



KONGU ARTS AND SCIENCE COLLEGE

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

ERODE – 638 107

PROGRAM NAME

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



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ERODE – 638 107

2018-2019



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SYLLABUS

Sem	Course Code	Elective - I	Total Marks: 100		Hours Per Week	Credits
IV	17UATET403	Tourism and Travel Management	CIA: 25	ESE: 75	4	4

OBJECTIVE(S)

To enable the students to learn tourism functions, marketing process and tourism formalities.

Course Outcomes:

At the end of the course, students will be able to

CO1: Will be able to understand the concepts of tourism and travel agencies.

CO2: Will have a good knowledge in tourism marketing.

CO3: Can enrich their knowledge in tourism products and types of tourism.

CO4: Will possess a thorough knowledge about travel documents.

CO5: Can enrich their knowledge in tourism planning & development.

UNIT I

Introduction to Tourism - Meaning - definition - Elements and Components of tourism. Types of Travel Agencies and Tour Operators - Functions of travel agencies - Sources of income for a travel agency - Tourism Infrastructure.

UNIT II

Tourism marketing- Special features of Tourism Marketing - Marketing process - Marketing research - Market segmentation - The marketing mix - Tourism forecasting - Itinerary - planning and resources for planning Itinerary.

UNIT III

Travel Formalities & Regulations - Passports - Functions - Types - Issuing Authority and Procedure for obtaining passport - Visas- Functions and Types - Immigration - Emigration - Travel Insurance. Tourism Transport - Modes of transport and role of transport in tourism - International Air travel classes and Transport as an Attraction.

UNIT IV

Culture and International tourism- Introduction -Importance -Types of Tourism Destinations - (Cultural Tourism, Business Tourism, Environmental Tourism, etc....) - Classification of

Tourist - (Agriculture, Education, Dance and Music, Religion etc....) - Tourism and



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UNIT V

Types of Tourism and Tourism Product - Tourism Planning & Development - Planning process and principles of attraction development - Goals of tourism development - Emerging trends in tourism - Tourism distribution system - need for trained staff - Government initiatives for tourism, environmental concerns.

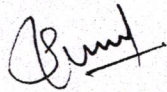
TEXT BOOK:

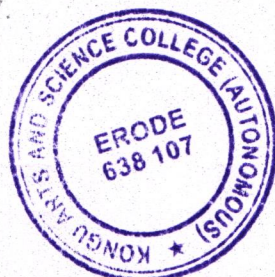
Roday, Biwal and Joshi – Tourism Operations and Management –Oxford University Press India.


BOOKS FOR REFERENCE:

1. Pran Nath Seth - Successful Tourism Management —Sterling Publishers Private Limited.
2. A.K.Bhatia — Tourism Marketing Management —Sterling Publishers Private limited.
3. Manish Bhatt-Encyclopedia of Hospitality and Tourism management-Neha publishers-2005
4. Abu Barkat Ali-Travel and TourismManagement-Paperback-2015
5. Meenakshi Thakur-Management of Tourism and hospitality industry-Omega publishers-2008

QUESTION PAPER PATTERN		
Section - A	Section - B	Section - C
10 x 1 = 10 Marks (Multiple Choice, Four options) Two questions from each unit	5 x 7 = 35 Marks (Either or choice) Two questions from each unit	3 x 10 = 30 Marks (Answer any three Questions) One Question from each unit)

(for) 
 HEAD OF THE DEPARTMENT
 DEPARTMENT OF COMMERCE AND SCIENCE
 AND HUMAN RESOURCE MANAGEMENT
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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.

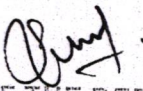


TEXT BOOK:


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.


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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.



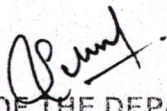
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TEXT BOOK:

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.

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ACTIVITIES



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


2018 - 2019

The Department of Catering Science and Hotel Management conducted a Workshop on **"PAN ASIAN CUISINE".... Lets Cook** on 17.12.2018. The workshop was conducted by Chef Hariprasad, Chef De Cuisine, and The Concord Hotel Nairobi, Kenya. Through this workshop students learned about the speciality dishes of Pan Asian regions (Thai, Chinese, Japanese) and had demonstration on dishes through this workshop.

Venue: Training Restaurant

Date:17.12.2018

Beneficiaries:47 students



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DEPARTMENT OF CATERING SCIENCE AND HOTEL MANAGEMENT

Cordially Invites you to the workshop


PAN ASIAN CUISINE
 LET'S COOK


Thiru.A.K.ILANGO
 Correspondent, KASC
 has kindly consented to deliver the Presidential Address

Dr.N.RAMAN
 Principal, KASC
 has kindly accepted to Felicitate

Resource Person
CHEF. HARIPRASAD
 Chef De Cuisine
 The Concord Hotel
 Nairobi, Kenya

Date & time: 17.12.2018 @09: 45 a.m.
 Venue: Basic Training Kitchen





KONGU ARTS AND SCIENCE COLLEGE (AUTONOMOUS) ERODE-AMET
Programme Completion Report

Date: 20/12/2018

Department: Catering Science and Hotel Management
 Name of the Staff/Instructor: S. Hariprasad
 Name of the FESD: G. Indrakumar
 Name of the Programme: Workshop - "PAN ASIAN CUISINE"
 Date: 17/12/2018

No. of Beneficiaries: 47
 & Other Institutions: Nil
 Name of the Resource Person: Chef Hariprasad

Sl.No	Particulars	Amount	Received
1	Advance Received from college		
2	Labour		8000
3	Food Cost	Rs. 48	500
4	Tea and Coffee	Rs. 2500.00	500
5	Postgraduate Material	Rs. 100.00	45
6	Postgraduate Material	Rs. 100.00	300
7	COGM Expenses	Rs. 100.00	100
8	COGM Expenses	Rs. 100.00	100
9	Material Shopping		45
10	Total Material Shown		45
11	Postgraduate Material	Rs. 100.00	100
12	Postgraduate Fee	Rs. 100.00	100
13	COGM Material	Rs. 100.00	414
14	Tea and Coffee	Rs. 2500.00	100
15	Material Shopping	Rs. 100.00	100
16	Material Shopping	Rs. 100.00	100
17	Post & Mobile		100
18	Total		10000

Signature: _____
 Date: _____



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

2018 - 2019

The department conducted a Guest Lecture on *"BEVERAGE - A Thirst for Knowledge"* on 03.01.2019. The session was conducted by Mr. Premkumar, Operation duty manager, INOX Prozone Mall, Coimbatore. Through this guest lecture students learned about the classification of alcoholic beverages, non alcoholic beverages and liqueurs.

Venue : Training restaurant
Date : 03.01.2019
Beneficiaries: 47 students

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

Date 18.01.2019

Department: CS & HM
Name of the staff in charge: JAGATHESAN T
Name of the HOD: JATHESHKUMAR C
Name of the Programme: GUEST LECTURE "BEVERAGES"
Date: 03-01-2019
No. of beneficiaries: 47
a. In college: 47 Total: 47
b. Other Institutions: -
Name of the Resource Person: MR. PREM Kumar. K
Fees: 5000/-

Particulars	Receipts	Payment
Advance Receipt of fees collected		
Amount collected through fee bank		
Amount collected through A/c		
Amount collected through remittance		
Balance		
Total		
Balance / Excess expenditure		

Signature: _____
Principal



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