

AC _____
Item No. _____

UNIVERSITY OF MUMBAI



Syllabus for Approval

Sr. No.	Heading	Particulars
1	Title of the Course	B. Sc. (Home Science) Branch IV: Community Resource Management- Semester V and VI
2	Eligibility for Admission	<ul style="list-style-type: none">• S.Y.B.Sc. Home Science (general or any specialization)• Admission will be based on merit.
3	Passing Marks	40% (Theory) and (Practical)
4	Ordinances / Regulations (if any)	O. 6086 with effect from 2014-15 and thereafter
5	No. of Years / Semesters	1 year/ 2 Semesters
6	Level	P.G. / U.G. / Diploma / Certificate (Strike out which is not applicable)
7	Pattern	Yearly / Semester (Strike out which is not applicable)
8	Status	New / Revised (Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year <u>2017-18</u>

Date: 10.04.2017

Signature :

Name of BOS Chairperson / Dean : Dr Geeta Ibrahim

UNIVERSITY OF MUMBAI



Essentials Elements of the Syllabus

1	Title of the Course	B. Sc. (Home Science) Branch IV: Community Resource Management Semester V and VI
2	Course Code	USHSIV
3	Preamble / Scope	<p>The B.Sc. in Home Science specializing in Community Resource Management is designed to impart advanced knowledge and skills that is life oriented, career and community oriented. It has special relevance to all industries viz small scale as well as manufacturing, processing etc. ,because it deals with Man – Machine Interaction, Hotel application, Interior Design and Décor, Tourism, Occupational Health, and Management of specific resources etc with the help of weekly field work, rural camp and hotel/industry internship programme.</p>
	Objective of Course / Course Outcome	<ol style="list-style-type: none">1. To impart knowledge and facilitate the development of skills and techniques in the area of Management, Ergonomics, Tourism, Hospitality, Interior Design and Decor required for personal, professional and community advancement.2. To inculcate in students, values and attitudes that enhance personal and family growth and to sensitize them to various social issues for the development of a humane society.3. To promote in students a scientific temper and competencies in research to enable contributions to the national and international knowledge base in Home Science and allied fields.4. To empower our women students such that they are able to effect positive changes at multiple levels.
	Eligibility	

- S.Y.B.Sc. Home Science (general or any specialization)
- Admission will be based on merit as per norms of the University of Mumbai

Fee Structure

T.Y.B.Sc. (HOME SCIENCE)

BRANCH IV : COMMUNITY RESOURCE MANAGEMENT

PROPOSED FEE STRUCTURE 2017-2018

No.	Particulars of the Fees		Amounts
1	Tuition		800.00
2	Laboratory		800.00
3	Library		200.00
4	Gymkhana		400.00
5	Other/Ext.Curr.Act.Fees		250.00
6	Group Insurance		50.00
7	Magazine Fees		100.00
8	Identity Card/Library Card		50.00
9	Students welfare Fund		50.00
10	Utility Fees		250.00
11	Development Fund		500.00
12	Exam fees		2120.00
13	Vice Chancellor's Fund		20.00
14	E. Charges		20.00
15	Ashwamedha/Indradhanushya		30.00
16	Disaster relief fees		10.00
17	E. Services		50.00
18	Convocation Fees		250.00
19	National Services Scheme		10.00
20	Field trips/Activities		1000.00
		Total	6960.00

*** FEES ARE DUE TO BE REVISED**

7	No. of Lectures	18 periods per week
8	No. of Practical	8 periods per week
9	Duration of the Course	1 year
10	Notional hours	10 periods per week
11	No. of Students per Batch: 30 – 40 (Theory) & 15 -20(Practical)	
12	Selection- Merit at the qualifying examination	
13	Assessment- included in the syllabus copy as Scheme of Examination	
14	Syllabus Details – included in the syllabus copy	
15	Title of the Unit- included in the syllabus copy	
16	Title of the Sub-Unit – included in the syllabus copy	
17	Semester wise Theory – included in the syllabus grid	
18	Semester wise List of Practical – included in the syllabus grid	
19	Question Paper Pattern – included in the syllabus copy as Scheme of Examination	
20	Pattern of Practical Exam- included in the syllabus copy as Scheme of Examination	
21	Scheme of Evaluation of Project / Internship- – included in the syllabus copy	
22	List of Suggested Reading- included in the syllabus copy	
23	List of Websites – included in the syllabus copy wherever applicable	
24	List of You-Tube Videos –Not Applicable	
25	List of MOOCs –Not Applicable	

T.Y. B. Sc. (HOME SCIENCE)
BRANCH IV: COMMUNITY RESOURCE MANAGEMENT
SEMESTER V
Revised w.e.f. June 2017

Course code	Title	Internal Assessment marks	Semester end exam	Total marks	Period/ week/ Division /Batch	Credit
USHSIV501	Residential Interior Design	25	75	100	3	2
USHSIV502	Hotel Front Office	25	75	100	3	2
USHSIV503	Human Resource Management	25	75	100	3	2
USHSIV504	Consumer Behaviour and Marketing Management	25	75	100	3	2
USHSIV505	Human Performance at Environment Extremes	25	75	100	3	2
USHSIV506	Extension Education and Development	25	75	100	3	2
USHSIVP501A USHSIVP501B	ELECTIVE-I: A) Residential Interiors OR B) Hotel Front Office Operations	-	50	50	2	2
USHSIVP502A USHSIVP502B	ELECTIVE-II A) Rendering and Presentation Techniques OR B) Training and Development for the Hospitality Industry	-	50	50	2	2
USHSIVP503	Ergonomics Investigation and Analysis -I	-	50	50	2	2
USHSIVP504	Community Extension	-	50	50	2	2
	TOTAL			800	26	20

Course Code	Title	Periods/Week/Division	Marks	Credits
USHSIV501	Residential Interior Design	3	100	2

Objectives

1. To gain knowledge of the basic concepts of building construction
2. To familiarize students with various building materials used
3. To understand the basics of primary services

Course Content		Periods
Unit I	<p>Introduction to Building Construction and Interior Design Definition of a building, Types, Basic components, Requirements of parts of buildings Structural Design Types of Structures: Load Bearing and RCC</p> <p>Introduction to Building Materials Building Stones, Clay Products, Cement, Concrete, Mortar, Timber, Plywood, Plastics, Glass, Paints, Ferrous and Non - ferrous Metals, Gypsum, Adhesives or Glues</p>	15
Unit II	<p>Financial Consideration in Housing Factors affecting cost/purchase of plot. Ownership, renting, construction, ready accommodation</p> <p>Basic Principles of Residential Space Planning Orientation: Sun, Wind and Rain, Aspect, Prospect, Privacy, Grouping, Roominess Flexibility, Circulation, Light and Ventilation ,Furniture Arrangements, Sanitation, Other practical considerations</p> <p>Primary Services Electricity: Introduction (Single,Three phase, earthing, neutral, volt,apms.), loading requirements, Principles of distribution and limitations (leakage, fluctuation, safety, excess load, interference),Wiring standards and specifications (sheating, shielding, cross section, colour coding), circuit wiring, installation system (open and concealed)</p>	15
Unit III	<p>Water supply: Sources of water, types of pipes, types of water tanks, types of water distribution system, fittings</p> <p>Drainage: Traps, Sanitary fixtures (wash basins, sinks, pans, urinals bidet, cistern, bath tub, shower cubicle, etc, principles of plumbing</p> <p>Lighting Terminologies, Recommended values for visual tasks, Lighting Requirements, Controlling Light, Principles of lighting, Lighting Fixtures, calculating requirements according to the required levels of illumination</p> <p>Secondary Services: Heat and Sound, Mechanical Ventilation, AC, Safety and Security systems</p>	15
TOTAL		45

References

Kasu A.A., (2008), An Introduction to Art, Craft, Science, Technique and Profession of Interior Design (Third Ed.), Ashish Book Center, Mumbai.

Davidson J., (1997), *The Complete Home Lighting Book: Contemporary Interior and Exterior Lighting for the Home*, Cassell, London

Mekay J.K., (2014), *Fourth Edition, Building Construction*, Longman Group Ltd.

