

***DIPLOMA (HOTEL MANAGEMENT & CATERING TECHNOLOGY) – PART FIVE***

**Optional Early Certificate: - Certificate (HMCT)**

S.N	Code	Name of Module	CR
1	HM63-21	English-III	4
2	HM63-22	Hotel House Keeping	5
3	HM63-23	Environmental Management	4
4	HM63-24	Hotel & Catering Management	5
5	HM63-25	Hospitality Management	5

**Module Name: ENGLISH-III**

- The Seven C's of the Effective Communication:** Completeness, Conciseness, Consideration, Concreteness, Clarity, Courtesy, Correctness.
- Communication:** Its interpretation: Basics, Nonverbal Communication, Barriers to Communication.
- Business Communication at Work Place:** Letter Components and Layouts, Planning a letter, Process of Letter writing, Email Communication, Memo and Memo Reports, Employment Communication, Notice Agenda and Minutes of Meeting, Brochures.
- Report Writing:** Effective Writing, Types of Business Reports, Structure of Reports, Gathering Information, Organization of the Material, Writing Abstracts and Summaries, Writing Definitions, Visual Aids, User Instruction Manual.
- Required Skills:** Reading Skills, Note-making, Précis Writing, Audio Visual Aids, Oral Communication.
- Mechanics of Writing:** Transitions, Spelling Rules, Hyphenation, Transcribing Numbers, Abbreviating Technical and Non-Technical Terms, Proof Reading.

**Module Name: HOTEL HOUSE KEEPING**

- Introduction:** Introduction , Categorization ,Types& Organization Structure of a Hotel, Meaning, Definition & Importance of Housekeeping Department, Role of Housekeeping in hospitality industry.

2. **Lay out & Organizational Structure:** Layout of Housekeeping department, Organizational Structure of Housekeeping department ( Small, Medium & large), Interdepartmental relationship( emphasis on Front office & Maintenance), Relevant sub section.
3. **Staffing in Housekeeping Department:** Role of key personnel in Housekeeping department, Job description & Job specification of Housekeeping staff (Executive Housekeeper, Deputy house keeper ,Floor supervisor, Public area supervisor ,Night supervisor ,Room attendant, House man, Head gardener).
4. **Planning work of housekeeping department:** Identifying Housekeeping department, Briefing & Debriefing, Control desk, Role of Control Desk during emergency, Duty Rota & work schedule, Files with format used in Housekeeping department.
5. **Hotel Guest Room:** Types of room-definition, Standard layout, Difference between Smoking & Non Smoking room's, Barrier free room's, Furniture / Fixture / Fitting / Soft Furnishing /Accessories / Guest Supplies /Amenities in a guest room, Layout corridor& floor Pantry.
6. **Cleaning Science:** Characteristics of good cleaning agent, Application of cleaning agent, Types of cleaning agent, Cleaning products, Cleaning equipment, Classification and types of equipment with Diagram's.

**Module Name:** Environmental Management

#### **Unit 1: Study of Nature, Resources and Ecosystem**

1. **Environment Studies - Scope and Importance:** Objectives, Environment, Types of Environment, Need for Public Awareness, Environment Ethics, Environmental Education, Multidisciplinary Nature of Environmental Education, Scope of Environmental Education.
2. **Natural Resources:** Objectives, Introduction, Classification of Natural Resources, Principal Natural Resources and their Problems- Forest Resources, Water Resources, Mineral Resources, Food Resources, Energy Resources, Land Resources.
3. **Ecosystem :** Objectives, Types of Ecosystem, Ecosystem Components, Ecosystem- Structure and Function, Food Chain and food Web. Ecological Pyramids, Major Ecosystems, Ecological Succession (Changes in Biotic Community).

#### **Unit 2: Biodiversity and Pollution Control**

1. **Biodiversity and ITS Conservation :** Objectives, Levels of Biodiversity, Bio Geographical Classification of India, Value of Biodiversity, Man-Wildlife Conflicts, Conservation of Biodiversity, Hot Spots of Biodiversity, Biodiversity Conservation of India.
2. **Environment Pollution :** Objectives, pollutions, Types of Pollution, Atmospheric or Air pollution, Water pollution, Soil pollution, Radioactive pollution, Noise pollution, Solid Waste Management, Role of Individual in Prevention of Pollution, Environmental Disasters and Their Management.

- 3. Social Issues And The Environment:** Objectives, Sustainable Development, Water Conservation, Resettlement and rehabilitation of People Environmental Ethic and Resource Use, Global Environmental Changes, Greenhouse Effect, Relative Contribution and Effects of Greenhouse, Wasteland Development.

### **Unit 3: Study of Population Growth and Case Studies**

- 1. Human Population and The Environment :** Objectives, human Population Growth, Maximum Carrying Capacity, Environment and Human Health, Family welfare Programme, Human Rights, Women and Child Welfare, role of Information Technology in Environment and Human Health.
- 2. Field Work :** Introduction Visit to a Local Area to Document environmental Assets- River, Forest, Grasslands, Hill Mountains, A Visit to Local Pollution Sites-Urban Site Rural Site, Agricultural Site, Study of Common Plants, Insects and Birds, Study of Simple Ecosystem - Pond Ecosystem, River, Hill Slope.

### **Module Name: HOTEL & CATERING MANAGEMENT**

1. Introduction Space planning Space planning and cost control Operational services Life cycle costing.
2. Health and safety Current good practice User needs evaluation Outsourcing Managing people.
3. Building Management Space planning Space planning and cost control Operational Services.
4. Building Management Life cycle costing Health and safety Maintenance.
5. Catering Management Principles of risk & security management Risk profiles, External and Internal audits Time path analysis Risk & Security awareness, Organization of risk & security function Security products.

### **Module Name: Hospitality Management**

#### **1. The Physical Environment**

- Individual Behavior
- Social interaction
- Consumer responses to the physical environment
- Dimensions in the physical environment
- Services Cape usage
- Service space complexity
- Aesthetics
- Elements of the physical environment
- Employees
- Customers
- Maintenance and Refurbishment
- The maintenance and Refurbishment
- Conclusion

## **2. Service processes**

- Importance of Managing service process
- Understanding Processes
- Service quality
- Dimension of Service quality
- The 'Gaps' model of Service quality
- Service Blueprinting
- Service Process Strategies
- Reasons for Service Failure
- The Zero Defects strategy (or do it right first time)

## **3. Customer Contact Employees**

- The Importance of Customer -contact employees
- Service encounters
- Critical incidents
- Sources of Conflict
- The General manager as a role model
- Internal Marketing
- Training

## **4. Customer Satisfaction**

- Defining Customer satisfaction
- Customer satisfaction measurement surveying program
- Understanding differing customer attitudes
- Customer satisfaction guarantees
- Constraints on Customer Satisfaction
- Measuring Customer Satisfaction

## **5. Relationship Marketing**

- Types of Market
- The internal Market
- Supplier Market
- Influential Market
- Customer Market
- Economics of Customer retention
- Characteristics of relationship Marketing

## **6. Marketing Planning**

- Marketing Planning
- Types of Marketing Plan

## **7. Competitive Strategies**

- Developing a Competitive Strategy
- Development of the hospitality industry
- Characteristics of hospitality Firms
- Hospitality ownership and affiliation