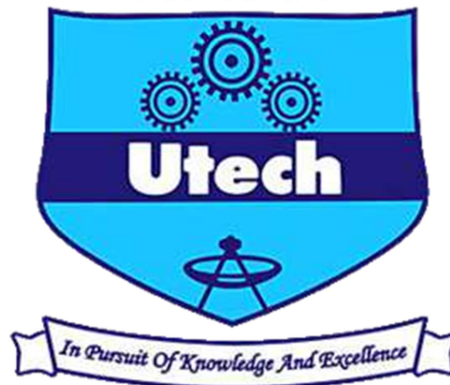


MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



BSc INTERNATIONAL HOTEL
and
TOURISM ADMINISTRATION

MAULANA ABUL KALAM AZAD
UNIVERSITY OF TECHNOLOGY,
WEST BENGAL



VISION OF THE UNIVERSITY

To achieve the status of a globally ranked premier University in the field of Science, Technology, Pharmacy, Architecture, Management and interdisciplinary areas for the creation of high-calibre professionals with environmental consciousness, social, moral and ethical values along with the competency to face the new challenges of rapid technological advancements.

MISSION OF THE UNIVERSITY

- To impart quality and value based teaching & learning of international standard for solving the real life problems
- To create and disseminate knowledge both nationally & internationally towards the transformations of the civilization into a knowledge based society
- To institutionalize the extension and field outreach activities with a view to transform the university system into an active instrument for social change
- To develop liaison and collaboration with the globally recognised academic institutions in order to inject new and fresh thinking in teaching, learning and research
- To generate intellectually capable and imaginatively gifted professionals and successful entrepreneurs having environmental consciousness and ethics who can work as individual or in group in multi-cultural global environments for continuing significantly towards the betterment of quality of human life



IIHM Kolkata

IIHM VISION Statement

The institute is pledged to produce creative and resourceful professionals who are qualified to serve the hospitality and tourism industries nationally and internationally within an educational environment that fosters innovation, enterprise and an enthusiasm through excellence.

The Mission :

- The Institute is committed to set benchmarks in nurturing and mentoring aspirers to become global professionals of excellence in the tourism, hospitality and allied industries.
- It seeks to ensure an all inclusive and sustainable environment which encourages innovation, creativity, spirit of entrepreneurship and passion to achieve excellence in Hospitality and Tourism Management .
- To inculcate core values in students to ensure transformation into skillful and intellectual managers and leaders of the industry.
- We will express industry requirements through the provision of hospitality skills development, operational exposure, managerial competence and a strategic outlook.

Values

1. **Student Success and Completion:**Creating an educational environment in which students can attain a variety of goals.
2. **Excellence:** Maintaining a high standard of integrity and performance leading to the achievement of academic and career goals.
3. **Diversity:** Fostering a learning community in which the diverse values, goals, and learning styles of all students are recognized and supported.
4. **Life-Long Learning:** Encouraging enthusiastic, independent thinkers and learners striving for personal growth.
5. **Integrity:** Behaving ethically in all interactions at all levels.
6. **Technological Advancement:** Implementing cutting-edge technology that enhances instruction and prepares students for life-long success.

Learning Outcomes-based Curriculum Framework for Undergraduate Education

- 1. BSc Hospitality Administration**
- 2. BSc International Hotel and Tourism Administration**

Section 1

A high priority task in the context of future education development agenda in India is fostering quality higher education. Further improvement of the quality of higher education is considered essential for enabling effective participation of young people in knowledge production and participation in the knowledge economy, improving national competitiveness in a globalized world and for equipping young people with skills relevant for global and national standards and enhancing the opportunities for social mobility. Sustained initiatives are required for institutionalizing an outcome-oriented higher education system and enhancing employability of graduates through curriculum reform based on a learning outcomes-based curriculum framework, improving/upgrading academic resources and learning environment, raising the quality of teaching and research across all higher education institutions; technology use and integration to improve teaching-learning processes and reach a larger body of students through alternative learning modes such as open and distance learning modes and use of MOOCs.

Other priority areas of action for fostering quality higher education include translation of academic research into innovations for practical use in society and economy, promoting efficient and transparent governance and management of higher education system, enhancing the capacity of the higher education system to govern itself through coordinated regulatory reform and increasing both public and private sector investment in higher education, with special emphasis on targeted and effective equity-related initiatives.

Learning outcomes-based approach to curriculum planning and development.

The fundamental premise underlying the learning outcomes-based approach to curriculum planning and development is that higher education qualifications such as a Bachelor's Degree programmes are awarded on the basis of demonstrated achievement of outcomes (expressed in terms of knowledge, understanding, skills,

attitudes and values) and academic standards expected of graduates of a programme of study. Learning outcomes specify what graduates completing a particular programme of study are expected to know, understand and be able to do at the end of their programme of study. The expected learning outcomes are used as reference points that would help formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes which in turn will help in curriculum planning and development, and in the design, delivery and review of academic programmes. They provide general guidance for articulating the essential learning associated with programmes of study and courses within a programme. It may be noted that the learning outcomes-based curriculum framework is not intended to promote designing of a national common syllabus for a programme of study or learning contents of courses within each programme of study or to prescribe a set of approaches to teaching-learning process and assessment of student learning levels. Instead, they are intended to allow for flexibility and innovation in

1. programme design and syllabi development by higher education institutions (HEIs),
2. teaching-learning process
3. assessment of student learning levels
4. periodic programme review within a broad framework of agreed expected graduate attributes, qualification descriptors, programme learning outcome and course learning outcomes.

The overall objectives of the learning outcomes-based curriculum framework are to:

- **Help** formulate graduate attributes, qualification descriptors, programme learning outcomes and course learning outcomes that are expected to be demonstrated by the holder of a qualification;
- **Enable** prospective students, parents, employers and others to understand the nature and level of learning outcomes (knowledge, skills, attitudes and values) or attributes a graduate of a programme should be capable of demonstrating on successful completion of the programme of study;
- **Maintain** national standards and international comparability of learning outcomes and academic standards to ensure global competitiveness, and to facilitate student/graduate mobility; and
- **Provide** higher education institutions an important point of reference for designing teaching-learning strategies, assessing student learning levels, and periodic review of programmes and academic standards.

Key outcomes underpinning curriculum planning and development

The learning outcomes-based curriculum framework for undergraduate education is a framework based on the expected learning outcomes and academic standards that are expected to be attained by graduates of a programme of study and holder of a qualification. The key outcomes that underpin curriculum planning and development at the undergraduate level include Graduate Attributes, Qualification Descriptors, Programme Learning Outcomes, and Course Learning Outcomes - these are described below:

Graduate attributes

The graduate attributes reflect the particular quality and features or characteristics of an individual, including the knowledge, skills, attitudes and values that are expected to be acquired by a graduate through studies at the higher education institution (HEI) such as a college or university.

The graduate attributes include capabilities that help strengthen one's abilities for widening current knowledge base and skills, gaining new knowledge and skills, undertaking future studies, performing well in a chosen career and playing a constructive role as a responsible citizen in the society.

The graduate attributes define the characteristics of a student's university degree programme(s), and describe a set of characteristics/competencies that are transferable beyond study of a particular subject area and programme contexts in which they have been developed.

Graduate attributes are fostered through meaningful learning experiences made available through the curriculum, the total college/university experiences and a process of critical and reflective thinking.

The learning outcomes-based curriculum framework is based on the premise that every student and graduate is unique. Each student or graduate has his/her own characteristics in terms of previous learning levels and experiences, life experiences, learning styles and approaches to future career-related actions. The quality, depth and breadth of the learning experiences made available to the students while at the higher education institutions help develop their characteristic attributes.

The graduate attributes reflect both disciplinary knowledge and understanding, generic skills, including global competencies, that all students in different academic

fields of study should acquire/attain and demonstrate. Some of the characteristic attributes that a graduate should demonstrate areas follows:

- **Disciplinary knowledge:** Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.
- **Communication Skills:** Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.
- **Critical thinking :**Capability to apply analytic thought to a body of knowledge; analyse and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.
- **Problem solving:** Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.
- **Analytical reasoning:** Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyse and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples, and address opposing viewpoints.
- **Cooperation/Teamwork:** Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team.

- **Scientific reasoning:** Ability to analyse, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.
- **Reflective thinking:** Critical sensibility to lived experiences, with self-awareness and reflexivity of both self and society.
- **Information/digital literacy:** Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.
- **Self-directed learning:** Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.
- **Multicultural competence:** Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.
- **Moral and ethical awareness/reasoning:** Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.
- **Leadership readiness/qualities:** Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using management skills to guide people to the right destination, in a smooth and efficient way.

- **Lifelong Learning:** Ability to acquire knowledge and skills, including „learning how to learn‘, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

Qualification descriptors

A qualification descriptor indicates the generic outcomes and attributes expected for the award of a particular type of qualification (for eg. a bachelor's degree or a bachelor's degree with honours). The qualification descriptors also describe the academic standard for a specific qualification in terms of the levels of knowledge and understanding, skills and competencies and attitudes and values that the holders of the qualification are expected to attain and demonstrate. These descriptors also indicate the common academic standards for the qualification and help the degree-awarding bodies in designing, approving, assessing and reviewing academic programmes. The learning experiences and assessment procedures are expected to be designed to provide every student with the opportunity to achieve the intended programme learning outcomes. The qualification descriptors reflect both disciplinary knowledge and understanding as well as generic skills, including global competencies, that all students in different academic fields of study should acquire/attain and demonstrate.

Qualification descriptors for a Bachelor's Degree programme

The students who complete three years of full-time study of an undergraduate programme of study will be awarded a Bachelor's Degree. Some of the expected learning outcomes that a student should be able to demonstrate on completion of a degree-level programme may include the following:

Demonstrate (i) a fundamental/systematic or coherent understanding of an academic field of study, its different learning areas and applications, and its linkages with related disciplinary areas/subjects; (ii) procedural knowledge that creates different types of professionals related to the disciplinary/subject area of study, including research and development, teaching and government and public service; (iii) skills in areas related to one's specialization and current developments in the academic field of study.

Use knowledge, understanding and skills required for identifying problems and issues, collection of relevant quantitative and/or qualitative data drawing on a wide

range of sources, and their application, analysis and evaluation using methodologies as appropriate to the subject(s) for formulating evidence-based solutions and arguments;

Communicate the results of studies undertaken in an academic field accurately in a range of different contexts using the main concepts, constructs and techniques of the subject(s);

Meet one's own learning needs, drawing on a range of current research and development work and professional materials;

Apply one's disciplinary knowledge and transferable skills to new/unfamiliar contexts, rather than replicate curriculum content knowledge, to identify and analyse problems and issues and solve complex problems with well-defined solutions.

Demonstrate subject-related and transferable skills that are relevant to some of the job trades and employment opportunities.

Programme learning outcomes

The outcomes and attributes described in programme descriptors are attained by students through learning acquired on completion of a programme of study. The term 'programme' refers to the entire scheme of study followed by learners leading to a qualification. Individual programmes of study will have defined learning outcomes which must be attained for the award of a specific certificate/diploma/degree. The programme learning outcomes are aligned with the relevant course descriptors. Programme learning outcomes will include subject-specific skills and generic skills, including transferable global skills and competencies, the achievement of which the students of a specific programme of study should be able to demonstrate for the award of the degree qualification. The programme learning outcomes would also focus on knowledge and skills that prepare students for further study, employment, and good citizenship. They help ensure comparability of learning levels and academic standards across colleges/universities and provide a broad picture of the level of competence of graduates of a given programme of study.

Programme Outcomes (POs)

A graduate of BSc Hospitality Administration - Program will demonstrate capabilities to:

PO1: Perform work activities in the areas of rooms division operations and management, food production operations and management, food and beverage operations and effectively and efficiently manages human resources to the standards expected in the operations and management required in the hospitality sectors.

PO2: Undertake tasks, functions, duties and activities and assesses quality standards related to products and processes in the operations and management of hotels, restaurants, travel, government and non-government agencies in accordance with the competency standards enhancing employability skills.

PO3: Critically appreciate, appraise concepts, Analyse situations, identify problems, formulate solutions and implement corrective and/or mitigating measures and action management into food, service and accommodation and allied hospitality operations including hospitality technology.

PO4. Demonstrate the ability to develop, plan, examine, question and explore perspectives and alternatives to problems related to industry as well as sustainability and environmental challenges in hospitality, travel and tourism operations as an outcome of internalising the knowledge and intellect developed in the degree level graduate education which is comparable to similar graduates of any other universities.

PO5: Demonstrate the ability to use professional written and oral communication skills and technology to successfully communicate and be able to maintain, observe behaviour and etiquettes while demonstrating the skills like decision making, applying digital technology skills and providing leadership skills..

PO6 : The programme prepares students with appropriate knowledge and competency skills to undertake further studies and research at the post-graduation level, master's level in universities and also is able to compete in work environments abroad

Programme Specific Outcomes

PSO1: Demonstrate awareness, understanding and skills necessary to undertake supervised work experience in hospitality sectors abroad and live and work in a diverse world appreciating the use and application of modern digital technologies wherever that is relevant.

PSO2: Provide awareness and appropriate concepts, using a combination of theoretical discussion and real-world case studies, on current and future application

and use of technologies in the hospitality and tourism economy, including examples from the hotel, restaurant, travel agency and events industries.

PSO3: Inculcate skills, competencies, knowledge and understanding to begin start-ups or enterprises with creative and innovative ideas built on strategic aims and choices which will necessarily lead to translating visions into real business ventures .

Programme Outcomes (POs)

A graduate of BSc International Hotel and Tourism Administration Programme will demonstrate capabilities to:

PO1: Perform work activities in the areas of rooms division operations and management, food production operations and management, food and beverage operations and management, tourism operations and management effectively and efficiently to the standards expected in the operations and management, required in the international tourism and hospitality sectors.

PO2: Undertake tasks, functions, duties and activities and assess quality standards related to products and processes in the operation and management of the hotels, restaurants, travel and tourism businesses, managing government and non-government agencies related to tourism and hospitality sector, in accordance with the international competency standards enhancing employability skills .

PO3: Critically appreciate, appraise concepts, Analyse situations, identify problems, formulate solutions and implement corrective and/or mitigating measures and action management into food, service and accommodation operations and travel and tourism operations including hospitality technology .

PO4. Demonstrate the ability to develop, plan, examine, question and explore perspectives and alternatives to problems related to industry as well as sustainability and environmental challenges in hospitality, travel and tourism operations as an outcome of internalising the knowledge and intellect developed in the degree level graduate education which is comparable to similar graduates of any other universities.

PO5: Demonstrate the ability to use professional written and oral communication skills and technology to successfully communicate and be able to maintain, observe behaviour and etiquettes while demonstrating the skills like decision making, applying digital technology skills, and providing leadership skills at the internationally accepted level.

PO6: The programme prepares students with appropriate knowledge and competency skills to undertake further studies and research at the post-graduation level, master's level in the field of travel and tourism and hospitality, in universities in India and abroad.

Programme Specific Outcomes

PSO1: Demonstrate awareness, understanding and skills necessary to undertake supervised work experience in hospitality and tourism sectors abroad and live and work in a diverse world appreciating the use and application of modern digital technologies wherever that is relevant.

PSO2: Provide awareness and appropriate concepts, using a combination of theoretical discussion and real-world case studies, on current and future application and use of technologies in the hospitality and tourism sectors, including examples from the hotels, restaurants, travel and tourism businesses and events industries.

PSO3: Inculcate skills, competencies, knowledge and understanding to begin start-ups or enterprises with creative and innovative ideas built on strategic aims which will necessarily lead to translating visions into real business ventures.

Course Description:

These innovative courses look into both the practical and the managerial aspects of the world of Hospitality and Tourism. Students will gain important transferable skills such as customer service and analytics that will equip them to understand these fast-paced industries. The courses will lead to a number of careers within international hotel chains, small hospitality and food business organisations and tourism organisations and give them the necessary technological and digital skills. The courses have a strong focus on technology and sustainability and deliver the skills needed for the hospitality managers of the future. Managing a hospitality organisation is ever-changing and dynamic and hospitality professionals need to be flexible and adaptive.

With the increased use of big data and artificial intelligence, organisations are focused on the customer experience and gaining loyalty to deliver profit.

The course will put theory into practice in a real-world environment. Graduates will gain the business acumen to comprehend, manipulate and present information and data while having the operational, managerial and strategic knowledge needed to run a hospitality business.

Course outlines

Knowledge and understanding

1st Year

- Understand the national and international nature of the Hospitality and Tourism industries and their sub-sectors.
- Understand the role within the service/knowledge economy.
- Describe the underlying concepts and principles of hospitality operations
- Demonstrate knowledge and competency in evolving Hospitality technology

- Demonstrate knowledge of underlying financial concepts relevant to the hospitality industry

2nd year

- Apply the underlying theories, concepts and principles to the management of hospitality organisations
- Assess the key issues associated with hospitality operations and provide recommendations for the effective performance of an organisation

3rd Year

- Apply and compare theories to the solution of complex problems within the core areas of hospitality
- Identify, appraise and synthesize ideas to respond appropriately to the diversity that prevails within the hospitality industry in relation to all stakeholders
- Critically examine strategic decisions within the context of the hospitality industry and their application to managerial decisions

Intellectual/Cognitive skills

1st year

- Understand the functional areas of the hospitality and tourism industries
- Demonstrate the ability to identify problems and challenges, and provide recommendations for solutions.
- Communicate information accurately and reliably.
- Evaluate the appropriateness of the application of solutions relevant to the hospitality industry
- Identify relevant theories and practices and their application to the hospitality and tourism industries

2nd year

- To be able to compare and contrast theories, concepts and ideas related to the hospitality and tourism industries
- To be able to judge and evaluate the merits and demerits of concepts and research and apply to real time activities

3rd year

- Critically review the reliability, validity and significance of applied research to real time operations and activities
- Demonstrate the ability to transform complex concepts and theories towards a given purpose and create innovative solutions.
- Critically evaluate arguments, assumptions and abstract concepts to make judgements related to management operations in the hospitality and tourism industries

Subject practical skills

1st year

- Understand the basic operational practices within the Hospitality and Tourism
- Adopt a flexible and professional attitude towards learning and the work environment.
- understand the theories and concepts underpinning consumer behaviour within the hospitality industry, restaurants, banquets and within food aggregators, and rooms business
- Demonstrate effective hospitality customer service skills in an operational environment
- Understand the practices and procedures and their application to effective hospitality operations

2nd year

- Appraise core practical technical competencies required at operational level
- Practise skills in managing processes associated with the planning, delivery and evaluation of the hospitality product involving technical knowledge and appropriate use of the available resources.
- Adopt practices and procedures which are essential to the delivery of customer care and service
- Apply the theories and concepts underpinning consumer behaviour within the hospitality context

3rd year

- Demonstrate the ability to select the appropriate academic and industry resources to inform decision making.
- Critically assess the application of technology, analytics and sustainability theories to policies and practices.
- Demonstrate a critical awareness of the boundaries of hospitality
- Analyse the impact of the business environment on hospitality and tourism practices
- Demonstrate the ability to apply methods and techniques to complete projects

Transferable skills

1st year

- Demonstrate application of independent thought and judgement.
- Communicate effectively in a variety of different formats.
- Work in collaboration with others.

- Adopt a flexible and professional attitude towards learning and the work environment
- Effectively communicate ideas and concepts using a variety of appropriate tools and formats
- Have the ability to recognise and take responsibility for the skills needed for personal development
- Work effectively as part of a team.

2nd year

- Effectively communicate information to specialist and non-specialist audiences using a range of appropriate methods
- Recognise interpersonal skills needed in the workplace.
- Reflect on experiences, recognising learning needs and planning self-development in both a learning and work based environment.

3rd year

- Demonstrate the ability to effectively communicate information, ideas, problems and solutions to diverse audiences in a professional manner and in a variety of formats
- Demonstrate skills of initiative and personal responsibility to make decisions in multifaceted and unpredictable contexts
- Work independently using a full range of scholarly reviews and primary sources to solve complex problems
- Critically reflect on learning and develop strategies to meet self-initiated goals.

1. Learning, Teaching and Assessment Strategies:

Students need to understand how they will learn, be assessed, and why are these the most appropriate methods?

The BSc Hospitality Administration and BSc international Hotel and Tourism Administration courses, aim to equip the students with the subject specific skills as well as the transferable skills that will make graduates valuable assets to the industry and individuals that are equipped to manage all the aspects of the business, from operations to finance to marketing and technology. The course will develop the vocational skills as well as underpin the knowledge with the supporting theories to ensure that the students can link theory to practice in a meaningful and relevant manner.

The course takes an innovative approach as it integrates service, management, analytics, responsibility and technology to ensure that graduates have a holistic knowledge of the industry and are able to make the decisions needed from

hospitality professionals. It is a practice based course that allows the student to learn and work in our award winning facilities.

Year 1

Teaching and learning is structured and delivered to meet the learning outcomes of Year 1. This is an introductory level that allows students to understand the requirements of a degree course and become independent and confident learners. Teaching will be over two semesters.

The learning, teaching and assessment strategies of the course explicitly recognise and value diversity which is essential to succeed in the hospitality industry. Individuals are treated equally and fairly. This is expressed through the varied assessment methods. All students are marked against transparent criteria. The strategies are student-centred and seek to balance the distribution and type of assessments as well as offer different learning environments such as lectures, seminars and practical sessions. This aims to make the course relevant and meaningful to all students, whatever their backgrounds.

Year 2

Year 2 will give students the overall knowledge of the operational aspects of the hospitality industry and tourism industries. From operations to finance to the guest experience, students will learn the fundamentals of the industry. In addition, they will also learn how to undertake learning and knowledge enhancement at university level.

In order to meet the learning outcomes, teaching is delivered over two semesters. Students will be assessed using a variety of assessment types, from essay type questions, project work, viva voces, practical, case studies to presentations. All modules will have internal and final assessments, involving both individual and group work which are both key to developing into professional managers.

Technology and the guest experience will underpin the many of the modules. Students will learn to use a leading property management system which will enhance your employability skills.

Year 3

At this level, students will develop techniques of management and leadership within the hospitality industry based on the operational and practical knowledge acquired in previous years. To assess the knowledge and ensure they meet the learning outcomes, students will engage with a variety of authentic assessments which seek

to replicate actual professional situations such as developing business plans and pitching ideas.

Technology will underpin the Digital Marketing and Technology and Innovation modules which will be assessed by asking students to develop and work on a variety of assignments and create a portfolio which involves understanding the use of digital analytics such as Facebook and Google analytics.

Teaching and assessment strategies are aimed to help prepare students for future study and/or careers and refine their employability skills. They will continue to develop essential transferable skills of written and oral communication to make you confident interacting with different audiences within an organisation, from peers to senior management. Authentic assessments such as presentations will replicate professional situations.

The learning, teaching and assessment strategies of the course explicitly recognise and value diversity which is essential to succeed in the hospitality industry. Individuals are treated equally and fairly. This is expressed through the varied assessment methods. All students are marked against transparent criteria. The strategies are student-centred and seek to balance the distribution and type of assessments as well as offer different learning environments such as lectures, seminars and practical sessions. This aims to make the course relevant and meaningful to all students, whatever their backgrounds.

Teaching - learning process

The Learning Outcomes-Based Approach to curriculum planning and transaction requires that the teaching-learning processes are oriented towards enabling students to attain the defined learning outcomes relating to the courses within a programme. The outcome based approach, particularly in the context of undergraduate studies, requires a significant shift from teacher-centric to learner-centric pedagogies and from passive to active/participatory pedagogies. Planning for teaching therein becomes critical. Every programme of study lends itself to well-structured and sequenced acquisition of knowledge and skills. Practical skills, including an appreciation of the link between theory and experiment, will constitute an important aspect of the teaching-learning process. Teaching methods, guided by such a framework, may include: lectures supported by group tutorial work; practicum and

field-based learning; the use of prescribed textbooks and e-learning resources and other self-study materials; open-ended project work, some of which may be team-based; activities designed to promote the development of generic/transferable and subject-specific skills; and internship and visits to field sites, and industrial or other research facilities etc.

