

**Scheme and Syllabus
Of
M.Sc.in Hotel Management and Catering Technology
(M.Sc. HMCT)**

Batch 2013



**By
Department of Academics
Punjab Technical University**

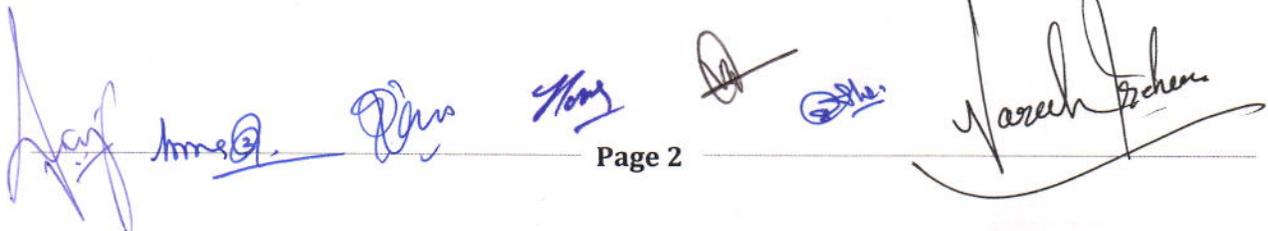
MSC SYLLABUS OBJECTIVE

COURSE OBJECTIVE

The objective of the course "MSc- Hospitality Management" is to make the learners understand the conceptual skills in operations as well as administration management related to hospitality services. It provides equal opportunity to all graduates from all sectors and existing employees from hospitality sector to explore their opportunity for success in the ever demanding need of the hospitality industry. With numerous multinational hospitality chains emerging in India and demand of manpower in hospitality management soaring high, graduates from different fields have shown interest in the field of hospitality management. The Hospitality industry is highly demanding the path of success and growth is only paved for employees who aspire for their growth and adaptive to the current trends of hospitality. This program is designed to educate not only the fresh graduates but also to existing employees who have developed the urge to excel in their career.

Technical Education in the field of Hospitality Management has assumed significant importance in the present, being India's favorite field of manpower export, the continued growth of hospitality and tourism has helped in creating many new jobs that required appropriate education and training at all levels of hospitality management. This program is designed to cater the three major needs of the current hospitality Industry. This course has been designed as 3 parts , first part being dedicated to developing the technical skills and creating a strong foundation in the concepts of hospitality management in the students, second part being dedicated to developing the supervisory skills of the students and the third part being dedicated for developing the managerial and administrative skills of the students. This program aims to develop the knowledge and understanding of the hospitality industry and the environment in which it operates and to develop critical awareness of current issues and new insights in the area of professional practice. The Program also envision in empowering its candidates to the centre of excellence in learning and research in the area of hospitality management and to contribute their innovations and value addition towards the hospitality industry.

Conclusion: This course has been tailor made to serve the purpose of educating and training graduates from any sector to explore and excel in their opportunities in the hospitality Industry.

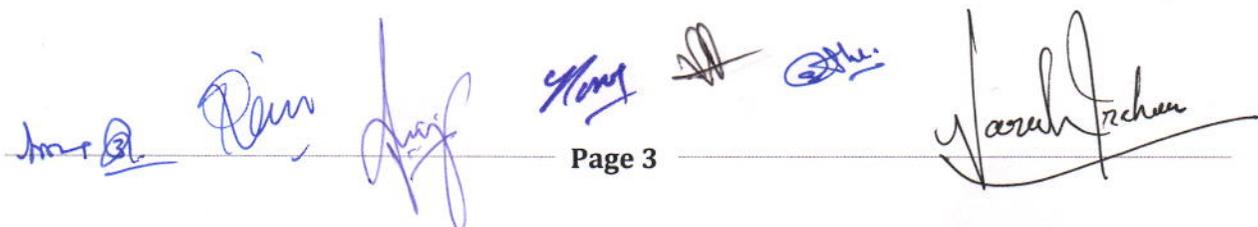
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M.Sc. HMCT Batch 2013 onwards

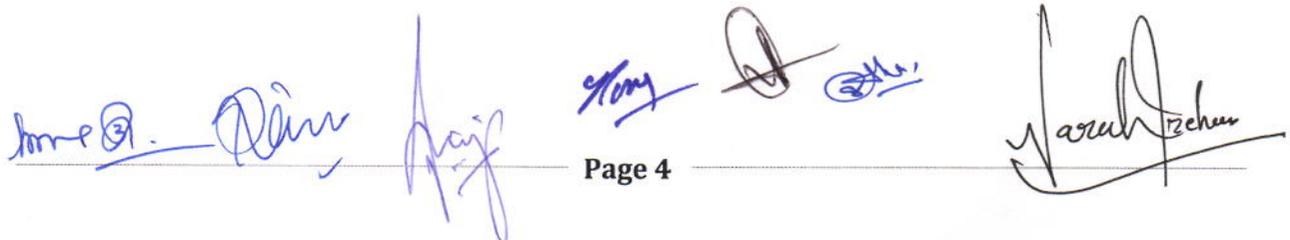
SEMESTER 1

Course code	Course name	load allocation			marks distribution		total marks	Credits
		L	T	P	Int.	Ext.		
MSCHM-101	Food Production	3			40	60	100	
MSCHM-102	Food & Beverage Service	3			40	60	100	
MSCHM-103	House Keeping Operations	3			40	60	100	
MSCHM-104	Front Office Operations	3			40	60	100	
MSCHM-105	Communication And Soft Skills	3			40	60	100	
MSCHM-106	Principles And Practices of Management	3			40	60	100	
MSCHM-107	Organisation Behaviour	3			40	60	100	
MSCHM-108	Food Production (Practical)			4	40	60	100	
MSCHM-109	Food and Beverage service (Practical)			4	40	60	100	
MSCHM-110	House Keeping Operations (Practical)			3	40	60	100	
TOTAL		21		11	400	600	1000	



SEMESTER Two

Course Code	Course Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Int.	Ext.		
MSCHM - 201	Kitchen Operations & Management	3			40	60	100	
MSCHM- 202	Food & Beverage Management	3			40	60	100	
MSCHM- 203	Housekeeping- Concepts And Design	3			40	60	100	
MSCHM- 204	Front Office Management	3			40	60	100	
MSCHM- 205	Fundamentals Of Tourism & Tourism Products	3			40	60	100	
MSCHM- 206	Research Methodology	3			40	60	100	
MSCHM- 207	Field Survey & Industrial Visit			2	80	120	200	
MSCHM- 208	Food Production - II (Practical)			4	40	60	100	
MSCHM- 209	Food And Beverage Service - II (Practical)			4	40	60	100	
Total		18	0	10	400	600	1000	



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Semester: Third

Course Code	Course Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Int.	Ext.		
MSCHM-301	Internship				300	300	600	
			0		300	300	600	

Semester: Fourth

Course Code	Course Name	Load Allocation			Marks Distribution		Total Marks	Credits
		L	T	P	Int.	Ext.		
		MSCHM-401	Financial Management	3			40	
MSCHM-402	Marketing Management	3			40	60	100	
MSCHM-403	Human Resource Management	3			40	60	100	
MSCHM-404	Management Information Systems	3			40	60	100	
MSCHM-405	Facility Management	3			40	60	100	
MSCHM-406	Hospitality Law	3			40	60	100	
MSCHM-407	International Hotel Management	3			40	60	100	
MSCHM-408	Resort & Convention Management	3			40	60	100	
MSCHM-409	Research Project & Presentation			4	80	120	200	
Practical		24		4	400	600	1000	

First Semester

MSCHM - 102: FOOD & BEVERAGE SERVICE

UNIT I - Introduction to the Food and Beverage Operations

- The evolution of catering operations & its scope.
- Structure of F & B Operations – Service Areas & Production Areas.
- Organizational 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 II - 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 – III Menus and their service methods

