

## **APPENDIX - AU**

### **MADURAI KAMARAJ UNIVERSITY** ***(University with Potential for Excellence)***

#### **B.Sc. Hospitality and Airline Catering Management** **Syllabus**

(With effect from the academic year 2023-2024 onwards)  
Regulations and Scheme of Examinations

##### **1. Introduction Of The Programme:**

Learn about the basic skills and competencies involved in working within the aviation industry and an understanding of how the industry operates in its different forms by studying the course Introduction to Aviation Industry. The course first introduces you to the main characteristics of the aviation sector with reference to business management studies. The program outlines the concept of basic organization structure with focusing towards aviation sector. The syllabus includes the operational sequence of an airport and their systematic process with the application of managerial skills to enhance the students to manage the airport and airlines

##### **2. Eligibility For Admission:**

A candidate for admission to B.Sc. Hospitality and Airline Catering Management shall be required to have passed the Higher Secondary Examination conducted by the Government of Tamil Nadu or an Examination accepted as equivalent there by the Madurai Kamaraj University.

**Age:** The Maximum limit to admit a candidate in B.Sc. Hospitality and Airline Catering Management 25 Years and for SC/ST Students 3 Years of relaxation can be given

**2.1. Duration of the Programme** : 3 Years

**2.2. Medium of Instruction** : English

##### **3. Objectives of the Programme**

The main objectives of the programme are to:

- Provide the student with an introduction to the aviation industry. More specifically, the course will provide an opportunity for you.
- Become acquainted with the social, economic and environmental context within which the hospitality industry operates.
- Obtain an appreciation of the various functions of management and their interrelationships with other key concerns of managers such as accounts, marketing, finance and human resource management and to identify the role of managers in the hospitality industry and to highlight their principal responsibilities.

#### **4. Outcome of the Programme**

Students avail the chances to work in managerial positions in aviation sector and airports. He / she are eligible to write competitive examination pertaining to aviation industry and I UPSC examinations.

#### **5. Core Subject Paper:**

All the core papers are mentioned inside the course structure.

#### **6. Subject Elective Paper:**

The subject elective papers are mentioned inside the course structure.

#### **7. Non – Major Elective Paper:**

Non Major Elective paper as prescribed by the Department of Hotel Management

#### **8. Unitization:**

Each Subject is segregated into five units with each unit consisting of equal distribution of major concepts.

#### **9. Pattern of Semester Exam:**

Examination will be conducted at the end of each semester. Each Semester has two patterns of examination namely Internal (25 marks) and external (75marks).

#### **10. Scheme For Internal Assessment:**

The Internal assessment will be as follows:

|                            |   |                                           |
|----------------------------|---|-------------------------------------------|
| Test                       | = | 10 Marks ( Average of the best two tests) |
| Assignment                 | = | 5 marks                                   |
| Seminar / Group Discussion | = | 5 marks                                   |
| Peer- team – teaching      | = | 5 marks                                   |
| Total                      | = | 25 marks                                  |

#### **11. External Exam:**

External Examination will be conducted as semester exams as per University norms with common question paper for all affiliated colleges.

#### **12. Question Paper Pattern:**

The existing pattern of Question paper will be as follows:

(For all the theory Subjects except Hotel French: Hotel French Question Pattern is enclosed in the respective syllabus itself)

**Time: 3 hrs**

**Max. Marks: 75**

**Section A: (10 X1 = 10 marks)**

**Question No. 1 to 10 (Multiple Choices)**

- 1) Two Questions from each unit.
- 2) Four Choices in each question
- 3) No —None of These Choice should be given.

**Section B: (5 x 7 = 35 marks)**

- Answer all the questions choosing either (a) or (b)
- Answers not exceeding two pages

(One question from each unit)      11 (a) or 11 (b)  
12 (a) or 12 (b)  
13 (a) or 13 (b)  
14 (a) or 14 (b)  
15 (a) or 15 (b)

**Section C: (3x10=30 marks)**

- Answer not exceeding four pages
- Answer any three out of five (one question from each unit)
- Question 16 – 20

**13. Scheme For Evaluation:**

External Evaluation is done at the University level by Central Evaluation Procedure.

**14. Passing Minimum:**

Passing Minimum for the UG Course is 40 marks.

**14.1. Classification**

| S.No. | Range of CGPA           | Class |
|-------|-------------------------|-------|
| 1.    | 40 & above but below 50 | III   |
| 2.    | 50 & above but below 60 | II    |
| 3.    | 60 & above              | I     |

**15. Model Questions:****16. Teaching Methodology:**

To enhance the quality of students through creative and effective teaching the following teaching methodologies by classroom teaching methods, Practical training, Power Point Presentation classes, Guest lectures, Demonstrations and Internship for 22 weeks and study tour programmes.

**17. Text Books:**

The text books are mentioned below each individual paper.

**18. Reference Books:**

The reference books are mentioned below each individual paper.

**19. Retotalling And Revaluation Provision:**

Revaluation and re totalling shall be pursued by submission of respective application forms duly filled and authorized by the head of the Institution as per University norms. The applications must reach the University within the stipulated time frame as set by University.

**20. Transitory Provision:**

The revision of syllabus shall be done once in three years for better enhancement and updations.

## 21. Subject and Paper Related Website:

The websites are mentioned below the reference books column for every subject.

### B.Sc Hospitality and Airline Catering Management

#### First Semester

| Subjects                                                                                      | Hours     | Credits   | Internal | External | Total |
|-----------------------------------------------------------------------------------------------|-----------|-----------|----------|----------|-------|
| <b>1.1 Language</b><br>Tamil – I (General) / Alternate Language Subjects – I                  | 6         | 3         | 25       | 75       | 100   |
| <b>1.2 English</b><br>English I                                                               | 6         | 3         | 25       | 75       | 100   |
| <b>1.3 Core – I</b><br>Food Production – I                                                    | 4         | 4         | 25       | 75       | 100   |
| <b>1.4 Core – II</b><br>Food & Beverage Service –I                                            | 4         | 4         | 25       | 75       | 100   |
| <b>1.5 Elective I ( Choose any one)</b><br>Front Office Operation<br>Interior Designing       | 3         | 3         | 25       | 75       | 100   |
|                                                                                               |           |           | 25       | 75       | 100   |
| <b>1.6 SEC-I Non-Major Elective</b><br>Introduction To Airline, Travel and Tourism Industries | 2         | 2         | 25       | 75       | 100   |
| <b>1.7 AECC Soft Skill – 1</b><br>Hotel French                                                | 3         | 2         | 25       | 75       | 100   |
| <b>1.8 Skill Enhancement</b><br>Hygiene, Sanitation and Food Safety                           | 2         | 2         | 25       | 75       | 100   |
| <b>Total</b>                                                                                  | <b>30</b> | <b>23</b> |          |          |       |

#### Second Semester

| Subjects                                                                                                               | Hours | Credits | Internal | External | Total |
|------------------------------------------------------------------------------------------------------------------------|-------|---------|----------|----------|-------|
| <b>2.1 Language</b><br>Tamil – II (General) / Alternate Language Subjects – II                                         | 6     | 3       | 25       | 75       | 100   |
| <b>2.2 English</b><br>English II                                                                                       | 6     | 3       | 25       | 75       | 100   |
| <b>2.3 Core – III</b><br>Food Production Practical – I                                                                 | 4     | 4       | 40       | 60       | 100   |
| <b>2.4 Core – IV</b><br>Food & Beverage Service Practical -I                                                           | 4     | 4       | 40       | 60       | 100   |
| <b>2.5 Elective II( Choose any one)</b><br>Airline Catering operations<br>Principles of Tourism and Airline Management | 3     | 3       | 25       | 75       | 100   |
|                                                                                                                        |       |         | 25       | 75       | 100   |

|                                                                        |           |           |    |    |     |
|------------------------------------------------------------------------|-----------|-----------|----|----|-----|
| <b>2.6 Non-Major Elective -II</b><br>Basic Hospitality Services        | 2         | 2         | 25 | 75 | 100 |
| <b>2.7 Skill Enhancement SEC-3</b><br>Front Office Operation Practical | 3         | 2         | 40 | 60 | 100 |
| <b>2.8 AECC Soft Skill – 2</b><br>Effective English                    | 2         | 2         | 25 | 75 | 100 |
| <b>Total</b>                                                           | <b>30</b> | <b>23</b> |    |    |     |

### Second Year

#### Third Semester

| Subjects                                                                                | Hours     | Credits   | Internal | External | Total |
|-----------------------------------------------------------------------------------------|-----------|-----------|----------|----------|-------|
| <b>3.1 Language</b><br>Tamil – III (General) / Alternate Language Subjects – III        | 6         | 3         | 25       | 75       | 100   |
| <b>3.2 English</b><br>English III                                                       | 6         | 3         | 25       | 75       | 100   |
| <b>3.3 Core – V</b><br>Accommodation Operation                                          | 4         | 4         | 25       | 75       | 100   |
| <b>3.4 Core – VI</b><br>Airline Catering Management                                     | 4         | 4         | 25       | 75       | 100   |
| <b>3.5 Elective III ( Choose any one)</b><br>Automation In Airline and Tourism Industry | 2         | 3         | 25       | 75       | 100   |
| Facility Management                                                                     |           |           | 25       | 75       | 100   |
| <b>3.6 Skill Enhancement SEC-4</b><br>Entrepreneurship Development                      | 2         | 1         | 25       | 75       | 100   |
| <b>3.7 Skill Enhancement SEC-5</b><br>Event Management                                  | 2         | 2         | 25       | 75       | 100   |
| <b>3.8 AECC Soft Skill – 3</b><br>Personality Development                               | 2         | 2         | 25       | 75       | 100   |
| <b>3.9 Environmental Studies</b>                                                        | 2         | 2         | 25       | 75       | 100   |
| <b>Total</b>                                                                            | <b>30</b> | <b>24</b> |          |          |       |

#### Fourth Semester

| Subjects                                                                        | Hours | Credits | Internal | External | Total |
|---------------------------------------------------------------------------------|-------|---------|----------|----------|-------|
| <b>4.1 Language</b><br>Tamil – IV (General) / Alternate Language Subjects – IV  | 6     | 3       | 25       | 75       | 100   |
| <b>4.2 English</b><br>English IV                                                | 6     | 3       | 25       | 75       | 100   |
| <b>4.3 Core – VII</b><br>Accommodation Operation Practical                      | 5     | 4       | 40       | 60       | 100   |
| <b>4.4 Core – VIII</b><br>Airline and Airport Management                        | 5     | 4       | 25       | 75       | 100   |
| <b>4.5 Elective IV ( Choose any one)</b><br>Tour and Travel Business Management | 2     | 3       | 25       | 75       | 100   |
| Hospitality and Aviation Law                                                    |       |         | 25       | 75       | 100   |

|                                                                 |           |           |    |    |     |
|-----------------------------------------------------------------|-----------|-----------|----|----|-----|
| <b>4.6 Skill Enhancement SEC-6</b><br>Hospitality Accounts      | 2         | 2         | 25 | 75 | 100 |
| <b>4.7 Skill Enhancement SEC-7</b><br>Principles of Management  | 2         | 2         | 25 | 75 | 100 |
| <b>4.8 AECC Soft Skill – 4</b><br>Microsoft Office Fundamentals | 2         | 2         | 25 | 75 | 100 |
| <b>Total</b>                                                    | <b>30</b> | <b>23</b> |    |    |     |

