mix in terms of Tourism Promotion – The linkage with regard to International Organizations – Government Organization in India – Private Organization and Non-governmental organization</p>	10
Unit- 4	<p>THE TRAVEL AGENTS The Travel Agent, Travel Agencies- Types-Functions-source of income, setting -up a Travel Agency.</p>	15
Unit- 5	<p>TOURIST OPERATORS</p> <p>The Tour operator-Types, Package Tours-Types Guides and Escorts Tourist Organization-Need for Tourism Organizations</p>	15
Unit- 6	<p>TOURISM-REGULATIONS</p> <p>Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas Customs Regulations, Emigrations and Immigrations, Taxes Paid by Travelers, Travel Insurances</p>	15

Unit- 7	<p>AND IMPACT OF TOURISM</p> <p>Economic Impacts, the Multiplier Effect, Environmental Impact, Socio-cultural Impact, Demonstration Effect, Political Impact of tourism.</p>	15
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M. Voc. Hospitality Management
Semester- III, Total Marks: 30
MHM/P-301- Tourism Marketing Management

S.N.	CONTENT	NO OF HOURS	CREDIT
1	Survey of scope of tourism	270	18
2	Practical exercises in developing marketing campaigns		
3	Developing tourism marketing plan		
4	Digital marketing tools and platforms		

References

1. *tourism". Oxford English Dictionary (Online ed.). Oxford University Press. (Subscription or participating institution membership required.)*
2. *Jump up to:^{a b} "UNWTO technical manual: Collection of Tourism Expenditure Statistics" (PDF). World Tourism Organization. 1995. p. 10. Archived from the original (PDF) on 22 September 2010. Retrieved 26 March 2009.*
3. *"International tourism challenged by deteriorating global economy" (PDF). UNWTO World Tourism Barometer. 7 (1). January 2009. Archived from the original (PDF) on 17 October 2013. Retrieved 17 November 2011.*
4. *"UNWTO World Tourism Barometer Interim Update" (PDF). UNWTO World Tourism Barometer. August 2010. Archived from the original (PDF) on 17 October 2013. Retrieved 17 November 2011.*
5. *"International Tourist Numbers Could Fall 60-80% in 2020". www.unwto.org. Retrieved 16 September 2020.*
6. *Jump up to:^{a b} UNWTO Tourism Highlights: 2017 Edition. World Tourism Organization (UNWTO). 1 July 2017. doi:10.18111/9789284419029. ISBN 978-92-844-1902-9.*

7. "UNWTO World Tourism Barometer" (PDF). UNWTO World Tourism Barometer. 11 (1). January 2013. Archived from the original (PDF) on 28 February 2013. Retrieved 9 April 2013.
8. "China – the new number one tourism source market in the world". World Tourism Organization. 4 April 2013. Archived from the original on 8 April 2013. Retrieved 9 April 2013.
9. Lenzen, Manfred; Sun, Ya-Yen; Faturay, Futu; Ting, Yuan-Peng; Geschke, Arne; Malik, Arunima (7 May 2018). "The carbon footprint of global tourism". *Nature Climate Change*. Springer Nature Limited. 8 (6): 522–528. *Bibcode*:2018NatCC...8..522L. *doi*:10.1038/s41558-018-0141-x. *ISSN* 1758-6798. *S2CID* 90810502. [...] between 2009 and 2013, tourism's global carbon footprint has increased from 3.9 to 4.5 GtCO₂e, four times more than previously estimated, accounting for about 8% of global greenhouse gas emissions. Transport, shopping and food are significant contributors. The majority of this footprint is exerted by and in high-income countries.
10. Tourism and the Sustainable Development Goals – Journey to 2030, Highlights. World Tourism Organization (UNWTO). 18 December 2017. *doi*:10.18111/9789284419340. *ISBN* 978-92-844-1934-0.
11. "Tourism & Sustainable Development Goals – Tourism for SDGs". Retrieved 10 January 2021.
12. Griffiths, Ralph; Griffiths, G.E. (1772). "Pennant's Tour in Scotland in 1769". *The Monthly Review, Or, Literary Journal*. 46: 150. Retrieved 23 December 2011.
13. Harper, Douglas. "tour (n.)". *Online Etymology Dictionary*. Retrieved 23 December 2011.
14. "tourism". *Oxford English Dictionary* (Online ed.). Oxford University Press. (Subscription or participating institution membership required.)
15. "Online Etymology Dictionary". *etymonline.com*. Retrieved 2 June 2016.
16. Theobald, William F. (1998). Global Tourism (2nd ed.). Oxford [England]: Butterworth–Heinemann. pp. 6–7. *ISBN* 978-0-7506-4022-0. *OCLC* 40330075.
17. Hunziker, W; Krapf, K (1942). Grundriß Der Allgemeinen Fremdenverkehrslehre (in German). Zurich: Polygr. Verl. *OCLC* 180109383.

