



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)  
(Deemed to be University Encl. no.3 of the UGC Act, 1956)  
PALLAVARAM - CHENNAI

ACCREDITED BY NAAC WITH 'A' GRADE  
*Marching Beyond 30 Years Successfully*  
INSTITUTION WITH UGC 12B STATUS

## **POST GRADUATE DEGREE PROGRAMME**

**PG Diploma Hotel and Catering Management One  
Year**

/

**M. Sc Hotel and Catering Management  
Second Year**

## **CURRICULUM & SYLLABUS**

**REGULATION 2024**

**Choice Based Credit System (CBCS)**

**&**

**Learning Outcomes Based Curriculum Framework (LOCF)**

**Effective from the Academic Year**

**2024 -2025**

**School of Hotel and Catering Management**

**Department of Hotel and Catering Management**



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## DEPARTMENT OF HOTEL AND CATERING MANAGEMENT

### VISION OF THE DEPARTMENT

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

### MISSION OF THE DEPARTMENT

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

### PROGRAMME EDUCATIONAL OUTCOMES (PEO)

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

### PROGRAMME OUTCOMES (PO)

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

### **PROGRAMME SPECIFIC OUTCOMES (PSO)**

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



## **BOARD OF STUDIES**

### **List of Members**

#### **Department of Hotel and Catering Management**

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

## **CREDIT DISTRIBUTION**

**PG Diploma – Hotel and Catering Management**

**Minimum credits to be earned: 48**

**M.Sc., Hotel and Catering Management**

**Minimum credits to be earned: 90**

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

### **ABBREVIATIONS**

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

## CURRICULUM STURCTURE

**PG Diploma – Hotel and Catering Management**

**Minimum credits to be earned: 48**

**M.Sc., Hotel and Catering Management**

**Minimum credits to be earned: 90**

**Total number of Credits: 90**

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

**CIA - Continuous Internal Assessment**

**SEE - Semester End Examination**

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

**SEMESTER 2**

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





**SEMESTER 3**

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

**SEMESTER 4**

<b>Category</b>	<b>Code</b>	<b>Course</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>	<b>CIA</b>	<b>SEE</b>	<b>Total</b>
RP	24RMHM11	Research Project	-	-	-	18	-	100	100
			-	-	-	18	-	-	-

