

**Maulana Abul Kalam Azad University of Technology, West Bengal**  
**BACHELOR OF SCIENCE IN HOSPITALITY AND HOTEL ADMINISTRATION**

**CBCS Structure (2020-21)**

**SEM-1**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BHHA 101	Foundation Course in Food Production-1	5	1	0	6
2.		BHHA 102	Foundation Course in Food & Beverage Service – 1	5	1	0	6
3.	GE	BHHA 103	Food Science & Nutrition	5	1	0	6
4.	AECC	BHHA 104	Hotel French	2	0	0	2
<b>Total Credit</b>							<b>20</b>

**SEM-2**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BHHA 201 BHHA 291	Foundation Course in Front Office Operations	4	0	2	6
2.		BHHA 202 BHHA 292	Accommodation Operations-1	4	0	2	6
3.	GE	BHHA 203	Food Costing	5	1	0	6
4.	AECC	BHHA 204	Business Communication	2	0	0	2
<b>Total Credit</b>							<b>20</b>

**SEM-3**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BHHA 301 BHHA 391	Food Production Operations-2	2	0	4	6
2.		BHHA 302 BHHA 392	Food & Beverage Service Operations-2	2	0	4	6
3.		BHHA 303 BHHA 393	Accommodation Operations-2	4	0	2	6
4.	GE	BHHA 304	Introduction to Tourism	5	1	0	6
5.	SEC	BHHA 305	Hotel Engineering	2	0	0	2
<b>Total Credit</b>							<b>26</b>

**SEM-4**

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	CC	BHHA 401	Advance Food Production Operations	4	0	2	6

		BHHA 491					
2.		BHHA 402 BHHA 492	Advance Food & Beverage Operations	4	0	2	6
3.		BHHA 403 BHHA 493	Food Safety Hygiene & Quality	4	0	2	6
4.	<b>GE</b>	BHHA 404	Hotel Accountancy	5	1	0	6
5.	<b>SEC</b>	BHHA 405	IT for Hotels	2	0	0	2
<b>Total Credit</b>							<b>26</b>

#### SEM-5

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	<b>CC</b>	BHHA501 BHHA 591	Front Office & Accommodation Management	4	0	2	6
2.		BHHA 502	Facility Planning	5	1	0	6
3.	<b>DSE</b>	BHHA 503	Human Resource Management and Hotel Law	5	1	0	6
4.		BHHA 504	Industrial Training	1		5	6
<b>Total Credit</b>							<b>24</b>

#### SEM-6

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	<b>CC</b>	BHHA601 BHHA 691	Advance Food Production Operations & Food Costing	4	0	2	6
2.		BHHA602 BHHA 692	Advance Food & Beverage Operations and Bar Management	4	0	2	6
3.	<b>DSE</b>	BHHA 681	Research Project and Grand Viva	1	0	5	6
4.		BHHA 604	Customer Relationship Management in Hotels	5	1	0	6
<b>Total Credit</b>							<b>24</b>

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WB**  
**Syllabus for B. Sc (H) in Hospitality & Hotel Administration (CBCS)**  
**COURSE STRUCTURE (In-house)**  
**(Effective from Admission Session 2020 -2021)**

**Detailed Syllabus**

**Aim**

This Three-year Undergraduate programme is divided into VI semesters with theory, practical components and Internship. Students undergoing this programme would be equipped with sufficient knowledge in the field of hospitality science. This programme envisages the students to be well prepared for the job market with sufficient knowledge in the core areas.

**Objectives:**

1. Gain Knowledge of the different cuisines of the world.
2. Learn to be professional in their outlook appearance.
3. Learn time management and stress management.
4. Learn to communicate with the people.
5. Learn how to manage the hotels in times of crisis and disaster.
6. Provides Employability skills in the hospitality industry and various related sectors.
7. Understand detail about all the department of the hotel.
8. Understanding the functions of non-core departments like accounts, human resource, marketing, etc.

**Program Outcomes:**

**Hotel & Hospitality graduates will be able to:**

1. Food Production of different cuisines of the world.
2. Food & Beverage Service techniques.
3. Front Office Management in the hospitality industry.
4. Accommodation Operation of the hotel.
5. Hygiene and Sanitation in and around the hotel.
6. Nutrition and food standards of the food prepared in the hotel.
7. Accounting of the hotel and of the different outlets of the hotel
8. Human Resource Management
9. Facilities Management
10. Law pertaining to the hotel and industries relating to hospitality industry
11. Tourism Management
12. Marketing of the products and services of the hospitality sector
13. Hospitality Information System of the hotel with the basic use of computers
14. Internship in the Hotel Industry

**Semester-1<sup>st</sup>**

Paper- Foundation Course in Food Production-1

Code: **BHHA - 101**

Contact hours-60, Credit Points: 6

**On completion of the course the students will be able to prepare;**

**CO1:** Basic concept of cooking and cuisine, and gastronomy.

**CO2:** The aims and objectives of various raw materials and their nutritive values

**CO3:** Concept of foundation liquid.

**CO4:** Basic soups a sauces their derivative and various usages

**CO5:** Fish cookery and egg cookery

**CO6:** Organisation structure of kitchen department.

**CO 7:** Types of various equipment and their uses and maintenance.

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Basic concept of cooking and cuisine, and gastronomy.	M1, M2, M3, M7
2	The aims and objectives of various raw materials and their nutritive values	M6, M7, M8
3	Concept of foundation liquid	M7, M8
4	Basic soups a sauces their derivative and various usages	M6, M7, M8, M9
5	Fish cookery and egg cookery	M7, M8, M9
6	Organisation structure of kitchen department	M3, M4, M5
7	Types of various equipment and their uses and maintenance.	M10, M11

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if</b>	<b>Remarks (If any)</b>
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				<b>applicable)</b>	
M 1	INTRODUCTION TO PROFESSIONAL COOKERY	5	10	1	
M 2	STANDARD OF PROFESSIONALISM & KITCHEN ORGANIZATION	10	10	1,2	
M 3	THE CLASSICAL KITCHEN BRIGADE	8	15	1,2	
M 4	EQUIPMENTS & TOOLS & COMMODITIES	11	15	1,2,3	
M 5	BASIC COOKERY PRINCIPLES	6	15	1,2,3	
M 6	FOUNDATION OF CONTINENTAL COOKERY	6	15	1,2,3	
M 7	MENU BRIEFING	5	10	1,2,3	
M 8	BAKERY EQUIPMENTS & FUNDAMENTALS OF BAKERY	9	10	1,2,3	
		<b>60</b>	<b>100</b>		

Sl.	Topic/Module	Hour
1.	Module 1: INTRODUCTION TO PROFESSIONAL COOKERY Culinary history, Modern development in equipment & food stuff	5
2.	Module 2: STANDARD OF PROFESSIONALISM Levels of skill, Attitude towards work, Behaviour in the kitchen, Personal hygiene, Organization of practical work	5
3.	Module 3: KITCHEN ORGANIZATION Structure of a kitchen lay out, Various sections	5
4.	Module 4 : THE CLASSICAL KITCHEN BRIGADE Role of the chef, Inter – departmental co-operation, Daily routine & systems	8
5.	Module 5: EQUIPMENTS & TOOLS	5

	Heavy equipments, Small equipments, Cleaning & maintenance	
6.	Module 6:COMMODITIES Professional knowledge of food material, Parallel study with nutrition.	6
7.	Module 7:BASIC COOKERY PRINCIPLES Aims & objective of cooking, Preparation of ingredients, Texture, Methods of cooking, Principles of invalid cookery, Principles of food storage, Menu planning, Work methods in food production Western culinary terms, Hindi equivalents of some English food name, Reheating of food – Réchauffé cooking,Accompaniments & garnishes.	6
8.	Module 8: FOUNDATION OF CONTINENTAL COOKERY Stock, Soup, Sauce, Fish, Poultry, Meat, Vegetables, Egg.	6
9.	Module9:MENU BRIEFING Standard recipes, Working & costing	5
10.	Module 10: BAKERY EQUIPMENTS Selection Criteria, Maintenance	4
11.	Module 11. FUNDAMENTALS OF BAKERY Methods of cake making, Methods of pastry making, Basic cream, Cookie and biscuits	5

### **Suggested Readings;**

1. The Professional Chef –by The Culinary Institute of Americapublished by John Wiley & Sons, Hoboken , New Jersey
2. Practical Cookery - Kinton, Ceserani and Foskett published by Hodder Education published by Dynamic learning
3. Theory of Catering - Kinton, Ceserani and Foskett published by Hodder Arnold
4. Food Production Operation - Parvinder S. Bali published by Oxford Higher Education
5. Professional Cooking - Wayne Gisslen published by John Wiley
6. Cookery for the Hospitality Industry - Dodgshun Peters published by Cambridge University Press
7. Modern Cookery - Thangam E Phillip published by Orient Longman Private limited

## Semester-1<sup>st</sup>

Paper-Foundation Course in Food & Beverage Service – 1

Code: **BHHA-102**

Contact hours-60, Credit Points: 6

**On completion of the course, students will be able to implement;**

**CO1:** Classify catering establishments.

**CO2:** Know the types of food and beverage outlets.

**CO3:** Understand the organisation of the Food & Beverage Department.

**CO4:** Understand the duties and responsibilities of the F&b staffs.

**CO5:** Know the ancillary departments.

**CO6:** learn about various equipments used in the restaurant.

**CO7:** Know different types of menu and their importance and how to plan a menu.

SI	Course Outcome	Mapped modules
1	Classify catering establishments	M1
2	Know the types of food and beverage outlets	M1 , M3
3	Understand the organisation of the Food & Beverage Department	M2
4	Understand the duties and responsibilities of the Food & Beverage staffs	M2. M3
5	Know the ancillary departments	M4
6	learn about various equipments used in the restaurant	M6
7	Know different types of menu and their importance and how to plan a menu	M7

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Introduction to the Hotel Industry	9	10	1	
M 2	Attributes of a Waiter	8	15	1,2	
M 3	Departmental Organization	9	15	1,2	
M 4	Restaurant Organization	9	15	1,2	
M 5	Restaurant Service	8	15	1,2,3	

M 6	Restaurant Equipment	8	15	1,2,3	
M 7	Variety of Menus	9	15	1,2,3,4	
		<b>60</b>	<b>100</b>		

## THEORY

Sl.	Topic/Module	Hour
1.	Module 1: Introduction to the Hotel Industry: The growth of the catering industry in India. Career opportunities in the Hotel and catering Industry. Different types of Catering establishments.	9
2.	Module 2: Attributes of a Waiter; personal hygiene and appearance attitudes. Job satisfaction. Salesmanship	8
3.	Module 3: Departmental Organization: Various hotel departments and their personnel. Relationship between the Food and Beverage Department and other departments. Principal staff of various types of restaurants, their duties and Responsibilities	9
4.	Module 4 Restaurant Organization : Food Service areas and ancillary departments- Room Services; Still Room, Stores; Linen Room; Kitchen Stewarding, Hot Sections.	9
5.	Module 5 Restaurant Service: Mise-en-place; Laying Tables; Forms and Methods of Service; Receiving the Guest; Service at Table; Social Skills.	8
6.	Module 6: Restaurant Equipment: Crockery cutlery- silverware and stainless steel; Glassware and linen	8
7.	Module 7: Variety of Menus: Types of Meals and Menu, Fixed menu and a la carte, classical French menu terms; Indian Food and accompaniments; planning a simple menu; breakfast menus.	9

## Suggested Readings;

1. Food and beverage service – Lillicrap and Cousins published by Dynamic learning and &Hodder Education.
2. Modern restaurant service – John Fuller published by Nelson Thornes Ltd
3. Food and beverage service management – Brian Varghese published by Laxmi Publications
4. Food and beverage service – Anita Sharma published by Aman publications
5. Master dictionary of food and wine – Joyce Rubash published by John Wiley and sons
6. Bar and Beverage Management – Katsigris& Thomas published by Wiley
7. Food and beverage service training manual – Sudhir Andrewspublished by McGraw Hill Education Private Limited

**Semester-1<sup>st</sup>**  
**Paper-FOOD SCIENCE AND NUTRITION (GE)**  
**Code: BHHA-103**  
**Contact hours-60, Credit Points: 6**

**On completion of the course, students will be able to implement;**

**CO1:** Interpret and apply nutrition concepts to evaluate and improve the nutritional health of communities.

**CO2:** Integrate knowledge and skills in food and nutrition with professional issues affecting the nutrition and/or dietetics fields.