**Third Year  
Fifth Semester**

| <b>Subjects</b>                                                                                       | <b>Hours</b> | <b>Credits</b> | <b>Internal</b> | <b>External</b> | <b>Total</b> |
|-------------------------------------------------------------------------------------------------------|--------------|----------------|-----------------|-----------------|--------------|
| <b>5.1 Core – IX</b><br>Airlines Management                                                           | 4            | 4              | 25              | 75              | 100          |
| <b>5.2 Core – X</b><br>Food Production – II                                                           | 4            | 4              | 25              | 75              | 100          |
| <b>5.3 Core – XI</b><br>Food & Beverage Service –II                                                   | 4            | 4              | 25              | 75              | 100          |
| <b>5.4 Core – XII</b><br>Project Viva –Voce                                                           | 4            | 4              | 40              | 60              | 100          |
| <b>5.5 Elective V( Choose any one)</b><br>Management Information Systems<br>Human Resource Management | 4            | 3              | 25              | 75              | 100          |
| <b>5.6 Elective VI( Choose any one)</b><br>Customer Relation Management<br>International Tourism      | 4            | 3              | 25<br>25        | 75<br>75        | 100<br>100   |
| <b>5.7 Value Education</b>                                                                            | 2            | 2              | 25              | 75              | 100          |
| <b>5.8 Summer Internship / Industrial Training</b>                                                    | 4            | 2              | 40              | 60              | 100          |
| <b>Total</b>                                                                                          | <b>30</b>    | <b>26</b>      |                 |                 |              |

**Sixth Semester**

| <b>Subjects</b>                                                                                          | <b>Hours</b> | <b>Credits</b> | <b>Internal</b> | <b>External</b> | <b>Total</b> |
|----------------------------------------------------------------------------------------------------------|--------------|----------------|-----------------|-----------------|--------------|
| <b>6.1 Core – XIII</b><br>Food Production Practical – II                                                 | 6            | 4              | 40              | 60              | 100          |
| <b>6.2 Core – XIV</b><br>Food & Beverage Service Practical -II                                           | 6            | 4              | 40              | 60              | 100          |
| <b>6.3 Core – XV</b><br>Research Methodology                                                             | 5            | 4              | 25              | 75              | 100          |
| <b>6.4 Elective VII( Choose any one)</b><br>Managing Global Business<br>Travel Agents and Tour Operators | 4            | 3              | 25              | 75              | 100          |
| <b>6.5 Elective VIII( Choose any one)</b><br>Career Guidance Studies<br>Air Transport Fundamentals       | 4            | 3              | 25              | 75              | 100          |
| <b>6.6 Extension Activity</b>                                                                            | 2            | 1              | 25              | 75              | 100          |
| <b>6.7 Professional Competency Skill</b>                                                                 |              |                |                 |                 |              |

|                      |           |           |    |    |     |
|----------------------|-----------|-----------|----|----|-----|
| Employability Skills | 3         | 2         | 25 | 75 | 100 |
| <b>TOTAL</b>         | <b>30</b> | <b>21</b> |    |    |     |

**Total Hours = 180**

**Total Credits = 140**

**University External Examination Hrs = 3 Hrs**

**INDUSTRIAL EXPOSURE TRAINING:** All students ( from First semester to Fifth Semester) must be sent for summer and winter training after the completion of odd and even semester examination for a period of 5 weeks and a project report must be submitted.

## **FIRST YEAR FIRST SEMESTER**

### **1.1 Language (Credits -3)**

Tamil – I (General) / Alternate Language Subjects – I  
Syllabus as per Madurai Kamaraj University

### **1.2 English (Credits -3)**

English - I  
Syllabus as per Madurai Kamaraj University

### **1.3 Core –I (Credits -4)**

#### **Food Production - I**

#### **Objectives:**

- The ability to explain the hotel industry in the world.
- The ability to illustrate the hotel organizational structure.
- The ability to work in food Production Department.

#### **Unit – I**

Introduction/Aims and Objectives/Origin of Cooking, Hierarchy & Kitchen staff – Kitchen Layout – Fuel & Different Equipment (Identification, Selection and Storage)

#### **Unit – II**

Aims & Objectives of cooking food – effect of cooking on different nutrients – Characteristics of raw materials (Salt, Sugar, Liquid, Fats, Oil, Egg) – various cuts of vegetable, fish, meat & meat products

#### **Unit – III**

Mise-on-place, Preparation of Ingredients, Mixing of Ingredients, and Texture of food, various methods of cooking food – Stocks -Soups – Sauces – Salads – Accompaniments of Garnishes

#### **Unit – IV**

Types of Kitchens – Centralized production of food, Satellite kitchen (Reasons and Consideration) – Selection factors of equipment for quality food production – Functional Organization of Bulk kitchen based on the menu and Working Methods

## **Unit – V**

Detailed study of Indian Cuisine – with respect to Geographical and Historical influences – Introduction of regional cuisine (North, South, East and west) Heritage and Characteristics and specialties of each region Geographical and Historical influence of Indian Cuisine

### **Reference Books**

- Modern Cookery for Teaching and Trade – VoliAnd li – ThangamE.Philip – Orient Longman Publishers, Kolkata.
- Theory of Cookery – Krishna Arora, Frank Brothers & Company, New Delhi.
- Theory of Catering – Kinton and Cesarani, Elbs Publications, New Delhi.

### **1.4 Core –II (Credits -4)**

#### **Food & Beverage Service – I**

##### **Objectives:**

- To Study about the types of Catering Establishment and the attributes of Food and Beverage Service Personnel.
- To Gain Basic Knowledge on the Equipment, Menu and skills necessary for food and Beverage service.

#### **Unit-01 Hotel& Catering Industry**

Introduction to the Hotel Industry and Growth of the hotel - Industry in India - Role of catering establishment in the travel/tourism industry - Types of F&B operations - Classification of Commercial, Residential/Non-residential - Welfare Catering - Industrial/Institutional/Transport such as air, Road, rail, sea, etc - Structure of the catering industry - a brief description of each

#### **Unit-02 Departmental Organisations & Staffing**

Organization of F&B department of hotel- Principal staff of various types of F&B operations - French terms related to F&B staff - Duties & responsibilities of F&B manager and staff - Attributes of a waiter Inter-departmental relationships - (Within F&B and other department)

#### **Unit-03 Food Service Areas (F & B Outlets)**

Specialty Restaurants - Coffee Shop – Cafeteria - Fast Food (Quick Service Restaurants) - Grill Room - Banquets- Bar - Vending Machines - Discotheque **Ancillary Departments**  
Pantry - Food pick-up area – Store - Linen room - Kitchen stewarding

#### **Unit- 4: F & B Service Equipment**

Familiarization & Selection factors of: Cutlery - Crockery- Glassware – Flatware - Hollowware - All other equipments used in F&B Service - French terms related to the above

#### **Unit- 05 Non – Alcoholic Beverages**



Classification (Nourishing, Stimulating and Refreshing beverages) Tea - Origin & Manufacture - Types & Brands – Coffee - Origin & Manufacture - Types & Brands - Juices and Soft Drinks - Cocoa & Malted Beverages - Origin & Manufacture

**Reference Books:**

1. Dennis.R.Lillicrap and John.A.Cousins. Food and Beverage Service: Great Britain. ELBs Publishers.6<sup>th</sup> Edition.2002.
2. John Fuller. Modern Restaurant Service, A Manual for Students and Practitioners: Cheltenham. Stanley Thrones Publishers.1<sup>st</sup> Edition.1999.

**1.5 Elective –I (Credits -3)  
Front Office Operation**

**Objectives:**

- To educate on the procedures and practices adopted for the co-ordination between guests and hotel service.

**Unit-1 Introduction to Hospitality Industry**

Introduction To The Hospitality Industry: The Hospitality Industry- Origin and Growth, Evolution and Growth of the Hotel Industry in the World, Ancient Era, Grand Tour, Modern Era, Evolution and Growth of the Hotel Industry in India.

**Unit-2 Classification of Hotel**

The Need for Classification, Classification of Hotel and Other Types of Lodging; Standard Classification, Heritage Hotels, Classification on the Basis of Size, Location, Clientele, Duration of Guest stay, Service, Ownership; Alternative accommodation, Hotel Tariff Plans, Types of Guest Rooms.

**Unit-3: Hotel Organization**

Hotel Organization: The Need for Organization, Vision, Mission — Mission Statement, Objective, Goals and Strategy. Hotel Organization — Organization charts. Major Departments of a Hotel – Coordination of Front Office with other departments - Front Office, Housekeeping, Food and Beverage Service, Kitchen, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing & Purchase.

**Unit-4: Front Office Organization**

Front Office Organization: Function Area, Section and Layout of Front Office, Reservation, Reception, Information Desk, Cash and Bills, Travel Desk, Communication- Section, Uniformed Services. Organization of Front Office staff, Duties and Responsibilities of Front Office Personnel, Front Office Manager, Reservation Assistant, Receptionist, Information Assistant, Cashier, Telephone Operator, Bell boy, Door Attendant, night auditor and his duties.

**Unit-5: Front Office Communication**

Front Office Communication: the Communication Process, the Seven Cs of Communication, the Importance of Communication. Types of Communication, Diagonal or Cross Wise Communication, Barriers, Psychological Barriers, Personal Barriers. Interdepartmental Communication, Housekeeping, Food and Beverage Department, Sales and Marketing

Department, Engineering and Maintenance, Security, Finance Controller, Human Resource, Banquets

**Reference Books:**

1. Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata Mcgraw Hill Publishing Company Ltd., 32<sup>nd</sup> Reprint. 2004.
2. Sue Baker, Pam Bradly and Jeremy Huyton Principles of Hotel Front Office Operations: London. Cassell Publishers. 2<sup>nd</sup> Edition 2004.

**Interior Designing**

**Objective:**

- To provide the knowledge of the history and developments in interior design
- To provide knowledge on basic principles and concepts of interior decoration

**Unit – I History of Interior Design:**

Early Classical Period Prehistoric Cave paintings – Primitive Designs- Interiors during Egyptian, Greek, Roman, Gothic, and Early Christian & Renaissance Periods - Middle Ages Interiors in Romanesque, Gothic, and renaissance periods Colonial to the Beginning of the 20th Century: Colonial, Victorian designs, Arts & Crafts movement, Art Nouveau, Frank Lloyd Wright.