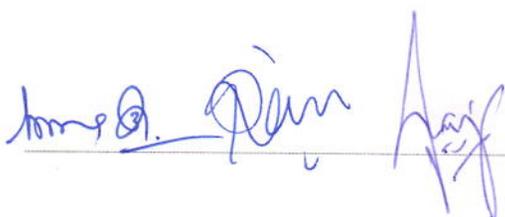
- French Classical Menu
- New world cuisine Menus
- Cover- definition, layouts, mis en place and mis en scene
- Types of service

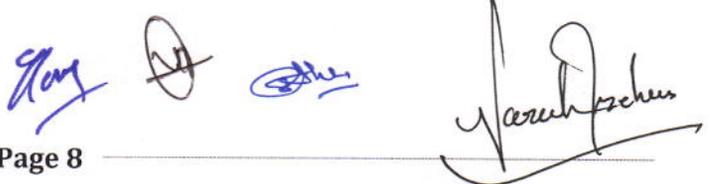
UNIT- IV-Beverages

- Classification of Beverages
- Non Alcoholic Beverages

Suggested reading books

1. Food and Beverage Service-Denis Lilly Crap
2. Food and Beverage Service -Vijay Dhawan
3. Food and Beverage Service-Rao J Sahas





MSCHM - 103: HOUSE KEEPING OPERATIONS

UNIT-I - House Keeping Procedures

- Control Desk.
- Forms, Files, Formats & Registers.
- The Linen Room & HK Stores procedures.
- Supervision in House Keeping – Rules on a guest floor, TBBC Rule, Key Controls.
- Guestroom Cleaning Services.
- Cleaning the Public Areas.
- Laundry Systems – In-house v/s Contract.

UNIT-II House Keeping Procedures

- Briefing & Debriefing
- Control desk
- Duty Rota & work schedule
- Files with format used in House keeping department.

UNIT – III Cleaning Science

- Characteristics of good cleaning agent
- Application of cleaning agent
- Types of cleaning agent
- Cleaning products
- Cleaning equipments
- Classification and types of equipment with Diagrams.

UNIT IV Fabrics & Fibers

- Fabric- basic types and types of weaves.
- Characteristics and uses of usual fabrics.
- Laundry services- dry cleaning and stain removal, records maintained in laundry, valet services.
- Bed & bedding- size, care & cleaning of beds- bed linen, blankets, bed spreads, mattress covers & pillows.

UNIT V Floors & Furnishings

- Floor finishes- points to be considered in floor finishes and types of floor finishes.
- Carpeting- purpose and points considered while selecting a carpet, cleaning of carpet.
- Soft furnishing- curtains, blinds, loose covers and cushions.
- Principles of Flower arrangement.
- Types of flower arrangements.

UNIT VI Care and Cleaning of Metals

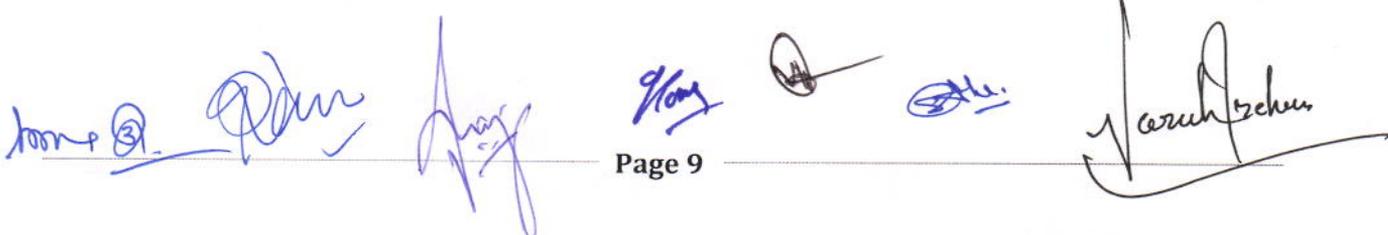
- Brass, Copper, Silver, EPNS, Bronze, Gun Metal, Chromium, Pewter, Stainless Steel.
- Types of tarnish
- Cleaning agents and methods used.

UNIT-VII Flower Arrangements

- Principals of Flower Arrangements
- Types of Flower Arrangements

Suggested Reading Books

1. Hotel House Keeping Training Manual-Sudhir Andrew
2. Hotel House Keeping-Sudhir Andrew (Tata Macrahill)
3. Hotel House Keeping Operations and Management-G.Raghu Balan.
4. The Professional Housekeeper (Tucker Schneider)



MSCHM - 104: FRONT OFFICE OPERATIONS

UNIT-I Introduction to Hotel Industry

- A brief history of hotels – India & Abroad
- Classification & Categorization of hotels
- Types & Organization Structure of a Hotels
- Meaning, Definition & Importance of Rooms Division
- Organizational Structure of Rooms Division
- Job Description & Job Specifications of Rooms Division staff.
- Inter departmental Communication.

UNIT-II The Guestrooms & Facilities

- Types of rooms
- Room Status Terminology
- Standard layout (single, double, twin, suite rooms)
- Smoking, Non Smoking & Barrier free rooms
- Furniture / Fixtures / Fittings / Soft Furnishing /Accessories / Guest Supplies /Amenities in a guestroom
- Public Area Facilities.
- Front Office Equipment

UNIT-III Front Office Procedures

- Telecommunication
- Reservations – Types, Procedures, Rates, Plans.
- Guest Registration
- Bell Desk Operations
- Front Office Accounting
- Check Out & Settlement of Bills.

UNIT-IV Marketing & Sales

- The role of Front Office in Hotel Sales & marketing – need for sales.
- Identification of markets.
- Strategy formulation for various market segments.
- Maximizing revenue & achieving Customer Satisfaction.
- Training Programme, incentive & evaluation.
- Sales techniques – Personal Selling, Creative Selling, U.S.P identification.
- Telemarketing – tools & techniques.

UNIT-V The Night Audit

- Importance & Functions of Night Audit.
- Operating models – non-automated, Semi-automated & automated.
- The Night Audit Process.
- The Night Audit reports – generation & utility.
- Verifying the Night Audit.

UNIT – VI Credit Controls

- Hotel Credit Policy.
- Control Measures.

Suggested reading books

1. Front office training manual- Sudhir Andrew
2. Managing front office operations- Kasavana & Brook
3. Front office operation and management- Jatashankar R Tewari

MSC HM - 105 COMMUNICATION & SOFT SKILLS

UNIT I Essentials of Grammar:

- Parts of Speech
- Punctuation
- Vocabulary Building
- Phonetics

UNIT II Office Management:

- Types of Correspondence
- Receipt and Dispatch of Mail
- Filing Systems
- Classification of Mail.
- Role & Function of Correspondence
- MIS
- Managing Computer

UNIT III Letter & Resume Writing:

- Types of Letters-Formal / Informal
- Importance and Function
- Drafting the Applications
- Elements of Structure
- Preparing the Resume
- Do's & Don'ts of Resume
- Helpful Hints

UNIT IV Presentation Skills:

- Importance of Presentation Skills
- Capturing Data
- Voice & Picture Integration
- Guidelines to make Presentation Interesting
- Body Language
- Voice Modulation
- Audience Awareness
- Presentation Plan
- Visual Aids
- Forms of Layout
- Styles of Presentation.

UNIT V Interview Preparation:

- Types of Interview
- Preparing for the Interviews
- Attending the Interview
- Interview Process
- Employers Expectations
- General Etiquette
- Dressing Sense
- Postures & Gestures







UNIT VI Group Discussion & Presentation:

- Definition
- Process
- Guidelines
- Helpful Expressions
- Evaluation

(Note: Every student shall be given 15 minutes. of presentation time & 45 minutes of discussion on his/ her presentation.)

Suggested Reading Books

1. Wren and Martin- English Grammar
2. Hotel Journals and Magazines
3. Tourism English-Oxford University



MSCHM - 106 - PRINCIPLES & PRACTICES OF MANAGEMENT

UNIT I

- Definition, nature, purpose and scope of management.
- Functions of a manager, an overview of planning, organizing and controlling.
- Ethics in managing and social responsibility of managers.