**CO3:** Calculate and interpret nutrient composition of foods

**CO4:** Determine and translate nutrient needs into menus for individuals and groups

**CO5:** Evaluate nutrition principles, food plans, preparation techniques, and specialized dietary plans.

SI	Course Outcome	Mapped modules
1	Interpret and apply nutrition concepts to evaluate and improve the nutritional health of communities	M1 , M2
2	Integrate knowledge and skills in food and nutrition with professional issues affecting the nutrition and/or dietetics fields	M1, M2 ,M3 ,M4
3	Calculate and interpret nutrient composition of foods	M5, M6, M7, M8 ,M9
4	Determine and translate nutrient needs into menus for individuals and groups	M9,M10,M11,M12
5	Evaluate nutrition principles, food plans, preparation techniques, and specialized dietary plans.	M9, M10, M11, M12, M13

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Definition of calories	4	10	1	
M 2	Carbohydrates , Proteins , Fats , water , vitamins	26	35	1.2	
M 3	Introduction to Food Microbiology, Bacteria , yeast , Mould	10	15	1,2	
M 4	Use of disinfectants	6	15	1,2,3	
M 5	Preservation & Food Adulteration	10	15	2,3	
M 6	Personal hygiene , Hygiene and sanitation of different areas	4	10	2	
		<b>60</b>	<b>100</b>		

L.	TOPIC/MODULE	HOUR
1.	Module 1: Definition of calories: Calories used in Nutrition as against those in physics, standard measures, daily requirements, factors that affect requirements.	4
2.	Module 2: Carbohydrates: composition, classification, sources, functions, daily requirements, excess & deficiency.	6
3.	Module 3: Proteins: composition, classification, importance, sources, daily requirements based on age groups, excess & deficiency, protein quality and supplementation of amino acids.	4
4.	Module 4: Fats: classification according to sources, fatty acids, difference between animal and vegetable fat, functions, daily requirements, excess and deficiency	4
5.	Module 5: Water: Minerals: a. major -calcium, phosphorus, iron, iodine, sodium chloride (deficiency) and daily potassium magnesium Sulphur requirements. b. Minor – manganese, cobalt, zinc, fluorine & copper.	6
6.	Module 6: Vitamins in diet-fat soluble A, B, E & K water soluble, B complex & C, sources, functions, daily requirements, excess and deficiency.	6
7.	Module 7: Introduction to Food Microbiology – its importance in relation to food handling, preparation and service.	4
8.	Module 8: Bacteria, Yeast, Mould – characteristics, factors for growth. The harmful and beneficial effects of these as related to food preparation, storage and consumption	6
9.	Module 9: Use of disinfectants – sterilization & pasteurization of food and food handling equipment as related to the Catering Industry.	6
10.	Module 10: Preservation of fresh food products, canned and frozen foods, by application of high temperatures, low temperatures, irradiation and chemical preservatives.	4
11.	Module 11: Food Adulteration as a public health hazard, prevailing food standards in India, prevention of adulteration, simple tests to detect common food adulterates in milk, cereals, beverages, pulses, masala powders, etc.	6
12.	Module 12: Personal hygiene.	2
13.	Module 13: Hygiene and sanitation of premises, kitchen area, Garbage area, etc.	2

**Suggested Reading:**

1. Food Science and Nutrition – Sunetra Reddy
2. Nutrition for the Food Service Professional - Karen Eich Drummond.
3. Food Facts and Principles -Sadaksharaswamy and Shakuntala Manay

4. Perspectives in Nutrition - Gordon M. Wardlaw
5. Understanding Normal and Clinical Nutrition - Whitney & Rolfes
6. Nutritive Value of Indian Foods - C.P. Gopalan
7. Principles of Nutrition & Dietetics - Dr. M Swaminathan

**Semester – 1<sup>st</sup>**  
**Paper – HOTEL FRENCH**  
**Code: BHHA 104**  
**Contact hours-20, Credit Points: 2**

**On completion of the course, students will be able to implement;**

**CO1:** To communicate verbally by using the introductory level of French with the native speakers in the professional context (H&H)

**CO2:** To comprehend the basic conversation and instructions given by the native French speakers through listening in the professional context (H&H)

**CO3:** To comprehend and communicate in the professional context (H&H) in French through writing very short instructions, form fill up and email by using the introductory level of French.

**CO4:** To comprehend the socio-cultural aspects of the target country (France) based on the professional context (H&H)

SI	Course Outcome	Mapped modules
1	To communicate verbally by using the introductory level of French with the native speakers in the professional context (H&H)	M1 , M2
2	To comprehend the basic conversation and instructions given by the native French speakers through listening in the professional context (H&H)	M1, M2, M3
3	To comprehend and communicate in the professional context (H&H) in French through writing very short instructions, form fill up and email by using the introductory level of French.	M4
4	To comprehend the socio-cultural aspects of the target country (France) based on the professional context (H&H)	M4,M5

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	La politesse et presentations;	4	20	1,2	

	<b>expressions et conversations usuelles</b>				
M 2	<b>Le client et l'hotel; les services et le personel de l 'hotel; le menu</b>	4	20	1,2.3	
M 3	<b>La prononciation Francaise</b>	6	25	1.2,3	
M 4	Listening & Speaking	4	20	2.3	
M 5	Themes et versions simples	2	15	1,2.3	
		<b>20</b>	<b>100</b>		

SL.	TOPIC/MODULE	HOUR
<b>1</b>	Module 1: La politesse et presentations; expressions et conversations usuelles	4
<b>2</b>	Module 2: Le client et l'hotel; les services et le personel de l 'hotel; le menu	4
<b>3</b>	Module 3: La prononciation Francaise	6
<b>4</b>	Module 4: Listening & Speaking:  Temps; genres; modes; attributes; elements et construction de la phrase	4
<b>5</b>	Module 5: Themes et versions simples	2

Suggested readings:

1. Alter Ego + 1 Textbook + CD ROM (Authors: Emmanuelle Daill, Annie Berthet, Catherine Hugot, Veronique M Kizirian, Monique W), Publisher: Hachette, ISBN: 978-2011558107
2. Objectif Express - Nouvelle édition: Livre de l'eleve 1 + DVD-Rom (A1/A2) (Authors: Anne-Lyse Dubois, Béatrice Tauzin), Publisher: Hachette ISBN: 978-2011560070
3. Bon Voyage ! Français du Tourisme - Niveau A1/A2 - Livre + DVD.
  - ISBN-13 : 978-0320086854
4. Edito A1 Livre De L'Élève + Cd Mp3 + Dvd (Authors: Céline Braud, AurélienCalvez, Guillaume Cornuau, Anne Jacob) Publisher: Didier. ISBN-13: 9782278083183
5. Hôtellerie-restauration.com - Livre de l'élève + DVD - 2ème édition (Auteur(s) : [Sophie Corbeau](#), [Chantal Dubois](#), [Jean-Luc Penfornis](#), [Laurent Semichon](#)) Publisher: Cle international. ISBN 13 : 978-2-09-038046-0
6. Le françaisencontexteTourisme – Livre de l'élève + CD audio (Publisher: Maison des langues)

**Semester–2<sup>nd</sup>**

**Paper- FOUNDATION COURSE INFRONT OFFICE OPERATIONS (THEORY & PRACTICAL)**

**Code: BHHA201, BHHA 291**

**Contact hours-60, Credit Points: 6**

**On completion of the course, students will be able to implement;**

**CO 1:** Hotels and its classification.

**CO 2:** Identification of Room Rates

**CO 3:** It will develop a customer focussed training guidelines concepts and best training practices that can be applied to the hotel workplace.

**CO 4:** Focusses on topics like duties and responsibilities, meal plans, reservations and registration process.

**CO 5:** Idea as to how the Front office works and functions in the hospitality Industry.

**CO 6:**Coordination with other departments and different reports generated at Front office.

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Hotels and its classification	M1
2	Identification of Room Rates	M2
3	It will develop a customer focussed training guidelines concepts and best training practices that can be applied to the hotel workplace	M2 ,M3
4	Focusses on topics like duties and responsibilities, meal plans, reservations and registration process.	M3,M4 ,M5 ,M6
5	Idea as to how the Front office works and functions in the hospitality Industry	M5,M6,M7,M8,M9
6	Coordination with other departments and different reports generated at Front office	M10,M11,M12

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	Classifications of hotels, Tariff structure, rates & plans ,Organization of hotels	13	20	1,2	
M 2	Reservations, Front Desk layout	13	20	1,2	
M 3	Guest Registrations , Reception	11	15	1,2,3	

M 4	Handling Special situations , Departure Procedures	9	15	2,3	
M 5	Cooperation with other departments & particularly Housekeeping	4	10	1,2	
M 6	Computerised room management system	5	10	2,3	
M 7	Reports & statistics	5	10	2,3,4	
		<b>60</b>	<b>100</b>		

Sl.	Topic/Module	Hour
1.	Module 1: Classifications of hotels	4
2.	Module 2:Tariff structure, rates & plans	4
3.	Module 3: Organization of hotels: Front Office staff organization, Functional staff organization of front office, Staff organization, duties and responsibilities.	5
4.	Module 4 :Reservations: Functions & importance of reservation, Furniture & equipment of reservation section, Requirements of an efficient reservation system, Dealing with reservation enquiries & requests, Characteristics, modes, sources & methods of reservation, Diary system of reservation, Whitney system of reservation., Cancellation & amendments, Reservation terminology and Over booking, Group reservation, Reports & statistics, Recapitulation of reservation systems & procedures :	8
5.	Module 5: Front desk lay out, its location in the lobby & its importance, its design, material used, various section of front desk including bell desk, equipment's, Organization section of reception section. Duties & responsibilities, qualifications of front desk staff, work schedule & duty roster of all front desk staff member.	5

6.	Module 6:GuestRegistrations:Pre-registration- procedures for VIP, SPATT& groups etc., On arrival procedures---receiving, greeting, welcoming a guest, assessing the guest requirements, product knowledge of receptionists, selling techniques & tips, Room assignment to a guest--- to individuals, group, walk in, guests with reservations, Registration of a guest	5
7.	Module 7:Reception: Reception & Staff , Preparation of guest arrival & receiving & registration of guests , methods of room assignments , luggage handling and arrival records	6
8.	Module 8: Handling Special situations : group arrival & Departures, Room changes , VIP's over booking , complains	5
9.	Module9:Departure Procedures	4
10.	Module 10: Cooperation with other departments & particularly Housekeeping	4
11.	Module 11. Computerised room management system ( should be called Property management system )	5
12.	Module 12: Compilation of reports & statistics, Budgeting and monthly expenditure reports.	5

### **Suggested Readings;**

1. Front Office Management by S.K.Bhatnagar published by Frank Bros & company
2. Basic Hotel Front Office Procedures by Peter Franz Renner published by Frank Published by Van Nostrand Reinhold,
3. Textbook of Front Office Operations and Management by Mr Sudhir Andrews published by McGraw Hill Education
4. Front Office Procedures Social skills and Management by Peter Abott and Sue Lewry published by Oxford: Butterworth-Heinemann.
5. Principles of Hotel Front office Operations by Baker published by Cengage Learning
6. Front Office Procedures by Kasanova / Brooks published by American Hotel & Lodging Educational Institute.

**Semester–2<sup>nd</sup>**

**Paper-ACCOMMODATION OPERATIONS- 1 (THEORY& PRACTICAL)**

**Code: BHHA-202, BHHA-292**

**Contact hours-60, Credit Points: 6**

**On completion of the course, students will be able to implement;**

**CO 1:** To make the students understand, organize and perform the duties that are critical to the success of the hotel.

**CO 2:** Build and develop a strong Housekeeping team, through ongoing training and performance.

**CO 3:** It gives an understanding of the various cleaning procedures for each task in the hotel Housekeeping as well as the practical aspects of the Course.

**CO 4:** It mainly stresses on aspects like cleaning of public areas, fibres and fabrics, uniforms and linen and their use and maintenance

**CO 5:** Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals.

**CO 6:** It gives a sense of responsibility towards the individual on how to manage time and finish work effectively and skilfully.