Assessment methods

A variety of assessment methods that are appropriate to a given disciplinary/subject area and a programme of study will be used to assess progress towards the course/programme learning outcomes. Progress towards achievement of learning outcomes will be assessed using the following: time-constrained examinations; closed-book and open-book tests; problem based assignments; practical assignments; observation of practical skills; individual project reports (case-study reports); team project reports; oral presentations, including seminar presentation; viva voce interview, essay type question and answers and any other pedagogic approaches as per the context .

| BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION (IHT) | | | | | | | |
|--|---------------|-------------|---|--------|---|---|-----------|
| SEMESTER 1 | | | | | | | |
| Sl. No. | CBCS Category | Course Code | Course Name | L | T | P | Credits |
| Theory + Practical | | | | L | T | P | CREDITS |
| 1 | CC -1 | BSciHTC 101 | FUNDAMENTALS OF FRONT OFFICE AND HOUSEKEEPING (TH) | 4 | 0 | 0 | 4 |
| | | BSciHTC 191 | FUNDAMENTALS OF FRONT OFFICE AND HOUSEKEEPING (PR) | 0 | 0 | 4 | 2 |
| 2 | CC-2 | BSciHTC 102 | FUNDAMENTALS OF TOURISM OPERATIONS AND MANAGEMENT | 4 | 2 | 0 | 6 |
| 3 | GE 1 | GE4B02 | Entrepreneurship - Theory and Practice | 4 | 2 | 0 | 6 |
| 4 | AECC-1 | BSciHTA 103 | (English/ MIL Communication) | 2 | 0 | 0 | 2 |
| Total Credit | | | | | | | 20 |
| Semester II | | | | | | | |
| Sl. No. | CBCS Category | Course Code | Course Name | L | T | P | Credits |
| Theory + Practical | | | | CREDIT | | | |
| 1 | CC 3 | BSciHTC 201 | Fundamentals Of Food And Beverage Service and Production (TH) | 4 | 0 | 0 | 4 |
| | | BSciHTC 291 | Fundamentals Of Food And Beverage Service and Production (PR) | 0 | 0 | 4 | 2 |
| 2 | CC 4 | BSciHTC 202 | TOURISM SERVICES AND OPERATIONS | 4 | 2 | 0 | 6 |
| 3 | GE 2 | GE1B19 | PROFESSIONAL COMMUNICATION | 4 | 2 | 0 | 6 |
| 4 | AECC-2 | BSciHTA 203 | Environmental Science | 2 | 0 | 0 | 2 |
| Total Credit | | | | | | | 20 |

| Semester III | | | | | | | |
|--|---------------|-------------|---|---------------|---------|---------|-----------|
| Sl. No. | CBCS Category | Course Code | Course Name | L(hrs) | T (Hrs) | P (Hrs) | CREDITS |
| CREDIT | | | | | | | |
| 1 | CC 5 | BSciHTC 301 | SUSTAINABILITY IN THE HOSPITALITY and TOURISM INDUSTRIES | 4 | 2 | 0 | 6 |
| 2 | CC 6 | BSciHTC 302 | Food & Beverage Service Operations 1 (TH) | 4 | 0 | 0 | 4 |
| | | BSciHTC 392 | Food & Beverage Service Operations 1 (PR) | 0 | 0 | 4 | 2 |
| 3 | CC 7 | BSciHTC 303 | Rooms Division 1 (TH) | 4 | 0 | 0 | 4 |
| | | BSciHTC 393 | Rooms Division 1 (PR) | 0 | 0 | 4 | 2 |
| 4 | GE 3 | GE5B15 | Finance Made Easy | 4 | 2 | 0 | 6 |
| 5 | SEC I | BSciHTS 304 | Hospitality Technology and Application of AI | 1 | 1 | 0 | 2 |
| Total Credit | | | | | | | 26 |
| Semester 4 | | | | | | | |
| Sl. No. | CBCS Category | Course Code | Course Name | L | T | P | Credits |
| Theory + Practical | | | | CREDIT | | | |
| 1 | DSE1 | BSciHTC401 | Food Production Operations – Industry Exposure | 1 | 0 | 10 | 6 |
| 2 | DSE2 | BSciHTCC402 | Food & Beverage Service Operations – Industry Exposure | 1 | 0 | 10 | 6 |
| 3 | DSE3 | BSciHTC403 | Accommodation and Front Office Operations – Industry Exposure | 1 | 0 | 10 | 6 |
| 4 | GE 4 | GE5B14 | ENTREPRENEURSHIP :Launching an Innovative Business | 4 | 2 | 0 | 6 |
| 5 | SEC 2 | BScHAS401 | Personality Skills for Hospitality – Learning from Industry | 0 | 0 | 4 | 2 |
| Total Credit | | | | | | | 26 |
| For DSE 1, 2 and 3 online 1 hour class per week to be conducted by the college. | | | | | | | |
| Assessment strategy for DSE 1, 2 and 3 & SEC 2 would be as per following (indication): | | | | | | | |
| a. Online class internal assessment 20% | | | | | | | |
| b. Log book 20% | | | | | | | |
| c.Training report 20% | | | | | | | |
| d. Presentation & viva 20% | | | | | | | |
| e. final written assessment 20% (to be conducted in the college) | | | | | | | |

| Semester V | | | | | | | |
|---------------------|---------------|--|--|--------|---|---|-----------|
| Sl. No. | CBCS Category | Course Code | Course Name | L | T | P | Credits |
| Theory +PR | | | | CREDIT | | | Credits |
| 1 | CC 11 | BSciHTC 501 | FOOD AND BEVERAGE SERVICE AND PRODUCTION MANAGEMENT(TH) | 4 | 0 | 0 | 4 |
| | | BSciHTC 591 | FOOD AND BEVERAGE SERVICE AND PRODUCTION MANAGEMENT(PR) | 0 | 0 | 4 | 2 |
| 2 | CC 12 | BSciHTC 502 | CONTEMPORARY ISSUES in INTERNATIONAL HOSPITALITY and TOURISM | 4 | 2 | 0 | 6 |
| 3 | DSE I | BSciHTD 503 | FUTURE TRENDS IN HOSPITALITY TECHNOLOGY | 3 | 3 | 0 | 6 |
| 4 | DSE 2 | BSciHTD 504 | Fundamentals of Digital Marketing | 3 | 3 | 0 | 6 |
| Total Credit | | | | | | | 24 |
| Semester VI | | | | | | | |
| Sl. No. | CBCS Category | Course Code | Course Name | L | T | P | Credits |
| Theory +PR | | | | CREDIT | | | Credits |
| 1 | CC 13 | SPECIALIZATION IN ANY ONE: BSciHTC 601A/B/C/D | FOOD PRODUCTION AND PATISSERIE MANAGEMENT/FOOD AND BEVERAGE MANAGEMENT /ROOMS DIVISION MANAGEMENT/ ENTREPRENEURSHIP (TH) | 4 | 0 | 0 | 4 |
| | | SPECIALIZATION IN ANY ONE : BSciHTC 691A/B/C/D | FOOD PRODUCTION AND PATISSERIE MANAGEMENT/FOOD AND BEVERAGE MANAGEMENT/ROOMS DIVISION MANAGEMENT/ ENTREPRENEURSHIP. (PR) | 0 | 0 | 4 | 2 |
| 2 | CC 14 | BSciHTC 602 | ADVANCED TOURISM MANAGEMENT TH | 4 | 0 | 0 | 4 |
| | | BSciHTC 692 | ADVANCED TOURISM MANAGEMENT PR | 0 | 0 | 4 | 2 |
| 3 | DSE-3 | BSciHTD 603 | ADVANCED APPLICATIONS OF DIGITAL MARKETING IN HOSPITALITY AND TOURISM INDUSTRIES | 4 | 2 | 0 | 6 |
| 4 | DSE-4 | BSciHTD 604 | INTERNATIONAL HUMAN RESOURCE MANAGEMENT | 4 | 2 | 0 | 6 |
| Total Credit | | | | | | | 24 |

| | | | |
|---|--|---------------------------|------------------|
| Name of the Course: BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION | | | |
| Subject: FUNDAMENTALS OF FRONT OFFICE AND HOUSEKEEPING(TH) | | | |
| Course Code: BScIHTC 101, | | Semester: I | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 4 | | End Semester Exam: 70 | |
| Credit: 4 | | Internal Assessment: 30 | |
| COURSE OBJECTIVES : | | | |
| The students will be able to identify the independent components of front office and housekeeping. Also will be able to recognise the different types of guests , rooms and procedures of check in , cleaning of guest rooms and public areas. Able to Interpret different types of reports | | | |
| Course Outcomes | | | |
| Part A Front Office | | | |
| 1) Describe different types of guests and follow the procedures required to check in those guests. | | | |
| 2)Able to identify different front office operations like reservations, guest check in till guest check out using IDS ,property management system | | | |
| 3) Interpret different types of reports, forms and formats relevant to hotel front office operations. | | | |
| Part B Housekeeping | | | |
| 4) To identify the importance of the housekeeping department in hotel business. Explain the responsibilities and duties of the housekeeping department. To establish the senior subordinate relationship. Help to prepare students to identify challenges related to the department and to overcome them. | | | |
| 5) To discover Ideas and discuss issues related to the HK department, able to recognize processes which care for guest safety and satisfaction. Also helps to learn and implement maintenance management. | | | |
| 6) to describe the cleaning processes of different public areas. | | | |
| 7) Able to state the differences among different types of guest rooms. | | | |
| | | | Hrs./week |
| | Contents | Hours | Marks |
| Unit 1 | Sections Of Front Office Department | 2 | 2 |
| Unit 2 | Tariff Card(Rack Rate & Special Rates) Room Rate with various facilities and amenities. | 4 | 3 |
| Unit 3 | Basis of Charging Room Rates and Meal Plan | 4 | 5 |
| Unit 4 | Guest Cycle & Classifying Functional Areas. Discusses about the guest interaction with the hotel from reservation to post departure. | 4 | 5 |
| Unit 5 | RESERVATION IMPORTANCE Definition of reservation Types, sources and procedures of reservation How to handle a reservation call SOURCES AND TYPES OF RESERVATION Written and verbal modes of reservation | 14 | 20 |

| | | | |
|--------|--|---|---|
| | <p>Types of reservation , Different ways of receiving reservation</p> <p>- AMENDMENT AND CANCELLATION</p> <p>Steps to be followed in each situation. Forms used to record each situation,</p> <p>- GROUP RESERVATION</p> <p>Meeting planners, Tour operators Travel agents, Convention and visitor bureaus,</p> <p>- RESERVATION REPORTS</p> <p>Different reports made in a regular basis How does the reports helps in forecasting, budgeting.</p> | | |
| Unit 6 | <p>Introduction to housekeeping-</p> <ul style="list-style-type: none"> ● Relation of housekeeping and other Services provided by hotel and cleanliness. ● Responsibilities of the department ● Various departments and their categorization ● Layout of Housekeeping Department and Floor Pantry. ● Organizational structure ● Duties and responsibilities of the staff on H/K department | 4 | 5 |
| Unit 7 | <p>Cleaning agents</p> <ul style="list-style-type: none"> ● Water ● Detergents ● Abrasive ● Reagents ● Degreasers ● Absorbent ● Organic Solvents ● Bleach ● Antiseptics, Disinfectants and Deodorants. ● Polishes | 4 | 5 |
| Unit 8 | <p>Cleaning equipment</p> <ul style="list-style-type: none"> ● Manual ● Mechanical ● Physical Display and Demonstration of Manual and Mechanical equipment. | 4 | 5 |
| Unit 9 | <p>Cleaning Organization</p> <ul style="list-style-type: none"> ● Periodic cleaning and special cleaning ● Frequency of Cleaning | 4 | 5 |

| | | | |
|---------|---|-----------|-----------|
| | <ul style="list-style-type: none"> ● Method of cleaning. ● Tasks under each type of cleaning. | | |
| Unit 10 | Hotel guest rooms <ul style="list-style-type: none"> ● Types of Room ● Standard contents of guest rooms ● Practical visit to guest room. ● Video show. | 4 | 3 |
| Unit 11 | Public area cleaning <ul style="list-style-type: none"> ● Entrance ● Lobby / Reception ● Elevator ● Restaurants/ Dining area ● Coffee shops ● Public restrooms ● Banquets ● Leisure areas- Swimming pool, health club, spa, sauna, steam | 4 | 7 |
| Unit 12 | Housekeeping records. <ul style="list-style-type: none"> ● Records prepared and handled in the department by GRAs, Supervisors, Managers and Control desk attendants. ● formats and checklist | 4 | 5 |
| | Total | 56 | 70 |

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|---|---|-------------------------|---|
| Woods, Hayes & Austin (2007) | Professional Front Office Management | 1 st Edition | New Delhi:Pearson |
| Bardi, J. A. (1996 | Hotel Front Office Management | 2nd Edition | Van Nostrand Reinhold |
| Baker, S. Hyton, J. & Bradley, P. (2001 | Principles Of Hotel Front Office Operations | 2nd Edition | London: Thomson |
| G. Raghubalan & Smritee Raghubalan | Hotel Housekeeping Operation and Management | 3 rd Edition | Oxford University Press 2007, 2009, 2015 |
| Margaret M. Kappa Aleta Nitschike Patricia B. Schappert | Managing Housekeeping Operations | 1997 | Educational Institute, American Hotel and Motel Association |
| Sudhir Andrews | Hotel Housekeeping Management and Operations | 2007 | Tata McGraw-Hill Education |
| Malini Singh Jaya B. George | Housekeeping Operation Design & Management | 2008 | Jaico Publishing House |
| Praloy Ganguly | Housekeeping Management In Hotel & service Industry | 2019 | I.K International Publishing House |

| | | | |
|---|--|------------------|-------------------|
| Peter Jones, Andrews Lockwood | Management of Hotel Operations | 2002 | Cengage Learning |
| Thomas J. A. Jones | Professional Management of Housekeeping Operations | 2007 5th edition | John Wiley & Sons |
| End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs. | | | |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | y | | | | | | | |
| CO2 | | y | | | | | | | |
| CO3 | | | y | | | | | | |
| CO4 | y | | | | | | | | |
| CO 5 | y | | | | | | | | |
| CO 6 | y | | | | | | | | |

| | | | |
|--|--|---------------------------|------------------|
| Name of the Course: BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION | | | |
| Subject: FUNDAMENTALS OF FRONT OFFICE AND HOUSEKEEPING (PR) | | | |
| Course Code: BScIHTC 191 | | Semester: I | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Practical: 4 | | End Semester Exam: 60 | |
| Credit: 2 | | Internal Assessment: 40 | |
| Course Objectives: | | | |
| This course aims to explore the basic concepts and operations of the front office and housekeeping areas in hotels. It introduces the operating systems and standard operating procedures of the front office and housekeeping departments in current practices. Case studies and role play are incorporated and demonstrated into the service skills so that students can grasp the essence of basic customer service in the hospitality industry. Computer software is introduced to integrate computer technology with the procedures used in the front office. | | | |
| Course Outcomes | | | |
| Part A Front Office | | | |
| 1) Identify different types of guests and state the procedures required for guest reservation. | | | |
| 2) Practice basic front office operations like reservations, guest check in till guest check out using property management system. | | | |
| 3) Recognize and Interpret different types of reports, forms and formats relevant to hotel front office operations. | | | |
| Part B Housekeeping | | | |
| 4) To indicate the different practices used in five star hotels. Recognise and Explain the responsibilities and duties of the housekeeping department. | | | |
| 6) to identify and demonstrate the care and cleaning of different surfaces. | | | |
| 7) To recognise and differentiate the different components of chambermaid trolleys. | | | |
| 8) To explain and reproduce the components of bed making and illustrate the differences between a daybed and an evening bed | | | |
| Contents | | | Hrs./week |
| Unit 1 | Name of the Topic | Hours | Marks |
| | 1. Reservation <ul style="list-style-type: none"> ● Creating Guest Profile ● Creating company profile ● Using Quick Keys ● Reserving Amending and Cancelling Reservations ● Group Reservation ● Upselling ideas ● Modern systems | 12 | 10 |
| Unit 2 | Telephone Manners. | 6 | 6 |
| Unit 3 | Front Office Equipment. | 3 | 4 |

| | | | |
|---------|---|-----------|-----------|
| Unit 4 | Key Customer Handling Phrases. | 3 | 5 |
| Unit 5 | Handling Scanty Baggage/Room Change Procedure | 4 | 5 |
| Unit 6 | Hotel visit (5 star hotels) Practical exposure to different 5 star hotels. | 4 | 6 |
| Unit 7 | Care and cleaning of different surfaces <ul style="list-style-type: none"> ● Glass ● Metals (Brass , Copper, Silver) ● Plastic ● Ceramics ● Wood & Sunmica ● Leather ● Practical Demonstration of surface cleaning with Cleaning and polishing agents adhering to MSDS and self hygiene | 6 | 7 |
| Unit 8 | Chambermaid Trolley <ul style="list-style-type: none"> ● Practical demonstration and diagram study. ● Standard supplies & Checklist (RoomAttendants ,Supervisors, Maids Checklist, Public Area | 3 | 5 |
| Unit 9 | Bed making – <ul style="list-style-type: none"> ● Day bed and ● Turndown / Evening bed Practical demonstration of day and evening bed making. Practicing in the Indismart Hotel guest room. | 10 | 7 |
| Unit 10 | Situation Handling <ul style="list-style-type: none"> ● Practical demonstration and role play ● Handling telephone calls ● Case Study | 5 | 5 |
| | Total: | 56 | 60 |

| | | | |
|--|---|--|--|
| | <p>Practical Skills to be developed:</p> <p>Practical: Skills to be developed: Part A Intellectual skills:</p> <ol style="list-style-type: none"> 1. Understanding the use of the PMS OPERA 2. Understanding the conceptual relationships between the departments and being able to operate the necessary procedures. 3. Being familiar with the check in procedures for FITs/ walk ins, groups and VIPs 4. Being able to use and correctly check in the above guests using OPERA <p>Practical: Skills to be developed: Part B Intellectual skills:</p> <ol style="list-style-type: none"> 1. Right Attitude. 2. Safety knowledge. 3. Managerial skills 4. Time Management 5. Self-development through training <p>Motor Skills:</p> <ol style="list-style-type: none"> 1. Improving ability to manage a department effectively and efficiently through proper techniques of work. 2. Practice proper and safe use of chemicals and equipment. 3. Paying attention to details, increasing observation power. 4. Emphasis on ergonomics for creating a healthy working atmosphere. 5. Understand the safety and security needs of hospitality operations and how safety and security issues affect H/K personnel. | | |
| | <p>Text Books:</p> | | |

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|---|---|-------------------------|---|
| Part A | | | |
| Woods, Hayes & Austin (2007) | Professional Front Office Management | 1 st Edition | New Delhi:Pearson |
| Bardi, J. A. (1996) | Hotel Front Office Management | 2nd Edition | Van Nostrand Reinhold |
| Baker, S. Hyton, J. & Bradley, P. (2001) | Principles Of Hotel Front Office Operations | 2nd Edition | London: Thomson |
| Part B | | | |
| G. Raghubalan & Smritee Raghubalan | Hotel Housekeeping Operation and Management | 3 rd Edition | Oxford University Press 2007, 2009, 2015 |
| Margaret M. Kappa Aleta Nitschike Patricia B. Schappert | Managing Housekeeping Operations | 1997 | Educational Institute, American Hotel and Motel Association |

| | | | |
|----------------------------------|---|------------------|------------------------------------|
| Sudhir Andrews | Hotel Housekeeping Management and Operations | 2007 | Tata McGraw-Hill Education |
| Malini Singh Jaya B. George | Housekeeping Operation Design & Management | 2008 | Jaico Publishing House |
| Praloy Ganguly | Housekeeping Management In Hotel & service Industry | 2019 | I.K International Publishing House |
| Peter Jones, Andrews Lockwood | Management of Hotel Operations | 2002 | Cengage Learning |
| Thomas J. A. Jones | Professional Management of Housekeeping Operations | 2007 5th edition | John Wiley & Sons |

List of equipment/apparatus for laboratory experiments:

| | |
|---------|--|
| Sl. No. | |
| 1. | Guest room in Hotel |
| 2. | Cleaning Equipment used in hotels, some manual and mechanical |
| 3. | Different surfaces for eg. Glass, brass , wood , sunmica, leather. |
| 4. | Hotel bed for bed making |
| 5. | Different cleaning and polishing agents. |

End Semester Examination Scheme. Maximum Marks-60. Time allotted-3hrs.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | | | | | | | | |
| CO2 | | y | | | | | | | |
| CO3 | | y | | | | | | | |
| CO4 | | y | | | | | | | |
| CO 5 | y | | | | | | | | |
| CO 6 | | | y | | | | | | |
| CO 7 | | y | | | | | | | |

| | | | |
|---|--|-------------------------------|-------------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: Fundamentals of Tourism Operations and Management | | | |
| Course Code: BScIHTC 102 | | Semester:1 | |
| Duration: One semester | | Maximum Marks:100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory:4hrs | | End Semester Exam: 70 MARKS | |
| Tutorial:2 hrs | | Internal Assessment: 30 marks | |
| Credit: 6 | | | |
| Course Objectives: | | | |
| The course is designed to provide students with an overview of the management functions and its role in tourism organizations. The course aims to provide students with the basic managerial knowledge necessary. This course is an introduction to the critical management skills involved in planning, organizing, controlling, leading and decision making in an organization. | | | |
| Course Outcomes: | | | |
| 1. | To understand the basic concepts of tourism operations and management and its development | | |
| 2. | To be able to understand the plans and strategies involved in managerial roles | | |
| 3. | To be able to describe and discuss the concept of organising and controlling function in management | | |
| 4 | To be able to define and write the process of delegation of authority and responsibility | | |
| 5 | To list the needs of individuals using the Maslow's theory of motivation | | |
| 6 | will be able to compare leadership and management traits and identify the features of leaders. | | |
| Contents | | | |
| | | Hours | Marks Unit |
| Unit 1 | Tourism <ul style="list-style-type: none"> ● Concepts, Definition and Historical development of Tourism. Distinction between Tourist-Traveller-Visitor-Excursionist. ● Types and Forms of Tourism; ● Tourism system: Nature, characteristics. Components of tourism and its characteristics. | 8 | 10 |
| Unit 2 | <u>OVERVIEW OF MANAGEMENT</u> definition of management , <ul style="list-style-type: none"> ● Management: Art and Science ● Levels of management, ● Functions of management ● Management skills, Qualities and characteristics of managers. ● principles of management (Henry Fayol and F.W. Taylor) | 10 | 15 |
| Unit 3 | <u>Tourism PLANNING and DECISION MAKING</u> <ul style="list-style-type: none"> ● Define 'planning' ● Nature and purpose ● Explain different levels and types of planning ● Describe the process of planning ● Identify benefits and limitations of planning ● Managing by objective ● Decision Making: Strategies of decision making | 8 | 10 |

| | | | |
|---------------|---|----|-----------|
| | <ul style="list-style-type: none"> importance and limitation of decision making | | |
| Unit 4 | Organising- <ul style="list-style-type: none"> Defining organising Nature and purpose of organizing. Types organization structure- formal and informal groups. Authority and power: line and staff authority. Delegation of authority Departmentalization. span of control centralization and decentralization | 10 | 10 |
| unit 5 | Staffing and Directing <ul style="list-style-type: none"> Staffing: Concept Objective of staffing Manpower planning. Directing Concept Techniques of directing and supervision | 10 | 15 |
| Unit 6 | <ul style="list-style-type: none"> Motivation Definition Importance. Theories of motivation: Maslow's Need Hierarchy theory. | 10 | 10 |
| Total: | | 56 | 70 |

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

Text Books:

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|--|-----------------------------|--------------------------|--|
| Stephen P. Robbins & Mary Coulter | Management | ISBN- 10: 8120334973 | Prentice Hall (India) Pvt. Ltd., 2009. |
| JAF Stoner, Freeman R.E and Daniel R Gilbert | Management | 6th Edition | Pearson Education, 2004. |
| Koontz, H. | Essentials of Management. | 11 th edition | New Delhi: Tata McGraw-Hill Education. |
| • Andrew DuBrin, | Management Essentials, | 9 th edition | Cengage Learning, 2012 |
| Harold Koontz & Heinz Weihrich | Essentials of management | • ISBN 0070144958 | Tata Mc Graw Hill, 1998 |
| Tripathy PC & Reddy PN | Principles of Management | 5 th edition | Tata McGraw Hill, 1999 |
| Luthans, F. | Organizational Behaviour. | 978-0071134736 | New Delhi: Tata McGraw-Hill |
| Rao, V. S. P., & Krishna, V. H. (2009). | Management: Text and Cases. | 978-8174463173 | Excel Books India. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | y | | | | | | | |
| CO2 | y | y | | | | | | | |
| CO3 | y | y | | | | | | | |
| CO4 | y | y | | | y | | | | |
| CO5 | y | y | | | y | | | | |
| CO6 | | y | y | | y | | | | |

(GE4B-02): ENTREPRENEURSHIP THEORY & PRACTICE

CreditPoint: 6 Total

Credit Hours: 60 Hrs.

Course Objective

1. To understand the function of the entrepreneur in the successful, commercial application of innovations.
2. To investigate methods and behaviours used by entrepreneurs to identify business opportunities and put them into practice.
3. To discuss how ethical behavior impacts on business decisions for a selected business startup.
4. To get better knowledge about the necessary traits for an Entrepreneurs.
5. To build and check the feasibility of business projects and the development of the projects for the same.
6. To provide the overview of Business Ethics and its importance.
7. To understand the various Management and Business scenarios of Ethics.
8. To get the overall knowledge on corporate culture and its impact on business.

Course Outcomes (CO):

| SL NO. | Course Outcome | Mapped Modules |
|--------|---|--------------------|
| 1. | This will help to understand the basics and needs of Entrepreneurship. | Module I - Unit 1 |
| 2 | This will help Entrepreneurs develop the need and nature so, that they can run their business. | Module I - Unit 2 |
| 3 | This unit helps to generate startups with various business decisions. | Module I - Unit 3 |
| 4 | Helps the student to develop certain skills of Entrepreneurship. | Module I - Unit 4 |
| 5 | This helps to develop business projects which develop to build business projects. | Module II - Unit 5 |
| 6 | Student will able to describe examples of entrepreneurial business and actual practice, both successful and unsuccessful, and explain the role and significance of entrepreneurship as a career, in the firm, and in society. | Module II - Unit 6 |
| 7 | Student will able to understand the importance and role of ethical, sustainability, innovation and global | Module II - Unit 7 |
| | issues for strategic decision making. | |
| 8 | Student will evaluate different modes of entering into enterpreurship. Student will able to understand the importance and role of ethical, sustainability, innovation and global issues for strategic decision making. | Module II - Unit 8 |

Module I

Unit1: Introduction to Entrepreneurship [4L] Theories of Entrepreneurship, Role and Importance of Entrepreneurs in Economic Growth.

Unit 2: Entrepreneurial Behaviour [10L]

Entrepreneurial Motivation, Need for Achievement Theory, Risk-taking Behavior, Innovation and Entrepreneur

Unit 3: Entrepreneurial Traits [8L]

Definitions, Characteristics of Entrepreneurs, Entrepreneurial Types, Functions of Entrepreneur

Unit 4: Project Feasibility Analysis [12L]

Business Ideas – Sources, processing; Input Requirements, Sources of Financing, Technical Assistance, Marketing Assistance, Preparation of Feasibility Reports, Legal Formalities and Documentation.

Module II

Unit 5: Creativity [8L]

Introduction – Meaning - Scope – Types of Creativity – Importance of Creativity –

Steps of Creativity

Unit 6: Innovation [8L]

Introduction – Steps in Innovation – Stages of Innovation – Technology aspects in Innovation.

Unit 7: Understanding the Market [4L]

Types of Business: Manufacturing, Trading and Services – Market Research - Concept, Importance and Process - Market Sensing and Testing

Unit 8: Resource Mobilization [6L]

Types of Resources - Human, Capital and Entrepreneurial tools and resources- Selection and utilization of human resources and professionals like Accountants, Lawyers, Auditors, Board Members, etc. Role and Importance of a Mentor- Estimating Financial Resources required. Methods of meeting the financial requirements – Debt vs. Equity

Suggested Readings:

1. Entrepreneurship, Arya Kumar, Pearson.
2. Introducing Entrepreneurship Development, Chakraborty, Tridib, Modern Book Agency.
3. Entrepreneurial Policies and Strategies, Manimala, M.J., TMH
4. Everyday Entrepreneurs - The harbingers of Prosperity and creators of Jobs, Dr. Aruna Bhargava

AECC: English Communication

English Communication

Credits: 2

Preamble:

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions. One of the critical links among human beings and an important thread that binds society together is the ability to share thoughts, emotions and ideas through various means of communication: both verbal and non-verbal. In the context of rapid globalization and increasing recognition of social and cultural pluralities, the significance of clear and effective communication has substantially enhanced.

The present course hopes to address some of these aspects through an interactive mode of teaching-learning process and by focusing on various dimensions of communication skills. Some of these are:

Language of communication, various speaking skills such as personal communication, social interactions and communication in professional situations such as interviews, group discussions and office environments, important reading skills as well as writing skills such as report writing, note-taking etc.

While, to an extent, the art of communication is natural to all living beings, in today's world of complexities, it has also acquired some elements of science. It is hoped that after studying this course, students will find a difference in their personal and professional interactions.

The recommended readings given at the end are only suggestive; the students and teachers have the freedom to consult other materials on various units/topics given below. Similarly, the questions in the examination will be aimed towards assessing the skills learnt by the students rather than the textual content of the recommended books.

