

B.Voc Degree Programme in Hospitality Management

The hospitality industry in India is one of the most dynamic industries and continues to grow year after year, The hospitality industry in India experienced a remarkable revival in 2023, and translated into a promising year for tourism and hospitality in India. As we delve into 2024, sustained growth is strongly indicated, particularly in domestic hospitality market. Premium hotels nationwide reported impressive occupancy rates ranging from 70% to 72%, accompanied by average room rates exceeding ₹6,000 per night, as the rating agency Icara indicated. Notably, hotel revenues demonstrated a robust 20% surge compared to 2022, with operating margins surpassing the 30% mark. The Hospitality Market in India is Experiencing Growth Due To the Country's Rich Culture and Diversity, attracting Global Guests. This growth will provide many employment opportunities for people with the right qualifications. In the Indian context, the hospitality industry contributed only 2% of the GDP in 2003-04, however, has marked a growth of 9.8% by 2020, which has placed India as the second-fastest growing tourism market in the world. The total market size of the tourism and hospitality industry in India stood at US\$ 117.7 billion in 2011 and has touched to US\$ 418.9 billion by 2022. The manpower requirement in hospitality industry is 150,000 trained persons per annum while the availability is only 50,000 per annum.

Leading hotel brands have pepped up their investments and are in various stages of commencement of new proprieties in India, both in metro and non- metro cities. With the continued growth in India's GDP, improvement in the per capita income, and increased aspirational spending, the Indian hospitality sector is expected to grow faster than most countries around the world.



West Bengal is one of the most culturally and ethnically diverse states of India. West Bengal aims to become a preferred tourism and tourism-related investment destination by leveraging its unique geographical setting along with its various tourism-related assets. It will develop necessary infrastructure and promote hospitality industry in an integrated manner which will bring in more investment and further the socio-economic goals of the Government. Hospitality sector has been steadily gaining in prominence in West Bengal. The rich diversity and historical heritage that encompasses this state is drawing more tourists every year. The states policies on tourism are also providing a boost to the existing hotel and hospitality industry and offers great scope.



Structure and Components:

- Bachelor Degree in Hospitality Management has been framed following the guidelines of National Skill Qualification Framework (NSQF) and the B. Sc. programme of Vidyasagar University (VU).
- The B. Voc. Programme comprises of both vocational and academic components.
- Vocational or skill component of the curriculum shall be examined at the end of each semester by the Tourism and Hospitality Skill Council (National Skill Development Corporation, Govt of India).
- Mahishadal Raj College is the only Govt sponsored college in West Bengal to become the NSDC Training Partner.
- The assessment for the General education component shall be done as per the schedule and guidelines of Vidyasagar University.



Year wise Curriculum of B.Voc in Hospitality Management

First Year : NSQF Level - 5 (Diploma Standard)

Subject : Front Office Operation

Total Number of Credits:	30
Course Duration:	550 hrs
Role Description	Managing and controlling the front office operations
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. THC/N0121: Manage the front office operations 2. THC/N0122: Manage the front office personnel 3. THC/N0123: Prepare front office periodical reports and budget 4. THC/N9901: Communicate with customer and colleagues 5. THC/N9902: Maintain customer-centric service orientation 6. THC/N9903: Maintain standard of etiquette and hospitable conduct 7. THC/N9904: Follow gender and age sensitive service practices 8. THC/N9906: Maintain health and hygiene 9. THC/N9907: Maintain safety at workplace <p>Optional:</p> <ol style="list-style-type: none"> 1. THC/N9905: Maintain IPR of company and customers 2. THC/N9909: Learn a foreign or local language(s) including English
Job Role	Front Office Manager
Role Description	Taking orders, getting it prepared and serving to customers, as per organization's policy
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. THC/N2907 Receive customers and take orders 2. THC/N2908 Process customer's order 3. THC/N2909 Manage administrative work 4. THC/N9901 Communicate with customer and colleagues 5. THC/N9902 Maintain customer-centric service orientation 6. THC/N9903 Maintain standard of etiquette and hospitable conduct 7. THC/N9904 Follow gender and age sensitive service practices 8. THC/N9906 Maintain health and hygiene
Job Role	Counter Sales Executive / Counter Service Executive



