SHIVAJI UNIVERSITY, KOLHAPUR.



Accredited By NAAC with 'A' Grade

Faculty of Interdisciplinary Studies

Structure, Scheme and Syllabus For

Bachelor of Vocation (B.Voc.) Part-III

(Degreee / Programme)

Hotel Management and Catering Technology

Syllabus to be implemented from June, 2020 onwards.

SHIVAJI UNIVERSITY, KOLHAPUR

STRUCTURE AND SYLLABUS OF B. Voc.

Bachelor of Vocation (B.Voc.) Hotel Management and Catering Technology

| TITLE | : B.Voc. Part. III (Degree) |
|--|---|
| | Syllabus (Semester Pattern) Under Faculty of Interdisciplinary studies |
| YEAR OF IMPLEMENTATION | : Syllabus will be implemented from academic year 2020-2021 |
| DURATION | B. Voc. Part I, II and III (Three Years) B. Voc. Part I - Diploma (One Year) NSQF Level 5 B. Voc. Part II - Advanced Diploma (Second Year) NSQF Level 6 B. Voc. Part III - Degree (Third Year) NSQF Level 7 |
| PATTERN OF EXAMINATION: Theory Examination – Practical Examination – | Semester Pattern At the end of semester as per Shivaji University Rules i) In the 1st, 3rd and 5th semester of B. Voc. there will be internal assessment of practical record, related Report submission and Project reports at the end of semester. ii) In the second semester of B. Voc. I, there will be internal practical examination at the end of semester. |
| | iii) In the 4 th and 6 th semester of B. Voc. there will be external practical examination at the end of semester. |
| MEDIUM OF INSTRUCTION: | English |
| STRUCTURE OF COURSE: | B. Voc. Part – I, II and III Two Semesters Per Year Two General Papers per year / semester Three Vocational Papers per Year / Semester Three Practical papers per Year / Semester One Project/Study Tour/ Survey/Industrial Visit/Internship/Industrial training |

SCHEME OF EXAMINATION

A) THEORY

- The theory examination shall be at the end of the each semester.
- All the general theory papers shall carry 40 marks and all vocational theory papers shall carry 50 marks.
- Evaluation of the performance of the students in theory shall be on the basis of semester examination as mentioned above.

- Question paper will be set in the view of entire syllabus preferably covering each unit of the syllabus.
- Nature of question paper for Theory examination
- A) For Skill Component papers: Total marks: 50
 - Q. No. 1: Multiple choice questions (ten questions) $(1 \times 10 = 10 \text{ marks})$ Q. No. 2: Long answer type questions (any two out of four) $(2 \times 10 = 20 \text{ marks})$ Q. No. 3: Short Notes (any four out of six) $(4 \times 5 = 20 \text{ marks})$

B) For General Education Component Papers: Total marks: 40
Q.No.1: Multiple choice questions (eight questions) (1 × 8 = 8 marks)
Q.No.2: Long answer type questions

(any two out of four) (2 ×10 = 20 marks)
Q.No.3: Short Notes (any three out of five) (4 × 3 = 12 marks)

B) PRACTICAL

Evaluation of the performance of the students in practical shall be on the basis of semester examination. (Internal assessment at the end of Semester I, II and III and V and external examination at the end of Semester IV and VI as mentioned separately in each paper.

Standard of Passing:

As per the guidelines and rules for B. Voc.

Structure of the Course

B.Voc - III Semester- V

| Sr. No | Paper No. | Title | Theory /Practical/ Project | Marks (Total) | Distribution of Marks | |
|-----------|--------------|--------------------------------|----------------------------------|------------------|-----------------------|-----------|
| | • | | | | Theory | Practical |
| Gene | eral Educati | on Component : | | | | |
| 1 | XXXVII | Principles of Management | Theory | 50 | 40 | 10 |
| | | | /Practical | | | |
| 2 | XXXVIII | Organizational Behaviour | Theory | 50 | 40 | 10 |
| | | | /Practical | | | |
| Skill | Component | t: | | | | |
| 3 | XXXIX | Food Safety and Hygiene | Theory | 50 | 50 | - |
| 4 | XXXX | Advanced Food Production | Theory | 50 | 50 | - |
| 5 | XXXXI | Advanced Food and | Theory | 50 | 50 | - |
| | | Beverage Service | | | | |
| 6 | XXXXII | Laboratory Work : | Practical | 50 | - | 50 |
| | | Food Safety and Hygiene | | | | |
| 7 | XXXXIII | Laboratory Work : | Practical | 50 | - | 50 |
| | | Advanced Food Production | | | | |
| 8 | XXXXIV | Laboratory Work : | Practical | 50 | - | 50 |
| | | Advanced Food and | | | | |
| | | Beverage Service | | | | |
| 9 | XXXXV | Project/ Industrial Visit/ | | 50 | - | 50 |
| | | Industrial Training/Internship | | | | |

B.Voc – III Semester- VI

| Sr. No | Paper No. | Title | Theory /Practical/ Project | Marks (Total) | | oution of arks |
|-----------|--------------------|--|----------------------------------|------------------|--------|-------------------|
| | 1 | | | | Theory | Practical |
| Gene | ral Education | Component : | | | | |
| 1 | XXXXVI | Event Management | Theory/ | 50 | 40 | 10 |
| | | | Practical | | | |
| 2 | XXXXVII | Human Resource | Theory/ | 50 | 40 | 10 |
| | | Management | Practical | | | |
| Skill | Component : | | | | | |
| 3 | XXXXVIII | Travel and Tourism | Theory | 50 | 50 | - |
| 4 | XXXXIX | Hotel Accommodation Operations | Theory | 50 | 50 | - |
| 5 | XXXXX | Hospitality Marketing | Theory | 50 | 50 | - |
| 6 | XXXXXI | Laboratory Work : Travel and Tourism | Practical | 50 | - | 50 |
| 7 | XXXXXII | Laboratory Work : Hotel Accommodation Operations | Practical | 50 | - | 50 |
| 8 | XXXXXIII | Laboratory Work : Hospitality Marketing | Practical | 50 | - | 50 |
| 9 | XXXXXIV | Project/ Industrial Visit | | 50 | - | 50 |

