

CERTIFICATE IN HOSPITALITY MANAGEMENT



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About Glister Eduversity

Today is the era of working parents and due to workload, they do not get enough time to support their children's education. Therefore, they are heavily blamed by all, in the current dialogue and debate about improving the education system, the disadvantages of improper parenting is known to all.

It is time to start parenting in the education system. With the Glister Eduversity, We present you the solution to all such problems switching towards telephonic parenting, proper guidance and development graph.

This is the first Indian institution to provide education care with parenting. Glister Education offers telephonic parenting with a right strategic plan for the student, online test series, seminar, scholarship programs, in really attractive packages.

We also guide their appointments as well as their strategies. So, let's don't wait, and achieve nothing less than success with Glister Eduversity Parenting cum Education Care.



Director: Amit Pandey

Mission

The mission of Glister Eduversity is to educate the citizens and citizen-leaders for our society.

We do this through our commitment to the transformative power of a liberal arts and sciences education.

Beginning in the classroom with exposure to new ideas, new ways of understanding and new ways of knowing, students embark on a journey of intellectual transformation.

Through a diverse living environment, where students live with people who are studying different topics, who come from different walks of life and have evolving identities, intellectual transformation is deepened and conditions for social transformation are created.

From this we hope that students will begin to fashion their lives by gaining a sense of what they want to do with their gifts and talents, assessing their values and interests, and learning how they can best serve the world.

Vision

Glister Eduversity will set the standard for residential liberal arts and sciences education in the twenty-first century. We are committed to creating and sustaining the conditions that enable all Glister Eduversity students to experience an unparalleled educational journey that is intellectually, socially, and personally transformative.

Welcome to the Glister Eduversity, Varanasi. For more than three years, Glister Eduversity has served as our nation's flagship comprehensive institution of higher education.

Our primary goal is to become one of the most prominent and excellent educational institutes in the world. We are fortunate to have a talented, highly committed teaching and support staff here to ensure the learning environment of our students is the best it can be. Our faculties are renowned scholars and accomplished practitioners who are actively engaged in the academic excellence and innovative research ideas of the modern world. Our students are innovators, engineers, managers, great scientists, entrepreneurs, and aspiring leaders - from every age group and are located at every corner of the country. Our unique teaching and learning process with a proper blend of theory and practice crosses the boundaries of nations towards industry-readiness and global excellence.

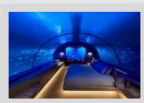
Program overview

When we go to a restaurant or hotel, we expect to be greeted and served properly. If not, we are unlikely to repeat the visit. In Indian culture guests are regarded as God-like and treated accordingly, as encapsulated in the words “Athithi Devo Bhava”. This implies that each and every guest must be received with warmth and given the best possible care and service in all respects. In ancient times, people generally stayed with relations or friends or in ‘dharmashalas’. However, in modern times, increasing trade and commerce within the country and between different countries has necessitated provision of paid services for hospitality. Hospitality industry is on the boom, offering great career employment opportunities around the World. Certificate in Hospitality Management will provide you a strong foundation for starting a career in this highly lucrative industry. The course will equip you with all the essential knowledge and technical skills required to work in Hospitality industry. The course is ideal for you if you want to work for an Hotel, Resorts, airline or as a tour operator or Guide or even if you are interested to start your own business. India has emerged as an attractive tourism destination for all types of tourists around the year resulting in Hospitality taking its place among the key industries in the economy. It employs large number of work forces and its contribution to the national income is very substantial. This course will deepen the students understanding about tourism & Hospitality industry as an activity, how tourism and Hospitality industry is organized and developed, and how they influences society locally, nationally and globally. The tourism & Hospitality industry covers several sectors such as hotels, airlines, destination, attractions, transportation, cruises, events, activity providers, shopping centers, tourist services, travel agents, tour operators and many others. When studying Hospitality, one needs to learn how to create tourists stay memorable experiences. Keeping these aspects in mind the course is a strong balance between the theoretical and the practical components of the industry. This course meets the growing needs of the Hospitality industry to shape highly skilled and knowledgeable professionals, so that they can assume leading roles in the management of Hospitality organizations. The course blends the required operational knowledge and skills, with managerial competencies, in order to educate the new generation of Hospitality executives. It emphasizes the cross-cultural, moral, ethical, institutional and environmental issues in the management of Hospitality organizations, while covering all business and operational skills.