**CO 7:** Makes the individual stable at every step of the programs to achieve a better

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	To make the students understand, organize and perform the duties that are critical to the success of the hotel	M1 ,M2,M3
2	Build and develop a strong Housekeeping team, through ongoing training and performance	M4,M5,M6
3	It gives an understanding of the various cleaning procedures for each task in the hotel Housekeeping as well as the practical aspects of the Course.	M5,M6,M7
4	It mainly stresses on aspects like cleaning of public areas, fibres and fabrics, uniforms and linen and their use and maintenance	M8,M9,M10
5	Interact with others in groups or teams in ways that contribute to effective working relationships and the achievement of goals	M11,M12,M13,M14
6	It gives a sense of responsibility towards the individual on how to manage time and finish work effectively and skilfully	M14,M15
7	Makes the individual stable at every step of the programs to achieve a better	M16,M17

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	House Keeping Role ,Function of housekeeping department	6	10	1,2	
M 2, 3, 4	Types of room , Organizational structure of Housekeeping Department	7	10	1,2	
M 5	Duties & Responsibilities of Housekeeping Staff	4	10	1,2	
M 6, 7, 8	Cleaning Equipment's , Cleaning Agents Classification ,Composition Care & Cleaning	12	20	1,2,3	
M 9 ,10	FLOOR FINISHES ,WALL FINISHES & WALL COVERING	6	10	2,3	
M 11,12	CHAMBER MAID'S SERVICE ROOM, DAILY ROUTINE & SYSTEM	8	10	2,3	
M 13, 14,15,16	CLERICAL AND OFFICE ROUTINES, CLEANING ROUTINE, CLEANING OF DIFFERENT SURFACE , HIGH STANDARDS OF CLEANLINESS	14	20	2,3	
M 17	INTER/INTRA DEPARTMENTAL RELATIONSHIP	3	10	1,2	
		<b>60</b>	<b>100</b>		

**THEORY:**

Sl.	Topic/Module	Hour
1.	Module 1: Role of House Keeping In the hotel, in guest satisfaction	3
2.	Module 2:Function of housekeeping department, Services and facilities offered by various hotels	3
3.	Module 3:Types of room	3

4.	Module 4 :Organizational structure of Housekeeping Department, Small hotel, Medium hotel, Large hotel	4
5.	Module 5: Duties & Responsibilities of Housekeeping Staff Executive housekeeper, Deputy /assistant housekeeper, Floor supervisor, Desk supervisor Public area supervisor, Room attendants, Store keeper, House man	4
6.	Module 6:Cleaning Equipment's General consideration for selection, Classification & types of equipment's, Methods of use and mechanism for each type, Care and maintenance	4
7.	Module 7: Cleaning Agents Classification, General criteria for selection, Use care & storage, Distribution and control.	4
8	Module 8: Composition Care & Cleaning of Metal brass copper, silver, EPNS, bronze, chromium, aluminium, pewter, stainless still and protective finish of various kinds. Glass, various types Leather, leatherettes, Rexene Plastic Ceramic- various types Wood- various types& their protective finish	4
9	Module9:FLOOR FINISHES, Types, Maintenance & care, Selection	3
10	Module 10: WALL FINISHES & WALL COVERING, Types, Maintenance & care, Selection	3
11	Module 11: CHAMBER MAID'S SERVICE ROOM, Location, Lay out & essentials features, Chamber maid's trolley & Bed Making Process.	4
12	Module 12. DAILY ROUTINE & SYSTEM OF THE HOUSE KEEPING DEPARTMENT	4
13	Module 13: CLERICAL AND OFFICE ROUTINES, Key control, Maids and housekeepers report, Check list, Work card	4
14	Module 14: CLEANING ROUTINE, Daily cleaning routine, Special cleaning routine, Public area cleaning, Various types of machinery, their use & care, Room inspection& also floral arrangements.	4
15	Module 15: CLEANING OF DIFFERENT SURFACE, Flooring & floor covers, Wood, Marbles, Glass, Carpet	3
16	Module 16: HIGH STANDARDS OF CLEANLINESS, Public area, lobby, Back area, Pest control	3
17.	Module 17:INTER/INTRA DEPARTMENTAL RELATIONSHIP	3

**PRACTICAL:**

1. Bed making
2. Brass, silver, e.p.n.s., wood, glass, leather
3. Floral arrangements
4. Dry cleaning
5. Stain removal

6. Bed making (turn Down Service)

**Suggested Readings;**

1. Hotel Housekeeping by Sudhir Andrews published by Tata McGraw-Hill Education
2. Housekeeping Management for Hotels by Rosemary Hurst, HeinemannPublished by William Heinemann Ltd
3. Managing Housekeeping Operations by Margaret kappa & Aleta Nitschke published by Educational Institute of the Amer Hotel
4. Professional Management of Housekeeping Operations by Martin Jones Wiley published by John Wiley & Sons
5. Hotel Housekeeping Operations & Management by G Raghubalan &Smritee Raghubalan published by Oxford University Press India
6. Housekeeping Management in Hotel & Service Industry by Dr.PralayGanguly published by Dreamtech Press

**Semester–2<sup>nd</sup>**  
**Paper-FOOD COSTING (GE)**  
**Code: BHHA-203**  
**Contact hours-60, Credit Points: 6**

**On completion of the course the students will be able to prepare;**

- CO1:** Basic concept of costing  
**CO2:** The procedures of supply and the supplier  
**CO3:** Concept of Portion Control and its aids  
**CO4:** Basic Menu indenting  
**CO5:** Sums on profit and costing  
**CO6:** Concept of cost control and waste control and analysis

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Basic concept of costing	M1,M2
2	The procedures of supply and the supplier	M3,M4
3	Concept of Portion Control and its aids	M5,M6,M7
4	Basic Menu indenting	M8,M9,M10
5	Sums on profit and costing	M10,M11
6	Concept of cost control and waste control and analysis	M12

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	Introduction of Food Costing	4	10	1,2	
M 2, 3	Budgeting & Budgetary Control , Standard Purchase Specification	10	15	1,2	
M 4,5	Suppliers and Ordering of Supplies, Store Control and the food control	10	15	1,2	
M 6,7,8	Standard Recipe / Standard Yield/ Standard Cost , Standard Portion Control, Cost and Quality Control and concept of Selling Price	16	20	1,2,3	
M 9,10	Menu Planning with Indent sheet, Recipe Calculation	10	15	1,2,3	
M 11	Daily Food cost Exercises	6	15	2,3	
M 12	Concept of waste analysis and control	4	10	2	
		<b>60</b>	<b>100</b>		

SL.	TOPIC/MODULE	HOUR
1.	Module 1: Introduction of Food Costing	4
2.	Module 2: Budgeting & Budgetary Control	6
3.	Module 3: Standard Purchase Specification	4
4.	Module 4: Suppliers and Ordering of Supplies	4
5.	Module 5: Store Control and the food control	6
6.	Module 6: Standard Recipe / Standard Yield/ Standard Cost	6
7.	Module 7: Standard Portion Control	4
8.	Module 8: Cost and Quality Control and concept of Selling Price	6
9.	Module 9: Menu Planning with Indent sheet	6
10.	Module 10: Recipe Calculation	4
11.	Module 11: Daily Food cost Exercises	6
12.	Module 12: Concept of waste analysis and control.	4

**Suggested Reading:**

1. Theory of Cookery --- Krishna Arora published by Frank Brothers and Company
2. Practical Costing----- Khanna B.S.Published by S. Chand Publishing
3. Food Costing----- A. Sarkar published by Naman Publisher & Distributors
4. The Book of Yields.....Francis T , Lynch published by Wiley
5. Food Processing and Preservation----- Shivashankar published by PHI

6. Food Weight and Measures..... Janine P. Siggaoat published by Tabula Rasa Consulting Corp.

**Semester – 2<sup>nd</sup>**  
**Paper – Business Communication**  
**Code: BHHA- 204**  
**Contact hours-20, Credit Points: 2**

**On completion of the course the students will be able to implement;**

**CO1:** The course is designed to develop the student’s communicative competence in English.

**CO2:** Adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing.

**CO3:** Enabling the student to apply the acquired communicative proficiency in social and Professional contexts.

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	The course is designed to develop the student’s communicative competence in English	M1
2	Adequate exposure in the four communication skills - LSRW - listening, speaking, reading and writing.	M2 , M3
3	Enabling the student to apply the acquired communicative proficiency in social and Professional contexts	M4

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	<b>Functional Grammar &amp; Vocabulary</b>	5	25	1,2	
M 2	<b>Reading Skills</b>	4	25	1,2,3	
M 3	<b>Writing Skills:</b>	6	25	1,2,3	
M 4	<b>Listening &amp; Speaking</b>	5	25	1,2,3	
		<b>20</b>	<b>100</b>		

SL.	TOPIC/MODULE	HOUR
1	<p><b>Module 1: Functional Grammar &amp; Vocabulary:</b></p> <p>Tense: Formation and application; Prepositions; Direct and indirect speech; Active and passive voice; Idioms; Usage of H&amp;H related vocabulary; Synonyms &amp; Antonyms; Sentence making</p>	5
2	<p><b>Module 2: Reading Skills:</b></p> <p>Comprehension passages; reading and understanding articles from technical writing.</p>	4
3	<p><b>Module 3: Writing Skills:</b></p> <p>Essay Writing; Writing business letters - enquiries, complaints, sales, adjustment, collection letters, replies to complaint &amp; enquiry letters; Job applications, Résumé; Notice, Agenda; Newspaper Reports; E-mail etiquette</p>	6
4	<p><b>Module 4: Listening &amp; Speaking:</b></p> <p>Listening: Comprehension based on audio clips Speaking: Presentations, Extempore, Role-plays, Phonetics-types with examples</p>	5

**Suggested readings:**

1. Raman, M & Sharma, S (2017) Technical Communication. New Delhi:OUP.
2. Kaul, Asha (2005) The Effective Presentation: Talk your way to success. New Delhi: SAGE Publication.
3. Sethi, J &Dhamija, P.V. (2001), A Course in Phonetics and Spoken English. New Delhi: PHI.
4. Murphy, Raymond (2015), English Grammar in Use. Cambridge: Cambridge University Press.
5. Bhaskar, W.W.S., and Prabhu,N.S.. "English through reading", MacMillan, 1978
6. D'Souza Eunice and Shahani, G., "Communication Skills in English", Noble Publishing, 1977

**Semester -3**  
**Paper – Food Production Operations -2 (Theory & Practical)**  
**Code: BHHA-301, BHHA-391**  
**Contact hour -60, Credit Points .6**

**On completion of the course the students will be able to make;**

**CO1:** Basic appetizers and sandwiches

**CO2:** The concept of meat cookery, its different parts and it uses

**CO3:** Concept of Indian masala and gravies, the more detailed on Indian cuisine.

**CO4:** Basic edible grains and its types

**CO5:** Basic concept of bread and bakery

**CO6:** Identifying Food item in relation to menu sequence

Sl	Course Outcome	Mapped modules
1	Basic appetizers and sandwiches	M1 , M2
2	The concept of meat cookery, its different parts and it uses	M3
3	Concept of Indian masala and gravies, the more detailed on Indian cuisine	M5 ,M7
4	Basic edible grains and its types	M6
5	Basic concept of bread and bakery	M5
6	Identifying Food item in relation to menu sequence	M7

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Salads	10	15	1,2,3	
M 2	Sandwiches	10	15	1,2,3	
M 3	Meat Cookery	12	20	1,2,3	
M 4	Rice , Cereals and Pulses	7	15	1,2	
M 5	Breads	7	10	1,2,3	
M 6	Masalas	7	10	1,2	
M 7	Basic. Indian Cookery	7	15	1,2,3	
		<b>60</b>	<b>100</b>		

Sl.	Topic / Module	Hour
1.	<b>Salads</b> Different parts of salads Different types of dressings Nutritive values and coarse identifications of salad	10
2.	<b>Sandwiches</b> Classification of sandwiches Different parts of salad and their importance Various types of fillings and their corrects accompaniments	10
3.	<b>Meat Cookery</b> Cuts of Beef Cuts of Pork	12
4.	<b>Rice , Cereals and Pulses</b> Introduction Classification and identifications Their cooking process and their variety	7
5.	<b>Breads</b> Different types of breads Their unique variation and uses Their country of origin	7
6.	<b>Masalas</b> Blending of spices and the concept of masalas Wet masalas Dry Masalas	7
7.	<b>Basic. Indian Cookery</b> Introduction to Indian food Role of Spices and herbs Concept of flavour ,taste , aroma	7

**Suggested Readings:**

1. Food Production Operations by Parvinder Bali published by Oxford University Press
2. Theory of cookery By Krishna Arora published by Frank Brothers and Company
3. Principles of Food Production By Singh Yogesh published by I K International PublishingHouse
4. The Fate of FoodBy Amanda Little published by Harmony
5. Quantity Food Production and Indian Cuisine by Parvinder Bali published by Oxford
6. Food Processing Technology by P.Fellows published by Woodhead Publishing

**Semester–3rd**  
**Paper- Food & Beverage Service Operation 2 (Theory & Practical)**  
**Code: BHHA-302, BHHA-392**  
**Contact hours- 60, Credit Points: 6**

**On completion of the course, students will be able to implement;**

- CO1:** Know different types of Meals and Breakfast.  
**CO2:** Menu and Know the types of French courses.  
**CO3:** Understand the billing methods.  
**CO4:** Know the classification of Wine and the wine making process.  
**CO5:** Know other Non-Alcoholic beverages.  
**CO6:** Understand the sequence of service in a restaurant.  
**CO7:** Learn Service of different types of food and make KOTs.  
**CO8:** Learn to serve hot & cold non-alcoholic beverages.

