

MAHARASHTRA STATE BOARD OF VOCATIONAL EDUCATION EXAMINATION , MUMBAI-51

Name of Course	<u>Certificate Course in Hotel Operations</u>
Max no. of Students	<u>25</u> Course Code - 401402
Duration Course	<u>2 year</u>
Type	Full Time
No. of Days per week	6 days
No. of hours per day	<u>7 Hrs</u>
Space require	Theory Class Room - 200 sqft. Three Practical Lab - 500 sqft each
Entry qualification	S.S.C. Pass
Objective of syllabus	To introduce students with the hotel industry and give them knowledge of various hotel operations which are needed for professional careers as middle level managers.
Employment opportunities	Hotels and related sectors
Teachers Qualification	Bachelors degree in HMCT of statutory University OR Three Years diploma in HMCT of Maharashtra state Board of Technical Education

12 **Teaching Scheme**

- a.	Subject Code	Clock Hours / Week		Total
		Theory	Practical	
1	90000001	2 Hrs	1 Hrs	3 Hrs
2	90000014	2 Hrs	1 Hrs	3 Hrs
3	90000022	2 Hrs	1 Hrs	3 Hrs
4	40140001	3 Hrs	8 Hrs	11 Hrs
5	40140002	3 Hrs	8 Hrs	11 Hrs
6	40140004	3 Hrs	8 Hrs	11 Hrs
Total				42 Hrs

13 | **Internship**

Two Month Summer Internship from 1st May to 30th June is Compulsory.

a.	Subject	Subject Code	Theory			P r a c t i c a l			Total	
			Duration	Max	Min	Duration	Max	Min	Max	Min
1	English (Communication Skill)	90000001	3 Hrs	10	25	3 Hrs	30	15	100	40
2	Entrepreneurship	90000014	3 Hrs	10	25	3 Hrs	30	15	100	40
3	Computer Application	90000022	3 Hrs	10	25	3 Hrs	30	15	100	40
4	Food & Beverage Service	40140001	3 Hrs	100	35	3 Hrs	100	50	200	85
5	Food Production	40140002	3 Hrs	100	35	3 Hrs	100	50	200	85
6	Accommodation services	40140004	3 Hrs	100	35	3 Hrs	100	50	200	85
Total									900	375

- 1 **Teachers** - Three Teachers per batch for vocational component. For English, Elective-I & II guest faculty on clock hour basis.

English (Communication Skill) - 2 year.

1) PROSE

	TOPIC	AUTHOR	
1	SPEECH AT CHICAGO	SWAMI VIVEKANANDA	
2	THE CASE FOR THE DEFENCE	GRAHAM GREENE	
3	WAITING FOR THE BUDDHA		
4	WATER - THE ELIXIR OF LIFE	C.V.RAMAN	
5	A HORSE AND TWO GOATS	R.K.NARAYAN	

2) POETRY

1	ROAD NOT TAKEN	ROBERT FROST	
2	Even this shall pass		
3	TO INDIA	SAROJINI NAIDU	
4	ALL THE WORLDS A STAGE	WILLIAM SHAKESPEARE	
5	A PRAYER FOR MY MOTHERS BIRTHDAY	HENRY VAN DYKE	

3) GRAMMER

		EXCERCISES
PARTS OF SPEECH NOUNS : KINDS OF NOUNS AND USAGES PRONOUNS PREPOSITIONS ADJECTIVES CONJUNCTION VERB ADVERB INTERJECTION	Different usages on the lines of competitive exams	SENTENCE CORRECTIONS
ARTICLES / APOSTROPHES		
DIRECT /INDIRECT SPEECH		
HOMONYMS/HOMOPHONES		
FIGURES OF SPEECH		
LETTER WRITING - FORMAL AND INFORMAL		
COMPREHENSIONS		
EMAIL AND BUSINESS LETTERS (FORMAT TO BE TAUGHT WHICH IS USED IN WORKPLACE)		
COMPOSITIONS		

4) NON DETAIL

MY EXPERIMENTS WITH TRUTH - M.K.GANDHI

5) PRACTICALS

CAREER CHART.(DEPENDING ON THE STREAM CHOSEN BY THE STUDENT)

ETIQUETTE FOR INTERVIEWS BODY LANGUAGE

BUSINESS LETTERS

PRESENTATIONS

MARKING SCHEME :

