Mahatma Gandhi University
MEGHALAYA
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SYLLABUS MANUAL

PROFESSIONAL PROGRAMME
Programme Code --- 210305

Master of Arts in Hotel Management (MAHM)

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The Master of Arts in Hotel Management consists 13 subjects in all. (MAHM)
Year 1: HMP101 to HMP105 & HMP111, HMP112.
Year 2: HMP106 to HMP110 & HMP113.

Post Graduate Diploma in Hotel Management (PGDHM)
The Post Graduate Diploma consists 7 subjects in all.
These comprise of subjects:
Year 1: HMP101 to HMP105 & HMP111, HMP112.

**Detailed Syllabus**

**HMP101 --- Introduction to Hospitality Management**
UNIT 1: Definition, Functions, Process and Importance of Management Managerial Roles, Managerial Skills and Activities.
UNIT 2: Differences between Management and Administration Importance of Values and Ethics in Management.
UNIT 5: Nature and Purpose of Organizing, Organizing Principles, Span of Control, Line and Staff Relationship, Authority, Delegation and Decentralisation, Effective Organizing, Organizational Structures, Formal and Informal Organizations.

UNIT 7: Directing: Effective Directing, Supervision, Motivation, Theories of Motivation, Job Satisfaction.


UNIT 13: The Departments of Hotel Organization and Operation: The Departments of Hotel Organization, Hotel Operation-Food and Beverage Division. The Culinary Art, Restaurant Business Development and Classification, Tourism and Hospitality, Planning for Regional Tourism, Events of Special Importance, Business of Hospitality.


UNIT 15: Meetings, Conventions and Expositions: Meetings and Meetings Planners, Conventions Cost Exhibitions. Trends in conventions Meetings and Exposition, Special Events and off Premise Catering, Key Players in the Industry, Event Management.

HMP102 --- WINE & SPIRITS


HMP103 --- ACCOUNTS IN HOSPITALITY MANAGEMENT

UNIT 1: Definition, objects and importance of accounting in hotel business, classification of accounts, accounting equations, journalizing, posting into ledgers and balancing of ledger accounts.
UNIT 3: Bank reconciliation statement- meaning, preparations, causes for difference preparation of balance sheet with adjustments, revenue and capital expenditure.
UNIT 4: Classification of departments of hotel based revenue. Different ledgers maintained in hotels( format) uniform system of accounting( format and problems) night auditor and his duties.
UNIT 5: Stores control, coq. Stock levels, methods of pricing materials (FIFO, LIFO,WAM, SM), Accounting machines and their importance in catering business.

HMP104- HR IN HOSPITALITY MANAGEMENT

UNIT 1: Introduction— -Definition of personnel Management -Role of the Personnel Manager -Challenges of Modem Personnel Management Organizational and Job Design-Organizational objectives, organization Structure Controlling the personnel unit-Strategic control prints Personnel unit- The Personnel audit.
UNIT 2: Job analysis & Human- Job analysis process Job Description Role analysis Job specification Uses of job analysis information Human Resource planning Work-force Analysis- Absenteeism Turnover.
HMP105 --- ECONOMICS AND STATISTICS FOR HOTEL AND TOURISM

UNIT 1: Industry, service economy, economic development, industry, hotel and catering industry.

UNIT 2: Price mechanism, demand, supply, market, price, elasticity, demand for hotel and catering services, firm under perfect competition and the price mechanism. Conduct and performance- monopoly and monopolistic competition, oligopoly, conduct and imperfections, perfect competitions Vs imperfect competitions, performance.

UNIT 3: Labour- working population, service sector employment, hotel and catering employment, supply of labour, demand for labour, price of labour, wage differentials.

UNIT 4: Capital- significance, demand for capital, interest, investment in hotels and catering, sources of financer. Cost- benefit analysis.

UNIT 5: Government policy- macro economic policies, micro economic policies, fiscal policy, monetary policy, competition policy, government hotel and catering. Significance- government & hotel & catering, tourism, national income, consumer expenditure, employment, regional aspects, multiplier effects, balance of payments.

UNIT 6: Status of statistics- collection of data, types of data, processing of data, tabulation of data, analysis of data, interpretation of data, limitation of statistics. Classification- tabulation & graphical representation, preparation of tables, representation of data random variable, frequency array, frequency distribution, diagrammatic representation of data line- bar diagram, pie- chart, line graphs, ogive pictograms.