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Know different types of Meals and Breakfast	M1
2	Menu and Know the types of French courses	M2
3	Understand the billing methods	M3
4	Know the classification of Wine and the wine making process	M4 , M5
5	Know other Non-Alcoholic beverages	M4
6	Understand the sequence of service in a restaurant	M6,M7
7	Learn Service of different types of food and make KOTs.	M8,M9
8	Learn to serve hot & cold non-alcoholic beverages	M10

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	Types Of Meals Breakfast	6	15	1,2	
M 2	Menu Introduction	10	15	1,2	
M 3	Control Methods	8	15	2	
M 4	Non - Alcoholic Beverages, Food & Beverage Terminology	12	15	1,2	
M 5	Breakfast Table Lay- Out	4	15	1.2.3	

M 6	System Receiving the guests, Silver Service	10	15	1,2,3	
M 7	Taking an Order, Service of Cold & Hot - Non Alcoholic Beverages	10	10	2,3	
		<b>60</b>	<b>100</b>		

### Theory/ Practical:

Sl.	Topic/Module	Hour
1.	Module 1: Types Of Meals Breakfast-Introduction, Types, Service Methods : ,a la carte and TDH set ups Brunch Lunch Hi-Tea Dinner Supper Elevenes and others	6
2.	Module 2: Menu Introduction Types-Ala Carte & Table D'hote Menu Planning, considerations and constraints Menu Terms Menu Design Classical French Menu Classical Foods & its Accompaniments with Cover Indian regional dishes, accompaniments and service	10
3.	Module 3: Control Methods • Billing Methods-Duplicate & Triplicate System, KOTs & BOTs, Computerised K.O.T's • Necessity and functions of a control system, F&B Control cycle & monitoring	8
4.	Module 4 : Non - Alcoholic Beverages • Classification • Hot Beverages-Types, Production, Service • Cold Beverages-Types, Production, Service	8
5.	Module 5 : Food & Beverage Terminology related to the inputs of the semester	4
6.	Module 6: Breakfast Table Lay-Out. TDH & A la Carte Cover Restaurant Reservation	4
7.	Module 7: System Receiving the guests  Sequence of Service	6
8	Module 8: Silver Service Crumbing, Clearing , Presenting the bill Side board Organization	4
9	Module 9: Taking an Order-Food & Making a KOT. Mock order taking session.	6
10	Module 10: Service of Cold & Hot - Non Alcoholic Beverages	4

### Suggested Readings;

1. Food and beverage service – Lillicrap and Cousins published by Hodder Education
2. Modern restaurant service – John Fuller published by Nelson Thornes Ltd

3. Food and beverage simplified – Gopi Krishna & Vara Prasad Published by Pearson Education India
4. Food and beverage service – Anita Sharma published by Aman Publications
5. The Restaurant (From Concept to Operation)-Lipinski published by Wiley
6. Menu planning-Jaksa Kivela published by Hospitality Press
7. Food and beverage service training manual – Sudhir Andrew published by Tata McGraw-Hill Education, 2013

**Semester–3rd**  
**Paper-Accommodation Operations- 2 (Theory & Practical)**  
**Code: BHHA-303, BHHA-393**  
**Contact hours- 60, Credit Points: 6**

**On completion of the course, students will be able to implement:**

- CO 1:** Cleaning process of different areas of hotel.  
**CO 2:** Linen and laundry handling  
**CO 3:** Process related to hiring, training, Induction.  
**CO 4:** Revenue and Budget preparation  
**CO 5:** Emergency situation handling & Special arrangement for guests

Sl	Course Outcome	Mapped modules
1	Cleaning process of different areas of hotel	M1
2	Linen and laundry handling	M2, M3 , M4 , M5
3	Process related to hiring, training, Induction	M6, M7 , M8 , M9
4	Revenue and Budget preparation	M9, M10 , M11
5	Emergency situation handling & special arrangements for guests	M11, M12, M13 , M14

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	PUBLIC AREAS	4	10	1,2	

M 2	LAUNDRY, STAIN REMOVAL , LINEN CONTROL	14	15	1,2,3	
M 3	ACCOMMODATION OPERATION	6	15	1,2,3	
M 4	Training and hiring of staff, Job description, Rotas and manuals, Induction programmes	10	15	1,2	
M 5	Purchasing and Budgeting, Contract cleaning	7	15	1,2,4	
M 6	Emergencies, fire prevention & fire fighting, Safety awareness, procedures concerning first aid boxes	9	15	1,2,5	
M 7	Dealing with sick guests, Special arrangements & facilities for Handicapped guests	10	15	1,2	
		<b>60</b>	<b>100</b>		

Sl.	Topic/Module	Hour
1.	Module 1: PUBLIC AREAS: <ul style="list-style-type: none"> <li>Cleaning of lobbies (nightly, weekly and monthly), Elevators, Restaurant, Food service areas, and employees areas.</li> </ul>	4
2.	Module 2: LAUNDRY: <ul style="list-style-type: none"> <li>Use of laundry agents and equipment's. Detergents, Effects of detergents on materials, washing machine and its principles, care and precautions.</li> </ul>	4
3.	Module 3: STAIN REMOVAL: <ul style="list-style-type: none"> <li>Identifying stains, identifying fabrics, preparing fabrics, Applying stain removal techniques.</li> </ul>	5

4.	Module 4: LINEN CONTROL: <ul style="list-style-type: none"> <li>• Selection and buying linen, receiving, inspecting, counting, checking and recording for damages, sending used linen to laundry, Inspecting, counting and recording cleaned linen received from laundry. Recording discrepancies. Coring and rotating linen. Condemning linen, stock taking.</li> </ul>	5
5.	Module 5: ACCOMMODATION OPERATION <ul style="list-style-type: none"> <li>• Cleaning and polishing of metals-brass, silver, copper.</li> <li>• Cleaning and polishing of wood and laminated surfaces.</li> <li>• Cleaning of public areas.</li> <li>• Laundering linen –synthetic, cotton.</li> <li>• Bed making practice.</li> <li>• Setting up of chambermaid’s trolley.</li> </ul>	6
6.	Module 6: Training and hiring of staff	4
7.	Module 7: Job description, Rotas and manuals	3
8	Module 8: Induction programmes	3
9	Module 9: Purchasing and Budgeting	3
10	Module 10: Contract cleaning	4
11	Module 11: Emergencies, fire prevention & fire fighting	4
12	Module 12: Safety awareness, procedures concerning first aid boxes	5
13	Module 13: Dealing with sick guests & sanitation	5
14	Module 14: Special arrangements & facilities for Handicapped guests (physically challenged guests)	5

**Suggested Readings;**

1. Hotel Housekeeping by Sudhir Andrewspublished by Tata McGraw-Hill Education
2. Housekeeping Management for Hotels by Rosemary Hurst, HeinemannPublished by William Heinemann Ltd
3. Managing Housekeeping Operations by Margaret kappa & Aleta Nitschkepublished by Educational Institute of the Amer Hotel
4. Professional Management of Housekeeping Operations by Martin Jones Wiley published by John Wiley & Sons
5. Hotel Housekeeping Operations & Management by G Raghubalan &Smritee Raghubalanpublished by Oxford University Press India
6. Housekeeping Management in Hotel & Service Industry by Dr.PralayGangulypublished by Dreamtech Press

**Code: BHHA-304**  
**Contact hours- 60, Credit Points: 6**

**On completion of the course, students will be able to implement;**

**CO 1:** History of Indian culture and role of Indian culture for the development of the Indian tourism and also World Tourism.

**CO 2:** General Features, Sources

**CO 3:** Relationship of culture and tourism

**CO 4:** Meaning, Scope and Significance of Heritage

**CO 5:** Tour operators and the entire process related to it.

**CO 6:** Planning, process and marketing aspects related to Tourism

**CO 7:** Positive and negative impacts of Tourism

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	History of Indian culture, General Features, Sources	M1 , M2,
2	Relationship of culture and tourism	M3,M5
3	Meaning, Scope and Significance of Heritage	M7
4	Tour operators and the entire process related to it	M3,M4
5	Planning, process and marketing aspects related to Tourism	M6,M8
6	Positive and negative impacts of Tourism	M9

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	<b>Tourism Phenomenon, Tourism Industry</b>	12	15	1,2	
M 2	<b>Tourism Services and Operations – 1, Tourism Services and Operations – 2</b>	14	15	1,2	
M 3	<b>Geography and Tourism</b>	7	15	1,2	
M 4	<b>Tourism Marketing and Communications</b>	7	15	1,2,4	
M 5	<b>Tourism-The Cultural Heritage</b>	6	15	1,2	
M 6	<b>Tourism: Planning</b>	7	10	1,2	

	<b>and Policy</b>				
<b>M 7</b>	<b>Tourism Impact</b>	<b>7</b>	<b>15</b>	<b>1,2</b>	
		<b>60</b>	<b>100</b>		

Sl.	Topic/Module	Hour
1.	<b>Module 1: Tourism Phenomenon</b> Understanding Tourism – I Understanding Tourism – II Historical Evolution and Development	6
2.	<b>Module 2: Tourism Industry</b> Tourism System Constituents of Tourism Industry and Tourism Organisations Tourism Regulations Statistics and Measurements	6
3.	<b>Module 3: Tourism Services and Operations – 1</b> Modes of Transport Tourist Accommodation Informal Services in Tourism Subsidiary Services: Categories and Roles Shops, Emporiums and Melas (Fairs)	7
4.	<b>Module 4: Tourism Services and Operations – 2</b> Travel Agency Tour Operators Guides and Escorts Tourism Information	7
5.	<b>Module 5: Geography and Tourism</b> India's Biodiversity: Landscape, Environment and Ecology Seasonality and Destinations Map and Chart Work	7
6.	<b>Module 6: Tourism Marketing and Communications</b> Tourism Marketing – 1: Relevance, Product Design, Market Research Tourism Marketing – 2: Promotional Events, Advertising Publicity, Selling Role of Media Writing for Tourism Personality Development and Communicating Skills	7
7.	<b>Module 7: Tourism: The Cultural Heritage</b> Use of History Monuments and Museums Living Culture and Performing Arts Religions of India	6
8	<b>Module 8: Tourism: Planning and Policy</b> Tourism Policy and Planning Infrastructural Development Local Bodies, Officials and Tourism Development, Dependency and Manila Declaration	7

9	<b>Module 9: Tourism Impact</b> Economic Impact Social, Environmental and Political Impacts Threats and Obstacles to Tourism	7
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**Suggested Readings:**

1. Tourism principles, practices and philosophies - Robert W McIntosh, Charles Goeldner, Jr. Brent Ritchie published by Wiley, 2000.
2. Global Tourism – William Theobald published by Taylor & Francis
3. Tourism Development: principles, process and policies- William C Gartner published by Wiley
4. Contemporary Tourism: An International Approach Chris Cooper and C Michael Hall published by Routledge
5. The Economics of, recreation, leisure and tourism – John Tribe published by S.Chand ( G/L) company limited.
6. The Management of Tourism- Lesley Pender and Richard Sharpley published by Sage Publications Ltd

**Semester–3rd**  
**Paper- Hotel Engineering**  
**Code: BHHA-305**  
**Contact hours- 20, Credit Points: 2**

**On completion of the course, students will be able to implement;**

**CO 1:** Students will get information regarding the basic services and different types of engineering and maintenance systems in the Hotel Industry.

**CO 2:** To understand various aspects and importance of engineering department in a Hotel.

**CO 3:** Students will be thorough with various maintenance,refrigeration, air conditioning, fuels, safety & security, fire prevention and contract maintenance.