PROSE : 20

POETRY : 15

GRAMMAR : 25

NON DETAIL : 10

PRACTICALS : 30

ENTREPRENEURSHIP - 2nd Year

Theory	Practical
Detailed Syllabus	Detailed Syllabus
1.0. Entrepreneurial Opportunities and Enterprise Creation	
1.1. Sensing Entrepreneurial Opportunities	
1.2. Environment Scanning	
1.3. Market Assessment	
1.4. Identification of Entrepreneurial Opportunities	
1.5. Selection of an Enterprise	
1.6. <u>Steps in setting up of an Enterprise</u>	
2.0. Enterprise Planning and Resourcing	
2.1. Business Planning - Preparation of a Project Report	
2.2. Resource Assessment -Financial and Non -Financial.	
2.3. Fixed and Working Capital Requirement, Funds, Flows, Profit Ratios, Break Even Analysis etc.	
2.4. Mobilizing Resources - Sources and Means of Fund, Facilities and Technologies for starting an <u>Enterprise.</u>	
3.0. Enterprise Management	
3.1. General management: Basic Management functions.	
3.2. Organizing/Production of goods and services -quality, quantity and flow of inputs.	
3.3. Managing Market: Meaning, Functions of Marketing, Marketing Mix: * Product * Price * Place * Promotion (advertising and sales promotion).	
3.4. Managing Finance - Sources of Long Term and Short Term Finances, Determination of Cost, Income, Calculation of Profit/Loss.	
3.5. Managing Growth and Sustenance -Affecting Change, Modernization, Expansion, Diversification and Substitution.	
3.6. Entrepreneurial Discipline - Laws of Land, Ecology, Consumer's Concept, Adherence to <u>Contract and Credits.</u>	
4.0. Industrial Relations and Personnel Management	
4.1. Meaning, Source of recruitment, Internal/External recruitment procedure	
4.2. Incentives, appraisal and training, Industrial relations, <u>Industrial disputes.</u>	
5.0. Report Writing	
5.1. Guidelines	
5.2. Model project reports	

PRACTICAL (Second Year)

Introduction:

The Main objective of the course in Entrepreneurship is to generate in the students initiative, self reliance and enthusiasm so as to empower them to become entrepreneurs both in spirit and performance. A number of skills such as observation, evaluation, communication, resource mobilization and management, risk assessment, team building etc. is also to be developed in the students. Leadership qualities, sensitivity to business ethics and adherence to a positive value system are the core issues that the course highlights while presenting different concepts related to entrepreneurship.

Such a course should necessarily have a strong experiential component in the form of practical work. The objectives of the practical work are:

- 1 To introduce the students to the world of business by developing in them the core skills and competencies required for an entrepreneur.
2. To develop in the students qualities such as leadership, self-confidence, initiative, facing uncertainties, commitment, creativity, people and team building, integrity and reliability.

3. To enable the students to acquire the skills and knowledge needed for conducting surveys, collecting, recording and interpreting data and preparing simple estimates of demand for products and services.
4. To guide the students to prepare a Project Report.
5. To equip the students with knowledge and skills needed to plan and manage an enterprise through case studies conducted and recorded by the students in different fields such as resource assessment, market dynamics, finance management, cost determination, calculation of profit and loss etc.
6. To instill in the students important values and entrepreneurial discipline.

FORMAT

	Total marks: 30
1. Project Report/Survey Report	10 Marks
2. Viva-Voce on PW /SR	05 Marks
3. Case Study	10 Marks
4. Problem Solving	05 Marks

1. Project Report/Market Survey Report 10 Marks

a) Project Report:

Preparation of a Project Report for an enterprise involving products/services Students may be provided adequate guidance to choose a project based on their interests and availability of information and authentic inputs in the locality. The specimen proforma of project report given in the textbook may be used for preparing the report. However, mechanical preparation of the report by filling in the information in the proforma should be discouraged.

