

INTEGRATED MBA HOSPITALITY TRAVEL AND TOURISM

SYLLABUS

SYLLABI OF CORE COURSES IN THE AREA OF HOSPITALITY

FOOD & BEVERAGE SERVICE 1: (4 Credits)

Objective:

Understand the development of the food service industry in India and to classify the food service sectors with examples and appreciate the features in each sector, To identify various types of Restaurant and understand their features. Appreciate, know the organisation and duties and responsibilities of Food & beverage Personnel. To categorize the food service equipments, understand its uses and its maintenance. To identify the styles of service and suggest service styles for an outlet, To know the sequence of French Classical menu and design an a la carte menu and To be able to lay covers and identify accompaniments for select dishes.

Contents:

Food Service Industry: Development of food service industry in India, Classify the food service sectors with examples, features of each sector, Types of restaurants and its features, Employment opportunities

F&B Department: Importance of the F&B department, functions, Organization, F&B Staff of a Hotel, Intra and Inter department coordination, Qualities required for staff

Food service equipment: Classification, types of furniture, sizes, Various kinds of Linen & specification, Types of cutlery, crockery & glassware its uses, purchase considerations, storage.

Ancillary Sections: Stillroom, silver room, washup, Hotplate, Pantry, Linen store, dispense bar, Understand the location, function, equipment used and importance of each ancillary section.

Styles of Food Service : Waiter service, self service & assisted service. Features of each group & methods, advantages and limitations of each service, suggest suitable styles for an F&B outlet, factors influencing the styles)

Menu Knowledge & Planning: Origin, types of Menus, French Classical menu, A la Carte sequence.

Cover and Accompaniments for selected dishes

Pedagogy: With the help of Case studies, presentations making students understand the types and sectors of food & beverage service. Group discussions to familiarize students with the concept of restaurant preparation procedure and social skills.

Minimum depth coverage will be at the level of the following books:

1. Food and Beverage Service, Singaravelavan, Oxford.

2. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Eight Edition.
3. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.
4. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House

FOOD & BEVERAGE SERVICE PRACTICALS 1 (4 Credits)

Objective:

At the end of the course the student will be able to

Identify equipments and understand its uses, capacity and storage, Fold napkins in various ways to enhance table setups, Comprehend the service procedure followed in a la carte and table d hote lunch and dinner and Gain insight into the flow of activities in a restaurant .

Contents:

Appraising restaurant equipments, Categorize the food service equipments with examples, identify the cutlery, crockery, glassware, know their sizes & uses.

Learn the art of folding Napkins

Understand the points to be observed while Laying and relaying of table cloth

Activities involved in Mise en place and Mise en scene

Setting up sideboard

Handling of cutlery, crockery, glassware, Service gears, Trays.

Handling Restaurant reservations, Greeting & Seating the Guest.

Planning of a 4-5 course menu and preparing the table set up accordingly.

Service procedures of Table d hote and al la carte orders. Rules to be observed while waiting at the table.

Clearance and Crumbing of a table after maincourse

Order taking of Food (appetizers, main course & desserts)

Presenting and settling of bills and seeing off the guest

Rota Service

Pedagogy: Role play, practical involving demonstration and practice of aspects of food & service.

Minimum depth coverage will be at the level of the following books:

1. Edgar D'souza, Food & Beverage, a practical guide, Rupa Publications
2. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Eight Edition.

FOOD & BEVERAGE SERVICE 2 (4 Credits)

Objective:

At the end of the course the student will be able to:

Classify beverages and gain an insight into the production of various alcoholic and non alcoholic beverages and understand the service procedures. Classify wines, understand the viticulture and vinification process, pair wines with foods, suggest wines for various types of dishes and know how to prepare a wine list

Contents:

Non Alcoholic Beverages (Classification, production, service)

Alcoholic Beverages (Classification, Production, Proof, Alcoholic strengths)

Wine (Classification, Faults in wine, Wine tasting, Characteristics)

Winemaking : Methods of making still wine, various methods of making Sparking wine, understand method champenoise, Styles of champagnes, terms used on champagne labels to identify various types of producers, List brand names.

Fortified Wines (Sherry, Port, Madeira, Marsala, Malaga): Define and give examples, gain insight into the production methods, types & service of fortified wines.

Vermouth & Bitters: Production, styles, brands, service

Wines of France :Wine laws, Wine producing regions, understand wine labels , Brands.

Wine Regions of the world (Italy, Germany, Spain, Portugal, USA, Australia, India)

Food and Wine: Guidelines for pairing wine & food, problem dishes, Wine list

Fermented Beverages: Beer (Ingredients, Production, Classification, Faults, storage, Brands), Cider & Perry

Whisky, Brandy, Gin, Rum, Vodka, Tequila & Other spirits (Intro, Production, Categories, Brand names, service)

Liqueurs (Production, Types – flavour, colour, base, origin)

Pedagogy: Case studies, Group discussions, Field Trip and Presentations on production, service of different types of alcoholic beverages.

Minimum depth coverage will be at the level of the following books:

1. Food and Beverage Service, Singaravelavan, Oxford
2. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Eight Edition.
3. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.

FOOD & BEVERAGE SERVICE PRACTICALS 2 (2 Credits)

Objective:

By the end of the course the student will be able to perform service of alcoholic and non-alcoholic beverages using standard operating procedures been followed in hospitality outlets. They will also be able to plan menus and suggest wines to pair along with the meal ordered.

Contents:

Order taking- Aperitifs, Spirits, wines, Appetizers, Main Course, Desserts. Suggestive Selling & Up selling techniques.

Service of tobacco: Standard operating procedures for service of Cigar & Cigarettes.

Service of non alcoholic beverages such as tea, coffee, water, aerated beverages etc

Opening a wine bottle and Service of Red Wines and White wines. Opening & Service of sparkling Wines

Service Procedures of Beer, Whisky, Brandy, Gin, Vodka, Rum, Tequila with mixers and service of Liqueurs. Ordertaking of Alcoholic beverages and service on a table.

Service temperatures of various beverages

Guidelines for pairing wine and food, traditional methods of paring wines and food, understand the factors influencing wine and food paring, suggest wines for various types of dishes.

Planning of menus and suggest accompanying wines

Pedagogy: Practicals on ordertaking & service of beverages. Preparing menus with appropriate wines. Suggesting appropriate wines with foods ordered.

Minimum depth coverage will be at the level of the following books:

1. Edgar D'Souza, Food & Beverage a practical guide, Rupa Publications.
2. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Eight Edition.
3. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.

FOOD & BEVERAGE SERVICE 3- (4 Credits)

Objectives:

At the end of the course the student will be able to comprehend Gueridon service, Perform Room Service operations, Bar Operations, Banquet Operations & Function Catering, Lounge Service Operations and Setting up of breakfast , brunch & buffet teas including staffing for areas and set ups.

Content:

Classify breakfast and plan the breakfast menus for Continental, American, English and Indian breakfast. Set up breakfast buffet

Understand what brunch is and suggest dishes for brunch

Full afternoon and high tea menus, their covers and service procedure

Setting up of buffet tea and assigning work to the staff

Room service organisation, Room service Ordertaking, Service sequence in Room Service

Gueridon service procedures: identify the equipments used on the trolley, select the dishes for gueridon service, handling of food on the trolley, understand the food preparation techniques in gueridon service.

Understand tobacco curing process, differentiate between and understand the composition of Cigar & cigarettes, Storage and service of Cigars and Cigarettes

Understand the parts of a bar and its functions, procedures involved in bar operations

Appreciate various control methods and procedures in bar operations, identify possible frauds that may occur in the bar.

Function catering: types of functions, equipment and facilities planning, calculate the area requirements for various types of table plans

Banquet Organisation, service procedures during formal & informal functions

Execution of outdoor catering functions

Pedagogy: Role Play, Presentations.

Minimum depth coverage will be at the level of the following books:

1. Food and Beverage Service, Singaravelavan, Oxford
2. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Eight Edition.
3. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.

FOOD & BEVERAGE PRACTICAL 3 : (2 Credits)

Objectives:

At the end of the course the student will be able to perform the practical aspects of Room Service operations, Mixology procedures and setting up Banquet rooms for various functions

Content:

Understand the various methods of making cocktails and mocktails, identify the bar stock required. Prepare cocktails made from various spirits.

Understand the components of cocktail and develop new cocktails & mocktails

Room Service Operations practicals, take order of room service and set up a room service tray & trolley accordingly, know the order delivery procedure.

Know the order delivery procedure, sequence of room service, settlement of bills.

Control mini bar stock, stacking up of a mini bar

Prepare flambéing dishes in front of the guest. Recipes such as banana flambé.

Set up banquet room for various functions, staff requirement calculations, service procedures for formal & informal functions, prepare seating plans, appreciate function menus

Pedagogy: Practical demo and practice by all students the correct procedure of preparation and service of cocktails, room service trays and trolley setups, Banquet room set ups.

Minimum depth coverage will be at the level of the following books:

1. Edgar D'Souza, Food & Beverage a practical guide, Rupa Publications
2. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Eight Edition.