SI	Course Outcome	Mapped modules
1	Students will get information regarding the basic services and different types of engineering and maintenance systems in the Hotel Industry	M1,M2
2	To understand various aspects and importance of engineering department in a Hotel	M3,M4,M5
3	Students will be thorough with various maintenance, refrigeration, air conditioning, fuels, safety & security, fire prevention and contract maintenance.	M6,M7,M8

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	MAINTENANCE	2	10	1	
M 2	Fuels used in catering industry	2	10	1	
M 3	Gas	3	15	1,2	
M 4	Water systems	3	15	1,2	
M 5	Refrigeration & Air-conditioning	3	15	1,2	
M 6	Fire prevention and fire fighting system	3	15	1,2,3	
M 7	Safety	2	10	1,2	
M 8	Contract maintenance	2	10	1,2	
		<b>20</b>	<b>100</b>		

Sl.	Topic/Module	Hour
1.	Module 1: MAINTENANCE: <ul style="list-style-type: none"> <li>• Preventive and breakdown maintenance, comparisons</li> <li>• Roll &amp; Importance of maintenance department in the hotel industry with emphasis on its relation with other departments of the hotel.</li> <li>• Organization chart of maintenance department, duties and responsibilities of maintenance department</li> </ul>	2
2.	Module 2: Fuels used in catering industry: <ul style="list-style-type: none"> <li>• Types of fuel used in catering industry; calorific value; comparative study of different fuels</li> <li>• Calculation of amount of fuel required and cost.</li> </ul>	2
3.	Module 3: Gas: <ul style="list-style-type: none"> <li>• Heat terms and units; method of transfer</li> <li>• LPG and its properties; principles of Bunsen and burner, precautions to be taken while handling gas; low and high-pressure burners, corresponding heat output.</li> <li>• Gas bank, location, different types of manifolds</li> </ul>	3
4.	Module 4: Water systems: <ul style="list-style-type: none"> <li>• Water distribution system in a hotel</li> <li>• Cold water systems in India</li> <li>• Hardness of water, water softening, base exchange method</li> <li>• Cold water cistern swimming pools</li> <li>• Hot water supply system in hotels</li> </ul>	3

5.	<ul style="list-style-type: none"> <li>• Module 5: Refrigeration &amp; Air-conditioning:</li> <li>• Basic principles, latent heat, boiling point and its dependence on pressure, vapour compressor system of refrigeration and refrigerants</li> <li>• Vapour absorption system, care and maintenance of refrigerators, defrosting, types of refrigerant units, their care and maintenance.</li> <li>• Conditions for comfort, relative humidity, humidification, de-humidifying, dew point control, unit of air conditioning</li> <li>• Window type air conditioner, central air conditioning, preventive maintenance</li> <li>• Vertical transportation, elevators, escalators.</li> </ul>	3
6.	<ul style="list-style-type: none"> <li>Module 6: Fire prevention and fire fighting system:</li> <li>• Classes of fire, methods of extinguishing fires</li> <li>• Fire extinguishers, portable and stationery</li> <li>• Fire detectors and alarm</li> <li>• Automatic fire detectors cum extinguishing devices</li> <li>• Structural protection</li> <li>• Legal requirements</li> </ul>	3
7	<ul style="list-style-type: none"> <li>Module 7: Safety:</li> <li>• Accident prevention</li> <li>• Slips and falls</li> <li>• Other safety topics</li> </ul>	2
8.	<ul style="list-style-type: none"> <li>Module 8: Contract maintenance:</li> <li>• Necessity of contract maintenance, advantages and disadvantages of contract maintenance</li> <li>• Essential requirements of a contract, types of contract, their comparative advantages and disadvantages.</li> <li>• Procedure for inviting and processing tenders, negotiating and finalizing</li> </ul>	2

**Suggested Readings:**

1. Hotel Engineering by Sujit Ghosal published by Oxford University Press.
2. Text Book of Hotel Engineering by Prof. R.C Gupta publication by Aman publications
3. Hotel Engineering by Tarun Bansal published by Oxford University Press
4. Hotel Engineering by Robert F.Elliot published by American Hotel and Lodging
5. Hotel Engineering by Nimai Chandra Chaudhuri published by Laxmi Publications
6. Hotel Engineering by Richa Thakur published by Rajat Publication

**Semester -4th**  
**Paper –Advanced Food Production Operations (Theory & Practical)**  
**Code. BHHA-401, BHHA-491**  
**Contact hour -60, Credit Points .6**

**On completion of the course the students will be able to make;**

**CO1:** Concept of bulk production of food for larger establishments. Mass cooking principals

**CO2:** Basic Principals of Menu Planning. Points to be considered while planning a large sale menu  
**CO3:** Principals of indenting for volume feeding. Portion size of various items for different types of volume feeding and the problems relating to that.  
**CO4:** Purchase Specification systems and rules and Storage specifications  
**CO5:** Retention of nutritive value even for bulk production

SI	Course Outcome	Mapped modules
1	Concept of bulk production of food for larger establishments. Mass cooking principals	M1
2	Basic Principals of Menu Planning. Points to be considered while planning a large sale menu	M2 ,M3
3	Principals of indenting for volume feeding. Portion size of various items for different types of volume feeding and the problems relating to that.	M3, M4, M5
4	Purchase Specification systems and rules and Storage specifications	M6
5	Retention of nutritive value even for bulk production	M7

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Quantity Food Production	7	15	1,2	
M 2	Menu planning	8	15	1,2,3	
M 3	Menu planning	7	15	2,3	
M 4	Planning of Quantity Food Production	10	15	1,2,3	
M 5	Volume Feeding	12	15	2,3	
M 6	Purchase Specification and Storage	10	15	2,3	
M 7	Food Value and	6	10	2,3	

	<b>Nutrition</b>				
		<b>60</b>	<b>100</b>		

<b>Sl.</b>	<b>Topic / Modules</b>	<b>Hours</b>
1.	<b>Quantity Food Production</b> Equipment required for mass cooking Heat generating equipment Care , Maintenance , and manufacture process	7
2.	<b>Menu planning</b> Basic Principals of Menu Planning Points to be considered while planning a large sale menu Mass cooking Principals	8
3.	<b>Indenting</b> Principals of indenting for volume feeding Portion size of various items for different types of volume feeding Modifying recipes for indenting for large scale cartering Practical difficulties	7
4.	<b>Planning of Quantity Food Production</b> Space Allocation Equipment Selection Staffing	10
5.	<b>Volume Feeding</b> Institutional and industrial catering Hospital Catering Off premises Catering Mobile Catering	12
6.	<b>Purchase Specification and Storage</b> Purchase System Purchase Specification Purchase Techniques	10
7.	<b>Food Value and Nutrition</b>	6

### **Suggested Readings:**

1. Modern Cookery byThangan Philip published by Orient BlackSwan
2. Principles of Food Production By Singh Yogesh publisher I K International Publishing House
3. The Fate of FoodBy Amanda Littlepublished by Harmony
4. Quantity Food Production and Indian Cuisine by Parvinder Balipublished by Oxford
5. FoodScience by B. Srilakshmpublished byNew Age International Publishers
6. Food Facts and Principals by N. Shakuntala Manay published by New Age International Private Limited

**Semester–4th**

**Paper- Advance Food & Beverage Operations (Theory & Practical)**

**Code: BHHA-402, BHHA-492**

**Contact hours- 60, Credit Points: 6**

**On completion of the course, students will be able to implement;**

**CO1:** Understand the function of Room service procedures.

**CO2:** Know the types of alcoholic beverages.

**CO3:** Understand the wine laws of different countries.

**CO4:** Know the classification of Wine and the wine making process.

**CO5:** Know other fermented beverages like Beer, sake etc.

**CO6:** Learn to take order of Alcoholic Beverages.

**CO7:** Learn Service of different types of Wines.

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Understand the function of Room service procedures	M1
2	Know the types of alcoholic beverages.	M2
3	Understand the wine laws of different countries.	M3
4	Know the classification of Wine and the wine making process	M2 ,M3
5	Know other fermented beverages like Beer, sake etc.	M4 ,M5 ,M6
6	Learn to take order of Alcoholic Beverages	M7
7	Learn Service of different types of Wines.	M8

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1	Room Service	8	10	1,2	
M 2	Alcoholic Beverages	8	15	1,2	
M 3	Wines	8	15	1,2	

M 4	Beers Introduction	8	15	2	
M 5	Other Fermented & Brewed Beverages	8	15	2	
M 6	Food & Beverage Terminology, Taking an Order for Beverages	12	20	2	
M 7	Service Of Sparkling, Aromatized, Fortified, Still Wines.	8	10	1,2,3	
		<b>60</b>	<b>100</b>		

#### Theory / Practical:

Sl.	Topic/Module	Hour
1.	Module 1: Room Service • Introduction, general principles, pitfalls to be avoided • Cycle of Service, scheduling and staffing, Room service menu planning • Forms & formats, order taking, thumb rules, suggestive selling, breakfast cards • Layout & Setup of Common Meals, use of technology for better room service • Time management - lead time from order taking to clearance	8
2.	Module 2 : Alcoholic Beverages Introduction, definitions and classification Wines Classification Viticulture's Viticulture Methods Vinification-Still, Sparkling, Aromatized & Fortified Wines Vine Diseases	8
3.	Module 3: Wines-France, Italy, Spain, Portugal, South Africa, Australia, India & California Food & Wine Harmony Wine glasses and equipment Storage and service of wine.	8
4.	Module 4: Beers Introduction Ingredients Used Production Types and Brands, Indian and International Service, bottled, canned and draught beers.	8
5.	Module 5 : Other Fermented & Brewed Beverages • Sake • Cider • Perry • Alcohol Free Wines	8
6.	Module 6: Food & Beverage Terminology related to the inputs of the semester	6
7.	Module 7: Taking an Order for Beverages. Service Of Beer, Sake and Other Fermented & Brewed Beverages	6
8	Module 8: Service Of Sparkling, Aromatized, Fortified, Still Wines.	8

#### Suggested Readings;

1. Food and beverage service – Lillicrap and Cousins published by Hodder Education
2. Modern restaurant service – John Fuller published by Nelson Thornes Ltd
3. Food and beverage simplified – Gopi Krishna & Vara Prasad Published by Pearson Education India
4. Food and beverage service – Anita Sharma published by Aman Publications
5. The Restaurant (From Concept to Operation)-Lipinski published by Wiley
6. Menu planning-JaksaKivela, published by Hospitality Press
7. Food and beverage service training manual – Sudhir Andrew published by Tata McGraw-Hill Education, 2013

**Semester -4th**  
**Paper –Food Safety, Hygiene & Quality (Theory & Practical)**  
**Code. BHHA-403, BHHA-493**  
**Contact hour -60, Credit Points .6**

**On completion of the course the students will be able to implement;**

- CO1:** Basic Introduction to food safety, food hazards and risk contaminants and food hygiene.  
**CO2:** Basic concept of microorganisms, bacteria, virus, its structures  
**CO3:** Food spoilage & Food preservation, its critical control points, spoilage temperatures  
**CO4:** Beneficial microorganisms, its type and how it is utilised  
**CO5:** Food born illness, cause and measures

Sl	Course Outcome	Mapped modules
1	Basic Introduction to food safety, food hazards and risk contaminants and food hygiene	M1
2	Basic concept of microorganisms, bacteria, virus, its structures	M2
3	Food spoilage & Food preservation, its critical control points, spoilage temperatures	M3
4	Beneficial microorganisms, its type and how it is utilised	M4
5	Food born illness, cause and measures	M5

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
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M 1	Basic Introduction to food safety	10	20	1,2	
M 2	Micro-organism in food	14	20	1,2	
M 3	Food spoilage & Food preservation	12	20	1,2	
M 4	Beneficial role of micro organism	12	20	1,2	
M 5	Food Borne diseases	12	20	1,2	
		<b>60</b>	<b>100</b>		

Sl.	Topic / Modules	Hours
1.	Basic Introduction to food safety, food hazards and risk contaminants and food hygiene.	10
2.	<b>Micro-organism in food</b> Common food born micro-organism a. Bacteria(Spores/capsules) b. fungi c. Viruses d. Parasitize	14
3.	<b>Food spoilage &amp; Food preservation</b> a. Types & causes of spoilage b. Sources of Contamination c. Spoilage of different products( milk & milk products, meat eggs, fruits and vegetables ,canned products) d. Basic principles of food preservation e. Methods of preservation(High temperature, Low temperature, drying, preservations and irradiation)	12
4.	<b>Beneficial role of micro organism</b> fermentation and role and lactic and bacteria fermentation in food(dairy foods, vegetable, Indian foods, Bakery Products and alcoholic beverages) Miscellaneous (vinegar & anti-biotics)	12
5.	<b>Food Borne diseases</b> a. Types (Infections and intoxications) b. Common diseases caused by food borne pathogens	12

	c. Preventive measures	
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**Suggested Readings:**

1. The Food safety and Standard act By Virag Gupta published by Commercial Law Publishers (India) Pvt. Ltd
2. Food Safety and quality control By Pulkit Mathur published by The Orient Blackswan
3. Objective Food Science and safety standards by Prabodh Halde published by Jain Brothers
4. Quantity Food Production and Indian Cuisine by Parvinder Bali published by Oxford
5. Food Science by B. Srilakshmi published by New Age International Private Limited
6. Food Hygiene and sanitation by Sunetra Roday published by McGraw Hill Education

