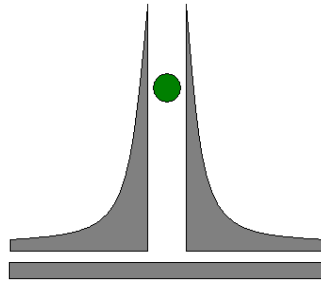


Post Graduate Diploma in Hotel Consultancy

Syllabus

One Year Programme with 03 Months of Industrial Training



**National Council for Hotel Management & Catering Technology
A-34 Sector 62, Institutional Area,
NOIDA 201 309**

Course Title	:	Post Graduate Diploma in Hotel Consultancy
Admission Standard	:	Graduate of Hospitality/Culinary Art
Duration	:	01 Year (09 + 03 Months)
Industrial Training	:	03 Months
Selection Procedure	:	Merit
Medium of Instruction	:	English
Maximum Age	:	No upper age limit
Reservation	:	As per Gol Policy



TEACHING & EXAMINATION SCHEME

No.	Subject code	Subject	Hours per week		Marks*	
			Th.	Pr.	Th.	Pr.
1	HC101	Project Planning, Design & Management	2	0	100	0
2	HC102	Hotel Regulatory Law	2	0	100	0
3	HC103	Sustainable Energy Management	2	0	100	0
4	HC104	Business Environment & Management	2	0	100	0
5	HC105	Supply Chain Management & Logistics	2	0	100	0
6	HC106	Consultancy Skills	2	0	100	0
7	HC107	E-Marketing & IT Skills (Practical)	0	2	0	100
8	HC108	AutoCAD (Practical)	0	8	0	100
9	HC109	Research Methodology	2	0	100	0
10	HC110	Project Report	0	2	0	100
TOTAL:			14	12	700	300
GRAND TOTAL:			26		1000	

Industrial Training

No.	Subject Code	Duration	Marks
1	HC201	72 Days (12 Weeks X 6 Days X 8 Hours)	100



PROJECT PLANNING, DESIGN & MANAGEMENT (HC101)

Course Objectives: The students will be able to:

1. Highlight the characteristics of a Project and its types
2. Explain the lifecycle of a Project
3. Enumerate the factors influencing the overview of project design
4. Understand the key financial & non-financial criteria of project selection
5. Identify the various sources of finance involved to manage and run hotel/resort at project and operational stages
6. Understand various types of 'Feasibility' analysis
7. Elaborate steps under feasibility study
8. Synthesize an outline/skeleton of an 'Executive Summary'
9. Apply your knowledge and skill set for the development of 'Project Report'
10. Identify the elements involved in Management of Contracts, Tendering documents and evaluation methods, selection of contractors and Monitoring contracts
11. Enlist the various NOC's/Licenses/Permits required for hotel's approval process under project & operation stage
12. Critically evaluate the classification criteria of star/heritage hotel and understand the interdependence between specific clearances and infrastructural requirements before the commencement of construction and at operational level
13. Apply the concepts of facilities planning in operational and back areas of a hotel/resort
14. Design different operational/support/back areas of a hotel/resort using SLP

Topic	Hours
INTRODUCTION TO PROJECT MANAGEMENT A. Concept of a project, categories & Project life cycle B. Project planning C. Practical know how on How to make Project Report D. Executive Summery E. Stages of Properties Development pertaining to Hotel/Resort business	4
FEASIBILITY STUDY A. Feasibility Study: Types B. Methods to conduct feasibility study	4
PROJECT SELECTION CRITERIA & SOURCES OF FINANCE A. Financial and Non-financial criteria of a Project Selection B. Financing Arrangements	4
MANAGING CONTRACTS A. Management Contracts B. Tendering documents and evaluation C. Selection of contractors D. Monitoring contracts	4
LICENSES & PERMIT A. NOCs/licences and permits required to commence Hotel/Resort business (Project/Operational stage) including guidelines on specific clearances from civic bodies	4



HOTEL CLASSIFICATION CRITERIA A. Hotel Classification (Meaning) B. Hotel Classification Criteria (Global perspective taking example from major countries) C. Latest Hotel's Classification Criteria as prescribed by HRACC, MoT, Government of India	2
FACILITIES PLANNING A. Introduction B. Types of major production layouts C. Facility Planning of Operational and other Areas of Hotel <ul style="list-style-type: none"> • Public Area Design • Guestroom Design • Back-of-House Design 	4
OPERATIONAL LAYOUTS A. Blueprint & its types. Examining Architectural Drawings B. Equipment (Types, Brands, Costing) used in hospitality, Specification (BOQ)	4
TOTAL	30