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Scheme of Teaching : B.Voc - Part III Semester – \mathbf{V}

| Sr. | Paper No | Titles | Distri | bution of W | orkload |
|-----|----------|---------------------------------------|------------|-------------|---------|
| No | | | (Per Week) | | .) |
| | | | Theory | Practical | Total |
| 1 | XXXVII | Principles of Management | 4 | 2 | 6 |
| 2 | XXXVIII | Organizational Behaviour | 4 | 2 | 6 |
| 3 | XXXVIX | Food Safety and Hygiene | 4 | - | 4 |
| 4 | XXXX | Advanced Food Production | 4 | - | 4 |
| 5 | XXXXI | Advanced Food and Beverage | 4 | - | 4 |
| | | Service | | | |
| 6 | XXXXII | Laboratory Work : | - | 4 | 4 |
| | | Food Safety and Hygiene | | | |
| 7 | XXXXIII | Laboratory Work : | - | 4 | 4 |
| | | Advanced Food Production | | | |
| 8 | XXXXIV | Laboratory Work : | - | 4 | 4 |
| | | Advanced Food and Beverage | | | |
| | | Service | | | |
| 9 | XXXXV | Project/ Industrial Visit/ Industrial | - | - | - |
| | | Training/Internship | | | |
| | | Total | 20 | 16 | 36 |

| Sr. | Paper No | Titles | Distri | bution of Wo | orkload |
|-----|----------|---------------------------|------------|--------------|---------|
| No | | | (Per Week) | |) |
| | | | Theory | Practical | Total |
| 1 | XXXXVI | Event Management | 4 | 2 | 6 |
| 2 | XXXXVII | Human Resource Management | 4 | 2 | 6 |
| 3 | XXXXVII | Travel and Tourism | 4 | - | 4 |
| | Ι | | | | |
| 4 | XXXXIX | Hotel Accommodation | 4 | - | 4 |
| | | Operations | | | |
| 5 | XXXXX | Hospitality Marketing | 4 | - | 4 |
| 6 | XXXXXI | Laboratory Work : | - | 4 | 4 |
| | | Travel and Tourism | | | |
| 7 | XXXXXII | Laboratory Work : | - | 4 | 4 |
| | | Hotel Accommodation | | | |
| | | Operations | | | |
| 8 | XXXXXII | Laboratory Work : | - | 4 | 4 |
| | Ι | Hospitality Marketing | | | |
| 9 | XXXXXI | Project/ Industrial Visit | - | - | - |
| | V | | | | |
| | | Total | 20 | 16 | 36 |

Scheme of Teaching: B.Voc - Part III Semester - VI

Eligibility for Admission:

10 +2 from any faculty or equivalent Diploma / Advanced Diploma in any related Stream. **Eligibility for Faculty:**

1) M.Sc. in Hotel and Tourism Management / Hotel Management and Catering Technology with 05 years of experience in the relevant field.

B.Sc. in Hotel and Tourism Management / Hotel Management and Catering Technology /Hospitality and Tourism Studies with 07 years of experience in the Relevant field

2) M.A, M.Com./MBA/MCA with SET/NET/Ph.D. for General Component Syllabus

Eligibility for Laboratory Assistant:

B.Sc. in Hotel and Tourism Management / Hotel Management and Catering Technology/ Hospitality and Tourism Studies or Diploma in the relevant field

Staffing Pattern:

One Assistant Professor for three years (purely on contractual basis). Assistant Professors on CHB basis and Visiting faculty as per the need of workload and requirement may be appointed....

CREDIT SYSTEM FOR B. Voc. – Hotel Management and Catering Technology

Credit system:

Education at the Institute is organized around the semester-based credit system of study. The type of credit will be credit by theory and practical examination. The prominent features of the credit system are a process of continuous evaluation of a student's performance/progress and flexibility to allow a student to progress at an optimum pace suited to his/her ability or convenience, subject to fulfilling minimum requirements for continuation. A student's performance/progress is measured by the number of credits that he/she has earned, i.e. completed satisfactorily. Based on the course credits and grades obtained by the student, grade point average is calculated. A minimum grade point average is required to be maintained for satisfactory progress and continuation in the programme. Also a minimum number of earned credits and a minimum grade point average should be acquired in order to qualify for the degree.

All programmes are defined by the total credit requirement and a pattern of credit distribution over courses of different categories.

Course credits assignment:

Each course has a certain number of credits assigned to it depending upon its lectures and laboratory contact hours in a week. This weightages is also indicative of the academic expectation that includes in-class contact and self-study outside of class hours.

- a. One credit would mean equivalent to 15 periods for lectures, practicals/workshop.
- b. For internship/ field work, the credit weightages for equivalent hours shall be equal of that for lecture / practical.

| Level | Awards | Normal calendar Duration | Skill Component Credits | General Education Credits |
|--------|------------------|-----------------------------|----------------------------|------------------------------|
| Year 1 | Diploma | Two Semesters | 36 | 24 |
| Year 2 | Advanced Diploma | Four Semesters | 36 | 24 |
| Year 3 | B. Voc. | Six Semesters | 36 | 24 |
| | Total | | | 72 |

The credits for each of the year of B. Voc. Course will be as follows:

| Sr. | | | Theory/ | Marks | Distributio | n of Marks | Cr | edits |
|-----|-----------|---|-----------------------|---------|-------------|------------|--------|-----------|
| No. | Paper No. | Titles | Practical/ Project | (Total) | Theory | Practical | Theory | Practical |
| 1 | XXXVII | Principles of Management | Theory/ Practical | 50 | 40 | 10 | 3 | 2 |
| 2 | XXXVIII | Organizational Behaviour | Theory/ Practical | 50 | 40 | 10 | 3 | 2 |
| 3 | XXXIX | Food Safety and Hygiene | Theory | 50 | 50 | | 3 | |
| 4 | XXXX | Advanced Food Production | Theory | 50 | 50 | | 3 | |
| 5 | XXXXI | Advanced Food and Beverage Service | Theory | 50 | 50 | | 3 | |
| 6 | XXXXII | Laboratory Work : Food Safety and Hygiene | Practical | 50 | | 50 | | 3 |
| 7 | XXXXIII | Laboratory Work : Advanced Food Production | Practical | 50 | | 50 | | 3 |
| 8 | XXXXIV | Laboratory Work : Advanced Food and Beverage Service | Practical | 50 | | 50 | | 3 |
| 9 | XXXXV | Project/ Industrial Visit/ Industrial Training/Internship | | 50 | | 50 | | 2 |

Subject wise credit assignment for B. Voc. – Part III, Semester – V

Subject wise credit assignment for B. Voc. -Part III, Semester - VI

| | | | Theory/ | | Distributio | n of Marks | Cr | edits |
|------------|-----------|--|-----------------------|------------------|-------------|------------|--------|-----------|
| Sr. No. | Paper No. | Titles | Practical/ Project | Marks (Total) | Theory | Practical | Theory | Practical |
| 1 | XXXXVI | Event Management | Theory/ Practical | 50 | 40 | 10 | 3 | 2 |
| 2 | XXXXVII | Human Resource Management | Theory/ Practical | 50 | 40 | 10 | 3 | 2 |
| 3 | XXXXVIII | Travel and Tourism | Theory | 50 | 50 | | 3 | |
| 4 | XXXXIX | Hotel Accommodation Operations | Theory | 50 | 50 | | 3 | |
| 5 | XXXXX | Hospitality Marketing | Theory/ Practical | 50 | 50 | | 3 | |
| 6 | XXXXXI | Laboratory Work : Travel and Tourism | Practical | 50 | | 50 | | 3 |
| 7 | XXXXXII | Laboratory Work : Hotel Accommodation Operations | Practical | 50 | | 50 | | 3 |
| 8 | XXXXXIII | Laboratory Work : Hospitality Marketing | Practical | 50 | | 50 | | 3 |
| 9 | XXXXIV | Project / Industrial Visit | | 50 | | 50 | | 2 |

*For Project/Industrial visit /study tour /internship, the workload includes self-study outside of class hours i.e.4 lectures per week.