**Unit II Global Traditions In Interior Design:**

Non European Traditions - Interiors in China, Japan & the Islamic World – Influences of Pre Columbian American art & culture, African influences in interiors Indian Traditional Designs - Traditional Styles of design & decorations of homes & accessories across the states in India including Rajasthan, Gujarat, Andhra, Tamil Nadu, Madhya Pradesh etc.

**Unit III Principles and Fundamentals**

Fundamentals of interior design - interior styles from 17<sup>th</sup> to 20<sup>th</sup> century - Indian interior design Elements of design-types of design – characteristics of good design-principles of design function of colour – texture-pattern-types of colours-colour wheels

**Unit IV Lighting and Flooring**

Interior and lighting - fitting and shades - types of furniture - Requirements and designing of furniture – floors - Classification of floors – suitability, cost and maintenance – carpets – wall covering (Paints and wall paper).

**Unit V Anthropometrics:**

Definition, theory of standard dimension based on human figures for activities, functions, circulation, furniture design, spatial requirements etc. Study of Ergonomics Design of Furniture for Living, Dining, Kitchen, Office etc

**Reference Books:**

1. Interior Design Course, Mary GilliatCoyran, Octopus Ltd., London
2. Interior Design & Decoration, SherrilWhiton, Prentice Hall
3. Interior Design, Francis D.K. Ching, John Wiley & Sons, New York

4. History of Architecture, Sir Banister Fletcher, CBS Publishers & distributors, New Delhi
5. John C. Branson, Margaret Lennox. Hotel, Hostel and Hospital, Housekeeping; London. ELST Publications. 5<sup>th</sup> Edition. 1996

### **1.6 Non Major Elective I–SEC - 1 (Credits -2)** **Introduction to Airline, Travel and Tourism Industry**

#### **Objective:**

- To provide the knowledge of the history and developments in Airline, Travel & Tourism Industry
- To provide knowledge on basic principles and concepts of Airline, Travel & Tourism Industry

#### **Unit-I**

Commercial Aviation-Air Taxi Operations-Private Operation-Airport Handling-Functions of IATA-ICAO-Aims and Objectives.- IATA Geography and Global indicators

#### **Unit–II**

Airlines Terminal Management- Airline Operational Management - Domestic- International Departure Formalities, - Security Check- In. Hand Baggage Screening- Personal Frisking- Boarding the Plane, Ground Announcements- Handling of Delayed Flight- Disruptive Flights- Ramp Handling & Ramp Safety- Procedure

#### **Unit–III**

Travel Documents- Passport – Visa- Tim- Currency Regulations-IATA Rate of Exchange - Banker's Buying Rate- Banker's selling rate-Currency Conversion- Departure Control System-ATC

#### **Unit–IV**

Travel Agent Management – Travel Partners – IATA Approved Travel Agency Appointment and Control – Bank guarantee.-IATA Billing and Settlement Plan-Credit Period - Customer Service – Service Provider – Training and Development of Travel agent-GDS.

#### **Unit–V**

Tourism Management- Domestic and International Tourism.- Discover India- Government Regulations on Tourism Management.- Exploring new Destinations- Foreign Currency Earner.

#### **Reference Book:**

- IATA Manual on Diploma in Travel & Tourism Management
- ICAO Manuals

### **1.7 AECC Soft Skill - 1 (Credits -2)** **Hotel French**

### Introduction of the Program:

Language and communicative skills are an important component in the Hotel and Tourism industries. French is an important international language next to English and Spanish. Knowing French will be a great advantage in the job market. The hotel industry is a promising sector for job opportunities. Being competent and fluent in French would give the individual an edge over the others.

### Syllabus

Prescribed Text Book : *Le Cordon Bleu – A Textbook for French for Hospitality*  
Authors : R. Sudha, JayanthiBalan, P. Ranjith Kumar, I. Rahul  
Publishers : Oxford University Press, New Delhi, 2021  
Lessons : 1 to 5

|        |         |                                 |
|--------|---------|---------------------------------|
| Unit 1 | Leçon 1 | Bienvenue                       |
| Unit 2 | Leçon 2 | Bon Séjour                      |
| Unit 3 | Leçon 3 | A votre Service                 |
| Unit 4 | Leçon 4 | Bonne Promenade                 |
| Unit 5 | Leçon 5 | Comment annuler une réservation |

### Course Content:

About the Language -Alphabet - Accents -Orthographic sign - Greetings - How to introduce oneself - Common French words - Names of days, months, & seasons - The numbers - Nouns of two genders - Formation of plural of nouns and adjectives - Name of the Countries and their Nationalities - Preposition of place - Translations -Common French terms related to the hotel industry - Culinary Terms in French – Different types of tourism – Different types of vegetable cuttings –Types of cheeses - Conjugation of verbs in the present tense relevant to the hotel industry – Different classification of hotels - How to talk over the telephone At the front desk, travel & tourism enquiries - Translation of simple sentences from English to French- Translation of simple sentences from French to English

### Question Paper Pattern Hotel French

**Internal Marks: 25**

**External Marks: 75**

**Time: 3 hours**

**75 marks**

#### Section A (10 marks)

- I) Question Nos. 1-10:  
Multiple choice questions from civilization part of the prescribed text book

#### Section B (5x7=35 marks)

- II) Questions Nos. 11-15:  
Grammar exercises from the prescribed text book  
Choice A or B to be given in each exercise (11 a. or 11 b., 12 a. or 12 b....)  
7 sentences to be given in each exercise.

#### Section C (3x10=30 marks)

- III) Answer any three of the following questions.

|                 |                                                                |
|-----------------|----------------------------------------------------------------|
| Question No. 16 | : One seen text for comprehension – 5 questions to be asked    |
| Question No. 17 | : One seen text for translation                                |
| Question No. 18 | : One dialogue to be written based on the prescribed text book |
| Question No. 19 | :10 sentences for translation from French to English           |
| Question No. 20 | :10 sentences for translation from English to French           |

## **1.8 Skill Enhancement (Credits -2)**

### **Hygiene, Sanitation and Food Safety**

#### **Objectives:**

To make the students understand about the hygiene and sanitation procedures to be followed in an organization

#### **Unit - I**

Personal hygiene – personal appearance – and hygiene of kitchen staff - general health and reporting of illness – protective clothing – equipment of personal hygiene – kitchen hygiene – plant and equipment hygiene, cleaning methods, pot washing – environment hygiene, dish washing manual, and mechanical – garbage disposal – classification of storage and disposal

#### **Unit - II**

Hygiene in storage of raw and cooked foods – food storage condition for dry foods – canned foods – and perishables – correct usage of refrigerators – walk in coolers – reach –in ; thawing of frozen foods – rules for handling frozen poultry - equipment used and temperatures for holding of cooked food – importance of stock rotation – FIFO

#### **Unit - III**

Food microbiology – introduction – significance – morphological characteristics of bacteria – yeast and mould – beneficial effects of bacteria, yeast and mould in food and beverages production – harmful effects of bacteria, yeast and mould – contamination of foods – general principles underlying principles food spoilage

#### **Unit - IV**

Food contamination – meaning – types of food contamination , bacterial, physical and chemical – food poisoning – meaning – common food poisoning – bacteria – salmonella – clostridium – botulinum – clostridium perfringens – staphylococcus aureus – sources – mode of spread, symptoms and control – food borne diseases – sources causes and symptoms of amoebiasis, acute diarrhoea and typhoid – prevention of food poisoning

#### **Unit - V**

Food safety – HACCP system – meaning, steps of HACCP system, the flow of food, hazards and critical control points CCP – first aid definition – importance – basic rules – first aid kit – types of dressing – and their use – first aid procedure in case of burns and scalds – bleeding – electric shock, fracture and food poisoning

#### **Reference Books:**

1. Global environmental health – Fewtrell L Kaufmann RB
2. Food Hygiene and Sanitation – Sunitha Rodey

**Second Semester**  
**2.1 Language (Credits -3)**  
**Tamil – II (General) / Alternate Language Subjects – II**  
Syllabus as per Madurai Kamaraj University

**2.2 English (Credits -3)**  
**English – II - Syllabus as per Madurai Kamaraj University**

**2.3. Core – III (Credits -4)**  
**Food Production Practical – I**

**Objectives:**

To familiarize and handle various kitchen equipment's, ingredients, cooking methods and basic continental foods.

1. Equipment – Identification, Description, Uses and handling - Hygiene – Kitchen etiquettes, Practices and Knife handling - Safety and security in Kitchen
2. Vegetables – classification - Cuts- Classical cuts, Alumette, Brunoise, Macedoine, Julienne, Batons, Batonnette, Cubes, Concasse, Paysanne, Emince, Chiffonade, Shred, Parisienne, Olivette, Noisette, Chateaux - Salads and Salad Dressing
3. Identification and Selection of Ingredients - Qualitative and Quantitative
4. Pre-Preparations and Basic cooking Methods
5. Dry methods-Roasting, broiling, baking, stir frying, shallow fat frying, deep Grilling, poeling - Wet Methods-boiling, blanching, steaming, poaching, braising,
6. Stocks: Elements of stock, flavouring agents Different types of stocks Preparation Emergency Stock Storage.
7. Sauces : Basic Mother Sauces- Hot, Warm and cold Recipes and Preparation
8. Egg Cookery: Preparation of variety of egg dishes - Omelettes-varieties - Egg Florentine - Egg Benedict - Farci – Portugaise - Mayonnaise
9. Simple Potato Preparations - Baked potatoes - Mashed potatoes - French fries - Roasted potatoes - Boiled potatoes - Lyonnaise potatoes - Boulangere potatoes - Alumettes
10. Vegetable Preparations - Boiled vegetables - Glazed vegetables- Fried vegetables - Stewed vegetables.
11. Simple salads - Potato salad - Cucumber salad - Beet root salad - Green salad - Cole slaw - Fruit salad
12. Demonstration and Preparation of simple menu
13. Bread Making: Demonstration and Preparation of Bread loaf, Bread rolls, Bread Sticks, French Bread, Brioche
14. Simple Cakes: Demonstration and Preparation of simple cakes like sponge, genoise, Fatless, Swissroll, Fruit cake, Rich Cake, Madeira Cake

**Reference Books:**

1. Modern Cookery for teaching and trade – Vol I and II – Thangam E. Philip orient longman publishers, Kolkatta.
2. Theory of cookery – Krishna Arora, Frank brothers & Company, New Delhi.
3. Theory of catering – Kinton and Ceserani, Elbs publications, New Delhi

## **2.4 Core –IV (Credits -4)**

### **Food & Beverage Service Practical – I**

#### **Objectives:**

- To gain practical knowledge on Food and Beverage Service equipment and basic cover laying
  - To compile five French classical menu and service procedure of courses.
1. Food Service areas – Induction & Profile of the areas
  2. Ancillary F&B Service areas – Induction & Profile of the areas
  3. Familiarization of F&B Service equipment
  4. Care & Maintenance of F&B Service equipment
  5. Cleaning / polishing of EPNS items:
    - Plate Powder method
    - Polivit method
    - Silver Dip method
    - Burnishing Machine
  6. Basic Technical Skills
    - Task-01: Holding Service Spoon & Fork
    - Task-02: Carrying a Tray / Salver
    - Task-03: Laying a Table Cloth
    - Task-04: Changing a Table Cloth during service
    - Task-05: Placing meal plates & Clearing soiled plates
    - Task-06: Stocking Sideboard
    - Task-07: Service of Water
    - Task-08: Using Service Plate & Crumbing Down
    - Task-09: Napkin Folds
    - Task-10: Changing dirty ashtray
    - Task-11: Cleaning & polishing glassware
  7. Tea – Preparation & Service
  8. Coffee - Preparation & Service
  9. Juices & Soft Drinks - Preparation & Service
    - Mocktails
    - Juices, Soft drinks, Mineral water, Tonic water 10
- Cocoa & Malted Beverages – Preparation & Service

#### **Reference Books:**

1. Dennis.R.Lillicrap and John.A.Cousins. Food and Beverage Service: Great Britain. ELBs Publishers.6<sup>th</sup> Edition.2002.
2. John Fuller. Modern Restaurant Service, A Manual for Students and Practitioners: Cheltenham. Stanley Thrones Publishers.1<sup>st</sup> Edition.1999.