1. **Introduction:** Theory of Communication, Types and modes of Communication
2. **Language of Communication:**
Verbal and Non-verbal
(Spoken and Written)
Personal, Social and Business
Barriers and Strategies
Intra-personal, Inter-personal and Group communication
3. **Speaking Skills:**

Monologue
Dialogue
Group Discussion
Effective Communication/ Mis- Communication
Interview
Public Speech

4. Reading and Understanding

Close Reading
Comprehension
Summary Paraphrasing
Analysis and Interpretation
Translation(from Indian language to English and vice-versa)
Literary/Knowledge Texts

5. Writing Skills

Documenting
Report Writing
Making notes
Letter writing

Recommended Readings:

1. *Fluency in English* - Part II, Oxford University Press, 2006.
2. *Business English*, Pearson, 2008.
3. *Language, Literature and Creativity*, Orient Blackswan, 2013.
4. *Language through Literature* (forthcoming) ed. Dr. Gauri Mishra, Dr Ranjana Kaul, Dr Brati Biswas

FRENCH LANGUAGE AND CULTURE I

Syllabus:

SPEAKING AND WRITING SKILLS

1. Personal details, Relationships
2. Counting, days and months
3. Seeking information
4. Daily activities/e-mail/post card, Giving directions
5. Festivals, holidays, sports, leisure activities
6. To interview people using different types of questions

GRAMMAR

1. 1

st, 2nd and 3rd persons in singular and plural

2. Adjectives to describe people and place, adjectives of nationality
3. Masculine, feminine (of adjectives and noun)
4. Conjugations of verbs in present and future tense
5. Use of prepositions and pronotonique
6. To formulate questions, affirmative and negative answers

FRENCH CULTURE

1. A brief introduction to French culture (cliches/symbols of French culture, Arrondissements of Paris, renowned French personalities)
2. Listening comprehension activities using French songs
3. French film

FRENCH LITTERATURE

1. Tintin's story
2. Excerpt from Victor Hugo's Les Miserables
3. Excerpt from story Pierre Et Les Cambrioleurs

| | | | |
|--|---|------------------------------|------------------|
| Name of the Course: BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION (IHT) | | | |
| Subject: Fundamentals of Food and Beverage Service and Food Production (TH) | | | |
| Course Code: BSciHTC 201 | | Semester: 2 | |
| Duration: one semester | | Maximum Marks:100 | |
| Teaching Scheme: | | Examination Scheme | |
| Theory:4 hrs/week | | End Semester Exam:70 marks | |
| Credit:4 | | Internal Assessment:30 marks | |
| <p>Course Objectives: Students will be able to describe and explain the basic principles of food production. This program will allow the students to identify, compare, discuss and examine major issues involved in service style, types of menus, equipment used for running quality food and beverage operations, knowledge and classification of nonalcoholic beverages , tobacco and cigar and different types of breakfast and service of items served.</p> | | | |
| Course Outcomes: Food Production | | | |
| <ol style="list-style-type: none"> 1. Will be able to list and discuss the skills , attitude , safety procedures, hygiene within the kitchen. 2. Will be able to explain the kitchen organisational structure and layout. 3. Will be able to classify fuel and equipment used in the kitchen 4. Will be able to list the objectives of cooking, identify the effect of heat on food and characteristics of raw materials 5. Will be able to discuss and write the different methods of cooking food. 6. will be able to outline and explain the different culinary terms. 7. will be able to illustrate and explain the principles of baking. | | | |
| Contents | | | Hrs./week |
| UNIT 1 | : INTRODUCTION TO COOKERY and CULINARY HISTORY | 2 | 7 |
| | <ul style="list-style-type: none"> ● Origin of modern cookery ● Levels of skills and experience. ● Attitude and Behavior in the Kitchen, ● Personal Hygiene, Uniform. ● Safety procedure in handling equipment. | | |
| UNIT 2 : | HIERARCHY OF KITCHEN ORGANISATION AND LAYOUT | 5 | 7 |
| | <ul style="list-style-type: none"> ● Classical brigade, ● Modern staffing in various categories of hotels, ● Duties and responsibilities of chefs, ● Interdepartmental coordination. ● General layout of kitchen in various organization ● Different types of kitchen in big & small establishments ● Advantages of different types of setup | | |
| UNIT 3 | : EQUIPMENTS & FUEL | 2 | 2 |
| | <ul style="list-style-type: none"> ● Classification of fuel, ● Advantage and disadvantage ● Equipments used in Kitchen, its care and maintenance | | |

| | | | |
|--------|--|---|---|
| UNIT 4 | : AIMS & OBJECTIVES OF COOKING FOOD <ul style="list-style-type: none"> ● Aims & Objectives of Cooking Food ● Effects of heat on various basic nutrients ● Characteristics of Raw Materials: fats and oils,Leaveners,Eggs , salt ,Liquids , flavourings and seasonings,sweeteners,thickening agents | 4 | 4 |
| UNIT 5 | METHODS OF COOKING FOOD <ul style="list-style-type: none"> ● Different methods of cooking food ● Principles of various methods ● Care and precaution ● Selection of food for each type of cooking method, ● Cuts of Vegetables ● Classification of Fruits and its usage in cookery ● Types of Salads and Salad Dressing. | 4 | 4 |
| UNIT 6 | BASIC PRINCIPLES OF FOOD PRODUCTION <ul style="list-style-type: none"> ● Stocks - Types, method of preparation, recipes, storage, uses, care and precaution. ● Soups - Classification with examples, garnishes, thickening agents. ● Sauces – Classification, recipe of mother sauce, rectification, derivatives, use with menu examples. ● Fish and shellfish cookery - Classification and names, selection, basic cuts, effect of heat, storing, menu examples. ● Egg cookery - structure and composition, selection, storing, cooking method and usage in cookery Poultry and game – classification, selection, cuts, effect of heat, Usage storing, menu examples. | 6 | 6 |
| UNIT 7 | <ul style="list-style-type: none"> ● Culinary terms ● Indian / International ● Herbs, spices and condiments ● Different types (names), Role and uses, Classification of Indian and Continental ● Cereals, pulses. ● Types and Classification with examples, Cooking procedure , Nutritional importance, Varieties of Rice and other cereals and their use. ● Basic commodities –1 ● Milk , Cream, Butter , Cheese – Types, uses | 3 | 3 |

| | | | |
|---------|--|---------------|-----------------|
| UNIT 8 | BAKERY <ul style="list-style-type: none"> ● Simple Bread ● Principles of Bread making ● Basic ingredients and role of ingredients ● Baking Temperature and its importance. ● Simple yeast bread. ● Pastry ● Different types; Short crust, Laminated, Choux & Hot water/Rough ● Pastry with examples. Recipe and method of preparation, Differences and uses. Role of each ingredient ● Temperature of baking & care to be taken while preparing. | 2 | 2 |
| | Sub Total: | 28 hrs | 35 marks |
| | Outcomes: Food and beverage service theory | | |
| | <ul style="list-style-type: none"> ● To be able to describe different types of Menu and Menu Planning Consideration. ● To understand the concept of 17 courses French Classical Menu. Definition of various courses. Dishes served along with accompaniments and cover layout. ● To be able to describe the Classification of Non-Alcoholic Beverages. ● To be able to Conceptualize the service and components of Water, Tea, Coffee, Cocoa. ● To be able to Conceptualize the Components of Tobacco and Cigar. ● To understand the concept of various types of breakfast and items served. | | |
| Unit 9 | FUNDAMENTALS OF MENU & MENU PLANNING & FRENCH CLASSICAL MENU Definition of Menu, Types of Menu, A la Carte and Table d'hote Menu Concept, Menu Planning Considerations, How to write a TDH Menu, Concept of 17 Courses French Classical Menu – Definition of various courses - Dishes served along with accompaniments and cover layout | 10 | 4 |
| Unit 10 | FOOD AND BEVERAGE SERVICE METHODS Table Service (Silver/English, Family, American, Butler/French, Russian, Gueridon, Bar) - Self Service - Assisted Service - Specialized/In-situ Service - Single Point Service | 4 | 4 |
| Unit 11 | NON-ALCOHOLIC BEVERAGES Classification of Non-Alcoholic Beverages - Types of Water Tea Coffee Cocoa Introduction and history, classification and types, major growing countries, tisanes, manufacturing process, brand names and related terms, storage and service | 9 | 16 |

| | | | |
|----------------------------|---|-----------|-----------|
| Unit 12 | TOBACCO & CIGARS Types, cigars - parts, production, types, shapes, sizes, brands, related terminology, storage, service and service accessories. Cigarettes - production, types, brands, storage and service, other tobacco derived products. | 02 | 4 |
| Unit 13 | BREAKFAST Emphasize on the importance of breakfast and various types of breakfast along with items served, Buffet Breakfast, International Breakfasts. | 03 | 7 |
| Sub Total: (THEORY) | | 28 | 35 |

List of Books

Text Books:

1. David Foskett (2008) Practical Cookery , Book Power
2. David Foskett, Victor Ceserani (2012) Theory of Cookery , Book Power
3. Mohini Sethi (2004) Institutional Food Management ,New Age International Ltd.
4. P.S. Bali (2009) Food Production Operation , Oxford University Press
5. P.S. Bali (2012) International Cuisine & Food Production Management , Oxford University Press
6. Claudia Piras (2004) Culinaria Italy. Culinaria Konemann.
7. Andre Domine (2007) Culinaria Konemann'
8. Linda Doeser (2005) World food Italy , Parragon Book.
9. Andre Cointreau (2008) Classic French cook book, Carroll & Brown Limited.
10. Julia Delica Cruce (1996) The Classic Italian , Dorling Kindersley.
11. Jackum Brown (2001) Vegetarian Thai , Toppan Printing Co Ltd.
12. Pierre Chaslin & Piyatep Canungmai (1992) Discover Thai Cooking, Times edition.

End Semester Examination Scheme.

Maximum Marks-70.

Time allotted-3hrs.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PO7 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | y | | | y | | | | | |
| CO2 | y | y | | | | | | | | |
| CO3 | | | y | y | | | | | | |
| CO4 | y | | y | | | | | | | |
| CO 5 | y | y | | | | | | | | |
| CO 6 | y | y | | | | | | | | |
| CO 7 | y | y | | | | | | | | |

| | | | |
|--|--|--------|----|
| Name of the Course: BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION | | | |
| Subject :- Fundamentals OF Food Production and Service (PR) | | | |
| Course Code: BSciHTC 291 | Semester: 2 | | |
| Duration: one semester | Maximum Marks:100 | | |
| Teaching Scheme: PR | Examination Scheme | | |
| Practical:4hrs/week | End Semester Exam:60 marks | | |
| Credits:2 | Internal Assessment: 40 marks | | |
| Course Objectives: | | | |
| <p>Students will be able to undertake a sensory taste of commodities and conceptualise the different types and qualities within those used in food production and also develop knife skills in the kitchen. The course provides the students to practice and develop skills by preparing a combination of international and Indian menus and basic bakery products. This course focuses on the operation of basic concepts in dining related to equipment, menus, etiquettes, recitation of terminologies. It emphasises on appreciation of hot beverages as well as in real time practicing the execution of English breakfast service.</p> | | | |
| Course outcomes: Food Production | | | |
| <ol style="list-style-type: none"> 1) To explain the different types, qualities and uses of commodities relevant to the food and beverage trade. 2) To demonstrate a variety of methods used for cooking, poultry, egg and fish. 3) To practise making menus based on menu planning principles and objectives. 4) To practise the making of basic Indian gravies, rice and cereal preparations. 5) To practise the making of basic pastries, breads, cookies and creams. 6) To practice skills in real time in a hotel kitchen | | | |
| Contents | | | |
| UNIT -1 . | <ul style="list-style-type: none"> ● Knife skills: Cuts of vegetable, ● French fries Fried fish Mayonnaise(Tartar Sauce) (Commercial & authentic) , Frying (deep frying) Basic mother sauce and derivative Emulsification, ● Boiled Egg/ Boiled Vegetable (potato/ carrot) Blanching beans Tomato Idly with tomato chutney Bread and butter pudding, Russian salad. ● Boiling and Blanching Direct steaming Indirect steaming ● Knife skill: cuts of chicken Chicken gravy(brown gravy) Boiled riceCuts of chicken Indian gravy Drainage method, ● Knife skill: cuts of fish Fish paupiette with lemon butter sauce Mash potato/ sauteed vegetables Cuts of fish Poaching Concept of plating, ● Vegetable au gratin Cream of chicken soup Croutons, Roux /bechamel sauce Stock/Cream soup | 4HRS | 10 |
| UNIT 2 | <p>Chicken ala king, Riz pilaf Caramel custard Veloute Absorption method Double boiling method</p> <ul style="list-style-type: none"> ● Minestrone Fish Colbert with Colbert butter Pommes Parsley Chocolate mousse ● International soup(broth), Mulligatawny soup Grilled fish with grenobloise sauce/buttered beans French fries, National soup of India Grilling Deep frying, | 04 HRS | 5 |

| | | | |
|-----------------|---|--------|----|
| UNIT 3 | <ul style="list-style-type: none"> ● Kadhai gravy, Shallow frying ,Indian bread ● Kadhai chicken, Yellow dal tadka, Laccha paratha ● Potato and leek soup ● Shrimp cocktail Poulet sauté, chasseur With butter rice Oven roasted vegetables ● Puree soup Hors d oeuvres ● Brown sauce and derivative | 08 hrs | 4 |
| UNIT 4 | <ul style="list-style-type: none"> ● Wal Dorf salad Potage st German Minute steak with pepper sauce Pommes noisette / glazed carrot Classic salad ● Traditional soup French main course with accompaniments ● Egg cookery, Introduction to eggs with accompaniments Different egg preparation like boiled egg, fried egg, scrambled egg ● various kind of omelette or poached egg | 06 HRS | 4 |
| UNIT -5 | <ul style="list-style-type: none"> ● Bakery ● Bread rolls(basics) Bread sticks ● Focaccia/ lavash/ pita/ ciabatta, Sponge product (cake/ swiss roll) ● Breakfast item Dough making Lamination Layering | 02HRS | 4 |
| UNIT - 6 | <ul style="list-style-type: none"> ● Potato and leek soup ● Shrimp cocktail Poulet sauté, ● chasseur With butter rice ● Oven roasted vegetables ● Puree soup Hors d oeuvres Brown sauce and derivative | 02 | 2 |
| UNIT -7 | <ul style="list-style-type: none"> ● Egg cookery, ● Introduction to eggs with accompaniments ● Different egg preparation like boiled egg, fried egg, scrambled egg , various kind of omelette or poached egg | 02 | 2 |
| | Sub TOTAL | 28 | 30 |

Course Outcomes: Food and Beverage Service

| | | |
|----|---|--|
| 1. | Food and Beverage service Identify the basic crockeries, cutleries, glassware, special equipment, napkin folds | |
| 2. | To understand the basic table layout with a la carte and table d’hote menu | |
| 3. | To be able to describe different types of service | |
| 4. | To be able to perform sensory evaluation on various types of Teas | |
| 5. | To be able to describe the service of Tea and Coffee | |
| 6. | To plan and execute real time English breakfast service | |

| Content | | Hours | Marks | |
|---|---|--------------------------|----------------------------|--|
| Unit 8 | IDENTIFICATION OF CROCKERIES, CUTLERIES, GLASSWARE AND SPECIALIZED EQUIPMENT Identification of various basic crockeries, cutleries, glassware and specialized equipment with their size, make, purpose and types of food/course served | 02 | 3 | |
| Unit 9 | TABLE LAYOUT (A LA CARTE & TABLE D'HOTE) Single guest -Table d'hote, Single guest - A la carte, Multiple guests -Table d'hote, Multiple guests - A la carte VARIOUS TYPES OF TABLE SERVICE French, English, Russian, American, In-Situ / Specialised RESTAURANT SERVICE SIMULATION Simulation of full restaurant service | 8 | 9 | |
| unit 10 | TEA FUNDAMENTALS Tea service standards for hospitality venues The importance of water quality in tea preparation A guide to brewing great tea A guide to brewing iced tea Selling Tea Techniques - Top National & International Brands, Prices and Pricing Tasting of Various Types of Teas & Tisanes Tea Service | 04 | 3 | |
| Unit 11 | RESTAURANT ORDER TAKING Order Taking Methods thru KOT/BOT and Modification of A la Carte Cover according to the order. DELIVERING PASSIONATE SERVICE Features of good serve Effective communication with guests and co-workers The importance of offering service with a smile Tactics for improving your knowledge as a server Teamwork in the restaurant | 04 | 6 | |
| Unit 12 | FRENCH MENU TERMINOLOGY WORKSHOP Learning important French Terms related to Menu Planning and Service. | 02 | 3 | |
| Unit 13 | DINING ETIQUETTES Understanding various dining etiquettes with real time dining with a three course menu. | 04 | 3 | |
| Unit 14 | BREAKFAST REAL TIME EXECUTION Organising operating supplies, ordering of stores, restaurant set up /theme decoration, table layout/Buffer Layout, Invitation, service/ feedback | 04 | 3 | |
| | Sub Total: (PRACTICAL) | 28 | 30 | |
| End Semester Examination Scheme. | | Maximum Marks-60. | Time allotted-3hrs. | |

Practical:

Skills to be developed:

Intellectual skills:

- 1) To recognise and be able to explain the different types, qualities and uses of commodities relevant to the food and beverage trade.
- 2) To learn and practice safety procedures
- 3) To use a variety of methods used for cooking vegetables, meats, egg and fish.
- 4) To understand and plan menus based on menu planning principles and objectives.
- 5) To practise the making of basic Indian gravies, rice and cereal preparations.
- 6) To practise the making of basic pastries, breads, cookies and creams.

Motor Skills:

1. Knife skills
2. Cooking using a variety of appropriate cooking methods
3. Basic baking and patisserie skills

List of Practical: Sl. No. 1 & 2 compulsory & at least three from the rest)

All practicals compulsory

List of Books

Text Books:

1. David Foskett (2008) Practical Cookery , Book Power
2. David Foskett, Victor Ceserani (2012) Theory of Cookery , Book Power
3. Mohini Sethi (2004) Institutional Food Management ,New Age International Ltd.
4. P.S. Bali (2009) Food Production Operation , Oxford University Press
5. P.S. Bali (2012) International Cuisine & Food Production Management , Oxford University Press
6. Claudia Piras (2004) Culinaria Italy. Culinaria Konemann.
7. Andre Domine (2007) Culinaria Konemann'
8. Linda Doeser (2005) World food Italy , Parragon Book.
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10. Julia Delica Cruce (1996) The Classic Italian , Dorling Kindersley.
11. Jackum Brown (2001) Vegetarian Thai , Toppan Printing Co Ltd.
12. Pierre Chaslin & Piyatep Canungmai (1992) Discover Thai Cooking, Times edition.

Food and beverage service list of books:

List of Books

Text Books & Reference Books:

1. Medlik, S. (1972), Profile of the Hotel and Catering Industry, Heinemann.
2. Dahmer, S. J. & Kahl, K. W. (2002), Restaurant Service Basics, John Wiley & Sons, Inc.
3. Meyer, S. & Schmid, E. (1990), Professional Table Service, John Wiley & Sons Inc.
4. Casado, M. A. (1994), Food and Beverage Service Manual, John Wiley & Sons.
5. Lockett, V. & La Plante, L. (1999), The Menu Dictionary: Words and Ways of the International Restaurant World, Sweetwater Press.
6. Axler, B. H. & Litrides, C (1990), Food and Beverage Service, John Wiley & Sons.
7. Marshall, A. C., Fuller, J. & Currie, J. (1965), The Waiter, Barrie and Jenkins
8. Arduser, L. (2005), The Waiter & Waitress and Wait staff Training Handbook: A Complete Guide, Atlantic Publishing Company.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | | y | | y | | | | |
| CO2 | | y | | y | | | | | |
| CO3 | y | y | | | | | | | |
| CO4 | y | y | | | | | | | |
| CO 5 | y | y | | | | | | | |
| CO 6 | y | y | | | | | y | | |

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|--|--|---------------------------|--------------|--------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | | |
| Subject: TOURISM SERVICES AND OPERATIONS | | | | |
| Course Code: BSciHTC 202 | | Semester: 2 | | |
| Duration: one Semester | | Maximum Marks: 100 | | |
| Teaching Scheme | | Examination Scheme | | |
| Theory:4 | | End Semester Exam: 70 | | |
| Tutorial:2 | | Internal Assessment: 30 | | |
| Credit: 6 | | | | |
| Course Objectives: | | | | |
| Familiarize students with the basic concepts of travel and tourism , discuss the terminology used, give an insight into how travel and tourism evolved over a period of time and reach the modern stage. enhance the knowledge of students in various areas related to tourism and how it affects the destination. explore the selected issues that currently influence the tourism industry both locally and globally. Understand various skills necessary for travel agency and tour operation business Understand various travel terminology. help the learners develop an understanding of the nature of different tourism products. | | | | |
| Course Outcomes | | | | |
| 1. | To introduce the fundamental concepts, elements, classification, tourist motivations etc. of Tourism activities. | | | |
| 2. | To familiarize with the nature of the tourism industry, its structure, elements and components, its spread in different locations around the world, and understand its significance and develop awareness on emerging trends in tourism. | | | |
| 3. | To develop the concept of tourism products and an overview of the tourism products and resources of India including natural and man made features and nature of services. | | | |
| 4. | To conceptualise and develop awareness of the different tourism organisations in the world and understand their role within tourism economics. | | | |
| 5 | To understand the functions of the tourism mediator, travel agencies, aggregators, and other service providers. | | | |
| | Contents | | Hours | Marks |
| Unit 1 | Tourism: An overview <ul style="list-style-type: none"> ● Elements, Nature and Characteristics of tourism ● Classification of Tourists ● Historical Development of Tourism ● Major motivations and deterrents to travel. | | 8 | 10 |
| Unit 2 | Tourism Industry Structure and Components: <ul style="list-style-type: none"> ● Attractions ● Accommodation ● Activities ● Transportation ● F&B– Shopping ● Entertainment ● Infrastructure and Hospitality ● Emerging areas of tourism- Rural, Eco, Medical, MICE, Sports and Adventure, Alternate Tourism | | 8 | 10 |

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| Unit 3 | <p>Tourism Organizations</p> <ul style="list-style-type: none"> ● Role and Function of World Tourism Organization (WTO), ● Pacific Asia Travel Association(PATA) ● World Tourism &Travel Council (WTTC) ● Ministry of Tourism, Govt. of India ● ITDC, ● Department of Tourism, ● FHRAI, ● IHA, ● IATA, ● TAAI, ● IATO ● Tourism Regulations, | 8 | 10 |
| Unit 4 | <p>Natural and Man-made tourism resources in India</p> <ul style="list-style-type: none"> ● Flora and fauna, Wildlife sanctuaries – National parks – Biosphere reserves ● Mountain Tourist Resources and Hill stations ● Islands ● Beaches ● Deserts of India. ● Major tourism circuits of India ● Religious Circuits ● Heritage Circuits-Monuments <p>Socio- cultural resources of India as a tourist product:</p> <ul style="list-style-type: none"> ● Religion ● fairs and festivals ● handicrafts ● performing arts ● customs and traditions ● folklore ● cuisine <p>New and emerging tourism destinations in India:</p> <ul style="list-style-type: none"> ● Northern India ● Southern India ● Eastern India- ● Western India- ● Central India ● Indian Islands | 14 | 20 |

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|---|---|--------------------------|--|
| Unit 5 | Geography of Tourism: <ul style="list-style-type: none"> ● Definition, scope and contents of Geography of Tourism. ● Approaches, Methodology and Techniques. ● Importance of Geography of Tourism. ● Natural and climatic regions of the world in brief. ● How to read a map. | 8 | 8 |
| Unit 6 | Travel agency/Tour operations Conceptual Framework of Travel Agency & Tour Operators: <ul style="list-style-type: none"> ● Definition of Travel agency, and tour operators, ● difference between the travel agency and tour operators, ● types of travel agencies and tour operators, ● Growth and development of travel agencies and tour operators in India and worldwide, ● role and contribution of travel agencies in the growth and development of the tourism industry. Functions of Travel Agency & Tour Operators Business: <ul style="list-style-type: none"> ● Travel information and counseling to tourists, ● itinerary development and preparation, ● Airline ticketing and Reservations, ● Tour packaging, ● Reservations, ● handling tour file, ● tour documentation, ● Sources of income for travel Agency & Tour Operators | 10 | 12 |
| Sub Total: | | 56 | 70 |
| End Semester Examination Scheme. | | Maximum Marks-70. | |
| Time allotted-3hrs. | | | |
| Text Books: | | | |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
| Bhatia A.K | International Tourism | (2003) | Sterling Publishers Pvt Ltd, New Delhi. |
| Bhatia AK | Tourism Development: Principles and Practices | Revised edition (2002) | Sterling Publishers Private Limited, New Delhi. |
| | | | |
| | | | |
| Reference Books: | | | |
| Dennis L & Foseter | an Introduction to Travel & Tourism | (2003) | McGraw-Hill International. |
| Dr. Revathy Girish | Indian Tourist Panorama | (2007). | Dominant Publishers and Distributors, New Delhi. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | | | | | | | | |
| CO2 | y | | | | | | | | |
| CO3 | y | | | y | | | | | |
| CO4 | y | | y | y | | | y | | |
| CO 5 | y | | | | | | | | |

| | | | |
|--|---|---------------------------|--------------------|
| Name of the Course: BSc International Hospitality and Tourism Administration | | | |
| Subject: Professional Communication | | | |
| Course Code: GE1B-19 | | Semester: 2 | |
| Duration: 60 Hrs | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 4 | | End Semester Exam: 70 | |
| Tutorial:2 | | Attendance: 5 | |
| | | Continuous Assessment: 25 | |
| Credit:6 | | | |
| | | | |
| Aim: | | | |
| Sl. No. | | | |
| 1. | The aim of this course is to communicate more effectively at work | | |
| 2. | The objective of this course is to to improve your communication skills, and the most successful strategies for using them to your advantage. | | |
| Objective: Throughout the course, students will be able to understand what others want, respond strategically to their wants and needs, craft convincing and clear messages, and develop the critical communication skills you need to get ahead in business and in life. | | | |
| Sl. No. | | | |
| 1. | This course helps to how to develop trust, the best method of communication for negotiation, and how to apologize | | |
| 2. | This course will help to write and speak in English in both social and professional interactions, and learn terminology. | | |
| Pre-Requisite: | | | |
| Sl. No. | | | |
| 1. | Basic Knowledge of English Communication | | |
| | | | |
| Contents | | | 6 Hrs./week |
| Chapte r | Name of the Topic | Hours | Marks |
| 01 | Introduction to Soft Skills– Hard skills & soft skills - employability and career Skills—Grooming as a professional with values—Time Management—General awareness of Current Affairs | 13 | 14 |
| 02 | Self-Introduction-organizing the material - Introducing oneself to the audience - introducing the topic - answering questions - individual presentation practice-- presenting the visuals effectively - 5 minute presentation | 13 | 14 |
| 03 | Introduction to Group Discussion— Participating in group discussions - understanding group dynamics - brainstorming the topic -- questioning and clarifying –GD strategies- activities to improve GD skills | 13 | 14 |
| 04. | Interview etiquette - dress code - body language - attending job interviews- telephone/skype interview -one to one interview &panel interview - FAQs related to job interviews | 13 | 14 |
| 05. | Recognizing differences between groups and teams- managing time- managing stress- networking professionally- respecting social protocols-understanding career management- developing a long-term career plan-making career changes | 4 | 14 |
| Sub Total: | | 56 | 70 |
| Internal Assessment Examination & Preparation of Semester | | 4 | 30 |

| | | | |
|--|--------------------|--|--|
| | Examination | | |
|--|--------------------|--|--|

Total:

60

100

Assignments:

Based on the curriculum as covered by subject teacher.

List of Books Text Books:**Name of Author****Title of the Book****Edition/ISSN/ISBN****Name of the Publisher**

A. K. Jain and A. M. Sheikh

Professional Communication Skills

Eighth Revised Edition

Schand

Meenakshi Raman and Sangeetha

Sharma

Technical Communication:

Principles and Practice

2nd Edition, Oxford University Press,

Reference Books:

Raman Sharma

Technical Communications

UNIVERSITY GRANTS COMMISSION

Ability Enhancement Compulsory Course (AECC – Environment Studies)

Unit 1 : Introduction to environmental studies

- Multidisciplinary nature of environmental studies;
- Scope and importance; Concept of sustainability and sustainable development.