Further, as the students will be required to appear for a Viva-voce on the basis of their projects, sufficient care should be taken by the students to prepare the report after studying the various aspects involved thoroughly. In a nutshell, the project report should lead to viable enterprise.

b) Market Survey Report

Market research is the process and technique of finding out who your potential customers are and what they want. The survey may be on products and services already available in the market or students may also conduct surveys for new products and services. The report of the survey should be organised under the following broad headings :

1. Objectives.
2. Methods and tools (interviews questionnaires etc.) to be used to collect information.
3. Records of data and information.
4. Analysis of data and information.
5. Interpretation and conclusion. For example, a survey may be conducted to find out the choice of households in toiletry soap, tooth paste etc. The data may be analysed to establish a pattern that may be useful to an entrepreneur.

Guidelines for assessment of Project Report / Survey Report

1. Presentation: Format, Clarity, Use of graphs, tables and other visuals, organisation, methodical recording of data and information and general neatness of execution. 5 marks
2. Originality and Creativity 3 marks
3. Authenticity of information and correctness of calculations and general feasibility of the project/ sustainability of conclusion drawn in the survey. 2 marks

2. Viva Voce on the Project /Market Survey Report 5 Marks

The questions should establish that the report is the original work of the student and that the student has a reasonably clear understanding of the work carried out by him/her.

Entrepreneurial qualities such as leadership, self-belief, creativity, originality, initiative etc. may also be assessed by asking a variety of questions related to the report.

3. Case Study

10 marks

A case study is a focused research on an organisation, enterprise, practice, behaviour or person undertaken to highlight an aspect that the study attempts to examine. For instance, a case study may be conducted on the pollution control methods being employed by an industry. Or a successful industrialist may be chosen as a subject of a case study to analyze and understand the strategies that the industrialist adopted :to achieve success. Ideally, a case study should be conducted on subjects with the objectives of bringing to the fore beliefs, practices, strategies, values etc. that have made them what they are. Such studies help us to understand the way in which great minds think and operate. We may also conduct case studies on failures; why a company collapsed, how a service lost its market etc. From both the types of case study, we learn lessons; how to do something or how not to do something. They also provide valuable insight into the processes involved in an enterprise.

A few topics are suggested for carrying out case studies :

- i) Drawing a profile of a successful entrepreneur.
- ii) Studying a public sector undertaking and highlighting its success/failure, by analyzing the factors responsible.
- iii) Studying a small scale unit in the locality to bring out the procedures and processes adopted by the unit to become a feasible business venture.
- iv) A study of competition in business by choosing two or more rivals in the market and analyzing their strengths and weaknesses.
- v) Take the school itself for a case study and analyze any two aspects of the school plant for chalking out a plan of action: infrastructure, academics, co-curricular activities etc.
- vi) A case study on a thriving fast food shop/restaurant in your locality. What makes it so popular?
- vii) A case study on the ways in which a business unit has mobilised its financial resources.
- viii) A case study on the enterprise management techniques adopted by a business house.
- ix) A case study on the marketing strategies of a successful consumer durable company.
- x) A case study on the financial management of a Public Limited Company.
- xi) A case study on any Specialized Institution that supports and guides the establishment of a small scale unit.
- xii) Studying the balance sheets of two big private companies to assess their trade and credit worthiness.
- xiii) Studying the inventory management of a large manufacturing industry to ascertain the processes involved for optimizing cost.
- xiv) Carrying out a case study on an established industrial house/company to find out the value system of the company and how it fulfils its social commitment/obligations.
- xv) Carrying out a case study on an established industry to ascertain the processes followed to reduce/prevent pollution.
- xvi) Study on environment friendly companies and their contribution to preservation.

Assessment of Case Studies

- | | |
|---|---------|
| i) Presentation: Format, accuracy, clarity, authenticity and general neatness | 7 marks |
| ii) Analysis and Conclusions | 3 marks |

4. Problem Solving 5 marks

In this session, the students will be required to solve a problem in the form of a written test. The examiner may choose any problem related to the units in class XII Text Book and set it for the class. The problem may be in the following areas :

- a. How to scan the environment to establish the feasibility of a project.
- b. Given certain figures showing the consumption pattern of a product, drawing conclusions that have a bearing on similar products.
- c. Carrying out market assessment for a given product/service to ascertain the feasibility factor.
- d. Assessment of Working Capital.
- e. Calculation of total cost of production.
- f. Calculation of break-even point.
- g. Determining location of a manufacturing unit.
- h. Problems in inventory control (calculation of the Economic Order Quantity and carrying out ABC analysis).
- i. Applying Pricing methods to determine the price of a product or service.
- j. Applying promotion mix to plan a sales campaign for a product or service.
- k. Working out a simple budget for a given task or job.

