



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

PROGRAM NAME

**B.Sc. (Catering Science & Hotel
Management)**



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

2017-2018



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

SYLLABUS

SEMESTER - V

COURSE: FOOD AND BEVERAGE MANAGEMENT

COURSE CODE: 15UATCT501

Hours per week: 5

Credit: 4

Objective:

1. To understand the principles and functions of food and beverage management
2. To acquire knowledge about food control, HACCP and Menu engineering.

UNIT - I

Introduction - Food and Beverage function - Responsibilities and objectives of Food and Beverage department - Constraints of food and beverage management - Cost and market orientation.

The meal / drink experience: Food and drink - Variety in menu choice - Level of service - Value for money - Interior design - Atmosphere and Mood - Expectation and Identification - Location / Accessibility and Staff.

UNIT - II

Purchasing: The nature of purchasing - The main duties of purchase manager - Importance of purchase functions - The purchasing procedure - The selection of a supplier - Aids to purchasing.

Receiving, Storing and Issuing: Receiving procedure - Receiving cycle - Types of stores and Storage conditions - Storing and issuing of food and beverages - Stock taking of food and beverages.

UNIT - III

Food control: The essentials of a control system - Calculation of food cost - Methods of food control - Food control check list.

Beverage Control: Calculation of beverage cost - Methods of beverage control - Beverage control checklist - Food and beverage control cycle - Benefits of a standard recipe.

Revenue control:

UNIT - IV

Costs, Profit and sales - Elements of cost - Cost groups - Profit.

Break-even analysis - Break-even chart - Break-even formula.

Menu pricing - Pricing considerations.

HACCP - Critical Control Points - Terminology - 7 principles.

UNIT - V

Menu Engineering: Meaning - Menu Engineering Terminology - Menu Engineering Worksheet - Remedial action - Problems and Limitations.

Menu Merchandising: Methods of pricing menus - Shape and fold of menu - Size of menu - Type and colour of paper / card - Typefaces - Layout - Printing and Reprinting.

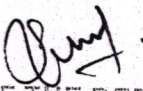


TEXT BOOK:


Bernard Davis & Sally Stone - Food & Beverage Management, A Butterworth Heinemann, 2012.

BOOKS FOR REFERENCE:

1. Sudhir Andrews – Food & Beverage Management, Tata McGraw Hill Education Private Limited, New Delhi, 2011.
2. Ravi Aggarwal – Essentials of Food and Beverage Service - Sublime Corporation, 2011.
3. Dittmer & Keefe – Principles of Food ,beverage and labour Cost Controls – John wiley & sons, 2006.
4. Singaravelavan -Food & Beverage Service -Oxford University press India, 2012
5. Dennis R. Lillicrap & John A. Cousins - Food & Beverage Service – ELBS, 2016.


HEAD OF THE DEPARTMENT
DEPARTMENT OF CATERING SCIENCE
AND HOTEL MANAGEMENT
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.




Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

COURSE: ELECTIVE III - PRINCIPLES OF MANAGEMENT

COURSE CODE: 15UATET504

Hours per week: 4

Credit: 4

Objective:

I. To enable the students in learning the basics of management and to impart knowledge about planning, organizing directing and coordinating

UNIT – I

Management – Meaning and Definition – Management and Administration – Evolution of Management - Contributions of Henry Fayol, F.W. Taylor and Elton Mayo – Levels of Management – Is management a Science or an Art or Profession? – Functions of Management.

UNIT – II

Planning: Objectives, Importance, Types, Advantages and Limitations.

Methods of Planning: Objectives, Policies, Procedures, Strategies, Programmes, Budgets - Decision Making – Forecasting.

UNIT – III

Organizing : Meaning, Objectives and principles of organization – Types of organization – Authority and Responsibility – Delegation – Departmentation – Decentralization – Span of Management – Organization chart and manual.


UNIT – IV

Directing – Meaning – Communication – Methods of Communication – Communication Barriers Leadership – Types of Leaders – Qualities of a good leader – Motivation – Importance of motivation – Maslow's Need Hierarchy and Herzberg's two Factor Theory.