**Semester -4th**  
**Paper – Hotel Accountancy (GE)**  
**Code - BHHA-404**  
**Contact hour -60, Credit Points -6**

**On completion of the course the students will be able to implement;**

- CO 1:** To analyse and apply costing technique in practical situations.  
**CO 2:** To explain the costing methods used in Hospitality Industry  
**CO 3:** To apply the material pricing methods in practical content.  
**CO 4:** To prepare and analyse the cost sheet

Sl	Course Outcome	Mapped modules
1	To analyse and apply costing technique in practical situations	M1,M2,M3
2	To explain the costing methods used in Hospitality Industry	M4,M5
3	To apply the material pricing methods in practical content	M6, M7
4	To prepare and analyse the cost sheet	M8 , M9

Module	Content	Total	%age of	Blooms	Remarks (If
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Number		Hours	questions	Level (if applicable)	any)
M 1	INTRODUCTION TO ACCOUNTING	6	10	1,2	
M 2	PRIMARY BOOKS (JOURNAL), SECONDARY BOOK (LEDGER), SUBSIDIARY BOOKS	21	30	1,2	
M 3	CASH BOOK	7	15	1,2,3	
M 4	BANK RECONCILIATION STATEMENT	6	10	1,2,3	
M 5	TRIAL BALANCE	7	15	1,2,3	
M 6	FINAL ACCOUNTS	7	10	1,2,3	
M 7	CAPITAL AND REVENUE EXPENDITURE	6	10	1,2,3	
		<b>60</b>	<b>100</b>		

Sl.	Topic / Modules	Hours
1.	Module 1: INTRODUCTION TO ACCOUNTING <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Types and Classification</li> <li>• Principles of accounting</li> <li>• Systems of accounting</li> <li>• Generally Accepted Accounting Principles (GAAP)</li> </ul>	6
2.	Module 2: PRIMARY BOOKS (JOURNAL) <ul style="list-style-type: none"> <li>• Meaning and Definition</li> <li>• Format of Journal</li> <li>• Rules of Debit and Credit</li> <li>• Opening entry, Simple and Compound entries</li> <li>• Practicals</li> </ul>	7
3.	Module 3: SECONDARY BOOK (LEDGER) <ul style="list-style-type: none"> <li>• Meaning and Uses</li> <li>• Formats</li> <li>• Posting</li> <li>• Practicals</li> </ul>	6

4.	<p>Module 4: SUBSIDIARY BOOKS</p> <ul style="list-style-type: none"> <li>• Need and Use</li> <li>• Classification <ul style="list-style-type: none"> <li>✓ Purchase Book</li> <li>✓ Sales Book</li> <li>✓ Purchase Returns</li> <li>✓ Sales Returns</li> <li>✓ Journal Proper</li> <li>✓ Practicals</li> </ul> </li> </ul>	8
5.	<p>Module 5: CASH BOOK</p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Advantages</li> <li>• Simple, Double and Three Column</li> <li>• Petty Cash Book with Imprest System (simple and tabular forms)</li> <li>• Practicals</li> </ul>	7
6.	<p>Module 6: BANK RECONCILIATION STATEMENT</p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Reasons for difference in Pass Book and Cash Book Balances</li> <li>• Preparation of Bank Reconciliation Statement</li> <li>• No Practicals</li> </ul>	6
7.	<p>Module 7: TRIAL BALANCE</p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Methods</li> <li>• Advantages</li> <li>• Limitations</li> <li>• Practicals</li> </ul>	7
8.	<p>Module 8: FINAL ACCOUNTS</p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Procedure for preparation of Final Accounts</li> <li>• Difference between Trading Accounts, Profit &amp; Loss Accounts and Balance Sheet</li> <li>• Adjustments (Only four) <ul style="list-style-type: none"> <li>✓ Closing Stock</li> <li>✓ Pre-paid Expenses</li> <li>✓ Outstanding Expenses</li> <li>✓ Depreciation</li> </ul> </li> </ul>	7
9.	<p>Module 9: CAPITAL AND REVENUE EXPENDITURE</p> <ul style="list-style-type: none"> <li>• Meaning</li> <li>• Definition of Capital and Revenue Expenditure</li> </ul>	6

**Suggested Readings:**

1. A textbook of Hotel Accounting by Shyam Lal Arora published by Cyber Tech
2. Hotel Accounting by Anil Kathuria published by sonali publications
3. Hotel Accountancy by Dr B.K Chakravarti published by APH Publishing Corporation

4. Hotel & Restaurant Accounting by Raymond Cote published by Educational Inst of the Amer Hotel
5. Hospitality Finance and Accounting (Essential theory & Practice ) by Rob Van GinnikenPublished by Routledge
6. Financial Accounting for Hotels by Prasanna kumar J.P , Linda Nalini Daniel,MruthyunjayaV.Pagad published by MC GRAW HILL INDIA

**Semester -4th**  
**Paper – IT for Hotels**  
**Code. BHHA-405**  
**Contact hour -20, Credit Points 2**

**On completion of the course the students will be able to implement;**

**CO 1:** Understanding of Hotel software, functions and features.

**CO 2:** Food & Beverage service (Point of Sale).

**CO 3:** How to use and install computers in Hotels.

**CO 4:** Role of Finance in Hotel

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Understanding of Hotel software, functions and features	M1
2	Food & Beverage service (Point of Sale).	M2 ,M3
3	How to use and install computers in Hotels	M4, M5

4	Role of Finance in Hotel	M4 ,M5
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Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	PROPERTY MANAGEMENT SYSTEM INTERFACE	4	20	1,2,3	
M 2	FOOD & BEVERAGE MANAGEMENT APPLICATIONS	4	20	1,2,3	
M 3	Food & BEVERAGE APPLICATIONS	4	20	1,2,3	
M 4	ACCOUNTS APPLICATIONS	4	20	1,2,3	
M 5	SELECTING AND IMPLEMENTING COMPUTER SYSTEMS	4	20	1,2	
		<b>20</b>	<b>100</b>		

Sl.	Topic / Modules	Hours
1.	<b>Module 1: PROPERTY MANAGEMENT SYSTEM INTERFACE</b> <ul style="list-style-type: none"> <li>• Point of Sale System (POS)</li> <li>• Cash Accounting systems (CAS), Guest Information System</li> </ul>	4
2.	<b>Module 2: FOOD &amp; BEVERAGE MANAGEMENT APPLICATIONS</b> <ul style="list-style-type: none"> <li>• Recipe Management /Sales Analysis</li> </ul>	4
3.	<b>Module 3: Food &amp; BEVERAGE APPLICATIONS</b> <ul style="list-style-type: none"> <li>• POS Order – Entry Units</li> <li>• Key Boards &amp; Monitors ,Touch screen Terminals</li> <li>• Pos software</li> </ul>	4

4.	<b>Module 4: ACCOUNTS APPLICATIONS</b> <ul style="list-style-type: none"> <li>• Accounts receivable module</li> <li>• Payroll Module Inventory Module</li> </ul>	4
5.	<b>Module 5: SELECTING AND IMPLEMENTING COMPUTER SYSTEMS</b> <ul style="list-style-type: none"> <li>• Analyzing current information needs</li> <li>• Collection Information of Computer systems</li> <li>• Installation factors</li> </ul>	4

### Suggested Readings;

1. Management Information System - Lucey T. published by London : Thomson Learning
2. Management information systems: Managing information technology in the e-business enterprise - Obrien, James A. published by McGraw-Hill (Tx)
3. Managing Computers in the Hospitality Industry-Michael I. Kasavana, John J. Cahill published by Educational Inst of the Amer Hotel
4. Using Computers in Hospitality - Peter O'Conner published by Australian Academic Press Pty. Ltd.
5. Management Information System - A K Gupta published by S Chand & Company
6. Electronic Commerce: A Managerial Perspective - Turban Lee published by Pearson

### Semester -5th

#### Paper – Front Office & Accommodation Management (Theory & Practical)

Code. BHHA-501, BHHA-591

Contact hour -60, Credit Points 6

### On completion of the course the students will be able to implement;

**CO 1:** Guest registration, luggage handling allocation of room.

**CO 2:** Guest handling, VIP guest handling, overbooking situation handling.

**CO 3:** The Course focuses on topics like check –in, front office accounting, rooming procedure, checkout and settlement process

**CO 4:** To impart to the students latest knowledge from the field of management theory and practice. **CO 5:** In depth knowledge and exposure to the managing side of the front office operations

**CO 6:** Describes how an executive housekeeper budgets, controls inventories and expenses.

**CO 7:** More stress on management side of the operations in the hotel such as revenue management, housekeeping controls and training aspects.

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Guest registration, luggage handling allocation of room	M1
2	Guest handling, VIP guest handling, overbooking situation handling	M2
3	The Course focuses on topics like check –in, front office accounting, rooming procedure, checkout and settlement process	M3,M4,M5,M6
4	To impart to the students latest knowledge from the field of management theory and practice	M5,M6,M7,M8,M9,M10
5	In depth knowledge and exposure to the managing side of the front office operations	M11,M12,M13
6	Describes how an executive housekeeper budgets, controls inventories and expenses	M14,M15,M16
7	More stress on management side of the operations in the hotel such as revenue management, housekeeping controls and training aspects.	M14,M15,M16,M17

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
M 1,2	Front desk layout, Handling Special situations	8	15	1	
M 3	Departure Procedures	4	10	1	
M 4	Cooperation with other departments & particularly Housekeeping	4	10	1,2	
M 5,6,7	Computerised room management system, Compilation of reports & statistics, Budgeting and monthly expenditure reports	11	15	1,2	
M 8,9	Information Service, Telephone Operating	6	10	1,2	
M10,11	Yield Management,Front	8	10	1,2	

	Office Cashiering				
M 12,13	Front Office Cashiering, Computer system in hotel	6	10	1,2	
M14,15	The importance of décor, : Personal qualities of Housekeeping Management Personnel	6	10	1,2	
M16,17	Housekeeping as a department in other institutions, The variable of opening a new hotel should be included	7	10	1,2	
		<b>60</b>	<b>100</b>		

(THEORY & PRACTICAL)

Sl.	Topic / Modules	Hours
1.	<b>Module 1:</b> Front desk layout : Reception & Staff , Preparation of guest arrival & receiving & registration of guests , methods of room assignments , luggage handling and arrival records	4
2.	<b>Module 2:</b> Handling Special situations : group arrival & Departures, Room changes , VIP's over booking , complains	4
3.	<b>Module 3:</b> Departure Procedures	4
4.	<b>Module 4:</b> Cooperation with other departments & particularly Housekeeping	4
5.	<b>Module 5:</b> Computerised room management system ( should be called Property management system )	4
6.	<b>Module 6:</b> Compilation of reports & statistics	3
7.	<b>Module 7:</b> Budgeting and monthly expenditure reports.	4
8.	<b>Module 8:</b> Information Service: Bell Captain, area layout and staff, luggage handling procedures, paging, door and car parking	3
9.	<b>Module 9:</b> Telephone Operating: Telephone, procedure, Telephone manners.	3
10.	<b>Module 10:</b> Yield Management.	4
11.	<b>Module 11:</b> Front Office Cashiering: Charges and credit, cashiers & report, methods of setting guest accounts, safety deposit facilities,	4
12.	<b>Module 12:</b> Front Office Cashiering.	3
13.	<b>Module 13:</b> Computer system in hotel.	3

14.	<b>Module 14:</b> The importance of decor, colour, lighting, floor and wall coverings, flower arrangement, accessories layout of rooms and suites and how the physical layout affects systems need careful consideration.	3
15.	<b>Module 15:</b> Personal qualities of Housekeeping Management Personnel must be covered along with case studies relevant to the department. .	3
16.	<b>Module 16:</b> Housekeeping as a department in other institutions must be investigated using the previously gained knowledge to apply it to a slightly different set of circumstances.	4
17.	<b>Module 17:</b> The variable of opening a new hotel should be included.	3

### Suggested Readings;

1. Front Office Management by S.K.Bhatnagar published by Frank Brothers & Company
2. Basic Hotel Front Office Procedures by Peter Franz Renner published by John Wiley & Sons Inc
3. Textbook of Front Office Operations and Management by Mr Sudhir Andrews published by McGraw Hill Education
4. Housekeeping Management for Hotels by Rosemary Hurst, published by William Heinemann Ltd
5. Managing Housekeeping Operations by Margaret kappa & Aleta Nitschke published by Educational Inst of the Amer Hotel
6. Professional Management of Housekeeping Operations by Martin Jones Wiley published by John Wiley & Sons

**Semester -5th**  
**Paper – Facility Planning**  
**Code - BHHA-502**  
**Contact hour -60, Credit Points 6**

### On completion of the course the students will be able to implement;

- CO 1:** It will help the students to know what is meant by legislation  
**CO 2:** Students will understand the laws relating to hotel, guests, etc.  
**CO 3:** It will give accurate knowledge regarding food legislation and prevention of food adulteration.  
**CO 4:** It will give the information regarding rights and responsibilities of inn keeper towards guests  
**CO 5:** The labour laws understood in detail.