Salient Features



During 2019, foreign tourist arrivals (FTAs) in India stood at 10.89 million, achieving Growth rate of 3.20% y-o-y. During 2019, FEEs from tourism increased 4.8% y-o-y to Rs. 1,94,881 crore (US\$ 29.96 billion). In 2019, arrivals through e-Tourist Visa increased by 23.6% y-o-y to 2.9 million.



International hotel chains are increasing their presence in the country, and it will account for around 47% share in the tourism and hospitality sector of India by 2020 and 50% by 2022.



A career in the hospitality industry includes opportunities in many different areas including events (sporting, cultural, concerts, exhibitions, etc.) Conferences, banqueting, theme parks and attractions, restaurants, catering, resorts (golf, ski, beach, spa, etc.) airlines and cruise liners and many more service-related industries.



After Completion of Course, You will get a certificate that will be Universally Accepted.

Course Objective

The 6 Months Hospitality Management course is for the Learners who want to work in the Hospitality Industry with the aim to learn, develop and practice required by the market. The course is planned in a sequence of instructions that familiarizes students with the fundamental concepts of the tourism & Hospitality industry and aims at giving a comprehensive introduction of the Hospitality industry to encourage further study and stimulate interest in the subject area, employability and vocational competencies. The course aims at providing insight to the students regarding various aspects and sectors associated with the Hospitality industry.

The objectives of this course are to:

This course intends to develop the basic awareness of management functions and various dimensions of organizational life. It also attempts to provide exposure of the ethical dilemma in management practices.

Learning Outcome:

After completing this chapter the learner will be able to:

- explain the importance of hospitality management
- explain the functioning of food and beverage departments of the hospitality industry
- describe the functioning of housekeeping department
- discuss the functioning of front office in hospitality industry
- know the various career opportunities available in this field



Details of Programme: Certificate Course in Hospitality Management

1. Title of the Course

The Course shall be called as "Certificate Course in Hospitality Management", a Regular course of 6 months (240 hrs.) duration.

2. Duration of the Course

This is a Regular Course of 240 hrs. Extended over a period of 6 months duration.

3. What You Will Get:

You Will Get a Mark sheet and a Certificate That Will be Universally Acceptable.

4. Aims and Objectives of the Course

The course is a planned in a sequence of instructions that familiarizes students with the fundamental concepts of the tourism industry and aims at giving a comprehensive introduction of the tourism industry to encourage further study and stimulate interest in the subject area, employability and vocational competencies. The course aims at providing insight to the students regarding various aspects and sectors associated with the tourism industry.

- Understand fundamentals of tourism from the management, marketing and financial perspectives.
- Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.
- Describe the different type's tourism resources of India, their importance in tourism and management.
- Have Destination Knowledge.
- Know Different Career Options in Tourism And Hospitality Industry.

5. SCOPE:

Accommodation manager, Catering manager, Chef, Conference centre manager, Event manager, Fast food restaurant manager, Hotel manager, Public house manager, Restaurant manager, Receptionist

6. Syllabus

The syllabus is design to fulfill aforesaid objectives containing theory subjects as well as practical in Hospitality Management.

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| Introduction to Hospitality | Theory : 70 Marks, Practical/Assignment : 30 Marks |
| Services | Theory : 70 Marks, Practical/Assignment : 30 Marks |
| Factors influencing operation of establishments | Theory : 70 Marks, Practical/Assignment : 30 Marks |
| Personal Grooming | Theory : 70 Marks, Practical/Assignment : 30 Marks |
| Commercial and Non-Commercial Establishments | Theory : 70 Marks, Practical/Assignment : 30 Marks |
| Departments and services | Theory : 70 Marks, Practical/Assignment : 30 Marks |
| Field Work/Project/report | Practical :- 100 |

7. Eligibility Conditions

A candidate who has passed at least 12th examination from a recognized Board or its equivalent shall be eligible to take admission to the course.

8. Course Fee: INR 15,000+GST/

Content of Syllabus :

Unit 1:- Introduction to Hospitality Industry

Introduction Of Hospitality Industry, Different types of guests, Professional attitudes and behavior, uniforms and personal hygiene, Handling difficult customer situations: Listening skills, Product knowledge, problem solving & expertise in dealing with awkward situations and customer behavior.