UNIT II

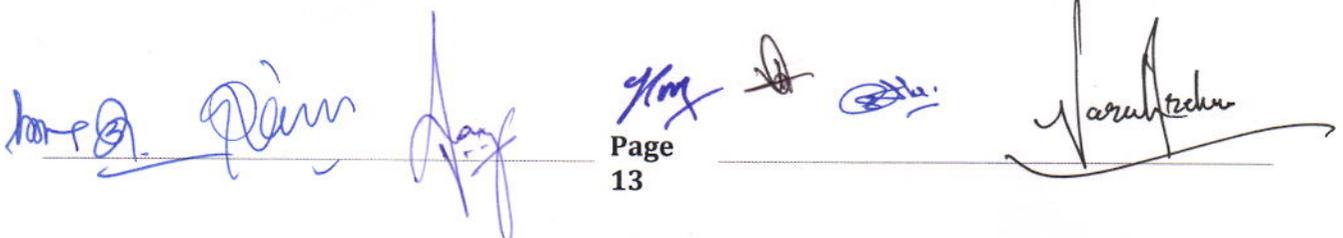
- Evolution of management thought - Contributions made by Taylor, Gantt, Gilbreth, Fayol, Weber, Elton Mayo, Chester Bernard, Maslow, Hertzberg, Likert and McGregor.
- Management Science, Operations Research/Mathematical School/ Decision Theory approach.
- Systems Approach: Key concepts in systems - Closed system versus open system, Subsystems, System Boundary.
- McKinsey's 7-S Approach. .

UNIT III

- Planning: Types of plans, steps in planning, and process of planning. Nature of objectives, setting objectives.
- Concept and process of Managing by Objectives.
- Nature and purpose of strategies and policies.
- Strategic planning process.
- SWOT analysis, Portfolio matrix, premising and forecasting.

UNIT IV

- Decision-Making: Importance and steps in Decision Making; Traditional approaches to decision-making; Decision making under certainty -programmed decisions; Introduction to decision-making under uncertainty, non- programmed decisions; decision tree; group-aided decisions; Brain storming; Creativity - creative problem solving.
- Organizing: Concept of organization, process of organizing, bases of departmentalization
- Authority & power - concept & distinction
- Line & Staff concept; problems of use of staff & ways to avoid line-staff conflict,
- Delegation - concept of delegation; elements of delegation - authority, responsibility, accountability. Reasons for failure of delegation & how to make delegation effective.
- Decentralization - concept, reasons for decentralization and types (or methods) of decentralization.
- Span of Management – concept, early ideas on span of management, factors determining effective span-situational approach.



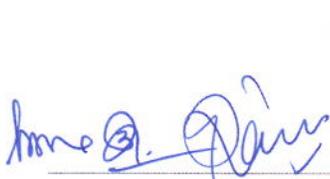
UNIT V

- Coordination- Concept and importance of coordination; factors which make coordination difficult; techniques or methods to ensure effective coordination.
- Control: Concept, planning-control relationship, process of control -setting objectives, establishing standards, measuring performance, correcting deviations.
- Human response to control. Dimensions or Types of Control
- Feed forward control
- Concurrent Control (Real Time Information & Control), (
- Feedback Control
- Techniques of Control
- Brief review of Traditional
- Techniques & Modern Techniques of Control.
- Comparative study: Comparative study of main features of Japanese Management and Z-culture of American Companies.

Suggested Reading Books

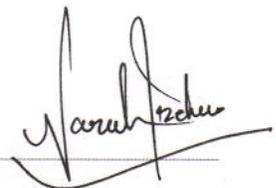
Principal and Practice of Management- Shejwalker

Essential opf management: Kootz and weitrich







MSCHM - 107 - ORGANISATIONAL BEHAVIOUR

UNIT I

- What managers do, definition of OB, contributing discipline to OB, challenges and opportunities for OB.
- Foundations of Individual behaviour - biographical characteristics, ability, and learning.
- Values, Attitudes and Job satisfaction. Personality and Emotions Perception.

UNIT II

- Motivation - Concept, Theories of Maslow, Herzberg, McClelland, Porter & Lawler Model, Application of Motivation concept.
- Foundations of Group Behaviour - Group formation, development and structure, group processes, group decision – making techniques, work teams.
- Interpersonal Skill - Transactional analysis, Life Positions, Johari Window.
- Leadership: Concept, theories, Styles and their application.

UNIT III

- • Power and politics in organization
- • Conflict Management, Stress Management, Crisis Management
- • Organisational Change & Development, innovation, creating learning organization
- • Organisational Culture
- • Organisational Effectiveness.

Suggested Reading Books

Organisational Behaviour- Stephen Robbins

Organisational Behaviour- Keith and Davis

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MSC HM - 108 FOOD PRODUCTION-I (PRACTICAL)

1. INTRODUCTION

- Equipments - Identification, Description, Uses & handling
- Hygiene - Kitchen etiquettes, Practices & knife handling
- Safety and security in kitchen

2. APPLICATION OF STOCKS AND THEIR DERIVATIVES

- Stocks - Types of stocks (White and Brown stock)
- Fish stock
- Emergency stock
- Fungi stock

3. APPLICATION OF SAUCES WITH THEIR DERIVATIVES

- Béchamel
- Espagnole
- Veloute
- Hollandaise
- Mayonnaise
- Tomato

4. FOOD PREPARATIONS OF NEW WORLD CUISINE

- French
- Mexican
- Italian
- Oriental

5. Preparation of

- Puff pastries
- Short crush pastries
- Choux Pastries
- Biscuits
- Breads
- Sponge

MSCHMN - 109--- FOOD & BEVERAGE SERVICE (PRACTICAL)

1. Food Service areas – Induction & Profile of the areas
2. Ancillary F&B Service areas – Induction & Profile of the area
3. Familiarization of F&B Service equipment
4. Care & Maintenance of F&B Service equipment
5. Various restaurant layouts
6. Technical Skills
 - Mis en place / Mis en scene
 - Service Gear
 - Laying and relaying a Table Cloth
 - Food service and its ancillaries
 - Beverage Service
 - Tea – Preparation & Service
 - Coffee - Preparation & Service
 - Juices & Soft Drinks - Preparation & Service
 - Mocktails- Juices, Soft drinks, Mineral water, Tonic water Preparation & Service
 - Cocoa & Malted Beverages – Preparation & Service

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MSCHM - 110--- HOUSEKEEPING OPERATIONS (PRACTICAL)

Familiarizing with different types of Rooms, facilities and surfaces

- win/ double
- Suite
- Conference etc

Various Layouts of Guest Room

- Single room
- Double room
- Twin room
- Suite

Cleaning Operations

- **Floor**
 - Wooden
 - Marble
 - Terrazzo/ mosaic etc.

- **Wall**
 - Skirting
 - Dado

Different types of paints (distemper Emulsion, oil paint etc)

- **Metals**
- **Ceiling**
- **Bed making**
- **Room Inspections**
- **Flower arrangements.**

home @ Dinesh Singh
Kor
Page 18
Arul Behar

Second Semester

MSCHM- 201: KITCHEN OPERATIONS MANAGEMENT

UNIT I

KITCHEN DESIGNING & LAYOUTS

- Kitchen Layouts
- Planning a Kitchen Operation
- Architecture of Kitchen Installation
- Space Management Criteria
- Equipments
- Technology in Commercial Kitchen

UNIT II

CONFECTIONERY

- Concept of Confectionery
- Role of a confectioner
- Sweetening Agents
- Confectionery work
- Confectionery Art
- Confectionery and Health