## **2.5 Elective –II (Credits -3)**

### **Airline Catering Operations**

#### **Objectives:**

- To impart the knowledge on the flight catering and its operations

#### **Unit - I**

Introduction – the flight catering industry – four stake holders of flight service – passengers, role of caterers, role of airlines, role of suppliers– airline caterer – contracts, pricing of flight meals – north American Vs European and Asian school of thought – alliance and partnership– airline alliance – future development

### **Unit - II**

Introduction–theglobalmarketofairtravel–currentairlinemarket–marketsegmentation  
– Business travel – leisure travel – special reason travel – executive jets and special flights – customer expectation–the customer service encounter–service priorities for travel–frequent flier programmes

### **Unit - III**

Introduction – passengers appetite and behaviour – food acceptance – understanding the sensory model – appetite – effects of specific foods on mood and behaviour– alcohol, caffeine–the cabin environments on taste and smell– effects of altitude–dehydration

### **Unit - IV**

Introduction – menu planning and food product strategies – the menu planning process – special meals – crew meals – menu cycles – service and product specifications – packaging and labelling– food and beverage strategies

### **Unit - V**

Flight catering supply – chain and inventory management – introduction – role of food and drink manufacturers–adaptingexistingordevelopingnewproducts–supplierresponsibilities and provision – purchasing of flight consumables and non – consumables –supplier relationships - purchasing specifications – inventory management – just – in – timeprocurement–receiptofgoodsinwards–storageareas–safeandsecurestorage–outsourcing–casestudy

### **Text Book and Reference Books:**

- Flight Catering – Peterdues
- Catering Guidelines for flight attendant – Marsell N Amineddine

## **Principles of Tourism and Airline Management**

### **Objectives:**

- To know the principles and practice of tourism and airline industry

### **Unit - I**

Travel and Tourism– Principles – Scope and Operations – Perception of Travel world wide - Perception of Tourism world wide – India as a tourist destination – Indian states, capitals, public holidays, Banks – Important festivals and tourist attractions –State Tourist organizations– important travel agents & tour operator

### **Unit - II**

World Tourism – Important countries / capitals / currencies / exchanges – World Tourism Attractions – Indian Tourism – Types – Transportation Commercial Aviation – Air Taxi Operations – Private Operation – Airport Handling – functions of IATA – ICAO – Aims and objectives – IATA geography and Global Indicators Travel Agent Management – Travel Partners



### **Unit - III**

Hotels and star ratings–resorts–boarding and lodging houses – rating systems and Classifications – Hotel Products, facilities, services, room types– bedding types – meal plans – cancellations – currency fluctuations and commission policies – IATA Approved Travel Agency Appointment and Control – Bank guarantee – IATA billing and settlement plan– credit period– customer service–training and development of travel agent –GDS

### **Unit - IV**

Introduction – growth of air transport – Airport organization and associations–classification of airports airfield components – Air Traffic Zones and approach areas –context of airport system planning – Development of airport planning process – ultimate consumers– Airline decision– other Airport operations

### **Unit - V**

Air Transportation Industry – Land Transportation Industry – Sea Transportation Industry – Multi Modal Transportation – Marketing and marketing mix – Application of Marketing – principles to Airline Management–Airline Business and its customers–market segmentation

### **Reference:**

- Aviation Maintenance Management – Harry A Kinnison – Mc Graw Hill Publications
- Aviation Safety Management: A Management Hand book Richard H Wood – Jeppeson Sanderson Inc
- Principles of Airport Economics–P S Senguttuvan

## **2.6 Non Major Elective II–SEC - 2 (Credits -2)**

### **Basic Hospitality Service**

### **Objectives:**

- To familiarise and to understand the structure of Catering Industry for non-catering students.

### **Unit - I**

Evolution of Catering Industry – Various types of Catering Establishments – Classification of Hotels – Various Functional Departments of a Hotel.

### **Unit - II**

Aims and Objectives of Cooking – Methods of Cooking – Selection of Raw materials – Types of Fuels and Equipment – Organization Structure – Preservation and Storage methods.

### **Unit - III**

Importance of Front Office – Organization Structure – Types of Rooms – Reservation methods – Different Types of Tariff and Plans – Importance of House Keeping – Functions and Structure of House Keeping – Cleaning Agents and Equipment – Room Cleaning Procedure.

### **Unit - IV**

Functions of Food and Beverage Service Department – Organisation Structure

–Restaurant Equipment –Types of Menu, Meals, Services.

## **Unit - V**

Career Opportunities in Catering Industry –Grooming and Etiquettes of Hotel Personnel –  
Star Classification.

### **Reference Books:**

- Sudhir Andrews. Hotel Front Office Training Manual: New Delhi. Tata Mcgraw Hill Publishing Company Ltd., 32nd Reprint. 2004.
- Sue Baker, Pam Bradley and Jeremy Huyton Principles Of Hotel Front Office Operations: London. Cassell Publishers. 2<sup>nd</sup> Edition 2004.

### **2.7 SEC – 3 (Credits -2) Front Office Operation Practical**

#### **Objectives:**

- To Familiarize and handle various Front office procedures in the Hotel and to develop skills dealing with the guest.

- 1 Appraisal of front office equipment and furniture
- 2 Rack, Front desk counter & bell desk
- 3 Filling up of various forms
- 4 Welcoming of guest
- 5 Telephone handling
- 6 Role play
7. Reservation – Arrivals - Luggage Handling - Message and Mail Handling - Paging

### **Reference Books:**

1. Hotel Front Office Management – James . A. Bardi
2. Front Office management – S.K. Bhatnagar

### **2.8 AECC Soft Skill - 2 (Credits -2) Effective English (Credits -2)**

Common Syllabus as per prescribed by TANSCH

## **Second Year**

### **Third Semester**

#### **3.1 Language (Credits -3)**

Tamil – III (General) / Alternate Language Subjects – III  
Syllabus as per Madurai Kamaraj University

#### **3.2 English (Credits -3)**

English - III  
Syllabus as per Madurai Kamaraj University

#### **3.3 Core –V (Credits -4)**

## **Accommodation Operation**

### **Objectives:**

- To provide basic skill and knowledge required for housekeeping personnel.
- To have a sound knowledge of care and cleaning of various surfaces.
- To understand the organizational hierarchy of housekeeping department.

### **Unit – I: Introduction to House Keeping Department**

Role And Responsibility Of Housekeeping Department - Organizational structure of housekeeping Department for Small, Medium, Large Hotel, ship and resorts, - Duties and responsibilities of Executive housekeeper and other Housekeeping Personnel Layout of House Keeping department-Personal attributes of House Keeping staff

Inter Departmental Coordination Of Housekeeping: Front Office-Food and Beverage Service-Maintenance (Hotel Engineering)-Security-Store and purchase Accounts-Personnel Department.

### **Unit – II Identification and Classification Of Cleaning Agents And Equipments**

Cleaning equipment (manual & electrical)-selection, use, mechanism, care and maintenance  
Cleaning agents-water-hard water and soft water, reasons for hardness of water, methods of removal of hardness from water and chemicals used for it, soaps, detergents, alkalis, acids, solvents, abrasives, deodorants, disinfectants, seals and polish compositions-selection, classification, use, care and storage Composition, care and cleaning of various surfaces (metals glass, leather, plastic, ceramics, wood, floor finishes and wall finishes)

### **Unit – III: Operational Areas Of Housekeeping Department**

Types of guest rooms-layout of guest rooms with size-guest room cleaning: make up of a guest room-occupied room, vacant room, departure room-turndown service- bed making procedure - guest room inspection and inspection checklist neglected areas-Standard contents of a guest room: Guest Amenity Packages, Eco friendly amenities, Guest Essentials, Guest Expendables, Guest loan Items, placement, frequency of change-rules to be followed in guest floor-Floor pantry.

Types of Soil-principles of cleaning-Cleaning Schedules and records: Weekly Cleaning, Periodic cleaning, special cleaning, Surface cleaning. Public area Cleaning: Entrances, Lobbies, Front Desk, Elevators, Staircases, Guest Corridors, Public Restrooms, Banquet Halls, Dining Rooms, Leisure Areas.

### **Unit – IV: Housekeeping Control Desk**

Forms, Records, and Registers, Handling Telephonic calls, Handling difficult Situations, Handling Room Transfers. Housekeeping Inventories, Daily Routines and system, the Housekeeping Day, Leave Application Procedure, and Gate Pass Procedures, Special Services: Babysitting-Second Service / Freshen up service - valet service. Lost and found Procedure and records, Guest complaints handling procedure and records

### **Unit-V: Hygiene and Safety Practices**

Personal hygiene, hygiene and sanitation of guest rooms and public areas, Eco friendly cleaning agents - Security in guest rooms: Fire prevention, Firefighting, types of fire, firefighting equipment, Employee theft, missing and damaged hotel property (procedure & records), and Potential hazards in housekeeping, accident and injuries records. Types of

keys, key register and key control: - Issuing, Return, Deactivation/ changing of locks, Key Belt),

### **Reference Books:**

1. Modern trends in hospitality industry ( Aman Publications)- By Dr.R.K.Singh
2. Hotel, Hostel and hospital housekeeping(Book Power Publications)- By Joan Branson & Lennox
3. Hotel Housekeeping Management & Operations (TATA MCGRAW Hill Publication) - By Sudhir Andrews.
4. Hotel Housekeeping operations and management- By G.R.Raghubalan.