UNIT – V

Co-ordination: Concept – Principles – Need Controlling – Need for control – steps in control Process – Features of a Good control system –Types of control – Control techniques – Traditional control techniques – Modern control techniques.



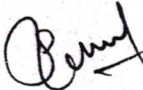

Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:


T.Ramasamy -Principles of management- Himalaya Publishing House, 2014

BOOKS FOR REFERENCE:

1. PC Tripathi, PN Reddy - Principles of management - Tata McGraw Hill publishing company.
2. Harold Koontz, Hein Wehrichi - Principles of management - A Ramachandra Aryasritaka, 2011.
3. R.K Sharma, Shashi K Gupta- Management Process - Kalyani Publishers, 2009.
4. R.N.S. Pillai, S. Kala - Principles and Practice of Management - S.Chand & Company Ltd, 2013.
5. R.Kesavan, C.Elanchezhian, B.Vijaya Ramnath – Principles & Practice of Management, Eswar Press, 2004.

for 
HEAD OF THE DEPARTMENT
DEPARTMENT OF CATERING SCIENCE
AND HOTEL MANAGEMENT
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE




Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

COURSE: ELECTIVE III – SALES AND MARKETING
COURSE CODE: 15UATET505

Hours per week: 4

Credit: 4

Objective:

1. To enable the students in learning sales planning, organizing and marketing functions .

UNIT – I

Evolution of sales management - meaning, scope and objectives.

Relationship between sales and other disciplines.

Functions of sales management: Sales forecasting, sales planning, organizing, selection of sales force and controlling.

UNIT – II

Personal selling – nature – scope – merits – sales jobs – distinction.

Changing patterns in personal selling.

Qualities of sales personnel and personal selling process.

UNIT – III

Organizing the sales effort – types of sales organization – sales department and its co-ordination with other departments.

External relationship of sales department – setting sales objectives, policies and strategies.

UNIT – IV

Marketing: meaning - evolution – purpose of marketing – components & basic characteristics of marketing.

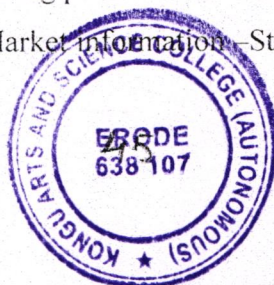
Implementation of marketing concepts – the marketing system.

Marketing mix - Elements of marketing mix.

UNIT – V

Marketing functions: Marketing process – Concentration – Dispersion – Buying – Selling –

Financing – Risk bearing – Market information – Standardization – Transportation – Storage.



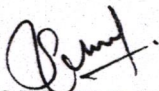
Dr. N. RAMAN
PRINCIPAL.
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:


RSN Pillai Bagavathi- Marketing Management – S.Chand & Company, 2010.

BOOKS FOR REFERENCE:

1. Modern Marketing, Principles and Practices - S.Chand & Company-1998.
2. D.C. Kapoor - Marketing & Sales Management- S.Chand & Company, 2009.
3. Dr.N. Rajan Nair, Sanjith R.Nair –Marketing – Sultana Chand & Sons -2004.
4. Neeru Kapoor - Principles & Marketing –2014.
5. Rajan Sayena - Marketing Management – Rajan Sayena – Tata McGraw-2007.

for 
HEAD OF THE DEPARTMENT
DEPARTMENT OF CATERING SCIENCE
AND HOTEL MANAGEMENT
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.




Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

COURSE: ELECTIVE III - HUMAN RESOURCE MANAGEMENT

COURSE CODE: 15UATET506

Hours per week: 4

Credit: 4

Objective:

1. To enable the students in learning manpower planning, training and development.
2. To impart knowledge on performance appraisal, communication, wages and administration and industrial relations.

UNIT - I

Human Resource Management - Meaning, nature, scope, and objective - Functions of Human Resource Department - The role of HR Manager - Organization of HR Department - HR policies and procedures.