Panero J., Zelnik M., (1979), *Human Dimensions and Interior Space*, Watson-Guption Publication, New York.

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Rao. P. M. (2008). *Interior Design – Principles and Practice*.Standard Publishers and Distributors, Delhi.

Course Code	Title	Periods/ Week/Division	Marks	Credits
USHSIV502	Hotel Front Office	3	100	2

Objectives:

1. Establish the importance of Front Office within the hospitality industry.
2. Prepares the student to acquire professional skills and knowledge necessary to identify the required standards of the industry.
3. Develop effective communication skills and the art of dealing with people.

Course Content		Periods
Unit I	<p>Overview of the Hotel Industry</p> <p>1.1 Scope of the Hospitality Industry</p> <p>1.2 Introduction to Hotel Front Office</p> <ol style="list-style-type: none"> a. Organization Structure of Front Office department of a Large, Medium and Small hotel. b. Front office Personnel c. Competencies of Front Office Personnel d. Basic activities of Front Office e. Guest Cycle <p>1.3 Promoting the venue and its services</p> <ol style="list-style-type: none"> a. Product knowledge and Service knowledge b. Target Market Identification c. Promotional tools d. Room selling techniques <p>1.4 Reservation Operations</p> <ol style="list-style-type: none"> a. Reservations and sales b. Sources of reservation c. Types of reservation - CRS, Intersell Agencies, GDS, Internet and Property Direct. d. The reservation process e. Group Reservations f. Reservation reports 	15

Unit II	<p>Front Desk Operations</p> <p>1.5 Information</p> <ul style="list-style-type: none"> a. Role of Information b. Handling of mails, registered posts, parcels etc. c. Handling of messages d. Handling of guest room keys e. Types of keys and key control f. Paging g. Providing information to the guest h. Aids used in Information section <p>1.6 Reception</p> <ul style="list-style-type: none"> a. Roles and Responsibilities of reception b. Preparing for guest arrival c. Refusing accommodation to a guest d. Room change procedure e. Preparation of expected Arrival & Departure Reports f. Preparation of Guest History Card g. Arrival procedure – Group & in General h. Departure procedure – Group & in General i. Releasing of bookings j. Other reception duties and services k. Preparing records and reports <p>1.7 Registration</p> <ul style="list-style-type: none"> a. Objectives b. Legal obligations c. Pre-registration d. Types of registration methods/records e. Registration procedure – FIT , FFIT, Walk-in, Scanty Baggage, Regular, Corporate, VIP, f. Crew and Group guests g. When guests cannot be accommodated – Walk-in Guests, guests with non-guaranteed reservations and guests with guaranteed reservations. h. Reports, Records and forms used <p>1.8 Guest Relations Executive</p> <ul style="list-style-type: none"> a. Role and responsibilities of the GRE b. Welcome Procedure <p>1.9 Lobby desk</p> <ul style="list-style-type: none"> a. Lobby desk – Importance , Procedures b. Identifying complaints c. Complaint Handling d. Role of the Lobby Desk e. Job Description of the Lobby Manager <p>1.10 Concierge services</p> <ul style="list-style-type: none"> a. Role and responsibilities of the Concierge b. Handling mail and message 	<p>3</p> <p>4</p> <p>3</p> <p>2</p> <p>2</p> <p>1</p>
Unit III	<p>Front Office Accounting</p> <p>1.11 Front Office Cash</p>	6

	<ul style="list-style-type: none"> a. Role of FO Cash section at various stages of the guest cycle b. Departure procedure - FIT , FFIT, Walk-in, Scanty Baggage, VIP, Crew and Group guests c. Processing and Maintaining Financial Transactions d. Accounting cycle e. Accounting Fundamentals – Accounts, folios, vouchers, POS, ledgers f. FO accounting cycle g. Types of accounts: Guest and non-guest accounts h. Accounting system – non automated, semi-automated and fully automated i. Importance of security system j. Processing financial transactions k. Credit Card Handling procedure l. Foreign Currency exchange procedure m. Equipment, Reports and forms used <p>1.12 Check-Out and Settlement</p> <ul style="list-style-type: none"> a. Tracking transaction – cash payment, charge purchase, account correction, account allowance, account transfer, cash advance b. Internal control – Cash Bank c. Check-out and account settlement d. Control of cash and credit e. Methods of settlement f. Checkout options - Express checkout, Self check out, In-room check out g. Late check-out h. Unpaid account balances i. Account collection –account aging j. Updating FO records k. Late Charges <p>1.13 Conducting Night Audit</p> <ul style="list-style-type: none"> a. Definition and importance of Night Audit b. Role& responsibilities of the night auditor c. Establishing an End of day d. Guest Credit monitoring e. Preparation of Transcript f. Front Office Audit process g. Preparation of Night Reports 	<p>6</p> <p>3</p>
	TOTAL	45

References:

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- Alan. T. S. &Wortman. J. F. (2006). Hotel and Lodging Management – An Introduction.John Wiley & Sons. New Jersey.
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Course Code	Title	Periods/ Week/Division	Marks	Credits
USHSIV503	Human Resource Management	3	100	2

Objectives:

- To Overview the basic concepts of Human Resource Management and to become a strategic business professional with specialized expertise in effectively leading and managing talent in today's global organizations. and its dimensions
- Awareness of the relevance of Human Resource Management in an Organization
- Exposure to case studies in Human Resource Management Practice.

Course content		Periods
Unit I	<p>1.1 Introduction to Human Resource Management Concept, Features, Objectives, Terminologies used, Importance and Limitations , Principles of HRM ,Activities of HRM , Role of HR Manager , Difference between Personal Management & HRM.</p> <p>1.2 Human Resource Planning Meaning, Objectives, Advantages, & Limitations, Steps in the planning Process, Job analysis : Concept , Job description and Job Specification. , Job Design: Concept, Factors affecting Job Design, Techniques of Job Design , Job Evaluation: Concept, Purpose, Importance & Methods of Job Evaluation</p>	5 10
Unit II	<p>2.1 Staffing Recruitment & Selection: Meaning, Sources of Recruitment, Steps in Selection Procedure. Induction/ Orientation: Purpose, contents of the Orientation programme, Advantages of Induction.</p> <p>2.2 Performance Appraisal Meaning, Purpose, Need, Merits and De- Merits , Methods , Limitations of performance Appraisal Techniques, Suggestions for raising the effectiveness of Appraisal Programmes. , Post Appraisal Interview.</p> <p>2.3 Training & Development Meaning, Need, Objectives , Types, Advantages of training, Method of training, Principles of training. , Steps in the training process. , Evaluation , Importance of Development., Method of Development</p>	5 5 5
Unit III	<p>3.1 Compensation and Promotion Policies Wage & Incentive Payment , Fringe benefits Reasons for promotion , Benefits of promotion , Principles of a sound promotion policy , Basis of promotion</p> <p>3.2 Career Planning</p>	4

	Meaning & steps in the career planning process. Job rotation & transfer: Meaning, Benefits & Drawbacks of job rotation, purpose of job transfer, Principles of a sound transfer policy, Types & procedures of transfers. Role of an Organization in an employee's career development	7
	3.3 Grievance Management Sources of conflict. Conflict management styles and strategies.	4
	TOTAL	45

References:

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Dr. R.Venkatapathy&AssissiMenacheri, 2001.Industrial Relations &Labour Welfare, Adithya Publications, CBE,
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VSP Rao, Human Resource Management: Text and cases, First edition, Excel Books, New Delhi – 2000
Vinay V. Prabhu. Human Resource Management (Texts and cases) 2ndyrBSc(Hospitality studies).VipulPrakashan
Zorlu Senyucel 2015 Managing the Human Resource in the 21st century

Course Code	Title	Periods/ Week/Division	Marks	Credits
USHSIV504	Consumer Behavior and Marketing Management	3	100	2

Objectives

1. To understand Consumer Behaviour, needs and decision making
2. To learn the basic concepts of marketing
3. To understand the importance of customer-orientation