UNIT III

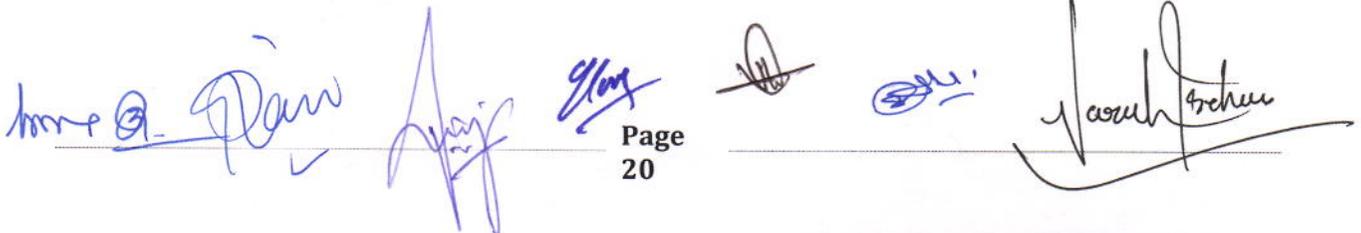
CHOCOLATE

- History & Story of Chocolates
- From Bean to Bar "Origin of Chocolate"
- Introduction to Truffles and Chocolate making
- Molded Pralines & Ganaches
- Chocolate and Flavor Fusion
- Easy Chocolate Showpiece
- Chocolate Figurines

UNIT IV

INDIAN REGIONAL CUISINE

- Kashmiri Cuisine
- Punjabi Cuisine
- Rajasthani Cuisine
- Bengali Cuisine
- Maharashtrian Cuisine
- Gujarati Cuisine
- Hyderabadi Cuisine
- South Indian Cuisine

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UNIT V

YIELD MANAGEMENT

- Introduction to Yield Management
- Calculation of Yield
- Concept of Maximizing Profit in Yield
- Cost Calculation and Yield Management

UNIT VI

INTENDING, PURCHASING, STORING AND ISSUING

- Intending and Requirements
- Purchasing with Market Research
- Storing , requirements for storing
- Issuing to departments
- Frauds

UNIT VII

VOLUME FEEDING

- Catering for Volume
- Institutional Catering
- Processed Food Production Units
- Fast Food Management

UNIT VIII

NEW TECHNIQUES & TRENDS

- Introduction
- Molecular gastronomy
- Scientific developments
- Techniques Tools and Ingredients

Suggested Reading

1. " Theory of Bakery and Confectionery" by Ashok Kumar Yogambal
2. The Chocolate Cook Book by Tarla Dalal
3. Great chefs Great chocolate : by Julia M. Pitkin
4. Catering and Kitchen Management by Kartik Lamba
5. Molecular Gastronomy : Exploring the Science of Flavor by Herve This ans Malcom De Bevoise

MSCHMCT-202: FOOD & BEVERAGE MANAGEMENT

UNIT-I

- A brief history of the Bar & Beverage business in India.
- Types of Bar Upscale bars, down scale bars 'Repairs' Bar. 'Walk in' Bars.' Airport' Bars. Sports.
- Bar, 'Pramo' Bars (Karaoke).'Service' Bars, 'Mobile' Bars (airplanes & parties)mini-bars(room) Recreational Bars(gulf course). Specially Bar.
- Difference between Bar & Lounge-Definition of Lounge- Purpose of Large Social Concerns a few definitions like abstainer. Tight drinker, moderate drinker, heavy drinker, alcohol dependence, alcohol abusers, alcoholism. The three 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. The 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.
- License and Regulation
- Glossary Terms

UNIT-II

- Architecture & Interior Design.
- The four view points of planning-permits-licenses-Regulatory compliance's Interior design-Establishing & theme -planning for space allocation-planning for traffic flow- floors windows- walls & wall coverage's-ceilings-furniture and equipment-planning for colour-Air control & conditioning -sound control-lighting control-Exterior design.
- Basic Bar Management.
- The Front Bar Definition-the back bar, under bar, under (equipment's like speed rack, Ice bin, glass etc.
- The Service Bar Definition -purpose-mini-bar in rooms. Bar equipment's Accessories- Tools (includes glassware) Bar layout -a model.

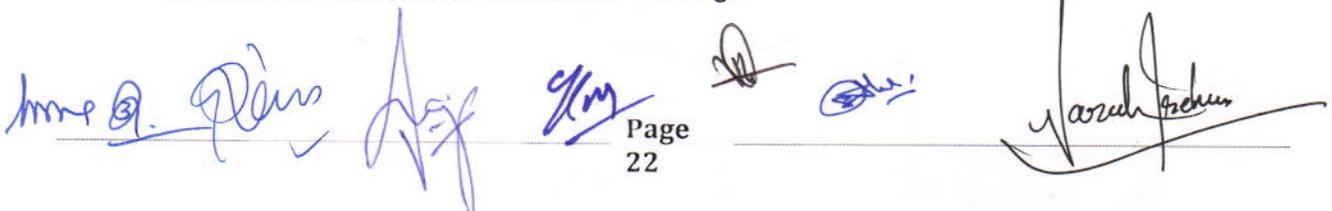
UNIT-III

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

UNIT - IV

- Service and Selling Techniques: A guest-oriented approach to service-How it works - 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. Building drink method shako blend drink method-desk station setup for effective service. Selection and Training of Human Resources-Job analysis-job description job specification-Recruitment & selection -Training.



UNIT V

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, Evaluating the results. Promotional mix advertising –Print Media- Television, Cable & Radio -word of mouth (components of mix) public relation -Sales promotions - personal selling Merchandising.

UNIT-VI

- Bar Control System what is beverage control -Consists of 3 elements Product Control –What is it? Cash Control -What is it? Product Control -Establishing standards of operations
- Standards recipes Portion control Glassware used Prices Preventing pilferage & fraud - highlight some methods bartenders of services staff use to steal Sales & profitability control: Determining product cost -sales analysis -gross profit -pricing methods Cash control
- Cash handing procedures -Point of sale system (POs of each registers used computerized - list of sub control points which should be incorporated in the cash control system (no normal attention valid cheque should be signed by the management etc.,)

Suggested Reading

1. Bar Management and Control by R.K Chakravarti
2. Essential Food and Beverage Service by John Cousins, Dennis Lillicrap
3. Food and Beverage Service: A training Manual, by Andrews

MSCHM 203: HOUSEKEEPING- CONCEPTS AND DESIGN

UNIT I DESIGN AND TYPE OF DESIGN

- Elements of Design (Line, Shape, Form, Colour, Size, Texture, Direction, Value)
- Principles of Design(Scale, Composition, Harmony, Rhythm Proportion, Balance, focal point)
- Colour and colour scheme Uses Factors affecting the Colour scheme of a guest room

UNIT II LIGHT AND LIGHT FITTING

- Light and types of Light Source of Light Kinds of Light
- Principles of Lighting, Lighting for activities Glare & Shadows Windows and Window treatments
- Types of window treatment. Blinds -Roller, Venetian, Draperies, Casements Curtains, Glass Curtains, Cafe Curtains, Valence, Swage & tail, Pelmet, Cornice. Factors to be considered in selection of Window treatment.
- Beds & Bedding Types of Bed & Sizes- (Zeil Bed, Extra Bed, Sofa Bed, Fold away Beds Bolsters, Bed linen, Blankets, Bedspread quilt)
- Types of mattresses & Pillows with sizes -(Interior spring, Mattresses, Rubber & Plastic Mattresses)

UNIT-III CARPETS

- Types of Carpet Woven -(Wilton, Ax Minster, Brussels & Cords, Oriental)
- Non -Woven - (Tufted, pile bonded carpets, Needle punched Carpets, Electro statically locked Carpets).
- Uses & Disadvantages Care & Maintenance Fabric & Fibber
- Classification of fibres, Types of Construction Fabrics & commonly used fabrics
- Soft furnishing Curtains upholsteries, loose covers, Cushions Bedspreads selection- Care, Uses.

UNIT-IV FURNITURE AND FITTINGS

- Types of furniture -(Built-in, Free standing, fitted) Major furniture woods & uses
- Care & Maintenance Wall & Wall Coverings
- Types of Wallpapers- (Sponge able, Washable, Anaglyptic, Lincrusta, Wood chip, Wood grain, Flock, Wood Panelling, Glass Wall Covering, Metal Wall Covering, Leather (hid) Wall Covering) Selection, Care & Uses Advantages & disadvantages
- Floor & Floor Covering Composition Types Uses, Care, Advantages & Disadvantages

UNIT V PROPERTY MANAGEMENT SYSTEMS

- Introduction.
- Evolution and technology in PMS.
- Selection of PMS as per the property.
- Various affiliated menus of PMS & their interface with Front Desk System.
- PMS in House Keeping – interfaces, inventory management, par stock applications, stores, etc.