Assessment of Answers

The examiner may prepare five problems which are solved by him/her before they are presented to the students. The student may choose anyone of the problems and solve it, showing the different steps/different reasons involved in the solution. If the problem does not involve actual calculations, it may not have anyone correct answer. So weightage should be given not only to the final answer but to the entire process of problem solving that the student has followed.

Originality and innovative spirit should be rewarded. The students should not be penalized for spelling errors, grammatical mistakes etc. as long as the answer is coherent. Where definite formulas are involved, accuracy should be given due weightage.

LIST OF SUGGESTED REFERENCE BOOKS

1. Entrepreneurship - Class XI - C. B. S. E., Delhi.
2. Entrepreneurship - Class XII- C. B. S. E., Delhi.
3. Udyamita (in Hindi) by Dr. M.M.P. Akhouri and S.P. Mishra, pub. by National Institute for Entrepreneurship and Small Business Development (NIESBUD), NSIC-PATC Campus, Okhla.
4. Trainer's Manual on Developing Entrepreneurial Motivation, By M.M.P. Aukhori, S.P. Mishra and R. Sengupta, Pub. by (NIESBUD), NSIC-PATC Campus, Okhla.
5. Behavioral Exercises and games - manual for trainers, learning systems, by M. V. Despande, P. Mehta and M. Nandami.
6. Product Selection by Prof. H.N. Pathak, Pub. By (NIESBUD), NSIC-PATC Campus, Okhla.
7. Entrepreneurial Development - Dr. S. Moharana and Dr. C.R.Dash, Pub. by RBSA Publishers, Jaipur.
8. Entrepreneurial Development by S.S.Khanna, Published by S.Chand & Company Ltd., Ram Nagar, New Delhi.
9. Entrepreneurial Development by C.B. Gupta and N.P.Srinivasan, Publisher Sultan Chand & Sons, 1992.
10. Entrepreneurship Development - Principles, Policies and Programmes by P. Saravanel, Publishers Ess Pee Kay Publishing House, Madras.
11. Entrepreneurship, Growth and Development, by Rashi Ali, Pub. by Chugh Publication and Strech Road, Civil Lines, Post Box No. 101, Allahabad-211991.
12. Entrepreneur and Entrepreneurship Development and Planning in India, by D.N.Mishra, pub. by Chugh Publication, Allahabad.
13. Aoudhogik Disha Nirdesh (in Hindi) Pub. by Centre for Entrepreneurship Development, M.P. (CEDMAP), 60, Jail Road, Jhangerbad, Bhopal-462008.
14. Entrepreneur, Industry and Self-employment Project, Part-1 and 2(in Hindi), Pub. by Centre for Entrepreneurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad, Bhopal- 462008.
15. Small Scale Industry & Self-Employment Projects, Part-1 and 2 (in Hindi), Pub. by Centre for Entrepreneurship Development, M.P. (CEDMAP),60 Jail Road, Jhangerbad Bhopal.

Magazines

01. Udyamita Samachar Patra,(Monthly, Hind), Pub. by Centre for Entrepreneurship Development, M.P.(CEDMAP), 60 Jail Road, Jhangerbad, Bhopal-462008.
2. Science Tec. Entrepreneur (A Bi Monthly Publication), centre for Enterprenurship Development, M.P. (CEDMAP), 60 Jail Road, Jhangerbad , Bhopal -462008.
3. Laghu Udryog Samachar.
4. Project Profile by DCSSI.
5. Project Profile by Pub. Centre for Enterpreurship Development, M.P. (CEDMAP), 60 Jail . Road, Jhangerbad, Bhopal-462008.

