

MBA in Hospitality & Hotel Management

HOTEL LAW

| UNIT | TOPIC |
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| UNIT-1 | Laws relating to hotel guest relationship, Hotel and lodging rates control: Definition- Fair rate, Hotel and Lodging House, Manager of a Hotel, Owner of a Lodging House, Paying Guest, Premises, Tenant and Tenement, Appointment of Controller, Fixation of Fair Rates, Refusal of Accommodation, Eviction of a Guest from Hotel Room, Duties, Rights and Responsibilities of a Inn Keeper towards Guests, Inn Keepers Lien. |
| UNIT-2 | Food legislation the prevention of food adulteration Act – 1954: Definition – Adulterant, Adulterated Food, Public analyst, Central Food Laboratory The Central Committee for Food Standards, Food Inspectors and their Powers and Duties, Procedures to be followed by food Inspectors, Report of Public Analyst, Notification of Food Poisoning. |
| UNIT-3 | Labour laws- overview: Workmen's Compensation Act- 1948, Nature and Scope of the Act, Partial Disablement ,Total Disablement , Employers Liability for Disablement arising out of and in the Course of the Employment , Industrial Dispute Act- 1947, Definitions – Appropriate Government , Industry , Industrial Dispute , Layoff, Lockout , National Tribunal , Retrenchment , Settlement , Authorities under the Act, Procedure Powers and Duties of Authorities , Trade Union Act- 1926, Scope, Eligibility, Fund, Register, Rights on the Part of Employer and Employee |
| UNIT-4 | Essential Commodities Act 1955/ Contract of Insurance: Main provisions of the Essential Commodities Act, Contract of Insurance, Nature of Contract of Insurance, Principles of contracts of Insurance, Reinsurance, Double Insurance , Subrogation and Contribution. |
| UNIT-5 | Industrial employment Standing Order Act- 1946/ Consumer Protection Act 1986: Industrial Employment Standing Order Act- 1946, Model Standing Order, Show Cause Notice Charge Sheet, Domestic Enquiry, Discharge and Dismissal of Employee, Consumer Protection Act- 1986, Definition – Forum and their Jurisdiction. |

Recommended books:

1. Shukla M.C., A Manual of Mercantile Law, Sultan Chand,
2. Sharma A.N., Aspect of Labour Welfare and Social Security, Himalaya,
3. Chakraborti B.K., Labour Laws of India, International Law Book Centre,
4. Seth B. R., Indian Labour Laws, All India Management Association,

FINANCIAL MANAGEMENT

| UNIT | TOPIC |
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| UNIT-1 | Financial Management – Meaning, importance and objective of financial management, profit maximization and wealth maximization, principal functions of financial manager. |
| UNIT-2 | Risk and return: - Overview of capital market theory beta estimation, CAPM and APT, The time value of money. |
| UNIT-3 | Working Capital Management – factors influencing working capital requirements. Current asset policy and current asset finance policy. Determination of operating cycle and cash cycle. Estimation of working capital requirements of a firm. Cash, Inventory & Receivables Management. |
| UNIT-4 | Investment decisions :- Capital budgeting , Concept theory cost of capital financial analysis through leverage. |
| UNIT-5 | Capital Structure Decisions – Planning the capital structure. Leverages – Determination of operating leverage, financial leverage and total leverage. Dividend policy(Only basic Theories) Factors affecting the dividend policy - dividend policies. |
| UNIT-6 | Sources of long term funds Cost of capital – basic concepts. Cost of debenture capital, cost of preferential capital, cost of term loans, and cost of equity capital. . |

RECOMMENDED BOOKS:

Prasanna Chandra: Financial Management (TMH), 7/e

I. M. Pandey – Financial Management (Vikas), 9/e

M. Y. Khan & P. K. Jain – Financial Management (TMH), 5/e

FRONT OFFICE MANAGEMENT

| UNIT | TOPIC |
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| UNIT-1 | PLANNING & EVALUATING FRONT OFFICE OPERATIONS A. Setting Room Rates (Details/Calculations thereof) - Hubbart Formula, market condition approach & Thumb Rule - Types of discounted rates – corporate, rack etc. B. Forecasting techniques C. Forecasting Room availability D. Useful forecasting data % of walking % of overstaying % of under stay |
| UNIT-2 | PLANNING & EVALUATING FRONT OFFICE OPERATIONS:E. Forecast formula F. Types of forecast G. Sample forecast forms H. Factors for evaluating front office operations |
| UNIT-3 | BUDGETING A. Types of budget & budget cycle B. Making front office budget C. Factors affecting budget planning D. Capital & operations budget for front office |
| UNIT-4 | BUDGETING: E. Refining budgets, budgetary control F. Forecasting |

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| | room revenue G. Advantages & Disadvantages of budgeting |
| UNIT-5 | PROPERTY MANAGEMENT SYSTEM A. Fidelio / IDS / Showman B. Amadeus |