FOOD AND BEVERAGE MANAGEMENT : (4 Credits)

Objective:

At the end of the course the student will have ability to perform supervisory functions in food service operations, set up a new restaurant and Identify the control process throughout the food and beverage control cycle

Contents:

Consider the various aspects for menu planning and compile a la carte and table d hotel menus, Understand how menu works as a sales tool, Understand the concept of Menu Engineering

Appreciate the importance of checking systems in the food service operations, prepare bills and the restaurant sales summary

Deal with various situations in the dining area (spillage, lost property, illness, Alcohol over consumption, Lost children, Unsatisfactory appearance, accidents, dealing with suspicious items, bomb threat, guest with special needs

Perform Supervisory functions in food service operations

Understand the importance of customer relations and how to develop customer relationships

Perform feasibility study, project planning, facility planning, envisage equipment requirement, man power planning for setting up a new restaurant

Identify the control process throughout the food and beverage control cycle. Identify thefts, frauds, pilferages and areas of control in Purchase, Receiving, Stores, Issuing, Production & Service.

Pedagogy: Discussions and exercises on menu planning, supervisory functions and control procedures.

Minimum depth coverage will be at the level of the following books:

1. Food and Beverage Service, R. Singaravelan, Oxford.
2. Sudhir Andrews, Textbook of Food & Beverage Management, Tata McGraw Hill.
3. Food & Beverage Management , John Cousins & David Coskett, Pearson Education.

FOOD PRODUCTION 1(4 Credits)

Objective:

At the end of the subject, student will have the ability to gain an insight into the organisation of a Professional kitchen, Identify ingredients, the basic methods of cooking, and their application.

Contents:

Organisation of a Professional kitchen,culinary history, career opportunities.

Guidelines and requirements of personal hygiene and food safety standards, avoiding food contamination, uniform and protective clothing.

Usage of knives, hand tools, heavy equipment in the kitchen, setting up of a workstation, safety procedures in handling of equipment.

Vegetables-classification of vegetables, pigment and colour changes, effect of different cooking methods on vegetables, controlling changes in texture, flavor, nutrient loss, cuts of vegetables. Classical dishes made using vegetables. Classification, uses of fruits in cooking, usage of processed fruits.

Meats-Physical and chemical characteristics of meat, cuts of Chicken,Beef, Pork, Lamb, how to arrive at final yield after processing meats.Eggs-Structure, classification and grading of eggs, selection, storage and uses of eggs in food.Usage of seeds, nuts and spices in food,Cereals and their usage in food. Flours, pasta, breakfast cereals,rice products, selection of cereals and pulses.Dairy products- production, varieties and usage of milk, cream, butter, ghee, cheese, curd. Application of cooking methods- blanching, poaching,boiling steaming, stewing, braising, roasting, grilling, sautéing, frying.Mother sauces and their derivatives- Bechamel, Hollandaise, Mayonnaise, Tomato sauce, Brown sauce, Veloute.

Pedagogy:Presentations, assignments, tests to check understanding.

Minimum depth coverage will be at the level of the following books:

1. Thangam E. Philip, Modern cookery,Orient Blackswan Private Limited,Fourth Edition, Vol.1
2. Modern cookery, Vol.2Thangam E. Philip, Orient Blackswan
3. Food Production Operations, P.Bali,Oxford

FOOD PRODUCTION PRACTICAL 1 (3 Credits)

Objective:

The student will have the ability to:

Apply basic techniques and cooking methods of food production, have the ability to select ingredients and differentiate products based on quality .

Contents:

Basic Preparation techniques- cuts of vegetables(Jardiniere,Brunoise, Julienne, Paysanne,Macedoine,Chiffonade) Cuts of chicken, fillet of fish,Methods of cooking (Blanching, boiling, sautéing, grilling, roasting, frying),Cuts of vegetables(Jardinere,Brunoise, Julienne, Paysanne,Macedoine,Chiffonade), cuts of chicken, fish, Stock preparations (Chicken stock, Fish stock , vegetable stock)Sauce preparation(Bechamel, Hollandaise, Mayonnaise, Tomato sauce)Soup preparation (Mushroom, chicken, green peas soup, Mulligatwany,Beetroot soup) Cooking methods and dishes made using Blanching, Poaching, Boiling, stewing, Braising, Roasting, Grilling, Sauteing, Frying.Menus to be prepared in the practical sessions: Potage St. Germain, Chicken Stroganoff, Spaghetti Aglio Oglio e Peperoncini, Fruit custard,Mulligatwany soup, Chicken Shahjahani, Subz Pulao, Gajar ka Halwa,chicken chowder, Poisson Colbert, Beurre maitre d'hotel, Crème caramel, Caldo verde,Fish curry, Beans foogath, Coconut pancakes, all dishes demonstrating the basic cooking methods, cooking techniques, and application of theory.

Pedagogy: Preparation of dishes using basic preparation techniques and methods of cooking.

Minimum depth coverage will be at the level of the following books:

1. Thangam E. Philip, Modern cookery,Orient Blackswan Private Limited,Fourth Edition, Vol.1
2. Modern cookery, Vol.2 Thangam E. Philip, Orient Blackswan
3. Food Production Operations, P.Bali,Oxford

FOOD PRODUCTION 2 (4 credits)

Objective:

At the end of the course the student will have the ability to understand the history and evolution of Indian cuisine, ingredients used in Indian food, the philosophy of Indian food, and be able to suggest dishes reflecting the diversity of Indian cuisine.

Contents:

Indian cuisine, philosophy of Indian food, concept of Ayurveda.

Influence of Greeks, Mughals, Mongolian and Chinese, Portuguese, British on Indian cuisine, regional and religious influences in Indian cuisine.

Cooking equipments used in Indian cuisine, techniques used in Indian cooking, blending of spices and ingredients in Indian cuisine, dry masalas, wet masalas, blending of spices and masalas, pastes and souring agents used in Indian cooking. Regional North Indian, South Indian Cuisine, East & West Indian Cuisine, regional variation in cuisine, speciality cuisine on festivals and occasions, seasonal availability of ingredients, staple diet, historical background, special ingredients used, use of thickening agents, souring agents, spicing agents, basic gravies and their importance in the set-up of an Indian kitchen, ingredients used, equipment used, spices, Indian breads, snacks and desserts.

Pedagogy: Presentations and Group discussions on types of Indian regional cuisines.

Minimum depth coverage will be at the level of the following books:

1. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition, Vol.1
2. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition, Vol.2
3. Quantity Food Production, and Indian cuisine, P.Bali, Oxford.

FOOD PRODUCTION PRACTICALS 2 (4 CREDITS)

Objective:

At the end of the course, the student will prepare food from different Indian Regional cuisines, compile menus and do food presentation. The student will become familiar with the work involved in preparing menus of Indian Regional cuisine.

Contents:

Basic gravies and masalas used in Indian cuisine: Onion Tomato masala, Korma Gravy, Makhani gravy, Brown gravy, Haryali gravy, Garam masala, Kebab masala, Paanch phoran, Rasam masala, Rasam powder, Sambhar powder, Recheado masala, Xacuti, Balchao, Vindaloo, Tandoori masala, Salan masala.

Food Production Menus based on Regional Cuisines of India: Punjab, Kerala, Bengali, Goan, Maharashtrian cuisine Jeera Pulao, Subz Pulao, Biryani, Raita, Yakhni Pulao, Missi Roti, Laccha paratha, Malabari Paratha, Naan, Kulcha, Pudina paratha, Cheese garlic naan, Tandoori Murgh, Paneer Makhani, Aloo Mutter, Butter chicken, Rajma Masala, Pindi chana, Chole Bhatore, Dal Makhani, Aloo Gobhi, Akuri, Dhansaak, Patrani Macchi, Salli Murgi, Tareli Macchi, Masala bhaat, Kolhapuri mutton curry, Xacuti, Cafreal, Prawn Balchao, Mutton vindaloo, Tambda Rassa, Pandhra Rassa, Bharleli vangi, Ambti, Varan, Misal pav, Jowar bhakri, Koshimbir, Panchamrut, Sabudana vada, Shrikhand poori, Puran poli, Sol kadhi, Bharleli bhendi, Basundi, Kadhi, Kand batata poha, Avial, Chicken Chettinad, Doodhi Pachadi, Nandan curry, Ishtu, Sambhar, Chutney, Idli, Aloo tikki, Pani puri, Kachori, Pakora, Moong dal vada, Bonda, Dhokla, Pav bhaji, Upma, Vada pav, Rasmalai, Gulab Jamun, Shahi tukda, Payasam.

Pedagogy: Practicals on Regional Cuisines of India, with emphasis on a set 4 course menu prepared within 3 hours.

Minimum depth coverage will be at the level of the following books:

1. Modern Cookery 1, Thangam Philip Publisher: Orient Blackswan
2. Modern Cookery 2, Thangam Philip Publisher: Orient Blackswan
3. Quantity Food Production Operations and Indian cuisine, P. Bali Publisher: Oxford

FOOD PRODUCTION 3 (4 credits)

Objective:

At the end of the course the student will get an insight into the functioning of a larder kitchen and its importance, recognize differentiate between international cuisines and suggest dishes based on a given theme and understand concepts related to Food production management.

Contents:

Layout and organisation of the larder section of the kitchen, including charcuterie, sandwiches and appetizers. Concept of charcuterie, smoking, curing, and preparation of charcuterie products, tools and equipment used for making sausages, components of charcuterie products- main meat, binders, sweeteners, seasoning agents, dry curing, wet curing, cold smoking, hot smoking, preservatives, forcemeats, types of sausages. Production and types of cold cuts from around the world.

Preparation, storage and service of sandwiches served in hotels, components of sandwiches, bread, spread, filling, garnish, cold sandwiches, hot sandwiches, grilled sandwiches, toasted sandwiches. Appetizers and dishes served in fine dining restaurants, identification and usage of herbs and wines in cooking, pairing of wine with food, International cuisines-Italian, Regions of Italy, special ingredients used, varieties of cheeses, pastas, popular dishes from Greek, Scandinavian, Spanish, Moroccan, Turkish, Oriental food. Production planning, scheduling, quality control, forecasting, budgeting, menu costing, yield management.