Evaluation system:

1. Standard of passing

The maximum credits for B. Voc. Hotel Management and Catering Technology semester course (of six semesters) will be $30 \times 6 = 180$ credits.

To pass in each paper students are required to obtain 4 grade points in each paper, it means 18 to 20 Marks for 50 Marks Theory / Practical papers, 14.08 to 16 for 40 Marks Theory papers and 04 marks for 10 Marks Practical papers.

2. Assessment of Project / Industrial visit /Study tour /Internship Report

- i) The Project/Industrial visit/study tour/Internship report must be submitted by the prescribed date usually two weeks before the end of academic session of the semester.
- ii) It is desirable that the topics for Project/Industrial visit/study tour/Internship report shall be assigned by the end of previous semester.
- iii) The Project/Industrial visit/study tour/Internship report and its presentation shall be evaluated by the coordinator of the course and concerned faculty.

3. Grade point for Theory/Practical/ Project / Industrial visit /Study tour /Internship Report

| Grade Point | Marks out of | Marks | Grade | Description of performance |
|-------------|--------------|--------------|----------------|----------------------------|
| | | Obtained | | |
| 0 | 50 | 0.0 to 2.5 | | |
| 1 | 50 | 2.6 to 5.0 | | |
| 1.5 | 50 | 5.1 to 7.5 | | |
| 2 | 50 | 7.6 to 10.0 | | Unsatisfactory |
| 2.5 | 50 | 10.1 to 12.5 | D | |
| 3 | 50 | 12.6 to 15.0 | | |
| 3.5 | 50 | 15.1 to 17.5 | | |
| 4 | 50 | 17.6 to 20.0 | | |
| 4.5 | 50 | 20.1 to 22.5 | С | Fair |
| 5 | 50 | 22.6 to 25.0 | | |
| 5.5 | 50 | 25.1 to 27.5 | В | Satisfactory |
| 6 | 50 | 27.6 to 30.0 | | |
| 6.5 | 50 | 30.1 to 32.5 | \mathbf{B}^+ | Good |
| 7 | 50 | 32.6 to 35.0 | | |
| 7.5 | 50 | 35.1 to 37.5 | A | Very Good |
| 8 | 50 | 37.6 to 40.0 | + | |
| 8.5 | 50 | 40.1 to 42.5 | A | Excellent |
| 9 | 50 | 42.6 to 45.0 | | |
| 9.5 | 50 | 45.1 to 47.5 | 0 | Outstanding |
| 10 | 50 | 47.6 to 50.0 | | |