PRACTICAL-FRONT OFFICE MANAGEMENT-I

- 01HMS Training – Hot Function keys
- 02 How to put message
- 03 How to put a locator
- 04How to check in a first time guest
- 05How to check in an existing reservation
- 06 How to check in a day use
- 07 How to issue a new key
- 08 How to verify key
- 09 How to cancel a key
- 10 How to issue a duplicate key
- 11 How to extend a key
- 12 How to print and prepare registration cards for arrivals
- 13 How to programme keys continuously
- 14How to programme one key for two rooms
- 15 How to re-programme a key
- 16 How to make a reservation
- 17 How to create and update guest profiles
- 18 How to update guest folio
- 19 How to print guest folio
- 20 How to make sharer reservation

Laboratory Experiments:

1. Different Front Office Operation Related Task on Stander Types P.M.S Software & system

References Books:

1. Front Office Manual, Sudhir Andrew.
2. Principal of Hotel Front Office Operation, Baker, Bradley &Hyton.
3. Front Office Procedure &Yield Management, Peter Abboff &Sue Lenry.
4. Front Office Operation , Pant, Anoop Rajat Publication New Delhi.

FOOD & BEVERAGE MANAGEMENT-I

| UNIT | TOPIC |
|--------|---|
| UNIT-1 | PLANNING &OPERATING VARIOUS F&B OUTLET A. Physical layout of functional and ancillary areas B. Objective of a good layout C. Steps in planning D. Factors to be considered while planning E. Calculating space requirement F. Various set ups for seating G. Planning staff requirement H. Menu planning I. Constraints of menu planning J. Selecting and planning of heavy duty and light equipment K. Requirement of quantities of equipment required like crockery, Glassware, Cutlery - steel or silver etc. L. Suppliers & manufacturers M. Approximate cost N. Planning Décor, furnishing fixture etc |
| UNIT-2 | FUNCTION CATERING BANQUETS A. History B. Types C. Organisation of Banquet department D. Duties & responsibilities E. Sales F. Booking procedure G. Banquet menus BANQUET |

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| | PROTOCOL ☐ Space Area requirement ☐ Table plans/arrangement ☐ Misc-en-place ☐ Service ☐ Toast & Toast procedures INFORMAL BANQUET ☐ Reception ☐ Cocktail parties ☐ Convention ☐ Seminar ☐ Exhibition ☐ Fashion shows 08 25% ☐ Trade Fair ☐ Wedding ☐ Outdoor catering. |
| UNIT-3 | FUNCTION CATERING BUFFETS A. Introduction B. Factors to plan buffets C. Area requirement D. Planning and organisation E. Sequence of food F. Menu planning G. Types of Buffet H. Display I. Sit down J. Fork, Finger, Cold Buffet K. Breakfast Buffets L. Equipment M. Supplies N. Check list. |
| UNIT-4 | GUERIDON SERVICE A. History of gueridon B. Definition C. General consideration of operations D. Advantages & Dis-advantages E. Types of trolleys F. Factor to create impulse, Buying – Trolley, open kitchen G. Gueridon equipment H. Gueridon ingredients. |
| UNIT-5 | KITCHEN STEWARDING A. Importance B. Opportunities in kitchen stewarding C. Record maintaining D. Machine used for cleaning and polishing E. Inventory. |

FOOD & BEVERAGE PRACTICAL

| UNIT | TOPIC |
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| UNIT-1 | Planning & Operating Food & Beverage Outlets Class room Exercise ☐ Developing Hypothetical Business Model of Food & Beverage Outlets ☐ Case study of Food & Beverage outlets - Hotels & Restaurants |
| UNIT-2 | Function Catering – Banquets ☐ Planning & organizing Formal & a Informal Banquets ☐ Planning & organizing Outdoor caterings, Function Catering – Buffets Planning & organizing various types of Buffet |
| UNIT-3 | Gueridon Service ☐ Organizing Mise-en-place for Gueridon Service ☐ Dishes involving work on the Gueridon Task-01 Crepe suzette Task-02 Banana au Rhum Task-03 Peach Flambe Task-04 Rum Omelette Task-05 Steak Diane Task-06 Pepper Steak |
| UNIT-4 | Kitchen Stewarding ☐ Using & operating Machines ☐ Exercise – physical inventory |
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Reference Books:

1. Food Service Management Bhojwani, M.: Rajat publications New Delhi.
2. Hospitality Management: Theories and Practices Ratti, Manish
3. Basics of Catering Management: Its Inevitability Narayan, U.
4. Food Service Management Ratti, Manish. Rajat publications New Delhi
5. Food & Beverage service operation Vijay Dhavan.
6. Hotel Tourism and Hospitality Management Ratti M: Rajat publications New Delhi
7. The Bar & Beverage book Costas Katsigris & Thomas.

