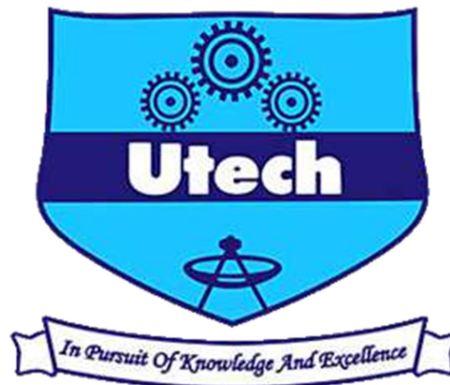


MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



## **BSc HOSPITALITY ADMINISTRATION**

MAULANA ABUL KALAM AZAD  
UNIVERSITY OF TECHNOLOGY,  
WEST BENGAL



## VISION OF THE UNIVERSITY

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

## MISSION OF THE UNIVERSITY

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



# IIHM Kolkata

## **IIHM VISION Statement**

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

## **The Mission :**

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

## **Values**

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

# **Learning Outcomes-based Curriculum Framework for Undergraduate Education**

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

## **Section 1**

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

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

### **Learning outcomes-based approach to curriculum planning and development.**

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

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

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

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

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

## **Key outcomes underpinning curriculum planning and development**

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

### **Graduate attributes**

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

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

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

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

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

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

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

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

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



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

## **Qualification descriptors**

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

### **Qualification descriptors for a Bachelor's Degree programme**

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

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

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

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

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

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

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

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

### **Programme learning outcomes**

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

## **Programme Outcomes (POs)**

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

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

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

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

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

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

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

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## **Programme Specific Outcomes**

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

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

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

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

### **Programme Outcomes (POs)**

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

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

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

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

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

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

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

## **Programme Specific Outcomes**

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

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

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

### **Course Description:**

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

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

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

### **Course outlines**

#### **Knowledge and understanding**

##### **1st Year**

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

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

## **2nd year**

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

## **3rd Year**

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

## **Intellectual/Cognitive skills**

### **1st year**

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

### **2nd year**

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

### **3rd year**

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

## **Subject practical skills**

### **1st year**

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

### **2nd year**

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

### **3rd year**

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

## **Transferable skills**

### **1st year**

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

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

## 2nd year

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

## 3rd year

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

### 1. Learning, Teaching and Assessment Strategies:

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

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

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



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

## **Year 1**

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

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

## **Year 2**

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

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

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

## **Year 3**

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

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

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

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

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

## **Teaching - learning process**

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

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

### **Assessment methods**

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

BSc HOSPITALITY ADMINISTRATION (HA)							
SEMESTER 1							
Sl. No.	CBCS Category	Course Code	Course Name	L	T	P	Credits
Theory + Practical							
				L(hrs)	T (Hrs)	P (Hrs)	CREDITS
1	CC -1	BScHAC 101	FUNDAMENTALS OF FRONT OFFICE AND HOUSEKEEPING (TH)	4	0	0	4
		BScHAC 191	FUNDAMENTALS OF FRONT OFFICE AND HOUSEKEEPING (PR)	0	0	4	2
2	CC-2	BScHAC 102	FUNDAMENTALS OF MANAGEMENT	4	2	0	6
3	GE 1	GE4B02	Entrepreneurship - Theory and Practice	4	2	0	6
4	AECC-1	BScHAA 103	(English/MIL Communication)	2	0	0	2
<b>Total Credit</b>							<b>20</b>
Semester II							
Sl. No.	CBCS Category	Course Code	Course Name	L(hrs)	T (Hrs)	P (Hrs)	Credits
Theory + Practical				CREDIT			
1	CC 3	BScHAC 201	FUNDAMENTALS OF Food Production (TH)	4	0	0	4
		BScHAC 291	FUNDAMENTALS OF Food Production (PR)	0	0	4	2
2	CC 4	BScHAC 202	FUNDAMENTALS OF Food & Beverage Service (TH)	4	0	0	4
		BScHAC 292	FUNDAMENTALS OF Food & Beverage Service (PR)	0	0	4	2
3	GE 2	GE1B19	Professional Communication	4	2	0	6
4	AECC-2	BScHAA 203	Environmental Science	2	0	0	2
<b>Total Credit</b>							<b>20</b>

Semester III							
Sl. No.	CBCS Category	Course Code	Course Name	L(hrs)	T (Hrs)	P (Hrs)	CREDITS
<b>CREDIT</b>							
1	CC 5	BScHAC 301	FOOD PRODUCTION OPERATIONS 1 (TH)	4	0	0	4
		BScHAC 391	FOOD PRODUCTION OPERATIONS 1 (PR)	0	0	4	2
2	CC 6	BScHAC302	Food & Beverage Service Operations 1 (TH)	4	0	0	4
		BScHAC 392	Food & Beverage Service Operations 1 (PR)	0	0	4	2
3	CC 7	BScHAC 303	Rooms Division 1 (TH)	4	0	0	4
		BScHAC 393	Rooms Division 1 (PR)	0	0	4	2
4	GE 3	GE5B15	Finance Made Easy	4	2	0	6
5	SEC I	BScHAS 304	Hospitality Technology and Application of AI	1	1	0	2
<b>Total Credit</b>							<b>26</b>
Semester IV							
Sl. No.	CBCS Category	Course Code	Course Name	L(hrs)	T (Hrs)	P (Hrs)	Credits
<b>Theory + Practical</b>				<b>CREDIT</b>			
1	DSE1	BScHAC401	Food Production Operations – Industry Exposure	1	0	10	6
2	DSE2	BScHAC402	Food & Beverage Service Operations – Industry Exposure	1	0	10	6
3	DSE3	BScHAC403	Accommodation and Front Office Operations – Industry Exposure	1	0	10	6
4	GE 4	GE5B14	ENTREPRENEURSHIP :Launching an Innovative Business	4	2	0	6
5	SEC 2	BScHAS401	Personality Skills for Hospitality – Learning from Industry	0	0	4	2
<b>Total Credit</b>							<b>26</b>
For DSE 1, 2 and 3 online 1 hour class per week to be conducted by the college.							
Assessment strategy for DSE 1, 2 and 3 & SEC 2 would be as per following (indication):							
a. Online class internal assessment 20%							
b. Log book 20%							
c.Training report 20%							
d. Presentation & viva 20%							
e. final written assessment 20% (to be conducted in the college)							

Semester V							
Sl. No.	CBCS Category	Course Code	Course Name	L (hrs)	T (Hrs)	P (Hrs)	Credits
Theory +PR				CREDIT			Credits
1	CC 8	BScHAC 501	ADVANCED FOOD AND BEVERAGE SERVICE AND PRODUCTION (TH)	4	0	0	4
		BScHAC 591	ADVANCED FOOD AND BEVERAGE SERVICE AND PRODUCTION (PR)	0	0	4	2
2	CC9	BScHAC 502	ADVANCED Rooms Division (TH)	4	0	0	4
		BScHAC 592	ADVANCED Rooms Division (PR)	0	0	4	2
3	DSE 4	BScHAD 503	Future Trends in HOSPITALITY TECHNOLOGY	3	3	0	6
4	DSE 5	BScHAD 504	Fundamentals of Digital Marketing	3	3	0	6
<b>Total Credit</b>							<b>24</b>
Semester VI							
Sl. No.	CBCS Category	Course Code	Course Name	L (hrs)	T (Hrs)	P (Hrs)	Credits
Theory +PR				CREDIT			Credits
1	CC 10	SPECIALIZATION IN ANY ONE THEORY: BScHAC 601A/B/C/D	FOOD PRODUCTION AND PATISSERIE MANAGEMENT/FOOD AND BEVERAGE MANAGEMENT /ROOMS DIVISION MANAGEMENT/ ENTREPRENEURSHIP SPECIALIZATION ( TH)	4	0	0	4
		SPECIALIZATION IN ANY ONE PRACTICAL: BScHAC 691A/B/C/D	FOOD PRODUCTION AND PATISSERIE MANAGEMENT/FOOD AND BEVERAGE MANAGEMENT/ROOMS DIVISION MANAGEMENT/ ENTREPRENEURSHIP . (PR)	0	0	4	2
2	CC 11	BScHAC 602	Advanced Applications of DIGITAL MARKETING	4	2	0	6
3	DSE-6	BScHAD 603	HUMAN RESOURCE MANAGEMENT	4	2	0	6
4	DSE-7	BScHAD 604	HOSPITALITY BUSINESS DEVELOPMENT	4	2	0	6
<b>Total Credit</b>							<b>24</b>

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

Unit 5	<p><b>RESERVATION</b></p> <p>Definition of reservation Types, sources and procedures of reservation How to handle a reservation call</p> <p><b>SOURCES AND TYPES OF RESERVATION</b></p> <p>Written and verbal modes of reservation</p> <p>Types of reservation , Different ways of receiving reservation</p> <p><b>AMENDMENT AND CANCELLATION</b></p> <p>Steps to be followed in each situation. Forms used to record each situation,</p> <p><b>GROUP RESERVATION</b></p> <p>Meeting planners, Tour operators Travel agents, Convention and visitor bureaus,</p> <p><b>RESERVATION REPORTS</b></p> <p>Reports , Forecasting, budgeting.</p>	14	20
		<b>Hours</b>	<b>Marks</b>
Unit 6	<p><b>Introduction to housekeeping-</b></p> <ul style="list-style-type: none"> <li>● Relation of housekeeping and other Services provided by hotel and cleanliness.</li> <li>● Responsibilities of the department</li> <li>● Various departments and their categorization</li> <li>● Layout of Housekeeping Department and Floor Pantry.</li> <li>● Organizational structure</li> <li>● Duties and responsibilities of the staff on H/K department</li> <li>● Assignments.</li> </ul>	4	5
Unit 7	<p><b>Cleaning agents</b></p> <ul style="list-style-type: none"> <li>● Water</li> <li>● Detergents</li> <li>● Abrasive</li> <li>● Reagents</li> <li>● Degreasers</li> <li>● Absorbent</li> <li>● Organic Solvents</li> <li>● Bleach</li> <li>● Antiseptics, Disinfectants and Deodorants.</li> <li>● Polishes</li> <li>● Practical exposure of name of commercial agents , surfaces used on and dilution ratio.</li> </ul> <p>Assignments.</p>	4	5



Unit 8	<b>Cleaning equipment</b> <ul style="list-style-type: none"> <li>● Manual</li> <li>● Mechanical</li> <li>● Physical Display and Demonstration of Manual and Mechanical equipment.</li> </ul> Assignments.	4	5
Unit 9	<b>Cleaning Organization</b> <ul style="list-style-type: none"> <li>● Periodic cleaning and special cleaning</li> <li>● Frequency of Cleaning</li> <li>● Method of cleaning.</li> <li>● Tasks under each type of cleaning.</li> <li>● Assignments.</li> </ul>	4	5
Unit 10	<b>Hotel guest rooms</b> <ul style="list-style-type: none"> <li>● Types of Room</li> <li>● Standard contents of guest rooms</li> <li>● Practical visit to guest room.</li> <li>● Video show.</li> <li>● Assignments.</li> </ul>	4	3
Unit 11	<b>Public area cleaning</b> <ul style="list-style-type: none"> <li>● Entrance</li> <li>● Lobby / Reception</li> <li>● Elevator</li> <li>● Restaurants/ Dining area</li> <li>● Coffee shops</li> <li>● Public restrooms</li> <li>● Banquets</li> <li>● Leisure areas- Swimming pool, health club, spa, sauna, steam</li> </ul> Assignments.	4	7
Unit 12	<b>Housekeeping records.</b> <ul style="list-style-type: none"> <li>● Records prepared and handled in the department by GRAs, Supervisors, Managers and Control desk attendants.</li> <li>● Practical demonstration and filling up of formats and checklist</li> </ul> Assignments.	4	5
<b>Total</b>		<b>56</b>	<b>70</b>

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

Baker, S. Hyton, J. & Bradley, P. (2001	Principles Of Hotel Front Office Operations	2nd Edition	London: Thomson
G. Raghubalan & Smritee Raghubalan	Hotel Housekeeping Operation and Management	3 <sup>rd</sup> Edition	Oxford University Press 2007, 2009, 2015
Margaret M. Kappa Aleta Nitschike Patricia B. Schappert	Managing Housekeeping Operations	1997	Educational Institute, American Hotel and Motel Association
Sudhir Andrews	Hotel Housekeeping Management and Operations	2007	Tata McGraw-Hill Education
Malini Singh Jaya B. George	Housekeeping Operation Design & Management	2008	Jaico Publishing House
Praloy Ganguly	Housekeeping Management In Hotel & service Industry	2019	I.K International Publishing House
Peter Jones, Andrews Lockwood	Management of Hotel Operations	2002	Cengage Learning
Thomas J. A. Jones	Professional Management of Housekeeping Operations	2007 5th edition	John Wiley & Sons
<b>End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.</b>			

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

<b>Name of the Course: BSc HOSPITALITY ADMINISTRATION</b>			
<b>Subject: FUNDAMENTALS OF FRONT OFFICE AND HOUSEKEEPING(PR)</b>			
<b>Course Code: BScHAC 191,</b>		<b>Semester:I</b>	
<b>Duration: one Semester</b>		<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Practical:4		End Semester Exam: 60	
Credit: 2		Internal Assessment: 40	
<b>Course Objectives:</b>			
This subject aims to explore the basic concepts and operations of the front office and housekeeping areas in hotels. It introduces the operating systems and standard operating procedures of the front office and housekeeping departments in current practices. Case studies and role play are incorporated and demonstrated into the service skills so that students can grasp the essence of basic customer service in the hospitality industry. Computer software is introduced to integrate computer technology with the procedures used in the front office.			
<b>Course Outcomes :</b>			
<b>Part A Front Office</b>			
1) Identify different types of guests and state the procedures required for guest reservation.			
2) Practice basic front office operations like reservations, guest check in till guest check out using property management system.			
3) Recognize and Interpret different types of reports, forms and formats relevant to hotel front office operations.			
<b>Part B Housekeeping</b>			
4) To indicate the different practices used in five star hotels. Recognise and Explain the responsibilities and duties of the housekeeping department.			
5) to identify and demonstrate the care and cleaning of different surfaces.			
6) To recognise and differentiate the different components of chambermaid trolleys.			
7) To explain and reproduce the components of bed making and illustrate the differences between a daybed and an evening bed			
<b>Part A: Front Office Practical</b>			<b>Hrs./week</b>
Unit 1	<b>Name of the Topic</b> <b>1. Reservation</b> <ul style="list-style-type: none"> <li>● Creating Guest Profile</li> <li>● Creating company profile</li> <li>● Using Quick Keys</li> <li>● Reserving Amending and Cancelling Reservations</li> <li>● Group Reservation</li> <li>● Upselling ideas</li> <li>● Modern systems</li> </ul>	<b>Hours</b>  <b>12</b>	<b>Marks</b>  <b>10</b>
Unit 02	Telephone Manners.	<b>6</b>	<b>6</b>
Unit 03	Front Office Equipment.	<b>3</b>	<b>4</b>

Unit 04	Key Customer Handling Phrases.	<b>3</b>	<b>5</b>
Unit 05	Handling Scanty Baggage/Room Change Procedure	<b>4</b>	<b>5</b>
<b>PART B: Housekeeping Practical</b>			
	<b>Name of the Topic</b>	<b>Hours</b>	<b>Marks</b>
Unit 06	<b>Hotel visit ( 5 star hotels)</b> Practical exposure to different 5 star hotels.	<b>4</b>	<b>6</b>
Unit 07	<b>Care and cleaning of different surfaces</b> <ul style="list-style-type: none"> <li>● Glass</li> <li>● Metals (Brass , Copper, Silver)</li> <li>● Plastic</li> <li>● Ceramics</li> <li>● Wood &amp; Sunmica</li> <li>● Leather</li> <li>● Practical Demonstration of surface cleaning with Cleaning and polishing agents adhering to MSDS and self hygiene</li> </ul>	<b>6</b>	<b>7</b>
Unit 08	<b>Chambermaid Trolley</b> <ul style="list-style-type: none"> <li>● Practical demonstration and diagram study.</li> <li>● Standard supplies &amp; Checklist (RoomAttendants ,Supervisors, Maids Checklist, Public Area</li> </ul>	<b>3</b>	<b>5</b>
Unit 09	<b>Bed making –</b> <ul style="list-style-type: none"> <li>● Day bed and</li> <li>● Turndown / Evening bed</li> </ul> Practical demonstration of day and evening bed making. Practicing in the Indismart Hotel guest room.	<b>10</b>	<b>7</b>
<b>Unit 10</b>	<b>Situation Handling</b> <ul style="list-style-type: none"> <li>● Practical demonstration and role play</li> <li>● Handling telephone calls</li> <li>● Case Study</li> </ul>	<b>5</b>	<b>5</b>
	<b>Total:</b>	<b>56</b>	<b>60</b>

