

**Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for Bachelor in Hotel Management & Catering Technology (HMCT)
(Applicable from the academic session 2019)**

SEMESTER-V

Hotel Accounting (HACC)

- Uniform system of accounts : introduction, departmental income & expense statement(all schedules including long -form)
- Departmental accounting: meaning and purpose, methods, allocation and apportionment of expenses
- Understanding Balance sheet statement meaning and purpose, assets and liabilities, identification of assets and liabilities.
- Visitors Tabular Ledger –meaning & purpose, very basic of audit, Night Audit in hotels
- Costing: fundamentals, marginal costing technique, basic standard costing techniques, standards for Material & Labour variance only.

Reference books :

1. Hotel Accounting ,Earnest B. Horwath & Luis Toth
2. Hospitality Management Accounting, Michael M. Coltman
3. Uniform System of Accounts, Educational Institute of American Hotel & Lodging Association, USA
4. Hospitality Accounting, Richard Kotas & Michael Conlan, International Thomson Business Press
5. Hotel & Catering Costing & Budgets, R.D. Boardman, Heinemann

Facility Planning

INTRODUCTION: The role of facilities in the hospitality industry, cost associated with hospitality facilities, impact of facility design on facility management,

BUILDING AND EXTERIOR FACILITIES: roof, exterior walls, windows and doors, structural frame, foundation elevators, storm water drainage systems, utilities, landscaping and grounds.

PARKING AREAS : parking lots, structural features, layout considerations, maintenance, parking garages, accessibility requirements for parking areas, valet parking,

LODGING PLANNING AND DESIGN: development process, feasibility studies, space allocation programme, operational criteria, budget, preliminary schedule, site design, Hotel design, guest rooms and suites, lobby, food and beverage outlets, function areas, recreational facilities, back of the house areas.

FOOD SERVICE PLANNING AND DESIGN: concept development, feasibility, regulations, planning layout, receiving areas, storage areas, kitchen, office space, sample blue print.

FACILITY SYSTEMS:

- **WATER AND WASTE WATER SYSTEMS:** water usage in the lodging industry ,water systems, water quality, water heating, swimming pool water systems, water conservation

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- HEATING, VENTILATION AND AIRCONDITIONING SYSTEMS: guest room hvac system types, centralized systems, decentralized systems, guestroom HVAC maintenance, refrigeration cycle, cooling systems operations and maintenance, factors influencing building comfort
- LIGHTING SYSTEMS: basic definitions, light sources, natural lights, artificial light, lighting system design, design factors, lighting system maintenance, cleaning fixtures and lamps, replacing lamps, effects of maintenance on light outputs.
- SAFETY AND SECURITY SYSTEMS: safety and the hospitality industry, fire safety, fire prevention, fire detection, fire notification, fire suppression, fire control.
- BASIC FUELS: types, calorific value, definition, comparison, cost calculation

ENERGY MANAGEMENT: background, energy pricing, energy cost control and building systems, reducing guestroom energy costs, reducing food and beverage production and service energy costs, reducing boiler and chilling energy costs, energy management and conservation systems.

TEXT BOOKS AND REFERENCES: TEXT BOOKS AND REFERENCES:

1. Hospitality Facilities management and Design By: David M. Stipanuk, Harold Roffmann Published: Educational Institute, AHMA
2. How things work-The Universal Encyclopedia of Machines, Volume 1 & 2
3. The Management of Maintenance and Engineering Systems in the Hospitality Industry By: Frank D. Borsenik & Alan T. Stutts Published: John Willey & Sons Inc. NY
4. Air Conditioning Engineering By: W.P. Jones Published: English Language Book Society/Edward Arnold
5. Building Construction By: Sushil Kumar Published: Standard Publishers Distributors, Delhi
6. The Complete Guide to DIY and Home maintenance By: Mike Lawrence Published: Orbis Publishing Ltd. UK

Hospitality Marketing (HMAR)

Basic introduction to marketing, meaning, nature and scope, difference between marketing and selling

Hotel marketing, Changing role of Hotel marketing, Features of Hospitality marketing, Customer expectation from Hospitality services, Value chain linkage in hotel industry, Classification of Hotel industry.

Market segmentation, Organisational customer segment, Travel Market, Corporate meeting, marketing, Incentive markets,

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Convention market

Services marketing, basic difference between goods and services and their marketing, Marketing Mix in services marketing (7P's), Types of services

Product, Front Office & accommodation, food and beverage, Value added products, recreation & health, Shops, car rental service

Services pricing policy, Approaches, Methods, Factors influencing pricing policy.

Promotion, Advertising; sales promotion, personal selling publicity; Communication process in services promotion, Public relations in hotel industry

Place (distribution), Agents & brokers, Electronic channels

People, Role of employees in service delivery, Recruitment, selection and training of employees, Relationship marketing.

Physical evidence, Employee dress, Aesthetics, Tangible Equipment

Process of service delivery, Steps in service delivery, Level of customer involvement

Consumer Behaviour in hotel industry, Customer expectations, Post purchase evaluation, Types of service expectations, Factors influencing customer expectations and perceptions of service, Managing the customer mix, Customer Delight approach

Marketing strategies for hotel industry, New service development, Blue printing, mapping the service system, A strategic program for the marketing of service

TQM in service marketing (Measures, features application in hospitality industry), Hospitality marketing - Indian scenario, (Issues /solutions/future prospects)

REFERENCEBOOKS:

1. Services marketing- Zeital Valerire- AandMaryJoBaiter publisher MegrawHillcompanies
2. Deliveryqualityservice:Zeithmal,pasasuramanandbitnerPublisher,NewYork,Freepress