UNIT - II

Manpower planning - Concept, Manpower planning techniques - Short term and long term planning. Recruitment & Selection - Job analysis - Description - Job specification - Selection Process - Tests and Interviews - Placement & Orientation.

UNIT - III

Training and Development – Types of training programmes and training methods. Performance appraisal – Criteria and methods of performance appraisal - Motivation - Job satisfaction – Morale.

UNIT - IV

Communication – Importance of communication. Formal and Informal communication – communication process. Wages and salary administration - Direct & Indirect costs, Fringe benefits, CTC (Cost to Company) - Incentive system - Labour welfare and social security - Safety, health and security - retirement benefits to employees.

UNIT - V

Industrial relations - Trade unionism - Grievance handling – causes and Grievance procedure – Employee discipline - Collective bargaining – structure and benefits of collective bargaining.



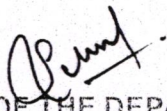
Dr. N. RAMAN
PRINCIPAL.
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

TEXT BOOK:

K Aswathappa – Human Resource Management – Mc Graw Hill Education Ltd, 2008.


BOOKS FOR REFERENCE:

1. Gary Dessler & Biju Varkkey - Human Resource Management – Pearson Educational Asia, 2016.
2. H John Bernardin – Human Resource Management - Tata McGraw-Hill, 2007.
3. Monappa & Saiyadain - Personnel Management - Tata McGraw Hill, 2006.
4. Tripathi - Personnel Management & Industrial Relations - Sultan Chand & Sons, 2008.
5. P.C. Tripathi & P.N. Reddy – Principles of Management - Tata McGraw-Hill, 2007.

Sar

HEAD OF THE DEPARTMENT
DEPARTMENT OF CATERING SCIENCE
AND HOTEL MANAGEMENT
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.



48


Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

COURSE: RESORT MANAGEMENT

COURSE CODE: 15UATAL510

Credit: 2

Objectives:

To appraise students about the important departments of a resort and various aspects related to accommodation Industry.

Unit – I

Origin and Expansion: Conversion of Tavern; Inns, Chalets and places into hotels, creation of private, Public and multinational hotel chains in India. Regional, National and International Hotel Associations and their operation.

Unit – II

Resort Concept: Characteristics of Resort Management as opposed to Hotel Management, Historical Perspective, Indian Scenario.

Unit – III

Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept.

Unit – IV

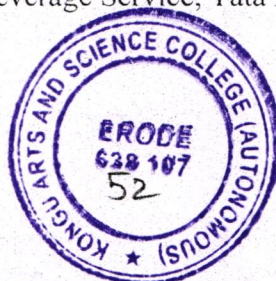
Factors affecting rate. Basic Elements of a Resort Complex: Loading facilities, landscaping, Dining and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

Unit – V

Resort Management and Sales Promotion: Research and Analysis: The environment, current market, properly analysis, Market segmentation and potential guest markets, Tools of marketing, Advertising, Promotion and Publicity.

TEXT BOOK:

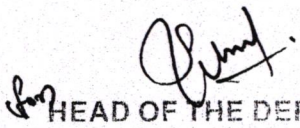
Andrews, Sudhir : Food and Beverage Service, Tata M C Graw–Hill, 1991, New Delhi.




al
Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

BOOKS FOR REFERENCE:

1. Andrews, Sudhir : Hotel Front Office, Tata M C Graw – Hill, 1985, New Delhi.
2. Andrews, Sudhir : Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
3. Kazarian E.F., Work Analysis and designs for hotels, restaurants and Institutions – AVI Publishing Co.
4. Avery A.C – A Modern Guide to Food service Equipment – CRI Publishing Co
5. Kotsehcvar I.H & Terrell.M.E – Food service planning, Equipment and Layout – John Willey & Sons


HEAD OF THE DEPARTMENT
DEPARTMENT OF CATERING SCIENCE
AND HOTEL MANAGEMENT
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.




Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
MANJANABURAM, ERODE - 638 107.