(2 lectures)

Unit 2 : Ecosystems

- What is an ecosystem? Structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems :
 - a) Forest ecosystem
 - b) Grassland ecosystem
 - c) Desert ecosystem
 - d) Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

(6 lectures)

Unit 3 : Natural Resources : Renewable and Non-renewable Resources

- Land resources and land use change; Land degradation, soil erosion and desertification.
- Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.
- Water : Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state).
- Energy resources : Renewable and non renewable energy sources, use of alternate energy sources, growing energy needs, case studies.

(8 lectures)

Unit 4 : Biodiversity and Conservation

- Levels of biological diversity : genetic, species and ecosystem diversity; Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots
- India as a mega-biodiversity nation; Endangered and endemic species of India
- Threats to biodiversity : Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions; Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.
- Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

(8 lectures)

Unit 5 : Environmental Pollution

- Environmental pollution : types, causes, effects and controls; Air, water, soil and noise pollution
- Nuclear hazards and human health risks
- Solid waste management : Control measures of urban and industrial waste.
- Pollution case studies.

(8 lectures)

Unit 6 : Environmental Policies & Practices

- Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture

- Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act. International agreements: Montreal and Kyoto protocols and Convention on Biological Diversity (CBD).
- Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context. (7 lectures)

Unit 7 : Human Communities and the Environment

- Human population growth: Impacts on environment, human health and welfare.
- Resettlement and rehabilitation of project affected persons; case studies.
- Disaster management : floods, earthquake, cyclones and landslides.
- Environmental movements : Chipko, Silent valley, Bishnois of Rajasthan.
- Environmental ethics: Role of Indian and other religions and cultures in environmental conservation.
- Environmental communication and public awareness, case studies (e.g., CNG vehicles in Delhi).

(6 lectures)

Unit 8 : Field work

- Visit to an area to document environmental assets: river/ forest/ flora/fauna, etc.
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural.
- Study of common plants, insects, birds and basic principles of identification.
- Study of simple ecosystems-pond, river, Delhi Ridge, etc.

(Equal to 5 lectures)

Suggested Readings:

1. Carson, R. 2002. *Silent Spring*. Houghton Mifflin Harcourt.
2. Gadgil, M., & Guha, R. 1993. *This Fissured Land: An Ecological History of India*. Univ. of California Press.
3. Gleeson, B. and Low, N. (eds.) 1999. *Global Ethics and Environment*, London, Routledge.
4. Gleick, P. H. 1993. *Water in Crisis*. Pacific Institute for Studies in Dev., Environment & Security. Stockholm Env. Institute, Oxford Univ. Press.
5. Groom, Martha J., Gary K. Meffe, and Carl Ronald Carroll. *Principles of Conservation Biology*. Sunderland: Sinauer Associates, 2006.
6. Grumbine, R. Edward, and Pandit, M.K. 2013. Threats from India's Himalaya dams. *Science*, 339: 36-37.
7. McCully, P. 1996. *Rivers no more: the environmental effects of dams* (pp. 29-64). Zed Books.
8. McNeill, John R. 2000. *Something New Under the Sun: An Environmental History of the Twentieth Century*.
9. Odum, E.P., Odum, H.T. & Andrews, J. 1971. *Fundamentals of Ecology*. Philadelphia: Saunders.
10. Pepper, I.L., Gerba, C.P. & Brusseau, M.L. 2011. *Environmental and Pollution Science*. Academic Press.
11. Rao, M.N. & Datta, A.K. 1987. *Waste Water Treatment*. Oxford and IBH Publishing Co. Pvt. Ltd.
12. Raven, P.H., Hassenzahn, D.M. & Berg, L.R. 2012. *Environment*. 8th edition. John Wiley & Sons.
13. Rosencranz, A., Divan, S., & Noble, M. L. 2001. *Environmental law and policy in India*. Tripathi 1992.
14. Sengupta, R. 2003. *Ecology and economics: An approach to sustainable development*. OUP.
15. Singh, J.S., Singh, S.P. and Gupta, S.R. 2014. *Ecology, Environmental Science and Conservation*. S. Chand Publishing, New Delhi.
16. Sodhi, N.S., Gibson, L. & Raven, P.H. (eds). 2013. *Conservation Biology: Voices from the Tropics*. John Wiley & Sons.
17. Thapar, V. 1998. *Land of the Tiger: A Natural History of the Indian Subcontinent*.
18. Warren, C. E. 1971. *Biology and Water Pollution Control*. WB Saunders.
19. Wilson, E. O. 2006. *The Creation: An appeal to save life on earth*. New York: Norton.
20. World Commission on Environment and Development. 1987. *Our Common Future*. Oxford University Press.

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|--|---|---------------------------|------------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: SUSTAINABILITY in the HOSPITALITY AND TOURISM INDUSTRIES | | | |
| Course Code: BSciHTC 301 | | Semester:3 | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory:4 | | End Semester Exam: 70 | |
| Tutorial:2 | | Internal Assessment: 30 | |
| Credit:6 | | | |
| COURSE Objectives: | | | |
| This course will be able to guide the students to infer and examine the importance of Environmental and Sustainable Tourism, identify and explain Environmental changes due to Tourism and comprehend Sustainability of Tourism for future generations. | | | |
| COURSE Outcomes | | | |
| 1. | explain the concept of sustainable tourism and overall arching of environmental sustainability. | | |
| 2 | Analyse and compare the impacts of ethical tourism on socio-economic factors. | | |
| 3 | Discuss and explain the approaches to sustainable tourism and eco tourism. | | |
| Contents | | | Hrs./week |
| Unit 1 | Introduction to sustainable tourism <ul style="list-style-type: none"> ● Sustainable development ● Sustainable tourism | 8 | 10 |
| Unit 2 | Tourism and environmental sustainability <ul style="list-style-type: none"> ● Tourism and environment ● Tourism and the global environmental crisis ● Environmental policies for a sustainable tourism | 12 | 12 |
| Unit 3 | Tourism and economic and social sustainability <ul style="list-style-type: none"> ● Economic and social impacts of tourism ● Ethics and tourism ● Economic and social policies for a sustainable tourism | 10 | 12 |
| Unit 4 | Approaches of Sustainable Tourism <ul style="list-style-type: none"> ● Standardization and Certification ● Alternative Tourism ● Responsible Tourism ● Waste Management ● Eco-friendly Practices ● Function and Management of Ecosystem ● Pollution-Ecological Footprints ● Relationship between Tourism & Ecology, ● Sustainable Tourism and Poverty Alleviation ● Pro-poor Tourism and Community Participation. | 12 | 18 |
| Unit 5 | Eco - tourism <ul style="list-style-type: none"> ● Evolution ● Principles ● Trends ● Functions of Ecotourism | 14 | 18 |

| | | | |
|---|---|-------------------------------|------------------------------|
| | <ul style="list-style-type: none"> ● Mass Tourism Vs Ecotourism ● Typology of Eco-tourists ● Ecotourism Activities & Impacts ● Eco- tourism and protected areas ● Visitor management for sustainability ● Major Ecotourism destinations of India. | | |
| | Total: | 56 | 70 |
| End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs. | | | |
| Text Books: | | | |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
| Roday, S. | Tourism Operation and Management. | 1st Edition(2012) | Oxford University Press. |
| Narasaiah, M. | Tourism and the Environment. | 1st Edition, (2003) | Discovery Publishing House. |
| Holden, A. | Environment & Tourism | 2nd Edition, (2008) | Routledge. |
| Sharpley, R. | Tourism Development & the Environment: Beyond the Sustainability | 1 st Edition(2009) | Earthscan. |
| Reference Books: | | | |
| Zeppel, H. | Indigenous Ecotourism | 3rd Edition, (2006) | Cabi publications. |
| Raj, A. | Sustainability Profitability & Successful Tourism | 1st Edition(2007) | Kanishka Publishers. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | | | | | | | | |
| CO2 | | | y | y | | | | | |
| CO3 | y | | y | | | | | | |

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|---|--|---------------------------------|------------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: Food & Beverage Service Operations 1– THEORY | | | |
| Course Code: BSciHTC 302 | | Semester: 3 | |
| Duration: One Semester | | Maximum Marks: 100 Marks | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 4 hours/week | | End Semester Exam: 70 | |
| Credit: 4 | | Internal Assessment: 30 | |
| Course Objectives: Define, identify and categorise fermented beverage and wine and sake alcoholic beverages according to different types, characteristics, origin and prepare classification charts based on characteristics and alcoholic strength. Explain and write the fundamentals of wine basics – viticulture, vinification, production methods, storage systems and service methods. Explain and examine and write the production, storage, service, quality classification of old and new world wines. Investigate, use science and art to harmonize food with a specific wine . | | | |
| Course Outcomes: | | | |
| 1. | The course focuses on developing and understanding the basics of alcoholic beverages including definition, classification, basic method of production of alcohol and its strength. | | |
| 2. | To recite all the key fermented beverages (Beer, Wine, and Sake etc.) of the world including their types, brands and consumption/service styles. | | |
| 3. | To learn the fundamentals of Wine basics – Production, Storage, Service | | |
| 4. | To be able to conceptualize the Production, Storage, Service, Quality Classification of Wines of France, Italy, Germany, Spain, Portugal. | | |
| 5. | To be able to conceptualize the Production, Storage, Service, Quality Classification of Wines of Australia, New Zealand, USA, India, South Africa, Chile, Argentina. | | |
| 6. | To be able to practice the Art and Science of harmonizing Food with a Specific Wine. | | |
| Contents | | | Hrs./week |
| Unit 1 | ALCOHOLIC BEVERAGES Definition, Classification, Types, Strength (ABV), Various source/ Ingredients, Fermentation Process, etc. | 04 | 6 |
| Unit 2 | BEER Introduction, ingredients used production, types and brands, Indian and international, service of bottled, canned and draught beers. | 06 | 7 |
| Unit 3 | SAKE, CIDER & PERRY Introduction, ingredients used production, types and brands, and Service Style. | 04 | 6 |
| Unit 4. | WINE BASICS Definition, Classification, Types/Styles, Strength (ABV), Various source/ Ingredients, Viticulture, Vinification Process, Related Terms etc. | 04 | 6 |

| | | | |
|---------|---|----|----|
| Unit 5. | OLD WORLD WINES | 24 | 30 |
| | WINES OF FRANCE – (INCLUDES CHAMPAGNE IN DETAILS) | | |
| | <p>Key Regions/Sub-Regions, Types of Grapes, Important varietals, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> | | |
| | WINES OF ITALY | | |
| | <p>Key Regions/Sub-Regions, Types of Grapes, Important varietals, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> | | |
| | WINES OF GERMANY | | |
| | <p>Key Regions/Sub-Regions, Types of Grapes, Important varietals, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> | | |
| | WINES OF SPAIN – SHERRY, MADERA, MARSALA | | |
| | <p>Key Regions/Sub-Regions, Types of Grapes, Important varietals, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> | | |
| | WINES OF PORTUGAL – PORT | | |
| | <p>Key Regions/Sub-Regions, Types of Grapes, Important varietals, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> | | |
| | AROMATIZED WINES – VERMOUTH | | |
| | <p>Key Regions/Sub-Regions, Types of Grapes, Important varietals, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific</p> | | |

| | | | |
|----------------------------|--|-----------|-----------|
| Unit 6. | NEW WORLD WINES – UNITED STATES OF AMERICA, SOUTH AFRICA, ARGENTINA, CHILE, AUSTRALIA, NEWZELAND, INDIA Key Regions/Sub-Regions, Types of Grapes, Important varieties, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc. | 10 | 10 |
| Unit 7. | FOOD & WINE HARMONY Basic food & wine pairing theories, various influences, standard pairing, etc. | 04 | 5 |
| Sub Total: (THEORY) | | 56 | 70 |

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

List of Books

Text Books & Reference Books:

1. Medlik, S. (1972), Profile of the Hotel and Catering Industry, Heinemann.
2. Dahmer, S. J., & Kahl, K. W. (2002), Restaurant Service Basics, John Wiley & Sons, Inc.
3. Meyer, S. & Schmid, E. (1990), Professional Table Service, John Wiley & Sons Inc.
4. Casado, M. A. (1994), Food and Beverage Service Manual, John Wiley & Sons.
5. Luckett, V. & La Plante, L. (1999), The Menu Dictionary: Words and Ways of the International Restaurant World, Sweetwater Press.
6. Axler, B. H. & Litrides, C (1990), Food and Beverage Service, John Wiley & Sons.
7. Marshall, A. C., Fuller, J. & Currie, J. (1965), The Waiter, Barrie and Jenkins
8. Arduser, L. (2005), The Waiter & Waitress and Wait staff Training Handbook: A Complete Guide, Atlantic Publishing Company.

List of equipment/apparatus for laboratory experiments:

Sl. No.

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | | | | | | | | |
| CO2 | y | | | | | | | | |
| CO3 | y | | | | | | | | |
| CO4 | y | y | | | | | | | |
| CO 5 | y | y | | | | | | | |
| CO 6 | | y | y | | | | | | |

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|--|--|---------------------------------|------------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: Food & Beverage Service Operations 1– PRACTICAL | | | |
| Course Code: BSciHTC 392 | | Semester: 3 | |
| Duration: One Semester | | Maximum Marks: 100 Marks | |
| Teaching Scheme | | Examination Scheme | |
| Practical: 4 hours/week | | End Semester Exam: 60 | |
| Credit: 2 | | Internal Assessment: 40 | |
| COURSE Objectives: | | | |
| <ol style="list-style-type: none"> 1. Students will be able to identify and examine different types of beer, wine, through sensory appreciation test and by reading the label as well as be able to categorise those by taste, colour , flavour, acidity. 2. Students will be able to write and prepare wine list in a systematic way. 3. Students will be able to use gueridon trolley to practice, prepare/serve various dishes and also use ingredients to prepare and serve various basic and advanced hors d'oeuvre 4. Students will be able to learn, practice and apply appropriate selling techniques. 5. Students will be able to describe the service procedures of in-room dining and appreciate the use of technology in the hospitality sector | | | |
| Course Outcomes: | | | |
| 1. | To be able to learn the service of different types of Beer & Wine | | |
| 2. | To be able to decode various Wine Labels | | |
| 3. | To be able to learn the systematic approach of Wine Tasting and Food & Wine Pairing | | |
| 4. | To know the detailed use of Gueridon trolley and preparation/service of various dishes using the same. | | |
| 5. | To be able to prepare and serve various Basic and Advanced Hors d'Oeuvre. | | |
| 6. | To be able to demonstrate appropriate selling and suggestive selling techniques. | | |
| 7. | To be able to describe the Service Procedure of In-Room Dining | | |
| Contents | | | Hrs./week |
| Unit 1 | BEER – SERVICE & APPRECIATION | | 04 |
| | Service techniques of different Beers, Draught Beer – Concept & Service of Draught Beer, Systematic Beer Tasting and Critical Appreciation. | | 5 |
| Unit 2 | DECODING WINE LABEL | | 04 |
| | To be able to describe the different terms and terminologies mentioned on the label. Reading and understanding various country's wine labels, etc. | | 5 |

| | | | |
|---------|---|-----------|-----------|
| Unit 3 | PREPARATION OF WINE LIST & SERVICE OF WINE (INCLUDES OPENING OF WINE/CHAMPAGNE BOTTLE) Preparing Professional Wine List, Opening of Wine/Champagne bottles, Pouring techniques, Order taking processes, Wine service protocols, Choosing right glassware, Decanting process, etc. | 04 | 5 |
| Unit 4 | WINE TASTING Systematic approach of wine tasting, Understanding various features of a particular wine. | 08 | 5 |
| Unit 5 | FOOD & PAIRING Systematic approach of Food and Wine Pairing | 08 | 5 |
| Unit 6 | GUERIDON/FLAMBE SERVICE (SWEET) Systematic use of Gueridon (Trolley), Types of Gueridon, Flambéing Techniques, Preparation of various items from Gueridon and service of the same, Maintenance and care of the trolley, etc. | 04 | 5 |
| Unit 7 | GUERIDON/FLAMBE SERVICE (SAVOURY) Systematic use of Gueridon (Trolley), Types of Gueridon, Flambéing Techniques, Preparation of various items from Gueridon and service of the same, Maintenance and care of the trolley, etc. | 04 | 5 |
| Unit 8 | HORS D'OEUVRE (BASIC) PRACTICAL Demonstration and practice of Basic French Hors d'oeuvres Demonstration and practice of Advanced French Hors d'oeuvres | 08 | 10 |
| Unit 9 | SELLING TECHNIQUES & SUGGESTIVE SELLING Skill training of F&B Service Personnel on Restaurant Selling Techniques and Suggestive selling. | 04 | 5 |
| Unit 10 | IN ROOM DINING Front of the House and Back of the House Operation, Duties and Responsibilities of various In Room Dining Service Personnel, Order taking procedure, Various service procedures, Room Amenities, Mini Bar Operation. | 04 | 5 |
| Unit 11 | TECHNOLOGICAL ADVANCEMENT IN F&B SERVICE Discuss and demonstrate various modern trends and technological advancement in the world of F&B. | 04 | 5 |
| | Sub Total: (PRACTICAL) | 56 | 60 |

Practical:

Skills to be developed:

INTELLECTUAL SKILLS:

1. **Active Listening** - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
2. **Social Perceptiveness** - Being aware of others' reactions and understanding why they react as they do.
3. **Communication & Coordination** - Talking to others to convey information effectively and adjusting actions in relation to others' actions. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
4. **Monitoring** - Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
5. **Judgment and Decision Making** - Considering the relative costs and benefits of potential actions to choose the most appropriate one.
6. **Persuasion** - Persuading others to change their minds or behaviour.
7. **Critical Thinking** - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
8. **Complex Problem Solving** - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
9. **Learning Strategies** - Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
10. **Negotiation** - Bringing others together and trying to reconcile differences.
11. **Time Management** - Managing one's own time and the time of others.
12. **Reading Comprehension** - Understanding written sentences and paragraphs in work related documents.
13. **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
14. **Sales and Marketing** - Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
15. **Public Safety and Security** - Knowledge of relevant equipment, policies, procedures, and strategies to promote effective local, state, or national security operations for the protection of people, data, property, and institutions.

MOTOR SKILLS:

1. Understanding of Alcoholic Beverage Menu.
2. Order taking process of various fermented and distilled beverages.
3. Service style of various fermented & distilled beverages.
4. Opening of a Beer/Wine/Champagne bottle and service protocols.
5. How to handle beverage tray/salver.
6. Opening & closing duties of Bar.
7. Suggesting food with a specific fermented and distilled beverage.
8. Handling of various bar equipment.
9. Handling of alcoholic beverage bottles.
10. Use, handling and maintenance of various glassware.
11. Preparation of various cocktails and Mocktails.
12. Wine tasting techniques.

| List of equipment/apparatus for laboratory experiments: | |
|---|--|
| Sl. No. | |
| 1. | Different types of Crockery (Exp. Dinner/Fish/Sweet/B&B etc.) |
| 2. | Different types of Cutlery (Exp. Dinner Spoon & Fork/Fish Knife & Fork/Dessert Spoon/B&B Knife/Service Spoon & Fork etc.) |
| 3. | Different types of Glassware (Exp. Highball/Old-fashioned/Pilsner/Goblet/Martini/Margarita/Wine Glass/Beer Goblet etc.) |
| 4. | Various types of Linen (Exp. Table Cloth/Slip Cloth/Serviette etc.) |
| 5. | Salver, American Tray, Cocktail Salver etc. |
| 6. | F&B Special Equipment (Exp. Caviar Spoon/Carb Cutter/Lobster Pick/Cob Holder/ Nut Cracker etc.) |
| 7. | Different types of Bar Equipment (Cocktail Shakers/Jigger/Bar Spoon/Muddler/Hawthorn Strainer/Bar Caddy/ Garnish Tray etc.) |
| 8. | Various Restaurant Furniture (Restaurant Table/Chair/Side Board/Buffer Table/Cocktail Table etc.) |
| 9. | Different Buffet Equipment (Chafing Dish/Service Gears/Food Pans/Fuel Tin/ Refiling Bowl/ Buffet Tag Holder etc.) |
| 10. | Printed KOT/BOT Pads/ Various Forms & Formats |
| 11. | Gueridon Trolley |
| 12. | Gueridon Trolley related equipment. |
| End Semester Examination Scheme. Maximum Marks-60. Time allotted-3hrs. | |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | y | | | | | | | |
| CO2 | | y | y | | | | | | |
| CO3 | | y | y | y | | | | | |
| CO4 | y | y | | | | | | | |
| CO 5 | | y | | | | | | | |
| CO 6 | | | | y | y | | | | |
| CO 7 | y | y | | | | | | | |

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|---|---|---------------------------|---------------------------|
| Name of the Course: BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION | | | |
| Subject: ROOMS DIVISION 1 (TH) | | | |
| Course Code: BScIHTC 303, | | Semester: 3 | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 4 | | End Semester Exam: 70 | |
| Credit: 4 | | Internal Assessment: 30 | |
| COURSE OBJECTIVE : This course introduces students to the Front Office and housekeeping operations Topics include reservations, front desk, guest services issues specific to front office operations . This course familiarizes students with the principles of front desk operational procedures and linen management including maintaining par stock ; examines current trends in guest services; . Students work with a Property Management Software to become familiar with computerized reservations, arrival and charge posting systems. | | | |
| COURSE OUTCOMES: | | | |
| Part A Front Office | | | |
| 1) To describe and categorise different types of guests, follow standard operating procedures required to check in guests, draw the process required for guest registration, using a property management system. | | | |
| 2) Interpret, analyse and be able to use different types of reports, data, captured in different forms and formats relevant to hotel front office operations. | | | |
| Part B Housekeeping | | | |
| 3) To recognise the correct operation of a washing machine. | | | |
| 4) To calculate the par stock of linen by inventory calculations. | | | |
| 5) To categorise how to use different washing techniques for soiled laundry and to compare and contrast different methods of stain removal. | | | |
| 6) To remove wrinkles from fabric by ironing. | | | |
| 7) To manage and differentiate the linen in a dual purpose to keep linen clean and ensure proper distribution by linen management. | | | |
| 8) To apply towel art techniques and learn current trends in flower arrangement | | | |
| Contents | | | Hrs./week |
| Part A Front Office | | | Hours Marks |
| Unit 1 | Registration Procedure, Pre-Arrival, On Arrival and Post Arrival Procedures. | 15 | 15 |
| Unit 2 | DEPARTURE PROCEDURES:Different procedures followed at the stage of departure. Report generation | 4 | 5 |
| Unit 3 | Accommodation Statistics | 9 | 15 |
| Part B Housekeeping | | | Hours Marks |
| Unit 4 | LINEN ROOM OPERATIONS | 6 | 5 |
| Unit 5 | LAUNDRY OPERATIONS | 8 | 5 |
| Unit 6 | PEST CONTROL | 4 | 5 |
| Unit 7 | FABRIC AND FIBRES | 4 | 5 |
| Unit 8 | CARPETS | 2 | 5 |
| Unit 9 | Linen control | 2 | 5 |

| | | | |
|----------------|----------------------------|-----------|-----------|
| Unit 10 | Linen quality and lifespan | 2 | 5 |
| | TOTAL | 56 | 70 |

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|--|---|--------------------------|---|
| Part A | | | |
| Woods, Hayes & Austin (2007) | Professional Front Office Management | 1 st Edition | New Delhi:Pearson |
| Bardi, J. A. (1996 | Hotel Front Office Management | 2nd Edition | Van Nostrand Reinhold |
| Baker, S. Hyton, J. & Bradley, P. (2001 | Principles Of Hotel Front Office Operations | 2nd Edition | London: Thomson |
| Part B | | | |
| G. Raghubalan & Smritee Raghubalan | Hotel Housekeeping Operation and Management | 3 rd Edition | Oxford University Press 2007, 2009, 2015 |
| Margaret M. Kappa Aleta Nitschike Patricia B. Schappert | Managing Housekeeping Operations | 1997 | Educational Institute, American Hotel and Motel Association |
| Sudhir Andrews | Hotel Housekeeping Management and Operations | 2007 | Tata McGraw-Hill Education |
| Malini Singh Jaya B. George | Housekeeping Operation Design & Management | 2008 | Jaico Publishing House |
| Praloy Ganguly | Housekeeping Management In Hotel & service Industry | 2019 | I.K International Publishing House |
| Peter Jones, Andrews Lockwood | Management of Hotel Operations | 2002 | Cengage Learning |
| Thomas J. A. Jones | Professional Management of Housekeeping Operations | 2007 5th edition | John Wiley & Sons |
| List of equipment/apparatus for laboratory experiments: | | | |
| Sl. No. | | | |
| 1. | Washing Machine | | |
| 2. | Drying Machine | | |
| 3. | Pressing Machine | | |
| 4. | Towels | | |
| 5. | Linen inventory control formats. | | |
| End Semester Examination Scheme. | | Maximum Marks-70. | Time allotted-3hrs. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO 1 | y | y | | | | | | | |
| CO 2 | | | y | y | y | | | | |

| | | | | | | | | | |
|------|---|---|---|---|--|--|--|--|--|
| CO 3 | y | y | | | | | | | |
| CO 4 | | y | y | | | | | | |
| CO 5 | | y | y | y | | | | | |
| CO 6 | | y | | | | | | | |
| CO 7 | | y | | y | | | | | |
| CO 8 | y | y | | | | | | | |

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|--|--|---------------------------|------------------|
| Name of the Course: BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION (IHT) | | | |
| Subject: ROOMS DIVISION 1 (PR) | | | |
| Course Code: BScIHTC 393 | | Semester: 3 | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Practical:4 | | End Semester Exam: 60 | |
| Credit: 2 | | Internal Assessment: 40 | |
| COURSE Objectives: This course introduces students to practice the Front Office and housekeeping operations Topics include reservations, front desk, guest services issues specific to front office operations . This course familiarizes students with the principles of front desk operational procedures and linen management including maintaining par stock ; examines current trends in guest services; . Students work with a Property Management Software to become familiar with computerized reservations, arrival and charge posting systems. | | | |
| COURSE Outcomes | | | |
| Part A Front Office | | | |
| 1) To categorise and demonstrate the check-in procedures for different types of guests and demonstrate the process required for guest registration, using a property management system. | | | |
| 2) Interpret, analyse and be able to use different types of reports, data, captured in different forms and formats relevant to hotel front office operations. | | | |
| 3) To learn handling of scanty baggage and room change procedures | | | |
| Part B Housekeeping | | | |
| 4) To recognise the correct operation of a washing machine. | | | |
| 5) To calculate the par stock of linen by inventory calculations. | | | |
| 6) To categorise how to use different washing techniques for soiled laundry and to compare and contrast different methods of stain removal. | | | |
| 7) To remove wrinkles from fabric by ironing. | | | |
| 8) To manage and differentiate the linen in a dual purpose to keep linen clean and ensure proper distribution by linen management. | | | |
| 9) To apply towel art techniques and learn current trends in flower arrangement. | | | |
| Contents | | | Hrs./week |
| Unit 1 | Registration | Hours | Marks |
| | <ul style="list-style-type: none"> ● PRE ARRIVAL PROCEDURES OF FIT, VIP AND GROUP(Practical) <p style="margin-left: 40px;">Different process followed at the pre arrival stage for different guest status.</p> | 6 | 6 |
| | <ul style="list-style-type: none"> ● ON ARRIVAL PROCEDURES OF FIT, VIP AND GROUP <p style="margin-left: 40px;">Different process followed at the pre arrival stage for different guest status</p> | 6 | 6 |
| | <ul style="list-style-type: none"> ● POST ARRIVAL PROCEDURES OF FIT, VIP AND GROUP <p style="margin-left: 40px;">Different process followed at the post arrival stage for different guest status</p> | 6 | 6 |
| Unit 2 | HANDLING SCANTY BAGGAGE/Room Change Procedure | 4 | 6 |
| Unit 3 | Front office Case studies | 6 | 6 |

| Housekeeping Practical | | | |
|-------------------------------|--|--------------|--------------|
| | Name of the Topic | Hours | Marks |
| Unit 4 | Laundry equipment – survey and studies | 4 | 6 |
| Unit 5 | Inventory calculations | 6 | 7 |
| Unit 6 | Washing and ironing | 3 | 5 |
| Unit 7 | Linen management | 10 | 7 |
| Unit 8 | Towel art | 5 | 5 |
| | Total: | 56 | 60 |
| | <p>Practical Skills to be developed:</p> <p>Practical: Skills to be developed: Part A Intellectual skills:</p> <ol style="list-style-type: none"> 1. Understanding the use of the PMS 2. Understanding the conceptual relationships between the departments and being able to operate the necessary procedures. 3. Being familiar with the check in procedures for FITs/ walk ins, groups and VIPs 4. Being able to use and correctly check in the above guests using <p>Practical: Skills to be developed: Part B Intellectual skills:</p> <ol style="list-style-type: none"> 1. Understanding the functioning of laundry equipments and to be aware of laundry gents 2. To calculate Par stock and inventory for the floors 3. Being familiar with the towel folds 4. Guest laundry handling procedures. 5. Ironing methods. <p>Motor Skills:</p> <ol style="list-style-type: none"> 1. operating washing machine 2. handling ironing equipments 3. and understanding whole concept of laundry <p>All practical sessions are compulsory.</p> | | |