Course Content		Periods
Unit I	Consumer Behaviour Consumer: Individual and Group, factors affecting consumer behaviour, Buying Process, Customer Satisfaction, Consumer Research Consumer Decision making, Importance, Process Basic of Marketing Meaning, Definitions, Characteristics , functions, Concepts , Marketing Environment	15
Unit II	Marketing Mix: Meaning, Components, Importance Marketing Strategies: Development of Strategies , designing strategies for Leaders, Challenges, Followers and Nichers Channels of Distribution: Types, Factors to be considered while choosing the right channel Market Segmentation, Targeting and Positioning Definition, Need, Factors influencing Market Segmentation, Basis of Market Segmentation, Features of good Market Segmentation, Market Segmentation Strategies	15
Unit III	New Product Development Stages in the process, Promotion Mix, Product Life Cycle and Marketing Strategies Product Failure Concept of Costs Types of Cost, Break-Even Analysis, Governmental Control Pricing Definition and Importance, Types of Pricing, Factors affecting Pricing	15
	TOTAL	45

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- Cundiff W. Edward & Richard R., Gowom A.P.N., (1980) Fundamentals of Modern Marketing (Third Ed.), Prentice Hall of India Pvt. Ltd., New Delhi.
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Swarajyalakshmi.(1998). Development of Women Entrepreneurship in India.Problems and
Prospects.Discovering Publishing House. New Delhi.
Winer S. R., (2007), Marketing Management, Pearson Education

Course Code	Title	Lectures/week	Marks	Credits
USHSIV505	Human Performance at Environmental Extremes	3	100	2

Objectives:

1. To Increase awareness of the role of ergonomics in work effectiveness and efficiency.
2. To understand the environmental factors contributing to productivity, safety, control and well-being of individual performing the work.
3. To Study features to optimize human well-being and overall system performance.
4. To Provide the basic framework to handle ergonomic related problems and design user –centered products.

Unit I	<p>Human Factors</p> <p>1.1 Physiological Aspects of Work</p> <ol style="list-style-type: none"> a. Work capacity, Stress and fatigue b. Muscles – types, structure, function and capacity c. The cardiovascular system d. The respiratory system e. Physical work capacity <ul style="list-style-type: none"> - Factors affecting work capacity - Reciprocal action of flexor and extensors <p>1.2 Sources of energy</p> <ol style="list-style-type: none"> a. Fats, proteins, carbohydrate metabolism b. SDA - Specific Dynamic Action of food <p>1.3 Measurement of the physiological cost of work</p> <ol style="list-style-type: none"> a. Factors affecting muscular activity b. Energy expenditure for different activities and energy balance c. Aerobic and anaerobic work - (maximum aerobic power and factors affecting VO₂– max, oxygen debt) d. Muscular strength-endurance and energy consumption e. Heart rate (Pulse rate) as measure of body stress, for classification based on physical parameters, time motion studies - principles of motion economy. 	<p>6</p> <p>3</p> <p>6</p>
Unit II	<p>Environment Ergonomics</p> <p>2.1 Thermal Environment</p> <ol style="list-style-type: none"> a. Physiological Responses to Hot Environments b. Physiological Responses to Cold Environments c. Heat Disorders d. Effects of temperature extremes e. Thermal comfort <p>2.2 Light and Lighting levels</p> <ol style="list-style-type: none"> a. Eye and Vision b. Measurement of light c. Lighting design considerations – lighting for work d. Visual fatigue and eyestrain e. Glare f. Psychological aspects of indoor lighting <p>2.3 Sound, Noise and Vibration</p> <ol style="list-style-type: none"> a. Ear and Hearing b. Sound Propagation c. Properties of sound d. Risk assessment – Noise surveys 	<p>5</p> <p>5</p> <p>5</p>

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McArdle, D. W. Katch, F. I. and Katch, V. L. (1981 & 1991): *Exercise Physiology*, 4th edition, Henry Kempton Publishers, Baltimore

Murell, K. F. H. (1965): *Ergonomics*, Champman Hall, London

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Parsons, K. C. (2001): *Human Thermal Environments*, Taylor and Francis, London

Pheasant Stephan (2001): *Body Space, Anthropometry, ergonomics and the Design Work*, Taylor and Francis, London

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Wilson, J. R. and Covlett, N. (2001): *Evaluation of Human Work. A Practical Ergonomics Methodology*, Taylor and Francis, London

Course Code	Title	Periods/ Week/Division	Marks	Credits
USHSIV506	Extension Education And Development	3	100	2

Objectives:

1. Orient students to the need for Extension Education
2. Facilitate the development of knowledge & skills in the preparation & use of various aids used in Extension Education.
3. Enable students to understand how to plan for & implement a Community Development Programme.

Course content		Periods
Unit I	<p>1.1 Communication Approaches & Extension Work Communication & Extension Approaches & Methods .Motivating the Audience . Selection of Teaching Tools</p> <p>1.2 Extension Methods Direct Contact , Demonstration , Puppetry , Drama, Role Plays & Street Plays Talks: Meetings & Conferences , Group Discussions and Focus Group Discussions, Tours, Campaigns , Rural Camps, Exhibitions</p> <p>1.3 Extension Education Role of an Extension Worker , Qualities of an Extension Worker, The Extension Worker as a Communicator</p>	15
Unit II	<p>2.1 Non Projected Visual Aids Posters , Diagrams: Charts & Graphs ,Flip Charts ,Flash Cards , Felt Boards & Flannel Graphs , Chalk Boards , Bulletin Boards</p> <p>2.2 Projected Aids Projectors ,Use of Computers, VCD, DVD & other Electronic Media , Audio Aids, Communication through the Written Word: Writing for Newspapers, Feature Stories, Leaflets, Pamphlets, Bulletins and Circulars, Writing for a Radio Talk and Television Programme</p>	15
Unit III	<p>3.3 Programme Planning & Organization Components , Principles , Abilities needed by Planners , Developing a Plan of Work: Definition & Analysis of the concept, Elements of the Plan of Work</p> <p>3.4 Community Development Programme Meaning , Essential Elements , Objectives, Principles of Community Development, Types of Community Development Programmes , Community Development Processes, Development & use of Organization Channels , Role of the Community Development Worker.</p>	15
Total		45

References:

Chadha, P.C. & Moquemuddin, M. (1979) Audio – Visual Education (Art & Teaching Aids). Prakash Brothers. Ludhiana

Dahama, O.P. & Bhatnagar, O.P. (1980). Education & Communication for Development. 2nd ed. Oxford & IBH Publishing Co. Pvt. Ltd. New Delhi.

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Waghmare S. & Waghmare V. (1989) Teaching Extension Education, 2nd ed. Metropolitan. New Delhi.

Course Code	Title	Periods/ Week/Batch	Marks	Credits
USHSIVP501A	ELECTIVE PRACTICAL Residential Interiors	2	50	2

Objectives

1. To enable students to use basic tools of drafting
2. To learn drafting of scale drawings
3. To help students plan layouts for basic requirements of a client

Course Content		Periods
Unit I	Introduction Materials used, Lettering, Scales, Symbols used in building drawings, Study of building Blue Prints, Key, Legend, Title Block, Scale, Figures and Projections Orthographic Projections, One-point Perspective of simple geometrical forms Working Details Doors, Jamb, Windows, Ventilators	15
Unit II	Interior Presentation Plan, Elevations, sections, Evolving a simple housing plan for a small area, Sectional elevations	15
TOTAL		30

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- Rao R. and Subrahmanyam Y. (2007). Planning and Designing of Residential Buildings. Standard Publishers and Distributors. Delhi.
- Magazines: Inside Outside, Society Interiors, Design and Interiors, Architecture and Design

Course Code	Title	Periods / Week/ Batch	Marks	Credits
USHSIVP501B	ELECTIVE PRACTICAL Hotel Front Office Operations	2	50	2

Objectives: This course aims to:

1. Establish the importance of Front Office within the hospitality industry.
2. Prepares the student to acquire professional skills and knowledge necessary to identify the required standards of the industry.
3. Develop effective communication skills and the art of dealing with people.