COURSE: EVENT MANAGEMENT

COURSE CODE: 15UATAL511

Credit: 2

Objective :

To understand the Event management function, Planning and Organising.

Unit - I

Introduction to Meetings and Event management, Categories and definitions, Need of event Management, Objectives of Event management, Creativity implications of Events.

Unit - II

Event Planning, Arranging Chief guest, Celebrities, Arranging Sponsors. Back stage Management, Brand Management, Budget Management, Types of Leadership for Events and Organizations.

Unit - III

Designing a) Backdrop b) Invitation card c) Publicity Material d) Mementos, Event Decoration, Guest and Celebrities Management Making Press Release, Marketing communication, Media Research and Management, Participation according to the theme of the Event, Photography, Video coverage management.

Unit - IV

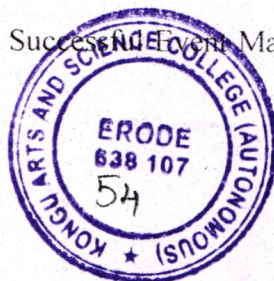
Program scripting, Public Relation, Electing a Location, Social and Business Etiquette, Speaking skills, Stage decoration, Team Spirit, Time management.

Unit - V

Concept of Exhibition, Space Planning, ITPO, Sporting Events , Tourism Events, Leisure Events.

TEXT BOOK:

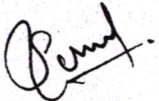
Anton Shone & Bryn Parry - Successful Event Management - Cengage Learning Business Press, 2 Edition (April 22, 2004)

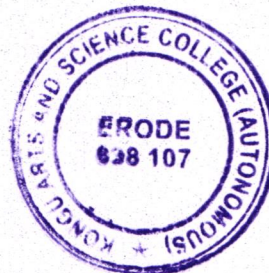



Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.

BOOKS FOR REFERENCE:

1. Management of Events Operations (Event Management) – Julia Turn, Philippa Norton, J.Nevan Wright, Publisher : Atlantic Publishing Company (Ft) Pap/Cdr Edition (January 8, 2007)
2. The Complete Guide to Successful Event Planning – Shannon Kilkenny, Publisher: Wiley & Sons, India (May 1992)
3. Professional Event Coordination (The Wiley Event Management Series) – Julia Rutherford Silvers and Joe Goldblatt, Publisher: Wiley, John & Sons, Incorporated.
4. Kazarian E.F., Work Analysis and designs for hotels, restaurants and Institutions – AVI Publishing Co.
5. Kotsehcvar I.H & Terrell.M.E – Food service planning, Equipment and Layout – John Willey & Sons

(for) 
HEAD OF THE DEPARTMENT
DEPARTMENT OF CATERING SCIENCE
AND HOTEL MANAGEMENT
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.




Dr. N. RAMAN
PRINCIPAL
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.



KONGU ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)

ERODE – 638 107

ACTIVITIES



**KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT
DEPARTMENT ACTIVITIES**

2017 - 2018

The Department of Catering Science and Hotel Management conducted a Workshop on "**CHISLER**" the Unique Carver on 08 September 2017. The workshop was conducted by Mr. Carving C.KARTHICK, Siam Carving Academy, Bangkok, Thailand. Through this workshop students learned the basics of carving and enriched their knowledge in carving.

Venue : Training Restaurant

Date : 08.09.2017

Beneficiaries: 49

KONGU ARTS AND SCIENCE COLLEGE, ERODE - 638107
Programme Completion Report

Date: 18-09-2017

Department: Catering Science & Hotel Management
 Name of the staff incharge: C. SURESH KUMAR
 Name of the HOD: Dr. NARESH KUMAR
 Name of the Programme: Workshop - "CHISLER"
 Date: 08-09-2017

No. of Beneficiaries:
 a. our college: 78
 b. Other Institution: 0 Total: 78

Name of the Resource Person: chef. Carving Karthick. c

Particulars	Receipts	Payment
Advance Received from college	10,000/-	
Amount collected through Registration Fee (if any)		
Expenditure		
1. Transportation to & from the place		6000/-
2. Food & drink		2100/-
3. Transportation to & from the place		1100/-
4. Fuel & other charges		600/-
5. Printing & stationery		200/-
6. Misc. & sundries		200/-
7.		
8.		
9.		
10.		
11.		
12.		
Total	10,000/-	8000/-