	<p><b>Internal Assessment Examination &amp; Preparation of Semester Examination</b></p> <p><b>Practical Skills to be developed:</b></p> <p><b>Practical: Skills to be developed: Part A</b></p> <p>Intellectual skills:</p> <ol style="list-style-type: none"> <li>1. Understanding the use of the PMS OPERA</li> <li>2. Understanding the conceptual relationships between the departments and being able to operate the necessary procedures.</li> <li>3. Being familiar with the check in procedures for FITs/ walk ins, groups and VIPs</li> <li>4. Being able to use and correctly check in the above guests using OPERA</li> </ol> <p><b>Practical: Skills to be developed: Part B</b></p> <p>Intellectual skills:</p> <ol style="list-style-type: none"> <li>1. Right Attitude.</li> <li>2. Safety knowledge.</li> <li>3. Managerial skills</li> <li>4. Time Management</li> <li>5. Self-development through training</li> </ol> <p>Motor Skills:</p> <ol style="list-style-type: none"> <li>1. Improving ability to manage a department effectively and efficiently through proper techniques of work.</li> <li>2. Practice proper and safe use of chemicals and equipment.</li> <li>3. Paying attention to details, increasing observation power.</li> <li>4. Emphasis on ergonomics for creating a healthy working atmosphere.</li> <li>5. Understand the safety and security needs of hospitality operations and how safety and security issues affect H/K personnel.</li> </ol>		<b>40</b>
	<b>Text Books:</b>		

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
<b>Part A</b>			
Woods, Hayes & Austin (2007)	Professional Front Office Management	1 <sup>st</sup> Edition	New Delhi: Pearson
Bardi, J. A. (1996)	Hotel Front Office Management	2nd Edition	Van Nostrand Reinhold
Baker, S. Hyton, J. & Bradley, P. (2001)	Principles Of Hotel Front Office Operations	2nd Edition	London: Thomson

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	y									
CO2		y								
CO3		y								
CO4		y								
CO 5	y									
CO 6			y							
CO7		y								

CO : COURSE OUTCOME

PO : PROGRAMME OUTCOME

Name of the Course: BSc Hospitality Administration			
<b>Subject: Fundamentals of Management</b>			
Course Code: BScHAC 102,		Semester:1	
Duration: One semester		Maximum Marks:100	
Teaching Scheme		Examination Scheme	
Theory: 4hrs		End Semester Exam: 70 MARKS	
Tutorial:2 hrs		Internal Assessment: 30 marks	
Credit: 6			
<b>Course Objectives:</b>			
The course is designed to provide students with an overview of the management functions and its role in organizations. The course aims to provide students with the basic managerial knowledge necessary. This course is an introduction to the critical management skills involved in planning, organizing, controlling, leading and decision making in an organization.			
<b>Course Outcomes :</b>			
<b>Sl. No.</b>			
1.	To explain the basics of management and its development		
2.	To be able to write plans and strategies		
3.	To be able to describe and discuss the concept of organising and controlling function in management		
4.	To be able to define and write the process of delegation of authority and responsibility		
5.	will be able to compare leadership and management traits and identify the features of leaders.		
6.	To list the needs of individuals using the Maslow's theory of motivation		
<b>Contents</b>			<b>Hrs./week</b>
		<b>Hours</b>	<b>Marks</b>
Unit 1	<b><u>OVERVIEW OF MANAGEMENT</u></b> definition of management , <ul style="list-style-type: none"> <li>● Management: Art and Science</li> <li>● Levels of management,</li> <li>● Functions of management</li> <li>● Management skills, Qualities and characteristics of managers.</li> <li>● Evolution of Management thought</li> <li>● Early contributions: Taylor and Scientific Management, Fayol's Administrative Management,</li> </ul>	10	15
Unit 2	<b><u>PLANNING and DECISION MAKING</u></b> <ul style="list-style-type: none"> <li>● Define 'planning'</li> <li>● Nature and purpose</li> <li>● Explain different levels and types of planning</li> <li>● Describe the process of planning</li> <li>● Identify benefits and limitations of planning</li> <li>● Managing by objective</li> <li>● Decision Making: Strategies of decision making</li> <li>● importance and limitation of decision making</li> </ul>	8	10



Unit 3	<b>Organising-</b> <ul style="list-style-type: none"> <li>● Defining organising</li> <li>● Nature and purpose of organizing.</li> <li>● Types organization structure- formal and informal groups.</li> <li>● Authority and power: line and staff authority.</li> <li>● Delegation of authority</li> <li>● Departmentalization.</li> <li>● span of control</li> <li>● centralization and decentralization</li> </ul>	10	10
Unit 4	<b>Leadership and Control</b> <ul style="list-style-type: none"> <li>● Leadership vs Management</li> <li>● Importance of leadership</li> <li>● Characteristics of an effective leader.</li> <li>● Controlling: Concept</li> <li>● Importance of controlling</li> <li>● Steps in control process.</li> </ul>	10	15
Unit 5	<b>Staffing Directing</b> <ul style="list-style-type: none"> <li>● Staffing: Concept</li> <li>● Objective of staffin</li> <li>● Manpower planning.</li> <li>● Directing Concept</li> <li>● Techniques of directing and supervision</li> <li>●</li> </ul>	10	10
Unit 6	<b>.Motivation</b> <ul style="list-style-type: none"> <li>● Definition</li> <li>● Importance</li> <li>● Theories of motivation: Maslow’s Need Hierarchy theory.</li> </ul>	8	10
<b>Sub Total:</b>		56 hrs	70

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

Rao, V. S. P., & Krishna, V. H. (2009).	Management: Text and Cases.	978-8174463173	Excel Books India.
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	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		y	y		y					
CO2			y							
CO3	y									
CO4	y									
CO 5					y					
CO 6	y									

CO : Course Outcome

PO : programme Outcome

(GE4B-02): ENTREPRENEURSHIP THEORY & PRACTICE

CreditPoint:6 Total

Credit Hours: 60 Hrs.

Course Objective

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

Course Outcomes (CO):

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

## Module I

Unit 1: Introduction to Entrepreneurship [4L] Theories of Entrepreneurship, Role and Importance of Entrepreneur in Economic Growth.

Unit 2: Entrepreneurial Behaviour [10L]

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

Unit 3: Entrepreneurial Traits [8L]

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

Unit 4: Project Feasibility Analysis [12L]

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

## Module II

Unit 5: Creativity [8L]

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

Steps of Creativity

Unit 6: Innovation [8L]

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

Unit 7: Understanding the Market [4L]

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

Unit 8: Resource Mobilization [6L]

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

## Suggested Readings:

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

# AECC: English Communication

English Communication

Credits: 2

## Preamble:

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

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

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

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

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

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

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

**4. Reading and Understanding**

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

**5. Writing Skills**

Documenting  
Report Writing  
Making notes  
Letter writing

**Recommended Readings:**

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

## **FRENCH LANGUAGE AND CULTURE I**

### **Syllabus:**

#### **SPEAKING AND WRITING SKILLS**

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

#### **GRAMMAR**

##### **1. 1**

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

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

#### **FRENCH CULTURE**

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

#### **FRENCH LITTERATURE**

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

<b>Name of the Course: BSc HOSPITALITY ADMINISTRATION</b>			
<b>Subject: FUNDAMENTALS OF FOOD PRODUCTION (TH)</b>			
<b>Course Code: BScHAC 201</b>		<b>Semester: 2</b>	
<b>Duration: one semester</b>		<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory: 4 hrs/week		End Semester Exam: 70 marks	
Credits: 4		Internal Assessment: 30 marks	
<b>COURSE OBJECTIVES:</b>			
The course focuses on the professional requirements of kitchen personnel and the importance and maintenance of hygiene emphasizing on the insight of kitchen organization, duties and responsibilities of kitchen staff, workflow, and kitchen equipments; methods of cooking and understanding raw materials, fundamentals of bakery.			
<b>Course Outcomes: student will be able to :</b>			
<b>1</b>	list and discuss the skills , attitude , safety procedures, hygiene within the kitchen.		
<b>2</b>	explain the kitchen organisational structure and layout.		
<b>3.</b>	classify fuel and equipment used in the kitchen		
<b>4.</b>	list the objectives of cooking, identify the effect of heat on food and characteristics of raw materials		
<b>5.</b>	discuss and write the different methods of cooking food.		
<b>6.</b>	outline and explain the different culinary terms.		
<b>7.</b>	illustrate and explain the principles of baking.		
			<b>Hrs./week</b>
	<b>Contents</b>	<b>Hours</b>	<b>Marks</b>
<b>Unit 1</b>	<b>INTRODUCTION TO COOKERY</b> Levels of skills and experience, Attitude and Behavior in the Kitchen, Personal Hygiene, Uniform, Safety procedure in handling equipment.	<b>6</b>	<b>8</b>
<b>Unit 2</b>	<b>HIERARCHY &amp; KITCHEN ORGANISATION</b> Classical brigade, Modern staffing in various categories of hotels, Duties and responsibilities of chefs, Interdepartmental coordination. <b>KITCHEN ORGANISATION &amp; LAYOUT</b> General layout of kitchen in various organization Different types of kitchen in big & small establishments Advantages of different types of setup	<b>6</b>	<b>8</b>
<b>Unit 3</b>	<b>EQUIPMENTS &amp; FUEL</b> Classification of fuel, advantage and disadvantage, Equipment used in Kitchen, its care and maintenance	<b>6</b>	<b>8</b>
<b>Unit 4</b>	<b>Aims &amp; Objectives of Cooking Food</b> <b>Effects of heat on various basic nutrient</b> <b>Characteristics of Raw Materials: 1)fats and oils 2)Leaveners 3)Eggs</b> <b>4) salt 5)Liquids 6) flavourings and seasonings 7)sweeteners</b> <b>8)thickening agents</b>	<b>7</b>	<b>8</b>



Unit 5	<p><b>METHODS OF COOKING FOOD</b>  Different methods of cooking food, Principles of various methods, Care and precaution, Selection of food for each type of cooking method, Cuts of Vegetables, Classification of Fruits and its usage in cookery, Types of Salads and Salad Dressing.</p>	8	10
Unit 6	<p><b>BASIC PRINCIPLES OF FOOD PRODUCTION – 1</b></p> <ul style="list-style-type: none"> <li>● Stocks - Types, method of preparation, recipes, storage, uses, care and precaution.</li> <li>● Soups - Classification with examples, garnishes, thickening agents.</li> <li>● Sauces – Classification, recipe of mother sauce, rectification, derivatives, use with menu examples.</li> </ul> <p><b>BASIC PRINCIPLES OF FOOD PRODUCTION – 2</b></p> <ul style="list-style-type: none"> <li>● Fish and shellfish cookery - Classification and names, selection, basic cuts, effect of heat, storing, menu examples.</li> <li>● Egg cookery - structure and composition, selection, storing, cooking method and usage in cookery</li> <li>● Poultry and game – classification, selection, cuts, effect of heat, Usage storing, menu examples.</li> </ul>	8	10
Unit 7	<p><b>Culinary terms</b>  Indian / International</p> <p><b>Herbs, spices and condiments</b>  Different types (names), Role and uses, Classification of Indian and Continental</p> <p><b>Cereals, pulses.</b>  Types and Classification with examples, Cooking procedure , Nutritional importance, Varieties of Rice and other cereals and their use.</p> <p><b>Basic commodities</b>  Milk , Cream, Butter , Cheese – Types, uses</p>	7	8
Unit 8	<p><b><u>BAKERY</u></b></p> <p><b>Simple Bread</b>  Principles of Bread making, Basic ingredients and role of ingredients, Baking Temperature and its importance. Faults. Simple yeast bread.</p> <p><b>Pastry</b>  Different types; Short crust, Laminated, Choux &amp; Hot water/Rough Pastry with examples. Recipe and method of preparation, Differences and uses. Role of each ingredient , Temperature of baking &amp; care to be taken while preparing.</p>	8	10
	<b>Sub Total:</b>	56	70

**Text Books:**

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

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	y									
CO2	y									
CO3	y									
CO4	y									
CO 5	y									
CO 6	y									
CO6	y									

<b>Name of the Course: BSc HOSPITALITY ADMINISTRATION</b>			
<b>Subject: Fundamentals of Food Production Pr</b>			
<b>Course Code: BScHAC 291</b>		<b>Semester:2</b>	
<b>Duration: one semester</b>		<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Practical:4		End Semester Exam:60 marks	
Credits:2		Internal Assessment:40 marks	
<b>Course Objectives:</b>			
Students will be able to undertake a sensory taste of commodities and conceptualise the different types and qualities within those used in food production and also develop knife skills in the kitchen Students will be able to practice and develop skills by preparing a combination of international and Indian menus and basic bakery products.			
<b>Course Outcomes: Students will be able</b>			
<b>Sl. No.</b>	<ol style="list-style-type: none"> <li>1) To explain the different types, qualities and uses of commodities relevant to the food and beverage production trade.</li> <li>2) To demonstrate a variety of methods used for cooking, poultry, egg and fish.</li> <li>3) To practise the making of basic Indian gravies, rice and cereal preparations.</li> <li>4) To practise the making of basic pastries, breads, cookies and creams.</li> <li>5) To practice skills in real time in a hotel kitchen environment</li> </ol>		
			<b>Hrs./week</b>
	<b>Contents</b>	<b>Hours</b>	<b>Marks</b>
<b>Unit 1</b>	<b>Knife skills: Cuts of vegetable</b>  <b>French fries Fried fish Mayonnaise (Tartar Sauce) (Commercial &amp; authentic)</b> <b>Frying (deep frying)</b> <b>Basic mother sauce and derivative Emulsification</b>  <b>Boiled Egg/ Boiled Vegetable (potato/ carrot) Blanching beans / tomato Idli with tomato chutney Bread and butter pudding, Russian salad.</b> <b>Boiling and Blanching Direct steaming Indirect steaming</b>	<b>12</b>	<b>15</b>
<b>Unit 2</b>	<b>Knife skill: cuts of chicken Chicken gravy(brown gravy) Boiled riceCuts of chicken Indian gravy Drainage method</b>  <b>Knife skill: cuts of fish Fish paupiette with lemon butter sauce Mash potato/ sauteed vegetables</b> <b>Cuts of fish Poaching Concept of plating</b>  <b>Vegetable au gratin Cream of chicken soup Croutons</b> <b>Roux /bechamel sauce Stock/Cream soup</b>	<b>12</b>	<b>10</b>

UNIT - 3	<p>Chicken ala king Riz pilaf Caramel custard Veloute Absorption method Double boiling method</p> <p>Minestrone Fish Colbert with Colbert butter Pommes Parsley Chocolate mousse International soup( broth )</p>	8	10
UNIT - 4	<p>Kadhai chicken, Yellow dal tadka ,Laccha paratha Kadhai gravy Shallow frying /Indian bread</p> <p>Potato and leek soup Shrimp cocktail Poulet saute chasseur With butter rice Oven roasted vegetables Puree soup Hors d oeuvres Brown sauce and derivative</p>	8	8
UNIT - 5	<p>Waldorf salad Potage st Germain Minute steak with pepper sauce Pommes noisette / glazed carrot Classic salad Traditional soup French main course with accompaniments</p> <p>Mulligatawny soup Grilled fish with grenobloise sauce/buttered beans French fries National soup of India Grilling Deep frying</p> <p>Egg cookery Introduction to eggs with accompaniments Different egg preparation like boiled egg, fried egg, scrambled egg , various kind of omelette &amp; poached egg</p>	8	8
Unit 6	<p>Bakery Bread rolls(basics) Bread sticks Focaccia/lavash/pita/ciabatta, Sponge product (cake/ swiss roll) Breakfast item Dough making Lamination Layering Break fast Tea cakes Morning and evening hi tea Fruit trifle Basic custard Tart Sweet paste</p>	8	9
	Sub Total:	56	60

	<b>End Semester examination scheme Maximum marks 60 time allotted 3 Hrs</b>		
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**Practical:**

**Skills to be developed:**

**Intellectual skills:**

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

**Motor Skills:**

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

All practicals compulsory

**Text Books:**

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

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

<b>Name of the Course: BSc Hospitality Administration</b>			
<b>Subject: Fundamentals of Food and Beverage Service Th</b>			
<b>Course Code: BSCHAC 202</b>		<b>Semester: 2</b>	
<b>Duration: one Semester</b>		<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory: 4 hrs./Week		End Semester Exam: 70	
Credit: 4		Internal Assessment: 30	
<b>Course Objectives:</b>			
This program will allow the students to identify, compare, discuss and examine major issues involved in service style, types of menus, equipment used for running quality food and beverage operations, knowledge and classification of nonalcoholic beverages , tobacco and cigar and different types of breakfast and service of items served.			
<b>Sl. No.</b>	<b>Course outcomes</b>		
1.	To be able to describe different types of Menu and Menu Planning Consideration.		
2.	To understand the concept of 17 courses French Classical Menu. Definition of various courses. Dishes served along with accompaniments and cover layout.		
3.	To be able to describe the Classification of Non-Alcoholic Beverages.		
4.	To be able to Conceptualize the service and components of Water, Tea, Coffee, Cocoa.		
5.	To be able to Conceptualize the Components of Tobacco and Cigar.		
6.	To understand the concept of various types of breakfast and items served.		
			<b>Hrs./week</b>
	<b>Contents</b>	<b>Hours</b>	<b>Marks</b>
Unit 1	<b>FUNDAMENTALS OF MENU &amp; MENU PLANNING &amp; FRENCH CLASSICAL MENU</b>  Definition of Menu, Types of Menu, A la Carte and Table d’hote Menu Concept, Menu Planning Considerations, How to write a TDH Menu, Concept of 17 Courses French Classical Menu – Definition of various courses – Dishes served along with accompaniments and cover layout	<b>20</b>	<b>20</b>
Unit 2	<b>FOOD AND BEVERAGE SERVICE METHODS</b>  Table Service (Silver/English, Family, American, Butler/French, Russian, Gueridon, Bar) - Self Service - Assisted Service - Specialized/In-situ Service - Single Point Service	<b>08</b>	<b>10</b>
Unit 3	<b>NON-ALCOHOLIC BEVERAGES</b>  Classification of Non-Alcoholic Beverages - Types of Water	<b>03</b>	<b>5</b>