Suggested Reading

1. Interior Decoration by Marian Long
2. Modern Ethno Interiors (Interior Design) by Daab

MSCHM-204: FRONT OFFICE MANAGEMENT

UNIT I Planning and evaluating Front Office Operations

- Room rate structure.
- Criterion of establishing room rates.
- The Rule Of Thumb Approach.
- The Hubbart's Formula – introduction.
- Room rate designations
- Forecasting - Room Availability.
- Room Revenue
- Daily operation reports.

UNIT-II Yield Management

- Introduction and Concepts covered.
- Differential Rates.
- Forecasting Bookings.
- Rate availability restrictions.
- Statistical representations – threshold curves.
- Displacement.

UNIT-III Room Sales Management

- Adequate Staffing.
- Rooms Inventory.
- Call management.
- Motivation.
- Reservation Map.
- Sales strategies.
- Merchandising
- Direct Sales – Travel Agents, Tour Operators, Hotel Booking Agencies, and Tourist Information Centre.

UNIT IV Customer Relations

- Introduction to Customer Relation Management
- Providing Service to Hospitality Customers
- Customer Satisfaction
- Handling Customer Complaints
- Retention of Customers and Customer relations

UNIT V Disaster Management

- Introduction to Disaster/ Crisis Management
- Classifications of Disaster/Crisis Management
- Nature and Manmade Disaster/Crisis
- Emergency Management

UNIT VI Environmental Studies

- Going Green
- Dependence on the Natural Environment
- Ecological Sustainability
- Contribution to Conservation

Suggested Reading

1. Hotel Sales and Operation by Ahmed Ismail
2. Front Office Management by T. Rama Subban
3. Front Office : Operation and Management by Jatashankar R. Tiwari
4. Hospitality Crisis and Emergency Management by Dayanand Prasad

MSCHM 205: FUNDAMENTALS OF TOURISM AND TOURISM PRODUCTS

UNIT I

- Introduction to tourism-Definition and meaning or concept of tourism and tourist.
- Importance or significance of tourism - Growth of tourism, role of various agencies in growth of tourism like central and state government and private players.
- Positive and negative impact of tourism with reference to economical, social and environmental, and geographic etc. Domestic and international tourism

UNIT II

- Types or forms of tourism- heritage and historical, adventure, sports, conference, Convention, etc.
- Tourist product- meaning or concept, how they are different from other consumer products.
- Components of tourist product-Attractions-tourist destinations or places & tourist spots having tourist value from heritage or historical point of view or sports and recreational point of view, dance, fair festivals, trade fair, conferences and exhibitions etc.
- Religion based- Hindu, Muslim , Sikh, Buddhist, Jain and Christian
- Wild life sanctuaries- national parks, adventure, eco tourism destinations

UNIT III

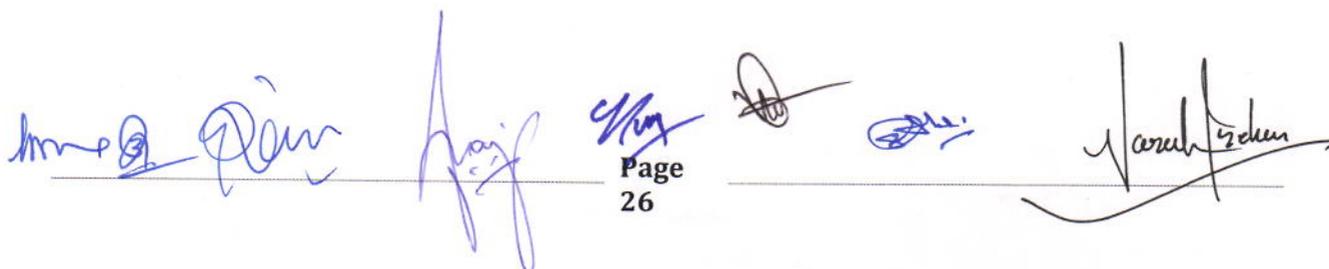
- Facilities- hotels, transport- air, rail, road, water.

UNIT IV

- Travel lingo- technical terminology of tourism.

Suggested Reading

1. **Tourism Business Frontiers: Consumer, product and Industry** by Dimitrias Buhalis and Carlos Costa
2. **Marketing of tourism Product Concept , issues and cares** by A.V. Seatson and M. Bennet
3. **Tourism Marketing : Echard Block**

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MSCHM 206: RESEARCH METHODOLOGY

1. INTRODUCTION TO RESEARCH METHODOLOGY

- a. Meaning and objectives of Research
- b. Types of Research
- c. Research Approaches
- d. Significance of Research
- e. Research methods vs Methodology
- f. Research Process
- g. Criteria of Good Research
- h. Problem faced by Researches
- i. Techniques Involved in defining a problem

2. RESEARCH DESIGN

- a. Meaning and Need for Research Design
- b. Features and important concepts relating to research design
- c. Different Research design
- d. Important Experimental Designs

3. SAMPLE DESIGN

- a. Censure and sample Survey
- b. Implication of Sample design
- c. Steps in sampling design
- d. Criteria for selecting a sampling procedure
- e. Characteristics of a good sample design
- f. Different types of Sample design
- g. Measurement Scales
- h. Important scaling Techniques

D

- A. Collection of Primary Data
- B. Collection through Questionnaire and schedule collection of secondary data
- C. Difference in Questionnaire and schedule
- D. Different methods to collect secondary data

5. DATA ANALYSIS INTERPRETATION AND PRESENTATION TECHNIQUES

- A. Hypothesis Testing
- B. Basic concepts concerning Hypothesis Testing
- C. Procedure and flow diagram for Hypothesis Testing
- D. Test of Significance
- E. Chi-Square Analysis
- F. Report Presentation Techniques

Suggested Reading

1. Operational Research : Theory and Application by Sharma
2. Research methodology by C R Kothari
3. Operational Research by Prem Kumar Gupta and D.S. Mishra

MSCHM 207 FIELD SURVEY AND INDUSTRIAL VISIT

It is to introduce to students the process of collecting, interpreting and presentation of information by visiting and interacting with the industry.

DIVISION OF MARKS:

Total Marks 200

- a) Internal Assessment 80
- b) External Assessment 120

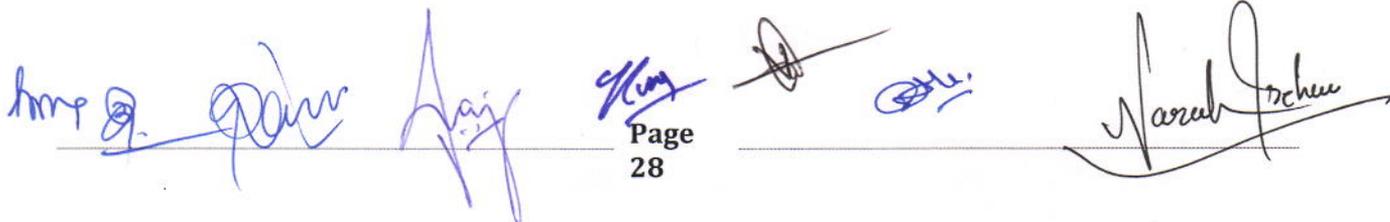
Internal Assessment 80 Field report 80

External Assessment 120

- Viva (120)

Detailed report of field survey and visits Undertaken - by the student must be submitted in the form of Field Report" for every visit. 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.)
- Objectives of the Field survey and Visit
- Student Declaration Page (Stating that the information stated in the project is true)
- Brief Details of the place visited (Introduction, Management, Facilities, and Services etc.)
- Learning outcome (Mentioning the learning acquired by the student)

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MSCHM 208 FOOD PRODUCTION- (PRACTICAL)