### **3.4 Core –VI (Credits -4) Airline Catering Management**

#### **Objectives:**

- To provide the broader view off light catering and its operations

#### **Unit - I**

Introduction–principlesofflightmenuproductionunitdesign–batchproduction–continuous production – cell production – scale and scope of production facilities – processflow – production kitchens – holding systems and facilities – cook – chill – cook – freeze –sous vide – tray assembly – conveyor belt – work stations – trolley and container loading –final assembly of flight

#### **Unit - II**

Flight catering operations and organizations: introduction–organization of production unit Production planning and scheduling – meal production and packing – cold kitchen, hot kitchen, bakery, special meals, crew meals– dish packing – tray and trolley assembly –flight assembly– staffing

#### **Unit - III**

HACCP–natureofhazards–thenatureofmicro-organismandtheircontrol–keypathogens – food safety and handling practices in-flight catering – measures to control or remove micro-organisms – potential causes of food poisoning – training – microbiological testing of foods – hazard analysis and critical control points.

#### **Unit - IV**

Introduction–typesofuplift–longhaul–transportationvehiclesandstaffing–transportation control and staffing – loading and unloading of vehicles – correct location ofload– operationalissues.Introduction–offloadingandrecycling–unloadingprocedures – Washing ware and equipment–refurbishment–sources of waste – the quantity of flight waste– waste handling systems – waste disposal – recycling waste.

#### **Unit - V**

Continentalairlinescateringequipmentcontrolsystem–equipment–operationalprocedures– futuretrendsingallerydesign–conclusion–on-Boardservice–introduction – cabin design and

services – staffing levels and training – flight services policy – flight service procedures – first class meal service – business class meal service – economy class meal service – flight service customer feedback – information flow from the flying passenger

**Text Book and Reference Books:**

- Flight catering – Peter Dues; Catering guidelines for flight attendants – Morsel N A mineddine M Foods Ltd
- Customer Service in Airline Industry – I.M Amitabha Ghose, IFCAI University Press

**3.5 Elective –III (Credits -3)**

**Automation in Airlines, Tourism & Hospitality Industry**

**Objectives:**

- To understand the operations of Automation in Airlines
- To know the role of Automation in Tourism & Airline
- Enable the students to understand the Automation Industry

**Unit - I**

Automation in the tourism industry – An Introduction, Importance of Information Technology in Tourism, Automation in the hotel, airlines and travel business

**Unit - II**

International Air Transport Association: IATA: Importance & Role of IATA in Ticketing booking, air policies

**Unit - III**

Introduction to CRS: The need for a CRS system – History of the CRS system -use of the CRS by Airlines and Travel Agents – Benefits and Importance of the CRS system to the travel trade- Introduction to Amadeus - Basic commands applicable to Amadeus

**Unit - IV**

Ticketing Process: Components of an electronic ticket – Types of tickets: manual tickets / automated tickets / e-ticket - Ticket coupons – Difference between I ticket and e-ticket – special fare – various kinds of special fares

**Unit – V**

Billing and settlement plan (BSP) – BSP – Advantages of BSP to travel agents – Describe various stage of BSP operations – A short introduction to standard traffic documents (STD)

**Reference Books**

- Domestic travel and ticketing – Claudine dervaes
- Practical guide to fares and ticketing – Jenna semar, purzycki

**Facility Management**

**Objective:**

- To educate on the operational and functional planning of food service facilities

- To impart knowledge on the energy conservation practices in hotel industry.

### **Unit - I**

Hotel classification and guidelines: introduction – types of hotels – architectural features, facilities and services in star category hotels – architectural features, facilities and services in heritage hotels – services in apartment hotels – guidelines for approval of hotel projects and for classification under 1,2,3,4,5 and 5 star deluxe category; guidelines for hotel classification (Heritage and Apartment hotels)

### **Unit - II**

Hotel design – introduction – design considerations – systematic layout planning (SLP) – thumb rules for allocation of space in a hotel – formulation of project report / feasibility report – blue print – parking, walks and drives – some key definition in building construction – role of vaastushastra on building design

### **Unit - III**

Equipment and kitchen safety – features of a good kitchen – care and maintenance of kitchen equipment – specifications – developing work place – work place environment, concepts of motion economy, materials handling, designing safe work place, equipment requirements; methods, equipment check list, broilers, ovens, ranges, steam jacked kettles, steamers, ware washing equipment, waste disposal equipment selection

### **Unit - IV**

Storage facility – introduction – definition & types – layout of a good food store; role of a storekeeper – beverage storage facilities – cellar – kitchen stewarding – functional planning – functions – concept of flow – functional requirements – receiving storage – preparation – cooking – baking – serving – dish washing – pot & pan washing – waste disposal – other requirements – planning the atmosphere – atmosphere & mood – color, lighting, acoustics, noise & music, climate control, furnishings, exterior design, advertising & public relations

### **Unit - V**

Energy conservation – introduction – major resources of energy – energy conservation – success stories of Indian hotels – facilities for physically challenged – introduction – guidelines for planning facilities – Indian government rules for physically challenged guest – American norms for special guests.

### **Reference Books:**

1. Edward A Kazarian: Food Service facilities planning: New York, VanNostrand Reinhold Company, 2<sup>nd</sup> Edition 1998
2. The facility management handbook: David G Cotts
3. Hotel Facility Planning: Oxford Higher Education, TarunBansal

## **3.6 SEC - 4 (Credits -1) Entrepreneurship Development**

### **Unit 1**

Introduction to Entrepreneurship, Concept of Entrepreneur, Entrepreneurship and Enterprise, Definition of Entrepreneurship, Objectives of Entrepreneurship Development, Phases of Entrepreneurship Development, Role of Entrepreneurship, Qualities of an Entrepreneur, Traits of Entrepreneurship, Introduction to Entrepreneurship Skills.

## **Unit 2**

Start-up Processes - Project Identification - Selection of the Project - Project Formulation Evaluation- Feasibility Analysis-Project Report - Project Management.

## **Unit 3**

Entrepreneurial Development Agencies - Commercial Banks-District Industries Centre-National Small Industries Corporation - Small Industries Development Organization -Small Industries Service Institute - All India Financial Institutions, IDBI, IFCI, ICICI, IRDBI

## **Unit 4**

Entrepreneurial Development Programmes (EDP) - Role, Relevance and Achievements - Role of Government in organizing EDPs - Critical Evaluation.

## **Unit 5**

Economic Developments and Entrepreneurial Growth -Role of Entrepreneur in Economic Growth- Case Histories of Successful Entrepreneurs - Development of Women Entrepreneurship

## **Suggested Readings**

- Entrepreneurial Development - Gupta and Srinivasan
- Entrepreneurship Development- Gordon and Natarajan
- Entrepreneurial Development -Jayshree Suresh

## **3.7 SEC - 5 (Credits -2) Event Management**

### **Objective:**

To impart knowledge on the basic concepts of event management

### **Unit I**

Introduction to meeting and event management – categories and definitions – need of event management – objectives of event management – creativity implications of events – organization structure and functions of a multifaceted event management company.

### **Unit II**

Event planning – arranging chief guest/celebrities – arranging sponsors – back stage management – brand management – budget management – types of leadership for events & organizations.

### **Unit III**

Designing (a) Backdrop (b) Invitation card (c) Publicity Material (d) Mementos – Event Decoration – making press release – marketing communication – media research & management – participation according to the theme of the event – photography/ video coverage management.

### **Unit IV**

Program scripting – public relation – electing a location - social and business etiquette – speaking skills – stage decoration – team spirit – time management.

### **Unit V**

Concept of exhibition - space planning – ITPO- sporting events – tourism events – leisure events.

### **Reference Books:**

- Anton Shone and Bryn Parry – Successful Event management : Cengage Learning Business Press. 2<sup>nd</sup> Edition.
- Julia Tum, Philipa Norton and Nevan Wright. Management of Event Operations: Atlantic Publishing Company.
- Shannon Kilkeny. The Complete Guide to Successful Event Planning: Wiley & Sons.

## **3.8 AECC Soft Skill - 3 (Credits -2)**

### **Personality Development**

#### **Objectives:**

- To improve the personality skills of the students and their behaviour

#### **Unit - I**

Personality development understanding Individual Behaviours

#### **Unit - II**

Factors influencing individual behaviour–models of man

#### **Unit - III**

Importance of physical exercise, asanas, yoga and meditation in developing personality of an Individual.

#### **Unit - IV**

Meaning and definition of personality – determinants of – development of personality

#### **Unit - V**

Personality traits- definition nature and importance of perception – the perception process – factors influencing the perceptual set- barriers to perceptual accuracy –perceptual errors and distortion.

### **Text Book**



- Organizational Behaviour-Shashi K. Gupta&Rosy Joshikalyani publishers
- Organizational Behaviour-L.M.Prasad–sultan chand&son’s.
- Personality Development–Dr.T.Bharathi&E.G.Parameswaran

### **3.9 Environmental Studies (Credits -2)**

Common Syllabus as prescribed by Madurai Kamaraj University

#### **Fourth Semester**

##### **4.1 Language (Credits -3)**

Tamil – IV (General) / Alternate Language Subjects – IV  
Syllabus as per Madurai Kamaraj University

##### **4.2 English (Credits -3)**

English - IV  
Syllabus as per Madurai Kamaraj University

##### **4.3 Core –VII (Credits -4)**

##### **Accommodation Operation Practical**

##### **Objectives:**

- To impart skills in basic housekeeping operations.
- 1) Organizational hierarchy of housekeeping department.
  - 2) Layout of housekeeping department.
  - 3) Guest room layout and drawing.
  - 4) Identification of cleaning equipment.
  - 5) Identification of cleaning agents.
  - 6) Cleaning of various surfaces: Wood, Metal.
  - 7) Bed making procedure-day and evening service.
  - 8) Procedure for cleaning guest room-vacant room, occupied room, departure room.

##### **Reference Books:**

1. John C. Branson, Margaret Lennox. Hotel, Hostel and Hospital Housekeeping: London ELST Publications. 5<sup>th</sup> Edition. 1996.
2. Amritsinghsudan. Housekeeping Management: New Delhi. Anmol Publication Pvt. Ltd. 1<sup>st</sup> Edition. 2002

##### **4.4 Core –VIII (Credits -4)**

##### **Airline and Airport Management**

##### **Objectives:**

- To know the functional and managerial activities of the airport.
- To provide the students to understand the evolution of Airline Industry, growth, terminal planning in detail

##### **Unit - I**

Evolution of management – History of aviation – Organization, Global, Social and Ethical Environment – History of Indian Airline Industry – Major Players in Airline Industry –

SWOT Analysis in Airline industry – Market Potential on Indian Airline Industry – Current Challenges in Airline Industry– Competition in Airline Industry

## **Unit - II**

Airport Management – Airport planning – Terminal Planning, Design and Operations – Airport Operations–Airport functions–Organization structure–of Airline Sectors– Airport Authorities – Global and Indian Scenario of Airport Management

## **Unit - III**

Air Transport Services – International Trends – Emerging Indian scenario – Private participation: International developments – private participation in Indian Airports – Environmental Regulations– Regulatory issues– Meteorological services in aviation–airport fees, rates and charges

## **Unit - IV**

Institutional framework – Role of DGCA – slot allocation methodology followed by ATC and DGCA – safety regulation – economic regulation – management of bilateral – aviation security–importance of air transportation safety and security–Airport–Airways– Terrorism – Hijacking – security measures – Airport security programmed as steps taken to contend with Hijacking – Transportation security administration – international aviation safety assessment program

## **Unit - V**

Controlling–traffic control – airspace navigational aids–controlling process–coordination Response to emergencies and airport securities –6 case studies in airline industry.

