

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E SEMESTER - VI

Subject Name: Food & Beverage Control - I

Subject Code: 163301

Sr. No.	Course Content	Weightage	Hrs.
1.	Introduction to food & beverage serviced Overview, Definition of service and nature of service Layout of service outlets, Inter-coordination Types of services, Briefing & debriefing Staff Organization and responsibilities, Moment of truth	20%	12
2.	Food and Beverage Control Introduction Objective and function of control Food and Beverage Cost Control Cost calculation and Evaluation Purchasing and Receiving Inventory control Various types of reports	20%	12
3.	Industrial and welfare catering Overview of Industrial and welfare catering Types and trends Opportunities and market	20%	12
4.	Kitchen Stewarding Introduction Objective and function Layout and hierarchy Hygiene and sanitation Procedure and benefits	20%	12
5.	Managing Information system Store Control Bar Control Determining Standards Monitoring guest satisfaction	20%	12
	TOTAL	100	60

Food & Beverage Control – I (Practical)

Sr. No.	Course Contents	Weightage	Total Hrs
1.	Layouts and types of Services	25%	15
2.	Inventory taking	25%	15
3.	Cost Calculation and evaluation	25%	15
4.	Kitchen Stewarding	25%	15
	TOTAL	100	60

Text Books:

1. Food & Beverage Service – Sudhir Andrews,
2. Food & Beverage Operation 6 Edition, Dennis Lillicr

Reference Books:

1. Food & Beverage Service – Lillicrap & Cousins
2. Bar & Beverage Book – Costas katsigris, Marry Porter,
3. Beverages Book – Andrew, Dunkin & Cousins

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VI

Subject Name: Room Division Management - I

Subject Code: 163302

Sr. No.	Course Content	Weightage	Hrs.
1.	Introduction to Hotel Management Accommodation Sector Historical Overview of the hotel Industry Hotel Classification system & types Products and characteristics Overview of Room Division Management Trends that foster growth & employment in hotel industry Hotel Organization, Front Office Department, Recruitment Duties of Front Office Manager & inter-department coordination	10%	06
2.	Ecotourism, Ecotels & Green Certification Concept, Definition, History of Ecotourism & Ecotels Five globes of Ecotels, Classification Procedure Green Palm Certification , Advantages of green certification Name and chain of Ecotels Design of Ecotourism facilities, Policy of Government in regards to ecotourism development, Global Trends, Ecotourism spots & Destination in India & World, Sustainable Development	20%	09
3.	Revenue Management & Yield Management Revenue versus yield management ARR Vs Rev PAR Index Yield Advantages ,Room Rate Matrix Applications of Yield Management Strategies and High Demand & Low Demand Tactics Booking horizon, Period Management, Capacity Management ADR versus Rev.PAR	20%	09
4.	Housekeeping Department Layout and equipment Hierarchy, duties and responsibilities Types of Room, Bedding Types Hygiene and sanitation General principles of cleaning Cleaning Agents and stain removal Guest supply items and amenities Energy conservation Methods & ecofriendly concept	10%	09

5.	Interior Decoration and designing Elements of design Floors, floor finishes & Wall Covering Wooden Flooring, Granolithic and Terrazzo Floors Carpet and advantages and care of carpets Lighting , upholstery and soft furnishings, Textiles- classification, qualities, fibers, weft, warp and selvage Types of fabrics & curtains,	20%	09
6.	Managing Operation of Housekeeping Desk Control operation Registers and forms maintained by HK Reports and reporting procedure Personal, environment hygiene, garbage-safe and correct disposal Pest control(Rodent and insect control technique, Rays and cockroaches) Lost and found procedure Inter departmental coordination	10%	09
7.	Linen Room and Laundry Services Types of Linens Layout of Linen and uniform room Features of good linen room Linen issuing system(new for old system, topping up system) Lay out of Laundry and various types of equipment (heavy & light), functions of laundry machines Laundry operation, guests' personal laundry Managing store	10%	09
TOTAL		100%	60

Room Division Management (Practical)