Unit 4	<b>TEA</b> Introduction and history, classification and types, major growing countries, tisanes, manufacturing process, brand names and related terms, storage and service.	<b>06</b>	<b>5</b>
Unit 5	<b>COFFEE</b> Introduction and history, classification and types, major growing countries, coffee species, manufacturing process, brand names and coffee related terms, storage and service of coffee, methods of preparation.	<b>05</b>	<b>10</b>
Unit 6	<b>COCOA</b> Introduction and history, classification and types, major growing countries, manufacturing process, brand names, storage and service of coffee, methods of preparation.	<b>04</b>	<b>6</b>
Unit 7	<b>TOBACCO &amp; CIGARS</b> Types, cigars - parts, production, types, shapes, sizes, brands, related terminology, storage, service and service accessories. Cigarettes - production, types, brands, storage and service, other tobacco derived products.	<b>04</b>	<b>6</b>
Unit 8	<b>BREAKFAST</b> Emphasize on the importance of breakfast and various types of breakfast along with items served, Buffet Breakfast, International Breakfasts.	<b>06</b>	<b>8</b>
<b>Sub Total: (THEORY)</b>		<b>56</b>	<b>70</b>
<b>End Semester examination scheme Maximum marks 70 time allotted 3 Hrs</b>			

#### List of Books

##### Text Books & Reference Books:

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



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

<b>Name of the Course: BSc Hospitality Administration</b>			
<b>Subject: Fundamentals of Food and Beverage Service - Pr</b>			
<b>Course Code: BSCHAC 292</b>		<b>Semester: 2</b>	
<b>Duration: one Semester</b>		<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Practical: 4 hrs./Week		End Semester Exam: 60	
Credit: 2		Internal Assessment: 40	
<b>Course Objectives:</b> This course focuses on the operation of basic concepts in dining related to equipment, menus, etiquettes, recitation of terminologies. It emphasises on appreciation of hot beverages as well as in real time practicing the execution of English breakfast service.			
<b>Sl. No.</b>	<b>Course Outcomes - students will be able:</b>		
1.	Identify the basic crockeries, cutleries, glassware, special equipment, napkin folds		
2	To understand the basic table layout with a la carte and table d’hote menu		
3	To be able to identify different types of service and understand how to take orders delivering the whole process with the correct attitude.		
4	Recite with examples of french menu terminologies and demonstrate different dining etiquettes.		
5	To be able to conceptualize various types of teas		
6	To be able to appreciate the service of tea and coffee		
7	To plan and execute real time english breakfast service		
<b>Contents</b>			<b>Hrs./week</b>
Unit 1	<b>IDENTIFICATION OF CROCKERIES, CUTLERIES, GLASSWARE AND SPECIALIZED EQUIPMENT</b>  Identification of various basic crockeries, cutleries, glassware and specialized equipment with their size, make, purpose and types of food/course served	<b>04</b>	<b>4</b>
Unit 2	<b>TABLE LAYOUT (A LA CARTE &amp; TABLE D'HÔTE)</b>  Single guest -Table d'hote, Single guest - A la carte, Multiple guests - Table d'hote, Multiple guests - A la carte	<b>04</b>	<b>4</b>
Unit 3	<b>VARIOUS TYPES OF TABLE SERVICE</b>  French, English, Russian, American, In-Situ / Specialised	<b>08</b>	<b>8</b>
Unit 4	<b>RESTAURANT SERVICE SIMULATION</b>  Simulation of full restaurant service	<b>04</b>	<b>4</b>

Unit 5	<b>TEA FUNDAMENTALS</b>  Tea service standards for hospitality venues The importance of water quality in tea preparation A guide to brewing great tea A guide to brewing iced tea Selling Tea Techniques – Top National & International Brands, Prices and Pricing Tasting of Various Types of Teas & Tisanes Tea Service	<b>08</b>	<b>8</b>
Unit 6	<b>DELIVERING PASSIONATE SERVICE</b>  What it takes to be a good server How to discover what service means to you The importance of humility in service How to provide service with integrity How to push yourself as a server How to communicate properly with guests and co-workers The importance of offering service with a smile How to stay on top when you're in the weeds Tactics for improving your knowledge as a server How to use teamwork in the restaurant	<b>04</b>	<b>4</b>
Unit 7	<b>RESTAURANT ORDER TAKING</b>  Order Taking Methods thru KOT/BOT and Modification of A la Carte Cover according to the order.	<b>04</b>	<b>4</b>
Unit 8	<b>FRENCH MENU TERMINOLOGY WORKSHOP</b>  Learning important French Terms related to Menu Planning and Service.	<b>04</b>	<b>8</b>
Unit 9	<b>DINING ETIQUETTES</b>  Understanding various dining etiquettes with real time dining with a 3 course menu.	<b>08</b>	<b>8</b>
Unit 10	<b>BREAKFAST REAL TIME EXECUTION</b>  Organising operating supplies, ordering of stores, restaurant set up /theme decoration, table layout/ Buffet Layout, Invitation, service/ feedback	<b>08</b>	<b>8</b>
	<b>Sub Total: (PRACTICAL)</b>	<b>56</b>	<b>60</b>
	<b>Internal Assessment Examination &amp; Preparation of Semester Examination</b>		

**Practical:**

**Skills to be developed:**

**Intellectual skills:**

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

**Motor Skills:**

1. Cleaning and setting tables and placing seasonal decorations, candles, and table cloths.
2. Welcoming customers, seating them, serving them water or refilling their glasses, and delivering beverages from the bartender.
3. Keeping menus clean and presenting them to customers.
4. Stocking wait staff serving stations with napkins, utensils, trays, and condiments, and assisting the wait staff with all aspects of service.
5. Clearing tables and preparing them for the next customers.
6. Assisting in cleaning and opening or closing tasks.
7. Scraping food from dirty dishes, pots, pans, plates, flatware, and glasses, washing dirty dishes, and putting them away.
8. Assisting with sweeping, mopping, and polishing the restaurant, bar, kitchen, and equipment.
9. Transporting used linen to or from the laundry or housekeeping section.
10. Assisting with unloading and storing stock.
11. Handling of Salver.

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	y									
CO2	y									
CO3	y									
CO4	y									
CO 5	y									
CO 6	y									
CO7	y									

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

	<b>Internal Assessment Examination &amp; Preparation of Semester</b>	<b>30</b>	<b>70</b>
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**List of Books Text Books:**

**Name of Author**

**Title of the Book**

**Edition/ISSN/ISBN**

**Name of the Publisher**

A. K. Jain and A. M. Sheikh

Professional Communication Skills

Eighth Revised Edition

Schand

Meenakshi Raman and Sangeetha

Sharma

Technical Communication:

Principles and Practice

2nd Edition, Oxford University Press,

**Reference Books:**

Raman Sharma

Technical Communications

## UNIVERSITY GRANTS COMMISSION

### Ability Enhancement Compulsory Course (AECC – Environment Studies)

#### **Unit 1 : Introduction to environmental studies**

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

(2 lectures)

#### **Unit 2 : Ecosystems**

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

(6 lectures)

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

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

(8 lectures)

#### **Unit 4 : Biodiversity and Conservation**

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

(8 lectures)

#### **Unit 5 : Environmental Pollution**

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

(8 lectures)

#### **Unit 6 : Environmental Policies & Practices**

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



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

### Unit 7 : Human Communities and the Environment

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

(6 lectures)

### Unit 8 : Field work

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

(Equal to 5 lectures)

### Suggested Readings:

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

<b>Name of the Course:</b> BSc HOSPITALITY ADMINISTRATION (HA)			
<b>Subjects:</b> FOOD PRODUCTION OPERATIONS – 1 (TH)			
<b>Course Codes:</b> BScHAC 301		Semester: 3	
Duration: one semester		Maximum Marks: 100	
Teaching Scheme		Examination Scheme	
Theory: 4 hrs/ week		End Semester Exam: 70 marks	
Credit: 4		Internal Assessment: 30 marks	
<b>Course Objectives</b>			
Apply basic principles of menu planning . Plan for volume feeding and large scale catering. Investigate the functioning of institutional and industrial catering emphasizing on hospital , off premises , mobile catering and be able to follow instructions to complete computing quantity purchase & storage requirements within standard quality specifications Examine, learn recipe, methods required to prepare different types of meat cookery, Indian masalas and basic gravies, bakery products within standard quality specifications.			
<b>Course Outcomes:</b>			
<ol style="list-style-type: none"> <li>1. Application of menu planning principles for large scale catering</li> <li>2. Learn principles of indenting and calculations of portion sizes for institutional, off premises catering and mobile catering</li> <li>3. Calculate quantity purchase requirements and classify appropriate storage</li> <li>4. Differentiate and illustrate between various cuts of meat and preparation methods</li> <li>5. Compare and contrast different gravies, masalas and spice mixes.</li> <li>6. Categorise different types of bakery items and their preparation.</li> </ol>			
Contents			Hrs./week
UNIT 1	<b>MENU PLANNING</b> Basic principles of menu planning - recapitulation Points to consider in menu planning for various volume feeding outlets such as Industrial, Institutional, Mobile Catering Units Planning menus for: <ul style="list-style-type: none"> <li>▪ School/college students</li> <li>▪ Industrial workers</li> <li>▪ Hospitals</li> <li>▪ Outdoor parties</li> <li>▪ Theme dinners</li> <li>▪ Transport facilities, cruise lines, airlines, railway</li> </ul> Nutritional factors for the above	14	10

Unit 2	<p>2 INDENTING</p> <ul style="list-style-type: none"> <li>● Principles of Indenting for volume feeding</li> <li>● Portion sizes of various items for different types of volume feeding</li> <li>● Modifying recipes for indenting for large scale catering <ul style="list-style-type: none"> <li>● Practical difficulties while indenting for volume feeding</li> </ul> </li> </ul>	10	10
Unit 3	<p>QUANTITY FOOD PRODUCTION</p> <p>Institutional and Industrial Catering</p> <ul style="list-style-type: none"> <li>▪ Types of Institutional &amp; industrial Catering</li> <li>▪ Problems associated with this type of catering</li> <li>▪ Scope for development and growth</li> </ul> <p>Hospital Catering</p> <ul style="list-style-type: none"> <li>▪ Highlights of Hospital Catering for patients, staff, visitors</li> <li>▪ Diet menus and nutritional requirements</li> </ul> <p>Off Premises Catering</p> <ul style="list-style-type: none"> <li>▪ Reasons for growth and development</li> <li>▪ Menu Planning and Theme Parties</li> <li>▪ Concept of a Central Production Unit</li> <li>▪ Problems associated with off-premises catering</li> </ul> <p>Mobile Catering</p> <ul style="list-style-type: none"> <li>▪ Characteristics of Rail, Airline (Flight Kitchens and Sea Catering)</li> <li>▪ Branches of Mobile Catering</li> </ul> <p>Quantity Purchase &amp; Storage</p> <ul style="list-style-type: none"> <li>▪ Introduction to purchasing</li> <li>▪ Purchasing system</li> <li>▪ Purchase specifications</li> <li>▪ Purchasing techniques</li> <li>▪ Storage</li> </ul>	16	20

UNIT 4	<p>MEAT COOKERY</p> <p>Slaughtering technique</p> <p>Lamb/goat - Selection, diagram, cuts, uses, cooking method, offal, and menu example.</p> <p>Pork- Selection, diagram, cuts, uses, cooking method, offal, menu example.</p> <p>Beef- Selection, diagram, cuts, uses, cooking method, offal, steaks, menu example.</p>	8	10
UNIT 5	<p>INDIAN MASALAS AND BASIC GRAVIES</p> <ul style="list-style-type: none"> <li>● Generic spice mixes .</li> <li>● Ground spice mixes</li> <li>● Nut and seed pastes</li> <li>● Basic gravies : methods and examples of dishes.</li> </ul>	4	10
UNIT 6	<p>BAKERY</p> <p>Pastries</p> <ul style="list-style-type: none"> <li>● Different types</li> <li>● Basic method</li> <li>● Different items prepared.</li> </ul>	4	10
TOTAL		56	70
<p>List of Books</p> <p>Text Books:</p> <ol style="list-style-type: none"> <li>1. David Foskett (2008) Practical Cookery , Book Power</li> <li>2. David Foskett, Victor Ceserani (2012) Theory of Cookery , Book Power</li> <li>3. Mohini Sethi( 2004) Institutional Food Management ,New Age International Ltd.</li> <li>4. P.S. Bali (2009) Food Production Operation , Oxford University Press</li> <li>5. P.S. Bali (2012) International Cuisine &amp; Food Production Management , Oxford University Press</li> </ol>			
<p>End Semester Examination Scheme.                      Maximum Marks-70.                      Time -3hrs.</p>			

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

Name of the Course: BSc HOSPITALITY ADMINISTRATION (HA)			
<b>Subjects: FOOD PRODUCTION OPERATION 1 (PRACTICAL )</b>			
Course Code:BSCHAC 391		<b>Semester: 3</b>	
Duration: one semester		Maximum Marks:100	
Teaching Scheme : Practical		Examination Scheme	
Practical: 4 hours /week		End Semester Exam: 60 marks	
Credit: 2		Internal Assessment: 40 marks	
<b>Course Objective:</b>			
practice their skills in preparing Indian gravies, pastes, mix Indian spices, Tandoor marinations proportionately for Indian cuisine. and will be able to prepare Indian desserts.			
<b>Course Outcomes:</b>			
1. To practise the making of basic Indian gravies, and gravy based dishes .			
2 .To demonstrate and practice the use of Indian Tandoor and tandoori products.			
3. To practice the making of traditionalTandoor items and accompaniments.			
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<b>Contents</b>			<b>Hrs./week</b>
<b>UNIT 1</b>	<b>BASIC GRAVIES AND DISHES</b>	<b>8</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>● WHITE GRAVY- SHAHI SUBZ KORMA</li> </ul>		
	MAKHANI GRAVY- MURG TIKKA MAKHANI <ul style="list-style-type: none"> <li>● GREEN GRAVY - PALAK PANEER</li> <li>● KADHAI MASALA</li> <li>● PAANCH FORON</li> <li>● GARAM MASALA</li> </ul>		
<b>UNIT 2</b>	<b>BASIC MASALAS &amp; PASTES</b>	<b>8</b>	<b>6</b>
	<ul style="list-style-type: none"> <li>● YELLOW GRAVY - MALAI KOFTA</li> <li>● KADHAI GRAVY- KADHAI PANEER</li> <li>● GINGER/GARLIC PASTE</li> <li>● WHITE / BROWN ONION PASTE</li> <li>● METHI PARATHA</li> </ul>		

<b>UNIT 3</b>	<b>TANDOOR</b> <ul style="list-style-type: none"> <li>● TANDOORI CHICKEN</li> <li>● CHICKEN MALAI TIKKA</li> <li>● PANEER HARIYALI KABAB</li> <li>● MINT CHUTNEY</li> </ul> <b>3.1 TANDOOR</b> <ul style="list-style-type: none"> <li>● TANDOORI ROTI</li> <li>● NAAN</li> <li>● LACCHA PARATHA</li> <li>● KULCHA</li> <li>● DAL MAKHANI</li> </ul>	<b>8</b>	<b>6</b>
<b>UNIT 4</b>	<b>INDIAN REGIONAL CUISINE</b> <p><b>4.1 : BENGAL</b> CHINGRI MACHER MALAIKARI,</p>	<b>24</b>	<b>36</b>

<b>:GOA</b>	SHUKTO BHAJA MOONG DAL MACHER PATURI SADA BHAT PATISHAPTA PARATHA	4	6
	CALDO VERDE FISH CAFREAL PORK VINDALOO STEAMED RICE BEBINCA	6	8
	<b>: PUNJAB</b> ALOO TIKKI CHAAT MURGH BUTTER MASALA LACCHA PARATHA		
	LAUKI KA RAITA	6	8
<b>:HYDERABADI</b>	GAJAR HALWA <b>: TAMIL NADU</b> RASAM CHICKEN CHETTINAD LEMON RICE URULAI PODIMAS PAL PAYASAM	4	6
	TAMATAR GEHUN DHANIYA SHORBA LAGAN KA MURGH BAIGAN KA SALAAN SHEERMAL DOUBLE KA MEETHA	4	6



	<b>TOTAL PRACTICAL</b>	<b>56</b>	<b>60</b>
	<b>End Semester examination scheme Maximum marks 60 time allotted 3 Hrs</b>		

**Practical:**

**Skills to be developed:**

**Intellectual skills:**

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

**Motor Skills:**

1. Learning of basic knife skills.
2. Learning of uses of specific coloured chopping boards for different mis en place.
3. Learning of basic cooking techniques and styles.
4. Learning of uses of various large and small equipment's.
5. Learning of portion controlling, food costing.
6. Understanding of do's and don'ts discipline in a professional kitchen.
7. Understanding the importance of team building and ownership.