Course content			Periods
Unit I	1.1 Overview of the Hospitality Industry	a. Great Personalities of the Hotel industry b. Grooming and Hospitality etiquette c. Competencies of Personnel d. Countries, Capitals, Currencies and Official Airlines of the world e. Glossary Terms	4
		f. Visit to Hotel/Hospital Kitchen, Inflight Kitchen/Railway canteen/pantry, Industrial Canteen.	2
	1.2 Front Office Organization	a. Layout of a front office (plan) b. Planning Equipment and furniture for the front office c. Organizational structure of the front office	3
	1.3 Selling Skills	a. Product Knowledge b. Techniques of selling c. Relevance of brochure/pamphlets d. Other promotional materials	2
	1.4 Guest Cycle	a. Interaction between guests and Front Office Personnel	4
	1.5 Reservation	a. Taking down a reservation for FIT, FFIT, Corporate guest and group b. Special requests c. How to convert inquiries to valid reservations d. Amendment of reservation e. Cancellation of reservation Potential reservation problems	
Unit II	1.6 Dealing with Problems and Emergency Situations	a. Fire b. Death c. Natural Disasters – Floods, Earthquake, Epidemics d. Accident	4

	<ul style="list-style-type: none"> e. Lost & Found f. Damage to Hotel Property g. Vandalism h. Drunk Guest i. Scanty Baggage j. Theft k. Sick Guests l. Bomb and Terrorism Threats 	
	1.7 Check-Out <ul style="list-style-type: none"> a. Procedure b. Preparation of a Guest Folio 	2
	1.8 Guest Accounting <ul style="list-style-type: none"> a. Accounting fundamentals (types of accounts, ledger, folios, vouchers) b. Accounting Cycle 	2
	1.9 Statistics and Reports <ul style="list-style-type: none"> a. Calculation of Revenue, Room Position and Occupancy Percentages. b. Processing financial transactions 	5
	1.10 Current Trends in The Hospitality Industry <ul style="list-style-type: none"> a. Presentations based on news article from current journals, hospitality magazines and newspapers. 	2
Total		30

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- Andrews, S (1982) Hotel Front Office Training Manual, Tata McGraw Hill.
- Baker Sue, Bradley P. Huyton, J.: Principles of Hotel Front Office Operation Cassell, Basis, J. R., Medlik, S. (1985). A manual of Hotel /reception,3rd edition Hunmann, Bateford.
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- Kasavanna, M. L. and Brooks, R. M. (-----).Managing Front Office Operations.Wellington House.

Course Code	Title	Periods/ Week/Batch	Marks	Credits
USHSIVP502A	ELECTIVE PRACTICAL Rendering and Presentation Techniques	2	50	2

Objectives

1. To understand the importance of Design Presentation
2. To gain experience in presentation techniques.
3. To learn various techniques of presentation techniques

Course Content		Periods
Unit I	What is Design Presentation? Need for Design Presentation Tools for Rendering: types of pens, papers, pencils, colours Techniques of Rendering: Using Pencil: HB, B, 2B, 4B, 6B, Charcoal Pen and Ink Colour pencil and material Rendering Photo Colour Rendering	15
Unit II	Siography, lights, reflections, Shading and shadows Sketching Isometric views Perspective Views	15
TOTAL		30

References

- Gill R. (1974), Basic Perspective, Thames and Hudson Ltd., London
- Pile J., (1989), Perspective for Interior Designers, Watson Guptill Publications, New York.
- Sid. DelMar Leach, ASID, Techniques of Interior Design Rendering and pResentation, Architectural Record Books, New York
- Magazines: Inside Outside, Society Interiors, Design and Interiors, Architecture and Design

Course Code	Title	Periods/ Week/Batch	Marks	Credits
USHSIVP502B	ELECTIVE PRACTICAL Training and Development for the Hospitality Industry	2	50	2

Objectives:

1. Enhance holistic development and improve the student's employability skills.
2. Develop inter-personal skills and help student to be an effective goal-oriented team player.
3. Re-Engineer attitude and understand its influence on behavior

Unit I	1.1 Introduction and Basics of Hospitality Communication	<ul style="list-style-type: none"> a. Importance of Communication in Hospitality industry and its effects on performance and Customer Satisfaction a. Communication Channels in the Hierarchy of an organization –Formal / informal b. Process of Communication and various factors / components of communication c. Significance of feedback b. Forms of Communication –Formal / Informal, Verbal/ Non-Verbal Communication 	3
	1.2 Communication Channels, Modes and Language Styles		4
	1.3 Paralanguage Skills - Clarity in Oral Speech and Etiquette		4
	1.4 Telephone Communication & Skills		4

Unit II	<p>Allied skills for the Hospitality Industry</p> <p>1.5 Written Skills</p> <ul style="list-style-type: none"> a. Documents used in Rooms division b. Writing Correspondence c. Types of written correspondence <p>1.6 Resume Writing</p> <ul style="list-style-type: none"> a. Definition of Resume b. Resume Vs. CV c. Components of a good Resume d. Types of Resume e. Cover Letter – Importance, contents. <p>1.7 Basic concept of Recruitment and Selection</p> <ul style="list-style-type: none"> a. Intent and purpose, selection procedure, types of interviews. b. Preparing for Interviews: Self planning, writing winning resume, knowledge of company profiles, academic and professional knowledge review, update on current affairs and possible questions. c. Facing an interview panel: Time-keeping, grooming, dress code, document portfolio, frequently asked questions and their appropriate answers, self-introduction, panel addressing, mental frame-work during interviews. d. Body Language and Interview Etiquette <p>1.8 Flower Horticulture and Flower Arrangements</p> <ul style="list-style-type: none"> a. Introduction to Horticulture b. Indoor and outdoor plants c. Care and upkeep d. Bonsai e. Landscaping f. Introduction to Flower Arrangement <ul style="list-style-type: none"> - Common flowers used - Types of arrangements - Principles of Flower Arrangement - Arrangements by location - Care of cut flowers <p>1.9 Vegetable Carving</p> <ul style="list-style-type: none"> a. Introduction b. Common vegetable and fruits used c. Basic Cuts d. Principles of vegetable carving e. Care of the arrangements 	<p style="text-align: right;">2</p> <p style="text-align: right;">3</p> <p style="text-align: right;">2</p> <p style="text-align: right;">4</p> <p style="text-align: right;">4</p>
Total		30

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Course Code	Title	Period/week /Batch	Marks	Credits
USHSIVP503	Ergonomics Investigation and Analysis - I	2	50	2

Objectives:

1. Learn the importance of ergonomic approach in design & health related aspects to optimize human well-being and overall system performance.
2. Enable students to handle ergonomics related problems and design user –centered products.
3. Provide knowledge on analysis and assessment of human interactions in a work environment system.
4. Improve competence in Ergonomic design development in a competitive world market.

Course content		
Unit I	<p>Introduction</p> <p>1.1 Instruments and Equipment employed in Ergonomics Research</p> <p>1.2 Physiological Parameters: Recording basic physiological parameters such as</p> <ol style="list-style-type: none"> a. Body weight, Height/Stature, Oral temperature b. Pulse rate, Heart rate (at rest and different working conditions), c. Respiration rate, Blood Pressure <p>1.3 Anthropometric measurements: Recording static and dynamic anthropometric data for different ergonomic design consideration</p> <ol style="list-style-type: none"> a. Standing measurements b. Sitting measurements c. Measurement of head d. Measurement of diameter e. Measurement of girth f. Measurement of hand g. Measurement of foot h. statistical analysis of the data and interpretation of findings <p>Determining the relationship of anthropometric dimensions of workers with space requirements for some selected activities</p>	15
Unit II	<p>1.1 Physical Fitness Assessment:</p> <ol style="list-style-type: none"> a. Body composition, body fat percentage by (i) skinfold method, (ii) anthropometric method densitometric method. b. Determination of somatotypes c. Gait analysis d. BMI, Ideal body weight. e. Assessment of Muscle Mass and Bone mass f. Determination of muscle strength by dynamometer - hand grip strength, pinch strength, leg and back strength. g. Measurement of flexibility, agility, power and maximal work capacity h. Measurement of reaction time (hand, foot) and movement time <p>1.2 Human Performance and Workload:</p> <ol style="list-style-type: none"> a. Determination of VO₂ max by indirect method (Queens College Test) 	15

	<ul style="list-style-type: none"> b. Determination of TCCW and EE c. Max aerobic capacity using modified Harvard test d. Assessment of Physical work capacity (PWC) Physiological response on Bicycle ergometer/ treadmill. e. Classification of workload f. RPE Scale g. Flexibility, Muscular endurance and power. h. Determination of maximal heart rate, cardiac cost and cardiac efficiency by step test method, bicycle ergometer and treadmill <p>1.3 Assignments/Journal Work:</p> <ul style="list-style-type: none"> a. Analyzing the recorded static and dynamic Anthropometric measurements for different design considerations such as - design of seat, work station, consumer products, Personal Protective Equipment, hand-tools, etc. b. Group Assignment on product design. c. Field study in industrial establishments and other work stations to study man –machine interactions 	
Total	30	

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Course Code	Title	Period/week/Batch	Marks	Credits
USHSIVP504	Community Extension	2	50	2

Objectives:

1. Basic skills in the preparation and use of audiovisual aids.
2. An exposure to different community settings and enable students to render service in these settings using various aids.