UNIT 7: Measures of central values- characteristics of a good measure of central tendency, mean, types of mean, coding of data, median, mode. Measures of dispersion- range, mean deviation, variance, standard deviation, coefficient of variation.

HMP106 --- HOSPITALITY LAW

UNIT 1: Introduction to Hotel Law

Laws applicable to hotel and catering industry.

• Procurement of licenses and permits required to operate hotel restaurant and other catering establishments.

• Criterion of fixation of taxes for various tariff structures applicable to hotels – luxury expenditure sales surcharge service tax etc.

UNIT 2: Overview of Applicable Acts & Laws

• The Indian Contract Act - Definition and importance with various provisions.
• Factories Act 1944 – working environment welfare health and safety measures
• Sale of Goods Act1930
• The Companies Act 1956
• Indian Partnership Act 1932.
• The standards of weight and measures Act 1956
• Prevention of food adulteration Act 1954 - Jurisdiction of inspectors.
• The payment of Wages Act 1948
• The minimum Wages Act 1948
• Payment of Bonus Act 1965
• Employees Provident Fund and miscellaneous Payment of Gratuity Act 1972
• Workmen Compensation Act 1948.
• Environment Protection Act.
• Consumer Protection Act.

UNIT 3: Hotel – Guest Relationship
• Right to receive or refuse accommodation to a guest.
• Guests’ right to privacy.
• Tenancy laws.
• Duty to protect guest.
• Employees and third party threats in restrooms and parking lots.

UNIT 4: Laws governing lost and found property
• Hotel’s liability regarding guest property unclaimed property loss of property.
• Hotel defenses to liability claims.
• Statutory limits on hotel’s liability.

UNIT 5: Food Legislation
• Hotel’s liability regarding guest property unclaimed property loss of property.
• Central State and local food laws.
• Warranty.
• Truth in menu and labeling laws.
• Food adulteration.
• Powers and duties of a Food Inspector.

UNIT 6: Liquor Legislation
• Independent bar Operation.
• Dispense Bar.
• Satellite Bar.
• Compound license.
• Beer bars.

UNIT 7: Taxation
• Direct and Indirect Taxes
• Registration
• Payment of Taxes
• Maintenance of books of accounts and documents
• Submission of returns and statement - assessments under the provisions of the following: Indirect Taxes: Commercial/Sales Tax Act (State)
  • Tax on Luxuries (Hotels & Lodging Houses) Hotel Receipts Tax Act 1980 (Central), Profession Tax Act (State)
  • Direct Taxes: The Indian Income -tax Act,1961 (Special reference to deductions in newly set up hotel).

Reference:
1. Mercantile Law – ND Kapoor
2. Mercantile Law – SP Iyengar
3. Principles of Business Law – Aswathapa K
5. Bare aspects of respective legislation

7. Industrial Laws - P.L. Malik

8. Industrial Laws - Sanjeev Kumar


HMP107 --- CONTEMPORARY ISSUES IN HOSPITALITY MANAGEMENT

UNIT 1: Introduction to the course: Understanding Organizations as a system

UNIT 2: Customer Behavior: “Customer – the centre of the hospitality universe” – Adoption of a customer-centred business model.


UNIT 4: Labour Market: “Managing human capital in an employee market” – The challenges for HRM.


UNIT 6: Service Quality: “Delivering the promise” - Internal brand management- consumer insight shaping employee behaviour.


UNIT 8: Sustainability: “Being aware of the world in which we live” the key to sustainable tourism development.

UNIT 9: Crisis and Risk Management: Preparing for the unexpected.


UNIT 11: Globalisation: “Blurring of the borders”– Globalisation and the Tourism and Hotel Management industry

HMP108 --- TOURISM MANAGEMENT & TRAVEL AGENCY OPERATIONS

SECTION I: TOURISM MANAGEMENT

UNIT 1 : Management concept- Introduction to tourism management Development of management-managerial skills of tourism-management of tourism-components of tourism- accommodation-attractions-accessibility-management of environment.

UNIT 2: Marketing as Management function -segmentation-marketing mix-tour pricing- types of demand and supply and marketing research.

UNIT 3: Human resource in tourism - co-ordination - special training-technical skills- guide services-event management like exhibitions-meetings-fairs and festivals.

UNIT 5: Tourism planning-role of govt. and non-govt. organisations-approaches to tourism planning-tourism policies and issues-tourism and regional development.