• Table –I: for 50 Marks Theory or Practical

| Grade Point | Marks out of | Marks obtained | Grade | Description of performance |
|--|--|--|---|--|
| 0.00 | 40 | 0.0 to 2.0 | | |
| 1 | 40 | 2.08 to 4.0 | | |
| 1.5 | 40 | 4.08 to 6.0 | | |
| 2 | 40 | 6.08 to 8.0 | | |
| 2.5 | 40 | 8.08 to 10.0 | | |
| 3 | 40 | 10.08 to 12.0 | D | Unsatisfactory |
| 3.5 | 40 | 12.08 to 14.0 | | |
| 4 | 40 | 14.08 to 16.0 | | |
| 4.5 | 40 | 16.08 to 18.0 | С | Fair |
| 5 | 40 | 18.08 to 20.0 | | |
| 5.5 | 40 | 20.08 to 22.0 | В | Satisfactory |
| 6 | 40 | 22.08 to 22.0 | | |
| 6.5 | 40 | 24.08 to 26.0 | $B^{\scriptscriptstyle \top}$ | Good |
| 7 | 40 | 26.08 to 28.0 | D | 0000 |
| 7.5 | 40 | 28.08 to 30.0 | А | Very Good |
| 8 | 40 | 30.08 to 32.0 | + | |
| 8.5 | 40 | 32.08 to 34.0 | A | Excellent |
| 9 | 40 | 34.08 to 36.0 | | |
| 9.5 | 40 | 36.08 to 38.0 | | |
| | | | | |
| 10 | 40 | 38.08 to 40.0 | 0 | Outstanding |
| 10 Grade Point | 40 Marks out of | 38.08 to 40.0 Marks obtained | | |
| Grade Point | Marks out of | Marks obtained | 0 Grade | Outstanding Description of performance |
| Grade Point 0.00 | Marks out of 10 | Marks obtained 0.0 to 0.5 | | |
| Grade Point 0.00 1 | Marks out of 10 10 | Marks obtained 0.0 to 0.5 0.52 to 1.0 | | |
| Grade Point 0.00 1 1.5 | Marks out of 10 10 10 | Marks obtained 0.0 to 0.5 0.52 to 1.0 1.02 to 1.5 | Grade | Description of performance |
| Grade Point 0.00 1 1.5 2 | Marks out of 10 10 10 10 10 | Marks obtained0.0 to 0.50.52 to 1.01.02 to 1.51.52 to 2.0 | | |
| Grade Point 0.00 1 1.5 | Marks out of 10 10 10 | Marks obtained0.0 to 0.50.52 to 1.01.02 to 1.51.52 to 2.02.02 to 2.5 | Grade | Description of performance |
| Grade Point 0.00 1 1.5 2 2.5 | Marks out of 10 10 10 10 10 10 10 10 | Marks obtained0.0 to 0.50.52 to 1.01.02 to 1.51.52 to 2.0 | Grade | Description of performance |
| Grade Point 0.00 1 1.5 2 2.5 3 | Marks out of 10 10 10 10 10 10 10 10 10 10 | Marks obtained0.0 to 0.50.52 to 1.01.02 to 1.51.52 to 2.02.02 to 2.52.52 to 3.0 | Grade | Description of performance |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 | Marks out of 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 | Marks obtained0.0 to 0.50.52 to 1.01.02 to 1.51.52 to 2.02.02 to 2.52.52 to 3.03.02 to 3.5 | Grade D | Description of performance Unsatisfactory |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 | Marks out of 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 | Marks obtained0.0 to 0.50.52 to 1.01.02 to 1.51.52 to 2.02.02 to 2.52.52 to 3.03.02 to 3.53.52 to 4.0 | Grade D | Description of performance Unsatisfactory |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 | Marks out of 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 10 | Marks obtained0.0 to 0.50.52 to 1.01.02 to 1.51.52 to 2.02.02 to 2.52.52 to 3.03.02 to 3.53.52 to 4.04.02 to 4.5 | Grade D C B | Description of performance Unsatisfactory Fair Satisfactory |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 5 | Marks out of 10 | Marks obtained0.0 to 0.50.52 to 1.01.02 to 1.51.52 to 2.02.02 to 2.52.52 to 3.03.02 to 3.53.52 to 4.04.02 to 4.54.52 to 5.0 | Grade D C | Description of performance Unsatisfactory Fair |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 | Marks out of 10 | Marks obtained 0.0 to 0.5 0.52 to 1.0 1.02 to 1.5 1.52 to 2.0 2.02 to 2.5 2.52 to 3.0 3.02 to 3.5 3.52 to 4.0 4.02 to 4.5 4.52 to 5.0 5.52 to 6.0 6.02 to 6.5 | Grade D C B + B | Description of performance Unsatisfactory Fair Satisfactory Good |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 | Marks out of 10 | $\begin{array}{r} \textbf{Marks obtained} \\ \hline 0.0 \text{ to } 0.5 \\ \hline 0.52 \text{ to } 1.0 \\ \hline 1.02 \text{ to } 1.5 \\ \hline 1.52 \text{ to } 2.0 \\ \hline 2.02 \text{ to } 2.5 \\ \hline 2.52 \text{ to } 3.0 \\ \hline 3.02 \text{ to } 3.5 \\ \hline 3.52 \text{ to } 4.0 \\ \hline 4.02 \text{ to } 4.5 \\ \hline 4.52 \text{ to } 5.0 \\ \hline 5.02 \text{ to } 5.5 \\ \hline 5.52 \text{ to } 6.0 \\ \hline 6.02 \text{ to } 6.5 \\ \hline 6.52 \text{ to } 7.0 \\ \end{array}$ | Grade D C B | Description of performance Unsatisfactory Fair Satisfactory |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 | Marks out of 10 | $\begin{array}{r} \textbf{Marks obtained} \\ \hline 0.0 \text{ to } 0.5 \\ \hline 0.52 \text{ to } 1.0 \\ \hline 1.02 \text{ to } 1.5 \\ \hline 1.52 \text{ to } 2.0 \\ \hline 2.02 \text{ to } 2.5 \\ \hline 2.52 \text{ to } 3.0 \\ \hline 3.02 \text{ to } 3.5 \\ \hline 3.52 \text{ to } 4.0 \\ \hline 4.02 \text{ to } 4.5 \\ \hline 4.52 \text{ to } 5.0 \\ \hline 5.02 \text{ to } 5.5 \\ \hline 5.52 \text{ to } 6.0 \\ \hline 6.02 \text{ to } 6.5 \\ \hline 6.52 \text{ to } 7.0 \\ \hline 7.02 \text{ to } 7.5 \\ \end{array}$ | Grade D C B + B ⁺ B ⁺ | Description of performance Unsatisfactory Fair Satisfactory Good Very Good |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 8 | Marks out of 10 | $\begin{array}{r} \textbf{Marks obtained} \\ \hline 0.0 \text{ to } 0.5 \\ \hline 0.52 \text{ to } 1.0 \\ \hline 1.02 \text{ to } 1.5 \\ \hline 1.52 \text{ to } 2.0 \\ \hline 2.02 \text{ to } 2.5 \\ \hline 2.52 \text{ to } 3.0 \\ \hline 3.02 \text{ to } 3.5 \\ \hline 3.52 \text{ to } 4.0 \\ \hline 4.02 \text{ to } 4.5 \\ \hline 4.52 \text{ to } 5.0 \\ \hline 5.02 \text{ to } 5.5 \\ \hline 5.52 \text{ to } 6.0 \\ \hline 6.02 \text{ to } 6.5 \\ \hline 6.52 \text{ to } 7.0 \\ \hline 7.02 \text{ to } 7.5 \\ \hline 7.52 \text{ to } 8.0 \\ \end{array}$ | Grade D C B + B | Description of performance Unsatisfactory Fair Satisfactory Good |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 8 8.5 | Marks out of 10 | Marks obtained 0.0 to 0.5 0.52 to 1.0 1.02 to 1.5 1.52 to 2.0 2.02 to 2.5 2.52 to 3.0 3.02 to 3.5 3.52 to 4.0 4.02 to 4.5 4.52 to 5.0 5.52 to 6.0 6.02 to 6.5 6.52 to 7.0 7.52 to 8.0 8.02 to 8.5 | Grade D C B + B ⁺ B ⁺ | Description of performance Unsatisfactory Fair Satisfactory Good Very Good |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 8 8.5 9 | Marks out of 10 | Marks obtained 0.0 to 0.5 0.52 to 1.0 1.02 to 1.5 1.52 to 2.0 2.02 to 2.5 2.52 to 3.0 3.02 to 3.5 3.52 to 4.0 4.02 to 4.5 4.52 to 5.0 5.02 to 5.5 5.52 to 6.0 6.02 to 6.5 6.52 to 7.0 7.02 to 7.5 7.52 to 8.0 8.02 to 8.5 8.52 to 9.0 | Grade D C B + B A A A ⁺ | Description of performance Unsatisfactory Fair Satisfactory Good Very Good Excellent |
| Grade Point 0.00 1 1.5 2 2.5 3 3.5 4 4.5 5 5.5 6 6.5 7 7.5 8 8.5 | Marks out of 10 | Marks obtained 0.0 to 0.5 0.52 to 1.0 1.02 to 1.5 1.52 to 2.0 2.02 to 2.5 2.52 to 3.0 3.02 to 3.5 3.52 to 4.0 4.02 to 4.5 4.52 to 5.0 5.52 to 6.0 6.02 to 6.5 6.52 to 7.0 7.52 to 8.0 8.02 to 8.5 | Grade D C B + B ⁺ B ⁺ | Description of performance Unsatisfactory Fair Satisfactory Good Very Good |