Course content		Periods
Unit I	Outreach programme in the community making use of various aids i. Seminar and Poster presentation on social ,cultural, environmental and women issues ii. Use of a Audio Visual Aids to create awareness amongst the community	15
Unit II	A minor Project/Survey in the community set – up i. Internship programme in urban slums of Mumbai city ii. An exposure to the rural setting for extension activities.	15
Total		30

References:

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T.Y. B. Sc. (HOME SCIENCE)
BRANCH IV: COMMUNITY RESOURCE MANAGEMENT
SEMESTER VI
Revised w.e.f. June 2017

Course code	Title	Internal Assessment marks	Semester end exam	Total marks	Period/ week/ Division/ Batch	Credit
USHSIV601	Residential Furnishing and Kitchen Planning	25	75	100	3	2
USHSIV602	Hotel Housekeeping	25	75	100	3	2
USHSIV603	Environmental Issues and challenges	25	75	100	3	2
USHSIV604	Entrepreneurship Development	25	75	100	3	2
USHSIV605	Workplace Safety and Total Quality Management	25	75	100	3	2
USHSIV606	Brand and Retail Management	25	75	100	3	2
USHSIVP601A USHSIVP601B	ELECTIVE: A) Kitchen Planning OR B) Managing Housekeeping Operations	-	50	50	2	2
USHSIVP602A USHSIVP602B	ELECTIVE: A) Residential Furnishings OR B) Events in Hospitality Industry	-	50	50	2	2
USHSIVP603	Ergonomics Investigation and Analysis – (II)	-	50	50	2	2
USHSIVP604	Extension & Entrepreneurship Management	-	50	50	2	2
	TOTAL			800		26

Course Code	Title	Period/week/Division	Marks	Credits
USHSIV601	Residential Furnishing and Kitchen Planning	3	100	2

Objectives

1. To make the students aware of the interior design furnishings
2. To enable students to select appropriate materials for different surfaces
3. To get an insight into a variety of furniture, lighting, furnishings suitable for interiors.
4. To help students design an efficient and energy efficient kitchen

Course Content		Periods
Unit I	Furnishing Space requirements, Furniture needed, Factors influencing Furniture Arrangement, Types of Furniture, Ergonomical Considerations, Human space needs, Ventilation and Indoor air quality, Noise Control	15
Unit II	Finishes Accessories and Curtains Materials for Doors, Windows, Flooring, Furniture Kitchen Planning Basic Principles of Kitchen Design, Location, jhugg67Work Triangle, Work Counters, Anthropometry and Work Flow, Types of Kitchen Layouts, Ventilation	15
Unit III	Kitchen Design Cabinets (Finishes and types), Storage, Surfaces (Flooring, Walls, Ceiling), Waste Disposal, Appliances, Colour, Furnishings, Technicalities (Lighting, heating, extraction, plumbing), Lighting (Natural, general and task), Safety and hazards(Fire. Shock, asphyxiation, others), Budget, Childproof kitchen, Kitchen for special population	15
TOTAL		45

References

- Allen. P. S. (1985). Beginnings of Interior Environment (5th Ed), Macmillan Publishing Co. London.
- Cliffon C., Moggand Paine. M. (1988).The Curtain Book Reed International Books. New York.
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- Rao. P. M. (2008). Interior Design – Principles and Practice.Standard Publishers and Distributors. Delhi.
- Rao R. andSubrahmanyam Y. (2007). Planning and Designing of Residential Buildings. Standard Publishers and Distributors. Delhi.

Course Code	Title	Period/week/ Division	Marks	Credits
USHSIV602	Hotel Housekeeping	3	100	2

Objectives:

1. Establish the importance of Housekeeping and its role in the hospitality Industry.
2. Help the students acquire basic knowledge and skills necessary for different tasks and aspects of housekeeping.
3. Explore, explain, and understand inventory and environmental planning and its importance while evaluating housekeeping practices.

Course content		periods
Unit I	<p>Introduction</p> <p>1.14 Housekeeping Department</p> <ol style="list-style-type: none"> a. Importance of the Housekeeping Department b. Role and responsibilities of the Housekeeping Department c. Inter departmental Co-ordination with other Departments d. Organization of Housekeeping Department in large, small and medium-sized hotel. e. Attributes of Housekeeping staff f. Housekeeping in other Organizations <p>1.15 Managing Housekeeping Personnel</p> <ol style="list-style-type: none"> a. Scheduling b. Planning Housekeeping process c. Contracts & Outsourcing <p>1.16 Hotel Guestroom</p> <ol style="list-style-type: none"> a. Guest floor rules b. Guestroom status c. Guestroom cleaning d. Standards of cleaning e. Furniture, fixture, guest supplies, amenities in a guest room <p>1.17 Public Area Cleaning</p> <ol style="list-style-type: none"> a. Cleaning and upkeep of public areas (lobby, cloak room, restaurants, bar, banquet, halls, admin offices, lifts and elevators, staircases, back areas, front area, corridors) 	<p>5</p> <p>3</p> <p>3</p> <p>4</p>
Unit II	<p>Housekeeping Procedures</p> <p>1.18 Housekeeping Inventories</p> <ol style="list-style-type: none"> a. Cleaning and Laundry Equipment b. Cleaning and Laundry Agents c. Guest Supplies d. Linen e. Uniforms <p>1.19 Linen and Uniform Room</p> <ol style="list-style-type: none"> a. Layout of Linen Room b. Classification & Selection of Linen c. Linen Exchange d. Linen Control – Linen Inventory, Par stock 	<p>3</p> <p>4</p>

	<ul style="list-style-type: none"> e. Discard management f. Functions of a Uniform Room g. Storing, Issuing and Exchanging of Uniforms <p>1.20 Laundry Operations</p> <ul style="list-style-type: none"> a. Types of laundry, advantages, disadvantages b. Layout of OPL c. Laundry flow process d. Guest Laundry e. In-house laundry v/s Contract Laundry: Merits & Demerits f. Stain Removal (10 common stains) <p>1.21 Housekeeping Control Desk</p> <ul style="list-style-type: none"> a. Importance, role, co-ordination, checklist Forms, formats & registers used in the desk reports b. Supervision in Housekeeping c. Handling Room transfers d. Handling difficult situations e. Lost & found f. Key control g. Gate pass Indenting from stores 	<p>4</p> <p>4</p>
Unit III	<p>Current trends in Housekeeping</p> <p>1.22 Housekeeping Budgets</p> <ul style="list-style-type: none"> a. Types of Budgets b. Housekeeping Expenses c. Cost Control <p>1.23 Safety and Security</p> <ul style="list-style-type: none"> a. Potential Hazards in Housekeeping b. Fire Prevention and Fire Fighting c. First Aid (Definition, First Aid kit and situations: Shock, Fainting, Heart attack, Sprain, Asphyxia, Burns & Scalds, Asthma, Cuts and Abrasions, Epileptic fits, nosebleed) d. Dealing with Emergencies e. Security of Hotels f. Keys and their Control <p>1.24 Pest Control</p> <ul style="list-style-type: none"> a. Pest control goals b. Common pests and its control <p>1.25 Eco Friendly Concepts in House Keeping</p> <ul style="list-style-type: none"> a. Meaning b. Hotel Design and construction c. Waste Management in Housekeeping d. Water Conservation e. Energy Conservation f. Environment-friendly Housekeeping g. Ecotels <ul style="list-style-type: none"> - Ecotel Certification - Eco friendly products 	<p>3</p> <p>5</p> <p>2</p> <p>5</p>
	Total	45

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Course Code	Title	Period/week/Division	Marks	Credits
USHSIV603	Environmental Issues and Challenges	3	100	2

Objectives:

1. Learn how to observe, analyze, interpret and explain the human and natural dimensions of key environmental challenges.
2. Consider key environmental problems from a range of natural and social science perspective.
3. Practice systematic analysis of causes, effects and potential solutions towards environmental problems.