Pedagogy: Presentations and assignments on International Cuisines.

Minimum depth coverage will be at the level of the following books:

1. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition, Vol.1
2. Thangam E. Philip, Modern cookery, Vol.2
3. International cuisine and Food Production Management, P. Bali, Oxford.

FOOD PRODUCTION PRACTICALS 3 (4 CREDITS)

Objective:

At the end of the course the student will be able to prepare menus from international cuisines.

Prepare foods using techniques unique to Western, Middle eastern, European and Oriental cuisines

Contents:

Understand the usage of different types of ingredients pertaining to International cuisines. International Cuisine Menus pertaining to Italy, Greek, Spanish, French, Chinese, Japanese, Thai cuisines: Bruschetta, Penne Arabiatta, Calzone, Canneloni, Carbonara, Pollo Cacciatore, Pollo Parmigiana, Fettucine, Pesto, Insalata Cesare, Lasagna, Linguine, Panini, Pasta Primavera, Ravioli, Risotto, Spaghetti Bolognese, Tagliatelle al Ragu, Cassatta, Tiramisu, Semi freddo, Granita, Tzatziki, Souvlaki, Pita bread, Rosemary Onion focaccia, Hummus, Falafel, Grilled red snapper, Gyros, Spanakopitas, Pad thai, Chili garlic noodles, Satay, Nasi Goreng, Massaman curry, Tom Yum, Som thai, Pad thai, Kung pao chicken, Dim sum, Fajitas, Quesadilla, Tacos, Burritos. International Salads- Caesar Salad, Waldorf Salad, Greek salad, Panzanella, Watermelon feta salad, Pasta salad, Salade Nicoise, Insalata mista, Insalata Caprese, Watermelon feta salad, Salad Mimosa, Tuna Salad.

Croque Monsieur, Club sandwich, Burgers, Hot dogs, Tuna sandwich,

Pedagogy: Practical demonstrations and practice sessions on methods of preparing various International Cuisine Menus.

Minimum depth coverage will be at the level of the following books:

1. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition, Vol.1
2. Thangam E. Philip, Modern cookery, Vol.2
3. International cuisine and Food Production Management, P. Bali, Oxford.

BAKERY AND CONFECTIONERY: (4 CREDITS)

Objective:

At the end of the course, the student will have the ability to organise and set up a bakery and have the ability to use the basic knowledge of breads, cakes, pastries and desserts to organize production in a professional bakery

Content

Introduction to Bakery, Organisation of a Professional Bakery, Origins of baking, Hygiene in the bakery ,bakery hand tools and equipments, baking ingredients and their functions,steps involved in bread production,bread making methods-selection of method, fault identification in breads.Bread variations in different countries- Baguette, Brioche, Croissant, Danish pastries, Ciabatta, Focaccia, Grissini, Pugliese, Bread loaf.

Principles of sponge and cake making, Components of a cake and their importance,Icings , fillings used for cakes

Technique used in preparing pastry goods and importance of each with regard to the texture of the product.Types of pastries-Short crust pastry, Sweet dough laminated pastries techniques involved in making pastries.

Techniques used in making cakes and pastries including fault identification

Chocolate as an ingredient in cakes and desserts – types and techniques

Hot, Cold desserts,Puddings, soufflés, tarts and pies, pancakes, crepes,fruit based, custard and cream based desserts.

Pedagogy

Class presentations, Demonstrations and practice sessions.

Minimum depth coverage will be at the level of the following books:

- 1.Food Production Operations Parvinder Bali (Oxford)
- 2.International cuisine and Food Production Management, P. Bali, Oxford.
3. Thangam E. Philip, Modern cookery, Vol.2

FRONT OFFICE OPERATION 1 (4 Credits)

Objective:

At the end of the course the student will be able to:

Familiarise with the need for organisation in hotels, organisation of various departments, major departments of the hotel – their organisation and functioning, the front office department and its function areas, Sections and lay out of front office, Duties and responsibilities of the front office employees. Establish the basis of charging room tariff. Define meal plans offered by hotels and room tariff methodology. Explain the stages of a guest cycle and the role of front office in taking the guest through each of these stages. Types, modes, sources, systems of reservation and the importance of reservation.

Contents:

Introduction to the hospitality industry: The Hospitality Industry – Origin & Growth, Tourism Industry, Importance of Tourism, Industries related to Tourism, Evolution & Growth of Hotels, Hotel: Definition and core areas

Classification of Hotels: The need for classification, Classification of Hotels on the basis of Size, Location, Clientele, Duration of stay, level of service, ownership, Heritage Hotels & alternative accommodation

Hotel Tariff Plans, Types of Guest Rooms

Hotel Organization: Need, Vision, Mission, Organization Chart

Major Departments of a Hotel: Front Office, Housekeeping, F&B Service, Kitchen, Engineering, Accounts, Human Resource, Security, sales & marketing, Purchase

Front Office Organization: Function areas, Sections and layout of Front Office

Duties and Responsibilities of Front Office Personnel, Qualities of Front Office Personnel.

Room Tariff: Room rate designation, meal plans, Room tariff card.

Guest Cycle and Room Reservation: The Guest cycle – Pre-arrival, arrival, Stay, Departure and Post Departure. Reservations – Types (Tentative, Waitlisted & Confirmed), Modes of Reservation Inquiry, Sources of Reservation

Systems of reservation: Manual & Automatic, Processing Reservation Request, Amending & Cancellation, Reservation Report, Importance of Reservation for Hotel & Guest.

Pedagogy: Presentations, Discussions, Assignments & Projects

Minimum depth coverage will be at the level of the following books:

1. Jatashankar R Tewari, Hotel Front Office Operations and Management, Oxford
2. S.K.Bhatnagar, Front Office Management, Frank Bros & Co.
3. Sudhir Andrews, Text Book of Front Office Management & Operations, Tata McGraw Hill.

FRONT OFFICE OPERATIONS 2: (4 Credits)

Objectives:

At the end of the course the student will be able to

Analyse the activities associated with the stages of guest cycle, Perform functions of guest services, Understand the purpose and usefulness of night audit, duties and responsibilities of night auditor, Analyse the role of hotel staff in ensuring the safety and security of the guests

Content:

Registration: Pre-registration, registration, records and process

Check-in procedures: Check-in in manual/ semi automated Hotels and in fully automated hotels

Guest services: Handling Guest mail: Message Handling, Custody and Control of Keys, Guest paging, Safe deposit lockers, Guest Room Change, Left Luggage Handling & Wake up calls

Guest complaints: Types of complaints, Handling guest complaints

Check out and Settlement: Departure Procedure in fully automated system, Mode of settlement of Bills- Foreign Exchange, Cash settlement & Credit Settlement.

Potential Check out Problems and Solutions: Late check-outs, Long queues at the cashier, Improper posting of charges

Front Office Accounting: Types of Accounts- Vouchers, Folios and Ledgers, Front Office Accounting Cycle – Creation, maintenance and Settlement of accounts.

Night Auditing: Night Audit, Night Auditor, Duties and Responsibilities

Night Audit Process: Establishing end of the day, Completing Outstanding Postings, Verifying Transactions, Verifying No shows, preparing reports, updating the system.

Safety and Security: Hotel security staff and system, Role of Front office, Control of Room Keys, Fire safety, Accidents in Hotels, accident Report, First aid

Handling emergencies and unusual situations: Terrorist Activities and Bomb threat, Robbery and theft, Guest in drunken state.

Pedagogy: Presentations, Discussions, Case Studies

Minimum depth coverage will be at the level of the following books:

1. Jatashankar R Tewari, Hotel Front Office Operations and Management, Oxford
2. S.K.Bhatnagar, Front Office Management, Frank Bros & Co.
3. Sudhir Andrews, Text Book of Front Office Management & Operations, Tata McGraw Hill.

FRONT OFFICE PRACTICALS : (2 CREDITS)

Objective:

At the end of the course, the student will understand and practise interpersonal skills which are critical to front office operations. Identify various vouchers, Telephone etiquettes and manners. Front desk grooming and other essentials – body language, speech modulation which includes articulation, variation control of pitch and tonal quality.

Students will be able to handle Reservations, Cancellation & Amendments independently. Student will also learn the features of front office software.

Content

Practising effective verbal and nonverbal communication (facial expressions, posture, body language)

Practising telephone etiquette.

Learning various vouchers

- Registration Card
- Reservation Form
- Amendment Slip
- Cancellation Slip
- Arrival/departure notification slip
- VIP amenities voucher
- Miscellaneous charge voucher
- Allowance voucher
- Paid out voucher
- Message slip

Live examples of situation handling

Handling reservations

Amendment and cancellation of reservation

Using MIS (hotel front office software)

Pedagogy

Experiential activities, mock situations, group discussions

Demonstration and use of software.

Minimum depth of coverage will be at the level of the following books/readings:

Jatashankar Tewari, Hotel Front Office Operations and management, Oxford

Body Language Alan Pease

Hotel Front office software (Fidelios or IDS)

ACCOMMODATION OPERATIONS 1 (4 Credits)

Objective:

At the end of the course students will be able to appreciate the placement of housekeeping as an important support department in the organisation of hotel departments, understand the importance of housekeeping in hotels and grasp the responsibilities of the department, Lay down the standard for cleaning, list the principles of cleaning, and describe the various procedures for cleaning and bed making. Understand the importance for cleaning and maintaining the public areas.