• Table No-II: for 40 Marks Theory and for 10 Marks Practical

Calculation of SGPA and CGPA-

- 1. Semester Grade Point Average (SGPA) = Σ (course credits in passed courses X earned grade points) Σ (Course credits in registered courses)
- 2. Cumulative Grade Point Average = Σ (course credits in passed courses X earned grade points) of all Semesters (CGPA)
 Σ (Course credits in registered courses) of all Semesters

3. At the end of each year of B. Voc. Program, student will be placed in any one of the divisions as detailed below:

| SGPA an | d CGPA | Table |
|---------|--------|-------|
|---------|--------|-------|

| Grade Point | Grade | Description of performance |
|--------------|-------|----------------------------|
| 0.00 to 3.49 | D | Unsatisfactory |
| 3.5to 4.49 | С | Fair |
| 4.5 to 5.49 | В | Satisfactory |
| 5.5 to 5.99 | B | Good |
| 6.0 to 6.99 | А | Very Good |
| 7.o to 8.49 | A^+ | Excellent |
| 8.5 to10.00 | 0 | Outstanding |

- Ist Class with distinction: CGPA > 7.0 and above
- Ist Class: CGPA > 6.0 and < 7.0
- IInd Class: CGPA > 5.0 and < 6.0
- Pass Class: CGPA > 4.0 and < 5.0
- Fail: CGPA < 4.0

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No: XXXVII Principles of Management

Work Load – 6 Theory – 4 Lectures / Week Practical – 2 Lectures / Week/Batch Total Marks – 50 Theory – 40 Marks Practical – 10 Marks

Objective:-

To enable student to develop the principles of management.

To know the concept of planning.

To enable student to develop skills of organizing and controlling.

UNIT 1: Overview of Management

- 1.1 Definition, Management, Role of managers
- 1.2 Evolution of Management thought
- 1.3 Organization of Management
- 1.4 Trends and Challenges of Management in Global Scenario

UNIT 2: Planning

- 2.1 Nature and purpose of planning, Planning process
- 2.2 Types of plans, Objectives. Managing by objective (MBO)
- 2.3 Strategies, Types of strategies, Policies, Decision Making
- 2.4 Types of decision, Decision Making Process, Rational Decision Making

UNIT 3: Organizing

- 3.1 Nature and purpose of organizing, Organization structure
- 3.2 Formal and informal groups organization, Line and Staff authority
- 3.3 Departmentation, Span of control, Centralization and Decentralization
- 3.4 Delegation of authority, Staffing, Selection and Recruitment
- 3.5 Orientation and Career Development, Career stages, Training, Performance Appraisal

UNIT 4: Directing, Controlling

- 4.1 Creativity and Innovation, Motivation and Satisfaction, Leadership Styles
- 4.2 Communication, Barriers to effective communication
- 4.3 Organization Culture, Elements and types of culture, Managing cultural diversity. process of controlling
- 4.4 Types of control, Budgetary and non-budgetary control
- 4.5 Managing Productivity, Cost Control Purchase Control
- 4.6 Maintenance Control, Quality Control, Planning operations

References Books:-

1. Stephen P. Robbins and Mary Coulter, 'Management', Prentice Hall of India, 8th edition.

2. Charles W L Hill, Steven L McShane, 'Principles of Management', Mcgraw Hill Education, Special Indian Edition, 2007.

3. Hellriegel, Slocum and Jackson, 'Management - A Competency Based Approach', Thomson South Western, 10th edition, 2007.

4. Harold Koontz, Heinz Weihrich and Mark V Cannice, 'Management - A global

Practicals:

- 1. Role play of a Manager
- 2. Situation handling by a manager
- 3. Decision taking situations by a manager
- 4. Organize a management by becoming a manager
- 5. Motivating and inspiring staff by becoming a leader
- 6. Controlling budgets by doing it practically

Scheme of Practical Evaluation Internal Practical Evaluation

Q.1: Any one of the practical above Q.2: Oral and Journal

5 marks 5 marks

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No: XXXVIII Organizational Behaviour

| Work Load – 6 | Total Marks – 50 |
|-------------------------------------|----------------------|
| Theory – 4 Lectures / Week | Theory – 40 Marks |
| Practical – 2 Lectures / Week/Batch | Practical – 10 Marks |

Objective

To enable students to

- i) develop skills of organizational behaviour.
- ii) realise the human behaviour values.
- iii) know about motivation.
- iv) acquire concept of learning.

v) develop skills in leadership.

UNIT 1: Introduction to Organizational Behaviour

- 1.1 Definition of organizational behaviour and its scope
- 1.2 Relationship of organizational behaviour with other field.
- 1.3 Objectives of organizational behaviour
- 1.4 Behavioural approach to management

UNIT 2: Human Behaviour

- 2.1 Nature and dimensions of attitude
- 2.2 Nature and importance of perception, social perception
- 2.3 Personality, Meaning and personality traits
- 2.4 Group type, group dynamics and group decision making
- 2.5 Attitude and value

UNIT 3: Motivation

- 3.1 Meaning and importance
- 3.2 Technique of motivation
- 3.3 Theories of motivation

| UNIT 4: | Learning |
|---------|--|
| 4.1 | Process of learning |
| 4.2 | Principles of learning |
| 4.3 | Theories of learning, Factors affecting learning |
| 4.4 | Behavioural management |
| 4.5 | Behaviour modification, Steps in modification |

Reference Books:-

| 1. Organizational Behavior | Robbins, Stephen |
|--|------------------|
| 2. Organizational Behavior: Human Behavior At Work | Newstrom, J. W. |
| 3. Organizational Behavior | Chandan, J. S. |
| 4. Organizational Behavior | Ghanekar, Anjali |

Practicals:-

- 1. Grooming improvement
- 2. Personality Development
- 3. Situations: How to behave with downward staff How to behave with upward staff
- 4. Motivational Speech

Scheme of Practical Evaluation Internal Practical Evaluation

Q.1: Any one of the practical above Q.2: Oral and Journal

5 marks 5 marks

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No: XXXIX Food Safety and Hygiene

Work Load Theory – 4 Lectures / Week Total Marks - 50

Objective

To enable student to develop the skill of catering science.

To enable student basic understanding of hygiene, microorganism, food adulteration To acquaint the students about food standard in India.

Unit 1: Introduction to Catering Science

- 1.1 Importance of Catering Science in the Hospitality Industry
- 1.2 Classification of Microbes
- 1.3 Factors for growth (Bacteria, Yeast and Mould)
- 1.4 Types of Pest and Pest control

Unit 2: Harmful Effects of micro-organisms

- 2.1 Food Poisoning (Staphylococcus, Salmonella, Clostridium porringers and Clostridium Botulinum)
- 2.2 Food Infection, Food Contamination, Sources, Modes and routes of bacterial Contamination
- 2.3 Physical contamination, Prevention of food infection.