Balance / Balance brought forward: 2000/-

Signature: [Signature] Date: 18/09/17 A.O. [Signature] Head of Institute: [Signature]



[Signature]
**HEAD OF THE DEPARTMENT
DEPARTMENT OF CATERING SCIENCE
AND HOTEL MANAGEMENT
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
ERODE - 638 107.**



[Signature]
**Dr. N. RAMAN
PRINCIPAL,
KONGU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
NANJANAPURAM, ERODE - 638 107.**



KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS)
DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT
DEPARTMENT ACTIVITIES

2017 - 2018

The department conducted a Guest Lecture on "**ETHICAL FOOD - a phenomenal Stress Relieving Factor for College Students**" on 09.01.2018. The session was conducted by Mr.S.DANIEL ROBERT, Asst. Professor Department of Nutrition and Dietics, Dr.NGP Arts and Science College, Coimbatore.

Venue : PG Seminar hall

Date : 09.01.2018

Beneficiaries: 170

KONGU ARTS AND SCIENCE COLLEGE (Autonomous)
 DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT

CORDIALLY INVITES YOU TO THE
 GUEST LECTURE

ETHICAL FOODS
 A phenomenal stress relieving factor for college students

Mr. DANIEL ROBERT.S
 Asst. Professor
 Department of Nutrition and Dietetic
 Dr.NGP Arts and Science College, Coimbatore

has graciously consented to act as Resource person.

Time: 9:45 A.M.
 Date: 09.01.2018

VENUE: PG Seminar Hall

About the program
 College students face an immense amount of pressure and are constantly stressed out. Healthy living and food habits may definitely change such cases up to a certain extent. You will be able to know the foods that heal anxiety, depression and how to eat healthy and live healthy.

KONGU
 Achieving the Best

KONGU ARTS AND SCIENCE COLLEGE, ERODE - 638107
 Programme Committee Report

Department: CS & HM Date: 10/1/2018

Name of the staff incharge: V. MURUGANANDHAR

Name of the FOD: Dr. KRISHNAKUMAR

Name of the Programme: ETHICAL FOODS - GUEST LECTURE

Date: 09/01/2018

No. of Beneficiaries:
 A. our college: 170 Year: 1st
 B. Other Institution: _____

Name of the Resource Person: Mr. Daniel Robert.S

Budget: 10,000

Particulars	Amount	Payment
Balance brought forward	10,000.00	-
Student subsidy through Registration Fee (if any)		
Expenditure		
1. Chief Guest - Transportation		5000.00
2. Venue Facilities		2000.00
3. Photo Copies & Handwritten Notes		1000.00
4. Paper copies - Nutrition & Dietetics		1000.00
5. Water & Snacks		1000.00
6. Day Lunch		100.00
7. Col. Seminar Fee		70.00
8. S.N. Jeyaprabha Seminar		50.00
9. S.S. Aravindhan Seminar		50.00
10. S. Senthil Kumar		50.00
11. C. Subramanian Seminar		500.00
12. Smt. Sankaralakshmi		200.00
Total	10,000.00	10,000.00

Balance / Excess expenditure: Rs. 1379.00

Prepared by: [Signature] Date: 10/1/2018

Checked by: [Signature] Date: 10/1/2018

Approved by: [Signature] Date: 10/1/2018



[Signature]
 HEAD OF THE DEPARTMENT
 DEPARTMENT OF CATERING SCIENCE
 AND HOTEL MANAGEMENT
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 ERODE - 638 107.



[Signature]
 Dr. N. RAMAN
 PRINCIPAL,
 KONGU ARTS AND SCIENCE COLLEGE
 (AUTONOMOUS)
 NANJANAPURAM, ERODE - 638 107.