### DISCIPLINE SPECIFIC CORE COURSES

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

## DISCIPLINE SPECIFIC ELECTIVE COURSES

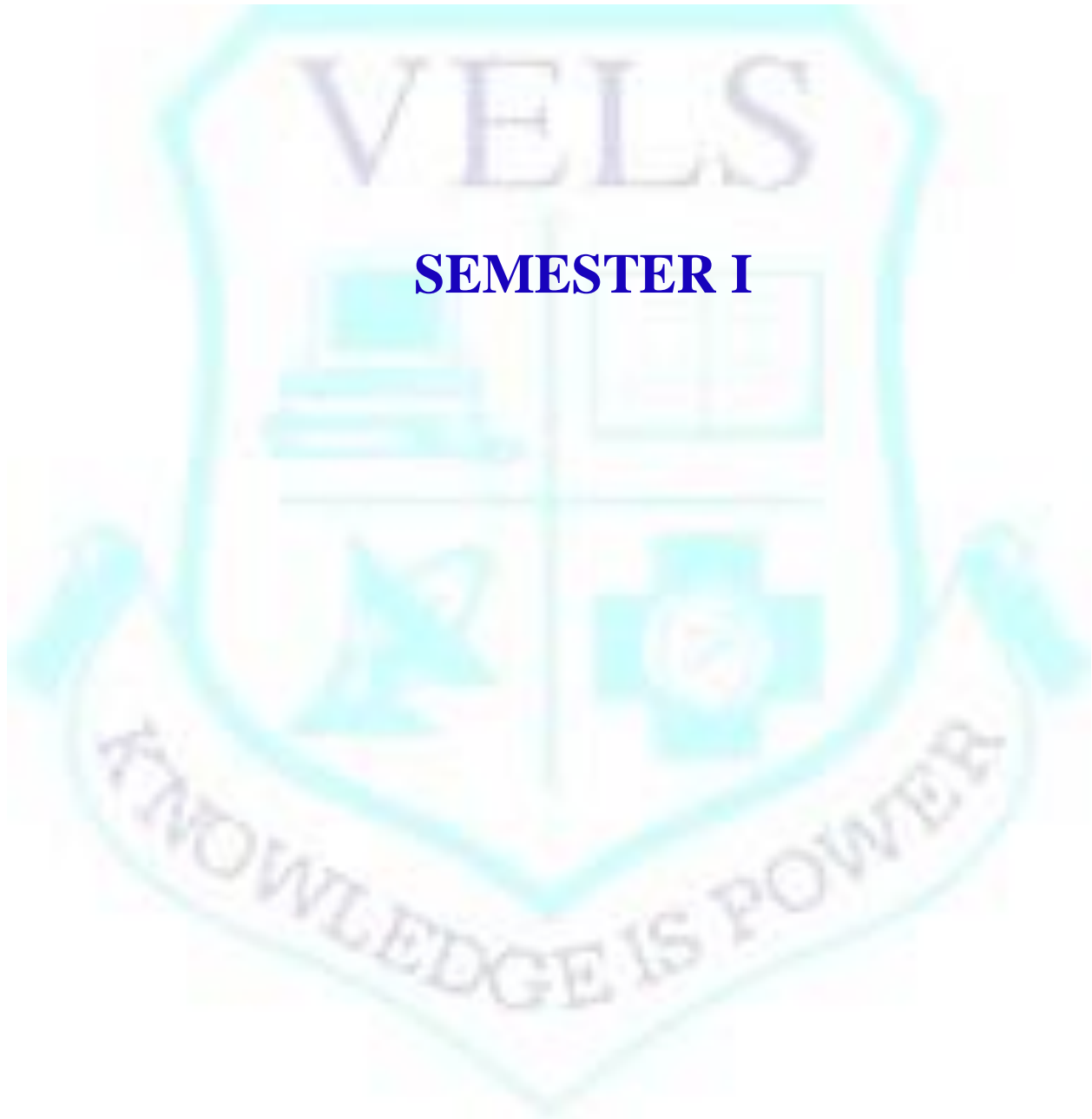
Category	Code	Course	L	T	P	C
DSE	24DMHM11	Event marketing and Fund Raising	4	0	0	4
DSE	24DMHM12	Medical and Wellness Tourism	4	0	0	4
DSE	24DMHM31	Financial Management	4	0	0	4
DSE	24DMHM32	Employee motivation and retention strategies	4	0	0	4
DSE	24DMHM31	Financial Management	4	0	0	4
DSE	24DMHM32	Employee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



## RESEARCH PROJECT

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





## **SEMESTER I**

## 24CMHM11 Principles and Practices in Hospitality Management

L	T	P	C
4	0	0	4

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

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

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

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

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

### **Unit III: Operations Management** 12

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

### **Unit IV: Human Resource Management** 12

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

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

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

**Total Hrs. 60**

### **Course Outcomes:**

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

### **Reference Books:**

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

### **Online Websites:**

- [www.hospitalitynet.org](http://www.hospitalitynet.org)
- [www.hotelnewsresource.com](http://www.hotelnewsresource.com)

**24CMHM12**

## **Menu Engineering and Design**

L	T	P	C
4	0	0	4

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

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

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

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

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

### **Unit III: Menu Pricing Strategies** **12**

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

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

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

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

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

**Total Hrs. 60**

#### **Course Outcomes:**

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

#### **Reference Books:**

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

#### **Online Websites:**

- [www.foodandwine.com](http://www.foodandwine.com)
- [www.restaurant.org](http://www.restaurant.org)

L	T	P	C
4	0	0	4

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

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

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

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

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

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

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

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

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

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

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

**Total Hrs. 60**

**Course Outcomes:**

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

**Reference Books:**

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

**Online Websites:**

- [www.foodservicewarehouse.com](http://www.foodservicewarehouse.com)
- [www.restaurantowner.com](http://www.restaurantowner.com)



L	T	P	C
4	0	0	4

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

**Unit I: Introduction to Strategic Management**

12

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

**Unit II: External Environment Analysis**

12

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

**Unit III: Internal Environment Analysis**

12

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

**Unit IV: Strategy Formulation**

12

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

**Unit V: Strategy Implementation and Control**

12

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

Total Hrs. 60

**Course Outcomes:**

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

**Reference Books:**

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

**Online Websites:**

- [www.strategy-business.com](http://www.strategy-business.com)
- [www.hbr.org](http://www.hbr.org)