Unit 3: Introduction to Hygiene

- 3.1 General rules relating to food and food hygiene
- 3.2 The identification of steps critical to food safety (HACCP)
- 3.3 Food hygiene relation to microbes
- 3.4 Control measures in catering industry through hygiene standard, Personal hygiene
- 3.5 General rules relating to health and safety for food handlers

Unit 4: Food Adulteration

- 4.1 Food standards in India, Common food adulterants and its offences.
- 4.2 Simple tests to detect food adulterants in Milk,sugar,turmeric,chilli Powder, tea, Coffee, semolina flour, ghee, butter, Margarine and oil.
- 4.3 Natural and synthetic color
- 4.4 Definition/Composition Classification/Sources/ Functions/Excess and Deficiencies of food Nutrients, like- Proteins, Carbohydrates, Minerals, Fats, Vitamins, Minerals and Water

Reference Books:-

1)Food hygiene and sanitation - S.Roday

2)Complete catering science - OFG Kilgour

3)Food microbiology - Frazier

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No.: XXXX Advanced Food Production

Work Load Theory – 4 Lectures / Week Total Marks - 50

Objective:-

To enable students to develop skills in advanced food production.

To get knowledge of bread and cheese, menu planning, food cost, food preservation.

UNIT 1: Flours, Breads and Cheese

- 1.1 Introduction to Flour, Types and its uses in cooking
- 1.2 Introduction to Breads, Role of each ingredient in Bread making, Types of bread
- 1.3 Introduction to cookies, Types of Cookies
- 1.4 Weighing and Measuring
- 1.5 Cheese and its types

UNIT 2: Raising Agents, Nutrients and Milk Products

- 2.1 Introduction to Raising agents, types and uses in cooking
- 2.2 Introduction to Nutrients, types of nutrition's and their role in food and human body
- 2.3 Importance of sugar and types of sugar used in cooking
- 2.4 Milk and Milk products, Processing, Pasteurization, Homogenization of milk, Types of milk products

UNIT 3: Food cost and Agents

- 3.1 Introduction and Types of catering.
- 3.2 Food costing, Controlling of Food wastage and cost.
- 3.3 Sweetening, flavouring and seasoning, thickening agents and there types.
- 3.4 Methods and importance of food or beverages storage.
- 3.5 Types of courses in a Menu sequence Indian and Continental.
- 3.6 Types of Salads and Salad Dressings.
- 3.7 Sandwiches (Definition, Types, Parts)

UNIT 4: Cake and Pastry Making and Menu Planning

- 4.1 Cakes and Pastries and Icing, Food preservation
- 4.2 Food licenses and Grading ISO, ISI
- 4.3 Menu planning
- 4.4 Standard portion size and Standardization of food
- 4.5 Books, records and registers maintained in kitchen department
- 4.6 Star grading of a hotel

Reference Books:-

1) Thangam E .PhilipModern Cookery forTeaching and Trade4th Vol. 1996 Oriented Longman Ltd.Mumbai

2) Krishna Arora Theory of Cookery 2nd 1992 Frank Bros and Co. Ltd.4675, Daryagani, New Delhi- 100 002.

3) J.C. Dubey Basic Bakery 1st 1992 G. N. Danri,G.D. Enterprise, B/13, 1stfloor, 389/91, JSS Road,Mumbai

4) Lungburg andKotschevarUnderstanding Cooking

5) Wayne Gisselen Professional Cooking 4th 1992 John Weily and Sons 605, 3rdAvenue, N.Y

6) Wayne Gisselen Professional Banking 2nd 1994 John Weily and Sons 605, 3rdAvenue, N.Y

7) Kinton, Theory of Catering 7th 1996 Holder and Stoughton

8) Theory of Catering - Kinton and Cesserani- ELBS Publications, New Delhi

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No.: XXXXI Advanced Food and Beverage Service

Work Load Theory – 4 Lectures / Week Total Marks – 50 Theory – 50 Marks

Objective

To acquaint students about planning and operation, buffet and gueridon To enable student to know basics of development of restaurant structure.

UNIT 1: Restaurant Planning and Operation

- 1.1 Types of restaurants
- 1.2 Location or site
- 1.3 Assurances of finance
- 1.4 Furniture
- 1.5 Equipments required
- 1.6 Lighting and décor
- 1.7 Records maintained
- 1.8 Licenses required

UNIT 2: Bar Planning

- 2.1 Types of bar
- 2.2 Location
- 2.3 Atmosphere and décor
- 2.4 Parts of bar
- 2.5 Records maintained
- 2.6 Licences required

UNIT 3: Banquets

- 3.1 Organisation structure
- 3.2 Duties and responsibilities of banqueting staff
- 3.3 Banquet function and function prospectus
- 3.4 Types of function (Formal and Informal)
- 3.5 Seating arrangements

UNIT 4: Buffet and Gueridon Service

- 4.1 Definition and Types of buffets
- 4.2 Buffet equipments and table set up
- 4.3 Origin and definition of gueridon
- 4.4 Types of trolleys
- 4.5 Special equipments
- 4.6 Service procedures

Reference Books:-

- 1. Food and Beverage Services Paperback 17 Jun 2016 by Singaravelavan (Author)
- 2. On-Site Foodservice Management: A Best Practices Approach by Reynolds (Author)
- 3. Food service Management: Principles and Practices Hardcover Import, 15 Feb 2011 by Payne-Palacio Ph.D. RD, June (Author), Monica Theis (Author)
- 4. Case Studies in Food Service Management: Business Perspectives 2nd Edition by American Hotel and Lodging Educational Institute (Author)

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No.: XXXXII Laboratory Work: Food Safety and Hygiene

Work Load Practical- 4 lectures / Week / Batch

Practicals:

- 1. Food Contamination (Source, Modes and Routes of Bacteria)
- 2. Physical Contamination (Preventive Measures Taken)
- 3. Recognizing types of bacteria found in food poisoning
- 4. Cross contamination

(Preventive measures of cross contamination)

5. Pest control (Preventive measures and types of pest control)

Scheme of Practical Evaluation Internal Practical Evaluation

- Q.1: Perform any two practicals from the above
- Q.2: Practical record book
- Q.3: Viva voce

20 marks 20 marks 10 marks

Marks- 50

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No.: XXXXIII Laboratory Work: Advanced Food Production

Work Load-Practical- 4 lectures / Week / Batch

Practicals:

1. Food Carving

Tools used for carving Vegetables and Fruits used for carving Types of carving

2. Food Garnishing and Decorating

Types and Specialization in garnishing Raw material used for garnishing

3. Food adulteration and Food Licenses

Types with samples of food products

4. Menu planning, Continental menu

Restaurant menu planning Removing food cost 10 soups, 10 starters, 10 main courses, 10 fish course 10 fast food dishes, 10 rice dishes, 10 roasted/grilled dishes 10 desserts