### **Text Book and Reference Books:**

- Doganis R The Airport Business Routledge, London
- Alexander T Wells Seth young, Principles of Airport Management, McGraw Hill 2003

## **4.5 Elective –IV (Credits -3)**

### **Tour and Travel Business Management**

#### **Objectives:**

- The ability to understand concepts of Tourism and Travel Business management, principles and operations of Tourism and Travel Industry.
- The ability to explain the theories and practices of tourism.
- The ability to explain the motivations behind travel behaviour and able to identify tourism trends
- The ability to explain the linkages of tourism industry with other industries

## **Unit I**

Introduction – Travel agency, organization and working of travel agency, Organization and working of travel agency – approval and recognition of travel agency

## **Unit II**

Introduction Package tour and its components – Practical components of a standard package tour – Designing & Costing of a package tour – Travel retailing and operation

### **Unit III**

VISA - Difference between Passport and Visa – Types of Passport & Visa – Preparing Visa cases Formalities required for various visas like – Schengen, Dubai and Far East

### **Unit IV**

Introduction to tour planning and pre tour planning – tour operational techniques – Financial planning and control of travel agencies.

### **Unit V**

Airline Travel Policies – Airlines Reservation and Fare Construction – Air Ticketing Techniques and Procedure

### **Reference Books**

- Manual of Travel Agency Practice – Gwenda Syrratt
- Travel Agency and Tour Operation Concepts and Principles – Jagmohan Negi, Kaniska Publishers, New Delhi 2012

## **Hospitality and Aviation Law**

### **Objectives:**

- To provide the details of law of hospitality and aviation industry, will make the students to become an entrepreneur in future.

### **Unit - I**

Definition of a contract, kind of contracts – legal rules as to offer – acceptance – consideration and capacity to contract and free consent - Void agreements – discharge of contract – remedies for breach of contract – Sales of goods act 1930- formation of a contract of sales, conditions and warranties – implied conditions and warranties

### **Unit - II**

Hotels / Restaurants license registration – license under the provision of the relevant state excise act and rule – permission for the fixation of and sanction of room rent and charges for services under the provisions of the relevant state government rent control – Law pertaining to food service – standard weight and measures act 1956 – prevention of food adulteration act 1954.

### **Unit - III**

Introduction to Aircraft Rules 1937 – Basic Definitions and Interpretation – General Conditions of Flying – General Safety Conditions – Registration and Marking of Aircraft – Personnel of Aircraft – Indian Aircraft Rules 1920 – Aircraft Arriving or Departing – Aircraft Rules 1954 for Public Health – Aircraft Rules 1994 for Demolition of Obstructions caused by Buildings and Trees – Aircraft Rules 2003 for Carriage of Dangerous Goods

### **Unit - IV**

Air Corporations Act 1953 – Constitution and Functions – Finance, Accounts and Audits – Acquisition of Undertakings of Existing Air Companies – Air Corporations Act and Ordinance 1994 for Transfer of Undertakings and Repeal

## **Unit - V**

International Airports Authority Act 1971 – Basics – Property and Contracts – Functions – Finance, Accounts and Audits – Miscellaneous – National Airports Authority Act 1985 – Basics–PropertyandContracts–Functions–Finance,AccountsandAudits–Miscellaneous–Airports AuthorityAct 1994

### **ReferenceBooks:**

- Elements of Mercantile Law- N.D. Kapoor2.Mercantile Law – M.C.Kuchal
- IndustrialLaw–V.K.Desai
- Aircraft Manual– Volume1 and Volume2||, SterlingBook House.

## **4.6 SEC - 6 (Credits -2)**

### **Hospitality Accounts**

#### **Objectives:**

- To give the students an insight into the practical accounting systems adopted in hotels.
- To understand how to prepare final accounts of small business organization. □To learn the basic of banking transactions.

## **Unit - I**

Introduction to accounting –Need for accounting - Definition of accounting– attributes and steps – book keeping Vs accounting- objectives, advantages, limitations, Financial accounting Vs Cost accounting – Financial accounting Vs Management accounting – single entry system, double entry system, Types of account – accounting rules.

## **Unit - II**

Journal – Introduction – meaning – elements – simple journal – compound journal – opening entry – importance of journal – advantages – narration – difference between cash discount and trade discount – Ledger account – importance of ledger - posting of journal to ledger- balancing of ledger accounts, subdivision of ledger account – distinction between journal and ledger .

## **Unit - III**

Subsidiary books: Introduction - kinds of subsidiary books - Purchase book – Purchase return book – Sales book – Sales return book – Cash book: Single column, Double Column and Triple column – Petty cash book – imprest system of petty cash book – advantages of all subsidiary books –Trial Balance – Introduction – meaning – definition – objectives – methods – rules for preparing trial balance – errors – types of errors -guidelines – format of trial balance - Bank Reconciliation statement: Bank balance as per cash book – Bank overdraft as per cash book / as per pass book

## **Unit - IV**

Hotel cost accounting – Definition of cost & costing – scope and advantages of costing preparation of cost sheet-Inventory control-Meaning – Perpetual inventory and Periodic inventory - ABC analysis - Method of inventory valuation – FIFO-LIFO and HIFO - Advantage & Disadvantages - Hotel Accounting – Methods - Revenue Generation of various department - Daily revenue statement – weekly statement – Monthly revenue

statement - Audit - Internal & External audit -visitors Tabular ledger -guest folio ledger concept.

### **Unit - V**

Introduction to final accounts - Preparation of final accounts: Trading,- preparation of trading account – valuation of closing stock – profit and loss accounts - Difference between trading account and profit and loss account - balance sheet – characteristics – classification of assets and liabilities – recording – specimen of balance sheet – difference between trial balance and balance sheet – difference between profit and loss account and balance sheet.

### **Reference Books:**

- S.P. Jain and K.L.Narang. Principles of accountancy: New delhi. Kalyani publishers. 2<sup>nd</sup> Revised Edition.2004.
- Ratwat.G.S, Elements of Hotel accountancy: New Delhi. Aman publication. 5<sup>th</sup> edition.2004.
- T.S. Grewal.Double entry bookkeeping: New Delhi. Sultan chand& sons 5<sup>th</sup> revised edition. 1998.
- T.S. Reddy and Dr. A Moorthy- Financial Accounting - Margham Publications – 2016
- Dr. T Ramasamy – Financial Accounting - Gold books publishing house - 2014

## **4.7 SEC - 7 (Credits -2) Principles of Management**

### **Objectives:**

- To understanding of effective management principles as outlined in selected text learning objectives.
- To Enabling the importance of planning and decision-making techniques to apply the same.
- To Illustrating leadership & motivation theories for developing managerial skills.

### **Unit - I**

Introduction to Management, roles of a manager, Key elements of Managerial skill in Tourism & hospitality Industry

### **Unit - II**

Development of management theories. Early management approaches. Modern management approaches 6

### **Unit - III**

Planning – Nature, importance, forms, types, making planning effective, decision making. Organising – Meaning, process, principles of organizing, Organisation structure. Controlling – control process, need for control, and essentials of effective control

### **Unit - IV**

Motivation-concept and theories, Leadership –Concept, types, theories

## **Unit - V**

Change management concept, process, resistance to change, Social Responsibility of Business

### **Reference Books:**

1. Principles and Practices of Management: P.C.Tripathy
2. Principles and Practices of Management: Rao & Narayanan
3. Management: Stoner, Freeman, Gilbert

## **4.8 AECC Soft Skill - 4 (Credits -2)**

### **Microsoft Office Fundamentals**

Common Syllabus as per prescribed by TANSCH

## **Third Year**

### **Fifth Semester**

#### **5.1 Core –IX (Credits -4)**

##### **Airlines Management**

### **Objectives:**

- To Understanding about the airline industry and its regulatory bodies
- To Understanding the characteristics of Airline Industry and its characteristics
- To Understanding the organisational structure of the airline industry

### **Unit – I**

History of Aviation, Types of Aircrafts, Airline Terminology

### **Unit – II**

Cabin Crew, Announcements, Airport Jobs

### **Unit – III**

Airport Codes, Airlines Codes, Phonetic Alphabet

### **Unit – IV**

Airport Lounges, how airports work, Baggage Handling, Airport Security

### **Unit – V**

World Organizations (IATA, ICAO, DGCA)

### **Reference Books**

- Airport planning and management – Alexander.T.Wells
- Managing airport – S.Anne Graham
- Airline Marketing and Management – Stephen Shaw
- Airline cabin crew A Career Manual – Joynath Victor De – TATA McGraw publishers New Delhi

#### **5.2 Core –X (Credits -4)**

## **Food Production – II**

### **Objectives:**

- Understand about Mother sauces, Contemporary and Proprietary sauces, Condiments, Salads, Stocks
- Identify various types of meats and classification, selection procedures. Various cuts of Meat, fish, recognize the importance of selection and storage of each meat, prepare and process various meats as per standards and specifications.
- Understand about QTK, Equipment, menu planning, Cost control, Indenting, Volume feeding. Kitchen Layout

### **Unit I**

Introduction-Condiments and Spices used in Western cuisine – Condiments, Spices and Herbs- Definition-Difference Between them-Examples -Role of spices and Herbs used in Western cookery- Salads- Definition-Different parts of salad-base, body, dressing and garnish.-Classification of salads-Simple, Compound and complex-Examples of each classification.-Salad Dressings examples - Stocks - Definition of stock, French terminology-Types of stock-Elements of Stock-Mirepoix, Bouquet garni, Sachet, piquante- Preparation of stock-Recipes-Storage of Stock-Uses of Stock-Care and Precautions - Sauces - Definition- Classification- Hot sauces, warm sauces, cold sauces - Recipes- Derivatives of each mother sauce-Storage and Precautions-Examples of Two dishes of Each Derivatives

### **Unit II - Meat Cookery**

Introduction to meat cookery-Composition of Meat and classification-Examples of Meat, Slaughtering methods-Cuts of Beef/Veal-Cuts of lamb/mutton-Cuts of Pork-Variety meats, Offals-Poultry, classification, examples, terminology, cut of poultry and cooking methods.