18. *Spode, Hasso (1998). "Geschichte der Tourismuswissenschaft". In Haedrich, Günther (ed.). Tourismus-management: Tourismus-marketing Und Fremdenverkehrsplanung (in German). Berlin: [u.a.] de Gruyter. ISBN 978-3-11-015185-5. OCLC 243881885.*
19. *Beaver, Allan (2002). A Dictionary of Travel and Tourism Terminology. Wallingford: CAB International. p. 313. ISBN 978-0-85199-582-3. OCLC 301675778.*
20. *International Association of Scientific Experts in Tourism. "The Aiest, its character and aims". Archived from the original on 26 November 2011. Retrieved 29 March 2008.*

M. Voc. Hospitality Management
Semester- IV, Paper –I, Total Marks: 100
(HM-401- Industrial specific Project Work
(Viva-Voce examination)

Students will prepare a project report on the basis of work done in the industry in the relevant specific area they are working, which will be evaluated by Viva-Voce examination in the end semester.

UNIT	CONTENT	NO OF HOURS
Unit- 1	1. Review of Related Literatures 2. Objectives 3. Defining research problem and formulation of Title and design for the study. 4. Methods and techniques of data collection - Sampling and sampling designs - Attitude measurement and scales. 5. Data processing - Statistical analysis and interpretation of data 6. Model building and decision making 7. Discussion 8. Findings/result 9. Conclusion 10. References 11. Project writing and presentation 12. Presentation of Project and submission(Viva-Voce)	75

Suggested Readings:

TEXT BOOKS:

C.R. Kothari, Research Methodology – Himayala Publication, 2009.

Uma Sekaran, Research Methodology, John Willey, 2012.

Donald R. Cooper and Pamela S. Schindler, business Research Methods, 9TH edition, Tata Mcgraw Hill, 2006.

Front office operations by colin Dix & Chirs Baird Hotel front office management by James Bardi

Management front office operations by Kasavana & Books Front office training manual by Sudhir Andrews

Managerial accounting and hospitality accounting by Raymond S Schmidgall Managing computers in hospitality industry by Michael Kasavana and Cahell Principal of Hotel Front Office Operations, Sue Baker & Jeremy Huyton, Continuum.

REFERENCE BOOKS:

William G.Zikmund, Business Research Methods, 7th Edition, Tata Mc Graw Hill, 2009.

Dr. Tripathi, P.C, Research Methodology, 1st Edition, Prentice Hall Inc., 2009.

Garg, B.L. Karadia, R.Agarwal, &F.Agarwal, U.K 2002. An introduction to research methodology, RBSA Publishers

Kothari, K.C., Research Methodology, 2nd Edition, New Age Publication, 2009.

ONLINE MATERIALS & WEBLINKS:

https://iaear.weebly.com/uploads/2/6/2/5/26257106/research_methods_entiree_book_umasekaram-pdf-130527124352-phpapp02.pdf

<https://bivashvlog.com/research-methodology-ebooks-for-free-download-10-ebooks/>

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Text Books:

Partho Pratim Seal;Computers in Hotels: Concepts and Applications; OUP India, 2013.

Peter O'Connor; Using Computers in Hospitality; Cengage Learning EMEA, 2004

Rajat Gupta and Nishant Singh- Hospitality and Tourism- Vikas Publishing House- 2015 1st edition.

Sudhir Andrews- Tourism and Hospitality Industry- Tata Mcgraw hill Publications- 2007 1st

edition.

Parvinder S Bali – Quantity Food Production Operations and Indian Cuisine - Oxford University Press (2012)

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R. Singaravelavan, Food and Beverage service, Second Edition, Oxford University Press, 2016.

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Thangam E Philip, Modern Cookery - Volume II, Fifth Edition, Orient Blackswan Private Limited (2003)

Victor Ceserani, Practical Cookery, Eleventh Edition, Hodder Education. (2012)

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Reference Books:

Dinesh Maidasani; Learning Computer Fundamentals, Ms Office and Internet & Web Tech; Firewall Media, 2005.

Dr. S.S. Srivastava; MS-Office; Firewall Media, 2008.

Sampad Kumar Swain- Tourism Principles and Practices- Oxford Publications- 2012 1st edition.

Sunetra Roday- Tourism operations and management- Oxford Publications- 2009 1st edition.

Manjula chaudhary- Tourism Marketing- Oxford Publications- 2010 1st edition.

Sari Edelstien – Food, Cuisine and cultural competency for Culinary, Hospitality and Nutrition professional – Jones and Bartlett Publishers. (2011)

John Wiley – Larousse on Cooking – Houghton Mifflin Publishers.

Sudhir Andrews, Food and Beverage service a Training Manual, Third Edition, Mcgraw Hill Education(India) Private ltd, 2013.

Dr.Jagmohan Negi, Food and Beverage Service Operations, First Edition, S.Chand & Company Private Limited, 2013.

Bobby George, Food and Beverage Service, First Edition, Jaico Publishing House, 2005.

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Hamyln, Complete Italian Cooking, Twickenham. (2000)

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