SECTION II: TRAVEL AGENCIES AND OPERATIONS

UNIT 1: Meaning of travel agency and tour operator. Distinction or difference between the two. Classification or type of travel agency- GSA, PSA, Stock holder.

UNIT 2: Tour operators- inbound and outbound and immigration companies. Operational modalities of travel agency and tour operator restricted to air tickets, airlines and routings and itinerary making. Immigration Companies, Operation Modalities of Travel Agency and Tour Operator restricted to air tickets. Routing and Itinerary

UNIT 3: Travel trade organizations/ associations: IATO, IATA, ASTA, PATA, TAAI, Ministry of Tourism.

Reference Books:

1. Profile of Indian Tourism – Shalini Singh
2. Tourism Today – Ratandeep Singh
4. Tourism and Cultural Heritage of India – Ram Acharya
8. Tourism management, stephen j.

HMP109---BAR MANAGEMENT

UNIT 1: Introduction to Bar Operations

- A brief history of the Bar & Beverage business in India
- Types of Bar
- Lounge-Definition of Lounge
- Social Concerns - Abstainer. Tight drinker, Moderate drinker, Heavy drinker, Alcohol dependence, Alcohol abusers, Alcoholism.
- The primary legal concerns with regard to alcohol service Off-hour service, the service of alcoholic beverages to minor.
- The service of alcoholic beverages leading to intoxication- physical effects of alcohol on our body defining Blood alcohol concentration (BAC) Blood Alcohol effects on our body systems.
• Effect of alcohol on other drugs –serving alcohol with care.

UNIT 2: Bar Control System

• What is beverage control?
• Product Control, Cash Control, Product Control
• Establishing standards of operations
• Standards recipes
• Portion control - Glassware used & Prices
• Preventing pilferage & fraud
• Sales & profitability control - Determining product cost, sales analysis, gross profit
• Cash handing procedures
• Point of sale system.

UNIT 3: Marketing Bar Operations

• Marketing Segmentation -Market Research -Selecting & Target Market
• Beverage – Pricing strategies -Pricing methods -promotions -Developing promotions -(Budgeting, Selecting & developing the idea, establishing a time table)
• Selecting media strategies, delivering what you promise, Eva lusting the results. Promotional mix advertising –Print Media- Television, Cable & Radio -word of mouth (components of mix) public relation -Sales promotions - personal selling Merchandising.

HMP110---FOOD & BEVERAGE CONTROL and MANAGEMENT

UNIT 1: Introduction to the Food and Beverage Operations

• The evolution of catering operations & its scope.
• Structure of F & B Operations – Service Areas & Production Areas.
• Organisational structure of F & B Department – F & B Services & Food Production Divisions, Duties & Responsibilities of Staff, Attributes required, etc.
• Back areas: Still Room, Wash-up, Hot-Plate, Plate Room, Kitchen Stewarding, Kitchen Stores.

UNIT 2: Food and Beverage Equipment

• Operating Equipment, Requirements, and Criteria for selection, quantity and types.
• Classification of crockery/ cutlery/ glassware/ hollowware/ flatware/ special equipment upkeep and maintenance of equipment.
• Furniture & Fixtures.
• Linen
• Disposables, Packing Materials.

UNIT 3: Menus and Covers

• Types of Meals
• Introduction to Menu Planning
• Cover- definition; different layouts.
• Menu Planning, considerations and constraints.
• Menu Terms, Menu Design
• French Classical Menu
• Food and its accompaniments.

UNIT 4: Food and Beverage Service Methods

• Table Service – Silver/English, Family, American, Butler/ French, Russian
• Self Service - Buffet and Cafeteria Service
• Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc.
• Single Point Service- Takeaway, Vending, Kiosks, Food Courts, Bars.
• Room Service

UNIT 5: Food and Beverage Working Environment

• The working environment
• Maintaining a safe and secure environment
• Maintaining a professional & hygienic appearance, maintaining effective working relationships contributing to the development of self and others.
• Selection, uses and care of knives and equipment
• Maintaining clean food production areas.
• Nutrition and healthy eating.

UNIT 7: Food and Beverage Production Methods

• Methods of cooking - Stocks, Soups & Sauces, Salads & prepared foods, Pasta & Rice.
• Methods of cooking - Eggs, fish & shell fish, Meat & poultry
• Methods of cooking Vegetable dishes. Vegetable & pulses, potatoes.
• Methods of preparing Pastries, desserts, dough products, pastry products, cakes & biscuits, snacks, savories & convenience foods.
• Ethnic cooking methods - Indian, Caribbean, Chinese, Greek, Indonesian, Japanese, Mexican, Middle East, Spanish, Thailand, and USA.