Scheme of Practical Evaluation Internal Practical Evaluation

Q.1: Perform any one practical from the aboveQ.2: Practical record bookQ.3: Viva – voce

20 marks 20 marks 10 marks

Marks- 50

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No.: XXXXIV Laboratory Work: Advanced Food and Beverage Services

Work Load Practical- 4 lectures / Week / Batch

Practicals

- 1. Planning restaurant (Speciality, fast food and coffee shop) with the factors mentioned in the theory
- 2. Planning bar mentioned in the theory
- 3. Soup service
- 4. Menu wise service
- 5. Setting of buffet and service procedures
- 6. Guest situation handling
- 7. Setting of bar with glasses and equipments

Scheme of Practical Evaluation

Internal Practical Evaluation

| Q.1: Perform any one practical from the above | 20 marks |
|---|----------|
| Q.2: Practical record book | 20 marks |
| Q.3: Viva – voce | 10 marks |

B.Voc. Part-III, Semester V Hotel Management and Catering Technology Paper No.: XXXXV

Project/Industrial visit/Industrial training/Internship

Work Load-4 lectures / Week / Batch Marks- 50

Students must submit detailed report related to topics on

1) Food Production / Food and Beverage Service / Front Office Operation and Housekeeping.

Or

2) Based on Industrial visit

Or

3) Based on Industrial training/Internship

Note: Students should complete industrial training for the required duration and submit Industrial training report.

Scheme of Report Evaluation Internal Evaluation

- Report related to above.
- Viva-voce

40 marks 10 marks

Marks- 50

B.Voc. Part-III, Semester VI Hotel Management and Catering Technology Paper No.: XXXXVI Event Management

Work Load – 6 Theory – 4 Lectures /Week Practical – 2 Lectures /Week/Batch Total Marks – 50 Theory – 40 Marks Practical – 10 Marks

Objective

To enable students to develop skills in event management.

To develop students regarding event proposal, group management, entrepreneurship.

UNIT 1: Introduction to Event Management

- 1.1 Introduction, Scope and Need of Event Management
- 1.2 Principles of event Management
- 1.3 Types of event management (Cultural, festival, religious, business etc)
- 1.4 Preparing event proposal
- 1.5 Protocols, Dress codes, staging, staffing

UNIT 2: Process of Event Management

- 2.1 Process of Event management- Planning, organizing, budgeting, documentation etc
- 2.3 Nature of Marketing, Process of marketing, Sponsorship.
- 2.4 Image, Branding, Advertising Publicity and Public relations
- 2.5 Leadership skills, managing team.

UNIT 3: Managing an Event

- 3.1 Group development, managing meetings
- 3.2 Permission for arranging events
- 3.3 Event safety and security
- 3.4 Event laws and licenses

UNIT 4: Opportunities in Event Management

- 4.1 Entrepreneurship
- 4.2 Opportunities in Event management
- 4.3 Cultural event management
- 4.4 Festival event management
- 4.5 Religious event management
- 4.6 Business event management

Reference Books:-

- 1) Event Management By Lynn Van Der Wagen and Brenda R Carlos
- 2) Successful Event Management By Anton Shone and Bryn Parry
- 3) Event management, an integrated and practical approach By Razaq Raj, Paul Walters and Tahir Rashid
- 4) Event management, a Professional approach By Ashutosh Chaturvedi

Practicals:

Arrange an event considering below points and do it practically.

- 1. Planning a event
- 2. Granting permission of government or heads
- 2. Budgeting/ sponsoring / documentation of a event
- 3. Marketing and advertising of a event
- 4. Organizing of a event
- 5. Guest satisfaction
- 6. Winding up event
- 7. Calculating profits

Scheme of Practical Evaluation Internal Practical Evaluation

| Q.1: Arranging an event successfully | 5 marks |
|--|---------|
| (Theme dinner/ 31 st December party/ Christmas party / Food festival etc) | |
| Q2: Make a Report of an Event, Journal | 5 marks |

B.Voc. Part-III, Semester VI Hotel Management and Catering Technology Paper No.: XXXXVII Human Resource Management

Work Load – 6 Theory – 4 Lectures /Week Practical – 2 Lectures /Week/Batch Total Marks – 50 Theory – 40 Marks Practical – 10 Marks

Objective

To know the concept of process of job, training and placement, growth plan.

Unit 1: Introduction to Human Resource Management (HRM)

- 1.1 Introduction to human resource management
- 1.2 Importance and objectives of HRM
- 1.3 Evolution of the concept of HRM
- 1.4 Orientation and Training

Unit 2: Planning/ Process and Methods

- 2.1 Human resource planning
- 2.2 Recruitment and selection
- 2.3 Process of job analysis
- 2.4 Methods of job analysis

Unit 3: Training and Placements

- 3.1 Placement
- 3.2 Induction and internal mobility of human resource
- 3.3 Training of employees
- 3.4 Need for training objectives
- 3.5 Training evolution

Unit 4 Growth Plan

- 4.1 Performance appraisal and career planning
- 4.2 Need and importance
- 4.3 Concept of career planning
- 4.4 Labour Law
- 4.5 Compensation and Benefits for Labours
- 4.6 Managing Promotions and Transfers

Reference Books:-

1)Human Resource Management – Text and cases – VSP Rao

2)Human Resource Management-Snell ,Bohlander

3)Personal Management and Human Resources- Venkata Ratnam srinivas

Practicals:

Human resource policies
 Visit to HR department
 Recruitment and selection process of employee
 Handling situations for HR department

Scheme of Practical Evaluation Internal Practical Evaluation Visit to HR department of hotel (Knowing the process and policies of recruitment), Journal, Oral

10 marks

Total Marks - 50

B.Voc. Part-III, Semester VI Hotel Management and Catering Technology Paper No.: XXXXVIII Travel and Tourism

Work Load Theory – 4 Lectures / Week

Objectives:

To know the concept of travel and tourism.

