ಮಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾನಿಲಯ
MANGALORE UNIVERSITY
(Accredited by NAAC with 'A' Grade)

ಕ್ರಮಾಂಕ/ No. : MU/ACC/CR 40/2019-20/A2

ಕುಲಸಚಿವರ ಕಛೇರಿ
ಮಂಗಳಗಂಗೋತ್ರಿ – 574 199
Office of the Registrar
Mangalagangothri – 574 199
ದಿನಾಂಕ/Date:20.01.2021

NOTIFICATION

Sub: Syllabus of Career Oriented Programme in Cruise Line Operation and Hospitality Service

Ref: Academic Council approval vide agenda No.: ಎ.ಸಿ.ಸಿ.:ಶೈ.ಸಾ.ಸ.2:7(2020–21) dtd 23.12.2020.

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The syllabus of Career Oriented programme in Cruise Line Operation and Hospitality Service which has been approved by the Academic Council at its meeting held on 23.12.2020 is hereby notified for implementation with effect from the academic year 2020-21.

Copy of the Syllabus shall be downloaded from the University Website (www.mangaloreuniversity.ac.in)

REGISTRAR

To,

1. The Principals of the College concerned
2. The Chairman, Combined BOS in Tourism & Travel Management, Hospitality Management & PG Diploma in Tourism Hotel Management, Aviation and Hospitality Management.
3. The Registrar (Evaluation), Mangalore University, Mangalagangothri.
4. The Superintendent (ACC), O/o the Registrar, Mangalore University.
5. The Asst. Registrar (ACC), O/o the Registrar, Mangalore University.
6. The Director, DUIMS, Mangalore University – with a request to publish in the Website.
7. Guard File.

CAREER ORIENTED PROGRAMME IN

CRUISE LINE OPERATION AND HOSPITALITY SERVICE (COHS)

PREAMBLE:-

If you long to feel the cool ocean breeze and excitement of traveling to exotic destinations all over the world, while still making a living, then the world aboard a cruise liner will be perfect for you. In every port, in every country, there are cruise ships that are constantly looking for eager individuals to hop on board and join the team in one of the many cruise employment opportunities offered.

OBJECTIVE:-

The aim of the course is to prepare students for employment in the international cruise ship industry. The necessary practical skills are developed early in the programme to ensure that students are able to operate quickly and competently within a cruise ship hospitality environment. Achieving a management position on a cruise ship typically involves hospitality training and prior experience (earned on land or at sea) in a specialized area. ... Hotel managers Control all areas of the ship's hotel.

SYLLABUS/CURRICULUM:

CRUISE LINE OPERATION AND HOSPITALITY SERVICE (COHS)

I YEAR (Lading to Certificate)

Paper	Instruction (Hours)	Duration of examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
COHS Paper-I					

II YEAR (Leading to Diploma)

Paper	Instruction (Hours)	Duration of examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
COHS Paper-I					

III YEAR (Leading to Advanced Diploma)

Paper	Instruction (Hours)	Duration of examination (Hours)	Marks for Final Exam	Marks for Internal Exam	Total Marks
COHS Paper-I					
Project					

SYLLABUS/ CURRICULUM: CRUISE LINE OPERATION AND SERVICES MANAGEMENT (COSM)

I YEAR (LEADING TO CERTIFICATE)

PAPER	Instruction (Hr)	Duration of Examination (Hr)	Marks for Final Exam	Marks for Internal Exam	Total Marks
COSM Paper-I	03	03	100	50	150
Practical-I	03	03	100	50	150

Every student is expected to maintain a record book comprising minimum of five assignments from the syllabus or related areas each of 10 marks. (5*10=50). Every student should undergo a viva voce examination based on the record book and syllabus for a maximum of 50 marks.

(Record book 50 marks + viva voce 50 marks=100)

50 Marks of internal can be allotted by the concerned teachers based on assignment presentations and class performance.

II YEAR (LEADING TO DIPLOMA)

PAPER	Instruction (Hr)	Duration of Examination (Hr)	Marks for Final Exam	Marks for Internal Exam	Total Marks
COSM Paper-II	03	03	100	50	150
Practical-II	03	03	100	50	150

Every student is expected to maintain a record book comprising minimum of five assignments from the syllabus or related areas each of 10 marks. (5*10=50). Every student should undergo a viva voce examination based on the record book and syllabus for a maximum of 50 marks.

(Record book 50 marks + viva voce 50 marks=100)

50 Marks of internal can be allotted by the concerned teachers based on assignment presentations and class performance.

III YEAR (LEADING TO ADVANCED DIPLOMA)

PAPER	Instruction (Hr)	Duration of Examination(Hr)	Marks for Final Exam	Marks for Internal Exam	Total Marks
COSM Paper-III	03	03	100	50	150
Practical-III	03	03	100	50	150
Project	03	Viva voce	100	-	100

Every student is expected to maintain a record book comprising minimum of five assignments from the syllabus or related areas each of 20 marks. (5*20=100).

50 Marks of internal can be allotted by the concerned teachers based on assignment presentations and class performance.

Every student is expected to take up a project work under a teacher guide relating to the areas of their study and submit a report containing a minimum of 50 pages which will have two valuations (1 internal and 1 external) for a maximum of 50 marks. A viva voce examination to be conducted based on their project report by the external examiner/examiners for a maximum of 50 marks.