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|------------------------------|--------------------------------------|--------------------------|------------------------------|
| Part A | | | |
| Woods, Hayes & Austin (2007) | Professional Front Office Management | 1 st Edition | New Delhi:Pearson |
| Bardi, J. A. (1996) | Hotel Front Office Management | 2nd Edition | Van Nostrant Reinhold |

| | | | |
|--|--|--------------------------|---|
| Baker, S. Hyton, J. & Bradley, P. (2001 | Principles Of Hotel Front Office Operations | 2nd Edition | London: Thomson |
| Part B | | | |
| G. Raghubalan & Smritee Raghubalan | Hotel Housekeeping Operation and Management | 3 rd Edition | Oxford University Press 2007, 2009, 2015 |
| Margaret M. Kappa Aleta Nitschike Patricia B. Schappert | Managing Housekeeping Operations | 1997 | Educational Institute, American Hotel and Motel Association |
| Sudhir Andrews | Hotel Housekeeping Management and Operations | 2007 | Tata McGraw-Hill Education |
| Malini Singh Jaya B. George | Housekeeping Operation Design & Management | 2008 | Jaico Publishing House |
| Praloy Ganguly | Housekeeping Management In Hotel & service Industry | 2019 | I.K International Publishing House |
| Peter Jones, Andrews Lockwood | Management of Hotel Operations | 2002 | Cengage Learning |
| Thomas J. A. Jones | Professional Management of Housekeeping Operations | 2007 5th edition | John Wiley & Sons |
| List of equipment/apparatus for laboratory experiments: | | | |
| Sl. No. | | | |
| 1. | Guest room in Hotel | | |
| 2. | Cleaning Equipment used in hotels, some manual and mechanical | | |
| 3. | Different surfaces for eg. Glass, brass , wood , sunmica, leather. | | |
| 4. | Hotel bed for bed making | | |
| 5. | Different cleaning and polishing agents. | | |
| End Semester Examination Scheme. | | Maximum Marks-60. | Time allotted-3hrs. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | y | | | | | | | |
| CO2 | | | y | y | y | | | | |
| CO3 | | y | | | | | | | |
| CO4 | y | y | | | | | | | |
| CO 5 | | | y | y | | | | | |
| CO 6 | | y | y | | | | | | |

| | | | | | | | | | |
|------|---|---|---|---|--|--|--|--|--|
| CO 7 | | y | | | | | | | |
| CO 8 | | y | y | y | | | | | |
| CO 9 | y | y | | | | | | | |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | | | | | | | | |
| CO2 | | | | | | | | | |
| CO3 | | | | | | | | | |
| CO4 | | | | | | | | | |
| CO 5 | | | | | | | | | |
| CO 6 | | | | | | | | | |

Course Name: Finance Made Easy

Paper Code: GE5B-15

Mode: Blended/Offline

Credits: 6

Course Objective: Provide easy understanding to non finance background towards easy understanding of corporate finance and factors that influence financial decision making of business.

| SL. NO. | COURSE OUTCOME | MAPPED MODULE |
|---------|---|---------------|
| 1 | Understand Accounting and Finance | M1 |
| 2 | Understand accounting mechanics and process | M1,M2 |
| 3 | Understand basic financial statements & Understand financial analysis tools | M3, M4 |
| 4 | Understand scope of financial management | M5 |
| 5 | Understand capital budgeting | M6 |

| MODULE NO. | CONTENT | TOTAL HOURS | % OF QUESTIONS | BLOOM'S LEVEL | REMARKS |
|------------|--|-------------|----------------|---------------|---------|
| M1 | Introduction to accounting and finance | 6 | 10 | 1 | |
| M2 | Accounting mechanics | 12 | 15 | 1,2 | |
| M3 | Preparation of financial statements | 12 | 20 | 2,3 | |
| M4 | Analysis of financial statements | 12 | 30 | 1, 2, 3 | |
| M5 | Introduction to financial management | 6 | 5 | 1 | |
| M6 | Capital budgeting | 12 | 20 | 1, 2, 3 | |
| | | 60 | 100 | | |

Detailed Syllabus

Module 1: Introduction to accounting and finance: Concept and necessity of Accounting- concept of finance- sources of finance-financial statements- users of accounting information- accounting concepts and conventions- GAAP

Module 2: Accounting mechanics: Concept of debit and credit- types of account and rules of debit and credit- preparation of journal- posting to ledger- accounting cycle and trial balance

Module 3: Preparation of financial statements: Income statement and balance sheet as per schedule VI- concept of capital and revenue- preparation of final accounts with adjustments (closing stock, depreciation, bad debts & provision for doubtful debts, prepaid & outstanding expenses, abnormal loss, deferred revenue expenditure)- share capital-concept of provisions and reserves.

Module 4: Analysis of financial statements: Meaning and objective of Financial analysis- ratio analysis (uses, types, calculation of liquidity, profitability, leverage, and turnover ratio)- Break even analysis and marginal costing- Funds flow analysis- cash flow analysis

Module 5: Introduction to financial management: Meaning, Objectives and Scope of financial management- Role of Finance Manager- Profit Vs wealth Maximization- Investment Decision- Financing Decision- Dividend Decision- risk & return trade off

Module 6: Capital budgeting: Definition- objectives-concept of time value of money- evaluation techniques (discounting and non-discounting techniques)- computation of cash inflow- Payback period, ARR, NPV, IRR, PI- merits and demerits of each technique- NPV vs IRR

Suggested Readings:

1. Financial Accounting, Basu & Das, Rabindra Library
2. Financial Accounting, M. Hanif, A. Mukherjee, TMH.
3. Financial Management: Theory and Practice, Chandra, P., TMH.
4. Financial Management, Pandey, I.M., Vikas Publishing House Pvt. Ltd.

| | | | |
|---|---|---------------------------|------------------------------|
| Name of the Course: BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION (IHT) | | | |
| Subject: Hospitality Technology and Application of AI | | | |
| Course Code: BSciHTS 304 | | Semester: 3 | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 1 TUTORIAL 1 | | End Semester Exam: 70 | |
| Credit: 2 | | Internal Assessment: 30 | |
| Course Objectives: This course will enable students to appreciate, observe, recognise, conceptualise the application of digital technology in the modern hospitality industry with emphasis on AI. | | | |
| Sl. No. | Course Outcomes : | | |
| 1. | Students will be able to recognise and conceptualise the importance and development of technology in hospitality industry | | |
| 2. | Students will be able to conceptualise the integration of ICT including mobile technology in shaping the business environment. | | |
| 3. | Observe describe and explain about the dynamics that is generated in the development of ICTs and its impact on hospitality and tourism organizations | | |
| Contents | | | Hrs./week |
| Unit 1 | Importance of technology in the hospitality industry <ul style="list-style-type: none"> ● Early hospitality technology ● Hospitality electronic advancements ● Hospitality goes digital | 4 | 12 |
| Unit 2 | Information Technology Adoption and Dynamic Impact on Hospitality & Tourism Organizations <ul style="list-style-type: none"> ● Digital Self Check in Service ● Keyless Entry ● Voice Command Services ● Robots ● Smart Hotels ● Advance Security | 6 | 14 |
| Unit 3 | Innovation Strategy Through Mobile Technology and Social Media in Hospitality & Tourism Industry <ul style="list-style-type: none"> ● Podcasting ● Mobile Apps ● Advance Digital Amenities (Magic Band Technology: Disney) | 4 | 12 |
| Unit 4 | Application of HT in Food & Beverage | 4 | 10 |
| Unit 5 | Application of HT in Food Production | 4 | 10 |
| Unit 6 | Application of HT in Rooms Division | 6 | 12 |
| | Total: | 28 | 70 |
| End Semester Examination Scheme. | | Maximum Marks-70. | Time allotted-3hrs. |
| List of Books | | | |
| Text Books: | | | |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
| Christian Buer | Digitalisation in the Hotel Industry | ISBN 9780429054396 | Routledge |

| | | | |
|--|--|---------------------------|------------------|
| Richard Busulwa, Nina Evans, Aaron Oh, Moon Kang | Hospitality Management and Digital Transformation | ISBN 9780367343521 | Routledge |
| Stanislav Ivanov, Craig Webster | Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality | ISBN 9781787566880 | Emerald |
| Reference Books: | | | |
| Edited By Kayhan Tajeddini, Vanessa Ratten, Thorsten Merkle | Tourism, Hospitality & Digital Transformation : strategic Management Aspects | ISBN 9780367150006 | Routledge |
| Edited by Sandeep Munjal, Sudhanshu Bhushan | The Indian Hospitality Industry: Dynamics and Future Trends | ISBN 9781774636510 | Routledge |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO 1 | | | y | y | | | | y | |
| CO 2 | | y | y | y | | | | | y |
| CO 3 | | | | y | | | | y | y |

Semester – IV

Industrial Exposure (Semester – IV)

Duration of Exposure: 22 - 24 weeks

Leave Formalities:

1 weekly off and festivals and national holidays given by the hotel. 10 days medical leave supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 90-100 working days (15 weeks x 06 days = 90 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results. The training in III semester necessarily needs to be in an approved hotel equivalent to three star or above/ Heritage or other such good property. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.

Training Schedule:

Housekeeping: 3-4 weeks; Front Office: 2-3 weeks; Food and Beverage Service: 4- 5 weeks
Food Production: 4-5 weeks; others 4 -5 weeks (In the areas of Interest) Floating weeks may be availed. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade. It may please be noted that for this semester the number of credit assigned is 20. Being practical oriented the number of hours input per week comes as 40 hours per week.

Academic Credit for training (IT) shall be based on following :

Log books and attendance – 20 %, Training Report – 20%, PPT presentation – 20%
Internal written assessment – 20 % ,Online class – 20% as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in all four departments in III semester on completion of training in that respective department. A PowerPoint presentation (based on the report) Should be make. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. (Refer to What to Observe Sheets for more details.)

The Training Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

- 1. Logbook.;
- 2. Appraisal;
- 3. A copy of the training certificate.
- 4. IT Report in all four Departments.
- 5. Power Point presentation on a CD, based on the training report.
- 6. Attendance sheet.
- 7. Leave card.

For distribution of marks refer to details on Course structure/ Credit Distribution
During the tenure of Industrial Exposure, apart from carrying out the assigned jobs,
The learners are suggested to make the following observations in the departments of
internship:

Semester – IV

DSE – 1 : Food Production Operations Industry Exposure

Theory : 1 Credit

Practical : 5 Credit

WHAT TO OBSERVE

Food Production

1. Area & Layout of the Kitchen
2. Study of Standard Recipes
3. Indenting, Receiving & Storing
4. Preparing of batters, marinations and seasonings
5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.)
6. Daily procedure of handover from shift to shift
7. Recipes and methods of preparation of all sauces
8. Quantities of preparation, weekly preparations and time scheduling
9. Stock preparation and cooking time involved
10. Cutting of all garnishes
11. Temperatures and proper usage of all equipment
12. Plate presentations for all room service and a la cart orders
13. Cleaning and proper upkeep of hot range
14. Cleanliness and proper upkeep of the kitchen area and all equipment
15. Yield of fresh juice from sweet lime / oranges
16. Storage of different mise-en-place – (Raw, Semi-Processed)
17. Bulk preparations
18. Finishing of buffet dishes
19. Recipes of at least 10 fast moving dishes
20. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen
21. Rechauffe/ Leftover Cooking

Semester – IV

DSE – 2 : Food and Beverage Service Operations Industry Exposure

Theory : 1 Credit

Practical : 5 Credit

WHAT TO OBSERVE

Food & Beverage Service

Banquets :

1. What is banqueting – the need to have banquet facilities, scope purpose, menus and price structures
2. Types of banquet layouts
3. Types of banquet equipment, furniture and fixtures
4. Types of menus and promotional material maintained
5. Types of functions and services
6. To study staffing i.e. number of service personnel required for various functions.
7. Safety practices built into departmental working
8. Cost control by reducing breakage, spoilage and pilferage
9. To study different promotional ideas carried out to maximize business
10. Types of chaffing dish used- their different makes sizes
11. Par stock maintained (glasses, cutlery, crockery etc)
12. Store room – stacking and functioning

Restaurants :

1. Taking orders, placing orders, service and clearing
2. Taking handover form the previous shift
3. Laying covers, preparation of mise-en-place and arrangement and setting up of station
4. Par stocks maintained at each side station
5. Functions performed while holding a station
6. Method and procedure of taking a guest order
7. Service of wines, champagnes and especially food items
8. Service equipment used and its maintenance
9. Coordination with housekeeping for soil linen exchange
10. Physical inventory monthly of crockery, cutlery, linen etc.
11. Equipment, furniture and fixtures used in the restaurant and their use and maintenance
12. Method of folding napkins
13. Note proprietary sauces, cutlery, crockery and the timely pickup

Bar :

1. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles
2. Types of glasses used in bar service and types of drinks served in each glass
3. Liaison with f & b controls for daily inventory
4. Spoilage and breakage procedures
5. Handling of empty bottles
6. Requisitioning procedures
7. Recipes of different cocktails and mixed drinks
8. Provisions of different types of garnish with different drinks
9. Dry days and handling of customers during the same
10. Handling of complimentary drinks
11. Bar cleaning and closing
12. Guest relations and managing of drunk guests
13. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens
14. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens
15. To know the different brands of imported and local alcoholic and non-alcoholic beverages
16. Bar salesmanship
17. KOT/BOT control
18. Coordination with kitchen for warm snacks
19. Using of draught beer machine
20. Innovative drink made by the bar tender

Room Service / InroomDinning :

1. Identifying Room Service Equipment
2. Importance of Menu Knowledge for Order-taking (RSOT functions/procedures)
3. Food Pickup Procedure
4. Room service Layout Knowledge
5. Laying of trays for various orders
6. Pantry Elevator Operations
7. Clearance Procedure in Dishwashing area
8. Room service Inventories and store requisitions
9. Floor Plan of the guest floors
10. Serving Food and Beverages in rooms
11. Operating dispense Bars

Semester – IV

DSE – 3 : Accommodation and Front Office Operations Industry Exposure

Theory : 1 Credit

Practical : 5 Credit

WHAT TO OBSERVE

Accommodation Operations

Rooms :

1. Number of rooms cleaned in a shift
2. Time taken in making bed
3. Thoroughly observe the cleaning equipments and detergents / any other cleaning supplies used
4. Observe all guest supplies kept in guestroom bathroom. Understand the procedure for procurement and replenishment of guest supplies.
5. Study the systematic approach in cleaning a room and bathroom and the various checks made of all guest facilities e.g. telephone, channel music, A/C , T.V.etc
6. Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency
7. Observe how woodwork, brass work are kept spotlessly clean and polished
8. Observe procedure for handling soiled linen & Procurement of fresh linen
9. Observe the procedure for Freshen up and Turn down service
10. Observe room layout, color themes and furnishings used in various categories and types
11. Carpet brushing and vacuum cleaning procedure
12. Windowpanes and glass cleaning procedure and frequency
13. Observe maintenance of cleaning procedure and frequency
14. Understand policy and procedure for day-to-day cleaning
15. Observe methods of stain removal
16. Understand the room attendant's checklist and other formats used
17. Observe handling of guest laundry & other service (like shoe shine etc.)

The Control Desk :

1. Maintenance of Log Book
2. Understand the functions in different shifts
3. Observe the coordination with other departments
4. Observe the area & span of control
5. Observe the handing of work during peak hours
6. Observe the formats used by department and study various records maintained

Public Area :

1. Observe the duty and staff allocation, scheduling of work and daily briefing
2. What to look for while inspecting and checking Public Area
3. Importance of Banquets function prospectus
4. Observes tasks carried out by the carpet crew, window cleaners and polishers
5. Note Maintenance Order procedure
6. Study the fire prevention and safety systems built into the department
7. Observe coordination with Lobby Manager, Security and other departments
8. Observe the pest control procedure and its frequency
9. Study the equipment and operating supplies used the procedure for its procurement
10. Observe Policy and procedures followed for various cleaning

WHAT TO OBSERVE

Front Office

1. Greeting, meeting & escorting the guest
2. Total capacity and tariffs of the rooms
3. Location and role of status board, different types of status's maintained
4. Special rates and discounts applicable to groups, business houses, airlines, VIP's etc.
5. Identification of kind, mode and type of reservation
6. Filing systems and follow-up on reservations
7. Types of plans and packages on offer
8. Forms and formats used in the department
9. Meaning of guaranteed, confirmed and waitlisted reservations
10. Reports taken out in the reservations department
11. Procedure of taking a reservation
12. Group reservations, discounts and correspondence
13. How to receive and room a guest
14. Room blockings
15. Size, situations and general colour schemes of rooms and suites
16. Discounts available to travel agents, tour operators, FHRAI members etc
17. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones
18. Guest registration, types of guest folios, arrival slips, c-forms and their purpose
19. How to take check-ins and check-outs on the computer
20. Various reports prepared by reception
21. Key check policy
22. Mail & message handling procedures
23. Percentage of no-shows to calculate safe over booking
24. Group and crew rooming, pre-preparation and procedures
25. Scanty baggage policy
26. Handlin of room changes / rate amendments/ date amendments/ joiners/ one person departure/ allowances/ paid outs and all formats accompanying them
27. Requisitioning of operating supplies
28. Handling of special situations pertaining to guest grievance, requests etc
29. BELL DESK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc.
30. TRAVEL DESK: coordination, booking, transfers etc.

Semester – IV

SEC – 2 : Personality Skills for Hospitality – Learning from Industry

Practical: 2 Credit

WHAT TO OBSERVE

(a) Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

(b) Etiquettes & Manners

Social & Business Dining Etiquettes, Social & Travel Etiquettes

(c) Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

(d) Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc
at work place

(e) Group Discussion

Team Behaviour, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

(f) Telephone conversation

Thumb rules, voice modulation, tone, do's& don'ts, manners and accent

(g) Presentation

Presentation skills, seminars skills role – plays

(h) Electronic Communication Techniques:

- Email.
- Instant messaging and live chat.
- Websites and blogs.
- SMS/text messaging.
- Phone and voicemail.
- Video Conferencing (ZOOM. Google Meet, Microsoft Teams etc.)

Course Name: Entrepreneurship: Launching an Innovative Business

Paper Code: GE5B-14

Mode: Offline/Blended

Credits: 6

Course Objective: -

This course will assist aspiring and active entrepreneurs in developing great ideas into great companies. With strong economies presenting rich opportunities for new venture creation, and challenging economic times presenting the necessity for many to make their own job, the need to develop the skills to develop and act on innovative business opportunities is increasingly vital. This course will also help the aspiring or active entrepreneurs who want to understand how to secure funding for their company.

Course Outcome (CO):-

| Sl No. | Course Outcome | Mapped Modules |
|--------|--|------------------------|
| 1 | Identifying and analyzing entrepreneurial opportunities | M1, M2, M3, M4, M5, M6 |
| 2 | Enhancing entrepreneurial mindset | M1, M2 |
| 3 | Improving strategic decision-making | M1, M2, M3, M4 |
| 4 | Developing the ability to build innovative business models | M1, M3, M4 |
| 5 | Exploring kinds of investors invest by stage | M5, M6 |
| 6 | Understanding different fund-raising options | M5, M6 |

| Module No. | Content | Total Hours | %age of Questions | Blooms Level | Remarks |
|------------|---|-------------|-------------------|--------------|---------|
| M1 | Introduction to Innovation and Entrepreneurship | 12 | 20 | 1,2,3 | |
| M2 | Entrepreneurial Mindset, Motivations, and Behaviors | 10 | 20 | 1,2 | |
| M3 | Industry Understanding | 10 | 15 | 1,2 | |
| M4 | Customer Understanding and Business Modeling | 12 | 20 | 1, 2, 3 | |
| M5 | Early Stage Investment Landscape | 10 | 15 | 1, 2 | |
| M6 | Sources of Capital for the Early Stage Company | 6 | 10 | 1, 2 | |
| | | 60 | 100 | | |

Detailed Syllabus:-

Module- 1:- Introduction to Innovation and Entrepreneurship

What is entrepreneurship, Who is an entrepreneur, Entrepreneurship, creativity, & innovation, entrepreneurial opportunities, factors influence the feasibility of an innovation, The world's most innovative companies, Types of innovation, Entrepreneurs and strategic decisions, The opportunity analysis canvas.

Module- 2:-Entrepreneurial Mindset, Motivations, and Behaviors

Introduction to entrepreneurial mindset, motivations, and behaviors, Entrepreneurial mindset, Entrepreneurial motivations, How to decide to become an entrepreneur?, Entrepreneurial behaviors, Risk taking in entrepreneurial decision-making, Risk, uncertainty, and stakeholder involvement.

Module- 3:-Industry Understanding

Introduction to industry understanding, Knowledge conditions, Demand conditions, Industry lifecycle, Industry structure, Competitive advantage, Learning curve, Complementary assets, Reputation effects, Product-market fit.

Module- 4:-Customer Understanding and Business Modeling

Introduction to customer understanding, Macro changes that increase new venture opportunities, How can government and entrepreneurs work together, Why is skills training and development important for entrepreneurs and government?, Exploring real market needs, Satisfying real market needs, Strategic positioning, Strategic planning, Value innovation, Opportunity identification.

Module- 5:-Early Stage Investment Landscape

New Venture Finance, Investment landscape, What are the information venture capitalists look for in a "good plan", What are the financial statements investors want to see, How to develop a balance sheet, content of an income statement, purpose of the cash flow statement.

Module- 6:-Sources of Capital for the Early Stage Company

Sources of capital, Where to find investors, consider friends and family as investors, What's bootstrapping, Are incubators and accelerators a fit, What are angel investors.

Suggested Readings:

1. Entrepreneurship, Innovations & Start-Ups in India by Dr. Savita Joshi; New Century Publications
2. A Practical Guide to Entrepreneurship: Be Your Own Boss by Alison Price and David Price.
3. Fundamentals of Entrepreneurship by Dr. G.K. Varshney.
4. Fundamentals of Entrepreneurship by N.K. Jain.
5. Management and Entrepreneurship by Havinal Veerabhadrapa, New Age International (P) Ltd.
6. Entrepreneurship: Theory and Practice by Raj Shankar; McGraw Hill Education.
7. Entrepreneurship: Development and Management by Dr. Vasant Desai and Dr. Kulveen Kaur; Himalaya Publishing House.
8. Entrepreneurship Development & Management by Dr. R.K. Singal.
9. Fundamentals of Entrepreneurship by Dr. A.N. Bharti, Dr. Vishwjeet Singh, Sanjay Gupta, Dr. Pramod Kumar Tripathi.
10. Entrepreneurship: Text and Cases by P Narayana Reddy, Cengage Learning.

Name of the Course: BSc International Hotel and Tourism Administration

Subject: Fundamentals of DIGITAL MARKETING

| | |
|---------------------------------|---------------------------|
| Course Code: BSciHTS 504 | Semester: 6 |
| Duration: one Semester | Maximum Marks: 100 |
| Teaching Scheme | Examination Scheme |
| Theory:3 | End Semester Exam: 70 |
| Tutorial:3 | Internal Assessment: 30 |
| Credit: 6 | |

COURSE Objectives:

The primary objective of this module is to examine and explore the benefits and importance of digital marketing in today's rapidly changing business environment of the hospitality sector. It also focuses on how digital marketing can be utilised by organisations and how its effectiveness can be measured.