Sr. No.	Course Contents	Weightage	Hrs
1.	Managing Finance & Yield Management in Front Office	40%	24
2.	Bed Making, Duty Roster, Pest Control	40%	24
3.	Case studies & real guest situation	20%	12
TOTAL		100%	60

Text Books :-

1. Sudhir Andrews - Text Book of Front Office Operation & Management(8th Edition), Tata Mcgrowhills
2. Sudhir Andrews - Text Book of Housekeeping Operation & Management(8th Edition), Tata Mcgrowhills
3. Hotel Front Office Management - (2003) James A. Bardi, John Wiley & Sons, Inc. Hoboken, New Jersey

References Books:

1. Daniel Foster - Rooms at Inn: Front Office Operation and Administration
2. Grey K. Vallen & J.K. Vallen - Check-in & Check-out

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VI

Subject Name: Hospitality French

Subject Code: 163303

Sr. No	Course Content	Weightage	Hrs.
1.	UNIT-I About the language, Alphabets, Accents, Orthographic signs, Linking, Final Consonants, Syllable, Use of Capital letters, Pronunciation, Article, Gender depending on the meaning of the world	20%	12
2.	UNIT-II Common French words, Name of the days, months and seasons, cardinal, ordinal, colour, hour, Auxiliary verbs	20%	12
3.	UNIT-III Vegetables, Fish, Meat, Fruits, Poultry and games, Restaurant equipment	20%	12
4.	UNIT-IV Miscellaneous, Phrases, Feminine of nouns and objectives, nouns of two genders, formation of plural of nouns and adjectives	20%	12
5.	UNIT-V French words, Translations, common French Terms, sentence and paragraphs related to hotel industry.	20%	12
	TOTAL	100	60

Hospitality French (Practical)

Sr. No	Course Content	Weightage	Hrs.
1.	Pronunciation , Phonetics, Numbers, Name of the days, months and seasons	25%	15
2.	Common French words, cardinal, ordinal, colour, hour, Auxiliary verbs, verb forms	25%	15
3.	Paragraph Reading , Comprehension	25%	15
4.	Conversation in French in context of hotel and tourism	25%	15
	TOTAL	100%	60

Text Books:

1. French for Hotel Management & Tourism Industry , Bhattacharya S., Frank Bros. & Co (Publishers) Ltd., Noida & New Delhi.

Reference Books:

1. Hugo French in three months, Ronald Overy, Jacqueline L.Dorling Kindersley (amazon.co.uk).

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VI

Subject Name: Resort Designing, Development & Management

Subject Code: 163304

Sr. No.	Course Content	Weightage	Hrs.
1.	History and Concept Concept of Resort Development Stages involved in designing Growth patterns of Resort in India and world Measures to be adopted for natural and heritage surroundings Types of Resort	10%	06
2.	Recreational Activities & Facilities Beach sport, Water Sports, Aero Sports, Spas, Health Farms, Mineral Springs Therapeutic Purposes, Special Historic and Cultural centers, Man-made attraction - Appu Ghar, Essel world, Folk Museums, Art Centre ,Convention centre, snow skiing, Horse Riding, Golf, Night Shows, Zoo, Kids Zone and Rides,	10%	06
3.	Resort Planning and Designing Process Elements of Resort design Layout Safety, Security and Risk Management, Market Assessment, Role of Intermediary, planning variables & features Market Survey before planning, planning management	20%	12
4.	Managing Resources and Products designing Human Resource planning and development Financial Planning and development Upkeep and Cleanliness of station Efficiency of Resort Model Transport service Adding Aesthetics to Approach Roads Core Benefits ,Tangible Features, International Markets and global products Economies of Sale, Standardized building methods & Quality Assurance	20%	12
5.	Marketing and sales Marketing Mix Promotion Mix Service Mix Guest Mix Strategies	20%	12

6.	Global Issues and Challenge Ecological consideration Participation in Area Development Government Planning abroad Need for Govt. Aid & Control Public Participation	20%	12
	TOTAL	100	60

Text Books:

1. Chuck YIM gee, 2010, World of Resort from development to Management, third edition, published by AHLEI

Reference Books:

1. Douglas G. Lockhart and David Drakakis - Smith, 1997, Island Tourism, Trends Prospects, Pinter – A Cassell Imprint
2. Victor T.C. Middleton, 1998, Sustainable Tourism – Marketing Perspective , Butterworth Heinemann
3. Philip Kotler and Gary Armstrong, 1987, Marketing – An Introduction, Prentice Hall Inc. New Jersey

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VI

Subject Name: Hospitality and Tourism Law

Subject Code: 163305

Sr. No	Course Content	Weightage	Hrs.
1.	Introduction of hotel and tourism law Evolution of law Classification of law Definitions	10%	06
2.	Law of contract Definition and introduction Essentials of contract Time and place of performance Break of contract Contract of bailment Contract of Pledge	20%	12
3.	Hotel Law Introduction and classification of hotels and other establishment-norms. Licensing Acts. Food Adulteration act, Adulteration, Misbranding, Inspectors, Food Analysts Pollution Control Act, 1981(Air pollution, Water pollution, Prevention and control Act, 1986) Agencies to protect and prevent pollution Shops and establishment act Liquor legislation and orders	20%	12
4.	Tourism Law Introduction and classification of tourism and other constituents-norms. Approval and Licensing Acts and policy	10%	06
5.	Tourism Law &Policy of India National Tourism Policy Wild life protection Act Monuments preservation Act. Applicable Laws/regulatory bodies Tax Benefits/incentives	20%	12

6.	Employment Laws Industrial Disputes Act Payment of Wages Act Factories Act, 1948 Workmen's Compensation Act, 1948 Trade Union Act Contract Labour Act	20%	12
	TOTAL	100	60

Text Books:

1. Legal Aspect for Hospitality and Travel-Tourism Industry, Atul Bansal, Shyamraj Publication.

Reference Books:

1. Hotel Law by Amitabh Devendra, Oxford University Press India
2. Hospitality and Hotel Laws, Satish C. Kaul, Axis Publication

GUJARAT TECHNOLOGICAL UNIVERSITY
Hotel Management & Catering Technology
B.E. – SEMESTER VI

Subject Name: Event and Disaster Management

Subject Code: 163306

Event Management

Sr. No	Course Content	Weightage	Hrs.
1.	Introduction Why Event Management? Requirement of Event Manager, Analyzing the events, Scope of the Event, Decision makers, Technical Staff, Developing Record Keeping ,Systems, Establishing Policies & Procedures Types of Events, Roles & Responsibilities of Event Management in Different Events, Scope of the Work, Approach towards Events	10%	06
2.	MICE(Meeting, Incentive, Conference & Events) Who are the people on the Event Locating People, Clarifying Roles, Developing content Guidelines, Participant Tips, Reference Checks, Requirement Forms, Introduction, Fees & Honorariums, Expense Reimbursement, Travel Arrangements, Worksheets.	20%	12
3.	MICE(Meeting, Incentive, Conference & Events) Preparing a Planning Schedule, Organizing Tasks, Assigning Responsibility, and Communicating Using the Schedule Properly, The Budget, Overall Planning tips, Checklists, Expert Resources, Computer Software Required, Types of Media, Media relations, Media Management PR strategy and planning organization.	20%	12
	TOTAL	50	30

Disaster Management

Sr. No	Course Content	Weightage	Hrs.
4.	Introduction to Disasters & classification Concepts and definitions(Disaster, Hazard, Vulnerability, Resilience, Risks, classifications, causes and impact-social, economic, political, environmental, health, psychosocial, etc. differential impacts in terms of caste, class, gender age, location, global trends in disaster-urban disaster, pandemics, complex, emergencies climate change.	10%	06

5.	<p>Approaches to Disaster Risk reduction Disaster cycle-its analysis, phases, culture of safety, prevention, mitigation and preparedness, community based DRR, structural-nonstructural measures, roles and responsibilities of community, Panchayati Raj Institution/Urban Local Bodies (PRIs/ULBs), states, centre, and other stake holders. Disaster Risk Management in India, Act & Policy, Programmes</p>	20%	12
6.	<p>Inter-Relationship between Disaster and Development Factors affecting vulnerabilities, differential impacts, impact of development projects such as dams, embankments, changes in land use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources.</p>	20%	12
	TOTAL	50	30

Text Books:

1. Event Management: A Blooming Industry and an Eventful Career, by Devesh Kishore, Ganga Sagar Singh Haranand Publications Pvt. Ltd.
2. Event Management by Swarup K. Goyal Adhyayan Publisher 2009
3. Event Management & Public Relations by Savita Mohan Enkay Publishing House.