### **Unit III - Fish Cookery**

Introduction - Classification of fish with examples-Selection procedures-Shell fish, classification examples-Crustaceans and Molluscs divided in to groups gastropods or univalve and bivalve and Cephalopods and examples.-Different cuts of fish -Cooking of fish- Suitable Methods ,Precautions and types of fish used for different cooking

### **Unit IV: Quantity Food Production**

Menu Planning: Definition - Basic Principles of menu planning-Points to remember in menu planning for various volume feeding outlets such as industrial catering ,institutional, hospital and mobile catering units-Planning menus for: School/ College students, Industrial workers, Hospitals, Outdoor parties, Theme dinners, Transport facilities, cruise lines, airlines, railway, Nutritional factors for the above. Types of Menu-French classical Menu with example for each dish –Continental Breakfast Menu-American Menu-Table d Hote Menu-A la carte Menu – Segments: Institutional and Industrial catering: Types -Problems association with this type-Scope for development and growth. Hospital catering: Highlights-Diet MENUS- Mobile Catering: Characteristics of Rail, Airline(Flight Kitchen Catering)Branches of Mobile catering.

### **Unit V**

Cost Control: Introduction – importance – steps in control process – sources – establishing standards – Designing control system - Techniques followed for fixing cost – per unit – selling price – Production cost – Variable cost- Fixed cost, marginal cost, Tender – Availability of Raw materials – Market size – Purchase – co-ordination with other

department – Diagrammatic representation of Sales and Profit – comparative Study -  
Indenting: Principles of indenting for volume feeding-Portion sizes.

### **Reference Books:**

1. The Art and Science of Culinary Preparation-A culinary Manual by  
Jerald W, Chesser, CEC,CCE,The Educational Institute of American culinary  
Federation, Ic, St.Augustine, Florida
2. Modern cookery Volume I and II
3. Food Production Operations, Second Edition, by Chef ParvinderS.Bali
4. Theory of Cookery by Krishna Aurora
5. Theory of Catering by Clinton Cesrani

## **5.3 Core –XI (Credits -4) Food & Beverage Service – II**

### **Objectives:**

- To familiarize with Meals & Menu Planning, Preparation for Service, Types of food service,
- To be familiar with Sale control system, Tobacco.

### **Unit I: Meals & Menu Planning:**

Origin of Menu - Objectives of Menu Planning - Types of Menu - Courses of French Classical –Menu - Sequence - Examples from each course - Cover of each course - French Names of dishes - Types of Meals - Early Morning Tea - Breakfast (English, American Continental, Indian)- Brunch – Lunch - Afternoon/High Tea - Dinner – Supper - Preparation for service - Organizing Mise-en-scene - Organizing Miseen place Table d' hote – A La Carte

### **Unit-II: Accompaniments**

Knowledge of accompaniments of continental dishes – Grape fruit cocktail – tomato juice - Fruit juices – oysters – Snails – Potted shrimps – Smoked eel – caviar – Chilled melon – fresh prawns – Asparagus - Corn on the cob – Globe artichoke - pate de foiegras – Shellfish Cocktail – Avacado – Petite Marmite – Menestroni – Onion Soup – Potage – st.Germaine – Crème de Tomate – Consommé – Bouillabaisse – Oeuf sur le plat – Omelets

### **Unit-III: Types of Food Service**

American, English, French, Russian , Gueridon, Indian Service basic knowledge only - Laying of a cover – restaurant service cycle – social skills - Silver service - Pre-plated service - Cafeteria service - Room service - Buffet service – Mise – en – Scene, Mise – en - Place

### **Unit-IV: Sale Control System**

KOT/Bill Control System (Manual) - Triplicate Checking System - Duplicate Checking System - Single Order Sheet - Quick Service Menu & Customer Bill - Making bill - Cash handling equipment - Record keeping (Restaurant Cashier)

### **Unit-V: Tobacco**



History - Processing for cigarettes, pipe tobacco & cigars - Cigarettes – Types and Brand names - Pipe Tobacco – Types and Brand names - Cigars – shapes, sizes, colors and Brand names – Service Standards in a Hotel – Storage of Cigars / Brands of Cigarettes - 10 International brands of cigars and 20 International brands of Cigarettes

**Reference Books:**

1. Care and Storage of cigarettes & cigars Dennis.R.Lillicrap and John.A.Cousins. Food and Beverage Service: Great Britain. ELBs Publishers.6<sup>th</sup> Edition.2002.
2. John Fuller. Modern Restaurant Service, A Manual for Students and Practitioners: Cheltenham. Stanley Thrones Publishers.1<sup>st</sup> Edition.1999.
3. Sudhir Andrews. Food and Beverage Service Training Manual: New Delhi. Tata Mcgraw Hill Publishers. 4<sup>th</sup> Edition.2004.

**5.4 Core –XII (Credits -4)**

**Project Viva Voce**

Students have to do a project study on their generic Discipline and submit a report and have to attend a viva voce examination

**5.5 Elective –V (Credits -3)**

**Management Information System**

**Unit- I**

Computer concepts – introduction to computers – definition and advantages, disadvantages – classification of computers – defining hardware – components of computer – block diagram of computer – primary storage concept – secondary storage devices – input/output – devices, software concepts – operating systems OS- MS DOS – windows – 2000/XP, unix – application software – COBOL, Basic, Fortran, C – Language classification (higher, lower, assembly)

**Unit- II**

Management information system – an overview (duration – 4 hours) – introduction to MIS – meaning and role of MIS – objective of MIS – elements of MIS – characteristics of MIS – application of MIS

**Unit- III**

Introduction to MS office 2000 – characteristics – its applications – introduction to MS Word – creating, editing, formatting, saving documents – type of document formats – mail merge features

**Unit- IV**

Spreadsheet – introduction to MS Excel – Definition, characteristics, mathematical functions in Excel, creating and working with graphs and charts – internet usage in business – Email

**Unit- V**

Introduction to MS Power point – creating, formatting, editing, viewing slideshow – creating a presentation using MS Power point

**Text Book and Reference Books:**

- MSOffice–CompleteReference–BppPublications,NewDelhi
- ComputerAwarenessandapplications–TDMalhotra,KalyaniPublishers,NewDelhi
- PrinciplesofInformationTechnology–Dr.A.Mustafa,NagaaPublications,Madurai

### **Human Resource Management**

#### **Objectives:**

- To study the management practices that directly affect human resources who work for the organization
- To enable to learn the essential concepts of human resource management

#### **Unit - I**

Strategic importance of HRM; objectives of HRM; challenges to HR professionals; role, responsibilities and competencies of HR professionals; HR department – scalar chain operations – HR planning – objectives and process; human resource system HRIS and HR audits – concept and functions

#### **Unit - II**

Job analysis – description and evaluation – concepts and methods – meaning of recruitment and selection – methods of recruitment and selection – tests in selection process – steps in selection process – productivity management – concepts – TQM – kaizen – quality circles

#### **Unit - III**

Training and induction – meaning, objective and purpose of induction, need for training, benefits of training, identification of training needs, methods of training, concept of management trainee, performance appraisal – meaning – objectives of performance appraisal, methods and limitations

#### **Unit - IV**

Promotion and transfers – purpose of promotion, basis, meaning of transfer, reasons, types of transfer – right sizing of work force – need for right sizing – principles and techniques of wage fixation, compensation – base and supplementary – work environment – meaning – importance of work study – application of ergonomics in hotel industry regarding safety  
UNIT

#### **Unit - V**

Employee welfare and benefits measures and types – grievance and grievance handling procedures – employee morale and ethics – trade union nature and its functions – handling of collective bargaining and its process – dynamics of enquiry and disciplinary procedures

#### **Reference Books:**

- Human Resource Management – Pearson Education, Gary Dessler
- Human Resource Management – P.Jyothi, D.N.Venkatesh, Oxford Higher Education
- Human Resource Management – BhaskarChatterjee

### **5.6 Elective –VI (Credits -3) CustomerRelationManagement**

#### **Objectives:**

- To make the students learn about the customer relationship, satisfaction and problem solving methods.

### **Unit - I**

Definition of customer – distinction between consumer and customer – internal and external customer – service provider – reason of some service providers better than others – satisfied / dissatisfied customer – the consequences of satisfied / dissatisfied customers

### **Unit - II**

Customer satisfaction – customer delight – customer loyalty – definition of quality – evolution of quality – quality in service – service gap – SERVQUAL scale – measuring service quality in hotels

### **Unit - III**

Key areas of customer care – the product or the service itself – sales and promotion of the service – after sales support to the customer – organizational culture and its impact on service quality and customer care – developing customer trust and loyalty

### **Unit - IV**

Customer complaints – customer complaining behavior – complaint handling procedure – role of manager in resolving customer complaints – customer feedback; importance, tools for customer feedback tools, converting customer care philosophy into action – complaint management – customer care in airlines – customer care in hotels

### **Unit - V**

Definition of interpersonal skill – listening skill – skill of persuasion – transactional analysis – Conversational skill – use of fun in communication – conversation tone – telephone handling skills – personal grooming and etiquette

### **Text Book and Reference Books:**

- Award winning customer service – Rane Evenson
- Customer Loyalty guaranteed – Chip R Bell & John R Patterson
- Service Marketing – Christopher Lovelock, Tata McGraw Hill

## **International Tourism**

### **Objectives:**

- This paper enables the students
- To create awareness about the issues of international tourism
- To impart knowledge about the tourism in developing countries
- To acquire knowledge on alternative international tourism

**Unit I – Issues Resulting from International Tourism** – basic issues – concepts of sustainable development – sustainable development and international tourism – strategies for sustainable tourism development

**Unit II – Tourism And Developing Countries** - Development Concepts And Goals – world bank and UNESCO role in International tourism – Growth Trends – Determinants of growth – future tourist flows – Patterns of expenditure – tourism facilities – social effects - tourist

enterprise in the public sectors – Tourism in South Asia – socio – demographic feature – tourism policy in the region – international movements of persons – intra -regional movements – domestic movements

### **Unit – III - International Tourism Global and Indian Scenerio –**

International tourism – tourism receipts – Regional distribution – international tourism in India – trends – Market size and structure – Growth prospects and problems - competitive structures in tourism service sectors – enhancing value added and foreign exchange earnings

### **Unit IV – Tourism as an Element**

General view of sustainable development – case studies – Hawaii - Maui – Henna & Lana

**Unit V–Alternative International Tourism** – profiles of conceptualization – alternative tourism and their challenges of international tourism –tourism in the logic of world integration – gearing up a society for tourism

### **Reference**

1. International Encyclopaedia of Tourism Management
2. International Tourism and Sustainable development – P C Sinha – Anmol Publication – New Delhi

## **5.7 Value Education**

Syllabus as per Madurai Kamaraj University

## **5.8 Summer Internship / Industrial Training**

**INDUSTRIAL EXPOSURE TRAINING:** All students ( from First semester to Fifth Semester) must be sent for summer and winter training after the completion of odd and even semester examination for a period of 5 weeks and a project report must be submitted.