Course content	periods
Unit I Multidisciplinary nature of Environmental studies 1.1 Definition, Scope and Importance 1.2 Need for Public Awareness 1.3 Natural Resources and Associated Problems: <ol style="list-style-type: none"> Forest Resources: Use and Over Exploitation, Deforestation, Case Studies, Timber Extraction, Mining, Dams and their effects on forest and Tribal people Water Resources: Use and Over utilization of surface and ground water, Floods, Drought, Conflicts over water, Dams benefits and Problems Mineral Resources: Use and Exploitation, Environmental Effects of Extracting and using Resources. Case Studies. Food Resources: World Food Problems, Changes caused by Agriculture and Overgrazing, Effects of Modern Agriculture, Fertilizer – Pesticide Problems, Water Logging. Case Study. Energy Resources: Growing Energy Needs, Renewable and Non -Renewable Energy source, Use of Alternate Energy source. Case Study Land Resources: Land Degradation, Man Induces landslides, Social Erosion and Desertification. <ul style="list-style-type: none"> • Role of an Individual in Conservation of Natural Resources • Equitable use of Resources for Sustainable Lifestyles. 1.4 Ecosystem <ol style="list-style-type: none"> Concepts of an Ecosystem Function of an Ecosystem Producers, Consumers and Decomposers Introduction, Types, characteristic features, structure 	15

	<p>and Function of the following Eco – System:</p> <ol style="list-style-type: none"> a. Forest Ecosystem b. Grassland Ecosystem c. Desert Ecosystem d. Aquatic Ecosystem (Ponds, streams, Lakes, Rivers, Oceans, Estuaries) 	
Unit II	<p>Environmental Pollution</p> <p>2.1 Definition</p> <p>2.2 Causes, Effect and Control measures of: Air Pollution ,Water Pollution, Soil Pollution, Marine Pollution,Noise Pollution, Thermal Pollution , Nuclear Pollution</p> <p>2.3 Solid Waste Management: Causes, effects and control measures of Urban and Industrial waste</p> <p>2.4 Role of an Individual in Prevention of Pollution.</p> <p>2.5 Pollution Case Studies</p> <p>2.6 Disaster Management: Flood, Earthquake, Cyclone, and Landslides</p>	15
Unit III	<p>Social Issues and Environment</p> <p>3.1 From Unsustainable to Sustainable Development</p> <p>3.2 Urban Problems related to energy</p> <p>3.3 Water Conservation, Rain Water Harvesting</p> <p>3.4 Environmental Ethics: Issues and Possible solutions</p> <p>3.5 Climate change, Global Warming, Acid Rain, Ozone layer Depletion, Nuclear Accidents and Holocaust. Case Studies</p> <p>3.6 Waste land Reclamation</p> <p>3.7 Consumerism and waste products</p> <p>3.8 Environment Protection Act</p> <p>3.9 AIR (Prevention and Control of Pollution) Act</p> <p>3.10 Water (Prevention and Control of Pollution) Act</p> <p>3.11 Wildlife Protection Act</p> <p>3.12 Forest Conservation Act</p> <p>3.13 Issues involved in enforcement of Environmental Legislation</p> <p>3.14 Public Awareness</p> <p>Human Population and Environment</p> <p>3.15 Population Growth, Variation among Nations</p> <p>3.16 Population Explosion: Family Welfare Programme</p> <p>3.17 Environment and Human Health</p> <p>3.18 Women and Child Welfare</p> <p>3.19 Role of Information Technology in Environment and Human Health</p>	15
	Total	45

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Course Code	Title	Period/week/Division	Marks	Credits
USHSIV604	Entrepreneurship Development	3	100	2

Objectives:

1. To acquire knowledge and skills for entrepreneurship
2. To understand and learn the basics of finance and accountancy.
3. To enable students to make an effective business plan

Course Content		Periods
Unit I	<p>Entrepreneur, Intrapreneur and Entrepreneurship Definition, Concept, Characteristic Features, Entrepreneurial Skills. Classification of Entrepreneurs</p> <p>Business Planning Importance of a Business Plan, Purpose of a Plan, Creating an effective Plan, Business Acquisition, Franchising and Outsourcing</p>	15
Unit II	<p>Managing Business Start Up Location and Set Up, Marketing the business, Staffing</p> <p>Project Formulation Project Selection, Project Evaluation, Guidelines for Project Formulation, Identifying a Business Opportunity, Writing a Project Report.</p>	15
Unit III	<p>Financial Management Sources of Finance, Record keeping and Accountancy</p> <p>Legal, Ethical and Social Issues Role of the Government as a regulator, Inspection, Licenses, Consumer Laws, Business and Ethics, Environment Concerns</p>	15
	Total	45

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- Murthy, B. N. (1989). Entrepreneurship in Small Towns Mittal Publications. Delhi.
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Course Code	Title	Periods/ Week/Division	Marks	Credits
USHSIV605	Workplace Safety and Total Quality Management	3	100	2

Objectives:

1. Facilitate the understanding of Quality Management principles and process.
2. Learn about the various tools available to achieve Total Quality Management.
3. Create an awareness about the ISO and QS certification process and its need for the industries.

Course Content		Periods
Unit I	Safety at Workplace 1.4 Occupational Health and Safety 1.5 Job Safety Analysis 1.6 Safety Measures 1.7 Occupational and Work related diseases 1.8 PPE (respiratory and non-respiratory)	15
Unit II	Unit – 2: Total Quality Management 1.9 Introduction 1.10 Historical Perspective 1.11 Basic Concepts of Total Quality Management 1.12 Goals of Total Quality Management 1.13 Quality Gurus 1.14 Principles of Total Quality Management 1.15 Total Quality Management Practices and Tools 1.16 Quality Standards - ISO 9000 standards, ISO 14000 standards	15
Unit III	Unit 3: Risk Assessment and Hazard Communication 1.17 Checklist Procedure 1.18 Preliminary Hazard Analysis 1.19 On-site and Off-site Emergency preparedness 1.20 Identification and Categorization of Hazard 1.21 Control of Workplace Hazards	15
Total		45

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Course Code	Title	Period/week/Division	Marks	Credits
USHSIV606	Brand and Retail Management	3	100	2

Objectives:

1. To explain channels of retail management
2. To familiarize the students with retail management concepts and operations.
3. To enable students to gain well sound theoretical insights about managing modern retail business.