Reference Books:

1. Coppola P Damon, 2007, Introduction International Disaster Management
2. Gupta Anil K. Sreeja S Nair, 2011 Environmental knowledge for disaster risk management, NIDM, New Delhi
3. Kapur, Anu & others, 2005: Disasters in India Studies of Grim reality, Rawat Publishers, Jaipur

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VII

Subject Name: Bakery & Patisserie

Subject Code: 173301

Sr. No	Course Content	Weightage	Hrs.
1.	UNIT-I Principles of Baking Theory, History, Science & Sanitation Yeast Bread and Rolls	20%	12
2.	UNIT-II Baking and Cake Making Quick Breads Cakes Basic Decorative Items	20%	12
3.	UNIT-III Pastry Dough Fillings Frosting and Toppings Basic Decorative Items	20%	12
4.	UNIT-IV International Bread Making and Breakfast Pasteries Petits Flour & Mini French Pasteries French cake and Tarts Ice Cream & Sorbets Frozen Desserts, Baked Desserts, Plated Desserts	20%	12
5.	UNIT-V Introduction to Wedding & Specialty Cakes Chocolate & Sugar confectionery Chocolate & Sugar Decoration Chocolate and Sugar Sculpture James & Jellies	20%	12
	TOTAL	100	60

Bakery & Patisserie (Practical)

Sr.No.	Course Contents	Weightage	Hrs
1.	Dough, Bread Making, Puff	30%	18
2.	Cake, Muffins , Chocolate & Sugar confectionery	30%	18
3.	Frozen Desserts, Baked Desserts, Plated Desserts, Ice Cream & Sorbets	40%	24
	TOTAL	100	60

TextBooks:

- 1 The Art and Science of Culinary Preparation (A Culinarian's Manual), Jerald W. Chesser, CEC , CCE

ReferenceBooks:

1. Patisserie by Leonard J Hanneman (Amazon.com)
2. Patisserie : Mastering the fundamentals of French Pastry by Christophe Felder, Rizzoli International Publication

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VII

Subject Name: Food & Beverage Control - II

Subject Code: 173302

Unit No.	Course Content	Weightage	Hrs.
1.	Menu Engineering Introduction & Objectives (What is Menu engineering?) Vital elements (How to raise profits?) Types of Menu, Process of Menu Engineering (Cost your menu, categorize menu items according to profit and popularity level, design your menu, test your menu design) Promotion	15%	09
2	Fast Food Joints and Operation Introduction History of Fast Food joints & renowned company Globalization of Fast Food Layouts of various types of fast food outlet Designing & development	15%	09
3.	Human Resource Planning & Development in service Importance of human resource in service Essence of service Recruitment types & process Training & Development	15%	09
4.	Financial Planning & Management Budgeting and types Analysis and reports Setting Targets Yield Management	15%	09
5.	Banquets & Convention Centre Management Definitions Types and form of banquets and convention centers Target markets Layouts and organization chart Managing services	15%	09
6.	Airlines, Airport and Railway Catering Scope and trends, Major players Approval and licensing procedure Menu Planning and costing Contracts rules and regulation Catering system , Operation and control	25%	15
	TOTAL	100%	60

Food & Beverage Control - II(Practical)

Sr. No.	Course Contents	Weightage	Total Hrs.
1.	Menu Designing & Costing	20%	12
2.	Banquet lay out and service, Convention service	20%	12
3.	Railway, Airport & Airlines Service	40%	24
4.	Budgeting and Report	10%	06
5.	Case studies and situations Handling	10%	06
	TOTAL	100	60

Text Books:

1. Food & Beverage Service – Sudhir Andrews,
2. Food & Beverage Operation 6 Edition, Dennis Lillicrap

Reference Books:

1. Food & Beverage Service – Lillicrap & Cousins
2. Bar & Beverage Book – Costas katsigris, Marry Porter,
3. Beverages Book – Andrew, Dunkin & Cousins

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VII

Subject Name: Room Division Management-II

Subject Code: 173303

Sl. No.	CourseContent	Weightage	Hrs.
1.	Managing finance in front office Common bookkeeping practices performed in front office Forms and vouchers used to process guest charges and payments Accounts ledger and folio Posting of charges and settlement of bills Procedure for transferring guest and city ledgers to A/C receivable Importance of standard operating procedure Budgeting	10%	8
2.	Promotion Mix , Liaison & Sales Techniques Promotion as an element of Marketing Mix Elements of Promotion Mix Sale Promotion & Sales techniques Personal Selling Public Relation Liaison (Internal and External)	10%	8
3.	Security Importance of security department to effective FOM Organisation of security department In-house security versus contract security Hotel law Room key security system Fire safety Emergency communication procedure	5%	4
4.	Training for Hospitality Determining Hospitality qualities Screening for hospitality qualities Developing an orientation programme Developing a training programme Cross-training employees Developing a trainer Practicing empowerment	10%	8
5.	Horticulture and flower arrangement Hierarchy and layout of horticulture department Duties and responsibilities Principles of flower arrangements Styles of flower arrangements Flower & foliage, containers stem holder and other accessories General guidelines and colour schemes	10%	8

6.	Planning and budgeting in House Keeping Prepare duty rosters/work schedule Staffing in various situation Budgeting and its importance Preparation of various Performa/formats Planning trends in housekeeping Planning guest rooms	15%	12
7.	Room Services, First Aid and Fire Safety Types of Room Services Room Amenities and Guest Amenities Bed Making Procedure Mini Bar operation First Aids Procedures(for injury, poisoning, snake bite, burns, cardiac arrest, shock, bleeding, hemorrhage, Asphyxia), first aid box , Types of Fire and Fire Extinguishers , Fire Triangle	15%	12
	TOTAL	100%	60

Room Division Management – II (Practical)

Sr.No.	Course Contents	Weightage	Hrs
1.	Managing finance in Front Office	40%	24
2.	Flower Arrangement, Stain Removal, First Aid	40%	24
3.	Case studies & real guest situation	20%	12
	TOTAL	100%	60

Text Books :-

1. Sudhir Andrews- Text Book of Front Office Operation & Management(8th Edition), Tata Mcgrowhills
2. Sudhir Andrews- Text Book of Housekeeping Operation & Management(8th Edition), Tata Mcgrowhills
3. Hotel Front Office Management- (2003)James A. Bardi, John Wiley & Sons, Inc.Hoboken, New Jersey

Reference Books :-

1. Daniel Foster - Rooms at Inn: Front Office Operation and Administration
2. Grey K. Vallen& J.K. Vallen -Check-in & Check-out

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VII

Subject Name: Aviation and Cruise Line Operation

Subject Code: 173304

Aviation Industry Operation

Sr. No	Course Content	Weightage	Hrs.
1.	<p>Aviation -I : Introduction to Airline Industry</p> <p>Airline Industry Introduction, Structure of the Airline Industry, Major & National Carriers, Regional Carriers, Role of Regional Air Carrier, Airline Statistics.</p> <p>Airline Certification Introduction, Air Operators Requirements to use Indian air Space, Selection of required Aircraft for acquisition, Action to be taken after acquisition of the Aircraft, Issue of Air Operators Permit, Acquisition of Additional Aircraft, Renewal of the permit, continuing surveillance of the operator, Procedural Requirements</p> <p>Safety Regulation and Oversight of Flight Operation Introduction, Safety Regulation of Flight Operations, Flight crew requirements for flight safety, Alternate arrangements by operator, Inflight Monitoring by Operator, Flight operation to a new station, security clearance for foreign pilot and Engineers, Flight safety manual, Safety Audit.</p>	15%	10
2.	<p>Aviation -II : Introduction to Airline Marketing</p> <p>Airline Passenger Marketing Introduction, Development of the Marketing Concept, the marketing mix, the consumer-oriented marketing concept, Market Segmentation, Intensive growth strategies</p> <p>Airline Marketing Strategies Introduction, Marketing Strategies since Deregulation, Computerized Reservation systems Airline Pricing and Demand Introduction, The trend in domestic passenger airfare, Pricing and Demand, No-frills Airfare and survey warfare, types of passenger fares, The pricing process.</p>	15%	10