Content:

Hotel Industry an over view : Classification, Star ratings, Hotel Departments

Housekeeping Department: Importance, Responsibilities of Housekeeping department, Organisational Structure, Housekeeping personnel, attributes of Housekeeping staff, layout of the department, Coordination with other department.

Planning Housekeeping Operations: The planning process – Frequency schedules, Equipment and Operating supply inventory level, Work schedules

Housekeeping Inventories : Cleaning equipment, Cleaning agents, Guest supplies, Linen, Uniforms

Composition Care and cleaning of different surfaces: Metals, Glass, Ceramics, Wood, Stone, Leather, Rubber

Hotel Guestrooms: Importance, Types of rooms, guestroom status, Guest floor rules

Standard Contents of a Guestroom: Furniture, Fixtures, fittings, Beds, mattresses, beddings, Guestroom accessories, Placement of Guest supplies.

Cleaning Guest rooms: Types and nature of soil, Standards of cleaning, The cleaning process.

Cleaning Public areas: Entrances, Lobbies, Front Desk, Elevators, Staircases, Corridors, Restrooms, Banquet halls, Dining Rooms, Leisure areas.

Pedagogy: Group discussions on understanding housekeeping, its importance and its functions. Practising the arrangements of rooms.

Minimum depth coverage will be at the level of the following books:

1. G. Raghubalan, Smritee Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press, Second Edition.
2. Malini Gingh, Jaya B. George, Housekeeping Operations, Design and Management, Jaico Publishing House.
3. S.K. Kaushal, S.N. Gautam, Accommodation Operations Management, Frank Bros. & Co.

ACCOMODATION OPERATIONS PRACTICALS (2 Credits)

Objective:

Students will be prepared for performing housekeeping operations in guest rooms, public areas, handle turn down and second service, Daily Cleaning of Rooms and Bath Rooms, Weekly Cleaning, Special/Periodic cleaning, Message/Departure/Maintenance Register & follow ups. They will be familiarised with laundry operations, flower arrangements and also interior decoration.

Content:

Identification Of Equipment: Classify and discuss the types, uses, maintenance, storage and selection of diverse cleaning equipment.

Review the types, use, storage and selection of cleaning agents used by housekeeping staff

Standard operating procedure for Dusting

Standard operating procedure for Glass Polishing

Standard operating procedure for Brass Polishing

Standard operating procedure for Cleaning Of Fans And Tube Lights

Standard operating procedure for Toilet Cleaning

Cleaning Of Telephones

Standard operating procedure for Bed Making

Standard operating procedure for Daily Cleaning

Washing, Ironing, Folding

Flower Arranging

Interior Decoration.

Handling Room Transfers & Difficult Situations

Identification Of various formats and registers.

Pedagogy: Practicals on understanding accommodation operations.

Minimum depth coverage will be at the level of the following books:

1. G. Raghubalan, Smritee Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press, Second Edition.
2. Malini Gingh, Jaya B. George, Housekeeping Operations, Design and Management, Jaico Publishing House.
3. S.K. Kaushal, S.N. Gautam, Accommodation Operations Management, Frank Bros. & Co.

ACCOMMODATION OPERATIONS 2 : (4 Credits)

Objective:

After completing the course students will be able to Describe the documental tools used in managing housekeeping personnel, Appreciate the crucial role of a supervisor, Students will be able to understand with activities of the linen and uniform room and laundry and also be familiarised with interior designing, interior decoration, flower arrangement etc.

Content:

1. Managing Housekeeping Personnel: Documents for personnel management, Determining staff strength.
2. Recruitment, Selection And Training, Scheduling, Motivating employees, Performance appraisals, Time and motion studies and job analysis, Team work and leadership, Employee Welfare And Discipline,
3. Contract And Out Sourcing: When are they considered, Contract services in HK. Hiring Contract providers, Pricing of Contracts, Advantages and Disadvantages of outsourcing.
4. Planning Housekeeping Operations: The planning process – Division of work document, Area Inventory List, performance standards, Productivity Standards.
5. Supervision In Housekeeping: Role of a supervisor, Functions of a Supervisor.
6. Budgeting In Housekeeping: Types of budgets, HK expenses, Budget planning process, Income statement of the Room division, Controlling expenses
7. Inventory Control And Stock Taking, Purchasing
8. Linen And Laundry Operations: The Linen and Uniform room, Storage of Linen, Linen exchange, Par stock, Linen control, Discards and re-use, The Laundry, Stain removal, Dry cleaning, Handling guest laundry
9. Uniforms, Sewing Room: Selection & Design of Uniforms, Establishing par levels, Issuing & Exchanging of Uniforms. Activities in the Sewing rooms, Equipments.
10. Safety And Security: Safety awareness and accident prevention, Fire prevention & fire fighting, First aid, Crime preventions, Dealing with emergencies, Lost & Found.
11. Interior Designing, interior decoration and flower arrangements.

Pedagogy: Presentations, Role plays.

Minimum depth coverage will be at the level of the following books:

1. G. Raghubalan, Smritee Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press, Second Edition.
2. MaliniGingh, Jaya B. George, Housekeeping Operations, Design and Management, Jaico Publishing House.
3. S.K. Kaushal, S.N. Gautam, Accommodation Operations Management, Frank Bros. & Co.

MANAGEMENT INFORMATION SYSTEMS IN FRONT OFFICE. (2 credits)

Objectives: At the end of the course the students will have the ability to perform various front office related tasks on a Front Office Operating system

Content:

S.No.	Topic
01	HMS Training – Hot Function keys
02	How to put message
03	How to put a locator
04	How to check in a first time guest
05	How to check in an existing reservation
06	How to check in a day use
07	How to issue a new key
08	How to print and prepare registration cards for arrivals
09	How to make a reservation
10	How to create and update guest profiles
11	How to update guest folio
12	How to print guest folio
13	How to feed remarks in guest history
14	How to add a sharer
15	How to make add on reservation
16	How to amend a reservation
17	How to cancel a reservation
18	How to make group reservation
19	How to make a room change on the system
20	How to process a guest check out
21	How to check out a folio
22	How to process deposit for arriving guest
23	How to process deposit for in house guest
24	How to check room rate variance report
25	How to process part settlements
26	How to post payment
27	How to print checked out guest folio
28	Check out using foreign currency

Pedagogy: Hands on practice of computer applications on PMS front office procedures such as: Night audit, Income audit, Accounts, Situation handling – handling guests & internal situations requiring management tactics/strategies

Minimum depth will be covered using any of the popular Hotel management softwares such as :

Fidelios, IDS, Ezee Technology, Opera, Amadeus, Champagne (Fourth Dimension)

MANAGEMENT INFORMATION SYSTEMS IN F&B SERVICE. (2 Credits)

Objectives: The students will have the ability in reservation handling, efficient table management operations and integration into Point-of-Sale systems to deliver exceptional levels of quality service by operating reservation and table management system designed specifically for service-oriented hotel, resort and destination properties.

Content:

Placing Orders through POS

Kitchen Routing & Printing

Settlement of bills,

Manage employee shifts with timed sessions and counter operations

Reporting and MIS for analytics

Differential Pricing

Table Layout & Guest Seating

Manage normal recipe creation

Table Merging & Dutch Billing

Loyalty & Promotions handling.

Pedagogy: Hands on practice of computer applications on PMS & POS.

Minimum depth will be covered using any of the popular F&B management softwares such as :

Fidelios-Micros, IDS, Ezee Technology, Champagne (Fourth Dimension)

CORE COURSES TOURISM

TOURISM CONCEPTS (4 Credits)

Objective:

At the end of the subject, the student will deal with Tourism as a System rather than as a set of disparate entities or processes. The student will deal with Tourism reality as well as other Tourism subjects that follow this subject in this manner.

Contents:

Overview of Tourism: What is Tourism? Components of Tourism and Tourism Management. Basic Approach to the study of Tourism, Economic Importance, Benefits and Costs of Tourism

Tourism through the Ages: Early beginnings, Early tourist attractions, The first travel agents, Historic Transportations, Chronologies of Travel

Career Opportunities: Job forecasts, job requirements, career possibilities, Career paths in Tourism

Organization of Tourism: International Organizations, Development Organizations, Regional Organizations

Passenger Transportation: Airline Industry, Rail Industry, Motorcoach Industry, The Automobile, The Cruise Industry, Other modes

Attractions, Entertainment, Recreation: Intro, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.

Understanding Travel Behaviour: Motivation for Pleasure Travel, Cultural and International Tourism for Life's Enrichment, Sociology of Tourism

Tourism Supply, Demand, Policy, Planning and Development: Tourism Components and Supply, Measuring and Forecasting Demand, Tourism's Economic Impact, Tourism Policy: Structure, Content and Process, Tourism planning, development and social considerations. Tourism and the Environment

Essentials of Tourism Research and Marketing: Travel and Tourism Research, Tourism Marketing

Future of Tourism: The nature of future growth, New Horizons, The changing nature of Tourism Products, managing the future effectively.

Pedagogy: The systems thinking will be developed through comprehensive case studies and industry based assignments.

Minimum depth of coverage will be at the level of the following books.

1. Goeldner, Charles R. and J. R. Brent Ritchie, 'Tourism: Principles, Practices, Philosophies', 9th Edition, Wiley, 2002 or later editions.

TOUR OPERATIONS MANAGEMENT. (2 CREDITS).