To individually prepare/demonstrate all of the following, through lots,

CONFECTIONERY AND CHOCOLATE WORKS

- Sugar Work
- Flavored Sugars
- Art of Confectionary
- Pralines and Ganaches
- Chocolate Molding
- Truffles & Chocolate molding
- Chocolate works

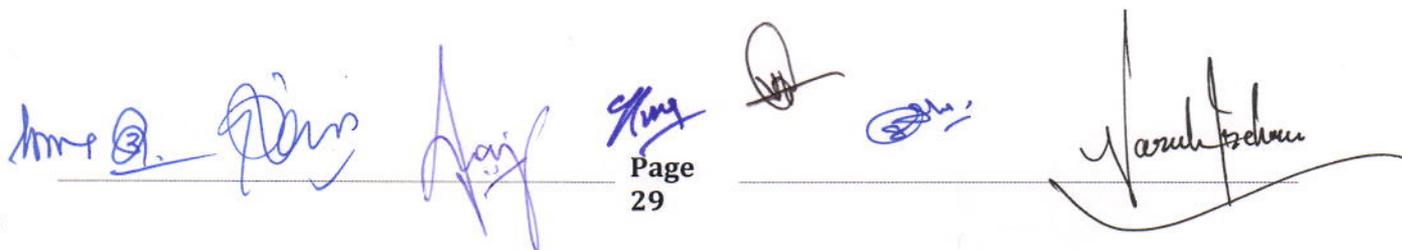
INDIAN CUISINE

- Kashmiri Cuisine
- Punjabi Cuisine
- Rajasthani Cuisine
- Bengali Cuisine
- Maharashtrian Cuisine
- Gujarati Cuisine
- Hyderabad Cuisine
- South Indian Cuisine

Minimum 4 Course Menus for Each Regional Cuisine of India has to be prepared by each students with authenticity.

INTERNATIONAL CUISINE

- American
- Spanish
- Fusion Food

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Third Semester

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Abi

Yasrah Jochan

MSCHM 401 INTERNSHIP

Duration: Minimum 22-24 Weeks with coverage of in any operational or non operational department of a full service hotel.(Can be substituted with operational training in reputed Fast Food operations, Airlines, Resorts, and similar industry in accordance with course curriculum).

Documents to be submitted after successful completion of IET:

- Training Log – Book (To be issued by College)
- Departmental Appraisal Forms
- Training Report in 2 Copies (1 for PTU & 1 for College).
- Training Certificate from the concerned Hotel Authority.

DIVISION OF MARKS:

Total Marks 150

- c) Internal Assessment 150
- d) External Assessment 150

Internal Assessment 150

Internship Training Report

- Synopsis : 60
- Research: 30
- Core content : 40
- Conclusion: 20

External Assessment 150

- Internship Log-Book (60)
- Viva (50)
- Presentation skills : 40

Details of Industrial Training

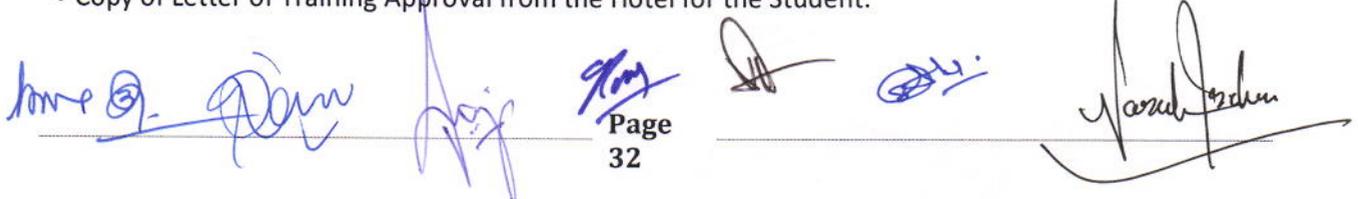
• **Duration:** A minimum of 17 weeks training must be undertaken by each student in the relevant Organizations (Hotels, Airlines, Fast Food Chains, and Restaurants etc.)

• **Guideline:** To work in the core areas (Front Desk, Restaurant, Housekeeping and Kitchen).

(Can be substituted with operational or non operational training in reputed Fast Food operations, Airlines, Resorts, and similar industry)

• **Detailed report of the Internship 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 TPO.
- Index Page
- Objectives of the Training
- Student Declaration Page (Stating that the information stated in the Project is true)
- 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 Training Coordinator)
- Appendix, containing the following:
 - Copy of Letter of Recommendation for Training to the Hotel from the college
 - Copy of Letter of Training Approval from the Hotel for the Student.



Fourth Semester

MSCHM-401: FINANCIAL MANAGEMENT

UNIT I

- Evolution of financial-management, scope and objectives of financial management.
- Capital budgeting: Capital Budgeting Process, Project formulation & Project Selection, Introduction to Various Capital Budgeting Techniques; Payback Period Method, Average rate of return, Net Present Value method, IRR, Benefit-Cost Ratio, Capital Rationing.
- Sources of Long term funds: Equity shares, Preference shares, Debentures, Public deposits, factors affecting long term funds requirements.

UNIT II

- Lease financing: Concept, types. Advantages and disadvantages of leasing.
- Capital Structure: Determinants of Capital Structure, Capital Structure Theories, Cost of Capital, Operating and Financial Leverage.
- Working Capital: Concepts, factors affecting working capital requirements, Determining working capital requirements, Sources of working capital.

UNIT III

- Management of Retained Earnings: Retained earnings & Dividend Policy, Consideration in dividend policy, Forms of Dividends, Dividend Theories, and Bonus Shares.
- Corporate Restructuring: Reasons and factors affecting Mergers,
- Acquisitions, Takeovers and sell-offs'.
- Recent developments - Introduction to concepts of EVA, MVA, and CAPM.

Suggested Reading

1. Hospitality Financial Management by M.C. Metti
2. Financial Management for Hospitality Industry by William p. Andrew
3. Understanding Food Service Financial Management by Jeannie Sneed

MSCHM-402: MARKETING MANAGEMENT

UNIT I

- Marketing Concepts and orientations, Marketing Tasks, Marketing in modern context.
- Strategic Planning, Marketing System & Marketing Environment, Marketing Planning & Marketing Process.
- Marketing Information System: Concept and Components.
- Consumer Behaviour: Factors influencing consumer buying behaviour, Buying process.
- Organizing for marketing, Marketing Implementation & Control.

UNIT II

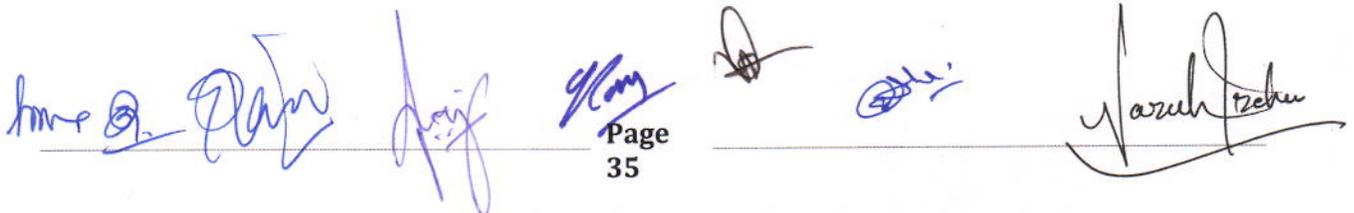
- Market Segmentation & Targeting.
- Product Decisions: Product Mix, Differentiation & Positioning, New product development, Consumer adoption process, Product Life Cycle and strategies, Packaging, Labeling, Branding.
- Pricing Decisions: Objectives, Factors affecting pricing decisions, Pricing Methods, Pricing Strategies.

UNIT III

- Channel Decisions: Nature and types of Marketing Channels, Channel Design and Channel Management Decisions, Retailing, Wholesaling, Physical distribution.
- Promotion Decisions: Communication process, Promotion Mix, Advertising,
- Sales Promotion, Public Relations, Managing the Sales force.