L	T	P	C
4	0	0	4

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

### Unit I: Fundamentals of Event Marketing

12

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

### Unit II: Marketing Strategies for Events

12

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

### Unit III: Fundraising Techniques

12

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

### Unit IV: Planning and Budgeting for Events

12

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

### Unit V: Evaluation and Impact Assessment

12

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

**Total Hrs. 60**

### Course Outcomes:

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

### Reference Books:

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

### Online Websites:

- [www.eventmanagerblog.com](http://www.eventmanagerblog.com)
- [www.nonprofitpro.com](http://www.nonprofitpro.com)

L	T	P	C
4	0	0	4

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

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

12

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

**Unit II: Health and Wellness Services**

12

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

**Unit III: Destination Management**

12

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

**Unit IV: Marketing Medical Wellness Tourism**

12

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

**Unit V: Legal and Ethical Issues**

12

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

**Total Hrs. 60**

**Course Outcomes:**

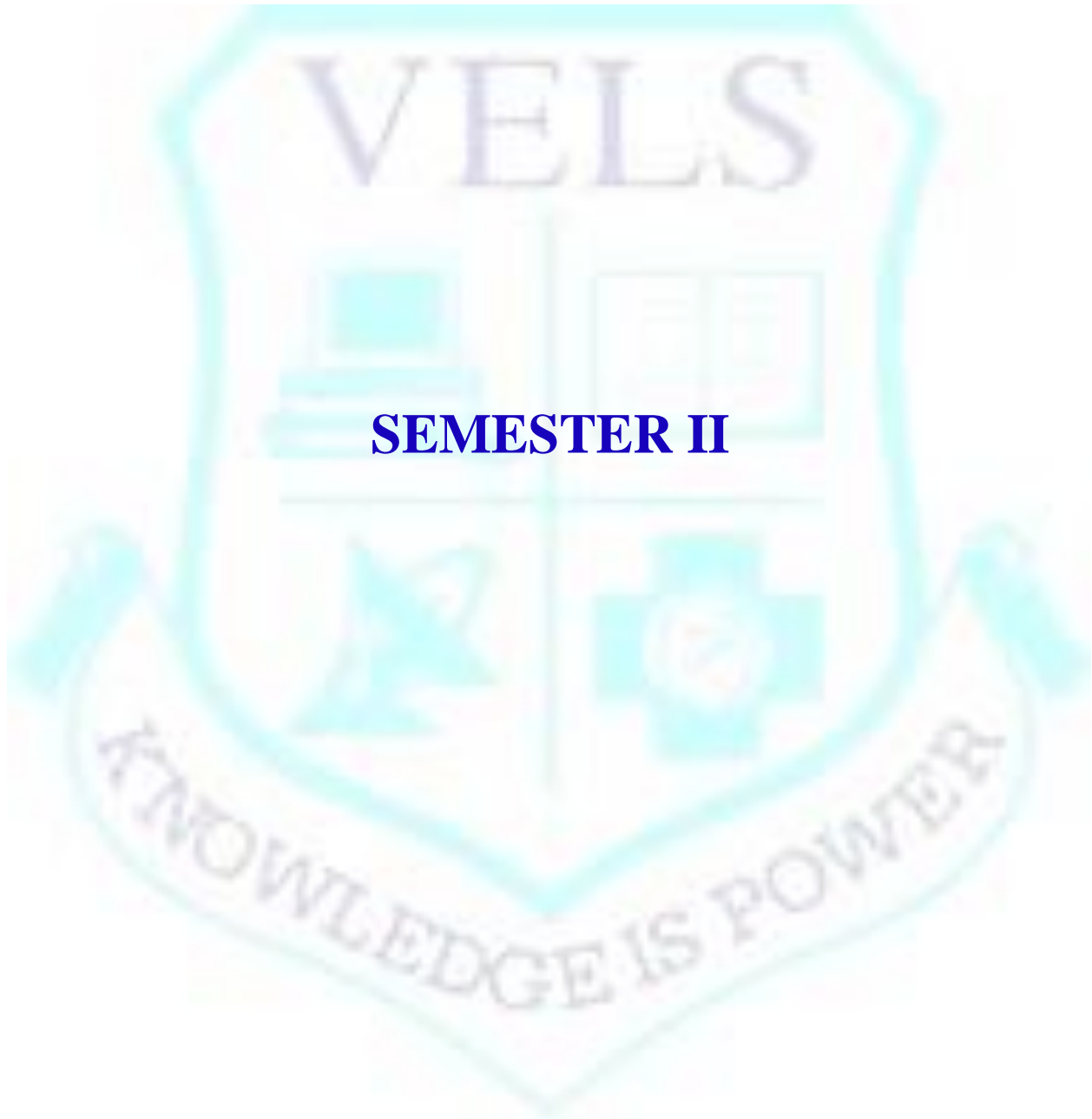
- **CO1:** Describe the scope and trends in medical wellness tourism.
- **CO2:** Analyze various health and wellness services offered in this sector.
- **CO3:** Evaluate the factors influencing destination choices for wellness tourism.
- **CO4:** Develop effective marketing strategies for medical wellness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