Objective:

At the end of the subject, the student will have the ability to effectively design and implement tour programmes for inbound and outbound tourists.

Contents:

1. The meaning of tourism from the operations standpoint and the 5 A's of tourism Marketing Holidays.
2. Tourism Geography: The various countries on the world map, physical geography, airline geography and comprehend their importance to creating and operating a successful tour
3. Identify and analyse different types of package tours and how they are used to create holidays for individual customers as well as groups.
4. Techniques that create a tour in terms of its itineraries and costing
5. Various travel formalities rules and regulations that are in use today and that are needed to operate a successful tour
6. Various travel formalities that are in use today and that are needed to operate a successful tour.
7. The concept of the tourism product in respect of the tours that they have learnt to create. comprehend and analyse the tourism product from its operating sectors
8. Future of Tour Operations Industry.

Pedagogy:

The subject will be handled through tour operations case studies, industry based assignments and by making the students design an innovative prototype package tour in Goa.

Minimum depth of coverage will be at the level of the following books.

1. Tourism: Operations and Management, Sunetra Roday, Archana Biwal & Vandana Joshi
2. Laws, Erick, 'Managing Packaged Tourism', Thomson Business Press, UK, 1997
3. Godfrey, Kerry and Jackie Clarke, 'The Tourism Development Handbook', Continuum, London 2000

ECONOMICS OF TOURISM . (4 CREDITS)

Objective:

At the end of the course, the student will have competence in explaining through economics the growth and development of tourism in particular contexts ,economic behaviour of firms involved in tourism, predicting behaviour of firms and tourism in a particular context to some extent and in suggesting policy and firm level interventions, explaining through economics the growth and development of tourism in particular contexts ,economic behaviour of firms involved in tourism and predicting behaviour of firms and tourism in a particular context to some extent and in suggesting policy and firm level interventions

Contents:

Tourism demand - Concept of Demand & supply in tourism: Demand, Supply Holiday Choice. Consumer decision making process, Determinants & indicators of demand. Measurement of demand. Tourism supply, tourism product. Process of product development. Tourism supply and costs-Pricing in tourism: Determinants of Price. Types of price in tourism, pricing a new product project feasibility study. Cost benefits analysis. SWOT Analysis, check list. Tourism market structure. Structure, performance and conduct of tourism firms. Five forces analysis in understanding competitive advantage for firms. Impact of New Economy. Impact of tourism: Economic impacts. Social Impacts, Environmental Impacts, Multiplier effects in tourism, Environment impact assessment (EIA) Generic Strategies for Firms. Macroeconomic environment of tourism. Public and Private sector in tourism. Government role in tourism. Community and tourism. Need for Public – Private sector co- operation in tourism. Regular role of government in tourism. Tourism and externalities: Environment, sustainability. Emerging areas in economics of tourism. Tourism's contribution in the global economy and in Indian Economy. Tourism demand forecasting, sources of finance for tourism, TFCI.

Pedagogy:

The subject will be handled through exercises in economically interpreting contemporary tourism news items as well as articles on tourism industry in different parts of the world. Students will be required to make industry and firm level analysis of the firms in which they work or attached for Internship.

Minimum depth of coverage will be at the level of the following books.

1. Lundberg, Donald E., M. Krishnamoorthy and Mink H. Stavenga, 'Tourism Economics', John Wiley & Sons, Inc., New York, 1995
2. Sinclair M. Thea and Mike Stabler, 'The Economics of Tourism', Routledge, London, 1997
3. Tribe, John, 'Economics of Leisure and Tourism', Butterworth Heinemann, Oxford, 1999
4. Cullen, Peter, 'Economics for Hospitality Management', Thomson Business Press, UK, 1997
5. Journals such as the Annals of Tourism Research, Journal of Travel Research, etc. and materials from newspapers, popular magazines and the Internet

MARKETING TOURISM AND HOSPITALITY. 2 CREDITS

Objective:

At the end of the subject, the student will have the ability to Identify consumption needs of tourists, Segment tourists, Design the marketing Ps to meet the needs, Implement marketing strategies and Build long term relationship between the firm and the tourists

Contents:

Service Characteristics of Hospitality and Tourism Marketing, Understanding of Marketing. Marketing: Concept and definition and its significance in tourism industry. Basic concept of need and want; demand, product, service, market and sales. Significance of service and characteristics of service marketing, differentiation of product marketing and service marketing. Defining marketing mix, the 8 P's of marketing mix. Marketing in Strategic Planning. Marketing Environment. Marketing Information Systems and Marketing Research. Understanding of marketing research, Concept of primary data, secondary data, qualitative and quantitative data and marketing information system (MIS) and its function. Consumer Markets and Consumer Buying Behaviour. Factors influencing the buying behaviour of consumers. Organizational Buyer Behaviour of Group Markets. Market Segmentation and bases for segmenting consumers markets, targeting and positioning and market strategies. Designing and Managing Products and Services. Product: Definition and levels, nature of tourism product, Stages of launching a new product, Product life cycle (PLC). Branding concept and need of branding of a product for a tourism company. Pricing: Definition and influencing factors; Major pricing strategies for products of tourism industry. Internal Marketing. Building Customer Loyalty. Distribution Channels. Promoting Products and Services. Major tools of Promotion Mix- Word-of-Mouth Information, Advertising, Sales promotion, public relation, personal and social selling; Importance of Advertising in Tourism, Selection of message and media, Media timing, Electronic Marketing. Professional Sales Distribution: definition; factor influencing in distribution policy, distribution system, the role of Travel Agency and Tour Operator as intermediaries of Tourism Industry. Destination Marketing and Emerging Trends in Marketing Tourism and Hospitality.

Pedagogy: The subject will be handled through hospitality case studies and industry based assignments.

Minimum depth of coverage will be at the level of the following books.

1. Kotler, Philip; John R. Bowen and James C. Makens, 'Marketing for Hospitality and Tourism', Prentice Hall, 2003

2. Bisht, S.S. (2010): Tourism Marketing, Market Practices in Tourism Industry, Sarup Book Publishers Pvt. Ltd. New Delhi- 02
3. Holloway, J.C., Plant, P.V. (1988): Marketing for Tourism, Pitman Publishing, London
4. Maclean, H. (1984): Marketing Management (Tourism in your Business), Canadian Hotel and Restaurant Ltd.

TRAVEL AGENCY MANAGEMENT. 2 CREDITS

Objective:

At the end of the subject, the student will have the ability to use management processes to effectively manage a travel agency. Identify consumption needs of tourists. Segment tourists, Design the marketing Ps to meet the needs, Implement marketing strategies and build long term relationship between the firm and the tourists

Contents:

Travel agency – Meaning and History, development of travel agency business. Popular Travel Agencies of India, Tour Operator. Difference between travel agency and tour operator. Need of travel Agency for the tourists. Various services provided by travel Agencies, Procedure and minimum requirements to open a travel agency, Govt. approvals. Travel Agency Management involving aspects such as marketing, sales, personnel, financial, legal, impact of automation, etc. Role of travel agency in the industry - travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc. Customer profile for a travel agency, operating and designing of a tour. Selling of a tour. Liaison with hotels, transporters and airlines, operation for a tour package. File making, voucher making and handling, rate contract, travel document knowledge, booking and confirmations, terms and conditions of payment cancellation, refund and no shows, reservation and billing. Their role in development of tourism industry. Recent industry developments. Future issues. Various Travel related associations and organizations in India, their jobs and responsibilities, special reference with IATO, TAAI. Travel fairs in India like SATTE.

Pedagogy: The subject will be handled through travel agency case studies and industry based assignments.

Minimum depth of coverage will be at the level of the following books.

1. Gee, Chuck Y., 'Professional Travel Agency Management', Prentice Hall, 1990
2. Gregory, Aryear, 'Travel Agent, The Dealer In Dreams', Prentice Hall, 1993
3. Negi, J.(1998) : Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi-02
4. Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi-02

INTERNATIONAL TOURISM. 2 CREDITS

Objective:

To enable the students to take decisions and actions with an understanding of the economics and sociology of international tourism.

Content:

Global Issues and Travel and Tourism

Phenomenon of international tourism using theories from economics and sociology.

Travel Business Management

Tourism, Society and Culture

Eco Tourism

Social Media & Marketing Metrics

Festivals and Events: a cross-cultural comparative

Cruise Management: a Critical Perspective

Destination Niche Tourism: Development and Management

Minimum depth of coverage will be at the level of the following books.

1. 'International Tourism: A Global Perspective'; WTO, Latest Edition
2. Lanfant, Marie-Francoise, et al (ed); 'International Tourism: Identity and Change'; Sage; Latest Edition
3. Lundberg, D.E. et al.; 'International Travel and Tourism'; Wiley, Latest Edition
4. Jack, G. & A. Phipps. '*Tourism and intercultural exchange: Why tourism matters*'. Tonawanda, NY: Channel View Publications. Latest Edition
5. Urry, J. '*The Tourist Gaze*'. Boston: Elsevier Butterworth-Heinemann; Latest Edition
6. Horner, S. & J. Swarbrooke. '*International cases in tourism management*'. Boston: Elsevier Butterworth-Heinemann; Latest Edition

HOTEL OPERATIONS MANAGEMENT

2 CREDITS

Objective:

At the end of the course, the student will develop managerial competencies in the 4 operational areas- Front Office, Housekeeping, F&B Service, and Food Production.

Contents:

Food Service Industry- sectors, environmental factors influencing food service operations, Menu management, menu engineering, menu merchandising, beverage management, wine and food suggestions, function catering, function catering and organization, supervisory functions in food service organizations, customer relationship management.