Total Number of Credits:	30
Course Duration:	550 hrs
Role Description	Managing the front office operation during the shift; planning and scheduling work, manages the resource, supervising the process and ensuring guest satisfaction
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. THC/N0116: Plan and control day to day front office activities 2. THC/N0117: Assist in managing the front office operation 3. THC/N0118: Manage the front office staffing process 4. THC/N9901: Communicate with customer and colleagues 5. THC/N9902: Maintain customer-centric service orientation 6. THC/N9903: Maintain standard of etiquette and hospitable conduct 7. THC/N9904: Follow gender and age sensitive service practices 8. THC/N9905: Maintain IPR of organisation and customers 9. THC/N9906: Maintain health and hygiene 10. THC/N9907: Maintain safety at workplace 11. THC/N9909: Learn a foreign or local language(s) including English
Job Role	Duty Manager
Role Description	Establishing and monitoring soft facility services and its quality, as well as managing client and vendors at the facility as per organization's standards besides performing administrative work
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> 1. THC/N5712: Establish soft services and their quality 2. THC/N5713: Monitor soft services and their quality at client's premises 3. THC/N5714: Manage client and vendors 4. THC/N5715: Perform administrative work at facility 5. THC/N9901: Communicate with customer and colleagues 6. THC/N9902: Maintain customer-centric service orientation 7. THC/N9903: Maintain standard of etiquette and hospitable conduct 8. THC/N9904: Follow gender and age sensitive service practices 9. THC/N9905: Maintain IPR of organisation and customers 10. THC/N9906: Maintain health and hygiene 11. THC/N9907: Maintain safety at workplace 12. THC/N9909: Learn a foreign or local language(s) including English
Job Role	Facility Management Executive



Second Year : NSQF Level - 6 (Advance Diploma Standard)

Subject: Food & Beverage Production

Course module	Job role	Workplace/ INDUSTRY
1. PROFESSIONAL STANDARDS AND ETHICS FOR FOOD HANDLERS. 2. FOOD COMMODITIES 3. COOKING FUELS AND KITCHEN EQUIPMENT 4. PROCESSING OF COMMODITIES 5. AIMS AND OBJECTIVES OF COOKING FOOD 6. METHODS OF COOKING 7. INDIAN CUISINE 8. ART OF COOKERY 9. STOCKS, SAUCES AND SOUPS 10. FOOD PRESERVATION, CHEESE, BAKERY 11. MENU PLANNING, PASTRY, FOOD STANDARDS 12. FRENCH CUISINE, ITALIAN CUISINE, SPANISH /MEXICAN CUISINE, ORIENTAL CUISINE, KITCHEN ORGANIZATION AND HUMAN RESOURCE 13. GARDE MANGER (LARDER WORK), ACCOMPANIMENTS AND GARNISHES, KITCHEN PLANNING 14. FOOD PRODUCTION SYSTEMS.	1. Kitchen executive trainee. 2. Commie1 3. Commie 2 4. Continental chef 5. Indian chef 6. Butcher 7. Cold kitchen chef 8. Vegetable carver 9. Pantry man 10. breakfast chef Etc.....	1. HOTEL 2. RESTAURENT 3. COMMERTIAL CATERING 4. FOOD CHAIN 5. RAILWAY CATERING 6. AIRLINE CATERING 7. HOSPITAL CATRING 8. CRUISE LINE 9. Industrial canteen 10. fast food outlet Etc.....