PAPER :1

CRUISE LINE OPERATION AND HOSPITALITY SERVICE-I (CERTIFICATE)

CHAPTER : I CONTEMPORARY CRUISE OPERATIONS

1.1 Learning Objectives

1.2 The Elements of Cruising

1.3 A History of Cruising

1.4 The Cruise Market

1.5 The Cruise Brands

CHAPTER : II SELLING CRUISES AND CRUISE PRODUCT

2.1 The Cruise Operations

2.2 The Travel Agents

2.3 Marketing Actions and Alliances

2.4 The Cruise Products

2.5 Brand Values and Vessel Classification

CHAPTER : III MARITIME ISSUES AND LEGISLATION

3.1 The Shipping Industry

3.2 Marine Pollution

3.3 Safety of Life at Sea

3.4 Sanitation and Cleanliness

3.5 Maritime Organizations

CHAPTER : IV INTRODUCTION TO HOSPITALITY INDUSTRY

4.1 Introduction To Hospitality Industry

4.2 Golden Points In Hospitality

4.3 Classification of Hospitality sector

4.4 Introduction to Cruise Hospitality

4.5 Introduction to Cruise line Departments

BOOKS FOR REFERENCE:-

1. Cruise operations management; By Philip Gibson

2. Cruise operations management: hospitality perspectives; By Philip Gibson

3. Selling the sea: an inside look at the cruise industry; By Bob Dickinson

4. Cruising : a guide to the cruise line industry; By Marc Mancini

5. Introduction to Hospitality Book by John R. Walker

PAPER :2

CRUISE LINE OPERATION AND HOSPITALITY SERVICE-II (DIPLOMA)

CHAPTER : I PLANNING THE ITINERARY

1.1 What is a Cruise Destinations

1.2 Tourist Motivation

1.3 Logistics, Positioning, and Planning

CHAPTER : II WORKING ON BOARD

2.1 The Role and Responsibilities on a Cruise Ship

2.2 The Management of Cruise Ship Service

2.3 Practical Considerations

2.4 Recruitment practices and Challenges for Leaders

2.5 Uniforms at Sea

CHAPTER : III CUSTOMER SERVICE

3.1 Service and Quality

3.2 Quality and Products and Service

3.3 Operation and Management

3.4 Managing Customer Service

3.5 The Human Side of Service Quality

3.6 Providing Customer Service

CHAPTER: IV STRUCTURE OF THE FOOD AND BEVERAGE SERVICE DEPARTMENT

4.1 Food and Beverage Organizational Chart

4.2 Job Descriptions of various key staffs

4.3 Attributes of Food and Beverage Staffs

4.4 Classification of Various Equipments

4.5 Different types of Services

4.6 Function catering, Banquets & Buffets

4.7 Marketing of Food and Beverages

BOOKS FOR REFERENCE:-

1. Cruise operations management; By Philip Gibson

2. Cruise operations management: hospitality perspectives; By Philip Gibson

3. Selling the sea: an inside look at the cruise industry; By Bob Dickinson

4. Cruising: a guide to the cruise line industry; By Marc Mancini

5. Introduction to Hospitality Book by John R. Walker

PAPER :3

CRUISE LINE OPERATION AND HOSPITALITY SERVICE-III (ADVANCED DIPLOMA)

CHAPTER : I STANDARDS OF TRAINING, CERTIFIFICATION AND WATCHKEEPING FOR SEAFARERS (STCW)

1.1 Fire Prevention And Fire Fighting

1.2 Personal Safety And Social Responsibilities

1.3 Elementary First Aid

1.4 Security Training for Seafarers with Designated Security Duties.

1.5 Personal Survival Techniques.

CHAPTER : II MANAGING FACILITIES

2.1 Revenue or yield Management

2.2 Costs, Sales and Markets

2.3 Administrating Accommodation

2.4 Aesthetics and Ergonomics

2.5 Accommodation Systems

2.6 Work Schedule and Routines

2.7 Dry Dock

2.8 Environmental Issues

CHAPTER : III HEALTH, SAFETY AND SECURITY

3.1 Centres of Disease Control and Vessel Sanitation Program

3.2 Vessel Sanitation Inspection Program

3.3 Safety at Sea

3.4 Assessing Risk

3.5 Life on the Ocean Wave – Living and Working Modern Cruise Ships

3.6 Your Cruise Line GPS – Positioning and Differentiation of Cruise line

CHAPTER : IV MANAGING FOOD AND BEVERAGE OPERATIONS

4.1 Supplies and Services

4.2 Food production and service delivery systems

4.3 Organizing People, Products, Process, Premises And Plant

4.4 Customer Demand And Operational Capabilities

4.5 Control Actions For Food And Drink Operations

4.6 Planning Wine List

CHAPTER : V FOOD AND BEVERAGES

5.1 Fish And Sea Food

5.2 Stocks, Soups And Sauces

5.3 Vegetables And Fruits

5.4 Meat And Game

5.5 Bakery Products And Pasta

5.6 Classifications Of Beverages

5.7 Meals And Menu Planning

5.8 Determining Food And Beverage Standards

CHAPTER : VI FRONT OFFICE AND ACCOMMODATION OPERATIONS

6.1 Introduction To Housekeeping In Cruise Line

6.2 Hygiene Maintenance Of Guestrooms And Public Areas

6.3 Planning And Organising Of Housekeeping Department

6.4 The Front Office Department And Duties Responsibilities Of Staff

6.5 Reservations And Rates And Meal Plans

6.6 Management Of Information Systems (MIS)

BOOKS FOR REFERENCE:-

1. Cruise operations management; By Philip Gibson

2. Cruise operations management: hospitality perspectives; By Philip Gibson

3. Selling the sea: an inside look at the cruise industry; By Bob Dickinson

4. Cruising : a guide to the cruise line industry; By Marc Mancini

5. Introduction to Hospitality Book by John R. Walker