Front Office- Handling guest services, guest cycle management, evaluating hotel performance, revenue management and forecasting

Housekeeping- Planning housekeeping management, manpower planning, supervision in housekeeping, budgeting for housekeeping expenses, changing trends in housekeeping

Food Production – Staffing requirements in the kitchen brigade, scheduling, quality control, forecasting, budgeting, menu costing, yield management.

Pedagogy:

Hospitality case studies, Discussions, Executive Interactions and industry based assignments

Readings indicating Minimum Depth of coverage

Food and Beverage Service Singaravelavan, Oxford

Hotel Front Office Jatashankar Tewari, Oxford

Hotel House keeping 2nd edition G. Raghubalan, Oxford

International Cuisine & food production Management Parvinder Bali, Oxford

OPTIONAL BUSINESS COURSES

TOURISM PLANNING AND POLICIES 2 CREDITS

Objective:

On completion, the students will be able to develop tourism policy and policy instruments considering

1. The institutional framework within which policy is formulated
2. The advantage and difficulties associated with various forms of tourism development in relation to their impact upon the destination communities (i.e. economics, social and environmental considerations)
3. The problem that unplanned or badly planned tourism can create for host communities and develop the ability to use tourism planning theory to mitigate the impact of these problems and devise appropriate strategies for the inclusion of stakeholders and local communities' within tourism plans.

Content

The use of political economy perspectives in assessing the equity and effectiveness of tourism policy.

The role of the public, private and voluntary sector within tourism.

Planning to enhance the positive impact of tourism on economics, and the various policy instruments that can be applied to successfully include local communities in the benefits of tourism

Pedagogy

Discussion of case studies of successful and unsuccessful planning and policy innovation, project on policy development, etc.

Readings indicating Minimum Depth of coverage

Gunn, A (2002) *Tourism Planning, basics, concepts, cases*. 1st Edn. London: Routledge

Hall C.M (2000) *Tourism planning : policy, processes and relationship*, Longman

Harris R Griffin T and Williams, P(200) (eds) *Sustainable Tourism: A global perspective*, Butterworth-Heinemann, Oxford

Harrison, D(ed) (2001) *Tourism and the less developed countries: issues and case studies*, Cognizant

Inskip E (1997) *Tourism planning: An integrated and sustainable Development Approach*.

Wiley Mason, P (2003) *Tourism impacts, planning and management*, London: Butterworth-Heinemann

M&I Munt (1998) *Tourism and sustainability : New tourism in the third world* . London: Routledge

TOURIST AND TOURISM 2 CREDITS

Objective:

On completion the students will be able to use a richer sociological and anthropological understanding of tourism while planning tourism products and services

Contents

Growth of travel through age, Growth & development of modern tourism. Motivation for travel- basic travel motivations, sociology of tourism, role of state in promoting social tourism, social significance of travel, evolution of demand, factors influencing the growth of tourism. The organisation of tourism, need for organisation, factors influencing type of organisation, recommendation of the UN conference, the national tourist organisation, tourist organisation in India. Types of Tourist: Tourist, traveler, excursionist. Forms of tourism: Inbound, Domestic, International. Factors affecting global and regional tourist movements, demand and origin factors, destinations and resource factors. Contemporary trends in international tourists movements. Major outbound tourism countries. Sustainable Tourism Sustainable Tourism Development: Meaning- Principles Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type Unit IV: Approaches of Sustainable Tourism- Standardization and Certification – Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology- Function and Management of Ecosystem-Biodiversity 17 and its Conservation-Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation. Responsible Tourism. Tourism and tourist theories. Tourist gaze. Quest for the other representation in tourist authenticity.

Pedagogy: Discussion of articles, case studies etc.

Reading indicating minimum depth of coverage

1. Chambers, Erve, Native Tours: The Anthropology of Travel and Tourism, Latest Ed.
2. Lofgren, Orvar; "On Holiday: A History of Vacationing", Latest Edition
3. Urry, J. "The Tourist Gaze", Boston, Elsevier Butterworth_Heinemann, Latest Ed.
4. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London

TOURISM INDUSTRY 2 CREDITS

Objective:

To develop competence in analyzing the structure of the components of global and Indian tourism industry to enable the students to take decision consistency with the lecture. Students will be able to ascertain the relevance of the tourism industry, analyse the tourism impacts, and identify the role of marketing in the tourism industry.

Content:

Structure of different sectors of the tourism industry and issues involved; accommodation, transport, attraction, tourism service, tour operation. Global tourism industry scenario and global tourism trends. World travel market. Global tourism statistics, major generating & receiving countries. Issues in Global tourism. Sustainability, Climate Change, Terrorism. Emerging Forms of Tourism around the Globe. Travel retail sectors, Public, Private and voluntary sector, technological development, political environment, social trends and economics trends. Tourism industry in India with special reference to Goa. Correlation between tourism and the Indian economy. Different typologies of tourism- Psychographic Characteristics. Concept of Demand and Supply in Tourism, Factor Affecting demand and supply in tourism. Necessary attributes for a ideal tourist destination, Destination life cycle, Marketing strategy for promotion and development of a tourist destination Various attractions in India. Importance of Incredible India Campaign and the initiatives taken by the government. Current and future trends in the tourism service sector. Sustainability and development. Various tourism circuits of India and the attractions.

Pedagogy: Case studies, discussion of articles from the popular press and an assignment on least one sector of the tourism industry for their first assignment.

Minimum depth of coverage will be at the level of the following books.

1. Beech, J and Chadwick, S.(2005) the business of tourism management, New York: financial times/prentice Hall
2. Cooper C Fletcher, J Gilbert, D S shepherd, R & Whanhill, S,(2005) tourism principles and practice, 3rd edition, Harlow: Longmann
3. Evans, N, Campbell, D and storehouse, G (2003) Strategic Management for travel and tourism, Oxford: Butterworth- Heinemann
4. Holloway J. (2002) the business of tourism (6th ed.), Longman: Harlow

TOURISM PRODUCT OF INDIA 2 CREDITS

Objective

At the end of the course, students will be able to assess why certain Indian products/ destination are international / domestic tourism attractions. They will be trained enough to identify the various tourism products of India. Students will also be able to analyse the range of products on Travel Motivation Emphasise the importance of Tourism Demand and Supply.

Content

Introduction to tourism products of India. Tourism products and attractions. Classification of Tourism Products. Natural, Manmade, Symbolic, event based and site based tourism products. Components of tourism products. Architectural styles in India. Portuguese-Baroque Influences, Franco-Tamil Architecture, British Colonial Influences, Lutyens' British Colonial Architecture, Gothic Architecture, Art Deco, Mughal Architecture, Le Corbusier's Modernist Architecture, Louis Kahn's Modern Architecture. Contribution of UNESCO towards India. Tourism Product of Goa in Peripheral Tourism & the effect it has on the society, environment and business enterprises. Wild Life Sanctuaries, National park, hills station, beaches and island, etc. in India as a Travel attraction. Heritage product such as Delhi, Agra etc. pilgrimage. Destination such as Kashi, Gaya, Lubini, Ajanta, Sharavanbelgola, Ajmer Sharif, Fatehpur sikri, Amritsar, old Goa, etc. Relevance of Western Ghats & its contribution. Religions prevalent in India, the various fairs and festivals of India -kumbha Mela, Pushkar, Holi, Onam, Diwali, Id-ul-Fitr, Christmas, Carnivals (Goa) etc. & their contribution towards Tourism attractions in India. Handicraft and handlooms, Classical Dance style, Indian Classical Dance style, Indian classical music etc as tourist attractions. Working of a man-made tourist attractions.

Pedagogy:

Discussion of destination case studies, case studies on package, etc.

Reading indicating Minimum Depth of coverage

S P Gupta, Krishna Lal and Mahua Bhattacharya, Cultural Tourism in India, DK print, latest edition

Dixit M and Sheela C, Tourism Product, New Royal Book, Latest Edition

EMERGING TRENDS IN TOURISM 2 CREDITS

Objective:

At the end of the course the students will be able to assess various emerging trends in tourism and incorporate them while planning for new/modified tourism products. To enable study of the various tourism policies so as to understand Government's initiatives for Tourism Development. To impart information about recent trends in Domestic & International Tourism In India. To provide knowledge of key concepts for effective Tourism Development. To impart knowledge on Sustainable Tourism. To make students aware of various Pull factors affecting Tourism Destination

Contents:

Emerging trends such as space tourism, Agro-Tourism, Adventure Tourism, Medical Tourism , Eco Tourism , Rural Tourism use of virtual reality etc. Factors Responsible for Changing Tourism Concepts and Tourist Demand Patterns - Impact of Cultural, Economic, Political, Technological, Environmental and Ecological Perspectives on International Tourism International Tourism in future perspective; future projections. Tourism Measurement-measurement of tourist traffic and receipt, measurement techniques and their limitations. Tourism Policies -National Tourism Policy-2002 , National Tourism Plan-1992 . Emerging trends in Tourist Motivations. Recent Trends in Domestic and International Tourism in India . Importance of Meetings, Incentives, Conferences & Exhibitions (MICE) in Destination Development. demographics & segments emerging in the world and its impact on tourism. Impact of information technologies on tourism. Similarities & differences in eco-lodges. Managerial issues in eco-tourism. Trends in Event tourism, Health Tourism. Adventure tourism issues and challenges .Emerging trends in Rural & Agro tourism, Inbound & Outbound Tourism. Key Concepts for Effective Tourism Development - Negative Impacts of Tourism, Carrying Capacity, Destination Life Cycle, Doxey's Irridex. Sustainable Tourism: Principles & Guidelines Pull Factors affecting Tourism Destination.