Course Outcomes:

| | |
|-----------|--|
| 1. | Explain the role and importance of digital marketing in a rapidly changing business landscape of hospitality sector |
| 2 | Discuss the key elements of a digital marketing strategy. |
| 1. | Develop a digital marketing plan that will address common marketing challenges |
| 2. | Demonstrate advanced practical skills in common digital marketing tools such as SEO, SEM, Social media and Blogs. |
| 3. | Articulate the value of integrated marketing campaigns across SEO, Paid Search, Social, Mobile, Email, Display Media, Marketing Analytics. |
| 4. | Key Performance Indicators tied to any digital marketing program |

| Contents | | Hrs./week | |
|-----------------|--|------------------|-----------|
| Unit 1 | Technology assisted hotel discovery and customer acquisition <ul style="list-style-type: none"> ● key trends of hospitality sector within the Digital Marketing landscape ● Hotel Discovery ● Types of searches in Hotel Industry ● Google Business for Hotels ● Three steps for Business Setup- ● Online Marketing in Hospitality | 10 | 15 |
| Unit 2 | Technology assisted customer acquisition <ul style="list-style-type: none"> ● Online Marketing in Hospitality: B2B marketing, B2C Marketing ● Managing information ● Review and Recommendation Engines ● Responding to online customer reviews | 10 | 10 |

| | | | |
|--------|--|----|----|
| Unit 3 | Technology Assisted Customer Relationship Management <ul style="list-style-type: none"> ● Digital Listening Tools ● Customer Engagement: Customer Value, Customer lifetime value, customer engagement value ● Ways of Customer Engagement : direct, subtle ● Customer Sentiment Analysis | 10 | 10 |
| Unit 4 | Customer Engagement Leveraging Social Media <ul style="list-style-type: none"> ● Social Listening Tools : IMPORTANCE, TYPES ● Use of Social Media | 8 | 10 |
| Unit 5 | Building Hospitality Brand Through Digital Content <ul style="list-style-type: none"> ● Digital Marketing Content : USE, EXAMPLES ● Engaging Digital Content | 8 | 10 |
| Unit 6 | Application of Digital Technology in Hospitality Management <ul style="list-style-type: none"> ● Technology and Hotel Industry ● Modern Hotels and Mobile Phones ● Real time communication and chat-bots ● IOT in Hospitality ● AI in Hospitality ● VR in Hospitality ● AR in Hospitality ● Robots and Hospitality ● Technology and Restaurants | 10 | 15 |
| | | 56 | 70 |

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|--|---|---------------------------------------|-----------------------|
| by <u>Jose Duarte Santos</u> (Editor), <u>Osca r Lima Silva</u> (Editor) | Digital Marketing strategies for Tourism, Hospitality, and Airline Industries (Advances in Marketing, Customer Relationship Management, and E-services | ISBN-13 78-1522597834 | IGI Global |
| Neelam Singh | Digital Hospitality Marketing | ISBN: 9789350847831, 9350847833 | Centrum Press |

| | | | |
|-------------------------|---|---|--|
| Simon Kingsnorth | Digital Marketing Strategy: An Integrated Approach to Online Marketing | 978-0749484224 | Kogan Page |
| <u>Michael Tasner</u> | Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First | 978-0137081097 | Pearson FT Press |
| Olivier Blanchard | Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization | <ul style="list-style-type: none"> ASIN : B004P8J1MQ | Que Publishing; 1st edition (22 February 2011) |
| Gary Vaynerchuk | Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World | 978-1467669825 | HarperCollins Publishers |
| Tapp, Whitten & Housden | <i>Principles of Direct, Database and Digital Marketing</i> | ISBN-13: 9780273756507 | Pearson |
| Joe Pulizzi | Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less | ISBN-13 978-0071819893 | McGraw-Hill Education |
| 1. | | | |

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | | | | y | | | | |
| CO2 | | | | | y | | | | |
| CO3 | | | | | | | y | | |
| CO4 | | | | | | | y | | |
| CO 5 | | | | | | | | | y |
| CO 6 | | | | | | | | | y |

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|---|---|---------------------------------|------------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: Food and Beverage Service And Production Management – Theory | | | |
| Course Code: BSciHTC 501 | | Semester: 5 | |
| Duration: One Semester | | Maximum Marks: 100 Marks | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 4 hours/week | | End Semester Exam: 70 | |
| Credit: 4 | | Internal Assessment: 30 | |
| <p>Course Objectives:The module has detailed aspects of Banquet operations. The focus is on Menu Engineering and its application. The module also focuses on various aspects of Menu Merchandising.</p> <p>To understand the advance of Menu Planning and Menu Designing.</p> <p>The module also focuses on a detailed study on the concept, theories and practical aspects of Gueridon Service at an advanced level.</p> <p>Practical application of Menu Engineering and Menu Merchandising.</p> | | | |
| Course Outcomes:Food & Beverage Service | | | |
| 1 | To describe, analyse, examine the operation and functions of different elements within the Banquet department, events and conferences | | |
| 2 | To compute menu engineering matrix, calculate and interpret position of dishes within the menu, design menu merchandising plan , plan and create menu designs. Examine principles of restaurant budgeting | | |
| 3 | To examine, explain, evaluate international cuisine the influences on it, compose menu based on international dishes, learn to prepare garde manger products, Indian gravies, and bakery products and sweetmeat | | |
| Course Outcomes: Food Production | | | |
| 4 | To examine international cuisines.. | | |
| 5 | To examine forcemeat and their products. | | |
| 6 | To learn the preparation of basic Indian gravies, rice and other dish preparations. | | |
| 7 | To learn the preparation of basic pastries, breads, cookies and creams. | | |
| Contents | | | Hrs./week |
| FOOD & BEVERAGE SERVICE THEORY | | | Hours |
| FUNCTION CATERING – BANQUETS & BUFFETS | | | Marks |
| Unit 1 | Types of Banquets – Formal, informal Organization of the Department, Sales, Booking Procedures, Banquet menus, Banquet Protocol – Space area Requirements, Table Plans, Seating Arrangements, Mise en place, Service, Toasting Types of buffets, Planning of Menus, Portion Calculation, Equipment Required, Banquet Operation Planning & Organization of Buffets, Area Requirements, Checklists to be made, Staffing | | 06 |
| | | | 7 |

| | | | |
|-----------------|--|------------------|--------------|
| Unit 2 | FUNDAMENTALS OF MENU, TYPES OF MENU, BASICS OF MENU PLANNING Origin of menu and types of menu, Objectives and principles of menu planning, Factors affecting menu planning process | 04 | 6 |
| Unit 3 | MENU DESIGNING Menu design basics, How many items to be included, How people read menus, How to arrange the menu, How to describe the food, How to show food, How to show prices, Factors affecting menu item designing, | 04 | 6 |
| Unit 4 | MENU PRICING (A la Carte Menu Pricing and Banquet Menu Composite Pricing) Menu Pricing Considerations, Factors, Different Pricing Strategies, Market Influences, Determine Menu Price, Pricing Methods | 04 | 5 |
| Unit 5 | MENU ENGINEERING Definition, Objectives, Elements, Prerequisite, Menu Engineering Matrix, Calculation in Worksheet | 04 | 5 |
| Unit 6 | MENU MERCHANDISING Concept, Purpose, Elements to strengthen menu merchandising, Points be considered while merchandising | 02 | 2 |
| Unit 7 | RESTAURANT BUDGETING Definition, Purpose, Types of Budget, Methods, Calculation | 02 | 2 |
| Unit 8 | KITCHEN STEWARDING OPERATION Function of the department, Hierarchy, Job description, Importance, Forms and Formats Maintained | 02 | 2 |
| | Sub Total: (FOOD & BEVERAGE SERVICE THEORY) | 28 | 35 |
| Contents | | Hrs./week | |
| Chapter | Name of the Topic – FOOD PRODUCTION THEORY | Hours | Marks |
| Unit 8 | Stocks Definitions, types and various methods. Soups Definitions, types and various methods. Sauces Definitions, classifications and various methods. Salads and Dressings. Definitions, types, components and various methods. Food costing and Menu Planning Definitions, types, and various methods | 05 | 6 |

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|---|--|--------------------------|---------------------------|
| Unit 9 | Food Production Management Kitchen Organisation - Allocation of work, Job description, Duty rosters. Meal Production, Kitchen Planning. Purchasing – Stores, Food Cost Control, Budgetary Control. Portion Control, Yield Management, Forecasting equipment and Maintenance, Transport Catering. | 03 | 3 |
| UNIT 10 | Garnishes and Accompaniments Definition, types and thumb rules for plating a dish. Reasons for accompaniments. | 02 | 3 |
| UNIT 11 | Garde Manger Definition, discussion about force meat, sausages, Terrine, ham and bacon etc. | 03 | 3 |
| UNIT 12 | Basics of International Cookery French Cuisine Brief prehistory & historical background, Local conditions of weather & landscape ,Diversity of ingredients and cultures, External influences Italian Cuisine Brief prehistory & historical background, Local conditions of weather & landscape ,Diversity of ingredients and cultures, External influences Thai Cuisine Brief prehistory & historical background, Local conditions of weather & landscape ,Diversity of ingredients and cultures, External influences Basics of Indian Cookery - Indian gravy, Popular dishes from India Brief prehistory & historical background, Local conditions of weather & landscape ,Diversity of ingredients and cultures, External influences Understanding of basic gravies and its preparations. | 07 | 10 |
| UNIT 13 | BAKERY AND CONFECTIONERY Fundamentals of Bread making Understanding the principal ingredients for Breads , Types of bread dough, methods , Bread Faults , Remedies Basic Pastries Definition of Paste or 'Pastry recipes for shortcrust pastry, puff pastry, sweet pastry, choux pastry, Reasons for fault in above preparations, Products made from pastries. | 08 | 10 |
| | TOTAL | 56 | 70 |
| End Semester Examination Scheme. | | Maximum Marks-70. | Time allotted-3hrs |

LIST OF BOOKS: F&B SERVICE

Text Books & Reference Books:

1. Medlik, S. (1972), Profile of the Hotel and Catering Industry, Heinemann.
2. Dahmer, S. J., & Kahl, K. W. (2002), Restaurant Service Basics, John Wiley & Sons, Inc.
3. Meyer, S. & Schmid, E. (1990), Professional Table Service, John Wiley & Sons Inc.
4. Casado, M. A. (1994), Food and Beverage Service Manual, John Wiley & Sons.
5. Lockett, V. & La Plante, L. (1999), The Menu Dictionary: Words and Ways of the International Restaurant World, Sweetwater Press.
6. Axler, B. H. & Litrides, C (1990), Food and Beverage Service, John Wiley & Sons.
7. Marshall, A. C., Fuller, J. & Currie, J. (1965), The Waiter, Barrie and Jenkins
8. Arduser, L. (2005), The Waiter & Waitress and Wait staff Training Handbook: A Complete Guide, Atlantic Publishing Company.

LIST OF BOOKS: F&B PRODUCTION

Text Books & Reference Books:

1. David Foskett (2008) Practical Cookery , Book Power
2. David Foskett, Victor Ceserani (2012) Theory of Cookery , Book Power
3. Mohini Sethi (2004) Institutional Food Management, New Age International Ltd.
4. P.S. Bali (2009) Food Production Operation , Oxford University Press
5. P.S. Bali (2012) International Cuisine & Food Production Management , Oxford University Press
6. Claudia Piras (2004) Culinaria Italy. Culinaria Konemann.
7. Andre Domine (2007) Culinaria Konemann.
8. Linda Doeser (2005) World food Italy, Parragon Book.
9. Andre Cointreau (2008) Classic French cook book, Carroll & Brown Limited.
10. Julia Delica Cruce (1996) The Classic Italian, Dorling Kindersley.
11. Jackum Brown (2001) Vegetarian Thai, Toppan Printing Co Ltd.
12. Pierre Chaslin & Piyatep Canungmai (1992) Discover Thai Cooking, Times edition.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | y | | | | | | | |
| CO2 | | y | y | | | | | | |
| CO3 | | | y | y | | | | | |
| CO4 | | | | y | | | | | |
| CO5 | | | | y | | | | | |
| CO6 | y | | | | | | | | |
| CO7 | y | y | | | | | | | |

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|--|---|---------------------------------|--------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: Food and Beverage Service And Production Management - Practical | | | |
| Course Code: BSciHTC 591 | | Semester: 5 | |
| Duration: One Semester | | Maximum Marks: 100 Marks | |
| Teaching Scheme: PRACTICAL | | Examination Scheme | |
| Practical: 4 hours/week | | End Semester Exam: 60 | |
| Credit: 2 | | Internal Assessment: 40 | |
| Course Objectives: | | | |
| 1. To plan, learn, design and compute Menu Engineering worksheets and explain its application, design Menu Merchandising options, create Menu Planning and Menu Designing themes. | | | |
| 2. To practice Gueridon Service at an advanced level | | | |
| 3. To Practice and appreciate critically preparation of Tea, Coffee, Plan, analyse and design menu and relate appropriate dishes in each course and Plan, design and execute banquet function as per standard operating procedures | | | |
| 4. To Practice skills at an advanced level by preparing dishes from international cuisines. forcemeat and their products, Indian gravies, rice and other dish preparations, and preparation of bakery products. | | | |
| Course Outcomes: Food & Beverage Service | | | |
| 1. | Students will plan and learn and will get knowledge of Menu Engineering and its application, Menu Merchandising, Menu Planning and Menu Designing | | |
| 2. | The module also focuses on practicing Gueridon Service at an advanced level. | | |
| 3. | Practice and critically appreciate preparation of Tea, Coffee Plan, analyse and design the menu and relate appropriate dishes in each course. Plan, design and execute banquet function as per standard operating procedures | | |
| 4. | Practice the preparation of sauces, gravies, stock related to the cooking of dishes in French cuisine, Italian cuisine, Thai cuisine, Indian cuisine | | |
| Course Outcomes: Food Production | | | |
| 5 | To practice skills by preparing international cuisines. forcemeat and their products, Indian gravies, rice and other dish preparations | | |
| 6 | To practise the making of basic pastries, breads, cookies and creams. | | |
| Contents | | Hrs | Marks |
| Unit 1 | SANDWICH PREPARATION | 04 | 5 |
| Unit 2 | SIMPLE AND COMPOUND SALAD & SALAD DRESSING PREPARATION | 04 | 5 |
| Unit 3 | THE ART OF MENU ENGINEERING – PRACTICAL APPLICATION | 04 | 4 |
| Unit 4 | TEA FUNDAMENTALS & APPRECIATION Understanding Various Teas in terms of Color, Fermentation, Structure, Types, Country and tasting numbers of different Teas and also understanding & demonstration of various International Tea Culture/Service | 04 | 4 |

| | | | |
|---|--|-------------------------|-----------------------------|
| Unit 5 | ESPRESSO COFFEE FUNDAMENTALS & COFFEE APPRECIATION What is espresso coffee? Processing and roasting coffee beans Storing coffee beans Parts of an espresso machine Grinding and dosing espresso coffee Distributing and tamping espresso coffee Extracting the perfect espresso shot | 04 | 4 |
| Unit 6 | MENU PLANNING AND DESIGNING Planning 7 Course Menu (At least 3 Menus) Table Layout for 7 Course Menu Menu Card – Types of layout, Basic Consideration Designing effective menu card with proper layout and description | 04 | 4 |
| Unit 7 | BANQUET PRACTICAL WORKSHOP Form, Formats, Function Prospectus, Event & Menu Planning, Staffing, Portion Calculation, Space Calculation, Venue Layout etc. | 04 | 4 |
| | Sub Total: (FOOD & BEVERAGE SERVICE PRACTICAL) | 28 | 30 |
| Contents | | | |
| | FOOD PRODUCTION | Hours | Marks |
| UNIT 8 | : FRENCH CUISINE Beef Consommé' - Julienne, royal, · Coleslaw, Grilled Fish with Mustard sauce, Charlotte de Pommes. KNIFE SKILLS Various cuts of vegetables, chicken deboning various cuts and portioning, Fish de skinning, deboning, and various cuts. | 05 | 5 |
| UNIT 9 | STEAK PREPARATIONS Tournedos Rossini with Choron sauce, Grilled Beef fillet Mignons, Pepper Steak, Accompaniments- Sautéed vegetables, Mashed Potato. | 05 | 5 |
| UNIT 10 | ITALIAN CUISINE Antipasti (Veg and Non veg), Minestrone, Risotto, Tiramisu | 04 | 5 |
| UNIT 11 | THAI CUISINE Som tam esan, Meng tom yam kung, Gaeng Ped Gai, Red curry paste, Kao pad sapporote, Kluai buat chi / Sangkaya | 05 | 5 |
| UNIT 12 | INDIAN CUISINE Tomato Dhaniya Ki Shorba, Kalia, Rejala, Sheermal, Zauq - e - Sahi SALADS AND DRESSINGS Preparation of various types of national and International salads and their dressings. | 05 | 5 |
| UNIT 13 | APPLICATIONS OF PATISSERIE Breakfast Breads Assorted Gâteaux | 04 | 5 |
| | Total: | 56 | 60 |
| End Semester Examination Scheme. | | Maximum Marks-60 | Time allotted- 3 Hrs |

Practical:

Skills to be developed:

INTELLECTUAL SKILLS: F&B SERVICE

1. **Active Listening** - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
2. **Social Perceptiveness** - Being aware of others' reactions and understanding why they react as they do.
3. **Communication & Coordination** - Talking to others to convey information effectively and adjusting actions in relation to others' actions. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
4. **Monitoring** - Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
5. **Judgment and Decision Making** - Considering the relative costs and benefits of potential actions to choose the most appropriate one.
6. **Persuasion** - Persuading others to change their minds or behaviour.
7. **Critical Thinking** - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
8. **Complex Problem Solving** - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
9. **Learning Strategies** - Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
10. **Negotiation** - Bringing others together and trying to reconcile differences.
11. **Time Management** - Managing one's own time and the time of others.
12. **Reading Comprehension** - Understanding written sentences and paragraphs in work related documents.
13. **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
14. **Sales and Marketing** - Knowledge of principles and methods for showing, promoting, and selling products or services. This includes marketing strategy and tactics, product demonstration, sales techniques, and sales control systems.
15. **Public Safety and Security** - Knowledge of relevant equipment, policies, procedures, and strategies to promote effective local, state, or national security operations for the protection of people, data, property, and institutions.

INTELLECTUAL SKILLS: F&B PRODUCTION

1. Understand the recipes, taste and textures of food ,
2. Being aware of the latest food trends in society.
3. Using logic and reasoning to identify the taste factors, role of ingredients in the various cuisine.
4. Understanding of dos and don'ts discipline in a professional kitchen.
5. Understanding the importance of team building and ownership.
6. Selecting and using training/instructional methods and procedures for the situation when learning or teaching new dishes and any new cuisines and cooking technologies.
7. Learning to manage cooking and serving time to guests.
8. Knowledge of neat and clean plating, well garnishes and proper eye appealing dish presentation.
9. Knowledge of relevant equipment, keeping cooked food and raw material in certain prescribed temperatures.
10. Learning of food safety and hygiene.

| List of equipment/apparatus for laboratory experiments: F&B Service | |
|---|--|
| 1. | Different types of Crockery (Exp. Dinner/Fish/Sweet/B&B etc.) |
| 2. | Different types of Cutlery (Exp. Dinner Spoon & Fork/Fish Knife & Fork/Dessert Spoon/B&B Knife/Service Spoon & Fork etc.) |
| 3. | Different types of Glassware (Exp. Highball/Old-fashioned/Pilsner/Goblet/Martini/Margarita/Wine Glass/Beer Goblet etc.) |
| 4. | Various types of Linen (Exp. Table Cloth/Slip Cloth/Serviette etc.) |
| 5. | Salver, American Tray, Cocktail Salver etc. |
| 6. | F&B Special Equipment (Exp. Caviar Spoon/Carb Cutter/Lobster Pick/Cob Holder/ Nut Cracker etc.) |
| 7. | Different types of Bar Equipment (Cocktail Shakers/Jigger/Bar Spoon/Muddler/Hawthorn Strainer/Bar Caddy/ Garnish Tray etc.) |
| 8. | Various Restaurant Furniture (Restaurant Table/Chair/Side Board/Buffer Table/Cocktail Table etc.) |
| 9. | Different Buffet Equipment (Chafing Dish/Service Gears/Food Pans/Fuel Tin/ Refiling Bowl/ Buffet Tag Holder etc.) |
| 10. | Printed KOT/BOT Pads/ Various Forms & Formats |
| 11. | Gueridon Trolley |
| 12. | Gueridon Trolley related equipment. |
| List of equipment/apparatus for laboratory experiments: F&B Production | |
| Sl. No. | |
| 01. | Different types of cooking equipment's small and medium. Equipment's like Kadhai, Hundi, spatula, spoon, perforated spoon, bowls, rolling pin, Plates, sauce pan, whisker, |
| 02. | Electrical devices like mixer grinder, Hand blender, Pulveriser, Refrigerator, salamander, oven for baking/ roasting purposes. microwave, induction hob etc. |
| 03. | Special equipment like Blow torch, sizzler tray, etc. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | y | y | | | | | | |
| CO2 | | y | | | | | | | |
| CO3 | | y | y | y | | | | | |
| CO4 | y | y | | | | | | | |
| CO5 | y | y | | | | | | | |
| CO6 | y | y | | | | | | | |

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|---|---|---------------------------|------------------|
| Name of the Course: BSc in International Hotel and Tourism Administration | | | |
| Subject: CONTEMPORARY ISSUES IN INTERNATIONAL HOSPITALITY AND TOURISM | | | |
| Course Code: BSciHTC 502 | | Semester: 5 | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 4 | | End Semester Exam: 70 | |
| Tutorial: 2 | | Internal Assessment: 30 | |
| Credit:6 | | | |
| Objective Objectives: The aim of this module is to identify and analyse some of the key contemporary issues that are pertinent to the Hospitality and tourism sectors.The course content will focus on those issues that are deemed to be the most significant for this sector at the time of teaching | | | |
| Course Outcomes: | | | |
| <ul style="list-style-type: none"> ● To give the students a wide knowledge of the existing and emerging trends in Tourism. ● To discuss the issues related to emerging tourism trends in the Industry. | | | |
| Contents | | | Hrs./week |
| Unit 1 | Tourism: An overview <ul style="list-style-type: none"> ● Elements, Nature and Characteristics of tourism ● Classification of Tourists ● Historical Development of Tourism ● Major motivations and deterrents to travel. | 8 | 10 |
| Unit 2 | New trends and emerging patterns; <ul style="list-style-type: none"> ● current initiatives of Ministry of Tourism, Department of Tourism; ● Climate change and environmental issues: ● Community Based Tourism; ● Concept of Home-stays, ● Responsible tourism; ● Tourism and poverty alleviation; ● Social media for tourism promotion; ● Social responsibility and ethical concerns | 10 | 10 |
| Unit 3 | Trends and scope of Ecotourism <ul style="list-style-type: none"> ● Innovation in Ecotourism ● Special Interest Tourism – -Definition and Scope -Importance of developing Special Interest Tourism -Factors related to Special Interest Tourism | 8 | 10 |
| Unit 4 | Analyse issues currently driving change in the travel and tourism sector <ul style="list-style-type: none"> ● Lack of proper infrastructure ● Human resource & CULTURE ISSUES ● Service level ● Taxation ● Rising cost of fuel | 8 | 10 |

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|---|---|--------------------------|---|
| | <ul style="list-style-type: none"> • Technological innovations | | |
| Unit 5 | Recent trends in tourism- I <ul style="list-style-type: none"> • Cultural tourism • Pilgrimage tourism • Ethnic • Rural tourism • Farm tourism | 7 | 10 |
| unit 6 | Recent trends in tourism- II <ul style="list-style-type: none"> • Adventure or sports tourism • Health tourism • Wildlife tourism | 7 | 10 |
| Unit 7 | Recent trends in tourism- III Backwater tourism Island and beach tourism Mountain tourism Mangrove Tourism Wetland Tourism | 7 | 10 |
| Sub Total: | | 56 | 70 |
| End Semester Examination Scheme. Maximum Marks-70 Time allotted- 3 Hrs | | | |
| Text Books: | | | |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
| Shashi Prabha Sharma | Tourism and Environment | (2006) | Kanishka, New Delhi |
| Sharma, J. K. | Tourism Development. Design for ecological sustainability, | (2000) | Kaniska Publication, New Delhi. |
| J Swarbrooke | Sustainable Tourism Management | 2010 | Rawat Publications, New Delhi |
| David Weaver | Eco-Tourism | 2008 | John Wiley and sons Australia Ltd |
| Reference Books: | | | |
| Bhatia, A.K. | International Tourism Management | (2001) | Sterling Publishers Pvt. Ltd., New Delhi. |
| Sunetha Roday ET. al. | Tourism operations and management | (2009). | Oxford Univ. Press, New Delhi. |
| Dipankar Dey | Sustainable Development – Perspectives and Initiatives, | 2007 | The ICFAI University Press, Hyderabad |
| | | | |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | y | | | | | | y | |
| CO2 | | | | y | | y | | | |

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| Name of the Course: BSc INTERNATIONAL HOTEL AND TOURISM ADMINISTRATION | | | |
| Subject: Future Trends in Hospitality Technology | | | |
| Course Code: BSciHTD 503 | | Semester: 5 | |
| Duration: One Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 3 hrs | | End Semester Exam: 70 | |
| Tutorial: 3 hrs | | Internal Assessment: 30 | |
| Credit: 6 | | | |
| Course Objectives | | | |
| Using a combination of theoretical discussion and real-world case studies, this course focuses on current and future use of technologies in the tourism economy, including examples from the hotel, restaurant, travel agency and events industries. | | | |
| Course Outcomes: | | | |
| 1. | Studying digital innovations and technological novelties as engines of development and showing their impact everywhere, especially in the field of ICT. | | |
| 2. | Analysing the effects of digitalisation on consumer behaviour and the future changes in trends. | | |
| 3. | Conceptualising cloud migration, use of artificial intelligence and robots in the travel and hospitality industry | | |
| 4. | Explain the issues related to ethical use of data | | |
| Contents | | | Hrs./week |
| Unit 1 | Current Trends in Hospitality <ul style="list-style-type: none"> ● Integrated Guest Applications ● Going Touchless ● Wireless Mobile Devices for Staff | 8 | 10 |
| Unit 2 | Cloud Migration <ul style="list-style-type: none"> ● Software Integration Options ● Advantages of Cloud Technology ● SAAS (Software as a Service) ● PAAS (Platform as a Service) ● IAAS (Infrastructure as a Service) | 10 | 12 |
| Unit 3 | Robots in Travel, Tourism & Hospitality <ul style="list-style-type: none"> ● Robotic Process Automation (RPA) ● Block Chain, Voice Enabled Technology and 3D Printing ● Role of Robots, Artificial Intelligence and Service Automation in Events | 10 | 12 |
| Unit 4 | Artificial Intelligence in Hospitality <ul style="list-style-type: none"> ● Internet of Things (IOT) ● Augmented/Virtual Reality | 10 | 12 |
| Unit 5 | Predictive Analytics <ul style="list-style-type: none"> ● Big Data ● Predicting Changes in Consumer Behaviour ● Impact of technology on Service Quality and Service Experience | 12 | 14 |
| Unit 6 | Data Ethics <ul style="list-style-type: none"> ● Data Security and Data Encryption | 6 | 10 |

| | | | |
|---|--|--------------------------|------------------------------|
| | <ul style="list-style-type: none"> • Data Ethics Global Laws • Firewalls, Network Monitoring, Traffic Filtering @ Anti-Malware Security Measures | | |
| | Sub Total: | 56 | 70 |
| End Semester Examination Scheme. Maximum Marks-70 Time allotted- 3 Hrs | | | |
| List of Books | | | |
| Text Books: | | | |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
| Christian Buer | Digitalisation in the Hotel Industry | ISBN 9780429054396 | Routledge |
| Stanislav Ivanov, Craig Webster | Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality | ISBN 9781787566880 | Emerald |
| Edited By Kayhan Tajeddini, Vanessa Ratten, Thorsten Merkle | Tourism, Hospitality & Digital Transformation : strategic Management Aspects | ISBN 9780367150006 | Routledge |
| Reference Books: | | | |
| Edited by Sandeep Munjal, Sudhanshu Bhushan | The Indian Hospitality Industry: Dynamics and Future Trends | ISBN 9781774636510 | Routledge |
| Richard Busulwa, Nina Evans, Aaron Oh, Moon Kang | Hospitality Management and Digital Transformation | ISBN 9780367343521 | Routledge |
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| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | | | y | | | | y | y |
| CO2 | | | y | | | | | | y |
| CO3 | | | y | | | | | | y |
| CO4 | | | | y | | | | | y |