**Reference Books:**

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

**Online Websites:**

- [www.medicaltourismassociation.com](http://www.medicaltourismassociation.com)
- [www.wellness-tourism.org](http://www.wellness-tourism.org)



**SEMESTER II**

L	T	P	C
4	0	0	4

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

### Unit I: Introduction to Revenue Management

12

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

### Unit II: Market Segmentation and Demand Forecasting

12

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

### Unit III: Pricing Strategies

12

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

### Unit IV: Distribution Channel Management

12

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

### Unit V: Performance Measurement and Reporting

12

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

Total Hrs. 60

### Course Outcomes:

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

### Reference Books:

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

### Online Websites:

- [www.revenuemanagement.com](http://www.revenuemanagement.com)
- [www.hsmi.org](http://www.hsmi.org)

L	T	P	C
4	0	0	4

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

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

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

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

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

**Unit III: Sustainability in Housekeeping** 12

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

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

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

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

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

**Total Hrs. 60**

**Course Outcomes:**

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

**Reference Books:**

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

**Online Websites:**

- [www.ahlei.org](http://www.ahlei.org)
- [www.greenhotelier.org](http://www.greenhotelier.org)

L	T	P	C
4	0	0	4

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

**Unit I: Introduction to ICT in Hospitality**

12

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

**Unit II: Property Management Systems (PMS)**

12

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

**Unit III: Customer Relationship Management (CRM) Systems**

12

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

**Unit IV: Emerging Technologies in Hospitality**

12

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

**Unit V: Security and Privacy in ICT**

12

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

Total Hrs. 60

**Course Outcomes:**

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

**Reference Books:**

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

**Online Websites:**

- [www.hospitalitynet.org](http://www.hospitalitynet.org)
- [www.hoteltechnologynews.com](http://www.hoteltechnologynews.com)

L	T	P	C
4	0	0	4

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

### Unit I: Introduction to Risk Management

12

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

### Unit II: Risk Assessment and Analysis

12

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

### Unit III: Asset Management Principles

12

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

### Unit IV: Financial and Legal Aspects of Asset Management

12

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

### Unit V: Integrating Risk and Asset Management

12

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

Total Hrs. 60

### Course Outcomes:

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

### Reference Books:

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

### Online Websites:

- [www.rims.org](http://www.rims.org)
- [www.assetmanagement.com](http://www.assetmanagement.com)



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

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

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

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

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

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

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

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

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

**Unit V: Technology and Services** 12

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

**Total Hrs. 60**

**Course Outcomes:**

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

**Reference Books:**

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

**Online Websites:**

- [www.serviceexcellence.com](http://www.serviceexcellence.com)
- [www.customerservicemanager.com](http://www.customerservicemanager.com)

L	T	P	C
4	0	0	4

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

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

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

**Unit II: Identifying Business Opportunities** 12

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

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

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

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

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

**Unit V: Growth and Sustainability** 12

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

**Total Hrs. 60**

**Course Outcomes:**

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

**Reference Books:**

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

**Online Websites:**

- [www.entrepreneur.com](http://www.entrepreneur.com)
- [www.startupnation.com](http://www.startupnation.com)