Third Year : NSQF Level - 7 (B.Voc Standard)

SUBJECT: FOOD AND BEVERAGE SERVICE

Course module	Job Role	Industry
1.FOOD & BEVERAGE SERVICE INDUSTRY 2. ATTRIBUTES OF FOOD & BEVERAGE SERVICE PERSONNEL FOOD & BEVERAGE SERVICE ORGANIZATION 3.FOOD & BEVERAGE SERVICE AREAS WITH HIERARCHIES 4.KNOWING F & B SERVICE EQUIPMENT 5. TYPES OF SERVICE AND MENUS 6. MENU PLANNING 7. BREAK FAST 8. IN-ROOM DINING 9. FUNCTION CATERING 10. BUFFET 11. NON ALCOHOLIC BEVERAGES 12. NON ALCOHOLIC BEVERAGES 13. WINE & FOOD HARMONY	1.MANAGEMENT TRAINEE 2.TRAINEE STEWARD 3.STEWARD 4.F & B EXECUTIVES	1. HOTEL 2. RESTAURENT 3.COMMERTIAL CATERING 4.FOOD CHAIN 5. RAILWAY CATERING 6.AIRLINE CATERING 7. HOSPITAL CATRING 8. CRUISE LINE





General Rules

Continuous Assessment

The course is based on Choice Based Credit system as per UGC Guidelines. The 60% skill component (18 credits in each semesters) of the course will be assessed and certified by the respective Sector Skill Councils and 40% general education component will be assessed by the university on choice based credit system (12 credits in each semester). One credit will be awarded in terms of NSQF level certification which will have 60% weightage of total credits in the course in the following manner.

Name of the course	NSQF Level Certificate	Cumulative Credits
Diploma	Level - 5	36 Credits
Advance Diploma	Level - 6	72 Credits
B.Voc Degree	Level - 7	108 Credits

Eligibility Criteria :

The minimum Educational Qualification for admission to B.Voc Courses in any of the above five stream is Higher Secondary or Equivalent (10 + 2) pass from any recognized board. Those who have successfully cleared NSQF Level – 4 (Vocational) are eligible for Direct Admission to Level 5 of B.Voc Courses.

Maximum age limit for admission to any course is 35

Reservation Policy:

The reservation procedure is followed as per norms of Vidyasagar University.

Fees Structure:

Above B.Voc Courses are partially sponsored by the University Grants Commission. However, **Annual Course Fee is Rs. 10,000 (Rupees Ten Thousand)**, ie cumulative **Course Fee of Rs. 30,000 (Rupees Thirty Thousand)** for the entire Three Years (in Six Instalments) is payable to “ *Deen Dayal Upadhyay KAUSHAL Kendra, Mahishadal Raj College* ” through any online mode (PayTm/ Google Pay/ NEFT etc) to *SBI A/c No: 39519103556, IFSC Code: SBIN0001298*. The above Course Fee includes University Registration Fees, Assessment and Certification Fees, Consumable Cost for practical's, re-imbursement of cost to industry partner during internship etc.)



Application Procedure:

1. Application Forms for Admission to B.Voc Courses can be downloaded from College website on & from 08.05.2024 (Students of Vocational Stream and candidates have secured more than 60% in HS or Equivalent can directly fill up respective Admission Registration Form)
2. Fill up the forms with blue / black pen in capital letters. Keep no points blank
3. As per Notification from Higher Education Dept, Govt of West Bengal, “No Application Processing Fee” is required to pay along with the Application Form
4. Please scan duly filled up Application Form (Registration Form in case of Vocational Students and candidates have secured more than 60% in HS or Equivalent) in either pdf or jpg format and send to our Email: mrcbvocadmission2024@gmail.com or whatsapp the same to : 9733038150
5. After submission of Application form applicant will receive a ‘Submission and verification’ SMS to his/her registered Mobile Number.
6. Selected Candidates will be intimated about their selection and procedure of admission by SMS to their registered mobile number and Email.

Please contact Shri Susim Payra (Mob: 7908558567 / 9733038150) or Prof. Arnab Patra (9733216242) for any further query.

7. Merit List of the Selected Candidates will also be published in the College Website.