**All practical classes are compulsory**

**List of Books**

**Text Books:**

8. **David Foskett (2008) Practical Cookery , Book Power**
9. **David Foskett, Victor Ceserani (2012) Theory of Cookery , Book Power**
10. **Mohini Sethi( 2004) Institutional Food Management ,New Age International Ltd.**
11. **P.S. Bali (2009) Food Production Operation , Oxford University Press**
12. **P.S. Bali (2012) International Cuisine & Food Production Management , Oxford University Press**

Sl. No.	
1.	Different types of cooking equipment's small and medium. Equipment's like Kadhai, Hundi, spatula, spoon, perforated spoon, bowls, rolling pin, Plates, sauce pan, whisker,
2.	Electrical devices like mixer grinder, Hand blender, Pulveriser, Refrigerator, salamander, oven for baking/ roasting purposes . microwave , induction hob etc.
3.	Special equipment like Blow torch, sizzler tray, etc.
4.	Tandoor for roti, naan or kebabs preparation purposes. Gas ranges with high speed and low speed burners. Plate Griller.
<b>End Semester Examination Scheme. Maximum Marks-60 Time allotted-3hrs.</b>	

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		y								
CO2		y								
CO3		y								

<b>Name of the Course: BSc Hospitality Administration</b>			
<b>Subject: Food &amp; Beverage Service Operations 1– THEORY</b>			
<b>Course Code: BSCHAC 302</b>		<b>Semester: 3 (Three)</b>	
<b>Duration: One Semester</b>		<b>Maximum Marks: 100 Marks</b>	
<b>Teaching Scheme TH</b>		<b>Examination Scheme</b>	
Theory: 4 hours/week		End Semester Exam: 70	
Credit: 4		Internal Assessment: 30	
<b>Course Objectives:</b>			
<ul style="list-style-type: none"> <li>● Define, identify and categorise fermented beverage and wine and sake alcoholic beverages according to different types, characteristics, origin and prepare classification charts based on characteristics and alcoholic strength</li> <li>● Explain and write the fundamentals of wine basics – viticulture, vinification, production methods, storage systems and service methods</li> <li>● Explain and examine and write the production, storage, service, quality classification of old and new world wines .</li> <li>● Investigate, use science and art to harmonize food with a specific wine .</li> </ul>			
<b>Course Outcome:</b>			
1.	The course focuses on developing and understanding the basics of alcoholic beverages including definition, classification, basic method of production of alcohol and its strength.		
2.	To recite all the key fermented beverages (Beer, Wine, and Sake etc.) of the world including their types, brands and consumption/service styles.		
3.	To learn the fundamentals of Wine basics – Production, Storage, Service		
4.	To be able to conceptualize the Production, Storage, Service, Quality Classification of Wines of France, Italy, Germany, Spain, Portugal.		
5.	To be able to conceptualize the Production, Storage, Service, Quality Classification of Wines of Australia, New Zealand, USA, India, South Africa, Chile, Argentina.		
6.	To be able to practice the Art and Science of harmonizing Food with a Specific Wine.		
<b>Contents</b>			<b>Hrs./week</b>
		<b>Hours</b>	<b>Marks</b>
Unit 1	<b>ALCOHOLIC BEVERAGES</b>  Definition, Classification, Types, Strength (ABV), Various source/ Ingredients, Fermentation Process, etc.	<b>04</b>	<b>6</b>
Unit 2	<b>BEER</b>  Introduction, ingredients used production, types and brands, Indian and international, service of bottled, canned and draught beers.	<b>06</b>	<b>7</b>

Unit 3	<p><b>SAKE, CIDER &amp; PERRY</b></p> <p>Introduction, ingredients used production, types and brands, and Service Style.</p>	<b>04</b>	<b>6</b>
Unit 4.	<p><b>WINE BASICS</b></p> <p>Definition, Classification, Types/Styles, Strength (ABV), Various source/ Ingredients, Viticulture, Vinification Process, Related Terms etc.</p>	<b>04</b>	<b>6</b>

Unit 5.	<p><b>OLD WORLD WINES</b></p> <p><b>WINES OF FRANCE – (INCLUDES CHAMPAGNE IN DETAILS)</b></p> <p>Key Regions/Sub-Regions, Types of Grapes, Important varieties, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> <p><b>WINES OF ITALY</b></p> <p>Key Regions/Sub-Regions, Types of Grapes, Important varieties, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> <p><b>WINES OF GERMANY</b></p> <p>Key Regions/Sub-Regions, Types of Grapes, Important varieties, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> <p><b>WINES OF SPAIN – SHERRY, MADEIRA, MARSALA</b></p> <p>Key Regions/Sub-Regions, Types of Grapes, Important varieties, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> <p><b>WINES OF PORTUGAL – PORT</b></p> <p>Key Regions/Sub-Regions, Types of Grapes, Important varieties, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.</p> <p><b>AROMATIZED WINES – VERMOUTH</b></p>	24	30
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Unit 6.	<b>NEW WORLD WINES – UNITED STATES OF AMERICA, SOUTH AFRICA, ARGENTINA, CHILE, AUSTRALIA, NEW ZEALAND, INDIA</b>  Key Regions/Sub-Regions, Types of Grapes, Important varieties, Terroir, Viticulture, Vinification, Styles of Wines, Wine Classification/Wine Laws, Important Vineyards, Unique features, Important and Famous Wines of various regions and sub-regions, Taste, Aroma, Flavours and other features of wines of specific regions/sub-regions, Market dominance, etc.	<b>10</b>	<b>10</b>
Unit 7.	<b>FOOD &amp; WINE HARMONY</b>  Basic food & wine pairing theories, various influences, standard pairing, etc.	<b>04</b>	<b>5</b>
	<b>Sub Total: (THEORY)</b>	<b>56</b>	<b>70</b>
	<b>Internal Assessment Examination &amp; Preparation of Semester Examination</b>		
<b>End Semester examination scheme Maximum marks 70 time allotted 3 Hrs</b>			
<p><b>List of Books</b></p> <p><b>Text Books &amp; Reference Books:</b></p> <ol style="list-style-type: none"> <li>1. Medlik, S. (1972), Profile of the Hotel and Catering Industry, Heinemann.</li> <li>2. Dahmer, S. J., &amp; Kahl, K. W. (2002), Restaurant Service Basics, John Wiley &amp; Sons, Inc.</li> <li>3. Meyer, S. &amp; Schmid, E. (1990), Professional Table Service, John Wiley &amp; Sons Inc.</li> <li>4. Casado, M. A. (1994), Food and Beverage Service Manual, John Wiley &amp; Sons.</li> <li>5. Lockett, V. &amp; La Plante, L. (1999), The Menu Dictionary: Words and Ways of the International Restaurant World, Sweetwater Press.</li> <li>6. Axler, B. H. &amp; Litrides, C (1990), Food and Beverage Service, John Wiley &amp; Sons.</li> <li>7. Marshall, A. C., Fuller, J. &amp; Currie, J. (1965), The Waiter, Barrie and Jenkins</li> <li>8. Arduser, L. (2005), The Waiter &amp; Waitress and Wait staff Training Handbook: A Complete Guide, Atlantic Publishing Company.</li> </ol>			
<b>End Semester Examination Scheme.</b>		<b>Maximum Marks-70.</b>	<b>Time allotted-3hrs.</b>

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

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



Unit 3	<b>PREPARATION OF WINE LIST &amp; SERVICE OF WINE</b> (INCLUDES OPENING OF WINE/CHAMPAGNE BOTTLE)  Preparing Professional Wine List, Opening of Wine/Champagne bottles, Pouring techniques, Order taking processes, Wine service protocols, Choosing right glassware, Decanting process, etc.	04	5
Unit 4	<b>WINE TASTING</b>  Systematic approach of wine tasting, Understanding various features of a particular wine.	08	5
Unit 5	<b>FOOD &amp; PAIRING</b>  Systematic approach of Food and Wine Pairing	08	5
Unit 6	<b>GUERIDON/FLAMBE SERVICE (SWEET)</b>  Systematic use of Gueridon (Trolley), Types of Gueridon, Flambéing Techniques, Preparation of various items from Gueridon and service of the same, Maintenance and care of the trolley, etc.	04	5
Unit 7	<b>GUERIDON/FLAMBE SERVICE (SAVOURY)</b>  Systematic use of Gueridon (Trolley), Types of Gueridon, Flambéing Techniques, Preparation of various items from Gueridon and service of the same, Maintenance and care of the trolley, etc.	04	5
Unit 8	<b>HORS D'OEUVRE (BASIC) PRACTICAL</b>  Demonstration and practice of Basic French Hors d'oeuvres	04	5
Unit 9	<b>HORS D'OEUVRE (ADVANCED) PRACTICAL</b>  Demonstration and practice of Advanced French Hors d'oeuvres	04	5
Unit 10	<b>SELLING TECHNIQUES &amp; SUGGESTIVE SELLING</b>  Skill training of F&B Service Personnel on Restaurant Selling Techniques and Suggestive selling.	04	5

Unit 11	<b>IN ROOM DINING</b>  Front of the House and Back of the House Operation, Duties and Responsibilities of various In Room Dining Service Personnel, Order taking procedure, Various service procedures, Room Amenities, Mini Bar Operation.	04	5
Unit 11	<b>TECHNOLOGICAL ADVANCEMENT IN F&amp;B SERVICE</b>  Discuss and demonstrate various modern trends and technological advancement in the world of F&B.	04	5
	<b>Sub Total: (PRACTICAL)</b>	<b>56</b>	<b>60</b>
	Internal Assessment Examination & Preparation of Semester Examination		
	End Semester examination scheme Maximum marks 60 time allotted 3 Hrs		

Practical:

Skills to be developed:

INTELLECTUAL SKILLS:

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

MOTOR SKILLS:

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

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

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

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

Linen control	2	5
Linen quality and lifespan	2	5
Total	56	70

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Woods, Hayes & Austin (2007)	Professional Front Office Management	1 <sup>st</sup> Edition	New Delhi:Pearson
Bardi, J. A. (1996)	Hotel Front Office Management	2nd Edition	Van Nostrand Reinhold
Baker, S. Hyton, J. & Bradley, P. (2001)	Principles Of Hotel Front Office Operations	2nd Edition	London: Thomson
G. Raghubalan & Smritee Raghubalan	Hotel Housekeeping Operation and Management	3 <sup>rd</sup> Edition	Oxford University Press 2007, 2009, 2015
Margaret M. Kappa Aleta Nitschike Patricia B. Schappert	Managing Housekeeping Operations	1997	Educational Institute, American Hotel and Motel Association
Sudhir Andrews	Hotel Housekeeping Management and Operations	2007	Tata McGraw-Hill Education
Malini Singh Jaya B. George	Housekeeping Operation Design & Management	2008	Jaico Publishing House
Praloy Ganguly	Housekeeping Management In Hotel & service Industry	2019	I.K International Publishing House
Peter Jones, Andrews Lockwood	Management of Hotel Operations	2002	Cengage Learning
Thomas J. A. Jones	Professional Management of Housekeeping Operations	2007 5th edition	John Wiley & Sons
<b>End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.</b>			

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	y									
CO2			y							
CO3		y								
CO4			y							
CO 5	y									
CO 6		y								
CO 7			y							
CO 8		y								

<b>Name of the Course: BSc HOSPITALITY ADMINISTRATION</b>	
<b>Subject: ROOMS DIVISION 1(PR)</b>	
<b>Course Code: BScHAC 393</b>	<b>Semester: 3</b>
<b>Duration: one Semester</b>	<b>Maximum Marks: 100</b>
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Practical:4	End Semester Exam: 60
Credit: 2	Internal Assessment: 40
<p><b>COURSE OBJECTIVES:</b>  This course introduces students to practice the Front Office and housekeeping operations Topics include reservations, front desk, guest services issues specific to front office operations . This course familiarizes students with the principles of front desk operational procedures and linen management including maintaining par stock ; examines current trends in guest services; . Students work with a Property Management Software to become familiar with computerized reservations, arrival and charge posting systems.</p>	
<p><b>COURSE OUTCOMES</b></p> <p><b>Part A Front Office</b></p> <ol style="list-style-type: none"> <li>1) To categorise and demonstrate the check-in procedures for different types of guests and demonstrate the process required for guest registration, using a property management system.</li> <li>2) Interpret, analyse and be able to use different types of reports, data, captured in different forms and formats relevant to hotel front office operations.</li> <li>3) To learn handling of scanty baggage and room change procedures</li> </ol> <p><b>Part B Housekeeping</b></p> <ol style="list-style-type: none"> <li>4) To recognise the correct operation of a washing machine.</li> <li>5) To calculate the par stock of linen by inventory calculations.</li> <li>6) To categorise how to use different washing techniques for soiled laundry and to compare and contrast different methods of stain removal.</li> <li>7) To remove wrinkles from fabric by ironing.</li> <li>8) To manage and differentiate the linen in a dual purpose to keep linen clean and ensure proper distribution by linen management.</li> <li>9) To apply towel art techniques and learn current trends in flower arrangement.</li> </ol>	
Contents	<b>Hrs./week</b>



Unit 1	<b>Registration</b> <ul style="list-style-type: none"> <li>● <b>PRE ARRIVAL PROCEDURES OF FIT, VIP AND GROUP(Practical)</b>  Different process followed at the pre arrival stage for different guest status.</li> <li>● <b>ON ARRIVAL PROCEDURES OF FIT, VIP AND GROUP</b>  Different process followed at the pre arrival stage for different guest status</li> <li>● <b>POST ARRIVAL PROCEDURES OF FIT, VIP AND GROUP</b>  Different process followed at the post arrival stage for different guest status</li> </ul>	<b>Hours</b> 6  6  6	<b>Marks</b> 6  6  6
Unit 2	<b>HANDLING SCANTY BAGGAGE/Room Change Procedure</b>	<b>4</b>	<b>6</b>
Unit 3	<b>Front office Case studies</b>	<b>6</b>	<b>6</b>
<b>Housekeeping Practical</b>			
	<b>Name of the Topic</b>	<b>Hours</b>	<b>Marks</b>
Unit 4	Laundry equipment – survey and studies	<b>4</b>	<b>6</b>
Unit 5	Inventory calculations	<b>6</b>	<b>7</b>
Unit 6	Washing machine operation and ironing	<b>3</b>	<b>5</b>
Unit 7	Linen management	<b>10</b>	<b>7</b>
Unit 8	Towel art	<b>5</b>	<b>5</b>
	<b>Total:</b>	<b>56</b>	<b>60</b>

	<p><b>Practical Skills to be developed:</b></p> <p><b>Practical: Skills to be developed: Part A</b> Intellectual skills:</p> <ol style="list-style-type: none"> <li>1. Understanding the use of the PMS</li> <li>2. Understanding the conceptual relationships between the departments and being able to operate the necessary procedures.</li> <li>3. Being familiar with the check in procedures for FITs/ walk ins, groups and VIPs</li> <li>4. Being able to use and correctly check in the above guests using</li> </ol> <p><b>Practical: Skills to be developed: Part B</b> Intellectual skills:</p> <ol style="list-style-type: none"> <li>1. Understanding the functioning of laundry equipments and to be aware of laundry gents</li> <li>2. To calculate Par stock and inventory for the floors</li> <li>3. Being familiar with the towel folds</li> <li>4. Guest laundry handling procedures.</li> <li>5. Ironing methods.</li> </ol> <p>Motor Skills:</p> <ol style="list-style-type: none"> <li>1. operating washing machine</li> <li>2. handling ironing equipments</li> <li>3. and understanding whole concept of laundry</li> </ol> <p><b>List of Practical: All practical sessions are compulsory.</b></p>		
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Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
<b>Part A</b>			
Woods, Hayes & Austin (2007)	Professional Front Office Management	1 <sup>st</sup> Edition	New Delhi: Pearson
Bardi, J. A. (1996)	Hotel Front Office Management	2nd Edition	Van Nostrand Reinhold
Baker, S. Hyton, J. & Bradley, P. (2001)	Principles Of Hotel Front Office Operations	2nd Edition	London: Thomson
<b>Part B</b>			
G. Raghubalan & Smritee Raghubalan	Hotel Housekeeping Operation and Management	3 <sup>rd</sup> Edition	Oxford University Press 2007, 2009, 2015
Margaret M. Kappa Aleta Nitschike Patricia B. Schappert	Managing Housekeeping Operations	1997	Educational Institute, American Hotel and Motel Association
Sudhir Andrews	Hotel Housekeeping Management and Operations	2007	Tata McGraw-Hill Education
Malini Singh Jaya B. George	Housekeeping Operation Design & Management	2008	Jaico Publishing House
Praloy Ganguly	Housekeeping Management In Hotel & service Industry	2019	I.K International Publishing House
Peter Jones, Andrews Lockwood	Management of Hotel Operations	2002	Cengage Learning
Thomas J. A. Jones	Professional Management of Housekeeping Operations	2007 5th edition	John Wiley & Sons
<b>List of equipment/apparatus for laboratory experiments:</b>			
Sl. No.			
1.	Guest room in Hotel		
2.	Cleaning Equipment used in hotels, some manual and mechanical		
3.	Different surfaces for eg. Glass, brass, wood, sunmica, leather.		
4.	Hotel bed for bed making		
5.	Different cleaning and polishing agents.		
<b>End Semester Examination Scheme.</b>		<b>Maximum Marks-60.</b>	<b>Time allotted-3hrs.</b>