3.	<p>Aviation -III : Introduction to Flight Operations Elements of Flight Operations Introduction, Date collection by the DGCA, Air Carrier Accounting, Industry Agreements, Identification codes and airline designators, Publishing Schedules, Interline Agreements, Traffic & Financial Highlights</p> <p>Airline Labor Relations Introduction, The Railway Labor Act and the Airlines, The collective bargaining process, Historic overview of Airline Union Activity, Pre Deregulation, Labor-management relation, Labor relations since deregulation</p> <p>HRM in Aviation Introduction, Human Resources in the 21st Century</p>	20%	10
	TOTAL	50	30

Cruise Line Operation

Sr. No	Course Content	Weightage	Hrs.
4.	<p>Cruise Line - I : Introduction & Overview Objective, Introduction, Origin of Cruise Industry, Present Cruise Industry, Typology of cruises products, Name of International Cruise Liners and their routes</p>	15%	8
5.	<p>Cruise Line – II : Marketing & Pricing of cruise products Overview of cruise market, Physical lay-out of a cruise, Key marketing Techniques for cruise designers and developers, Pricing of cruise product and targeting the market segments, Cruise Along Ganges; A Model Case of Indian Cruise Product</p>	15%	11
6.	<p>Cruise Line - III : Cruise Operation and Management Process SOP for Cruise Liners, Attributes required in crew members, Organization chart , duties and responsibilities, Recruitment Process & Policy, Career in Cruise Liners, Travel Tips for Cruisers</p>	20%	11
	TOTAL	50	30

Text Books:

1. Airline Marketing & Management, Stephen Shaw, 7th Edition
2. Cruise Operation s Management, Philip Gibson, Taylor & Group, 2008

Reference Books:

1. Commercial Aviation Safety, Clarence C Rodrigues & Stephen K Cusick, 8th Edition.
2. Complete Guide to Cruising and Cruise Ships 2002, Douglas Ward, Berlitz, 2002

GUJARAT TECHNOLOGICAL UNIVERSITY

Hotel Management & Catering Technology

B.E. – SEMESTER VII

Subject Name: Retail Operation & Entrepreneurship Development

Subject Code: 173305

Sr.No	Course Content	Weightage	Hrs.
1.	<p>Unit I Retailing & Entrepreneurship (Definition & Importance) Indian vs Global Scenario Types of Retailing Entrepreneurship Types of retail formats, Store Retailing, Non Store Retailing Franchising in retailing ,Retail Marketing mix - Retail consumer buying behavior – types – factors influencing - buying behavior – Segmentation – positioning</p>	10%	06
2.	<p>Unit II Retail organization structure – Major functional areas – careers in retailing Retail Location – Factors affecting retail location decision – Site selection – Factors affecting site selection – Steps in selecting site – Location based retail strategies</p>	10%	06
3.	<p>Unit III Store design – Interiors & exteriors - Store layout – Types of layouts – Factors affecting store layout – Retailing image mix – Store Facade Retail Communication mix – Sales promotion – Advertising - Public relation – Personal Selling – Steps in planning retail communication</p>	10%	06
4.	<p>Unit IV Pricing – Pricing Strategies, Pricing Methods, Merchandise Management, Organizing Categories, Financial Objectives, Assessment Planning Process, Buying Systems, Buying Merchandise.</p>	10%	06
5.	<p>Unit V Retail Strategies – Differentiation strategies – Growth strategies – Expansion Strategies – Pricing strategies. Role of IT in retailing - Electronic data exchange – bar coding – RFID – Electronic payment systems.</p>	10%	06
6	<p>Unit IV Entrepreneurship Development-I Conceptual issues, Entrepreneurship vs Management, Role and function of entrepreneur in relation to enterprise and economy, Competencies, Motivation, Opportunity scouting, idea generation, role of creativity, innovation and business research, outsourcing, franchising, marketing, networking, Entrepreneurial traits.</p>	20%	12