Pedagogy:

Discussion of case studies, articles, brainstorming etc.

Reading indicating minimum depth of coverage:

Tourism Principles, Practices, Philosophies, Charles R. Goeldner, Wiley.

Emerging Trends of International Tourism in India, Mohammad Saleem Mir, Lambert Publishing

Emerging Trends in Tourism, Anil Verma.

Articles from academic and popular journals on tourism and related industries

HOTEL LAW 2 CREDITS

Objective:

At the end of the course the student will be able to know the inter relationship of Hotel laws with other Laws prevailing in India and abroad, liquor laws and its licensing in Goa and throughout India, Labour laws, Environmental law protection and its effect on hotel industry, Hotel law(Insurance, and Law of contract).

Contents:

Business Contracts-Law of contract- Definition of contract under Indian contract act, essentials of Indian contract, bailment, pledge, guarantee,types of contracts, partnership, parties competent to contract.

Doing Business in India

Labour laws- workmens compensation, hotel insurance, strike, lockout, trade union, Hotel Licences and Regulations, Labour Laws

Liquor Licensing -Liquor laws and licensing,Impact of hotel industry on environment

Hotel Insurance ESI- definition of ESI and its usefulness for hotel employees

Environmental laws, effect on Hotel industry, laws dealing with CRZ, waste management, hotel waste, setting up of treatment plants.

Food Legislation

Supreme court judgement regarding hotel industry- Ramdas resort case, Marriott case, CRZ

Introduction to the Indian Hospitality Industry

Introduction to Hotel Laws

Hospitality Law

Pedagogy:

Presentations, cases on different types of laws in Business and Catering.

Minimum depth coverage will be at the level of the following books:

1. Amitabh Devendra, Hotel Law, Oxford
2. M.C.Kuchhal, Mercantile law, Vikas Publishing House, Sixth Edition.

FACILITY PLANNING 2 CREDITS

Objectives:

At the end of the course the student will be able to identify with hotel designs and Architectural layout planning patterns and star classifications of hotels.

Content:

Hotel design: Introduction, Design considerations, Systematic layout planning, Thumb rule for allocation of space in a hotel

Formulation of Project Report/ Feasibility Report

Architectural and systematic layout planning patterns,

Star classifications of hotel,

Layout and design of operational areas.

Restaurant Design: types of restaurant & restaurant themes, design and planning of a Restaurant, Bar design

Kitchen Design: Basis of physical layout, Layout of kitchen, Area required, Commercial kitchen configuration, Environmental Conditions, Developing Kitchen plans

Specifications for Equipment, Care and Maintenance of equipments, Ventilation & Kitchen safety

Storage facility, Layout & Design: Food Store, Layout of Food store, Cellar facilities

Masterpieces in Facilities design (Hotels)

Pedagogy:

Presentations, Group Discussions.

Minimum depth coverage will be at the level of the following books:

Tarun Bansal, Hotel Facility Planning, Oxford University Press.

FOOD SCIENCE AND NUTRITION (2 Credits)

Objective:

At the end of the course the student will have the ability to Understand the relationship between various processes and food quality, Appreciate the importance of food systems, calories and constituents of food, Understand the physical properties of food, and classifications. To become familiar food groups, and their classification, functions, absorption and digestion. Appreciate the relation of food systems in obtaining high quality food products.

Contents:

Food science, Colloidal systems in foods.

Constituents of food:

Protein, Introduction , classification of protein, denaturation, Functions of specific proteins like gelatine, milk. Functional uses of meal ,commercial uses of proteins, TVP.

Carbohydrates, its availability , uses , and need for this nutrient. Classification, functions, requirements, excess and deficiency.

Lipids, vitamins, Minerals, effects of cooking and processing of different foods.

Fats and oils-Introduction , structure and its properties, saturated and unsaturated or polyunsaturated , rancidity and its types – hydrolytic and oxidative rancidity

Effect of heat on fats and oils, polymerization , care of fats and oils, extraction of fats and oils

Added flavours, sweeteners, flavour enhancers, use of flavours in food preparation,

Browning reactions-introduction, types of browning reaction, use and harmful effects of it.

Minerals-introduction,classification,functions,calcium, iron, iodine,fluorine, potassium, magnesium

Pedagogy:

Case studies, Presentations on food systems, constituents of food, and its importance.

Minimum depth coverage will be at the level of the following books:

1. B. Srilakshmi, Food Science, New Age International.
2. Sunetra Roday, Food Science & Nutrition, Oxford University Press

OPTIONAL NON BUSINESS COURSES

CHARACTER DEVELOPMENT (4 Credits)

Objective:

At the end of the course the student will be able to

Have a holistic outlook towards life, to face and solve the challenges in their day to day life by strengthening their Emotional intelligence. Using their Talents to develop their personality and using this to bring happiness in their life and career.

Changing their behaviour by becoming passionate and positively energized in doing their studies, job and life. Help them to become productive, proactive and persevere in all that they do in their lives and to become good Managers and professionals.

Contents:

Talents you are born with, using Talents to enhance your personality and succeed.

Using the E – Enthusiasm. Using this to build your passion and positive Energy.

E - Efforts – Persevere and reach your goals.

In Efficiency - un Productive and not planned or not Pro active .

Dealing with their negative Self Awareness, Self Regulation, Motivation, Empathy and Social Skill.

E - Positive Emotional Intelligence to reach your goals.

Negative Attitude with regards to oneself, family and Friends.

Positive Attitude

Pedagogy: Use of Presentations, Activities, Discussions

Minimum depth coverage will be at the level of the following books:

1. Rich Dad Poor Dad – Robert Kiyosaki . Warner books
2. Think and grow Rich – Napoleon Hill. The Ralston Society
3. The Power of now- Eckhart tolle. Namaste Publishing

THE POWER OF POSITIVE THINKING (2 Credits)

Objective:

At the end of the course the student will be able to

Understand what are the students Sincere Negative Attitude with regards to themselves, family and Friends. To understand the Sincere attitude of a successful person and how when one sincerely look after the needy and old it develops your management skills, patience and leadership quality. To understand what are their Sincere positive attitude and their self Esteem with regards to themselves, family and friends. Dealing with their Positive and negative Self-Motivation with regards to themselves, family and Friends.

Contents:

Students Sincere negative Attitude towards not respecting and helping out in society and College activities

Sincere positive attitude and Self Esteem

Self-Image Positive and Negative

Dealing with their Social Skills

Self-Motivation negative and Positive

Pedagogy: Use of Presentations, Case Study, Videos, Activities, Discussions & Role Plays

Minimum depth coverage will be at the level of the following books:

The Power of positive thinking - Norman Vincent Peale. Prentice Hall

Power of positive thinking in business- Scott W. Ventrella. Simon and Schuster

Remove negative thinking – Helga Kloplic. 2014 edition Createspace independent Publishing

APPRECIATION AND UNDERSTANDING OF THEATRE (4 CREDITS)

Objective:

At the end of the course the student will be able to

Appreciate Theatre, Understand different Genres of Theatre, Get an insight into the influences of Theatre on Society, Learn about Play Production, Understand the process and requirements of an Actor & Read excerpts from some famous plays

Contents:

An Overview of the course, introduction to Theatre and its impact on Society

A description and evolution of different Genres of Theatre with script samples of some genres

What are the requirements for producing a play

Reading scenes from different plays by Shakespeare and watching them enacted

How does an actor approach Auditions, His Role and the Production as a whole

Reading scenes from different plays by Neil Simon and watching them enacted

Learning and practicing various theatre exercises for Voice, Body Movement, Stage Presence and Acting skills

Discovering the fascinating world of a Stage Director with case studies

Understanding the basics of playwriting, production, directing and acting through theoretical and practical methods

A visit to the Kala Academy Complex

Pedagogy: Use of Presentations, Case Study, Videos, Activities, Discussions & Role Plays

Minimum depth coverage will be at the level of the following books:

An actor prepares- Konstantin Stanislavski Bloomsbury

The Actor's scenebook - Michael Schulman & Eva Mekler Bantam books

The Book of Broadway – Eric Grode Voyageur books

DIET MEAL PLANNING (2 Credits)

Objective:

At the end of the course the student will have the ability to plan and suggest menus for different types of dietary requirements.

Contents:

1. Introduction to diet planning and therapy menu planning.
2. Nutritional requirements for adults-requirements, energy , protein , fats,vitamins, minerals.low cost balanced diets, dietary guidelines to reduce the cost of a meal
3. Nutritional requirements for infants:- what is infancy?,food requirements, breast feeding , advantages of b. Feeding (nutritional , physiological and economic benefits)advantages to the infant and mother.
4. Nutritional and food requirements for preschool children1-6 years
5. Nutritional and food requirements for school children(6-12 year) - nutritional requirements, dietary guidelines
6. Nutritional and food requirements during adolescence-nutritional requirements, food habits ,dietary guidelines
7. Nutritional and food requirements for expectant mothers – introduction, dietary modifications, general dietary problems by Jarvis
8. Nutritional and food requirements during old age- nutritional requirements, energy protein,, carbohydrates, vitamins, water, fiber, food requirements, and modifications of diet planning during old age
9. Nutrition related problems, osteoporosis, obesity , neurological dysfunction, anaemia, malnutrition, constipation, degenerative diseases, dietary guidelines to be followed in case of diseases such as Anaemia, Gastrointestinal diseases,Kidney diseases.