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		y								
CO2			y							
CO3	y									
CO4	y									
CO 5		y								
CO 6			y							
CO 7	y									
CO 8			y							
CO 9		y								

**Course Name: Finance Made Easy**

Paper Code: GE5B-15

Mode: Blended/Offline

Credits: 6

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

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

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

**Detailed Syllabus**

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

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

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

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

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

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

**Suggested Readings:**

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

<b>Name of the Course:</b> BSc HOSPITALITY ADMINISTRATION (HA)				
<b>Subject:</b> Hospitality Technology and Application of AI				
<b>Course Code:</b> BScHAS 304		<b>Semester:</b> 3		
<b>Duration:</b> one Semester		<b>Maximum Marks:</b> 100		
<b>Teaching Scheme</b>		<b>Examination Scheme</b>		
Theory: 1hr ,tutorial 1 hr		End Semester Exam: 70		
Credit: 2		Internal Assessment: 30		
<b>Course Objectives:</b> This course will enable students to appreciate,observe, recognise, conceptualise the application of digital technology in the modern hospitality industry with emphasis on AI.				
<b>Course Outcomes:</b>				
1	Students will be able to recognise and conceptualise the importance and development of technology in hospitality industry			
2	Students will be able to conceptualise the integration of ICT including mobile technology in shaping the business environment.			
3	Observe describe and explain about the dynamics that is generated in the development of ICTs and its impact on hospitality and tourism organizations.			
<b>Contents</b>			<b>Hrs./week</b>	
Unit 1	<b>Importance of technology in the hospitality industry</b> <ul style="list-style-type: none"> <li>● Early hospitality technology</li> <li>● Hospitality electronic advancements</li> <li>● Hospitality goes digital</li> </ul>		<b>4</b>	<b>12</b>
Unit 2	<b>Information Technology Adoption and Dynamic Impact on Hospitality &amp; Tourism Organizations</b> <ul style="list-style-type: none"> <li>● Digital Self Check in Service</li> <li>● Keyless Entry</li> <li>● Voice Command Services</li> <li>● Robots</li> <li>● Smart Hotels</li> <li>● Advance Security</li> </ul>		<b>6</b>	<b>14</b>
Unit 3	<b>Innovation Strategy Through Mobile Technology and Social Media in Hospitality &amp; Tourism Industry</b> <ul style="list-style-type: none"> <li>● Podcasting</li> <li>● Mobile Apps</li> <li>● Advance Digital Amenities (Magic Band Technology: Disney)</li> </ul>		<b>4</b>	<b>12</b>
Unit 4	<b>Application of HT in Food &amp; Beverage</b>		<b>4</b>	<b>10</b>
Unit 5	<b>Application of HT in Food Production</b>		<b>4</b>	<b>10</b>
Unit 6	<b>Application of HT in Rooms Division</b>		<b>6</b>	<b>12</b>
	<b>Total:</b>		<b>28</b>	<b>70</b>
End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.				
<b>List of Books</b>				
<b>Text Books:</b>				
<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/ISBN</b>	<b>Name of the Publisher</b>	
Christian Buer	Digitalisation in the Hotel Industry	ISBN 9780429054396	Routledge	
Richard Busulwa, Nina Evans, Aaron Oh, Moon Kang	Hospitality Management and Digital Transformation	ISBN 9780367343521	Routledge	

<b>Stanislav Ivanov, Craig Webster</b>	<b>Robots, Artificial Intelligence and Service Automation in Travel, Tourism and Hospitality</b>	<b>ISBN 9781787566880</b>	<b>Emerald</b>
<b>Reference Books:</b>			
<b>Edited By Kayhan Tajeddini, Vanessa Ratten, Thorsten Merkle</b>	<b>Tourism, Hospitality &amp; Digital Transformation : strategic Management Aspects</b>	<b>ISBN 9780367150006</b>	<b>Routledge</b>
<b>Edited by Sandeep Munjal, Sudhanshu Bhushan</b>	<b>The Indian Hospitality Industry: Dynamics and Future Trends</b>	<b>ISBN 9781774636510</b>	<b>Routledge</b>

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1				y						
CO2			y						y	
CO3				y						



## **Semester – IV**

### **Industrial Exposure (Semester – IV)**

**Duration of Exposure: 22 - 24 weeks**

#### **Leave Formalities:**

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

#### **Training Schedule:**

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

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

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

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

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

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

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

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

For distribution of marks refer to details on Course structure/ Credit Distribution

During the tenure of Industrial Exposure, apart from carrying out the assigned jobs,

The learners are suggested to make the following observations in the departments of internship:

## **Semester – IV**

### **DSE –1 : Food Production Operations Industry Exposure**

Theory : 1 Credit

Practical : 5 Credit

#### **WHAT TO OBSERVE**

##### **Food Production**

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

## **Semester – IV**

### **DSE – 2: Food and Beverage Service Operations Industry Exposure**

Theory : 1 Credit

Practical : 5 Credit

#### **WHAT TO OBSERVE**

##### **Food & Beverage Service**

###### **Banquets :**

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

###### **Restaurants :**

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

### **Bar :**

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

### **Room Service / InroomDinning :**

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

## **Semester – IV**

### **DSE – 3 : Accommodation and Front Office Operations Industry Exposure**

Theory : 1 Credit

Practical : 5 Credit

#### **WHAT TO OBSERVE**

##### **Accommodation Operations**

###### **Rooms :**

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

###### **The Control Desk :**

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

###### **Public Area :**

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

10. Observe Policy and procedures followed for various cleaning

## **WHAT TO OBSERVE**

### **Front Office**

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

## **Semester – IV**

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

Practical: 2 Credit

#### **WHAT TO OBSERVE**

##### **(a) Personality Enrichment**

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

##### **(b) Etiquettes & Manners**

Social & Business Dining Etiquettes, Social & Travel Etiquettes

##### **(c) Personality Development Strategies**

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

##### **(d) Interpersonal Skills**

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

##### **(e) Group Discussion**

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

##### **(f) Telephone conversation**

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

##### **(g) Presentation**

Presentation skills, seminars skills role – plays

##### **(h) Electronic Communication Techniques:**

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



**Course Name: Entrepreneurship: Launching an Innovative Business**

Paper Code: GE5B-14

Mode: Offline/Blended

Credits: 6

**Course Objective: -**

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

**Course Outcome (CO):-**

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

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

**Detailed Syllabus:-****Module- 1:- Introduction to Innovation and Entrepreneurship**

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

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

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

## **Module- 3:-Industry Understanding**

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

## **Module- 4:-Customer Understanding and Business Modeling**

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

## **Module- 5:-Early Stage Investment Landscape**

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

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

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

### **Suggested Readings:**

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

**Name of the Course: BSc Hospitality Administration**

**Subject: Fundamentals of DIGITAL MARKETING**

<b>Course Code:</b> BScHAD504	<b>Semester:</b> 4
<b>Duration:</b> one Semester	<b>Maximum Marks:</b> 100
<b>Teaching Scheme</b>	<b>Examination Scheme</b>
Theory:3	End Semester Exam: 70
Tutorial:3	Internal Assessment: 30
Credit: 6	

**COURSE OBJECTIVES:**

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

**Course Outcomes:**

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

<b>Contents</b>		<b>Hrs./week</b>	
Unit 1	Technology assisted hotel discovery and customer acquisition <ul style="list-style-type: none"> <li>● key trends of hospitality sector within the Digital Marketing landscape</li> <li>● Hotel Discovery</li> <li>● Types of searches in Hotel Industry</li> <li>● Google Business for Hotels</li> <li>● Three steps for Business Setup-</li> <li>● Online Marketing in Hospitality</li> </ul>	3	15
Unit 2	Technology assisted customer acquisition <ul style="list-style-type: none"> <li>● Online Marketing in Hospitality: B2B marketing, B2C Marketing</li> <li>● Managing information</li> <li>● Review and Recommendation Engines</li> <li>● Responding to online customer reviews</li> </ul>	3	15
Unit 3	Technology Assisted Customer Relationship Management <ul style="list-style-type: none"> <li>● Digital Listening Tools</li> <li>● Customer Engagement: Customer Value, Customer lifetime value, customer engagement value</li> <li>● Ways of Customer Engagement : direct, subtle</li> <li>● Customer Sentiment Analysis</li> </ul>	2	10
Unit 4	Customer Engagement Social Listening Tools : IMPORTANCE, TYPES	2	10
Unit 5	Social Media Use of Social Media	2	10

Unit 6	Building Hospitality Brand Through Digital Content Digital Marketing Content : USE, EXAMPLES Engaging Digital Content	2	10
	<b>Sub Total:</b>	14	70

**Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
by <u>Jose Duarte Santos</u> (Editor), <u>Oscar Lima Silva</u> (Editor)	<b>Digital Marketing strategies for Tourism, Hospitality, and Airline Industries (Advances in Marketing, Customer Relationship Management, and E-services)</b>	ISBN-13 78-1522597834	IGI Global
Neelam Singh	Digital Hospitality Marketing	ISBN: 9789350847831, 9350847833	Centrum Press
Simon Kingsnorth	<b>Digital Marketing Strategy: An Integrated Approach to Online Marketing</b>	978-0749484224	Kogan Page
<u>Michael Tasner</u>	<b>Marketing in the Moment: The Digital Marketing Guide to Generating More Sales and Reaching Your Customers First</b>	978-0137081097	Pearson FT Press

**Reference Books:**

Olivier Blanchard	Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization	ASIN : B004P8J1MQ	Que Publishing; 1st edition (22 February 2011)
Gary Vaynerchuk	<b>Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World</b>	978-1467669825	HarperCollins Publishers
Tapp, Whitten & Housden	<i>Principles of Direct, Database and Digital Marketing</i>	ISBN-13: 9780273756507	Pearson

Joe Pulizzi	<b>Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less</b>	ISBN-13 978-0071819893	McGraw-Hill Education
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End Semester Examination Scheme.      Maximum Marks-70.      Time allotted-3hrs.

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

<b>Name of the Course: BSc Hospitality Administration</b>			
<b>Subject: Advanced Food and Beverage Service And Production – Theory</b>			
<b>Course Code: BScHAC 501</b>		<b>Semester: 5</b>	
<b>Duration: One Semester</b>		<b>Maximum Marks: 100 Marks</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory: 4 hours/week		End Semester Exam: 70	
Credit: 4		Internal Assessment: 30	
<b>Course Outcome :</b>			
<b>Food and Beverage Service</b>			
1. Examine and evaluate processes involved in banquet operation, solve menu engineering matrix, design menu merchandising themes, investigate menu design procedures, deduce the benefits of gueridon service,.			
2. Investigate the influence of geography, culture and history on International cuisines.			
<b>Food Production</b>			
3. To learn and compare and recommend recipes of soup, salads, sauces, garnish, dishes related to garde manger.			
4. To plan, organise and examine kitchen organisation			
5. To examine, assess and inspect the effects, diversities, influences on international cuisine.			
6. To compare, plan and recommend recipes of basic pastries, breads, cookies and creams.			
<b>Course Objectives: Food &amp; Beverage Service and Production</b>			
1.	The module has detailed aspects of Banquet operations.		
2.	The course focuses on Menu Engineering, Menu Merchandising, Menu Planning and Menu Designing.and their applications.		
3.	The module also focuses on a detailed study on the concept, theories and practical aspects of Gueridon Service at an advanced level.		
4	To examine, assess and inspect the effects, diversities and influences on international cuisine while also conceptualising service details of international cuisines.		
5	To learn and compare and recommend recipes of soup, salads, sauces, garnish, dishes related to garde manger..		
6	To compare, plan and recommend recipes of basic pastries, breads, cookies and creams.		
	<b>Contents</b>		
	<b>FOOD &amp; BEVERAGE SERVICE THEORY</b>		
	<b>FUNCTION CATERING – BANQUETS &amp; BUFFETS</b>		
Unit 1	Types of Banquets – Formal, informal Organization of the Department, Sales, Booking Procedures, Banquet menus, Banquet Protocol – Space area Requirements, Table Plans, Seating Arrangements, Mise en place, Service, Toasting Types of buffets, Planning of Menus, Portion Calculation, Equipment Required, Banquet Operation Planning & Organization of Buffets, Area Requirements, Checklists to be made, Staffing	06	5

Unit 2	<b>FUNDAMENTALS OF MENU, TYPES OF MENU, BASICS OF MENU PLANNING</b> Origin of menu and types of menu, Objectives and principles of menu planning, Factors affecting menu planning process	04	5
Unit 3	<b>MENU DESIGNING</b> Menu design basics, How many items to be included, How people read menus, How to arrange the menu, How to describe the food, How to show food, How to show prices, Factors affecting menu item designing,	04	5
Unit 4	<b>MENU PRICING</b> (A la Carte Menu Pricing and Banquet Menu Composite Pricing) Menu Pricing Considerations, Factors, Different Pricing Strategies, Market Influences, Determine Menu Price, Pricing Methods	04	3
Unit 5	<b>MENU ENGINEERING</b> Definition, Objectives, Elements, Prerequisite, Menu Engineering Matrix, Calculation in Worksheet	04	5
Unit 6	<b>MENU MERCHANDISING</b> Concept, Purpose, Elements to strengthen menu merchandising, Points be considered while merchandising	02	2
Unit 7	<b>RESTAURANT BUDGETING</b> Definition, Purpose, Types of Budget, Methods, Calculation	02	5
Unit 8	<b>KITCHEN STEWARDING OPERATION</b> Function of the department, Hierarchy, Job description, Importance, Forms and Formats Maintained	02	5
	<b>Sub Total: (FOOD &amp; BEVERAGE SERVICE THEORY)</b>	<b>28</b>	<b>35</b>
	<b>FOOD PRODUCTION THEORY</b>	<b>Hours</b>	<b>Marks</b>

<p><b>Unit 9: International Soups</b>  Definitions, types and various methods.  International Sauces  various methods and historical origin.  International(Compound) Salads and Dressings.  Definitions, types, components and various methods.</p>	05	5
<p><b>UNIT 10: Food Production Management</b></p> <p>Kitchen Organisation - Allocation of work, Job description, Duty rosters.  Meal Production, Kitchen Planning.  Purchasing – Stores,  Food Cost Control, Budgetary Control.  Portion Control, Yield Management,  Forecasting equipment and Maintenance, Transport Catering.  Food costing and Menu Planning  Definitions, types, and various methods</p>	05	05
<p><b>UNIT 11: Garnishes and Accompaniments</b>  Definition, types and thumb rules for plating a dish. Reasons for accompaniments.</p>		
<p><b>UNIT 12: Garde Manger</b>  Discussion, Definition,classification ,force meat, sausages, Terrine, ham and bacon etc.</p>	02	
<p><b>UNIT 13: Basics of International Cookery</b></p>	03	5
<p><b>French Cuisine</b>  Brief prehistory &amp; historical background, Local conditions of weather &amp; landscape ,Diversity of ingredients and cultures, External influences</p>	08	5
<p><b>5.2: Italian Cuisine</b>  Brief prehistory &amp; historical background, Local conditions of weather &amp; landscape ,Diversity of ingredients and cultures, External influences</p>		10
<p><b>5.3:Thai Cuisine</b>  Brief prehistory &amp; historical background, Local conditions of weather &amp; landscape ,Diversity of ingredients and cultures, External influences</p>		
<p><b>5.4: Basics of Indian Cookery</b> - Indian gravy, Popular dishes from India  Brief prehistory &amp; historical background, Local conditions of weather &amp; landscape ,Diversity of ingredients and cultures, External influences  Understanding of basic gravies and its preparations.</p>		
<p><b>UNIT 14: BAKERY AND CONFECTIONERY</b>  <b>6.1: Fundamentals of Bread making</b>  Understanding the principal ingredients for Breads , Types of bread dough, methods , Bread Faults , Remedies, International breads and bread products.</p>		
<p><b>6.2: Basic Pastries</b>  Definition of Paste or 'Pastry recipes for short crust pastry, puff pastry, sweet pastry, choux pastry, Reasons for fault in above preparations, Products made from pastries.</p>	05	05



		<b>28</b>	<b>35</b>
	<b>GRAND TOTAL: F&amp;B + FP (THEORY)</b>	<b>56</b>	<b>70</b>
<b>End Semester Examination Scheme.</b>		<b>Maximum Marks 70.</b>	<b>Time allotted-3hrs.</b>

**LIST OF BOOKS: F&B SERVICE**

**Text Books & Reference Books:**

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

**LIST OF BOOKS: F&B PRODUCTION**

**Text Books & Reference Books:**

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

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



Unit 6	International Cuisines	12	12
Unit 7	Advanced butchery Skills	4	5
Unit 8	Steak Preparations	4	4
Unit 9	Indian Cuisine	4	5
Unit 10	Salads and dressings	4	4
Unit 11	Applications of Patisserie - Breakfast Breads and Assorted Gateaux	8	8
	<b>Sub Total</b>	<b>28</b>	<b>30</b>
	<b>Total</b>	<b>56</b>	<b>60</b>

**Practical:**

**Skills to be developed:**

**INTELLECTUAL SKILLS: F&B SERVICE**

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

**INTELLECTUAL SKILLS: F&B PRODUCTION**

1. Understand the recipes, taste and textures of food ,
2. Being aware of latest food trends in the society.
3. Using logic and reasoning to identify the taste factors, role of ingredients in the various cuisine.
4. Understanding of dos and don'ts discipline in a professional kitchen.
5. Understanding the importance of team building and ownership.
6. Selecting and using training/instructional methods and procedures for the situation when learning or teaching new dishes and any new cuisines and cooking technologies.