Elective -II - Computer Applications- 2nd year
(Subject Code - 90000022)

<u>Theory</u>	<u>Practical</u>
Detailed Syllabus : 1.0. Introduction MS Access 1.1. Objects of learning MS Access 1.2. Applications of MS Access 1.3. Database and Database Management System 1.4. Elements of Database Management System 1.5. Types of Data Bases & the merits & demerits	1.0. Study of overview of MS Access 1.1. Accessing MS Access and its menus to get familiar with it
2.0. Controlling Data Entry 2.1. Restrict Data Entry using field properties 2.2. Establish a pattern for entering field values 2.3. Create a list of values for a field	2.0. Creating Data Tables, Designing Fields and setting field properties
3.0. Joining Tables and creating Queries 3.1. Create Query joins 3.2. Join unrelated tables 3.3. Relate data within a table 3.4. Set Select Query properties 3.5. Create Parameter Queries 3.6. Create Action Queries	3.0. Creating Queries
4.0. Forms & Reports 4.1. Design a Form Layout 4.2. Enhance the appearance of a Form 4.3. Restrict Data entry in forms 4.4. Adding a command button to a Form 4.5. Create a Subform 4.6. Organize report information 4.7. Format the report 4.8. Set Report Control properties 4.9. Control Report pagination 4.10. Summarize Report information 4.11. Add a sub report to an existing report 4.12. Create a mailing label report	4.0. Practicing Forms and Reports 4.1. Creating different forms using different layouts 4.2. Data entry in to the forms 4.3. Creating different Reports using different layouts 4.4. Data formatting in to reports
5.0. Sharing data across applications 5.1. Import data in to Access 5.2. Export data from Access 5.3. Analyze Access data in Excel 5.4. Export Access data to a Text file 5.5. Merge Access data with a Word document	5.0. Practice: 5.1. Import Excel sheets in to Access 5.2. Import Tables in to Access 5.3. Export Access tables in to Excel format 5.4. Export Access data to a Text file 5.5. Merging data
6.0. Study of Application packages 6.1. Introduction to application oriented software packages 6.2. Study of Railway reservation Package 6.3. Study of different modules and menus available in online Railway Reservation Package 6.4. Study of Banking packages 6.5. Study of Library Management packages 6.6. Study of Inventory control packages 6.7. Study of School Management Packages	6.0. Practice 6.1. Collection of different trial packages 6.2. Visiting Organizations to collect different formats and procedures used in the system 6.3. Creating forms and Reports for the different packages using appropriate data bases
7.0. Project work 7.1. Understand the concept of making projects and preparing the project reports. 7.2. Visiting different organizations to have an idea of different packages 7.3. Preparation of a project using the software skills learned during the course.	7.0. Project Work 7.1. Making a working model/project using MS Access 7.2. Project Report

Subject-1 - Food and Beverage Service - 2nd year

THEORY	PRACTICALS
Banquets and buffets- 1.1 types of banquets and buffets 1.2 Set up menu and service 1.3 Function prospectus and function diary	Revision of previous year practicals.
Cigars and cigarettes 2.1 Introduction to Cigars and cigarettes 2.2 Brands and codes 2.3 Service Procedure	Compilation of 5,6,7 course menus.
Beer 3.1 Introduction and Manufacturing Process 3.2 Brewing Process 3.3 Types of beer 3.4 Service of beer	French Classical Menu-Planning the menu and setting the covers as per the menu.
Wines of France 4.1 Introduction to wines 4.2 grading 4.3 Wine producing districts of France 4.4 champagne 4.5 Introduction and History 4.6 Manufacturing Process 4.7 brands	Taking Guest order.
Cocktails and Bar Equipments 5.1 Introduction and Definition 5.2 Method of mixing cocktails 5.3 Rules for making cocktails 5.4 Popular Cocktails with recipes	Course wise service of food and clearance of food coursewise and different methods of clearance.
System of Order taking 6.1 definition 6.2 Procedure for taking an order 6.3 types of KOTs 6.4 Bar order Ticket	Preplated service. Breakfast Service- Continental, English and Tray set ups.
Methods of Billings and Payments 7.1 Cash 7.2 Credit 7.3 Accounts 7.4 Ncr/Ecr	<ul style="list-style-type: none"> • Crumbing of the table • Clearance of soiled Ash Trays.
Principles for planning a restaurant - Layout -expenses - furniture - Decor -Accessories - Linen - Budget	Project as in Management

Books for reference:

1. Food and beverage service - Dennis Lillicarp and John cousins
2. The Professional Waiter-Peter Howard and Jeffery Puckeridge
3. Professional Food and Beverage Service- Brian Varghese
4. Food and Beverage Service manual - Sudhir Andrews.