Suggested Reading

1. **Marketing Hospitality (Wiley Service Management) by Tom Powers**
2. **Marketing for Hospitality and Tourism by Philip Kotler , John T. Bowen and James Makens**

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MSCHM-403: HUMAN RESOURCES MANAGEMENT

UNIT I

- Introduction: Meaning, scope, objectives and importance of Human Resource Management, Personnel Management, its functions, policies & roles.
- Organizing the Human Resource Management department in the organization. Human Resource Management practices in India.
- HR audit
- Human Resource Planning: Definition, objectives, process and importance, job analysis, description, specification, Recruitment, selection, placement and induction process.

UNIT II

- Personnel Development Program: Employee training, executive development and career planning & development, performance appraisal.
- Job Compensation: Job evaluation, wage & salary administration, incentive plans & fringe benefits, variable compensation individual & group.
- Promotions, demotions, transfers, separation, absenteeism & turnover.

UNIT III

- Quality of work life & quality circles, job satisfaction and morale. Social security, health and safety, employee welfare
- Counseling for effective Human Resource Development.
- Human Relations: definition, objectives & approaches to human relations, employee grievances and discipline, participation & empowerment,
- Introduction to collective bargaining.

Suggested Reading

1. **Hospitality Human Resources Management by Ramesh Chand**
2. **Manage First: Hospitality Resource Management & Supervision by National Restaurant Association**

MSCHM-404: MANAGEMENT INFORMATION SYSTEMS.

UNIT-I MANAGEMENT INFORMATION SYSTEM - AN OVERVIEW

- Meaning and Role MIS, Objectives of MIS, Elements of MIS, characteristics of MIS.
- Application of MIS (Briefly): Accounting and Finance Management, Marketing Management, Materials Management, Production Management, Personnel Management.
- Role of Computers in MIS: Data base concepts, Decision support system.

UNIT-II: INTRODUCTION TO POWER POINT

- Power point Terminology. Getting into Power Point. Creating, Opening and Saving Presentations. Quitting Power Point.
- Types of Views: Outline View, slide Sorter View, Notes Pale View, Master Views.
- Creating Presentation the easy way, Using Auto Content Wizard, working with Blank Presentation, Using the Templates, Using the Slide Master,
- Working with Colour Schemes, working with slides, Making a new slide,
- Move Copy or duplicate slides, Delete a Slide, Copy a slide from one presentation to another, Go to a specific slide, change the layout of a slide Zoom in or out of slide.
- Working with Text in Power Point-Cutting, Copying and Pasting, Formatting Text, changing Font & size Shadowing, Embossing. Aligning the Text -Left, Centre, Right and Justify. Power of Graphics in Power Point, Working with Clip -Art Picture.

UNIT- III: DATABASE MANAGEMENT SYSTEM -LEARNING MICROSOFT ACCESS

- Database Management System- Learning Microsoft ACCESS 97.
- Kinds of DBMS packages –Data base definition, problems with Manual Data base, Advantages of using computers for Database.
- Getting started with Microsoft Access -Loading & Quitting Ms- Access.
- Exploiting the Database Tables, Forms, queries, Reports. Create a Database, Display or change the structure of a database. Rename, Delete copy of Move a database.
- Working in the Database Window- Creating Tables Opening, Copying, Saving, Renaming and Deleting, working with data, Adding or Editing data.
- Display or change the structure of a Table. Selecting, Copying, Moving and Deleting Data, Finding and Replacing Data.
- Managing Duplicate Records, Working with Primary keys and Indexes,
- Working with Queries .

UNIT -IV : ROLE OF PERSONAL COMPUTER IN OFFICE AUTOMATION

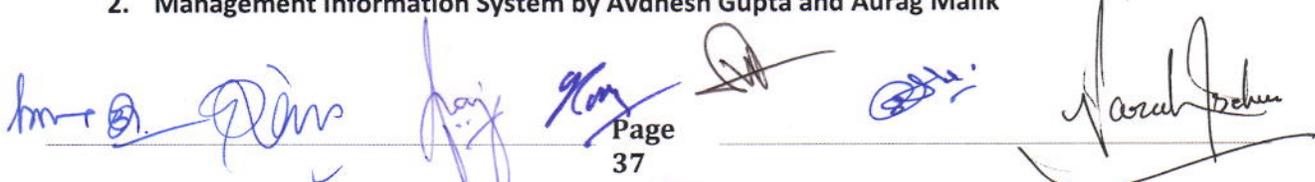
- Role of personal Computer in Office Automation, Information system activities, Word Processing.
- Desk top Publishing, Image Processing.
- Electronic Spread sheets.
- Interactive Video, Electronic Communications System, Electronic Meeting systems, Telecommuting.
- Internet, Office Support System, Management Implications of Office Automation.

UNIT-V : A CASE STUDY -THROUGH A HOTEL MANAGEMENT SYSTEM PACKAGE (Field Activity)

- Daily Operation Report, Occupancy Reports, Room Revenue analysis, Hotel Statement of Income, Rooms Division Income Statement, Rooms Division Budget, Reports, Operations Ratio and Ratio Standards.
- Analyse the package and Give a report on Features of the Package. Drawback of the Package Measures to be taken to overcome the demerit Merits & Demerits of Computerizing a Hotel.

Suggested reading

1. Management Information System by T. Lucey
2. Management Information System by Avdhesh Gupta and Aurag Malik



MSCHM-405: FACILITY MANAGEMENT

UNIT I Lodging Planning & Design

- Development process.
- Feasibility Studies.
- Space planning.
- Operational Criteria - Budgeting, Preliminary Scheduling, Site Selection, Site Design.
- Hotel Design – Guest rooms, suites, lobbies & lounges, food & beverage outlets, function areas, recreational facilities, back of the house areas.
- Life Cycle Costing.

UNIT II Food Service Planning & Design

- Concept Development
- Feasibility study
- Regulations & Laws
- Layout planning – receiving, storage areas, kitchens, office spaces.

UNIT II Building & Exterior Facilities

- Ceiling, Exterior walls
- Windows & doors
- Structural frames, foundation elevation.
- Storm water drainage systems
- Utilities
- Landscaping & open spaces. .
- Parking Areas – parking lots, structural features, layout considerations, maintenance, parking garages, accessibility requisites and valet parking facility.

UNIT IV Facility Systems

- Water & Waste water systems – usage, quality of water, heating, water conservation & swimming pool.
- Electrical Systems – Distribution Panels, wiring considerations, electronic equipment, AC & DC supply systems.
- Heating, Ventilation & Air Conditioning Systems - Guest rooms HVAC systems, Centralized & decentralized systems, refrigeration cycle, building comfort factors.
- Lighting Systems – sources, lighting system design, maintenance.
- Safety & Security Systems – Importance of safety & security in hospitality industry, fire safety, fire prevention, fire drills, fire fighting systems & procedures, External and Internal audits, Risk & Security awareness.
- Fuels – Types, Comparison and Cost effectiveness.

UNIT IV Energy Conservation & Management

- Importance of conserving energy & concept of energy management
- Energy Cost Control & building systems
- Controlling energy costs –
 - Guestrooms,
 - F & B Production
 - F&B Service Areas,
 - Public Areas

Suggested Reading

1. Facility Management by Christian Thurnbauer
2. Hospitality and Facility in Hotel Management by Metti
3. Hotel Facility Planning : by Tarun Bansal

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MSCHM-4306: HOSPITALITY LAW

UNIT I - 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 II 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 Act 1930
- 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 III Hotel – Guest Relationship

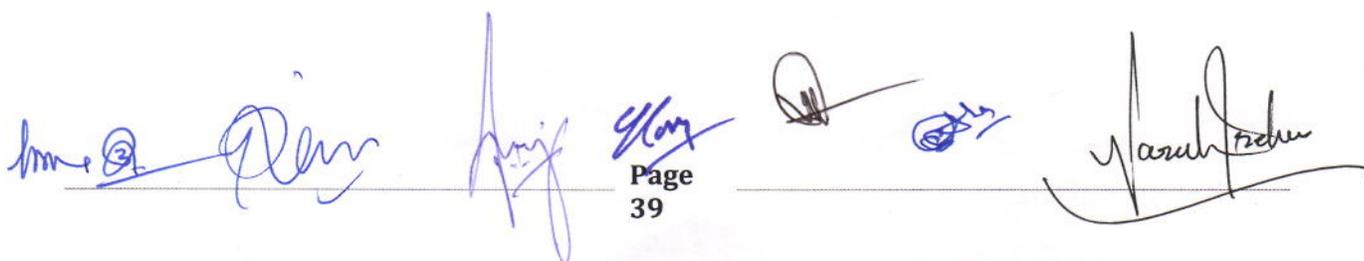
- Right to receive or refuse accommodation to a guest.
- Guests' right to privacy.
- Tenancy laws.
- Duty to protect guest.
- Employees and third party threats in restrooms and parking lots.