Sl	Course Outcome	Mapped modules
1	It will help the students to know what is meant by legislation	M1 , M2
2	Students will understand the laws relating to hotel, guests, etc.	M2 , M3
3	It will give accurate knowledge regarding food legislation and prevention of food adulteration	M4, M5 , M6

4	It will give the information regarding rights and responsibilities of inn keeper towards guests	M7,M8,M9
5	The labour laws understood in detail	M7,M8,M9,M10

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1	Hotel Design, FACILITIES PLANNING	13	25	1,2	
M 2	STAR CLASSIFICATION OF HOTEL	4	10	1,2	
M 3	KITCHEN, : KITCHEN LAY OUT & DESIGN, KITCHEN STEWARDING LAYOUT AND DESIGN	21	30	1,2	
M 4	STORES – LAYOUT AND DESIGN	8	15	2	
M 5	ENERGY CONSERVATION	6	10	2	
M 6	CAR PARKING	3	5	2	
M 7	PLANNING FOR PHYSICALLY CHALLENGED	3	5	2	
		<b>60</b>	<b>100</b>		

Sl.	Topic / Modules	Hours
1.	Module 1: Hotel Design Design Consideration Attractive Appearance Efficient Plan Good location Suitable material	4

	<p>Good workmanship Sound financing Competent Management</p>	
2.	<p>Module 2: FACILITIES PLANNING The systematic layout planning pattern (SLP) Planning consideration A. Flow process &amp; Flow diagram B. Procedure for determining space considering the guiding factors for guest room/ public facilities, support facilities &amp; services, hotel administration, internal roads/budget hotel/5 star hotel</p> <p>Architectural consideration A. Difference between carpet area plinth area and super built area, their relationships, reading of blue print (plumbing, electrical, AC, ventilation, FSI, FAR, public Areas) B. Approximate cost of construction estimation C. Approximate operating areas in budget type/5 star type hotel approximate other operating areas per guest room D. Approximate requirement and Estimation of water/electrical load gas, ventilation</p>	9
3.	<p>Module 3: STAR CLASSIFICATION OF HOTEL Criteria for star classification of hotel (Five, four, three, two, one &amp; heritage)</p>	4
4.	<p>Module 4: KITCHEN A. Equipment requirement for commercial kitchen · Heating - gas/electrical · Cooling (for various catering establishment) B. Developing Specification for various Kitchen equipment's C. Planning of various support services (pot wash, wet grinding, chef room, larder, store &amp; other staff facilities)</p>	4
5.	<p>Module 5: KITCHEN LAY OUT &amp; DESIGN A. Principles of kitchen layout and design B. Areas of the various kitchens with recommended dimension C. Factors that affect kitchen design D. Placement of equipment E. Flow of work F. Space allocation G. Kitchen equipment, manufacturers and selection H. Layout of commercial kitchen (types, drawing a layout of a Commercial kitchen) I. Budgeting for kitchen equipment</p>	9
6.	<p>Module 6: KITCHEN STEWARDING LAYOUT AND DESIGN A. Importance of kitchen stewarding B. Kitchen stewarding department layout and design C. Equipment found in kitchen stewarding department</p>	8
7.	<p>Module 7: STORES – LAYOUT AND DESIGN</p>	8

	A. Stores layout and planning (dry, cold and bar) B. Various equipment of the stores C. Work flow in stores	
8.	Module 8: ENERGY CONSERVATION A. Necessity for energy conservation B. Methods of conserving energy in different area of operation of a hotel C. Developing and implementing energy conservation program for a hotel	6
9.	Module 9: CAR PARKING Calculation of car park area for different types of hotels	3
10.	Module 10: PLANNING FOR PHYSICALLY CHALLENGED	3

**Suggested Readings:**

1. Hotel Facility Planning by Tarun Bansal published by Oxford University Press
2. Applied Facilities Management for the Hospitality Industry by John E. Edwards published by Cognella Inc
3. Hotel Engineering and Facility Planning by Ramesh ChanderChhatwal
4. Facilities Planning by James A.Tompkins ,John A.White ,Yavuz A Bozer ,J.M.A Tanhocpublished by Wiley
5. The Management of Maintenance and Engineering systems in the Hospitality Industry by Frank D Borsenik& Alan T,Stuttspublished by John Wiley & Sons Inc
6. Hospitality Facilities Management and Design by David M. Stipanuk ,Harold Roffmann published by America Hotel & Motel Assn

**Semester -5th**  
**Paper – Human Resource Management & Hotel Law (DSE)**  
**Code. BHHA-503**  
**Contact hour -60, Credit Points 6**

**On completion of the course the students will be able to implement;**

**CO 1:** It will help the students to know what personal management is

**CO 2:** Students have understood what records are been maintained by the personal department

**CO 3:** It has helped the students to understand the various activities of human resource department

**CO 4:** HRM will provide the knowledge to students regarding the process of selection, recruitment, fringe benefits, employee safety

**CO 5:** It gives clear picture to students regarding performance appraisal and problems in industry which are arising due the attrition

Sl	Course Outcome	Mapped modules
1	It will help the students to know what personal management is	M1 ,M2 ,M3,M4,M5,M6
2	Students have understood what records are been maintained by the personal department	M7,M8,M9,M10,M11,M12
3	It has helped the students to understand the various activities of human resource department	M13,M14,M15,M16
4	HRM will provide the knowledge to students regarding the process of selection, recruitment, fringe benefits, employee safety	M15,M16,M17
5	It gives clear picture to students regarding performance appraisal and problems in industry which are arising due the attrition	M17,M18,M19

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M 1, 2, 3,4,5,6	Human Resource Planning, HRD applications in Hotel Industry , Relevance of HRD in Hotel Industry, Personnel Office, Hotel Environment and Culture, HRD system	20	30	1,2	
M 7,8,9,10,11	Job Evaluation, Job Analysis and Job Description, Job Evaluation Methods, Task Analysis , Demand and Supply Forecasting	12	20	1,2	
M 12,13,14,15,16	Human Resource Information System, Human Resource Audit ,	12	25	1,2	

	Human Resource Accounting Practices, Recruitment and Selection, Attracting and Retaining Talents				
M 17,18,19	employees' grievance handling, wage and hour laws applicable to hotel employees, : employees family welfare and medicals	16	25	1,2	
		<b>60</b>	<b>100</b>		

Sl.	Topic / Modules	Hours
1.	Module 1: <b>Human Resource Planning</b> A. Micro B. Macro	4
2.	Module 2: HRD applications in Hotel Industry	4
3.	Module 3: Relevance of HRD in Hotel Industry	4
4.	Module 4: <b>Personnel Office</b> A. Functions B. Operations	4
5.	Module 5: Hotel Environment and Culture	2
6.	Module 6: HRD System	2
7.	Module 7: <b>Job Evaluation</b> A. Concepts B. Scope C. Limitations	4
8.	Module 8: Job Analysis and Job Description	2
9.	Module 9: Job Evaluation Methods	2
10.	Module 10: Task Analysis	2
11.	Module 11: Demand and Supply Forecasting	2
12.	Module 12: Human Resource Information System	2

13.	Module 13: Human Resource Audit	2
14.	Module 14: Human Resource Accounting Practices	2
15.	Module 15: Recruitment and Selection	3
16.	Module 16: <b>Attracting and Retaining Talents</b> · Strategic Interventions	3
17.	Module 17:Employees' Grievance Handling	3
18.	Module 18: WAGE AND HOUR LAWS APPLICABLE TO HOTEL EMPLOYEES <ul style="list-style-type: none"> <li>• Coverage of State Laws</li> <li>• Minimum Wage Act.</li> <li>• Industrial dispute Act.</li> <li>• Unfair Labour Practice</li> </ul>	3
19.	Module 19: EMPLOYEES FAMILY WELFARE AND MEDICALS <ul style="list-style-type: none"> <li>• Covered Employers and Eligible Employees</li> <li>• Leaves of Absence for Eligible Employees</li> <li>• Leave Schedule</li> <li>• The Relationship of FMLA Leaves to other Forms of Paid or Unpaid Leave</li> <li>• Health Benefits During the Leaves</li> <li>• Additional Protection for Employees</li> <li>• Prohibition for Employers</li> <li>• "Serious Health condition" Defined</li> <li>• Spouses Employed by the Same Employer</li> <li>• Employee Transfers to Alternative Positions</li> <li>• Change or Termination of Alternative Positions</li> <li>• Employer Penalties for Non-Compliance</li> <li>• The FMLA's Effect on State laws (With Effect From Session 2008-2009) 80</li> <li>• Special Considerations for Unionized Employees</li> <li>• Regulations</li> <li>• Important Points for Management</li> <li>• Sexual Harassment of Employees</li> </ul>	10

**Suggested Readings:**

- 1) Legal Aspect of Hospitality Management Second Edition, By John E.H. Sherry, Publisher Wiley & sons
- 2) Principles of Business Law- Aswathappa. K.published by Himalaya Publishing House
- 3) Hotel Law Transactions, Management & Franchising by Nelson Migdal published by Routledge
- 4) Hotel , Restaurant and Travel Law by Norman Cournoyer, Anthony Marshall published by Delmar Cengage Learning
- 5) Hotel Law by Amitabh Devendra published by Oxford University press
- 6) Hotel Law by Jyotsanapublished by Rajat Publication

**Semester -5th**  
**Paper – Industrial Training**  
**Code. BHHA-504**  
**Contact hour -60, Credit Points 6**

**On completion of the course the students will be able to implement;**

**CO 1:** Provides students the feel of the actual working environment.

**CO 2:** Understand responsibilities and work ethics.

**CO 3:** Time management

**CO 4:** Gain practical knowledge and skills, which in turn will motivate, develop and build their confidence.

**CO 5:** It is expected to provide the students the basis to identify their key operational area of interest.

Sl	Course Outcome	Mapped modules
1	Provides students the feel of the actual working environment	Industrial Training for 20- 22 weeks
2	Understand responsibilities and work ethics	Industrial Training for 20- 22 weeks
3	Time management	Industrial Training for 20- 22 weeks
4	Gain practical knowledge and skills, which in turn will motivate, develop and build their confidence	Industrial Training for 20- 22 weeks
5	It is expected to provide the students the basis to identify their key operational area of interest.	Industrial Training for 20- 22 weeks

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
				1,2,3,4,5,6	Industrial Training

Sl.	Industrial Training	
1.	Exposure to Industrial Training is an integral part of the curriculum. The 20-22 weeks industrial training would be divided into four key areas of Food Production, Food & Beverage Service, and Accommodation Operations & Front Office Operations.	
2.	Attendance in that time period would be calculated separately for the two components of in-institute training and industrial training	
3.	Once the student has been selected / deputed for Industrial Training by the institute, he/she shall not be permitted to undergo IT elsewhere. In case students make direct arrangements with the hotel for Industrial Training,	

	these will necessarily have to be approved by the institute.	
4.	There will be no inter change of candidates from one batch to another i.e. winter batch to summer batch and vice versa.	
5.	Students need to submit their Industrial Training Report, copy of Training Certificate, Log Book and also presentation about the property.	

**Semester -6th**  
**Paper – Advance Food Production Operations & Food Costing (Theory & Practical)**  
**Code. BHHA-601, BHHA-691**  
**Contact hour -60, Credit Points 6**

**On completion of the course the students will be able to prepare;**

**CO1:** Details on gravies and regional cuisines. Cuisine types and importance

**CO2:** The concept of réchauffé cookery, its importance, and the process of retaining the nutritional value even after reuse.