<b>List of equipment/apparatus for laboratory experiments: F&amp;B Service</b>	
Sl. No.	
1.	<b>Different types of Crockery</b> (Exp. Dinner/Fish/Sweet/B&B etc.)
2.	<b>Different types of Cutlery</b> (Exp. Dinner Spoon & Fork/Fish Knife & Fork/Dessert Spoon/B&B Knife/Service Spoon & Fork etc.)
3.	<b>Different types of Glassware</b> (Exp. Highball/Old-fashioned/Pilsner/Goblet/Martini/Margarita/Wine Glass/Beer Goblet etc.)
4.	<b>Various types of Linen</b> (Exp. Table Cloth/Slip Cloth/Serviette etc.)
5.	<b>Salver, American Tray, Cocktail Salver etc.</b>
6.	<b>F&amp;B Special Equipment</b> (Exp. Caviar Spoon/Carb Cutter/Lobster Pick/Cob Holder/ Nut Cracker etc.)
7.	<b>Different types of Bar Equipment</b> (Cocktail Shakers/Jigger/Bar Spoon/Muddler/Hawthorn Strainer/Bar Caddy/ Garnish Tray etc.)
8.	<b>Various Restaurant Furniture</b> (Restaurant Table/Chair/Side Board/ Buffet Table/Cocktail Table etc.)
9.	<b>Different Buffet Equipment</b> (Chafing Dish/Service Gears/Food Pans/Fuel Tin/ Refiling Bowl/ Buffet Tag Holder etc.)
10.	<b>Printed KOT/BOT Pads/ Various Forms &amp; Formats</b>
11.	<b>Gueridon Trolley</b>
12.	<b>Gueridon Trolley related equipment.</b>
<b>List of equipment/apparatus for laboratory experiments: F&amp;B Production</b>	
Sl. No.	
01.	Different types of cooking equipment's small and medium. Equipment's like Kadhai, Hundi, spatula, spoon, perforated spoon, bowls, rolling pin, Plates, sauce pan, whisker,
02.	Electrical devices like mixer grinder, Hand blender, Pulveriser, Refrigerator, salamander, oven for baking/ roasting purposes. microwave , induction hob etc.
03.	Special equipment like Blow torch, sizzler tray, etc.
<b>End Semester Examination Scheme. Maximum Marks-60. Time allotted-3hrs.</b>	

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1		y			y					
CO2		y								
CO3		y								
CO4		y								

<b>Name of the Course:</b> BSc HOSPITALITY ADMINISTRATION (HA)			
<b>Subject:</b> ADVANCED ROOMS DIVISION (TH)			
<b>Course Code:</b> BScHAC 502,		<b>Semester:</b> 5	
<b>Duration:</b> one Semester		<b>Maximum Marks:</b> 100	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory:4		End Semester Exam: 70	
Credit:4		Internal Assessment: 30	
<b>Course Objectives:</b> The course focuses on the overall functions of rooms division looking at the roles and responsibilities of personnel in both front office and housekeeping. Key areas such as Budgeting controlling managing guests, operations and infrastructure while considering safety and sustainability in all areas of the hotel.			
<b>Front Office Part A Course Outcomes :</b>			
	<ol style="list-style-type: none"> <li>1. To evaluate the concept of Rooms Division and its role in the hotel.</li> <li>2. To summarise the basic concepts that the Rooms Division Manager needs to know to effectively manage and develop competent staff.</li> <li>3. To compose budgeting process &amp; its use in controlling the costs associated with the rooms division.</li> <li>4. To comprehend the managerial aspects of the front office by being able to prepare and evaluate budgets for the department.</li> <li>5. To evaluate the concept of Safety and Security needs of Hospitality Operations and also learn about environmental issues.</li> </ol>		
<b>Housekeeping Part B Course Outcomes:</b>			
	<ol style="list-style-type: none"> <li>6) To design the required skills for cleaning and maintaining hygiene of public areas.</li> <li>7) To conceptualise and formulate the managerial aspects of housekeeping by being able to prepare budgets for the department.</li> <li>8) To appraise the contract services in housekeeping and to classify and analyse the importance of safety and security in housekeeping.</li> <li>9) To recommend and evaluate the different types of soft furnishing and its usage.</li> </ol>		
<b>Contents</b>			<b>Hrs./week</b>
<b>Chapter</b>	<b>Name of the Topic</b>	<b>Hours</b>	<b>Marks</b>
Unit 1	<b>PLANNING ROOMS DIVISION</b> <ul style="list-style-type: none"> <li>● Importance of Rooms Division, Responsibilities of the Rooms Division, Organizational Structure.</li> <li>● Layout of the Rooms Division, Coordination with other departments, New Property Operations.</li> </ul>	4	4
Unit 2	<b>MANAGING HUMAN RESOURCE IN ROOMS DIVISION</b> <ul style="list-style-type: none"> <li>● Recruiting, Selecting, Hiring, Orienting skills Training, Scheduling, Staff Motivation.</li> </ul>	4	7

Unit 3	<p><b>BUDGETING FOR ROOMS DIVISION</b></p> <ul style="list-style-type: none"> <li>● Budget Process</li> <li>● Planning the Operating Budget, Forecasting the Rooms Division Revenue, Estimating expenses in Rooms Division Capital Budgets</li> <li>● Using Operating Budget as a control tool, Refining Budget plans.</li> </ul>	<b>6</b>	<b>7</b>
Unit 4	<p><b>RISK AND ENVIRONMENTAL MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>● Safety issues in the Rooms Division</li> <li>● Fire Prevention</li> <li>● Security in Rooms Division</li> <li>● Employee Theft , Minimizing theft</li> <li>● Theft by guest &amp; intruders</li> <li>● Security in Guest Rooms</li> <li>● Environmental management &amp; Rooms Division</li> <li>a. Garage Recycling</li> <li>b. Garage Recycling</li> </ul>	<b>4</b>	<b>7</b>
Unit 5	<p><b>Planning &amp; Evaluating Operations</b></p> <ul style="list-style-type: none"> <li>● Planning</li> <li>● Organizing</li> <li>● Coordinating</li> <li>● Staffing</li> <li>● Leading</li> <li>● Controlling</li> <li>● Evaluating</li> </ul>	<b>10</b>	<b>10</b>
		<b>28</b>	<b>35</b>
<b>Housekeeping Part B</b>			
Unit 6	<p>Housekeeping in public areas :- hospitals , malls, residential</p> <ul style="list-style-type: none"> <li>● Entrances</li> <li>● Lobbies</li> <li>● Front Desk</li> <li>● Elevators Staircases</li> <li>● Guest Corridors</li> <li>● Public Restrooms</li> <li>● Banquet Halls</li> <li>● Dining Rooms</li> <li>● Leisure Areas</li> </ul>	<b>04</b>	<b>7</b>



Unit 7	Budget processes and planning <ul style="list-style-type: none"> <li>• Types of Budgets</li> <li>• Housekeeping Expenses</li> <li>• Budget Planning Process</li> <li>• Income Statement of the Rooms Division</li> <li>• Controlling Expenses</li> <li>• Inventory Control and Stock-taking</li> </ul>	04	5
Unit 8	Principles of purchase system <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Principles of Purchasing</li> <li>• Stages in Purchasing</li> <li>• Types of Purchasing</li> <li>• Annual Purchases of Guestroom Supplies, Cleaning Supplies, and Linen</li> <li>• Purchasing non-recycled inventory items</li> </ul>	04	5
Unit 9	Contracts and outsourcing <ul style="list-style-type: none"> <li>• Defining Outsourcing and Contracts</li> <li>• Contract Services in Housekeeping</li> <li>• Hiring Contract Providers</li> <li>• Advantages and Disadvantages of Outsourcing</li> </ul>	04	4
Unit 10	Soft furnishing <ul style="list-style-type: none"> <li>• Types of Soft Furnishings</li> <li>• Usage of Soft Furnishings</li> </ul>	04	4
Unit 11	Safety and security <ul style="list-style-type: none"> <li>• Work-environment Safety and Job-safety Analysis</li> <li>• Potential Hazards in Housekeeping</li> <li>• Safety Awareness and Accident Prevention</li> <li>• Fire safety</li> <li>• Fire Prevention and Fire Fighting</li> <li>• Classes of Fire</li> <li>• Types of Fire Extinguishers</li> <li>• Fire Fighting Techniques</li> </ul>	08	10
	<b>Sub Total:</b>	<b>28</b>	<b>35</b>
	<b>Total:</b>	<b>56</b>	<b>70</b>

**List of Books**

**Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
Front Office Part A			
Woods, Hayes & Austin (2007)	Professional Front Office Management		New Delhi: Pearson

Foster, D. L. (1993)	Front Operation & Administration		Lake Forest: Glencoe(Macmillan/McGraw Hill
Bardi, J. A.	Hotel Front Office Management	2nd edn	London: Van Nostrand Reinhold
Vallen & Vallen (2005)	Front Office Operation & Management		London: Thomson
<b>Housekeeping Part B:</b>			
G. RAGHUBALAN AND SMRITE RAGHUBALANHOTEL	HOTEL HOUSEKEEPING OPERATION & MANAGEMENT		OXFORD UNIVERSITY PRESS
JOHN.C.BRAHNSON	HOTEL, HOSTEL AND HOSPITAL HOUSEKEEPING by JOHN.C.BRAHNSON		ELBS PUBLISHER
R.K SINGH	ORGANIZATION OF HOUSEKEEPING MANAGEMENT		AMAN PUBLICATIONS PVT. LTD.
SUDHIR ANDREWS	HOTEL HOUSEKEEPING MANUAL		MCGRAW HILL EDUCATION
<b>Reference Books</b>			
Kappa, Nitschike, Shappert	Managing Housekeeping Operations		EI, AHLA
Schneider, Tucker and Scoviak	The Professional Housekeeper		
<b>End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.</b>			

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1			y							
CO2		y								
CO3				y						
CO4					y					
CO 5						y				
CO 6		y								
CO 7				y						
CO 8			y							
CO 9		y	y							

<b>Name of the Course: BSc HOSPITALITY ADMINISTRATION</b>			
<b>Subject: Advanced ROOMS DIVISION Pr</b>			
<b>Course Code: BScHAC592,</b>		<b>Semester:5</b>	
<b>Duration: one Semester</b>		<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Practical:4 hrs		End Semester Exam: 60	
Credit:2		Internal Assessment: 40	
<b>COURSE Objectives: This module focuses on providing insights into the standard operating procedures for Rooms Division emphasizing on use of property management system, disaster and medical emergency management, guest room layout and daily routine systems.</b>			
<b>Course Outcomes: Front Office</b>			
	1) Practice basic front office operations like guest check in ,billing , allowances, routing and settlement of the account till guest check out using Opera property management system. 2) Apply, analyse and demonstrate the different functions of front office management.		
<b>Course Outcomes: Housekeeping</b>			
	3) Develop the required skills for cleaning and maintaining hygiene of public areas. 4) Compose and execute standard operating procedures and also the daily routine systems. 5)create and innovate the layout of a guest room. 6) Apply first aid and manage medical emergencies.		
<b>Front Office Part A Practical-</b>			
Unit 1	<b>1. Case Study – On Planning, Staffing, Disaster Management &amp; Revenue related areas.</b>	<b>10</b>	<b>10</b>
Unit 2	<b>2. PMS Opera- Block Booking, Allowances, Night Audit &amp; Operational Reports.</b>	<b>18</b>	<b>20</b>
	<b>Sub total</b>	<b>28</b>	<b>30</b>
<b>Housekeeping Part B Practical:</b>			
Unit 3	<b>LAYOUT OF GUEST ROOM:</b> <ul style="list-style-type: none"> <li>● <b>Material Service,</b></li> <li>● <b>Personal Service,</b></li> <li>● <b>Functional and decorative accessories</b></li> <li>● <b>Specification of Colours,</b></li> <li>● <b>Furniture, Fixture, Fitting,</b></li> <li>● <b>Soft Furnishing and Accessories Etc. Used</b></li> <li>● <b>Innovative supplies in EVA floor</b></li> </ul>	<b>7</b>	<b>8</b>

Unit 4	<b>STANDARD OPERATING PROCEDURE</b> <ul style="list-style-type: none"> <li>● Skill Oriented Task (e.g. cleaning and polishing glass, brass etc)</li> <li>● Hard Surface Cleaning</li> <li>● Crystallization</li> <li>● Carpet Shampooing</li> <li>● Marble Polishing</li> </ul>	7	8
Unit 5	<b>FIRST AID:</b> <ul style="list-style-type: none"> <li>● First Aid Kit,</li> <li>● Dealing With Emergency Situation,</li> <li>● Maintaining Records Reporting Maintenance and Follow Ups</li> </ul>	7	8
Unit 6	<b>Daily Routine Systems</b> <ul style="list-style-type: none"> <li>● Recycled Inventories</li> <li>● Non Recycled Inventories</li> <li>● Making duty chart</li> <li>● Compiling room occupancy</li> <li>● Leave handling procedure</li> <li>● Corrective measures</li> </ul>	7	6
<b>Sub Total:</b>		<b>28</b>	<b>30</b>
		<b>Total:</b>	<b>56</b>
			<b>60</b>

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

**Text Books:**

<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/ISBN</b>	<b>Name of the Publisher</b>
Woods, Hayes & Austin (2007)	Professional Front Office Management		New Delhi: Pearson
Foster, D. L. (1993)	Front Operation & Administration		Lake Forest: Glencoe(Macmillan/Mc Graw Hill
Bardi, J. A.	Hotel Front Office Management	2nd edn	London: Van Nostrand Reinhold
Vallen&Vallen (2005)	Front Office Operation & Management		London:Thomson

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

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

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

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1				y					y	y
CO2			y							y
CO3			y							y
CO4				y						y



<b>Name of the Course:</b> BSc HOSPITALITY ADMINISTRATION (HA)			
<b>Subject:</b> FOOD PRODUCTION AND PATISSERIE MANAGEMENT (TH)			
<b>Course Code:</b> BScHAC 601A		<b>Semester:</b> 6	
<b>Duration:</b> 1 sem		<b>Maximum Marks:</b> 100	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory: 4		End Semester Exam: 70 marks	
Credit: 4		Internal Assessment: 30 marks	
<b>Course Objectives:</b> The module focuses on examining principles of food and culinary hygiene along with relevant food laws from the viewpoint of international cuisines. Exploring new and important trends and influences in the food production subject. To evaluate in detail the relationship between kitchen chemistry and product development as well as professional baking science and arts. Also provides insights to facility planning related to food production.			
<b>Course Outcomes</b>			
1) To evaluate the importance of hygiene and the food law.			
2) To compare and contrast international cuisines.			
3) To Appraise new Trends and Influences in food production			
4) To integrate kitchen Chemistry and product development			
5) To prepare breads, cookies and biscuits, meringues, develop sugar craft skills.			
6) To recommend features of facilities planning			
<b>Contents</b>			<b>Hrs./week</b>
<b>UNIT 1</b>	<b>Hygiene and Food Legislation</b> Importance, Personal, kitchen food, hygiene, Food safety, Food Hygiene Regulations, Food Safety Act 1990, The food standard Agency	<b>10</b>	<b>15</b>
<b>UNIT 2</b>	<b>Trends and Influences</b>  Ethnic culture. Taste, Ideas about food, Images of food, Resources, Food Changes in Indian Society, Culture variety, religious influences,; Christian, Muslim, Hindu, Sikh, Buddhist,	<b>10</b>	<b>10</b>
<b>UNIT 3</b>	<b>Chemistry in the kitchen and product development</b>  Understand basic chemistry : pH and water, Proteins, Carbohydrates, Lipids, Emulsion, Sensory evaluation of food, Genetically Modified Food, Product Development	<b>10</b>	<b>10</b>
<b>UNIT 4</b>	<b>International cuisine</b> <ul style="list-style-type: none"> <li>● France,</li> <li>● Italy</li> <li>● India</li> <li>● Chinese</li> <li>● Middle eastern</li> <li>● Scandinavian</li> </ul>	<b>12</b>	<b>16</b>