UNIT IV 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 V Food Legislation

- Central State and local food laws.
- Warranty.
- Truth in menu and labeling laws.
- Food adulteration.
- Powers and duties of a Food Inspector.



UNIT VI Liquor Legislation

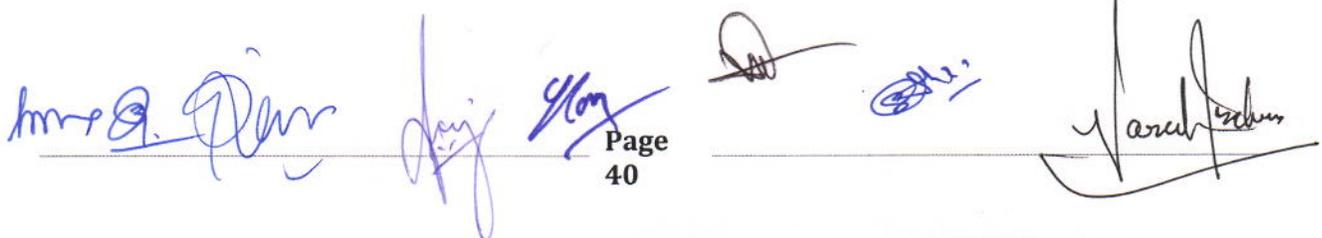
- Independent bar Operation.
- Dispense Bar.
- Satellite Bar.
- Compound license.
- Beer bars.

UNIT VII 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).

Suggested Reading

1. Hotel Law: By Amitabh Devendra
2. Hospitality and Hotel Law by Kaul C

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MSCHM 407 INTERNATIONAL HOTEL MANAGEMENT

UNIT – 1 Globalization, Tourism, and the Lodging Sector

- Introduction to World Tourism
- Tourism Sector
- Tourism and Lodging Industry
- Globalization after Millennium

UNIT – 2 Developing an International Hotel Project

- History of International Hotel chains
- Emergence of International Hotels
- International Hotel Chains
- Financing Hotel Projects

UNIT – 3 Globalization factors

- Shift in Global Political Alignments
- Dissolution of Borders
- New Democracies
- Technological Advancements in Tourism

UNIT -4 Tourism Industry Impacts

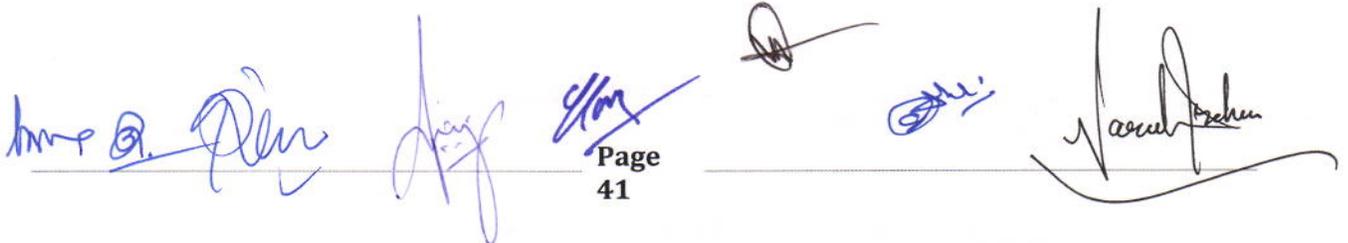
- Travel and Tourism Impacts
- Economic Impact
- Geographical Impact
- Safety and Security Impacts

UNIT – 5 International lodging Industry

- Independently owned/operated properties
- Independently owned properties but chain-operated or chain-affiliated
- Chain-owned/-operated properties
- Franchised properties
- Referral group properties
- Others

Suggested Reading

1. International Hotel Management by Chuck Y. Gee
2. The International Hotel Industry: Sustainable Management by Timothy L. G. Lockyer

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MSCHM – 408 Resorts and Convention Management

PART A – RESORT MANAGEMENT

Unit 1 – Resort Concept

- Resort theme
- Resort image
- Resort location
- Target market
- Competitive analysis

Unit 2 - Resort offerings

- Accommodation
- Food and beverage
- Entertainment
- Recreational activities

Unit 3 - Space design

- Layout
- Environment
- Local sustainability
- Government specification

Unit 4 – Operations management

- Front of the house
- Back of the house

Part B – Conventions

Unit I - Convention Sales

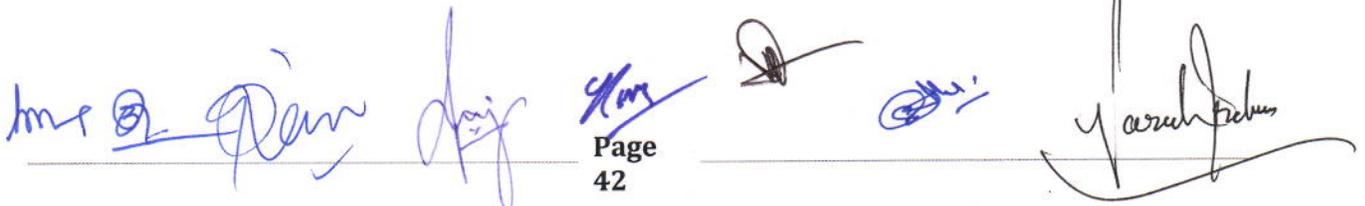
- Introduction to the Convention, Meetings and Trade Show Industry
- Marketing Plan
- Negotiations and Contracts.

Unit 2 - Convention Services

- The Service Function
- Guestrooms
- Setups
- Audiovisual Requirements
- Admission Systems
- Convention Billing
- Post-Convention Review

Suggested Reading

1. **The Business of Resort Management by Peter Murphy**
2. **Hotel Lodging Restaurant and Resort Management by R.K. Arora**
3. **Convention Management and Service by Milton T. Astroff and James R. Abbey**



MSCHMCT-409 - RESEARCH PROJECT AND PRESENTATION

Step 1: Student to forward a Synopsis of the Topic chosen (any industry) within one month

Step 2: LC to change/amend & approve the Synopsis

Step 3: LC to appoint/approve a guide from the LC staff or from any other Educational Institution or corporate professional.

Step 4: Student to submit the Project Work in the prescribed format (minimum of 3000 words) one month before the examinations.

Prescribe report format

- ✚ Title page
- ✚ Executive summary / synopsis
- ✚ Table of content(including relevant page numbers)
- ✚ Research
- ✚ Methodology
- ✚ Body of the report , set out under headings and series
- ✚ Conclusion
- ✚ Bibliography

DIVISION OF MARKS:

Total Marks 200

- e) Internal Assessment 80
- f) External Assessment 120

Internal Assessment 80

Report

- Research Project Synopsis : 15
- Research Methodology: 10
- Core content : 10
- Conclusion: 5

Practical

- Research Project Synopsis : 15
- Method of R&A adopted: 5
- Viva Voce: 10
- Presentation skills : 10

External Assessment 120

Report

- Research Project Synopsis : 20
- Research Methodology: 15
- Core content : 15
- Conclusion: 10

Practical

- Research Project Synopsis : 20
- Method of R&A adopted: 10
- Viva Voce: 15
- Presentation skills : 15