**CO3:** Concept of bakery and pastry making, its faults and processes.

**CO4:** Confectionary Manufacturing and its uses, its faults

**CO5:** Making of icing, various paste and dips

Sl	Course Outcome	Mapped modules
1	Details on gravies and regional cuisines. Cuisine types and importance	M1 ,M2
2	The concept of réchauffé cookery, its importance, and the process of retaining the nutritional value even after reuse	M3
3	Concept of bakery and pastry making, its faults and processes.	M4 , M5
4	Confectionary Manufacturing and its uses, its faults	M7
5	Making of icing, various paste and dips	M5

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M1	Introduction and Preparation process of Indian Gravies	8	15	1,2,3	

M2	Indian regional Cuisine	12	20	1,2,3	
M3	Réchauffé Cookery	7	10	1,2,3	
M4	Planning of Quantity Food Production	8	10	1,2,4	
M5	Bakery & Patisserie Royal Icing	9	15	1,2,3	
M6	Making of Gum Paste	10	15	1,2,3	
M7	Confectionary Manufacturing and its uses	6	15	1,2,3	
		<b>60</b>	<b>100</b>		

Sl.	Topic / Modules	Hours
1.	<b>Introduction and Preparation process of Indian Gravies</b>	8
2.	<b>Indian regional Cuisine</b> South Indian, Goa ,Bengali, Hyderabadi Cuisine.	12
3.	<b>Rechauffe Cookery</b> Principals of Rechauffe Precautions Identification of food for réchauffé Food Preservation	7
4.	<b>Planning of Quantity Food Production</b> Space Allocation Equipment Selection Staffing	8
5.	<b>Bakery &amp; Patisserie Royal Icing</b> Forms, Types and uses in various stages Role of glycerin in making royal icing	9

6.	<b>Making of Gum Paste</b> Sugar and its uses Process Limitations	10
7.	<b>Confectionary Manufacturing and its uses</b>	6

**Suggested Reading:**

1. Tartine by Elisabeth Prueitt published by Chronicle Books
2. Principles of Food Production By Singh Yogesh published by I K International Publishing House
3. The Taste of breads by Raymond Calvel published by Springer
4. Quantity Food Production and Indian Cuisine by Parvinder Balipublished by Oxford
5. Food Science by B. Srilakshmi published by New Age International Private Limited
6. Food Facts and Principals by N . Shakuntala Manaypublished by NEW AGE

**Semester–6th**

**Paper- Advance Food & Beverage Operations and Bar Management (Theory & Practical)**

**Code: BHHA-602, BHHA-692**

**Contact hours- 60, Credit Points: 6**

**On completion of the course, students will be able to implement;**

**CO1:** Classify different types of spirits

**CO2:** Know the types of Liqueurs, production and service.

**CO3:** Understand the Bar operation, equipments and control method.

**CO4:** Make various cocktail and mocktail.

**CO5:** Know the different types of Tobacco.

**CO6:** learn about how to do the service cigar.

SI	Course Outcome	Mapped modules
1	Classify different types of spirits	M1
2	Know the types of Liqueurs, production and service	M2 ,M7
3	Understand the Bar operation, equipments and control method	M3 ,M8

4	Make various cocktail and mocktail	M4 ,M8,M9
5	Know the different types of Tobacco	M5 ,M6
6	Learn about how to do the service cigar.	M5

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M1	Spirits	12	15	1,2	
M2	Liqueurs	6	10	1,2	
M3	Bar	8	10	1,2	
M4	Cocktails, Cocktail/ Mocktail Preparation, presentation and service	14	20	1,2,3	
M5	Tobacco, Service Of Cigars & cigarettes	8	15	1,2,3	
M6	Service Of Spirits & Liqueurs ,Food & Beverage Terminology,	6	15	1,2,3	
M7	Bar set up and operations Bar set up and operations	6	15	1,2,3	
		<b>60</b>	<b>100</b>		

**THEORY / PRACTICAL:**

Sl.	Topic/Module	Hour
1.	Module 1: Spirits • Introduction to Spirits (Whisky, Brandy, Rum, Vodka, Gin &Tequila) • Spirits- Types, Production, Brands- Indian and International & Service • Other Alcoholic Beverages- Absinthe, Ouza Aquavit, Silvovitz, Arrack, Feni, Grappa,	12

	Calvados Etc.,	
2.	Module 2 : Liqueurs • Types • Production • Brands & Service - Indian and International	6
3.	Module 3: Bar • Introduction, bar stocks maintenance • Types, Layout, Equipments Used, Control Methods & Licenses • Staffing, job description, job specification • Bar Planning and Designing & Bar Menus, costing, corkage	8
4.	Module 4 : Cocktails • Introduction, History, Types & Preparation. • Classic Cocktails - Recipes, costing, innovative cocktails & mocktails • Cocktail Bar Equipment, garnishes, decorative accessories • Terms related to alcoholic beverages • Interaction with guests, suggestive selling	8
5.	Module 5 : Tobacco • Types • Production • Brands, storage & Service	4
6.	Module 6: Food & Beverage Terminology related to the inputs of the semester	2
7.	Module 7: Service Of Spirits & Liqueurs	4
8	Module 8: Bar set up and operations Bar set up and operations	6
9	Module 9: Cocktail/ Mocktail Preparation, presentation and service	6
10	Module 10: Service Of Cigars & cigarettes	4

### Suggested Readings;

1. Food and beverage service – Lillicrap and Cousins published by Hodder Education
2. Modern restaurant service – John Fuller published by Nelson Thornes Ltd
3. Food and beverage simplified – Gopi Krishna & Vara Prasad Published by Pearson Education India
4. Food and beverage service – Anita Sharma published by Aman Publications
5. The Restaurant (From Concept to Operation)-Lipinski published by Wiley
6. Menu planning-JaksaKivela, published Hospitality Press
7. Food and beverage service training manual – Sudhir AndrewsTata McGraw-Hill Education, 2013

### Semester–6th

**Paper-Research Project & Grand Viva**

**Code: BHHA-603**

**Contact hours- 60, Credit Points: 6**

**On completion of the course, students will be able to make;**

**CO 1:** Illustrate the fundamental concepts of hospitality and the importance of these concepts as the cornerstone of success in the hospitality industry.

**CO 2:** Analyse and differentiate the range of technologies used in the operation and marketing of a hospitality business.

**CO 3:** Identify current trends in Hospitality.

**CO 4:** Describe and apply skills in human resource management.

**CO 5:** Apply principles of leadership and management in the hospitality business operation.

**CO 6:** Recognize the strengths and benefits of cultural and generational diversity and its impact on guest experience and employee satisfaction.

**CO 7:** Demonstrate how to manage daily operations of a hospitality business

<b>Sl</b>	<b>Course Outcome</b>	<b>Mapped modules</b>
1	Illustrate the fundamental concepts of hospitality and the importance of these concepts as the cornerstone of success in the hospitality industry	PROJECT REPORT & VIVA
2	Analyse and differentiate the range of technologies used in the operation and marketing of a hospitality business	PROJECT REPORT & VIVA
3	Identify current trends in Hospitality	PROJECT REPORT & VIVA
4	Describe and apply skills in human resource management	PROJECT REPORT & VIVA
5	Apply principles of leadership and management in the hospitality business operation.	PROJECT REPORT & VIVA
6	Recognize the strengths and benefits of cultural and generational diversity and its impact on guest experience and employee satisfaction	PROJECT REPORT & VIVA
7	Demonstrate how to manage daily operations of a hospitality business	PROJECT REPORT & VIVA

<b>Module Number</b>	<b>Content</b>	<b>Total Hours</b>	<b>%age of questions</b>	<b>Blooms Level (if applicable)</b>	<b>Remarks (If any)</b>
				1,2,3,4,5,6	PROJECT REPORT &

					VIVA
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Sl.	Project Report & Viva	
1.	Specialized Project work: intended to serve the student develop ability to apply multidisciplinary concepts, tools, techniques to deal with operational problems related to various department. The documentation and presentation should be conducted before the panel of examiners (one external and one internal) during Term End Examination. The Evaluation shall be done for Project Report, Presentation & Viva-voce by the panel of examiners, and marks awarded by a committee comprising of an internal examiner, who will ordinarily be the supervisor, and one external examiner. The internal examiner shall award marks out of 40 % and the external examiner out of 60 %.	
2.	The project may be one of the following type: a. Comprehensive case study b. Interdepartmental study c. Field study ( Any topic as per Industrial Trends and need, Innovations & diversification from time to time)	
3.	Project topic should be selected based on hospitality industry (The topics may cover Hotels, Restaurant, Front Office, Accommodation Operations, Kitchen, Resort management, Hospitality & Catering establishments like air, rail, industrial, Convenience foods and health foods).	
4.	The Head of the Department should approve the topic. The presentation of the project should strictly follow the guidelines.  The project report should be prepared on the following guidelines. Content for the Project Work 1. Cover Page 2. Title Page 3. Acknowledgment 4. Index / Content Page No 5. Introduction (Aims & Objectives, History, Primary Data, Explanation of Terms) 6. Research Methodology (Methods adopted for collecting Data) Questionnaire, Interview, Mails etc. 7. Data Analysis & Data Interpretation (Data is depicted with the help of Bar Chart, pie Chart, Graphs, Statistical formulae and interpreted) 9. Conclusions and Limitations 10. Suggestions 11. Annexure 12. Bibliography (List of Reference Books)	

5.	Grand Viva Viva will be based on the entire curriculum of the programme.	
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**Suggested Readings:**

1. Marketing Management by Philip Kotler published by Pearson
2. Hospitality & Travel Marketing by Alastair Morrison published by S. Chand (G/L) & Company Ltd
3. Marketing Research by Harper W Byod published by R. D. Irwin
4. How to Complete your research Project Successfully by Judith Bel published by UBSPD, 1999
5. How to research and write a thesis in Hospitality & Tourism by James M Paynter
6. Travel & Tourism & Hospitality Research by Ritchie Goeldner, John Wiley published by Wiley

**Semester–6th**

**Paper-Customer Relationship Management in Hotels**

**Code: BHHA-604**

**Contact hours- 60, Credit Points: 6**

**On completion of the course, students will be able to implement;**

**CO 1:** Learn the importance and success factors of CRM.

**CO 2:** How to develop a sales profile in CRM.

**CO 3:** learn how to choose a CRM Strategy.

**CO 4:** Learn the art of customer retention.

**CO 5:** Learn Relationship marketing one to one.

**CO 6:** Managing Relationship through conflicts and understanding customers.

**CO 7:** Understand the tools for capturing customer identification.

**CO 8:** Understand how to reset CRM strategy.

Sl	Course Outcome	Mapped modules
1	Learn the importance and success factors of CRM	M1
2	How to develop a sales profile in CRM	M2

3	learn how to choose a CRM Strategy	M1,M2
4	Learn the art of customer retention	M2
5	Learn Relationship marketing one to one	M3
6	Managing Relationship through conflicts and understanding customers	M3
7	Understand the tools for capturing customer identification	M3 ,M4
8	Understand how to reset CRM strategy.	M4

Module Number	Content	Total Hours	%age of questions	Blooms Level (if applicable)	Remarks (If any)
M1	Introduction to CRM	15	25	1,2	
M2	CRM Process	15	25	1,2	
M3	Technological Support in CRM	15	25	1,2	
M4	Emerging Trend in CRM	15	25	1,2	
		<b>60</b>	<b>100</b>		

Sl.	Topic/Module	Hour
1.	Module1: Introduction to CRM <ul style="list-style-type: none"> <li>• Meaning and definition of CRM, importance of CRM</li> <li>• Concept and growth of relationship marketing, scope of relationship marketing</li> <li>• Concept of lifetime customer and customer loyalty</li> <li>• Benefits and difficulties of CRM</li> </ul>	15
2.	Module 2:CRM Process <ul style="list-style-type: none"> <li>• Customer development process, customer retention, customer satisfaction</li> <li>• Importance of customer retention, customer retention strategies</li> <li>• Customer life time value, types of relationship management</li> <li>• CRM process for B2C and B2B markets</li> </ul>	15
3.	Module 3: Technological Support in CRM <ul style="list-style-type: none"> <li>• Types of technological applications in CRM</li> <li>• Customer databases and information systems, database marketing strategies</li> </ul>	15

	<ul style="list-style-type: none"> <li>• CRM software Solutions</li> <li>• Customer loyalty and profitability through technology</li> </ul>	
4.	<p>Module4: Emerging Trend in CRM</p> <ul style="list-style-type: none"> <li>• Introduction, importance of e-CRM in service marketing</li> <li>• Challenges involved in formulating and implementing e-CRM strategies</li> <li>• e-CRM architecture and its components, five engines of e-CRM</li> <li>• Evolution of e-customer and e-marketing, e-CRM for personalized services</li> </ul>	15

**Suggested Readings:**

1. Customer Relationship Management – Kristen Andersen, Carol Kerr published by Kristin L. Anderson Carol J. Kerr
2. Customer Relationship Management - R.K. Sugandhi published by newagepublishers
3. Customer Relationship Management: Concept and Cases - Alok Kumar Rai published by PHI
4. Customer Relationship Management at the speed of light - Paul Greenberg published by McGraw Hill Education
5. Customer Relationship Management, Emerging Concepts, Tools and Application - Jagdish N Sueth, Atul Parvatiyar, G. Shairesh published by McGraw Hill Education
6. The Handbook of Key Customer Relationship Management- Ken Burnett published by Financial Times/ Prentice Hall