UNIT 8: Wines

• Introduction, definition and classification of wines
• Viticulture and viticulture methods
• Vinification – Still, Sparkling, Aromatized and Fortified wines
• Vine diseases
• Wines – France, Italy, Spain, Portugal, South Africa, Australia, India and California
• Food and wine harmony
• Wine glasses and equipment
• Storage and service of wine
• Fermented and Brewed Beverages
• Introduction – Beers, Sake, Cider, Perry, Alcohol free wines.
• Ingredients & Production
• Types and Brands - Indian and international
UNIT 9: Purchases

- Purchasing- introduction, duties of purchasing manager, purchasing procedure
- Selection of a supplier
- Purchase specifications for food & beverage items.
- Receiving, storing and issuing- receiving of food materials, storing and issuing of food
- Stock taking of food. Receiving, storing and issuing beverage, stock taking of beverages.

UNIT 10: Control Procedures

- Essentials of a control system
  - Billing methods – Duplicate and Triplicate system, KOTs and BOTs, Computerized KOTs
  - Necessity and functions of a control system, F&B Control cycle and monitoring.
- Calculation of food cost
- Methods of food control, food control checklist.
- Beverage controlling- calculation of beverage cost, methods of beverage control, control checklist.
- Operating Yardsticks- Total food & beverage sales, departmental profit, ratio of food and beverage sales to total sales, ASP, sales mix, payroll costs, index of productivity, stock turnover, sales/ waiter and sales/ sq. foot.

UNIT 11: Sales promotion-introduction, Food & beverage facilities- advertising, merchandising, public relations, Beverage lists, menu merchandising, Performance measurement.

UNIT 12: Service and Selling Techniques

- A guest-oriented approach to service.
- Establishing service standards for Successful service & selling (the techniques & strategies)
- The Bartender-his role as a psychologist, his role as a sales person, his role in alcohol awareness.
- Method of drink making – shakes, blended drinks
- Desk station setup for effective service.

UNIT 13: FUELS USED IN COOKING

- Cooking by fire
- Cooking by oil
- Cooking by gas
- Cooking by electricity
- Fuel less cooking.

Practical Schedule:

- Service Grooming and Restaurant Etiquettes.
- Mis-en-place and Mis-en-scene
- Identification of equipments
Food and Beverage service sequence
- Rules for laying table - Laying covers as per menus
- Sideboard setup
- Silver service & American service
- Situation handling
- Restaurant reservation system
- Order taking – writing a food KOT, writing a BOT

**HMP111---INDUSTRIAL TRAINING**

- Duration: A minimum of 6 - 8 weeks training must be undertaken by each student in the relevant Organizations (Hotels, Airlines, Fast Food Chains, and Restaurants etc.)
- Guideline: To be exposed to at least the core areas (Front Desk, Restaurant, Housekeeping and Kitchen).
- Detailed report of the Industrial Training Undertaken - by the student must be submitted in the form of “Industrial Training Report” at the end of the training. The report should contain the following items in the sequence mentioned below, amongst other things:
  - Cover Page
  - Student Details Page (Name, Roll Number, Class, Semester etc.)
  - Certificate of Completion of Training to be issued by the Hotel and countersigned by the Learning Centre Head.
  - Index Page
  - Objectives of the Training
  - Student Declaration Page
  - Brief Details of the Hotel (Introduction, Management, Facilities, Services etc.)
  - Details of Trainings Undertaken (Department, Description of Training, Duration, details etc.)
  - Remarks / Certificate from the Department Heads of the Hotel
  - Summary Page (Mentioning the skills acquired by the student)
  - Learning Centre Remarks Page (to be filled & signed by the Learning Centre Training Coordinator and Centre Head)
  - Appendix, containing the following:
    - Copy of Letter of Recommendation for Training to the Hotel from the Learning Centre
    - Copy of Letter of Training Approval from the Hotel for the Student.
    - Copy of Tariff Card of the Hotel
    - Copy of the Menu of the Hotel
    - Copy of Brochure of the Hotel.

**HMP112 --- Presentation/Seminar**

**HMP113 --- Project Course Work**

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