Course content		Periods
Unit I	<p>1.1 Introduction Industry v/s Commerce. Definition of Industry, Types of Industry. Definition of Commerce, Importance of Commerce</p> <p>1.2 Modern Retail Management: Retail Development, Theories of Retail Development, Retail Development in India, Current Retail Scenario in India, Overview of Different Sectors of Retailing in India , Growth Factors of Retailing in India, Role of Retail in Indian Economy.</p> <p>1.3 International Retailing: International Retailers- Explanations of Internationalization- Market Selection and Growth Stages of Internationalization, International Opportunities, Market Entry Strategies- Factors Determining Choice of Entry Methods- Standardisation versus Adaption Strategies- Problems for New entrants, Internationalization Process, Retail Structures, Issues in Implementing International Strategies, List of Leading International Retailers</p> <p>1.4 E – Retailing Definition, Transition from Traditional Marketing to e – marketing. Demographics and Targeting. Adaptability& closed – Loop Marketing. Advantages of e- Retailing Shortcomings of e-Retailing e- Retailing Online Merchandising Techniques. Online store Front. Creating Look and Feel. Online Brand Management. Online Purchasing.</p>	5 10
Unit II	<p>2.1 Multichannel Retailing and Ownership Structures in Retail: Key Features of New Technology Retail Formats, Concept of Multichannel Retailing, Classification of Retailers based on Ownership Structure</p> <p>2.2 Retail Competition: Define Retail Competition, Internal Resources and Competitive Advantage, Strategic Choice, Strategic Directions, Selection of Organization specific Strategy</p> <p>2.3 Retail Customers :</p>	5 5

	Retail Customers, Retailing and Consumption, Changes in Customers- Demographics- Lifestyle- Consumer Buying Process- Shopping Behaviour, Retail Outlet Choice, Retail Segmentation	
Unit III	<p>3.1 Retail Branding: Understanding Retail Branding, Branding Principles, Dimensions to Review Brands, Retail Promotion and Branding, Dimensions of Promotion Mix, Advertising, Types of Advertising, Media Selection, Sales Promotions, Personal Selling, Publicity, Measuring Retailer Brand Equity</p> <p>3.2 FDI in the Indian Retail sector: Growth of Organized Retailing and Expansion of Retailers, Organized Retailing and Expansion of Retailers, FDI in Retailing and its Impact, FDI in Indian Retailing</p> <p>3.3 Customer Relationship Management: Concept of Customer Relationship Management (CRM), Role of Competition in CRM, Role of IT in CRM, CRM Software, Benefits of CRM, Pitfalls of CRM Programs, CRM's Return on Investment (ROI), Lifetime Value of a Customer (LVC)</p> <p>3.4 Information Technology in Retail: Usage of information technology, Factors affecting the use of information technology, Information Technology in Retail, Flow of Information, Data</p> <p>Warehousing, Electronic Data Interchange (EDI), Data Security, RFID, More Information to Evaluate Merchandise, Database Marketing, Use of IT in Finding Store Location, Enterprise Resource Planning, Mobile Retail & Digital Wallets</p> <p>3.5 Ethical and Legal Aspects of Retailing: Meaning of Business Ethics, Ethical Aspects in Retailing, Green Retailing, Meaning of Social Responsibility, Legal Aspects of Retailing</p>	<p>3</p> <p>3</p> <p>3</p> <p>3</p> <p>3</p>
	TOTAL	45

References:

- Bajaj, Kamlesh K & Debjani Nag, 2002 E - Commerce. The cutting edge of business, TDta-Mc-GmwHill, New Delhi
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Course Code	Title	Period/week/Batch	Marks	Credits
USHSIVP601A	ELECTIVE PRACTICAL Kitchen Planning	2	50	2

Objectives

1. To understand the importance of a good kitchen design
2. To gain knowledge about the current materials in the market
3. To enable selection of appropriate materials for different surfaces

Course Content		Periods
Unit I	Work Triangle Plan kitchen layouts: Single Wall, Parallel, 'L' shape, 'U' Shape, Island and Peninsula, Open Kitchen Electrical Layout for the kitchens, Planning storage Surfaces and worktops	15
Unit II	Appliances, Finishes for kitchen surfaces and Colour Material Chart for the layouts Maintain a scrap book for the materials, storages and finishes	15
Total		30

References

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- Grey J., (1999), The Art of Kitchen Design, Cassell Paperbacks, UK.
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- Swift P., Joyce P., (1988), Kitchen: Practical Design for everyday living, New Holland Publishers, London.
- The House and Home Kitchen Planning Guide, (1978), McGraw Hill Book Company, New York
- Magazines: Inside Outside, Society Interiors, Design and Interiors, Architecture and Design

Course Code	Title	Period/week /Batch	Marks	Credits
USHSIVP601B	ELECTIVE PRACTICAL Managing Housekeeping Operations	2	50	2

Objectives:

1. Develop the right skills necessary in hospitality and allied industries so as to meet the requirements according to the industry expectations.
2. Establish the importance of Housekeeping and its role in the hospitality Industry.
3. Acquire basic knowledge and skills necessary for different tasks and aspects of Housekeeping.

Course Content		Periods
Unit I	<p>1.1 Introduction to the Housekeeping Department</p> <ol style="list-style-type: none"> a. Housekeeping etiquette b. Forms and formats – occupancy slip, gate passes, job order, lost and found register, key register c. Personal hygiene in house keeping <p>1.2 Cleaning Schedules and Procedures</p> <ol style="list-style-type: none"> a. Cleaning procedures b. Cleaning Schedules c. Cleaning of Guestrooms and Public Areas d. Inspection records – Checklist <p>1.3 Bed Making</p> <ol style="list-style-type: none"> a. Bed making - traditional b. Bed making with turn down and foot fold (single sheet and duvet) c. Bed Making – Day / Evening <p>1.4 Equipping and Setting up of Room Attendant’s Trolley – Demonstration</p> <p>1.5 Forms, Folios and Formats in Housekeeping</p> <p>1.6 Assignment on any housekeeping topic</p>	15
Unit II	<p>2.1 Housekeeping Practices: Demonstration/Workshops/ Field Visits to learn</p> <p>2.2 Stain Removal</p> <p>2.3 Laundry methods and Procedures – OPL, Commercial laundry</p> <p>2.4 Pest Control</p> <p>2.5 First Aid</p> <p>2.6 Towel Folds</p> <p>2.7 Napkin Folds</p> <p>2.8 First aid procedures - Demonstration</p> <p>2.9 Converting waste to wealth</p>	15

	<p>Internship:</p> <p>The report should be based on the compulsory 4 weeks/24 days of training to be completed in October-November of fifth semester in a hotel of repute (preferable of a 3 star, 4 star or a 5 star property). A student log book should be maintained by every student during the training period. The student should note down on the daily basis the task performed/ observed, methodology involved and points to note and assessed daily by the supervisor / manager.</p> <p>The report must be typed and submitted in person, by the student, to the faculty within one week of the completion of the training program. Report submitted later than that will not be accepted. The list of documents to be submitted along with the reports are Photocopy of the training certificate issued by the hotel, Students log book (duly signed by Training Manager/HR Manager or equivalent) and a 10 page reflection of the internship/training period.</p>	
Total	30	

References:

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Course Code	Title	Period/week/Batch	Marks	Credits
USHSIVP602A	ELECTIVE PRACTICAL Residential Furnishing	2	50	2

Objectives

1. To gain insight into the types of furniture, lighting and furnishings for interiors
2. To enable selection of appropriate materials for different surfaces
3. To learn presentation of drawings from the client's perspective

Course Content		Periods
Unit I	Furniture for various areas: Living, dining, Bedroom, Bathroom, Toilet Markey Survey and Presentation Preparation of a scrapbook	15
Unit II	Planning Furniture Layout 1 BHK Apartment, Sectional Elevation, 3D drawings, Civil, Electrical, False Ceiling Layouts, Material Chart and concept sheet	15
Total		30

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- Rao. P. M. (2008). Interior Design – Principles and Practice. Standard Publishers and Distributors. Delhi.
- Rao R. and Subrahmanyam Y. (2007). Planning and Designing of Residential Buildings. Standard Publishers and Distributors. Delhi.
- Magazines: Inside Outside, Society Interiors, Design and Interiors, Architecture and Design

Course Code	Title	Period/week/ Batch	Marks	Credits
USHSIVP602B	ELECTIVE PRACTICAL Events in the Hospitality Industry	2	50	2

Objectives:

1. Provide a conceptual overview and a systematic study of event programming, management, and marketing, and practical applications.
2. Interpret and apply principles of both business and nonprofit management to the special needs of event organizations.
3. Nurture professionalism in event management, covering the knowledge base, theory, methodologies and ethics.