HOTEL REGULATORY LAW (HC102)

Course Objectives: The students will be able to:

1. Define Law and state the Historic origin of Law
2. Explain the correlation between Future Managers and Legal Environment
3. Discuss the Indian Hospitality Industry
4. Enumerate the Legal requirements in Hotel operations
5. List the International Laws for Food Safety, Quality & Security
6. Explain the formation of a Hotel Company

Topic	Hours.
INTRODUCTION TO HOTEL LAW A. Definition of Law B. Historical origin of law C. Mercantile Law	2
LAWS RELATED TO HOTEL OPERATIONS IN INDIA A. Laws related to hotel premises B. Laws related to hotel planning and designing C. Laws related to F&B(Service) such as FSSAI, Food Safety Management System (FSMS), HACCP, Prevention of Food Adulteration Act, Liquor licenses, Cigarettes and other tobacco products Act,2003 D. International regulations for hotel promoters, employees and guests E. Laws related to security F. Foreigner's Regional Registration Office G. Taxation -Direct and Indirect taxes H. Indian Contract Act,1872 I. Insurance Coverage in the hotels	8
CONSUMER PROTECTION LAWS AFFECTING HOTELS A. Consumer Protection Act India 1986 B. Consumer Protection Councils C. Consumer Disputes Redressal Agencies D. New Consumer Protection Bill, 2015	4
LAWS RELATED TO EMPLOYEES, GUESTS, PUBLIC HEALTH AND SAFETY A. Labour laws-An Introduction B. Trade Union, Labour legislation C. Other labour legislation in India such as: Employee's compensation Act 1923; Payment of Bonus Act 1965, Shops and Establishment Act 1948, etc.	4
DOING CONSULTANCY BUSINESS IN INDIA A. Consultancy (Meaning) B. Approvals, Financial Aspects C. Indemnity/Liability D. MOA & AOA E. Licensing of Intellectual Property, Consultancy Rules	4
WOMEN & BUSINESS A. National Policy for the Empowerment of Women, 2001 B. Bill to make workplace safer for Indian women, <i>Nirbhaya Act</i> .	4
IT ACT 2000 A. Main features of IT Act 2000	4
Total	30



SUSTAINABLE ENERGY MANAGEMENT (HC103)

Course Objectives: The students will be able to:

1. Explain the different energy management practices used by the hotels
2. Enlist the new trends related to hotel's sustainability
3. Comment upon the role of 'fire safety' in any organization and also discuss the types of waste management practices
4. Apply the green sustainable practices in hotel's design by learning the green hotel accreditations and 'Vastu sastra' compliances
5. Advocate the necessity of global green practices, sustainability and environmental policy and accreditations

Topic	Hours
CONCEPT OF ENERGY MANAGEMENT A. Identifying and explaining various attributes of energy management and climate control system B. Role of energy management C. Strategies for energy management D. Benefits of energy management & Practices	6
TRENDS IN SUSTAINABILITY A. Trends in hotel's sustainability B. Green Hotel Concept C. Major Accreditation for sustainability practices for hotels buildings D. <i>Vastu Sastra</i> compliances E. Mandatory Regulatory Compliances for hotel/resorts	10
AUTONOMOUS MAINTENANCE A. Guidelines for various types of maintenance B. Concept of Autonomous maintenance	4
CRISIS MANAGEMENT A. Crisis Management challenges such as terrorist attack, fire breakout, natural calamities and how to deal with them properly	4
HAZARD PREVENTION AND CONTROL A. Handling chemicals for housekeeping functions B. Fire Safety C. Bio hazard & Safety	6
Total:	30



BUSINESS ENVIRONMENT & MANAGEMENT (HC104)

Objectives: Students will be able to:

1. Identify business opportunities.
2. Improve performance.
3. Draw up a basis of decision making.
4. Make policies in the organization.
5. Implement HRM approaches to staffing, performance, compensation, and strategic issues;