7.	Unit-VII Entrepreneurship Development-II Concept of project and classification of project, identification, formulation, project design & report, project appraisal, profitability analysis, social cost benefits analysis Financial analysis, Ratio analysis, Investment process, Break even analysis, Budget and Planning process, applicability of factories act. Role of financial institution, Bank finance to entrepreneurs, role of constancy organization, govt. policies for young entrepreneurs and SMEs.	30%	18
	TOTAL	100	60

TextBooks:

1. Levy & Weitz – Retailing Management.
2. Berry Berman & Joel R. Evans – Retail Management
3. Vasant Desai: Dynamics of Entrepreneurial development and management.
4. Dollinger M.J., Entrepreneurship Strategies and Resources, 3rd edition, Pearson Education, New Delhi
5. Balakrishnan G. Financing of small scale industries
6. Panda, Sibacharan, Entrepreneurship Development, New Delhi, Anmol Publication

ReferenceBooks:

1. Lewison&Delozier – Retailing.
2. Holt, David H., Entrepreneurship: strategies and Resources, Illinois, Irwin
3. Verma, J.C. and Gurpal Singh, Small Business and Industry- A Handbook for Entrepreneurs, Sage, New Delhi.

GUJARAT TECHNOLOGICAL UNIVERSITY
Hotel Management and Catering Technology.
B.E. Sem. VII

Subject Code: 173306

Subject Name: Architecture and Interior Designing.

Unit	Course Content	Weightage	Hours.
1	Introduction. <ul style="list-style-type: none"> ➤ Brief introduction of the term “Architecture” ➤ Brief introduction of the term “Interior Design” ➤ Objective understanding of the difference between the Architectural Design and Interior Design. ➤ Principles of Design. 	10	3
2	The Process of Architectural Design and Different types of Building Drawings. <ul style="list-style-type: none"> ➤ Overview of the process of Architectural Design ➤ Sketch Design and Layout. ➤ Understanding Presentation Drawings. ➤ Understanding Components of a Drawing set i.e. Plan, Section, Elevation etc. ➤ Understanding the process of coordination with various Technical Experts e.g. Structural Engineer, Plumbing, Air Conditioning, Mechanical Engineer etc. ➤ Understanding Working Drawings. 	10	6
3	Overview of the Building Materials. <ul style="list-style-type: none"> ➤ Elementary Building Materials: Stone, Brick, Wood, Metals, R.C.C. etc. ➤ Binding Materials: Cement, Lime etc. ➤ Covering Materials: Tiles, Glass, Timber Boards, Paints etc. 	10	6
4	Hotel as a Public Building. <ul style="list-style-type: none"> ➤ Concept of Public Building ➤ Principles of Public Building Design. ➤ Concept of Luxury in space design. ➤ Motif and Motif based designs and its relevance with hotel design (Interior Design). ➤ Concept of Atrium. 	10	6
5	Designing Services and Amenities for Hotel. <ul style="list-style-type: none"> ➤ Kitchen for Hotel / Restaurants ➤ Parking ➤ Vertical Circulation for Guests and service personal. ➤ Disaster Management through Architectural Design ➤ House Keeping and Laundry ➤ Waste disposal 	10	6

6	Designing Spaces <ul style="list-style-type: none"> ➤ Types of Rooms ➤ Different Layouts for Rooms. ➤ Multipurpose spaces. ➤ Iconic spaces. 	10	6
7	Types of Hotel Building. <ul style="list-style-type: none"> ➤ Discussion on buildings which were designed for being a Hotel. ➤ Discussion on Heritage buildings converted in to Hotel. ➤ Resorts. 	10	3

References

1. "Hotel Design, Planning, and Development"
by Richard H. Penner , Lawrence Adams, Stephani K A Robson.
2. "New Hotel Design"
By Otto Riewoldt