<b>UNIT 5</b>	<b>: BAKERY AND CONFECTIONERY</b> <b>Professional Baking Science and Arts</b> <b>Frozen desserts</b>  <ul style="list-style-type: none"> <li>● Meringues</li> <li>● Chocolate</li> <li>● Bread Making</li> <li>● Marzipan</li> <li>● Sugar craft</li> <li>● Bakery culinary terms.</li> </ul>	<b>10</b>	<b>15</b>
<b>Unit 6</b>	<b>Facility planning:</b> <ul style="list-style-type: none"> <li>● The systematic layout planning pattern (SLP);</li> <li>● Planning consideration.</li> <li>● Flow process &amp; flow diagram</li> <li>● planning for physically challenged</li> <li>● necessity of sustainability : methods</li> </ul>	<b>4</b>	<b>4</b>
	<b>Total:</b>	<b>56 hrs</b>	<b>70</b>
	<b>End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.</b>		

**List of Books**

**Text Books:**

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

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

<b>Name of the Course:</b> BSc HOSPITALITY ADMINISTRATION (HA)			
<b>Subject:</b> FOOD PRODUCTION & PATISSERIE MANAGEMENT			
<b>Course Code:</b> BScHAC 691A		<b>Semester:</b> 6	
Practical: 4hrs / week		End Semester Exam: 60 marks	
Credit: 2 Practical		Internal Assessment: 40 marks	
<b>Course Objectives:</b> The course aims to teach students to have an in-depth understanding of preparations of various international cuisines from starters, main courses and desserts as well as bakery products.			
<b>Course Outcomes:</b> <ul style="list-style-type: none"> <li>● Able to budget, indent and prepare international soups ,understanding the consistency and textures of the food.</li> <li>● Able to budget, indent and prepare various modern and traditional international starters, main courses and desserts.</li> <li>● Able to budget, indent and prepare advanced level of breads and confectionery products.</li> </ul>			
<b>Contents</b>			<b>Hrs./week</b>
<b>UNIT 1</b>	Cream Of Chicken Soup , Consomme-Brunoise, Celesine, Julienne, Nicois, Royale, French Onion Soup . Bread rolls. <b>UNIT 1.1 .</b> Leek and Potato soup ,Pumpkin soup, Chicken broth, Cockie-Leekie ,Gazpacho, Chilled tomato and Basil soup. Bread rolls.	<b>8</b>	<b>10</b>
<b>UNIT 2</b>	Beetroot relish, Vegetable risotto, Duckling with orange sauce, Mixed fruit bavarois,  <b>UNIT 2.1 :</b> Petite Marmite ,cocktail de crevettes , jambonnette de volaille au jus , crêpes suzette, Bread rolls.	<b>9</b>	<b>10</b>
<b>UNIT 3</b>	Tomato Farcis, Potato and leek soup, Grilled Chicken with devilled sauce, Glazed carrot, sauteed vegetables, Straw potato, Crepe suzette.	<b>4</b>	<b>5</b>
<b>UNIT 4</b>	Roast Lamb with Mint sauce, Penne with Pesto sauce, Roasted Chicken with Bread sauce, Fish ala Portuguese. Bruschetta Varie,Gnocchi de patate au Pesto lasagna de carne , Panna Cotta.	<b>9</b>	<b>10</b>
<b>UNIT 5</b>	Mezze Platter (Hummus/Baba Ganoush/tabbouleh/lavaash) Ful Nabed, ajine Misir Zeetoon, Asabia El Aroos Soused Fish with Warm potatoes , Lancashire Hot-Pot, Bubble and squeak Glazed Lemon Tart.Spaghetti Bolognaise , Tagliatelle Nicoise . Ravioli , Cannelloni, Arrabiata sauce, Pesto,	<b>16</b>	<b>19</b>

<b>UNIT 6</b>	<b>Bakery and Patisserie</b> Lemon Tart, banana Flan, Swiss roll, Tarte Tatin, Bouchées and vol-au-vents, Mille-feuilles, Bagels, cheese straws, Rugbrod, Crumpet, Focaccia, Quick bread.	<b>10</b>	<b>6</b>
	<b>TOTAL HOUR</b>	<b>56</b>	<b>60</b>

**Practical:****Skills to be developed:****Intellectual skills:**

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

**Motor Skills:**

1. Learning of uses of specific coloured chopping boards for different mis en place.
2. Learning advanced cooking techniques and styles.
3. Learning of portion control, food costing.
4. Understanding of do's and don'ts discipline in a professional kitchen.  
Understanding the importance of team building and ownership.

**All practical classes are compulsory**

**List of Books****Text Books:**

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

Sl. No.	
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1.	Different types of cooking equipment, small and medium. Equipment's like Kadhai, Hundi, spatula, spoon, perforated spoon, bowls, rolling pin, Plates, saucepan, whisker,
2.	Electrical devices like mixer grinder, Hand blender, Pulveriser, Refrigerator, salamander, oven for baking/ roasting purposes . microwave , induction hob etc.
	Special equipment like Blow torch, sizzler tray, etc.
<b>End Semester Examination Scheme. Maximum Marks-60. Time allotted-3hrs.</b>	

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

<b>Name of the Course: BSc Hospitality Administration</b>			
<b>Subject: Food and Beverage Management – Theory</b>			
<b>Course Code: BSCHAC 601 B</b>		<b>Semester: 6</b>	
<b>Duration: One Semester</b>		<b>Maximum Marks: 100 Marks</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory: 4 hours/week		End Semester Exam: 70	
Credit: 4		Internal Assessment: 30	
<b>Course Objectives:</b>			
This course is to provide information that involves a variety of food and beverage management for the students.. It emphasizes on the critical areas such as menu pricing, food and beverage pairing, food cost analysis, budgeting and forecasting . Also provides insights to facility planning related to food and beverage service management.			
<b>Sl. No.</b>	<b>Course Outcomes:</b>		
1.	Critically appreciate wines and spirits		
2.	Evaluate the food and beverage accompaniment of international cuisines		
3.	Formulate menu pricing and budgeting		
4.	Critically evaluate Cost and Variance analysis		
5.	Recommend features of facilities planning		
<b>Contents</b>			<b>Hrs./week</b>
Unit 1	Critical Appreciations of Beer, Wines and Spirits	12	15
Unit 2	Critical Appreciation of French Classical Menu, Courses, Dishes and Accompaniments	04	5
Unit 3	Critical Appreciation of Tea, Cheese, Coffee and Cigar	04	5
Unit 4	<b>DECODING INTERNATIONAL CUISINE</b> France, Italy, Japan, Mexico, Thai, Mediterranean	06	7
Unit 5	<b>GUERIDON SERVICE</b>	02	3
Unit 6	<b>FOOD &amp; BEVERAGE CALCULATIONS</b>	02	3
Unit 7	<b>BREAK-EVEN AND VARIANCE ANALYSIS</b>	04	5
Unit 8	<b>DECODING RESTAURANT FINANCIAL STATEMENT</b> Understanding Income Expenditure Statement	04	5
Unit 9	<b>FOOD &amp; BEVERAGE STANDARDS &amp; MENU - THE BASIS FOR CONTROL</b>  Standard Purchase Specifications Standard Recipes Standard Yields- determining standard yields, costs per servable kilogram, the cost factor, adjusting standard recipe yields Standard Portion Sizes Standard Portion Costs Standard Food and Beverage costs Menu - The Basis For Control The menu's influence on the operation	04	5



unit 10	<b>CONTROL PROCEDURE</b> Purchasing, Receiving, Storing & Issuing. Inventory control and management terms	10	12
unit 11	<b>Facility planning:</b> <ul style="list-style-type: none"> <li>● The systematic layout planning pattern (SLP);</li> <li>● Planning consideration.</li> <li>● Flow process &amp; flow diagram</li> <li>● planning for physically challenged</li> <li>● necessity of sustainability : methods</li> </ul>	4	5
<b>Sub Total: (THEORY)</b>		<b>56</b>	<b>70</b>

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

**List of Books**

**Text Books & Reference Books:**

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

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

<b>Name of the Course: BSc Hospitality Administration</b>			
<b>Subject: Food and Beverage Management – Pr</b>			
<b>Course Code: BSCHAC 691 B</b>		<b>Semester: 6</b>	
<b>Duration: One Semester</b>		<b>Maximum Marks: 100 Marks</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Practical: 4 hours/week		End Semester Exam: 60	
Credit: 2		Internal Assessment: 40	
<b>Course Objectives:</b> This course is to provide information that involves a variety of food and beverage management for the students.. It emphasizes on the critical areas such as menu pricing, food and beverage pairing, food cost analysis, budgeting and forecasting . It focuses on the planning and execution of formal dining as well as bartending.			
<b>Course Outcomes:</b>			
1.	Prepare and serve cocktails and liqueur.		
2.	Plan and execute a menu for high tea, food festival and formal dining.		
3.	Understand and execute whiskey nosing and draft beer operations.		
4.	Plan and organise food festivals including budgeting, marketing and the execution.		
5.	Design , formulate and understand molecular mixology.		
<b>Contents</b>			<b>Hrs./week</b>
Unit 1	<b>MARTINI PREPARATION AND ABSINTHE SERVICE</b>	04	4
Unit 2	<b>MANHATTAN PREPARATION AND LIQUEUR SERVICE</b>	04	4
Unit 3	<b>HIGH TEA MENU PLANNING AND REAL TIME EXECUTION</b>	04	10
Unit 4	<b>SPECIAL DISHES - COVER LAYOUT AND SERVICE</b>	04	4
Unit 5	<b>WHISKEY NOSING</b>  Systematic approach of Whisky nosing, Understanding various features of a particular whisky, Service protocols, Reading and understanding various whisky labels, etc.	04	10
unit 6	<b>ANTIPASTI PREPARATION AND SERVICE</b>	04	4
unit7	<b>DRAFT BEER OPERATIONS</b>  Welcome - Draft beer operations Introduction to Draft Beer How draft systems work (an overview) Handling and storing kegs Setting up a cool room for draft beer Changing and tapping kegs Using gas systems Pouring draft beer The importance of cleaning and maintaining beer lines Cleaning beer lines Minimizing wastage and maximizing returns Troubleshooting common problems with draft systems Conclusion - Draft beer operations	04	4
UNIT 8	<b>COUNTRY IN A NUTSHELL - F&amp;B CASE STUDIES AND SITUATIONAL HANDLING</b>	08	8
UNIT 9	<b>FESTIVAL MENU PLANNING AND MARKETING</b>	04	4

Unit 10	<b>ADVANCED GUERIDON SERVICE (VARIOUS FORMS)</b>	04	4
unit 12	<b>ADVANCED BARTENDING (MOLECULAR MIXOLOGY)</b>	04	4
unit 13	<b>FORMAL DINING PLANNING AND EXECUTION</b> Planning and execution of Formal Sit-down Service	08	10
	<b>Total: (PRACTICAL)</b>	<b>56</b>	<b>70</b>

**Practical:**

**Skills to be developed:**

**INTELLECTUAL SKILLS:**

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

**MOTOR SKILLS:**

1. Understanding of Alcoholic Beverage Menu.
2. Order taking process of various fermented and distilled beverages.
3. Service style of various fermented & distilled beverages.
4. Opening of a Beer/Wine/Champagne bottle and service protocols.
5. How to handle beverage tray/salver.
6. Opening & closing duties of Bar.
7. Suggesting food with a specific fermented and distilled beverage.
8. Handling of various bar equipment.

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

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

<b>Name of the Course:</b> BSc HOSPITALITY ADMINISTRATION, <b>Subject:</b> ROOMS DIVISION MANAGEMENT (TH)			
<b>Course Code:</b> BScHAC601C ,		<b>Semester:</b> 6	
<b>Duration: one Semester</b>		<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory:4		End Semester Exam: 70	
Credit:4		Internal Assessment: 30	
<b>Course Objectives:</b> This course provides an overview of the dual responsibilities of both front office and housekeeping departments with special emphasis on strategic staffing and budgeting. Housekeeping further studies the opening of new properties and basic facility management as well as green and sustainable housekeeping.			
<b>Course Outcomes: Front Office</b>			
<ol style="list-style-type: none"> <li>1. summarise the responsibilities and duties of front office personnel.</li> <li>2. formulate price and tariffs through forecasting and budgeting with respect to capacity management.</li> <li>3. carry out calculations based on revenue management formulae and also evaluate strategic revenue management</li> </ol>			
<b>Course Outcomes:Housekeeping</b>			
<ol style="list-style-type: none"> <li>4)To develop the managerial skills required for calculation of Housekeeping Budget.</li> <li>5)To understand the importance of manpower management in the housekeeping department.</li> <li>6)To gain knowledge on renovation, new property opening guidelines, horticulture and changing trends in the housekeeping department.</li> <li>7) Recommend features of facilities planning</li> </ol>			
<b>Contents</b>			<b>Hrs./week</b>
Unit 1	Introduction to Rooms Management. <ul style="list-style-type: none"> <li>● Rules, responsibilities and duties</li> <li>● Functions</li> </ul>	<b>3</b>	<b>5</b>
Unit 2	Price and Tariff Design. <ul style="list-style-type: none"> <li>● Dynamic Room Pricing</li> <li>● Price and Tariff Fixation</li> <li>● Pricing</li> </ul>	<b>7</b>	<b>10</b>
Unit 3	Capacity Management <ul style="list-style-type: none"> <li>● Discounted Rate</li> <li>● Selective overbooking</li> <li>● Demand and supply of rooms.</li> </ul>	<b>3</b>	<b>5</b>

Unit 4	<p>Forecasting and Budgeting</p> <ul style="list-style-type: none"> <li>● Change in the hotel Industry budgetary practices.</li> <li>● Zero Based Budgeting.</li> <li>● Workforce Scheduling.</li> </ul>	<b>7</b>	<b>5</b>
Unit 5	<p>Revenue Management</p> <ul style="list-style-type: none"> <li>● Reservation Yield</li> <li>● GOPPAR</li> <li>● Implementing Yield</li> <li>● Strategic Revenue Management and the role of competitive price shifting</li> </ul>	<b>8</b>	<b>10</b>
		<b>28</b>	<b>35</b>
	<b>Housekeeping Part 1 Contents</b>		
Unit 6	<p>Planning and Organizing the Housekeeping Department</p> <ul style="list-style-type: none"> <li>● Area Inventory List</li> <li>● Frequency Schedule</li> <li>● Performance Productivity Standards</li> </ul>	<b>5</b>	<b>5</b>
Unit 7	<p>Managing Human Resource in Rooms Division(Housekeeping Personnel)</p> <ul style="list-style-type: none"> <li>● Recruitment, selecting, Hiring, Orienting, Staff Motivation</li> <li>● Calculating staff strengths &amp; Planning duty rosters, teamwork and leadership</li> <li>● Staff Scheduling</li> <li>● Training in Housekeeping Department, devising training programmes for HK Staff (Designing Training Module)</li> <li>● Job Breakdown</li> <li>● Standard Operating manuals – Job Procedures</li> <li>● Time and Motion study in Housekeeping operations</li> <li>● Ergonomics in Housekeeping</li> </ul>	<b>3</b>	<b>3</b>
Unit 8	<p>Renovation and New Property Opening</p> <ul style="list-style-type: none"> <li>● Renovation, Refurbishment, Redecoration</li> <li>● Factors involved in renovation Procedures &amp; tasks involved</li> <li>● Takeover of a new property from projects – Preparation of Snag List</li> </ul>	<b>3</b>	<b>3</b>

Unit 9	<p>Horticulture and Flower Arrangements</p> <ul style="list-style-type: none"> <li>● Introduction to Horticulture</li> <li>● Indoor and outdoor plants – five each</li> <li>● Care and upkeep</li> <li>● Bonsai</li> <li>● Landscaping</li> </ul> <p>Classical &amp; Contemporary Modern Style &amp; Lobby arrangement. (A contemporary arrangement suitable for a lobby should be made by the student. Dry /recycled, innovative materials can be combined with plant materials (flowers, fruits, foliage etc). Students should emphasize on low cost arrangement using minimal flowers as is the trend in hotels)</p>	5	5
Unit 10	<p>Budgeting for Rooms Division (Housekeeping Department)</p> <ul style="list-style-type: none"> <li>● Budget Calculation</li> </ul> <p>Cost control in specific areas, guest room, public areas, linen room, stores, cleaning material and supplies, flowers</p>	2	5
Unit 11	<p>Green Housekeeping and Sustainable Development in the Housekeeping Department.</p> <ul style="list-style-type: none"> <li>● Importance of Sustainability In Housekeeping Department</li> </ul> <p>Best practices used for environmental sustainability in successful hospitality organizations.</p>	2	5
Unit 12	<p>Changing Trend in Housekeeping Department Trends in Housekeeping Department</p>	2	3
Unit 13	<p>Working for Special Events</p> <ul style="list-style-type: none"> <li>● Special decoration (Theme related to hospitality industry)     Indenting</li> <li>● Costing</li> <li>● Planning with time split Executing</li> </ul>	2	2
Unit 14	<p><b>Facility planning:</b> The systematic layout planning pattern (SLP);</p> <p>Planning consideration.</p> <p>Flow process &amp; flow diagram</p> <p>planning for physically challenged necessity of sustainability : methods</p>	4	4
Internal Assessment Examination & Preparation of Semester Examination		28	35
<b>Total:</b>		<b>56</b>	<b>70</b>
<b>End Semester Examination Scheme.</b>		<b>Maximum Marks-70.</b>	<b>Time allotted-3hrs.</b>
<b>Text Books:</b>			
<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/ISBN</b>	<b>Name of the Publisher</b>
<b>Front Office Part 1</b>			
Woods, Hayes & Austin (2007)	Professional Front Office Management		New Delhi: Pearson