Topic	Hours
BUSINESS ENVIRONMENT (AN OVERVIEW) A. Concept of Business, Types of Business Organisations, B. Levels of Business Environment- External- Macro, Micro, Internal C. Environment Analysis, Changing dimensions of Business Environment	4
ANALYSIS OF MACRO & MICRO ENVIRONMENT A. Socio-cultural & Demographic Environment B. Political and legal Environment C. Economic and technological Environment D. Natural and Institutional Environment	4
FINANCIAL ENVIRONMENT A. Financial System B. Indian Financial Institutions C. Foreign Investments, Foreign Direct Investments D. Meaning, Objectives and types of financial statements E. Profit and Loss Account F. Balance Sheet G. Cash Flows Statement	4
BUSINESS ANALYSIS A. PESTLE Analysis, Porter's Model, B. Value Chain Analysis, Portfolio Analysis/BCG Matrix, C. SWOT Analysis	6
RECRUITMENT AND SELECTION A. Human Resource Information System [HRIS] B. Manpower Planning C. Selection – Induction & Orientation D. Performance and Potential Appraisal E. Coaching and Mentoring F. HRM issues and practices in the context of Outsourcing as a strategy	
EMERGING TRENDS AND CHALLENGES IN CONSULTANCY OPERATIONS A. Smart hotel technology B. Green Hotel Architecture with focus on <i>Vastu Shastra</i> C. Digital Skilling of manpower D. Collaboration with Hotel operators, land and asset owners, financial institutions and real estate developers E. Materials including equipment purchase F. Logistics management G. Smart hiring and retaining techniques	4
TOTAL	30



SUPPLY CHAIN MANAGEMENT & LOGISTICS (HC105)

Objectives: Students will be able to:

1. Define the basic terminology related to SCM & logistics
2. Optimally utilize the Supply Chain Management process
3. Improve the overall organization performance.
4. Enhance the Customer satisfaction by improving product or service delivery to the consumer.

Topic	Hours
HOTEL MATERIALS MANAGEMENT & ITS FUNCTIONS A. MPC, B. Purchasing, C. Material handling, D. Procurement, Storage and Warehouse management E. Inventory Management and Materials Requirement Planning, F. Standardization, G. Codification and Variety reduction	12
QUALITY CONTROL TOOLS A. Tools B. Establishing Control Procedures C. Establishing Internal Audit procedures	6
SUPPLIERS RELATIONSHIP MANAGEMENT A. Identification of suppliers B. Vendor management and rating techniques C. Basics of logistics, D. packaging trends and Distribution management for Hotel/Food Retail's Supply chain E. International logistics and management	8
APPLICATION OF IT IN SUPPLY CHAIN A. Supply chain software	4
TOTAL	30



CONSULTANCY SKILLS (HC106)

Objectives: Students will be able to excel in

1. Advertising and Sales Promotion.
2. Business Strategy Simulation.
3. Business to Business Relationships.
4. Consultancy Skills and Practice.

Topic	Hours
ATTRIBUTES OF A CONSULTANT <ol style="list-style-type: none"> A. Time Management B. Stress Management C. Team Building D. Change Management 	8
SALES AND MARKETING <ol style="list-style-type: none"> A. Functions of Sales and Marketing B. Selling Skills: <ul style="list-style-type: none"> • Communication Skills • Preparing and delivering business presentations • Persuasion • Negotiation • Written reports • Organising meetings C. Marketing Skills: <ul style="list-style-type: none"> • Fundamental concepts: Demand, Need, Want, Desire, Goods & Services • 9 Ps of Marketing • Publicity and Promotion (Promotion Mix, Soft & Hard Sell, PR Tools) • Financial Control in Marketing, Marketing audit 	14
CLIENT MANAGEMENT <ol style="list-style-type: none"> A. Understanding Client and their behaviour B. Business Analytics C. Managing business leads D. Customer Relationship Management (CRM) with an exposure to relevant software 	8
TOTAL	30



E-MARKETING & IT SKILLS (Pr) (HC107)

Course Objectives: The students will be able to:

1. Explain the basics of computers (Hardware, Software & Networking)
2. Use the major ICT enabled tools for hotel's digital marketing
3. Discuss the advanced digital marketing tools related to hotel
4. Practice the skills needed to use the MIS in consultancy operations
5. Critically evaluate the parameters needed for safety and security of guest/hotel's digital information
6. Synthesize the present and futuristic role of computers in consultancy operations

Topic	Hours
BASICS OF COMPUTER OPERATIONS A. Basics of MS Office-MS Excel, MS Word & MS PowerPoint B. How to use LinkedIn, Skype, google meet, Microsoft teams etc. for online meetings/business interactions	10
DIGITAL MARKETING A. Major ICT tools B. Social Media-Types C. How to use digital tools including social media for digital marketing D. Database Management System E. Web surfing F. Advanced digital marketing tools and its scope in Hotel/Resort promotions	10
MANAGEMENT INFORMATION SYSTEM A. MIS (An Introduction) B. Usage of MIS C. Needs of MIS	2
SAFETY FEATURES OF DIGITAL TRANSACTIONS A. Safety parameters for digital transactions B. Practical Knowhow (through Case studies)	4
ROLE OF COMPUTERS IN CONSULTANCY OPERATIONS A. Application of digitization in Hotel/Resort's consultancy operations B. Practical exposure to suitable software (PMS, POS like MICROS, Supply chain management software, etc.)	4
Total:	30