Tourism Management

Introduction to Tourism

1. Tourism phenomenon
Concept. Definition
Historical evolution and development
2. Transport systems
Air transport
Railways
Road
Sea and waterways. Indian and international examples

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3. Travel agencies History and development of travel agencies. Role and function. Indian and international examples
4. Tourism organization and associations
Role and function of
 - a) World tourism organization
 - b) ASTA, UFTAA, PATA, IATA etc. Basic concept for international tourism
5. Tourism industry
Major & minor components
Types of tourism resources of sports, cultural, historical, nature based, sports and adventure tourism
6. Types of tours
Importance of tour operations
Major national and international tour operators
Importance and role of tourist guides
7. Travel formalities and regulations
Passports, functions, types, issuing authority, procedure for obtaining passport etc VISAS:
functions, type, issuing authority, procedure for obtaining VISA. Other travel legislations.
8. Foreign exchange

Tourism Geography

Countries and currencies, procedure for obtaining foreign exchange foreign exchange counters, customs formalities, immigration etc India the subcontinent, season for different travel centres/ circuits, rich natural ambience, cultural heritage, growth effusion of Indian culture, Indian people caste, tribes & religions, development of tourism in India.

International tourism - famous destinations, over-view and world's continents, longitude & latitude of map-reading skills, time & climate zones, exploring earth's countries, major cities and airports around the world, relationship between geography and tourism.

Season and off-season in tourism.

Reference Books:

- 1) Hotels for tourism development-Dr. Jagmohan Negi, Metropolitan
- 2) Profile of Indian tourism-Shalin Singh
- 3) Tourism today -Ratan Deep Singh
- 4) Dynamics of tourism -Pushpinder S. Gill
- 5) Introduction to tourism-Seth. P.M., Sterling
- 6) Tourism, past, present and future-Bukhart
- 7) Tourism principles and policies-A.K. Bhatia, Sterling
- 8) Travel agents and tourism -Merrisen James
- 9) Tourism and cultural heritage of India-Acharaya Ram
- 10) Culture and art of India-Mukerjee. A
- 11) International Tourism, Francois Vellas & Lionel Bickereel, Macmillan Business
- 12) Tourism-The State of Art, edited by Seaton, Wood etc., John Wiley Cross Cultural Communication for tourism, & Hospitality Industry by Helen FitzGerald, Hospitality Press, Melbourne
- 13) Tourism Today-Geographical Analysis, Douglas & Peare, Longman Publishers

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- 14) Tourism-Past,presentandfuture,Burkart&Medik,Heinman
- 15) Towards Geography of Tourism,D.G.Pearce
- 16) RegionalGeographyofIndia,R.L.Singh
- 17) RecreationalTourism-Asocialscienceperspective,RyanChris,Routledge,London
- 18) Tourism Development, A.K.Bhatia, SterlingPublication,Delhi
- 19) The Geography of Travel & Tourism, Brian G. Boniface & Chris Cooper,ButterworthHeinmann
- 20) InternationalTourism,FrancoisVellas&LionelBecherel,MacmillanBusiness
- 21) Tourism-TheStateoftheArt,A.V.Seation&C.L.Jenkins&Smith,JohnWiley,NY

Environmental Issues

Introduction and development of environmental message to Staff - raise awareness build commitment, provide support, reward efforts, celebrate success Business partners – coordination, Guests -participation
Community - sponsorship, urban beautification, alternate energy sources

Waste Management Why manage waste Recycling Non hazardous energy separation

Energy and waste conversion

Introduction Energy efficiency action plan Assessing current performance Energy conservation measures Guidelines for major use areas Making decision about investments Evaluation of new technology

1. Water : Water and the environment Improving water quality Case studies
2. Product purchase Principles of responsible purchasing Implementation of co friendly purchasing Products : recycled paper, future products
3. Indoor air quality Potential sources of air pollution Improving indoor air quality Costs
4. External air emissions Sources Effects Hotels and air pollution
5. Noise Introduction Problems of noise Program for tackling noise
6. Hazardous materials Definition Sources Hazards Dealing with hazardous materials
7. Ecotels What are ecotels Case studies India, abroad
8. Buildings of the future Building materials- cement, bricks, wall panels Paints Smart buildings Current technology
9. Outlines on environmental laws.

Reference book:

EnvironmentalManagementforHotels,Butterworth&Heinemann.

Eco-informatics; Dr S. K. AgarwalAPH Publication Environmental Chemistry by
A.K.Dey NewAgePublishers.

Environmental Science By S.C. Santra Kalyani Publishers

Environmental Studies, M.P. Poonia & S.C. Sharma, Khanna Publishing House

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Personality Development Practical - I

Personality Profile

Personality and self-concept, Elements of Personality, Determinants of Personality, causes of deranged Personality, Personality Analysis.

Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body Language -use and misuse, Art of good Conversation, Art of Intelligent Listening.

Stress management

Meaning, purpose, techniques.

Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business.

Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. at work place

Group Discussion Team behaviour, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

Telephone conversation

Thumb rules, voice modulation, tone, do's & don'ts, manners and accent.

Reference Books:

1. Personal Management and Human Resources
By: C.S.VenkataRatanam and
B.K.SrivastavaPublishedBy:TataMcgrawHillPublishingLtd.
d.NewDelhi
2. Human BehaviouratWork
By:KeithDavis
Published By: Tata Mcgraw Hill Publishing Ltd. New Delhi
3. I'm OK, You're OK
By: ThomasA.Harris
Published By: Pan Books, London and Sydney
4. Pleasure ofyourCompany
By: RanjanaSalgaocar
Published By: Pyramid Publishers, Goa
5. Howtogetthejobyouwant
By: ArunAgarwal, Published By: Vision Books, New Delhi