Unit 2:- Service

Accommodation and its Types, Food & Beverages, Entertainment, Recreation, Leisure, Functions & Banquets, Business centre services, Security, gaming – seminars conferences exhibitions & Sales meets

Unit 3:- Factors influencing operation of establishments

Internal and external, controllable and uncontrollable market needs and expectations, Economics, Climate, Seasonal conditions, industry regulations

Unit 4:- Personal Grooming

Dedication, Honesty, Intelligence, Presence of Mind, Knowing Different Languages, Punctuality, Perfect Positive Attitude, Appearance, Communication Skills, Initiative, Personal touch, taking adequate responsibility, good Body language, hard work, desire to learn, ambition & talent

Unit 5:- Commercial and Non-Commercial Establishments

Commercial – Hotels, Motels, Taverns, Pubs, Resorts, Clubs, Cafeterias, Bistros, Air, Sea & Rail Transport, Restaurants, Non-Commercial Hospitals and Nursing Homes, School Canteens, Prisons, relief / Emergency Catering, Food Courts in Amusement Parks Food Parks.

Unit 6:- Departments and services

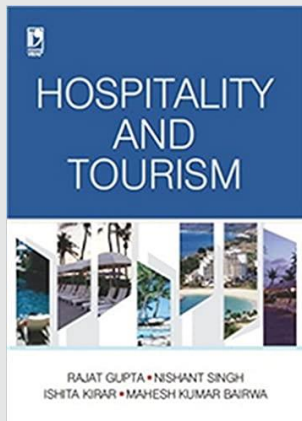
Front Office, Housekeeping, Food & Beverages, Sales & Marketing, Front Office Accounting, Human Resources, Gaming, Kitchen, Finance: Maintenance of Accounts, Tracking Transactions, Internal Control Foreign Exchange Encashment Certificate Settlement of Accounts, Account Aging FO Records Unpaid Account Balances

Unit 7:- Field Work/Project/report

Field Work/Project report/Case study

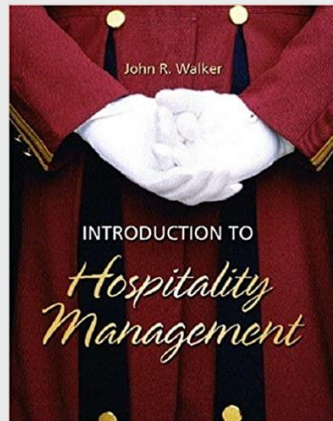


Books For Reference



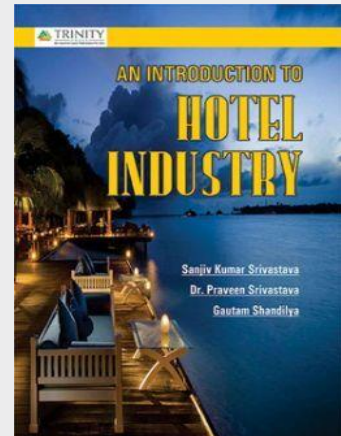
Rajat Gupta, Nishant Singh

Hospitality & Tourism



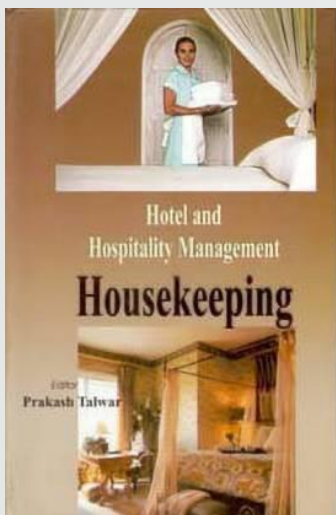
Introduction to Hospitality Management

John R. Walker

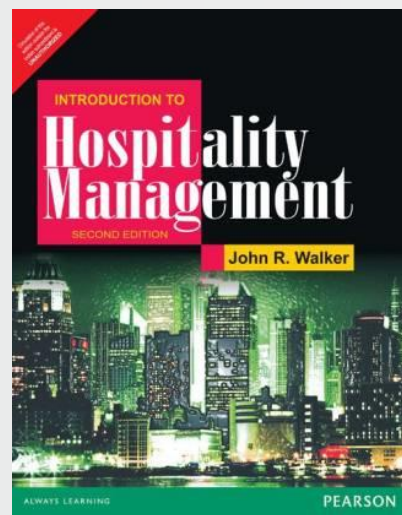


An Introduction to Hotel Industry

Sanjiv Kumar Srivastav



Hotel & Hospitality Management Housekeeping
Prakash Talwar



Introduction to Hospitality Management
John R. Walker