AutoCAD PRACTICAL (HC108)

Course Objectives: The students will be able to:

1. Use AutoCAD to create building layouts from scratch.
2. Learn the basic skills of AutoCAD: shapes, text, modification, layers, and dimensions.
3. Have an understanding of coordinates and how they are used in CAD software.
4. Master advanced AutoCAD tools and techniques such as XRef's and layout tools.
5. Draw existing floorplans from measured surveys.
6. Import PDF files and convert them to AutoCAD.
7. Understand the difference between Paper Space & Model Space.
8. Be ready to move onto more advanced AutoCAD subjects such as 3D Modelling.

Topic	Hours
INTRODUCTION A. Introduction B. Core Skills: An overview of AutoCAD	2
KNOW THE SOFTWARE A. Navigating The Software B. Basic Selection Tools	4
BASIC CREATION TOOLS A. Creating Basic Objects B. Lines & Polylines C. Object Snaps & Ortho D. Working with Units E. Understanding Coordinates	4
BASIC MODIFICATION TOOLS A. Modify Tools B. Using Fillets & Chamfers C. Trim & Extend	4
PROJECT MODULE - I A. First Look at the Project B. Creating the Building Outline C. Creating the Internal Walls	4
FORMATTING TOOLS A. Groups & Blocks B. Object Properties C. Line types	4
PROJECT MODULE - II A. Adding the Doors B. Adding the Windows C. Creating and Editing Blocks	4



UNDERSTANDING LAYERS A. Working with Layers 01 B. Creating and Assigning Layers C. Hatching D. Creating Hatches	4
MORE ADVANCE TOOLS A. Advanced Selection Tools B. Using Arrays C. Working with PDF Files D. Working with the UCS E. Working with XRefs F. Paperspace & Modelspace G. Hatching	8
PROJECT MODULE - III A. Adding a Titleblock B. Adding & Editing Text C. Dimensions D. Adding & Formatting Dimensions E. Working with Layouts F. Creating a Legend	8
AMENDMENTS A. Introduction to the Amendments B. Building Amendments C. Text Amendments	4
CREATING ELEVATIONS A. Building Elevations B. Creating a Roof Plan	4
CREATING SITE LAYOUTS A. Site Layout Intro B. Setting Out Drawings C. Working with a UCS D. Site Design E. Adding Walkways F. Landscaping G. Adding Road Markings H. Working with XRef's I. Paper Space Details	6
TOTAL	60



RESEARCH METHODOLOGY (HC109)

Course Objectives: The students will be able to:

1. Explain the Research Methodology concept
2. Describe the decision making, research problem & formulation of hypothesis
3. Elaborate the methods & techniques of data collection & sampling
4. Apply the concepts of research methodology in doing research
5. Preparing & providing quality research & development process
6. Defend the different applications of research methodology
7. Authenticate the concept & principles of the research methodology
8. Explain the concept of the research methodology
9. Detail the formats & presentation of a report

Topic	Hours
INTRODUCTION TO RESEARCH METHODOLOGY A. Fundamentals of Research	6
RESEARCH PROBLEM & DESIGN A. Research problem B. Research Design	4
SAMPLING A. Concept of Sampling B. Probability sampling C. Non-probability sampling	4
SCALING & MEASUREMENTS A. Measurement and scaling techniques	4
DATA HANDLING & ANALYSIS A. Methods of data collection B. Data processing and analysis C. Concept of Hypothesis D. Parametric and non-parametric tests	10
REPORT WRITING & SUBMISSION A. Final Report writing	2
TOTAL	30



PROJECT REPORT (HCP110)

Objectives: Students will be able to

- Utilize their overall competencies in compiling their final project report as per research objectives

Submission Guidelines:

- 1.) A log book duly signed by the external mentor/supervisor have to be submitted to the respective internal mentors
- 2.) A Research Proposal presentation for 10-15 minutes need to give by the students/mentees to their respective internal mentor
- 3.) The final report must be submitted to their respective internal mentor /external if desired
- 4.) The student shall be giving a brief presentation to the external examiner. The external examiner for the final viva voce shall be an expert from the hotel operations/consultancy field.
- 5.) Parameters of evaluation: 75 Marks shall be evaluated by the external examiner on the basis of final report and Viva voce/power point presentation
- 7.) The invitation of external mentor shall be proposed at the Institute level only with prior permission of the principal of respective IHMs
- 8.) The final marks shall be compiled and sent to the NCHMCT examination department through appropriate channel.