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|---|---|-------------------------------|------------|
| Name of the Course: BSc International hospitality and tourism administration | | | |
| Subject: FOOD PRODUCTION AND PATISSERIE MANAGEMENT (TH) | | | |
| Course Code: BSciHTC 601 A | | Semester: 6 | |
| Duration: 1 sem | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 4Hours / Week | | End Semester Exam: 70 marks | |
| Credit: 4 | | Internal Assessment: 30 marks | |
| COURSE OBJECTIVES: | | | |
| The module focuses on examining principles of food and culinary hygiene along with relevant food laws from the viewpoint of international cuisines. Exploring new and important trends and influences in the food production subject. To evaluate in detail the relationship between kitchen chemistry and product development as well as professional baking science and arts. Also provides insights to facility planning related to food production. | | | |
| COURSE OUTCOMES : | | | |
| 1) To evaluate the importance of hygiene and the food law. | | | |
| 2) To compare and contrast international cuisines. | | | |
| 3) To Appraise new Trends and Influences in food production | | | |
| 4) To integrate kitchen Chemistry and product development | | | |
| 5) To prepare breads, cookies and biscuits, meringues, develop sugar craft skills. | | | |
| 6) To emphasise the features of facilities planning | | | |
| Contents | | | Hrs |
| UNIT 1 | Hygiene and Food Legislation Importance, Personal, kitchen food, hygiene, Food safety, Food Hygiene Regulations, Food Safety Act 1990, The food standard Agency | 10 | 15 |
| UNIT 2 | Trends and Influences Ethnic culture. Taste, Ideas about food, Images of food, Resources, Food Changes in Indian Society, Culture variety, religious influences,; Christian, Muslim, Hindu, Sikh, Buddhist, | 10 | 15 |
| UNIT 3 | Chemistry in the kitchen and product development Understand basic chemistry : pH and water, Proteins, Carbohydrates, Lipids, Emulsion, Sensory evaluation of food, Genetically Modified Food, Product Development | 8 | 11 |
| UNIT 4 | International cuisine <ul style="list-style-type: none"> ● France ● Italy ● India ● Chinese ● Middle eastern ● Scandinavian | 14 | 10 |
| UNIT 5 | BAKERY AND CONFECTIONERY | 10 | 15 |

| | | | |
|---------------|---|---------------|-----------|
| | <ul style="list-style-type: none"> ● Professional Baking Science and Arts ● Frozen desserts ● Meringues ● Chocolate ● Bread Making ● Marzipan ● Sugar craft ● Bakery culinary terms. | | |
| UNIT 6 | Facility planning: The systematic layout planning pattern (SLP); Planning consideration. Flow process & flow diagram planning for physically challenged necessity of sustainability : methods | 4 | 4 |
| | Total: | 56 hrs | 70 |

| | | | |
|---|--|--|--|
| List of Books Text Books: <ol style="list-style-type: none"> 1. David Foskett (2008) Practical Cookery , Book Power 2. David Foskett, Victor Ceserani (2012) Theory of Cookery , Book Power 3. Mohini Sethi(2004) Institutional Food Management ,New Age International Ltd. 4. P.S. Bali (2009) Food Production Operation , Oxford University Press 5. P.S. Bali (2012) International Cuisine & Food Production Management , Oxford University Press 6. Claudia Piras (2004) Culinaria Italy. Culinaria Konemann. 7. Andre Domine (2007) Culinaria Konemann' 8. Linda Doeser (2005) World food Italy ,Parragon Book. 9. Andre Cointreau (2008) Classic French cook book, Carroll & Brown Limited. 10. Julia DelicaCruce(1996) The Classic Italian , Dorling Kindersley. 11. Jackum Brown (2001) Vegetarian Thai , Toppan Printing Co Ltd. 12. Pierre Chaslin Piyate Canungmai (1992) Discover Thai Cooking, Times edition. | | | |
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| End Semester Examination Scheme. | Maximum Marks-70. | Time allotted-3hrs. | |
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| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | | y | | | | | | |
| CO2 | | | | y | | | | | |
| CO3 | | | y | | | | | y | |
| CO4 | | y | | y | | | | | y |
| CO5 | | y | | | | | | | |
| CO6 | | y | y | y | | | | | |

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|--|---|-------------------------------|-------------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: Food Production and Patisserie Management (PR) | | | |
| Course Code: BSciHTC 691A | | Semester: 6 | |
| Duration: One semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Practical: 4hrs | | End Semester Exam: 60 marks | |
| Credit: 2 | | Internal Assessment: 40 marks | |
| Course Objectives: Practice the art and science of making soups, sauces, meat cookery, vegetable cookery, fish cookery by using a variety of international ingredients and by preparing international dishes, soups, and culinary items using a variety of cooking methods, including Indian dishes. | | | |
| Course Outcomes: 1) To be able to Explore, practice and prepare French dishes, Thai dishes, Italian dishes and Indian dishes. 2) To able to explore advanced recipes and method in bakery and confectionery and prepare international items | | | |
| Content | | | Hour s |
| UNIT 1 | FRENCH CUISINE Beef Consomme'-Julienne, royal, · Coleslaw, Grilled Fish with Mustard sauce, Charlotte de Pommés. | 8 | 10 |
| UNIT 2 | STEAK PREPARATIONS Tournedo Rossini with Choron sauce, Grilled Beef fillet Mignons, Pepper steak, Accompaniments-Sauted vegetables, Mashed Potato. | 10 | 10 |
| UNIT 3 | ITALIAN CUISINE Antipasti (Veg and Non veg), Minestrone, Risotto, Tiramisu FRENCH CUISINE Tomato Farcis, Potato and leek soup, Grilled Chicken with devilled sauce, Glazed carrot, sauted vegetables, Straw potato, Crepe suzette | 14 | 20 |
| UNIT 4 | THAI CUISINE Som tam esan, Meng tom yam kung, Gaeng Ped Gai, Red curry paste, Kao pad sapporote, Kluai buat chi / Sangkaya | 6 | 5 |
| UNIT 5 | INDIAN CUISINE Tomato Dhaniya Ki Shorba, Kalia Rajala, Sheermal, Zauq -e - Sahi | 8 | 5 |
| UNIT 6 | Applications of Patisserie Breakfast Breads Assorted Gateaux | 10 | 10 |

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|---|---------------|-----------|-----------|
| | | | |
| | Total: | 56 | 60 |
| <p>Practical:</p> <p>Skills to be developed:</p> <p>Intellectual skills:</p> <ol style="list-style-type: none"> 1. understand the recipes, taste and textures of food , 2. Being aware of the latest food trends in society. 3. Using logic and reasoning to identify the taste factors, role of ingredients in the various cuisine. 4. Understanding of do's and don'ts discipline in a professional kitchen. 5. Understanding the importance of team building and ownership. 6. Selecting and using training/instructional methods and procedures for the situation when learning or teaching new dishes and any new cuisines and cooking technologies. 7. Learning to manage cooking and serving time to guests . 8. Knowledge of neat and clean plating, well garnishes and proper eye appalling dish presentation . 9. Knowledge of relevant equipment, keeping cooked food and raw material in certain prescribed temperatures. 10. Learning of food safety and hygiene . <p>Motor Skills:</p> <ol style="list-style-type: none"> 1. Learning basic knife skills. 2. Learning of uses of specific coloured chopping boards for different mis en place. 3. Learning basic cooking techniques and styles. 4. Learning of uses of various large and small equipment. 5. Learning portion controlling, food costing. 6. Understanding of do's and don'ts discipline in a professional kitchen. 7. Understanding the importance of team building and ownership. <p>All practical classes are compulsory</p> <p>List of Books</p> <p>Text Books:</p> <ol style="list-style-type: none"> 1. David Foskett (2008) Practical Cookery , Book Power 2. David Foskett, Victor Ceserani (2012) Theory of Cookery , Book Power 3. Mohini Sethi(2004) Institutional Food Management ,New Age International Ltd. 4. P.S. Bali (2009) Food Production Operation , Oxford University Press 5. P.S. Bali (2012) International Cuisine & Food Production Management , Oxford University Press 6. Claudia Piras (2004) Culinaria Italy. Culinaria Konemann. 7. Andre Domine (2007) Culinaria Konemann' 8. Linda Doeser (2005) World food Italy ,Parragon Book. 9. Andre Cointreau (2008) Classic French cook book, Carroll & Brown Limited. 10. Julia DelicaCruce(1996) The Classic Italian , Dorling Kindersley. 11. Jackum Brown (2001) Vegetarian Thai , Toppan Printing Co Ltd. 12. Pierre Chaslin Piyate Canungmai (1992) Discover Thai Cooking, Times edition. | | | |
| Sl. No. | | | |

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|---|--|
| 1. | Different types of cooking equipment small and medium. Equipment's like Kadhai, Hundi, spatula, spoon, perforated spoon, bowls, rolling pin, Plates, saucepan, whisker, |
| 2. | Electrical devices like mixer grinder, Hand blender, Pulveriser, Refrigerator, salamander, oven for baking/ roasting purposes . microwave , induction hob etc. |
| | Special equipment like Blow torch, sizzler tray, etc. |
| End Semester Examination Scheme. Maximum Marks-60. Time allotted-3hrs. | |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | y | y | | | | | | |
| CO2 | | y | y | | | | | | |

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|--|---|---------------------------------|------------|--------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | | |
| Subject: Food and Beverage Management – Theory | | | | |
| Course Code: BSciHTC 601 B | | Semester: 6 | | |
| Duration: One Semester | | Maximum Marks: 100 Marks | | |
| Teaching Scheme | | Examination Scheme | | |
| Theory: 4 hours/week | | End Semester Exam: 70 | | |
| Credit: 4 | | Internal Assessment: 30 | | |
| Course Outcomes | | | | |
| <ol style="list-style-type: none"> 1. To critically appreciate, compare and contrast a variety of beer, tea, coffee, wine, spirits, cigar and tobacco products, in relation to their place of origin, method of manufacture, use of raw ingredients. 2. Be able to construct segregations, grades based on qualitative measurements of beverages, dairy and tobacco products. 3. Explore and compare dishes from different cuisine regions of France and Italy and create menus with authentic dishes. 4. Examine, inspect and construct budgets, compute and synthesize menu pricing, evaluate variances through variance analysis principles, examine the universal catering cycle and inventory control systems | | | | |
| Course Objectives: | | | | |
| 1. | The module focuses on Critical appreciations of wines and spirits | | | |
| 2. | The module focuses on Food and accompaniment of international cuisines | | | |
| 3. | The module focuses on Menu Pricing | | | |
| 4. | The module focuses on Budgeting | | | |
| 5. | The module also focuses on Cost and Variance analysis | | | |
| 6. | The module focuses on Critical appreciations of wines and spirits | | | |
| Contents | | | Hrs | Marks |
| Unit 1 | Critical Appreciations of Beer, Wines and Spirits | | 6 | 7 |
| Unit 2 | Critical Appreciation of French Classical Menu, Courses, Dishes and Accompaniments | | 6 | 7 |
| Unit 3 | Critical Appreciation of Tea, Cheese, Coffee and Cigar | | 6 | 7 |
| Unit 4 | Decoding International Cuisine – France, Italy, Japan, Mexico, Thai, Mediterranean | | 7 | 7 |
| Unit 5 | Bar Management, Art of Cocktail Making & Bartending Skills | | 4 | 6 |
| Unit 6 | Budgeting | | 4 | 7 |
| Unit 7 | Food & Beverage Calculations | | 5 | 7 |
| Unit 8 | Break-even and Variance Analysis | | 4 | 5 |
| Unit 9 | Understanding Income Expenditure Statement | | 4 | 7 |
| Unit 10 | F&B Management Cycle of Control – Purchase, Receiving, Storing, Issuing, Inventory Control and Management Terms | | 6 | 6 |
| Unit 11 | Facility planning: The systematic layout planning pattern (SLP); | | 4 | 4 |

| | | | |
|--|---|--------------------------|----------------------------|
| | Planning consideration. Flow process & flow diagram planning for physically challenged necessity of sustainability : methods | | |
| | Total: (THEORY) | 56 | 70 |
| <p>List of Books</p> <p>Text Books & Reference Books:</p> <ol style="list-style-type: none"> 1. Medlik, S. (1972), Profile of the Hotel and Catering Industry, Heinemann. 2. Dahmer, S. J., & Kahl, K. W. (2002), Restaurant Service Basics, John Wiley & Sons, Inc. 3. Meyer, S. & Schmid, E. (1990), Professional Table Service, John Wiley & Sons Inc. 4. Casado, M. A. (1994), Food and Beverage Service Manual, John Wiley & Sons. 5. Lockett, V. & La Plante, L. (1999), The Menu Dictionary: Words and Ways of the International Restaurant World, Sweetwater Press. 6. Axler, B. H. & Litrides, C (1990), Food and Beverage Service, John Wiley & Sons. 7. Marshall, A. C., Fuller, J. & Currie, J. (1965), The Waiter, Barrie and Jenkins 8. Arduser, L. (2005), The Waiter & Waitress and Wait staff Training Handbook: A Complete Guide, Atlantic Publishing Company. | | | |
| End Semester Examination Scheme. | | Maximum Marks-70. | Time allotted-3hrs. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | y | y | | | | | | |
| CO2 | | | | y | | | | | |
| CO3 | | | | y | | | | y | |
| CO4 | | | y | y | y | | | y | |

| | | | | |
|---|--|------------------------------------|----------------------------|--------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | | |
| Subject: Food and Beverage Management – Practical | | | | |
| Course Code: BSCIHTC 691 B | | Semester: 6 (Six) | | |
| Duration: One Semester | | 1. Maximum Marks: 100 Marks | | |
| Teaching Scheme | | Examination Scheme | | |
| Practical: 4 hours/week | | End Semester Exam: 60 | | |
| Credit: 2 | | Internal Assessment: 40 | | |
| Course Outcomes: | | | | |
| <ol style="list-style-type: none"> To Practice different methods of preparing cocktails like martini, manhattan, their variations, different selection, garnish and presentations. To explore hi-tea service, hors d'oeuvre service, salad service, wine decanting, learn the art of wine and food pairing details Able to practice and execute hi-tea function, Salad and hors d'oeuvre service Pair wine and food in real time in the restaurant environment. to examine and explore, analyse, inspect irregularities within case studies and solve and design suitable responses to various cases related to restaurant operations, communications, and legal irregularities. | | | | |
| Course Objectives: | | | | |
| 1. | The course focuses on Critical appreciations of wines and spirits, starters, and food and wine pairing. | | | |
| 2. | The course focuses on exploring variations of items related to Food and accompaniment of international cuisines | | | |
| 3. | The course focuses on Menu Pricing and influence of local culture on various dishes around the world. | | | |
| 4. | The course focuses on food and wine pairing | | | |
| 5. | The course also focuses on solving cases related to situations in restaurants | | | |
| 6. | The course focuses on exploring principles of marketing and branding within the area of a restaurant service and product | | | |
| Contents | | | Hrs | Marks |
| Unit 1 | Martini & Manhattan | | 07 | 8 |
| Unit 2 | High Tea Menu Planning and Real Time Execution | | 07 | 7 |
| Unit 3 | Classical Hors d'Oeuvre Preparation, Cover Layout and Service | | 07 | 8 |
| UNit 4 | Wine Decantation and Wine Service | | 07 | 8 |
| Unit 5 | Basic Wine Tasting and Food & Wine Pairing | | 07 | 8 |
| Unit 6 | Country in a Nutshell | | 07 | 7 |
| Unit 7 | F&B case studies and Situational Handling | | 07 | 7 |
| UNit 8 | Festival Menu Planning and Marketing | | 07 | 7 |
| Total: (PRACTICAL) | | | 56 | 60 |
| End Semester Examination Scheme. | | Maximum Marks-60 | Time allotted-3hrs. | |
| Practical: | | | | |
| Skills to be developed: | | | | |
| <u>INTELLECTUAL SKILLS:</u> | | | | |

1. **Active Listening** - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
2. **Social Perceptiveness** - Being aware of others' reactions and understanding why they react as they do.
3. **Communication & Coordination** - Talking to others to convey information effectively and adjusting actions in relation to others' actions. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
4. **Monitoring** - Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
5. **Judgment and Decision Making** - Considering the relative costs and benefits of potential actions to choose the most appropriate one.
6. **Persuasion** - Persuading others to change their minds or behaviour.
7. **Critical Thinking** - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
8. **Complex Problem Solving** - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
9. **Learning Strategies** - Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
10. **Negotiation** - Bringing others together and trying to reconcile differences.
11. **Time Management** - Managing one's own time and the time of others.
12. **Reading Comprehension** - Understanding written sentences and paragraphs in work related documents.
13. **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.
14. **Public Safety and Security** - Knowledge of relevant equipment, policies, procedures, and strategies to promote effective local, state, or national security operations for the protection of people, data, property, and institutions.

MOTOR SKILLS:

1. Understanding of Alcoholic Beverage Menu.
2. Order taking process of various fermented and distilled beverages.
3. Service style of various fermented & distilled beverages.
4. Opening of a Beer/Wine/Champagne bottle and service protocols.
5. How to handle beverage tray/salver.
6. Opening & closing duties of Bar.
7. Suggesting food with a specific fermented and distilled beverage.
8. Handling of various bar equipment.
9. Handling of alcoholic beverage bottles.
10. Use, handling and maintenance of various glassware.
11. Preparation of various cocktails and Mocktails.
12. Wine tasting techniques.
13. Whisky nosing techniques.
14. Bartending skills.

15. Use, handling and maintenance of Gueridon trolley.
16. Preparation and service of various items from Gueridon Trolley.

All Practicals are Compulsory.

Assignments:

1. Beverage Menu planning
2. Bar Management & Managing Bar Frauds
3. Advantages & Disadvantages of Gueridon Service

List of Books

Text Books & Reference Books:

1. Medlik, S. (1972), Profile of the Hotel and Catering Industry, Heinemann.
2. Dahmer, S. J., & Kahl, K. W. (2002), Restaurant Service Basics, John Wiley & Sons, Inc.
3. Meyer, S. & Schmid, E. (1990), Professional Table Service, John Wiley & Sons Inc.
4. Casado, M. A. (1994), Food and Beverage Service Manual, John Wiley & Sons.
5. Lockett, V. & La Plante, L. (1999), The Menu Dictionary: Words and Ways of the International Restaurant World, Sweetwater Press.
6. Axler, B. H. & Litrides, C (1990), Food and Beverage Service, John Wiley & Sons.
7. Marshall, A. C., Fuller, J. & Currie, J. (1965), The Waiter, Barrie and Jenkins
8. Arduser, L. (2005), The Waiter & Waitress and Wait staff Training Handbook: A Complete Guide, Atlantic Publishing Company.

List of equipment/apparatus for laboratory experiments:

| Sl. No. | |
|---------|--|
| 1. | Different types of Crockery (Exp. Dinner/Fish/Sweet/B&B etc.) |
| 2. | Different types of Cutlery (Exp. Dinner Spoon & Fork/Fish Knife & Fork/Dessert Spoon/B&B Knife/Service Spoon & Fork etc.) |
| 3. | Different types of Glassware (Exp. Highball/Old-fashioned/Pilsner/Goblet/Martini/Margarita/Wine Glass/Beer Goblet etc.) |
| 4. | Various types of Linen (Exp. Table Cloth/Slip Cloth/Serviette etc.) |
| 5. | Salver, American Tray, Cocktail Salver etc. |
| 6. | F&B Special Equipment (Exp. Caviar Spoon/Carb Cutter/Lobster Pick/Cob Holder/ Nut Cracker etc.) |
| 7. | Different types of Bar Equipment (Cocktail Shakers/Jigger/Bar Spoon/Muddler/Hawthorn Strainer/Bar Caddy/ Garnish Tray etc.) |
| 8. | Various Restaurant Furniture (Restaurant Table/Chair/Side Board/Buffer Table/Cocktail Table etc.) |
| 9. | Different Buffet Equipment (Chafing Dish/Service Gears/Food Pans/Fuel Tin/ Refiling Bowl/ Buffet Tag Holder etc.) |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | y | | | | | | | |
| CO2 | | y | | y | | | | | |
| CO3 | | y | | | | | | | |
| CO4 | | y | | | | | | | |
| CO5 | y | y | | | | | | | |
| CO6 | | | y | | | | | | |
| CO7 | | | | y | | | | y | |

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|---|--|---------------------------|------------|--------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | | |
| Subject: ROOMS DIVISION MANAGEMENT (TH) | | | | |
| Course Code: BScIHTC 601C, | | Semester:6 | | |
| Duration: one Semester | | Maximum Marks: 100 | | |
| Teaching Scheme | | Examination Scheme | | |
| Theory: 4 | | End Semester Exam: 70 | | |
| Credits: 4 | | Internal Assessment: 30 | | |
| Course Objectives: | | | | |
| This course provides an overview of the dual responsibilities of both front office and housekeeping departments with special emphasis on strategic staffing and budgeting. Housekeeping further studies the opening of new properties and basic facility management as well as green and sustainable housekeeping | | | | |
| COURSE OUTCOMES:Front Office | | | | |
| | 1) Describe different types of guests and follow the procedures required to check in those guests. 2)Practice basic front office operations like guest check in ,billing , allowances, routing and settlement of the account till guest check out using Opera property management system. 3) Interpret different types of accounts, Vouchers and folios relevant to hotel front office operations. | | | |
| COURSE OUTCOMES:Housekeeping | | | | |
| | 4)To develop the managerial skills required for calculation of Housekeeping Budget. 5)To understand the importance of manpower management in the housekeeping department. 6)To gain knowledge on renovation, new property opening guidelines, horticulture and changing trends in the housekeeping department. 7) emphasise the features of facilities planning | | | |
| Contents | | | Hrs | Marks |
| UNIT 1 | Introduction to Rooms Management. <ul style="list-style-type: none"> ● Rules, responsibilities and duties ● Functions | | 4 | 5 |
| UNIT 2 | Price and Tariff Design. <ul style="list-style-type: none"> ● Dynamic Room Pricing ● Price and Tariff Fixation ● Pricing | | 6 | 10 |
| UNIT 3 | Capacity Management <ul style="list-style-type: none"> ● Discounted Rate ● Selective overbooking ● Demand and supply of rooms. | | 4 | 5 |
| UNIT 4 | Forecasting and Budgeting <ul style="list-style-type: none"> ● Change in the hotel Industry budgetary practices. ● Zero Based Budgeting. ● Workforce Scheduling. | | 6 | 5 |

| | | | |
|--------|---|--------------|--------------|
| UNIT 5 | <p>Revenue Management</p> <ul style="list-style-type: none"> ● Reservation Yield ● GOPPAR ● Implementing Yield ● Strategic Revenue Management and the role of competitive price shifting | 8 | 10 |
| | Sub total | 28 | 35 |
| | | Hours | Marks |
| UNIT 6 | <p>Planning and Organizing the Housekeeping Department</p> <ul style="list-style-type: none"> ● Area Inventory List ● Frequency Schedule ● Performance Productivity Standards | 2 | 5 |
| UNIT 7 | <p>Managing Human Resource in Rooms Division(Housekeeping Personnel)</p> <ul style="list-style-type: none"> ● Recruitment, selecting, Hiring, Orienting, Staff Motivation ● Calculating staff strengths & Planning duty rosters, team work and leadership ● Staff Scheduling ● Training in Housekeeping Department, devising training programmes for HK Staff (Designing Training Module) ● Job Breakdown ● Standard Operating manuals – Job Procedures ● Time and Motion study in Housekeeping operations ● Ergonomics in Housekeeping | 6 | 3 |
| UNIT 8 | <p>Renovation and New Property Opening</p> <ul style="list-style-type: none"> ● Renovation, Refurbishment, Redecoration ● Factors involved in renovation Procedures & tasks involved ● Takeover of a new property from projects – Preparation of Snag List | 3 | 3 |
| UNIT 9 | <p>Horticulture and Flower Arrangements</p> <ul style="list-style-type: none"> ● Introduction to Horticulture ● Indoor and outdoor plants – five each ● Care and upkeep ● Bonsai ● Landscaping <p>Classical & Contemporary Modern Style & Lobby arrangement. (A contemporary arrangement suitable for a lobby should be made by the student. Dry /recycled, innovative materials can be combined with plant materials (flowers, fruits, foliage etc). Students should emphasize on low cost arrangement using minimal flowers as is the trend in hotels)</p> | 5 | 5 |

| | | | |
|--|---|--------------------------|---|
| UNIT 10 | Budgeting for Rooms Division (Housekeeping Department) <ul style="list-style-type: none"> Budget Calculation <p>Cost control in specific areas, guest room, public areas, linen room, stores, cleaning material and supplies, flowers</p> | 2 | 5 |
| UNIT 11 | Green Housekeeping and Sustainable Development in the Housekeeping Department. <ul style="list-style-type: none"> Importance of Sustainability In Housekeeping Department <p>Best practices used for environmental sustainability in successful hospitality organizations.</p> | 2 | 5 |
| UNIT 12 | Changing Trend in Housekeeping Department | 2 | 3 |
| UNIT 13 | Working for Special Events <ul style="list-style-type: none"> Special decoration (Theme related to hospitality industry) Indenting Costing Planning with time split Executing | 2 | 2 |
| UNIT 14 | Facility planning: The systematic layout planning pattern (SLP); Planning consideration. Flow process & flow diagram planning for physically challenged necessity of sustainability : methods | 4 | 4 |
| Sub Total: | | 28 | 35 |
| Total | | 56 | 70 |
| End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs | | | |
| Text Books: | | | |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
| Front Office Part 1 | | | |
| Woods, Hayes & Austin (2007) | Professional Front Office Management | | New Delhi: Pearson |
| Foster, D. L. (1993) | Front Operation & Administration | | Lake Forest: Glencoe(Macmillan/Mc Graw Hill |
| Bardi, J. A. | Hotel Front Office Management | 2nd edn | London: Van Nostrand Reinhold |
| Vallen Vallen (2005) | Front Office Operation & Management | | London:Thomson |
| Housekeeping Part 2 | | | |
| JOHN.C.BRAHNSON | HOTEL, HOSTEL AND HOSPITAL HOUSEKEEPING | | ELBS |

| | | | |
|--|---|--|-----------------------------|
| G. RAGHUBALAN AND SMRITE RAGHUBALANHOTEL | ORGANIZATION OF HOUSEKEEPING MANAGEMENT | | OXFORD UNIVERSITY PRESS |
| Rekha Sarin | The Art of Flower Arrangements | | UBS Publishers |
| R.K SINGH | HOTEL HOUSEKEEPING MANUAL | | AMAN PUBLICATIONS PVT. LTD. |
| SUDHIR ANDREWS | Managing Housekeeping Operations | | MCGRAW HILL EDUCATION |
| Kappa, Nitschike, Shappert | | | EI, AHLA |
| Schneider, Tucker and Scoviak | | | |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | | | | | | | | |
| CO2 | | | y | | | | | | |
| CO3 | | | | y | | | | | |
| CO4 | | | | y | | | | | |
| CO 5 | y | | | | | | | | |
| CO 6 | | y | | | | y | | | |
| CO 7 | | y | y | y | | | | | |

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|--|---|---------------------------|------------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: ROOMS DIVISION MANAGEMENT Pr | | | |
| Course Code: BScIHTC 691C | | Semester:6 | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| PRACTICAL 4HRS/WEEK | | End Semester Exam: 60 | |
| Credit:2 | | Internal Assessment: 40 | |
| Course Objectives: | | | |
| This course emphasises operations and management of the Rooms division through the use of case studies , simulations and role plays as well as practical creativity in interior decorations of housekeeping. | | | |
| Course Outcomes: Front Office | | | |
| 1) Describe different types of guests and follow the procedures required to check in those guests. 2)Practice basic front office operations like guest check in ,billing , allowances, routing and settlement of the account till guest check out using Opera property management system. 3) Interpret different types of accounts, Vouchers and folios relevant to hotel front office operations. | | | |
| Course Outcomes: Housekeeping | | | |
| 4)To develop the managerial skills required for calculation of Housekeeping Budget. 5)To understand the importance of manpower management in the housekeeping department. 6)To gain knowledge on renovation, new property opening guidelines, horticulture and changing trends in the housekeeping department. | | | |
| Contents | | | Hrs./week |
| Unit 1 | Case Study <ul style="list-style-type: none"> ● Group Booking ● Rate Change ● ADR ● Forecasting demand and RevPAR | 16 | 15 |
| Unit 2 | Situations handling and role play <ul style="list-style-type: none"> ● Challenges of Front Office Management ● Guest Experience ● Customer Care ● Complaint Handling ● The role of the rooms division ● Pricing and performance ● Price and Tariff design ● Forecasting and Budgeting ● Introduction to Revenue Management ● The guest experience | 12 | 15 |
| Unit 3 | Horticulture and Flower Arrangements Classical & Contemporary Modern Style & Lobby arrangement. (A contemporary arrangement suitable for a lobby should be made by the student. Dry /recycled, innovative materials can be combined with | 10 | 10 |