## **Sixth Semester**

### **6.1 Core –XIII (Credits -4)**

#### **Food Production Practical - II**

Demonstration and preparation of Concept Menus of various countries

### **6.2 Core –XIV (Credits -4)**

#### **Food & Beverage Service Practical – II**

#### **Objectives:**

- To familiarize students with various aspects of Table layup service, Tray/ Trolley set up service.
- To familiarize with Preparation for service, Procedure for service of a meal, Special food service.

01 Review of semester -1

02 Table lay-up & service

Task-01: A La Carte Cover

Task-02: Table d' Hote Cover

Task-03: English Breakfast Cover  
Task-04: American Breakfast Cover  
Task-05: Continental Breakfast Cover  
Task-06: Indian Breakfast Cover  
Task-07: Afternoon Tea Cover  
Task-08: High Tea Cover

#### **TRAY/TROLLEY SET-UP & SERVICE**

Task-01: Room Service Tray Setup  
Task-02: Room Service Trolley Setup

#### **03 PREPARATION FOR SERVICE (RESTAURANT)**

A. Organizing Mise-en-scene B. Organizing Mise-en-Place C. Opening, Operating & Closing duties

#### **04 PROCEDURE FOR SERVICE OF A MEAL**

Task-01: Taking Guest Reservations  
Task-02: Receiving & Seating of Guests  
Task-03: Order taking & Recording  
Task-04: Order processing (passing orders to the kitchen)  
Task-05: Sequence of service  
Task-06: Presentation & Encashing the Bill  
Task-07: Presenting & collecting Guest comment cards  
Task-08: Seeing off the Guests

#### **05 Social Skills**

Task-01: Handling Guest Complaints  
Task-02: Telephone manners  
Task-03: Dining & Service etiquettes

#### **06 Special Food Service - (Cover, Accompaniments & Service)** Task-01: Classical Hors d'oeuvre

- Oysters
- Caviar
- Smoked Salmon
- Pate de Foie Gras
- Snails
- Melon
- Grapefruit
- Asparagus

Task-02: Cheese

Task-03: Dessert (Fresh Fruit & Nuts)

#### **Service of Tobacco**

- Cigarettes & Cigars

#### **Reference Books:**

1. Dennis.R.Lillicrap and John.A.Cousins. Food and Beverage Service: Great Britain. ElBs Publishers. 6<sup>th</sup> Edition. 2002.

2. John Fuller. Modern Restaurant Service, A Manual for Students and Practitioners: Cheltenham. Stanley Thrones Publishers.1<sup>st</sup> Edition.1999.
3. Sudhir Andrews. Food and Beverage Service Training Manual: New Delhi. Tata McGraw Hill Publishers. 4<sup>th</sup> Edition.2004.

### **6.3 Core –XV (Credits -4)** **Research Methodology**

#### **Objectives:**

- To make the students understand about the types of research procedures to be followed in an organization

#### **Unit– I**

Introduction : Meaning and objectives for research, types of research, research approaches,significanceofresearch,researchmethodsvsmethodology,researchprocess,criteriaofgoodresearch, problems facedbyresearchers, techniquesinvolved in definingaproblem

#### **Unit– II**

Research design: Meaning and need for research designs, features and important conceptsrelating to research design, different types ofresearch designs, correlation research design,qualitativeresearch design,goodresearch design,importanceofexperimental designs.

#### **Unit– III**

Sample design: census and sample survey, implication of sample design, Sampling andSample steps in sampling design, criteria for selecting a sample procedure, characteristics ofa good sample design, different types of sample design, measurement andscaling, Issues inAttitudeMeasurement,LevelsofMeasurementScales,TypesOfscalingtechniques,SelectionOf an Appropriate ScalingTechnique

#### **Unit– IV**

Methods of data collection: Direct Observation ,Experiments, Surveys, collection of primarydata, collection through questionnaire, Questionnaire Design, Sampling, Sampling Plans,Simple Random Sampling, Stratified Random Sampling ,Cluster Sampling, Sample Size,SamplingandNon-SamplingErrors,ErrorsinDataAcquisition,NonresponseError SelectionBias,collectionofsecondary data,differenceinquestionnaireandschedule,differentmethods to collect secondarydata

#### **Unit– V**

Data analysis interpretation and presentation techniques: hypothesis testing, basic conceptsconcerning hypothesis testing, procedure and flow diagram for hypothesis testing, test ofsignificance,Chi-Squareanalysis,reportpresentation techniques

#### **ReferenceBooks:**

- ResearchMethodology:O RKrishnaswamy&M.Ranganathan
- ResearchMethodology:P.Saravanavel

### **6.4 Elective –VII (Credits -3)**

# **Managing Global Business**

## **Objective:**

- To provide a thorough review and analysis of multinational business management

## **Unit - I**

Foundations of Multinational Management – The Nature of Multinational Company – The Globalizing Economy – The Next Generation of Multinational Managers – Definition of Culture – Levels of Culture – National Culture – Business Culture – Occupational and Organizational Culture – Cultural Differences and Basic Values – Caveats and Cautions – Social Institutions and Influence on Society–Economic Systems–Industrialization–Religion–Education

## **Unit- II**

The Nature of Organizational Design – Organizational Structures to Implement Multinational Strategies – Overview of Multinational Strategy and Structure - Control and Coordination Systems – Linking the Value Chain – Choosing a Partner and Alliance Type –Negotiating the Agreement –Building the Organization–Commitment and Trust – Assessing the Performance – The Internet Economy – Fundamentals of E-Commerce Strategy – Globalizing through the Internet

## **Unit - III**

Definition of International HRM – Multinational Managers – The Expatriate Manager – International Assignments for Women – Multinationals and Electronic HRM – Multinational Strategy and HRM – Recruitment – Selection – Training and Development – Performance Appraisal–Compensation –A Comparative View of Labor Relations

## **Unit - IV**

The Basics of Cross - Cultural Communication– International Negotiation– Work Values and the Meaning of Work – Work Motivation – Theories of Work Motivation – Global Leadership – Three Classic Models – Contingency for Leadership Behaviors – Contemporary Leadership Perspectives–Global Woman Leaders

## **Unit - V**

International Business Ethics and Social Responsibility – Ethical Responsibility – National Differences in Business Ethics and Social Responsibility – Toward Traditional Ethics – The Ethical Dilemma in Multinational Management

## **Reference:**

- John B. Cullen, K. Praveen Parboteeah, –International Management, Cengage Learning 2005

## **Travel Agents and Tour Operators**

### **Objectives:**

- To Understanding the History, growth and present status of Travel agency.
- To Understanding the functions of Tourism Organizations in India
- To Understanding the functions of International Tourism Organizations.
- To Understanding the importance of Travel Agency fairs and Benefits.

**Unit - I**

Meaning and Definition of a Travel Agency and Tour Operators – Travel Agency Growth – Structure – Functions – Types of Travel Agency – Wholesaler - Retailer and Tour Operators – Distinction between Wholesale Travel Agency and Tour Operator.

**Unit -II**

Growth and Development of Tourist Organization with special reference to India – Sergeant Committee – Jha – ITDC – TTDC.

**Unit - III**

International Tourist Organization – WTO – IATA – UFTAA – PATA – ICAO – ASTA – TAAI.

**Unit - IV**

Future of Travel Agencies – Travel and Trade Publications – Travel Agents – Training Programmes – Travel Agency's Sponsored Programmes.

**Unit - V**

Travel Agency fairs and Benefits – ITB (International Tourism Board) – WTM (World Travel Mart) – Travel Trade Workshop – EIBTM (Business Travel Meetings)

**Reference Books:**

1. Mohinder Chand – Travel Agency Management – An Introductory Text, 2nd Revised and Enlarged Edition, Anmol Publications Pvt Ltd, New Delhi, 2000.
2. PranNath Seth – An Introduction to Travel and Tourism, Sterling Publishers Pvt Ltd, Delhi, 1998.
3. A.K. Bhatia – Tourism Development - Principles and Practices, Sterling Publishers PvtLtd, New Delhi, 2003

**6.5 Elective –VIII (Credits -3)**  
**Career Guidance Studies**

**Objectives:**

- To understand the about Career Guidance Studies.
- To know the role of Career Opportunities in Hotel and Tourism filed
- Enable the students to understand the Higher Studies and Research in Tourism

**Unit: I**

Introduction to Career Guidance

**Unit: II**

Career Opportunities in Airline Industry

**Unit: III**

Career Opportunities in Hotel Industry

**Unit: IV**

Career Opportunities in Travel and Tourism Industry

**Unit: V**



**Reference Books:**

- Career and Vocational Guidance - Omprakash B. Pal
- Educational Vocational Guidance and Counselling - Rashmi Agrawal
- Principles Of Educational and Vocational Guidance - Navendu Pratap

**Air Transport Fundamentals**

**Objective:**

- To provide a fundamental concept and the management of air transport.

**Unit - I**

Introduction to Transportation – Modes – Modal Competition – The Economic Importance – Transportation and Economic Development – Transport as a Factor of Production – International Transportation – Importance of International Transportation – Logistics Management – Concepts and Types of Aviation – History of Civil Aviation Industry – Aviation Technology Transformation (1930–2003) – Scope of Aviation

**Unit - II**

Aircraft Manufacturers – Introduction – Airbus Industry, Civilian Products, Competition with Boeing – New Generation Aircraft – About the Airbus A-380 – The Boeing Company  
Airline Market Projection (2000–2020 & 2004–2024) – Economy and Aviation – Air Transport and the Economy – Benefits of Air Transports

**Unit - III**

Aviation Management Structure – Introduction – Operational Management – Era of Open Skies Policies – Overview of Airline Industry – International and Domestic Air Traffic – Financial Performance of Airlines – New Economic Model for Airline Business – Outlook Muted for Legacy Carriers – Infrastructure Management – Airport Planning Management

**Unit - IV**

Aircraft Characteristics – Airport Capacity Management – Terminal Management – Apron Management – Size of Airport Infrastructure – Airports and their Economics in National Economic Growth and Development – Indian Scenario – Global Emerging Trends of Airport Infrastructure Industry – Global Study on Airport Performance – Modern Aviation Infrastructure Business Trend – Airspace Management – Airports and Airspace Congestion Issues – Regulatory Management

**Unit - V**

International Civil Aviation Organization (ICAO) – Introduction – Objectives – Strategic Planning – Annexes – International Air Transport Association (IATA) – Aims – Two Tier Systems – Growth and Development – World Trade Organization – World Tourism Organization – Federal Aviation Administration (FAA) – Civil Aviation Authority (CAA) – Director General of Civil Aviation (DGCA) – Functions

**Reference:**

P.S. Senguttuvan, – Fundamentals of Air Transport Management, Excel Books, First Edition 2006

**6.6 Extension Activity (Credit -1)**

Refer Madurai Kamaraj University Syllabus

**6.7 Professional Competency Skill (Credits -2)**

**Employability Skills**

Common Syllabus as per prescribed by TANSCH