Subject - 2 - Food Production - 2nd year

THEORY

PRACTICALS

Meat cookery 1.1 Structure of meat 1.2 Factors affecting tenderness of meat 1.3 Cuts of lamb and mutton 1.4 Selection, uses of its cuts	Basic Cuts of Lamb and Mutton
Wheat 2.1 Structure, composition and types of wheat 2.2 Types of flour and its uses 2.3 bread: role of each ingredients, common faults, baking temperature 2.4 Cake: role of each ingredients, common faults, baking temperature 2.5 Cookies and biscuits: role of each ingredients, common faults, baking temperature	Egg cookery- Fried, Boiled, Scrambled, Poached and Omelettes Practise of Mother Sauces
Pastry: 3.1 Short-crust, laminated, choux and hot water/ Rough puff 3.2 Recipe and method of preparation 3.3 Difference and uses of each pastry 3.4 care to be taken while preparing pastry 3.5 Role of each ingredients	Demo of Bakery Practicals: Danish Pastry, Choux Pastry Puff pastry Cakes with decoration 2 varieties Cookies and breads Demonstration
Culinary terms K-Z	
Menu planning 5.1 Principles of menu planning 5.2 theme dinners 5.3 Industrial catering 5.4 transport Catering- Air, Rail and Sea	5- Course Continental menu 5- Course Indian menu
Indenting 6.1 quantity food indents 6.2 Portion Sizes 6.3 Space allocation 6.4 Equipment allocation 6.5 staffing	Continental Snacks 10 varieties
Kitchen Stewarding 7.1 Importance 7.2 Equipments 7.3 Garbage Disposal 7.4 Disposal methods	Basic Vegetable and fruit carving

BOOKS FOR REFERENCE:

2. Modern cookery for teaching and Trade- Thangam Phillip
3. Theory of Cookery - K. Arora
4. Basic Bakery- J.C. Dubey
5. Professional Cooking- Wayne Gisslen.

Subject - 3 - Accommodation Services - 2nd year

Theory

JOB DESCRIPTION

- 1.1 Reservation manager
 - 1.2 Reservation assistants
 - 1.3 Reception assistants
 - 1.4 Information assistants
- Guest Relations: Handling guest relations
- 2.1 Types of guest problems
 - 2.2 Skills to handle guest problems
 - 2.3 Solving Guest problems
 - 2.4 Handling complaints
 - 2.5 Follow up
- Selling Hotel Products and services
- 3.1 Importance of marketing
 - 3.2 Reception as sales department
 - 3.3 ABC of selling
 - 3.4 Upselling
 - 3.5 Downselling
 - 3.6 Personal selling
 - 3.7 Add ons and extra
- Principles of success selling
- 4.1 Selling techniques and telephone sales
 - 4.2 Corporate sales
 - 4.3 Group and tours
 - 4.4 Incentive tours
 - 4.5 Promotional tours
 - 4.6 Tools for selling
- Room designing
- 5.1 Objectives
 - 5.2 Types of rooms design
 - 5.3 Principles while planning various rooms
 - 5.4 Colour scheme
 - 5.5 Lighting structure
 - 5.6 Room furnishing
 - 5.7 Windows and window treatment
- Budgetting in Housekeeping
- 6.1 Importance of budgeting
 - 6.2 Types of budgets
 - 6.3 Expenses
 - 6.4 Budget Planning Process
 - 6.5 Income statement of housekeeping
- Purchasing
- 7.1 Contracts and Outsourcing
 - 7.2 Hiring Contract process
 - 7.3 Pricing of Contracts
 - 7.4 Advantages and Disadvantages of contract
- Accommodation statistics
- 8.1 Hotel Costing
 - 8.2 Importance of reports
 - 8.3 Overstay percentage
 - 8.4 Understay percentage
 - 8.5 No-Show
 - 8.6 cancellation
 - 8.7 calculation of available capacity

Practicals :-

1. Handling reservation procedure.
2. Handling guest check ins and check-outs.
3. Handling guest complaints.
4. Pricing of various housekeeping articles and agents.
5. Selling of rooms and services.
6. Handling contractors.
7. Handling staff.

Projects :-

1. Visit to hotels for arrangements of rooms and their furnishings
2. Prepare plans for various rooms
3. Layout of front office areas
4. Collection of hotel Brochures and various forms and formats.