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|--|--|--------------------------|--|
| | plant materials (flowers, fruits, foliage etc). Students should emphasize on low cost arrangement using minimal flowers as is the trend in hotels) | | |
| Unit 4 | Case studies and Situation Handling Case studies to be circulated. Students should orally give the solutions to one case/situation. | 10 | 15 |
| Unit 5 | Waste to Wealth – The student will bring waste products which are required to be converted to something useful. The items that can be brought are – old newspapers, used disposable cups, plastic bottles, waste cloth, used cans, tins etc. | 8 | 5 |
| | Total: | 56 | 60 |
| End Semester Examination Scheme. | | Maximum Marks-60 | Time allotted-3hrs. |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
| Front Office Part 1 | | | |
| Woods, Hayes & Austin (2007) | Professional Front Office Management | | New Delhi: Pearson |
| Foster, D. L. (1993) | Front Operation & Administration | | Lake Forest: Glencoe(Macmillan/Mc Graw Hill |
| Bardi, J. A. | Hotel Front Office Management | 2nd edn | London: Van Nostrand Reinhold |
| Vallen&Vallen (2005) | Front Office Operation & Management | | London:Thomson |
| Housekeeping Part 2 | | | |
| JOHN.C.BRAHNSON | HOTEL, HOSTEL AND HOSPITAL HOUSEKEEPING | | ELBS |
| G. RAGHUBALAN AND SMRITE RAGHUBALANHOTEL | ORGANIZATION OF HOUSEKEEPING MANAGEMENT | | OXFORD UNIVERSITY PRESS |
| Rekha Sarin | The Art of Flower Arrangements | | UBS Publishers |
| R.K SINGH | HOTEL HOUSEKEEPING MANUAL | | AMAN PUBLICATIONS PVT. LTD. |
| SUDHIR ANDREWS | Managing Housekeeping Operations | | MCGRAW HILL EDUCATION |
| Kappa, Nitschike, Shappert | | | EI, AHLA |
| Schneider, Tucker and Scoviak | | | |
| | | | |
| | | | |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | | y | | | | | y | |
| CO2 | | | | y | | | | | |
| CO3 | | | | | | | | | y |
| CO4 | | | | | | | | | y |
| CO5 | | | | | | | | y | |
| CO 6 | | y | | y | | | | | |

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|--|---|---------------------------|--------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: Entrepreneurship - Theory | | | |
| Course Code: BSciHTC 601D | | Semester: 6 | |
| Duration: One Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory: 4 hrs./week | | End Semester Exam: 70 | |
| Credit: 4 | | Internal Assessment: 30 | |
| Course Objectives: students will be able to strategise, develop, research, create and prepare startup business plans, ventures, financial plans, operational methods and analyse risk management situations. | | | |
| Course outcomes: | | | |
| 1. | Develop goals and objectives for a new business venture. | | |
| 2. | Research and develop a marketing and advertising strategy for a startup. | | |
| 3. | Create the strategic, operational and financial plans for the new business. | | |
| 4. | Make a 5-minute pitch ready for the new business for presenting it to possible investors. | | |
| 5. | Write and present a detailed business plan for the venture. | | |
| 6. | Analyze the role of risk management in developing the new business. | | |
| Contents | | | Hours |
| Marks | | | |
| Unit 1 | Entrepreneurial Mindset and Design Thinking <ul style="list-style-type: none"> ● Traits of an Entrepreneur ● Focus on User Outcomes ● Partnering with Co-founders ● Hiring for your Startup ● Leadership, Team building and Teamwork ● Business Structure and Compliances | 10 | 10 |
| UNIT 2 | Rapid Prototyping <ul style="list-style-type: none"> ● Branding & Positioning ● Minimum Viable Product ● Minimum Viable Business ● How to get your first 1000 customers | 08 | 10 |
| UNIT 3 | Financial Planning for a Startup <ul style="list-style-type: none"> ● Pricing ● Revenue Model ● Projected Financial Statements (Theory) | 10 | 10 |
| UNIT 4 | Marketing for a Startup <ul style="list-style-type: none"> ● Negotiation Skills ● Understanding your Customers ● Targeting and Trust ● Marketing for B2B, B2C and Enterprise ● Inbound Marketing ● Outbound Marketing ● Integrated Marketing ● Marketing Metrics | 08 | 10 |
| UNIT 5 | Pitch Deck and Business Plan Creation | 12 | 20 |

| | | | |
|--------|--|-----------|-----------|
| | <ul style="list-style-type: none"> ● Presentation Techniques ● Creating a Pitch Deck ● Making the Final Business Plan | | |
| UNIT 6 | Pivoting, Scaling and Managing Failure <ul style="list-style-type: none"> ● Why is Pivoting Necessary? ● Essential Requirements for Scaling ● BathTub Curve ● Stages of Failure | 08 | 10 |
| | Total | 56 | 70 |

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs

Text Books:

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|-----------------------|---|--------------------------|----------------------------------|
| C.B.Gupta | Entrepreneurial Development | 978-9351611097 | Sultan Chand & Sons |
| Vasant Desai | The Dynamics of Entrepreneurial Development and Management | 978-9350244548 | Himalaya Publishing House |
| S Anil Kumar | Entrepreneurship Development | 978-8122414349 | New Age Publishers |
| S.S.Khanka | Entrepreneurial Development | 978-8121918015 | S Chand & Co. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | | | y | | | | | y |
| CO2 | | | | | | y | | | y |
| CO3 | | | | y | | | | | y |
| CO4 | | y | | | y | | | | y |
| CO5 | | | | | y | | | y | y |
| CO6 | | y | y | y | | | | | |

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|---|---|---------------------------|--------------|--------------|
| Name of the Course: BSc International Hotel and Tourism Administration Subject: Entrepreneurship - Practical | | | | |
| Course Code: BSciHTC 691D | | Semester: 6 | | |
| Duration: One Semester | | Maximum Marks: 100 | | |
| Teaching Scheme | | End Semester Exam: 60 | | |
| Practical: 4 | | Internal Assessment: 40 | | |
| Credit: 2 | | | | |
| Course Objectives: students will be able to practice, develop, research and put into action business thinking, strategising operational and financial plans | | | | |
| Course Outcomes: | | | | |
| 1. | Develop goals and objectives for a new business venture. | | | |
| 2. | Research and develop a marketing and advertising strategy for a startup. | | | |
| 3. | Create the strategic, operational and financial plans for the new business. | | | |
| 4. | Make a 5-minute pitch ready for the new business for presenting it to possible investors. | | | |
| 5. | Write and present a detailed business plan for the venture. | | | |
| 6. | Analyze the role of risk management in developing the new business. | | | |
| | | Contents | Hours | Marks |
| UNIT 1 | Entrepreneurial Mindset and Design Thinking <ul style="list-style-type: none"> ● Idea Validation ● Spotting Opportunities & Product Market Fitment | | 10 | 10 |
| UNIT 2 | Rapid Prototyping <ul style="list-style-type: none"> ● MVP Building Process | | 08 | 10 |
| UNIT 3 | Financial Planning for a Startup <ul style="list-style-type: none"> ● Using MS Excel to create -Projected P/L A/C for 3 years -Projected Balance Sheet of 3 years - Trend Analysis (with graphs) for 3 years | | 10 | 10 |
| UNIT 4 | Marketing for a Startup <ul style="list-style-type: none"> ● Practising selling skills and customer query handling through individual viva. ● Developing an integrated marketing plan for a cloud kitchen. | | 10 | 10 |
| UNIT 5 | Pitch Deck and Business Plan Creation <ul style="list-style-type: none"> ● Creating the Business Model of a cloud kitchen using Lean Canvas Method. | | 10 | 20 |

| | | | |
|--------|---|-----------|-----------|
| UNIT 6 | Pivoting, Scaling and Managing Failure <ul style="list-style-type: none"> • Making the scaling up plan for a cloud kitchen business. | 08 | 10 |
| | Total | 56 | 60 |

Practical:

Skills to be developed:

Intellectual skills:

1. Basic entrepreneurial skills.
2. Market research skills using various tools & techniques.
3. Financial Projection skills (using MS Excel).
4. Communication and presentation skills.

Motor Skills: NA

All practical classes are compulsory

List of Books

Text Books:

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|-------------------------|--|-------------------|---------------------------|
| C.B.Gupta | Entrepreneurial Development | 978-9351611097 | Sultan Chand & Sons |
| Vasant Desai | The Dynamics of Entrepreneurial Development and Management | 978-9350244548 | Himalaya Publishing House |
| Reference Books: | | | |
| S Anil Kumar | Entrepreneurship Development | 978-8122414349 | New Age Publishers |
| S.S.Khanka | Entrepreneurial Development | 978-8121918015 | S Chand & Co. |

End Semester Examination Scheme. Maximum Marks-60 Time allotted-3hrs.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | y | y | y | | | | | |
| CO2 | | | | y | | y | | | y |
| CO3 | | y | | y | y | | | | y |
| CO4 | | | | | y | | | | y |
| CO 5 | | | | | y | | | y | y |
| CO 6 | | y | y | | | | | | y |
| | | | | | | | | | |

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|--|---|---------------------------|------------------|
| Name of the Course: BSc International Hotel and Tourism Administration | | | |
| Subject: ADVANCED TOURISM MANAGEMENT TH | | | |
| Course Code: BSciHTC 602 | | Semester: 6 | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Theory:4 | | End Semester Exam: 70 | |
| Credit:4 | | Internal Assessment: 30 | |
| Course Outcomes: | | | |
| <ol style="list-style-type: none"> 1. Examine and assess tourist attractions and evaluate different types of tourist accommodations, experience 2. examine transportation systems for tourists, and Tourism Industry Structure and Components: 3. To explore the relationship between each of these with the tourist cycle. 4. Inspect the structure of manpower hierarchy and HRM within tourism. 5. Evaluate financial management practices, 6. Understand waste management principles of sustainability and examine how they benefit tourism activities. 7. learn to Manage conventions, services and synthesize concepts of how different elements of tourism are integrated in the system. | | | |
| Course Objectives: | | | |
| 1. | Learn Structures and Components: and practices common in Tourism Industry | | |
| 2. | To acquire skills in all the major arenas of the industry. | | |
| 3. | Analyse financial data, waste management methods and practices with the help of information technology within tourism. Management functions in tourism | | |
| 4 | Develop Managerial abilities to manage Tour Operation, Travel Agencies, Hotel Services and play active Role of public relations in tourism | | |
| 5 | learn and practice to Manage tourism conventions, services | | |
| Contents THEORY | | | Hrs./week |
| Chapter | Name of the Topic | Hours | Marks |
| Unit 1 | Tourism: An overview <ul style="list-style-type: none"> ● Elements, Nature and Characteristics of tourism ● Classification of Tourists ● Historical Development of Tourism ● Major motivations and deterrents to travel. | 8 | 10 |
| Unit 2 | Tourism Industry Structure and Components: <ul style="list-style-type: none"> ● Attractions ● Accommodation ● Activities ● Transportation ● F&B– Shopping ● Entertainment ● Infrastructure and Hospitality | 9 | 10 |

| | | | |
|-------------------------------------|---|--------------------------|---|
| | <ul style="list-style-type: none"> Emerging areas of tourism- Rural, Eco, Medical, MICE, Sports and Adventure, Alternate Tourism | | |
| Unit 3 | Managing personnel in tourism <ul style="list-style-type: none"> Personnel Management – concepts and features Recruitment , selection, induction and placement Training, development and motivational aspects in tourism Career planning and performance appraisal Employee counselling, discipline and grievance handling | 8 | 10 |
| Unit 4 | Management functions in tourism <ul style="list-style-type: none"> Financial Management Information, technology and management Waste Management | 8 | 10 |
| Unit 5 | Managerial practices in tourism <ul style="list-style-type: none"> Tour Operation Travel Agencies Hotel Services Role of public relations in tourism | 8 | 10 |
| Unit 6 | Management of conventions <ul style="list-style-type: none"> Meetings, conferences, seminars, workshops, symposiums etc. Understanding trade fares and exhibitions Convention Industry Convention planning, management and implementations Event Management | 7 | 10 |
| Unit 7 | Tourism services and management <ul style="list-style-type: none"> Food services Tourist transport system Tourist operations Airlines and airports | 7 | 10 |
| | | | |
| | Sub Total: | 56 | 70 |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
| Koontz Herold & Wehrich Heinz | Essentials of Management | 7th edition, (2006) | Tata Mc. Graw Hill Publishers, New Delhi. |
| Agarwal R.D | Organization and Management | (2001) | Tata Mc. Graw Hill Publishers, New Delhi. |
| Terry R George & Franklin G Stephen | Principles of Management | 8th edition, (1997) | AITBS Publishers and Distributors, New Delhi. |
| Reference Books: | | | |
| Seth, P.N. | Successful Tourism Management(Vol 1 &2) | (1999) | Sterling Publishers Pvt Ltd, New Delhi. |
| Jagmohan Negi | Travel Agency and Tour Operations | (2004) | Metropolitan Publications, NewDelhi. |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | | y | y | | | | | |
| CO2 | | | y | y | | | | | |
| CO3 | | y | y | y | | | | | |
| CO4 | | y | | y | | | | | |
| CO 5 | | | y | y | | | | | |
| CO 6 | y | y | | | | | y | | |
| CO 7 | | | y | y | | | | | y |

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|--|--|---------------------------|-------------------|
| Name of the Course: Bsc International Hotel and Tourism Administration | | | |
| Subject: Advanced Tourism Management PR | | | |
| Course Code: BSciHTC 692 | | Semester: 6 | |
| Duration: one Semester | | Maximum Marks: 100 | |
| Teaching Scheme | | Examination Scheme | |
| Practical: 4 | | End Semester Exam: 60 | |
| Credit:2 | | Internal Assessment: 40 | |
| Course Objective: | | | |
| <ol style="list-style-type: none"> 1. Visit tourist attractions and different types of tourist accommodations, experience food and beverage service outlets, examine transportation systems for tourists, and Tourism Industry Structure and Components: and explore the relationship between each of these with the tourist cycle. 2. Visit tourism offices and understand the structure of manpower hierarchy and HRM within tourism. 3. visit tourism offices and sites and evaluate financial management practices, understand waste management principles and examine how T benefits tourism activities. 4. visit and involve in activities related to Management of conventions, services and synthesize concepts of how different elements of tourism are integrated in the system. | | | |
| Course Outcomes | | | |
| Sl. No. | | | |
| 1. | Learn Structures and Components: and practices common in Tourism Industry | | |
| 2. | Learn Management of personnel in tourism | | |
| 3. | Analyse financial data, waste management methods and practices with the help of information technology within tourism. Management functions in tourism | | |
| 4 | Develop Managerial abilities to manage Tour Operation, Travel Agencies, Hotel Services and play active Role of public relations in tourism | | |
| 5 | learn and practice to Manage tourism conventions and services. | | |
| Contents | | | |
| | Contents | Hours | Mark s |
| unit1 | Tourism Industry Structure and Components: <ul style="list-style-type: none"> ● Attractions ● Accommodation ● Activities ● Transportation ● F&B- Shopping ● Entertainment ● Infrastructure and Hospitality ● Emerging areas of tourism- Rural, Eco, Medical, MICE, Sports and Adventure, Alternate Tourism | 8 | 5 |
| Unit 2 | Managing personnel in tourism <ul style="list-style-type: none"> ● Personnel Management - concepts and features ● Recruitment , selection, induction and placement ● Training, development and motivational aspects in tourism ● Career planning and performance appraisal ● Employee counselling, discipline and grievance handling | 9 | 5 |
| Unit 3 | Management functions in tourism <ul style="list-style-type: none"> ● Financial Management | 8 | 10 |

| | | | |
|--------|--|-----------|-----------|
| | <ul style="list-style-type: none"> Information, technology and management Waste Management | | |
| Unit 4 | Managerial practices in tourism <ul style="list-style-type: none"> Tour Operation Travel Agencies Hotel Services Role of public relations in tourism | 9 | 10 |
| Unit 5 | Management of conventions <ul style="list-style-type: none"> Meetings, conferences, seminars, workshops, symposiums etc. Understanding trade fares and exhibitions Convention Industry Convention planning, management and implementations Event Management | 11 | 15 |
| Unit 6 | Tourism services and management <ul style="list-style-type: none"> Food services Tourist transport system Tourist operations Airlines and airports | 11 | 15 |
| | | | |
| | Sub Total: | 56 | 60 |

End Semester Examination Scheme. Maximum Marks-60. Time allotted-3hrs

Practical: STUDENTS WOULD BE DOING FIELD WORK ON ALL THE MAJOR AREAS OF TOURISM MANAGEMENT AND OPERATION AND WOULD HAVE TO COMPILE ALL INFORMATION AND PREPARE A DISSERTATION. (Dissertation topics can be selected by the student in consultation with the Faculty. A separate Dissertation guide will be provided to them at the beginning of the semester)

Skills to be developed:

Intellectual skills:

- Active Listening** - Giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Social Perceptiveness** - Being aware of others' reactions and understanding why they react as they do.
- Communication & Coordination** - Talking to others to convey information effectively and adjusting actions in relation to others' actions. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
- Monitoring** - Monitoring/Assessing performance of yourself, other individuals, or organizations to make improvements or take corrective action.
- Judgment and Decision Making** - Considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Persuasion** - Persuading others to change their minds or behaviour.
- Critical Thinking** - Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Complex Problem Solving** - Identifying complex problems and reviewing related information to develop and evaluate options and implement solutions.
- Learning Strategies** - Selecting and using training/instructional methods and procedures appropriate for the situation when learning or teaching new things.
- Negotiation** - Bringing others together and trying to reconcile differences.
- Time Management** - Managing one's own time and the time of others.

12. **Reading Comprehension** - Understanding written sentences and paragraphs in work related documents.
13. **Customer and Personal Service** - Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction.

List of Books

Text Books:

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|-------------------------------------|-----------------------------|---------------------|---|
| Koontz Herold & Wehrich Heinz | Essentials of Management | 7th edition, (2006) | Tata Mc. Graw Hill Publishers, New Delhi. |
| Agarwal R.D | Organization and Management | (2001) | Tata Mc. Graw Hill Publishers, New Delhi. |
| Terry R George & Franklin G Stephen | Principles of Management | 8th edition, (1997) | AITBS Publishers and Distributors, New Delhi. |
| | | | |

Reference Books:

| | | | |
|---------------|---|--------|---|
| Seth, P.N. | Successful Tourism Management(Vol 1 &2) | (1999) | Sterling Publishers Pvt Ltd, New Delhi. |
| Jagmohan Negi | Travel Agency and Tour Operations | (2004) | Metropolitan Publications, NewDelhi. |

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | y | | | | | | | |
| CO2 | | y | | | | | | | |
| CO3 | | | y | y | | y | | | |
| CO4 | | y | y | y | | | | | y |
| CO 5 | | y | | | | | | | y |

| | | | | |
|--|--|---------------------------|--------------|--------------|
| Name of the Course: BSc international hotel and tourism management | | | | |
| Subject: Advanced Application Of Digital Marketing in hospitality and tourism industries | | | | |
| Course Code: BSciHTD 603 | | Semester: 6 | | |
| Duration: one Semester | | Maximum Marks: 100 | | |
| Teaching Scheme | | Examination Scheme | | |
| Theory:4 Tutorial :2 | | End Semester Exam: 70 | | |
| Credit: 6 | | Internal Assessment: 30 | | |
| Course Objectives: | | | | |
| The course will enable the student to appraise, examine and evaluate concepts, functions and uses of modern digital equipment integrated with internet connectivity and marketing activities | | | | |
| COURSE OUTCOMES | | | | |
| 1. | Gain an in-depth understanding of the search engine optimisation (SEO) and fundamentals of digital marketing | | | |
| 2. | Gain the core concepts of Content Marketing and Digital Analytics | | | |
| 3. | Master digital marketing analytical tools- Google Analytics | | | |
| 4. | Gain in depth knowledge about the use of PPC, AI , IOT, VR, AR and Google Ads. | | | |
| Contents | | | Hours | Marks |
| UNIT1 | Digital Marketing Digital Marketing Tools and channels | 08 | 10 | |
| UNIT 2 | Search Engine Optimization / Google AdWords/Online Surveys SEO Basics and Management SEO Performance Metrics Increasing Website Speed Optimisation- Search Engine, Heading Tags, Google Search Results Creation and Utilization | 10 | 12 | |
| UNIT 3 | Online Content Creation, Email Marketing, PPC, Google Analytics Blog Website Design Online Public Relations Affiliate Marketing Monetising Content Mail Chimp Account Set up Concept of PPC Email Marketing Analytics Google Analytics Overview How Google Analytics Works How to add filters and reporting views Analyze - Real-time Reports, Audience Report, Acquisition Report Event Tracking in Google Analytics | 10 | 12 | |
| UNIT4 | Digital Marketing Campaign Management Basic Elements Of Digital Campaign Management Implementing Intent / Brand Based Campaign | 08 | 12 | |

| | | | | |
|---|---|---------------------------------------|------------------------------|-----------|
| | Campaign Execution for Emerging Models | | | |
| | Campaign Analytics | | | |
| | Campaign Analytics and Marketing ROI | | | |
| UNIT 5 | Digital Marketing Execution Elements , Facebook Ads Managing Digital Marketing Revenue Managing Service Delivery and Payment Managing Digital Implementation Challenges Key to Facebook Advertising Success Facebook Ad Policies Targeting - Location and Demographics Ad Placements and Creatives Budget Page Engagement and Custom Audiences Dynamic Ad for E- Commerce | | 10 | 12 |
| UNIT 6 | Application of Digital Technology in Hospitality Management <ul style="list-style-type: none"> • Technology and Hotel Industry • Modern Hotels and Mobile Phones • Real time communication and chat-bots • IOT in Hospitality • AI in Hospitality • VR in Hospitality • AR in Hospitality • Robots and Hospitality • Technology and Restaurants | | 10 | 12 |
| Total: | | | 56 | 70 |
| End Semester Examination Scheme. | | Maximum Marks-70. | Time allotted-3hrs | |
| List of Books | | | | |
| Text Books: | | | | |
| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher | |
| by <u>Jose Duarte Santos</u> (Editor), <u>Oscar Lima Silva</u> (Editor) | Digital Marketing strategies for Tourism, Hospitality, and Airline Industries (Advances in Marketing, Customer Relationship Management, and E-services | ISBN-13 78-1522597834 | IGI Global | |
| Neelam Singh | Digital Hospitality Marketing | ISBN: 9789350847831, 9350847833 | Centrum Press | |

| | | | |
|-------------------|---|---|--|
| Michael Tasner | Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First | 978-0137081097 | Pearson FT Press |
| Simon Kingsnorth | Digital Marketing Strategy: An Integrated Approach to Online Marketing | 978-0749484224 | Kogan Page |
| Olivier Blanchard | Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization | <ul style="list-style-type: none"> ASIN : B004P8J1MQ | Que Publishing; 1st edition (22 February 2011) |
| Gary Vaynerchuk | Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World | 978-1467669825 | HarperCollins Publishers |
| Joe Pulizzi | Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less | ISBN-13 978-0071819893 | McGraw-Hill Education |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|-----|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | | | | y | | | | | |
| CO2 | | | | y | | | | | |
| CO3 | | y | | | | | | | |
| CO4 | | | | | | | y | y | |

Name of the Course: BSc International Hotel and Tourism Administration

Subject: : International Human Resource Management

Course Code: BSciHTD 604

Semester: 6

Duration: 1 SEM

Maximum Marks: 100

Teaching Scheme

Examination Scheme

Theory:4

End Semester Exam:70

Tutorial:2

Internal Assessment:30

Credit:6

COURSE OBJECTIVES :

To develop a critical understanding of the role and functions of the various human resource activities within multinational corporations (

Enable the professional development of future HR practitioners, capable of operating across national borders

COURSE OUTCOMES : will be able to

1. Understand the differences between Domestic and International HRM
2. Describe Human resource activities in an international context and the role of the HR Manager in an international context with the increasing globalisation
3. Critically appraise the impact of cultural, social and other contextual factors in shaping human resource practices in MNCs
4. Demonstrate competency, and the ability to communicate and work effectively with diverse work groups
5. Managing performance, compensation and repatriation of expatriates.
6. Combating the future trends and challenges in IHRM

| | Contents | Hours | Marks |
|--------|---|--------------|--------------|
| UNIT 1 | Types of International Organisation : <ul style="list-style-type: none">● International, Multinational, Global and Transnational International HRM : <ul style="list-style-type: none">● Definition● Types of employees in IHRM● Difference between Domestic & IHRM● Functions of IHRM | 10 | 12 |
| UNIT 2 | External Environment & IHRM <ul style="list-style-type: none">● Forces of External environment● Political and Cultural environment● Importance of culture on IHRM● Cross cultural context and international assignees, | 8 | 12 |
| UNIT 3 | UNIT-3 International staffing <ul style="list-style-type: none">● International labour market,● Staffing Types and approaches : Ethnocentric, Polycentric, Geocentric, Regiocentric● Global Talent acquisition● Pre departure Training for expats, Types of expat training● Repatriation, re-entry | 10 | 12 |

| | | | |
|-------------------|---|-----------|-----------|
| UNIT 4 | Unit 4- Performance Management in International assignments <ul style="list-style-type: none"> • International Performance management • Performance Mgt vs performance Appraisal • SMART Goals • Factors affecting performance | 8 | 12 |
| UNIT 5 | UNIT-5-Compensation <ul style="list-style-type: none"> • Compensation components for expats • Compensation approaches (brief) • Expat compensation issues | 10 | 10 |
| UNIT 6 | Unit 6- Challenges of IHRM and Growing Interest in IHRM <ul style="list-style-type: none"> • Important lessons for global firms • Complexities of IHRM • Qualities of a global manager • Reasons for interest in IHRM | 10 | 12 |
| Sub Total: | | 56 | 70 |

End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs

List of Books

Text Books:

| Name of Author | Title of the Book | Edition/ISSN/ISBN | Name of the Publisher |
|--|---|--|--|
| Vance Charles and Yongsin Paik, | <i>Managing a Global Workforce: Challenges and Opportunities in International Human Resource Management</i> | ISBN-10 : 8120347943 ISBN-13 : 978-8120347946 | Prentice Hall India Learning Private Limited |
| Allen D. Engle, Marion Festing, and Peter J. Dowling | International Human Resource Mngement | EMEA; 6th edition (28 March 2013)... | Cengage Learning |
| Biju Varkkey Gary Dessler | Human Resource Management | 16 th edition | Pearson Education |

| | PO1 | PO2 | PO3 | PO4 | PO5 | PO6 | PSO1 | PSO2 | PSO3 |
|------|-----|-----|-----|-----|-----|-----|------|------|------|
| CO1 | y | | y | | | | | | |
| CO2 | y | | | | | | | | |
| CO3 | | | y | | | | | | |
| CO4 | | | | y | y | | | | |
| CO 5 | | y | | | | | y | | |
| CO 6 | | y | | | | | | y | |