To enable student to become familiar with growth of tourism, tour services, Indian government tourism

Unit 1: Introduction to Tourism

- 1.1 Definition of Tourism
- 1.2 Tourist
- 1.3 Foreign tourist
- 1.4 Domestic tourism
- 1.5 Motivations for tourism
- 1.6 Types of tourism

Unit 2: Growth in Travel and Tourism

- 2.1 Growth of tourism
- 2.2 Types of travelling modes and the facilities
- 2.3 Tourism development (sea, road, rail, air)
- 2.4 Role of industrial revolution
- 2.5 Concept of holiday and paid holiday

Unit 3: Services in Travel and Tourism

- 3.1 Functions and types of travel agency
- 3.2 Tour operators
- 3.3 Tourist destinations in India
- 3.4 Services provided to tourists
- 3.5 Accommodation and attractions
- 3.6 Planning in tourism

Unit 4: Indian Government Tourism

- 4.1 Government organizations and their functions in tourism
- 4.2 ITDC, TTDC, IATA, TAAI, IRCTC
- 4.3 Role of United Nations Organization in tourism

Reference Books:-

 Introduction to Travel and Tourism- Michael M.Cottman Van Nostrand Reinhold New York,1989
 Travel Agency and Tour Operation Concepts and Principles-Jagmohan Negi –kanishka Publishesh,New Delhi,1997
 Tourism Development,Principles and Practices- Fletcher and Cooper-ELBS

B.Voc. Part-III, Semester VI Hotel Management and Catering Technology Paper No.: XXXXIX Hotel Accommodation Operations

Work Load Theory – 4 Lectures / Week Total Marks – 50

Objective

To aware students about concept of hotel accommodation operations.

To enable student to know interior decoration, contract cleaning, laundry management To distinguish methods, process of flowers arrangement

Unit 1: Guest Accounting

- 1.1 Job description of front office cashier
- 1.2 Guest account, folios, vouchers, ledgers
- 1.3 Creation and maintenance of account
- 1.4 Record keeping systems
- 1.5 Credit monitoring
- 1.6 Night auditing concept

Unit 2 a) Interior Decoration

- 2.1 Definition
- 2.2 Importance of interior decoration
- 2.3 Principles of designs
- 2.4 Elements of Designs-(Line/Form/colour/Texture)

b) Contract cleaning

- 2.5 Definition and concept
- 2.6 Jobs given on contract by housekeeping
- 2.7 Advantages and Disadvantages
- 2.8 Pricing a contract

Unit 3: Laundry Management

- 3.1 Laundry equipments
- 3.2 Laundry Flow Process- Guest, House, Contract
- 3.3 Stains and Stains Removal
- 3.4 Dry Cleaning- Agents and Procedures
- 3.5 Advantages and disadvantages of –off premises and on premises laundry

Unit 4: Flower Arrangement

- 4.1 Concept, Importance and purpose of flower arrangement
- 4.2 Equipments and materials used
- 4.3 Types of flower arrangements (Western, Japanese, freestyle)
- 4.4 Principles of flower arrangement: design,scale,balance,rhythm,texture,repetation,utility and harmony

Reference Books:-

- 1) Fibres and Fabrics- Brenda Piper
- 2) Housekeeping Operations- Robert Martin
- 3) Housekeeping Management- Mat A Cassado

B.Voc. Part-III, Semester VI Hotel Management and Catering Technology Paper No.: XXXXX Hospitality Marketing

Work Load Theory – 4 Lectures / Week Practical – 2 Lectures / Week Total Marks – 50 Theory – 50 Marks

Objective

To enable students to develop skills in hospitality and marketing. Concept of marketing, economic environment, marketing services will be understood by learner.

UNIT 1: Introduction to Marketing

- 1.1 Definition of marketing
- 1.2 Customer orientation
- 1.3 Concept of marketing
- 1.4 Marketing management

UNIT 2: Analysis of Current Business Environment

- 2.1 Competition
- 2.2 Economic environment
- 2.3 Technology environment
- 2.4 Social and cultural environment
- 2.5 Political environment

UNIT 3: Marketing Services

- 3.1 Definition
- 3.2 Difference between goods and services
- 3.3 Characteristics of services
- 3.4 Management strategies for service business

UNIT 4: Employees Recruitment and Training

- 4.1 Role of employees in service process
- 4.2 Recruitment and training
- 4.3 Motivation and empowerment
- 4.4 Internal marketing

Reference Books:-

- 1. Marketing for Hospitality and Tourism Aurthor- Phillip T Kotler, John T Bowen, Makens Ph.D, James
- 2. Hospitality Marketing Principles and Practice Aurthor- Buttle Bowei

B.Voc. Part III, Semester VI Hotel Management and Catering Technology Paper No. XXXXXI Laboratory Work: Travel and Tourism

Work Load-Practical- 4 lectures / Week / Batch

Marks- 50

Practicals:

- 1. Going on a tourism (Hill stations, Forts, Sea beach, Historical places etc.)
- 2. Knowing the history of a particular tourism destination
- 3. Knowing the knowledge of tourist foot fall of different destinations
- 4. Mode of transport to reach a certain tourist destination and maps
- 5. Knowing about the revenue generated by Indian Tourism Corporation
- 6. Facilities provided to the tourists

Scheme of Practical Evaluation Internal Practical Evaluation

| Q1: Visit to a tourist destination and submit assignment on it. | 20 Marks |
|---|----------|
| Q2: Report of Tourism Visit | 20 marks |
| Q3: Oral | 10 marks |

B.Voc. Part III, Semester VI Hotel Management and Catering Technology Paper No. XXXXXII Laboratory Work: Hotel Accommodation Operations

Practical- 4 lectures / Week / Batch

Practicals:

Stain removal
 Laundering Procedure (Starching, Blueing, Ironing)
 Use of Laundry Equipments
 Visit to a Laundry
 Flower Arrangements, various types
 Pest Control

Scheme of Practical Evaluation Internal Practical Evaluation

| Q1: Flower arrangements, stain removal practical | 20 marks |
|--|----------|
| Q2: Make a report on a laundry visit | 20 marks |
| Q3: Oral | 10 marks |

B.Voc. Part III, Semester VI Hotel Management and Catering Technology Paper No.: XXXXXIII Laboratory Work: Hospitality Marketing

Work Load-Practical- 4 lectures / Week / Batch

Practicals:

- 1. Selling Coupons of Food Festival
- 2. Marketing for getting Sponsorship of an event
- 3. Product (food/ other) selling
- 4. Knowledge of marketing

Scheme of Practical Evaluation Internal Practical Evaluation

- Q.1: Perform any one practical from the above
- Q.2: Practical record book
- Q.3: Viva voce

Marks- 50

Marks- 50

20 marks 20 marks 10 marks

B.Voc. Part III, Semester VI Hotel Management and Catering Technology Paper No. XXXXXIV Project/Industrial Visit

Work Load-4 lectures / Week / Batch Marks-50

Students must submit detailed report related to topics on

2) Food Production / Food and Beverage Service / Front Office Operation and Housekeeping.

Or

2) Based on Industrial Visit

Scheme of Report Evaluation Internal Evaluation

- Report related to above.
- Viva- voce

40 marks 10 marks