TOURISM & TRAVEL MANAGEMENT

| UNIT | TOPIC |
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| UNIT-1 | Relationship between Hospitality Travel & Tourism Industry: |

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| | Nature of the Travel, Tourism & Hospitality Industry, Interrelationships within the Travel & Tourism Industry, Needs and trends in Travel, Social Impact of Travel, Role of Tour Operators and Travel Agents, Forces Shaping the Hotel Business. |
| UNIT-2 | Hospitality Industry: Services and their types, Problems in managing & marketing service business, Achieving Superior Services, Inter-Personal Skills for hospitality sector, Strategic Service Vision and its delivery. |
| UNIT-3 | Accommodation Sector: Defining a Hotel, Classification of Hotels – as per location, size, target markets, levels of service, ownership & affiliation, other lodging establishments (Commercial and Welfare), hotel guests. Different types of hotel rooms; Hotel Revenue Centres –rooms division, food and beverage division, Hotel Cost Centres- marketing, engineering, accounting, human resources; Security, Organization Charts of large, medium and small hotels, lodging Industry. |
| UNIT-4 | Food & Beverage Operations: Evolution and growth of Catering Industry, Types of Catering Establishments- Commercial , restaurants and welfare segments; Role of the F & B Department in a Hotel, meal & drink experience, Forces shaping Food Services. |
| UNIT-5 | Ethics in Hospitality Management: Defining Ethics, Social Responsibility and Business Ethics, Ethical Issues In Hospitality Sector– Environment Issues, Discrimination, Sexual harassment, AIDS in Workplace, Advertising Claims, Truth-In-Menus. |

Recommended books

- 1. Rocco M. Angelo, Andrew N. Vladimir, An Introduction to Hospitality Today, EIAH&LA.**
- 2. Michael L. Kasvana & Richard M. Brooks, Managing Front Office Operations, EIAH&LA,**
- 3. Zulfikar, Introduction to Tourism & Hotel Industry, UBSPD,**
- 4. Tom Powers, Introduction to Management in the Hospitality Industry, John Wiley & Sons, Inc.**
- 5. Dennis L. Foster , VIP: An Introduction to Hospitality, Mc Graw- Hill International,**
- 6. Medlick, A Book of Readings, Ethics in Hospitality Management, EIAH&LA,**
- 7. Bernard Davies, Food & Beverage Management, Heinemann Professional Publishing,**

HOSPITALITY MARKETING

| UNIT | TOPIC |
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| UNIT-1 | Fundamentals of Marketing: Definition of Marketing, The Marketing Concept, Difference between Marketing and Selling, Marketing Research (Definition, Procedure), Consumer Behaviour (Factors Influencing Buying Behavior), Buying Behaviour Models (Complex Decision-Making Process by Kotler, Howard's Conceptualization of Consumer Problem- Solving , types of Buying Behaviour by Assael) |
| UNIT-2 | Planning Marketing Strategy: Formulation of Marketing Strategies for Hotels, |

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| | Objectives – Formulation of Policies and Plans, Developing Marketing Strategies in a Hotel Industry, Differentiation, Segmentation, Targeting, Positioning |
| UNIT-3 | Product: Product and Services- Definition and Difference, The hotel Product and its Components (Location, Facilities, Service, Image, Price), Product life Cycle. |
| UNIT-4 | Price & Distribution: Principles of Pricing, Initiating and Responding To Price Changes, Cost Oriented and Market Oriented Pricing Strategies, Marketing Channels in the Hotel Industry, Location of Services, Current Trends in Hotel and Catering Industry. |
| UNIT-5 | Promotion mix: Sales Promotion, Direct Mail, Sponsorship Management, Merchandising, Public Relations, Publicity, Distinction between Public Relations and Publicity, Advertising : Objectives – Pre Testing /Post Testing, Selling and Sales Management, Sales task, role of Sales Manager, Designing the Sales Force Structure , Components of Successful Salesmanship. |

Recommended books:

1. Philip Kotler , **Marketing Management**, PHI,
2. Francis Butler , **Hotel and Food service Marketing** ,VNR,
3. Robert Louis and Chambers , **Hospitality sales and marketing**, VNR.,
4. Robert C Lewis , Richard C Chambers, **Marketing Leadership in Hospitality Foundation and Practices**,VNR,
5. Krupa Shankar, **Marketing for Hotels**, United Publishers, Mangalore.

Safety & security Management

| UNIT | TOPIC |
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| UNIT-1 | Operation skills for crowd control management. Operation skills for media interaction |
| UNIT-2 | Breathing apparatus features Breathing apparatus operating procedure Operating skill security of front office & administrative premises. Operating skill for guard force. |
| UNIT-3 | Operating skill for security of women & children. Operating skill in handling radio/wireless communications. Operating skill for drilling with threats. |
| UNIT-4 | Operating skill for natural & nuclear disasters. Operating skill for handling coal mines and other explosive devises. Operating skill for trickling & protecting hostages and survivors during hi-jack. |
| UNIT-5 | Supervisor: Role of Supervisor/Function of Supervisor/Levels of Managements. Planning: Characteristic of planning/planning function of Management. Advantages & Disadvantages of planning Direction and its function and uses. Time Management. Communication. Team Building. Employability skills. |

1.The Black Swan: The Impact of the Highly Improbable, Nassim Nicholas Taleb

2.The Essentials of Risk Management, Michel Crouhy, Dan Galai, Robert Mark

3.Risk Management, Michel Crouhy