Course content		Periods
Unit I	<p>Planning and Coordinating</p> <p>1.1 Event Context</p> <ol style="list-style-type: none"> a. Introduction, Definition and Need b. Categorization of events c. Characteristics of Events d. The Event Industry e. Balancing Impacts <p>1.2 Event Planning and Administration</p> <ol style="list-style-type: none"> a. Budget and Financial Plan b. Venue selection c. Event Action Plan <p>1.3 Event Marketing and Communication</p> <ol style="list-style-type: none"> a. Marketing, PR and promotion b. Operational Communication c. Team briefing documents <p>1.4 Assignment</p> <ol style="list-style-type: none"> a. Event Report: Each student must find a single and distinct event (Festival, meetings, award ceremony, fairs, political rallies) that occurs in Mumbai city/suburbs/ any preferred location. Prepare a detailed report and present it in class b. Mock Event: Students discuss and understand the phases of event management in a tourism/hospitality industry. The selected event may come from one of the following categories: Cultural celebrations, Art/Entertainment; Business/Trade; Sport Competitions; Educational and Scientific; Recreational; Political/Sate; Private Events. The project report must cover all the aspects of building a special event. <ul style="list-style-type: none"> - Writing an event Proposal <p>Event Brochure: Creating a 3-fold flier / brochure for the mock event.</p>	15
Unit II	The Event	15

	<p>2.1 Event Production and Logistics</p> <ul style="list-style-type: none"> a. Equipment, Services and facilities needed b. Site/Venue layout and design c. Legal Issues d. Technology e. Risk Management <ul style="list-style-type: none"> - Health and safety - Emergency planning <p>2.2 Post Event</p> <ul style="list-style-type: none"> a. Visitor Research b. De-briefing Report c. Useful contacts and Resources <p>2.3 Group Event Project</p> <ul style="list-style-type: none"> a. Groups of THREE or FOUR students will present one selected special event to the class. More information will be given in class. <p>2.3 Assignment</p> <ul style="list-style-type: none"> a. Mock Event: Students discuss and understand the phases of event management in a tourism/hospitality context such as idea generation and research, design, conceptualization, development, planning, production, management, coordination, handing over, follow up and evaluation. The project report must cover all the aspects of building a special event. <ul style="list-style-type: none"> - Preparing a typical timeline for the event - Developing an Event Budget 	
	Total	30

References:

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Allen, J. (2010) Event Planning Ethics and Etiquette: A Principled Approach to the Business of Special Event Management. New York: Wiley.

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Tum, J. (2007). *Management of Event Operations*. (2nd Ed.). Atlantic Publishing Company.

Van der Wagen, L. (2002) *Event Management: For Tourism, Cultural, Business and Sporting Events*. Hospitality Press, Melbourne.

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Web References: <http://www.leoisaac.com/evt/index.htm>

Course Code	Title	Period/week/Batch	Marks	Credits
USHSIVP603	Ergonomics Investigation and Analysis - II	2	50	2

Objectives:

1. Learn the importance of ergonomic approach in design & health related aspects to optimize human well-being and overall system performance.
2. Enable students to handle ergonomics related problems and design user –centered products.
3. Provide knowledge on analysis and assessment of human interactions in a work environment system.
4. Improve competence in Ergonomic design development in a competitive world market.

Course content		15
Unit I	<p>Environment Ergonomics</p> <p>1.4 Measurement of illumination level by lux meter in different working areas</p> <p>1.5 Measurements of noise/sound level in different workstations/areas such as home, office, traffic etc.</p> <p>1.6 Measurement of relative humidity, moisture content of the environment using the environment meter</p> <p>1.7 Assessment of thermal conditions</p> <p>1.8 Evaluation of occupational stress - development of questionnaire, quantitative evaluation technique, pain mapping.</p> <p>1.9 Hazard Analysis of a selected Industry</p> <p>1.10 Complete Workstation Analysis of a selected worker</p>	
Unit II	<p>Work and Posture</p> <p>2.1 Determination of center of gravity of human body under resting and working conditions.</p> <p>2.2 Identifying types of postures adopted by different workers during work, analysis and Interpretation of risks.</p> <p>2.3 Determination of spinal curvature using the flexicurve</p> <p>2.4 Analysis of posture by video graphic method – OWAS and RULA, Time and motion studies</p> <p>2.5 Peg board test</p> <p>2.6 Determination of workload of some selected household activities and unskilled labour/jobs.</p> <p>2.7 Analyzing Musculoskeletal Discomfort using: Modified Musculoskeletal Discomfort Questionnaire</p> <p>Assignments/Journal Work:</p> <p>a. Visit to different industrial establishments for ergonomic evaluation of Man-Machine-Environment system.</p> <p>b. Visit to different advanced laboratories such as Central Labour Institute (Mumbai)/ Ergonomic Laboratory- IDC (IIT Mumbai)/ Ergonomics Laboratory – NITIE (Mumbai)/ Defense Institute of Physiology and Allied Sciences (Delhi)/ NetajiSubhas</p>	15

	National Institute of Sports (Patiala)/ Sports Authority of India (Bangalore)/ Rani Lakshmi Institute of Physical Education (Gwalior)/ Central Mining Research Institute (Dhanbad)/ National Institute of Occupational Health (Ahmedabad)/ Regional Labour Institute (Kanpur) etc. The student shall submit a report of such visits.	
	Total	30

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Course Code	Title	Period/week/Batch	Marks	Credits
USHSIVP604	Extension and Entrepreneurship Management	2	50	2

Objectives

1. To provide students with basic skills of Marketing and Entrepreneurship
2. To enable students to encourage the community and enable students them earn a living

Course content		Periods
Unit I	Planning, organizing a Market to understand and learn the concepts of Marketing and Business in order to help the community in setting up their small scale enterprise.	15
Unit II	Utilizing the concepts learned and educating the community and sharing ideas about the concepts of starting a startup enterprise to help them earn a living	15
	TOTAL	30

References

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- Supe, S.V. (1983). An Introduction to Extension Education. Oxford and IBH Publishing Co. Pvt. Ltd. New Delhi.
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Examination Scheme for B.Sc. Home Science Semesters V and VI:

Part A: Theory Papers

All theory papers of 100 marks are to be evaluated in two parts.

INTERNALS: 25 marks. This comprises 20 marks for a 30-minute unit test, of which 10 marks are for objective-type of questions and 10 marks for questions requiring longer (but not essay) answers. The objective 10 marks can include the following types of questions:

- Agree/Disagree and give a one-or-two sentence reason.
- Fill in the blanks
- Answer in one or two sentences.
- Name the following.
- Define the following.

Please note that the objective 10 marks **cannot** have the following types of questions:

- MCQs.
- State whether True or False (without giving a reason).
- Match the following.

The remaining 5 marks indicate the extent to which the student was a responsible learner.

SEMESTER-END EXAMINATION: 75 marks. The semester-end question paper is for 2 ½ hours. The semester-end examination question paper has to be set with 100% choice within each set of questions. For all three unit syllabi, the question paper must have four sets of questions; each of the four questions is compulsory, with options within each question:

- Question 1, carrying 20 marks, has a set of sub-questions from Unit I.
- Question 2, carrying 20 marks, has a set of sub-questions from Unit II.
- Question 3, carrying 20 marks, has a set of sub-questions from Unit III.
- For Questions 1, 2 and 3, no 20-mark question is permitted. In other words, this question cannot have a choice between two 20-mark questions. Possible sub-questions include the following formats: Answer any 2 sub-questions out of 4, or any 4 out of 8, or any 5 out of 10.
- Question 4, carrying 15 marks, has a set of sub-questions from Units I, II, and III. No 15-mark question is permitted. In other words, this question cannot have a choice between two 15-mark questions. Possible sub-questions include the following formats: Answer any 2 sub-questions out of 4, or any 3 out of 6.

Part B: For Courses with Practical : There will not be any Internal Examination or marking for practicals

External Semester End Examination for Practical :

Sr. No.	Particulars for External Practical Examination Semester End Practical Examination		Total Marks	Duration of Semester End Practical Examination
1	Laboratory Work	40 marks	50	3 ½ hours
2	Journal	5 Marks		
3	Viva	5 Marks		