Pedagogy:

Case studies, Presentations on dietary requirements according to age and condition.

Minimum depth coverage will be at the level of the following books:

3. B. Srilakshmi, Dietetics, New Age International.
4. SunetraRoday, Food Science & Nutrition, Oxford University Press

HYGIENE AND SANITATION 2 CREDITS

Objectives:

At the end of the course, the student will be able to identify hygiene hazards, and be aware of the safety procedures to be followed when handling food.

Practice safety and hygiene at the workplace

Content:

Importance of hygiene and sanitation in the hospitality industry

The 5 groups of organisms, Growth curve of microbial organisms, harmful effects and beneficial uses of m.o in the food industry

How can foods get spoilt, classification of foods according to the ease with which it gets spoilt, spoilage indicators of food, conditions that can lead to food spoilage.

Need for food storage, dry , refrigerated, and freezer storage. Guidelines for food storage. Storage of various food items.

Importance of hygiene procedures in preparing food, cooking food, holding food. Left over food, preparations of specific foods and faults in food preparation.

Rules for serving and displaying food, Service of hot foods and cold foods, bartending , protective display of food.

Procedures for cleaning , Sanitizing, Cleaning agents, Importance of cleaning operations, Water-hard water , soft water.

Different types of waste, methods to store and dispose of the waste.

Sanitary regulations and standards.

Importance of safety regarding equipment, sprains and strains in the kitchen

Pedagogy:

Presentations, Group Discussions.

Minimum depth coverage will be at the level of the following books:

Hygiene and Sanitation by S. Roday

Introduction to Cookery by P.S. Bali

INTERIOR DECORATION 2 CREDITS

Objectives:

At the end of the course the student will have

Holistic understanding of Hotel through its infrastructure and Interior Decorations ie appreciate interior designing, the methodology involved in designing , to read the Architectural and Interior drawings, Learning to communicate with professionals with respect to development of hotel infrastructure & Interior Decoration.

Understanding the various areas of Hotel Services in detail and their requirement to create the correct ambience and functional approach with respect to Interior Decoration

Content:

Introduction to interior decoration through visual presentation and various elements / aspects of interior decorations

Awareness of facilities in hotel and learn in detail in relation to interior decoration

Classification for hotel & identify the criteria for the star rating and the agencies involved in granting these Star Ratings.

Interpretation of Hotel Architectural / Interior drawings.

Concept & themes of various hotels developed worldwide and correlation of the concept & design.

Pedagogy:

Presentations, Group Discussions.

Minimum depth coverage will be at the level of the following books:

Tarun Bansal, Hotel Facility Planning, Oxford University Press.

INTEGRATED MBA HOSPITALITY TRAVEL & TOURISM

CORE SUBJECTS

Front Office Practicals 2

Credits: 2

Objective	At the end of the course, the student will be able to perform front desk and bell desk duties using standard operating procedures followed in the hospitality industry.
Contents	Pre-register a guest (10 practical sessions of 3 hours duration) Registration: Reserved guest Registration: Walk- in guest Registration: Group Role play: Arrivals Role play: Luggage handling Role play: Message and mail handling Role play: Paging Guest History Daily transactions
Pedagogy	lectures/ tutorials/ practical/ field work/ outreach activities/ project work/vocational training/viva/ seminars/ role plays/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References	<ol style="list-style-type: none">1. Jatashankar Tewari, Hotel Front Office Operations and management, Oxford. Latest edition2. S.K. Bhatnagar, Front Office Management, Frank Bros & Co.(Publishers) Ltd. Latest edition

Accommodation Operations Practical 2**(2 Credits)**

Objective	Students will be prepared for Servicing checked out/ vacant/ occupied rooms, Inspection of guest rooms, Handling of chamber maid's trolley, mini bar and guests' requests and Linen room and laundry operations
Contents	Servicing checkout room (10 practical sessions of 3 hours duration) Servicing occupied room Servicing vacant room Chamber Maid's Trolley Guest room inspection Mini bar management Guest handling Guest Room Supplies and Position Layout of Linen and Uniform Room/Laundry Laundry Machinery and Equipment
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References	1. G.Raghubalan, Smritee Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press, Latest Edition. 2. S.K. Kaushal, S.N. Gautam, Accommodation Operations Management, Frank Bros. & Co. Latest Edition

OPTIONAL BUSINESS COURSE

Fruit and Vegetable Carving

Credits: 2

Objective	At the end of the course the student will be able to demonstrate the ability to create basic carvings out of Fruits and vegetables using the techniques learnt by them during the course.
Contents	Concepts in fruit and vegetable carving.(2hrs) Selection of raw material for carving.(2 hrs) Equipments used for fruit and vegetable carving.(1 hr) Techniques used in carving.(20 hours) Basic carvings: Carrot leaf ,Cucumber leaf, Beetroot rose, Carrot flower, Radish flower, Brinjal peacock,,Tomato rose, Radish swan, Potato rose, Cucumber-carrot flower,Watermelon , papaya carving, Muskmelon carving. Composite carving arrangements from carvings demonstrated in previous sessions. Fruit and vegetable carving display.(3hrs) Ice carving demonstration(2 hrs)
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References	<ol style="list-style-type: none">1. Fruit and vegetable Carving by Tarla dalal, Penguin books, latest edition2. Complete Step by Step Vegetable and Fruit Carving: Nidda Hongwiwat, Richard Goldrick, SD books, latest edition3. Creative carving: Fruits and vegetables, Kikky Sihota, Roli books, latest edition

Food around the world

Credits: 2

Objective	Students will learn about foods from different countries around the world, and speciality dishes from selected countries.
Contents	<p>Ingredients specific to a cuisine (5 hours)</p> <p>Influences on cuisines of different countries (5 hours)</p> <p>Speciality dishes in International cuisine (5 hours)</p> <p>Menus pertaining to selected countries: (15 hours)</p> <p>China Chicken Manchurian Stir fried noodles Fish in garlic sauce Vegetable chowmein</p> <p>Thailand Pad thai Vegetables in green curry sauce Chicken in red curry sauce</p> <p>Mexico Quesadillas Tostadas Mexican rice Chicken with chocolate sauce Churros</p> <p>France Herbed rice Pan fried fish with lemon butter sauce Butter parsley potatoes</p> <p>Italian cuisine Pizza Lasagne bolognese Penne carbonara Tiramisu</p>
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References	<ol style="list-style-type: none"> 1. The Professional chef, Culinary Institute of America, Wiley 2. International cuisine, Parvinder Bali, Oxford 3. Professional cooking, Wayne Gisslen, Wiley

Travel Writing**Credits: 2**

Objective	Students will have the basic understanding about travel journalism and its role in tourism promotion; it will equip the students with the practical know-how on travel writing and the dynamics of composing travelogues. The students will also study the effect of illustration on reader of travelogues and learn the art of food writing.
Contents	<p>Introduction to Travel Writing: Good Travel Writing, Examples of good travel writing, Articles and Short Pieces of Travel Writing, Magazines, Travel Newsletters (3 hours)</p> <p>Short Pieces for Books : The Internet , Researching and Approaching Markets , Travel Books , Guide Books, Accommodation Guides , Business Travel , Coffee Table Books, Autobiographical Tales, Anthologies . (3 hours)</p> <p>Electronic Media in documenting destinations, travel and transport, hospitality and tourism resources - Nature of media coverage: webcast and telecast (3 hours)</p> <p>Script writing for travel programs - Identifying points for visual support - Conducting interviews - Virtual tourism. (3 hours)</p> <p>Research Topics: Sources of Information , Research on the Internet , Researching on the spot , Organizing research material (3 hours)</p> <p>Developing Ideas for Travel Articles - Journey Pieces, Activity Pieces, Special Interest Pieces, Side-trips, (3 hours)</p> <p>Reviews - Ideas from own travel experiences - Ideas from other sources (3 hours)</p> <p>Cyber Laws :cyber crimes, obscenity, digital signature, piracy, privacy (3 hours)</p> <p>Food Writing: Use of evocative language, Restaurant reviews, food blogs, magazine articles, recipe centred pieces, destination pieces. (3 hours)</p> <p>Getting published – strategies and advice (3 hours)</p>
Pedagogy	lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References	<ol style="list-style-type: none"> 1. Janet Macdonald, Travel Writing, Robert Hale, London, latest edition 2. Neilson C, Tourism and the Media: Tourist Decision Making, Information and Communication, Hospitality Press, Melbourne, Latest edition. 3. Arvaham E. & Ketter E., Media Strategies for Marketing Places in Crisis, Elsevier, UK. Latest edition 4. George, Don. Lonely Planet’s Guide to Travel Writing, Lonely Planet Publications, latest edition

TERM STRUCTURE

IMBA TERM STRUCTURE WITH CREDITS ALLOCATION

	Core business	Core Soft skill	Elective business	Non business	Internships Report & Seminar	Total Credits
Term 1	14	2	2	4		22
Term 2	10	2	6	6		24
Term 3	12	2	6	4		24
Term 4	10	2	0	2	11	25
Term 5	6	2	10	4		22
Term 6	0	2	6	4	11	23
BBA (Total)	52	12	30	24	22	140
Term 1	20	4	0	4	0	28
Term 2	20	2	0	2	8	32
Term 3	0	0	28	0		28
Term 4	0	0	0	0	16	16
MBA (Total)	40	6	28	6	24	104
IMBA Total	92	18	58	30	46	244