Foster, D. L. (1993)	Front Operation & Administration		Lake Forest: Glencoe(Macmillan/Mc Graw Hill
Bardi, J. A.	Hotel Front Office Management	2nd edn	London: Van Nostrand Reinhold
Vallen&Vallen (2005)	Front Office Operation & Management		London:Thomson
<b>Housekeeping Part 2</b>			
JOHN.C.BRAHNSON	HOTEL, HOSTEL AND HOSPITAL HOUSEKEEPING		ELBS
G. RAGHUBALAN AND SMRITE RAGHUBALANHOTEL	ORGANIZATION OF HOUSEKEEPING MANAGEMENT		OXFORD UNIVERSITY PRESS
Rekha Sarin	The Art of Flower Arrangements		UBS Publishers
R.K SINGH	HOTEL HOUSEKEEPING MANUAL		AMAN PUBLICATIONS PVT. LTD.
SUDHIR ANDREWS	Managing Housekeeping Operations		MCGRAW HILL EDUCATION
<b>Reference Books:</b>			
Kappa, Nitschike, Shappert			EI, AHLA
Schneider, Tucker and Scoviak			

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

<b>Name of the Course:</b> BSc HOSPITALITY ADMINISTRATION, <b>Subject:</b> ROOMS DIVISION MANAGEMENT (PR)			
<b>Course Code:</b> BScHAC 691C,		<b>Semester:</b> VI	
<b>Duration:</b> one Semester		<b>Maximum Marks:</b> 100	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
PRACTICAL 4 HRS/WEEK		End Semester Exam: 60	
Credit:2		Internal Assessment: 40	
<b>Course Objectives:</b> <b>This course emphasises operations and management of the Rooms division through the use of case studies , simulations and role plays as well as practical creativity in interior decorations of housekeeping.</b>			
<b>Course Outcomes: Front Office</b>			
1) using case studies , simulation, and situation handling students will evaluate , compare and contrast the various aspects of revenue management and pricing in the front office . 2)Appraise different techniques for enhancing guest experience , customer care and complaints handling and settlement of the account till guest check out using Opera property management system.			
<b>Course Outcomes: Housekeeping</b>			
3)To design and create contemporary and classical arrangements of interior decorations using an optimum budget. 4)To evaluate and appraise the case studies and relevant situations within the housekeeping course			
<b>Contents</b>			<b>Hrs./week</b>
Unit 1	Case Study <ul style="list-style-type: none"> <li>● Group Booking</li> <li>● Rate Change</li> <li>● ADR</li> <li>● Forecasting demand and RevPAR</li> </ul>	<b>8</b>	<b>10</b>
Unit 2	Situations handling and role play <ul style="list-style-type: none"> <li>● Challenges of Front Office Management</li> <li>● Guest Experience</li> <li>● Customer Care</li> <li>● Complaint Handling</li> <li>● The role of the rooms division</li> <li>● Pricing and performance</li> <li>● Price and Tariff design</li> <li>● Forecasting and Budgeting</li> <li>● Introduction to Revenue Management</li> <li>● The guest experience</li> </ul>	<b>20</b>	<b>20</b>

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

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

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

unit 5	<b>Pitch Deck and Business Plan Creation</b> <ul style="list-style-type: none"> <li>● Presentation Techniques</li> <li>● Creating a Pitch Deck</li> <li>● Making the Final Business Plan</li> </ul>	<b>10</b>	<b>20</b>
unit 6	<b>Pivoting, Scaling and Managing Failure</b> <ul style="list-style-type: none"> <li>● Why is Pivoting Necessary?</li> <li>● Essential Requirements for Scaling</li> <li>● Bath Tub Curve</li> <li>● Stages of Failure</li> </ul>	<b>6</b>	<b>10</b>
	<b>Total</b>	<b>56</b>	<b>70</b>

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

**List of Books**

**Text Books:**

Name of Author	Title of the Book	Edition/ISSN/ISBN	Name of the Publisher
C.B.Gupta	Entrepreneurial Development	978-9351611097	Sultan Chand & Sons
Vasant Desai	The Dynamics of Entrepreneurial Development and Management	978-9350244548	Himalaya Publishing House

**Reference Books:**

S Anil Kumar	Entrepreneurship Development	978-8122414349	New Age Publishers
S.S.Khanka	Entrepreneurial Development	978-8121918015	S Chand & Co.

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

Name of the Course: BSc Hospitality Administration <b>Subject: Entrepreneurship - Practical</b>				
<b>Course Code: BScHAC 691D</b>		<b>Semester: 6</b>		
<b>Duration: One Semester</b>		<b>Maximum Marks: 100</b>		
<b>Teaching Scheme</b>		<b>Examination Scheme</b>		
Practical: 4		End Semester Exam: 60		
Credit: 2		Internal Assessment: 40		
<b>Course Objectives:</b> students will be able to practice, develop, research and put into action business thinking, strategising operational and financial plans				
<b>Course Outcomes</b>				
1.	Develop goals and objectives for a new business venture.			
2.	Research and develop a marketing and advertising strategy for a startup.			
3.	Create the strategic, operational and financial plans for the new business.			
4.	Make a 5-minute pitch ready for the new business for presenting it to possible investors.			
5.	Write and present a detailed business plan for the venture.			
6.	Analyze the role of risk management in developing the new business.			
<b>Contents</b>			<b>Hrs./week</b>	
unit 01	<b>Entrepreneurial Mindset and Design Thinking</b> <ul style="list-style-type: none"> <li>● Idea Validation</li> <li>● Spotting Opportunities &amp; Product Market Fitment</li> </ul>		<b>10</b>	<b>10</b>
unit 02	<b>Rapid Prototyping</b> <ul style="list-style-type: none"> <li>● MVP Building Process</li> </ul>		<b>8</b>	<b>10</b>
unit 03	<b>Financial Planning for a Startup</b> <ul style="list-style-type: none"> <li>● Using MS Excel to create             -Projected P/L A/C for 3 years             -Projected Balance Sheet of 3 years             - Trend Analysis (with graphs) for 3 years</li> </ul>		<b>10</b>	<b>10</b>
unit 04	<b>Marketing for a Startup</b> <ul style="list-style-type: none"> <li>● Practising selling skills and customer query handling through individual viva.</li> <li>● Developing an integrated marketing plan for a cloud kitchen.</li> </ul>		<b>10</b>	<b>10</b>
unit 05	<b>Pitch Deck and Business Plan Creation</b> <ul style="list-style-type: none"> <li>● Creating the Business Model of a cloud kitchen using Lean Canvas Method.</li> </ul>		<b>10</b>	<b>10</b>
unit 06	<b>Pivoting, Scaling and Managing Failure</b> <ul style="list-style-type: none"> <li>● Making the scaling up plan for a cloud kitchen business.</li> </ul>		<b>8</b>	<b>10</b>

<b>Total</b>			<b>56</b>	<b>60</b>
<b>Practical:</b>				
<b>Skills to be developed:</b>				
<b>Intellectual skills:</b>				
1. Basic entrepreneurial skills.				
2. Market research skills using various tools & techniques.				
3. Financial Projection skills (using MS Excel).				
4. Communication and presentation skills. <b>Motor Skills: NA</b>				
<b>All practical classes are compulsory</b>				
<b>List of Books</b>				
<b>Text Books:</b>				
<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/ISBN</b>	<b>Name of the Publisher</b>	
C.B.Gupta	Entrepreneurial Development	978-9351611097	Sultan Chand & Sons	
Vasant Desai	The Dynamics of Entrepreneurial Development and Management	978-9350244548	Himalaya Publishing House	
<b>Reference Books:</b>				
S Anil Kumar	Entrepreneurship Development	978-8122414349	New Age Publishers	
S.S.Khanka	Entrepreneurial Development	978-8121918015	S Chand & Co.	
<b>List of equipment/apparatus for laboratory experiments: NA</b>				
<b>End Semester Examination Scheme.</b>		<b>Maximum Marks-60</b>	<b>Time allotted-3hrs.</b>	

	PO1	PO2	PO3	PO4	PO5	PO6	PSO1	PSO2	PSO3
CO 1		y	y	y					
CO 2				y		y			y
CO 3		y		y	y				y
CO 4					y				y
CO 5					y			y	y
CO 6		y	y						y



<b>Name of the Course:</b> BSc Hospitality Administration			
<b>Subject:</b> Advanced Applications Of Digital Marketing			
<b>Course Code:</b> BScHAC 602		<b>Semester:</b> 6	
<b>Duration:</b> one Semester		<b>Maximum Marks:</b> 100	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory:4		End Semester Exam: 70	
Tutorial:2		Internal Assessment: 30	
Credit:6			
<b>Course Objectives:</b>			
The course will enable the student to appraise, examine and evaluate concepts, functions and uses of modern digital equipment integrated with internet connectivity and marketing activities			
<b>Sl. No.</b>	<b>Course Outcomes:</b>		
1.	Examine the methods and procedures applied for search engine optimisation (SEO) and fundamentals of digital marketing		
2.	Appraise and evaluate the core concepts of Content Marketing and Digital Analytics		
3.	Explain digital marketing analytical tools- Google Analytics		
4.	Gain in depth knowledge about the use of PPC, AI , IOT, VR, AR and Google Ads		
<b>Contents</b>			<b>Hrs./week</b>
unit 01	<b>Digital Marketing</b> Digital Marketing Tools and channels	<b>08</b>	<b>10</b>
unit 02	<b>Search Engine Optimization / Google AdWords/Online Surveys</b> SEO Basics and Management SEO Performance Metrics Increasing Website Speed Optimisation- Search Engine, Heading Tags, Google Search Results Creation and Utilization	<b>10</b>	<b>12</b>
unit 03	<b>Online Content Creation, Email Marketing, PPC, Google Analytics</b> Blog Website Design Online Public Relations Affiliate Marketing Monetising Content Mail Chimp Account Set up Concept of PPC Email Marketing Analytics Google Analytics Overview How Google Analytics Works How to add filters and reporting views Analyze - Real-time Reports, Audience Report, Acquisition Report Event Tracking in Google Analytics	<b>10</b>	<b>12</b>

unit 04	<b>Digital Marketing Campaign Management Basic Elements Of Digital Campaign Management</b> Implementing Intent / Brand Based Campaign Campaign Execution for Emerging Models Campaign Analytics Campaign Analytics and Marketing ROI	<b>08</b>	<b>12</b>
unit 05	<b>Digital Marketing Execution Elements , Facebook Ads</b> Managing Digital Marketing Revenue Managing Service Delivery and Payment Managing Digital Implementation Challenges Key to Facebook Advertising Success Facebook Ad Policies Targeting - Location and Demographics Ad Placements and Creatives Budget Page Engagement and Custom Audiences Dynamic Ad for E- Commerce	<b>10</b>	<b>12</b>
unit 06	<b>Application of Digital Technology in Hospitality Management</b> <ul style="list-style-type: none"> <li>• Technology and Hotel Industry</li> <li>• Modern Hotels and Mobile Phones</li> <li>• Real time communication and chat-bots</li> <li>• IOT in Hospitality</li> <li>• AI in Hospitality</li> <li>• VR in Hospitality</li> <li>• AR in Hospitality</li> <li>• Robots and Hospitality</li> <li>• Technology and Restaurants</li> </ul>	<b>10</b>	<b>12</b>
Total:		<b>56</b>	<b>70</b>
<b>End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.</b>			
<b>List of Books</b>			
<b>Text Books:</b>			
<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/ISBN</b>	<b>Name of the Publisher</b>
by <u>Jose Duarte Santos</u> (Editor), <u>Osca r Lima Silva</u> (Editor)	<b>Digital Marketing strategies for Tourism, Hospitality, and Airline Industries (Advances in Marketing, Customer Relationship Management, and E-services</b>	ISBN-13 78-1522597834	IGI Global
Neelam Singh	<b>Digital Hospitality Marketing</b>	ISBN: 9789350847831, 9350847833	Centrum Press

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

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

<b>Name of the Course: BSc Hospitality Administration</b>			
<b>Subject: Human Resource Management</b>			
<b>Course Code: BScHAD 603,</b>		<b>Semester:6</b>	
<b>Duration: One semester</b>		<b>Maximum Marks:100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory:4hrs/wk		End Semester Exam: 70 MARKS	
Tutorial: 2hr/wk		Internal Assessment: 30 marks	
Credit:6			
<b>Course Objectives:</b>			
The module focuses on understanding and investigating the concepts of HRM looking at its various aspects of HRP, Job analysis, and their distinguishing features. Discussing Recruitment & Selection and applicability, safety standards in organisations. The module emphasises that good employee relations are an outcome of good personnel policies and sound HR actions			
<b>Sl. No. COURSE Outcomes:</b>			
1.	Emphasise the value of human resources as the most important asset of an organisation. Formulate and understand Human Resource Planning		
2.	Outline the sources and process of recruitment, understand how to overcome the challenges of internal and external recruitment. Understand the criteria and process of selection and various ways of conducting an employment interview		
3	Evaluate the need for training and development, understand the various methods of training, and formulate effective training programs		
4	Understanding an effective appraisal system, acknowledge the need for appraisal, to identify different methods of employee appraisal and be able to reward good performance, Conceptual understanding of appraisal methods, and Performance Management		
5	Comprehend Employer- employee relationship, Factories Act		
6	To assess and understand new trends in HRM, basic concepts of HR Metrics		
<b>Contents</b>			<b>Hrs./week</b>
Unit 1	<b>Introduction to HRM, an overview</b>		10 hrs
	<ul style="list-style-type: none"> <li>● What is HRM , Early HR Vs HR Today (brief)</li> <li>● Difference between Personnel Management and Human Resource Management,</li> <li>● Definition, nature, feature, functions, scope and importance</li> </ul>		<b>12</b>
	<b>Organising Manpower</b>		
	<b>Human Resource Planning and Job Analysis</b>		
	<ul style="list-style-type: none"> <li>● Definition of Human resource planning, objectives, process, preparing manpower inventory and determining manpower gap, importance of HRP</li> <li>● Components of Job Analysis, process of Job Analysis, role of job analysis, preparation of job description and job specification statements.</li> </ul>		

Unit 2	<b><u>Recruitment and Selection, Orientation</u></b>  <ul style="list-style-type: none"> <li>● Recruitment: Definition, Purpose</li> <li>● Identifying sources and process of recruitment, merits and demerits of internal and external recruitment,</li> <li>● Organisational Approach to Recruitment</li> <li>● Challenges associated with recruitment program,</li> <li>● Selection : Meaning, Definition, Process, Methods</li> <li>● Placement and Orientation</li> </ul>	10	<b>12</b>
Unit 3	<b><u>Human Resource Development</u></b> <b><u>Training &amp; Development</u></b> <ul style="list-style-type: none"> <li>● Concept and Need</li> <li>● Difference between training and development</li> <li>● Importance of training and development, various on the job and off the job training methods</li> <li>● Effectiveness of training and development programs.</li> <li>● Training Process</li> <li>● Management development: Concept</li> </ul>	10	<b>12</b>
Unit 4	<b><u>Appraisals :</u></b> <b><u>Performance Appraisal</u></b> <ul style="list-style-type: none"> <li>● Definition and concept, how is it different from job evaluation?</li> <li>● Objectives, requisites of an effective appraisal system, methods(360 Degree Appraisal:briefly)</li> <li>● Relation between Job Analysis and Perf. Appraisal</li> <li>● Job Evaluation: Concept, Difference with Performance Appraisal</li> </ul> <b><u>Performance Management</u></b> <ul style="list-style-type: none"> <li>● SMART Goals for Performance Management</li> <li>● Performance assessment interviews, characteristics</li> <li>● Limitations of the Appraisal system</li> <li>● Career planning: Concept and significance</li> <li>● Employee Engagement: Concept</li> </ul>	10	<b>12</b>
Unit 5	<b><u>Employer- Employee Relations</u></b>  <ul style="list-style-type: none"> <li>● Conflict management</li> <li>● Employee Health and safety (Factories Act 1948)</li> </ul>	6 hrs	<b>10</b>
Unit 6	<b><u>New Trends in Human Resource Management</u></b> <ul style="list-style-type: none"> <li>● Strategic HRM: Meaning, Objectives &amp; Challenges</li> <li>● E-recruiting Methods, Benefits and Limitations</li> <li>● E-selection, Advantages and Disadvantages</li> <li>● HRIS, HR Metrics and HR Analytics : Basic Concept</li> </ul>	10hrs	<b>12</b>
	<b>Total:</b>	56	70
<b>End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs.</b>			
<b>List of Books</b>			
<b>Text Books:</b>			
<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/IS BN</b>	<b>Name of the Publisher</b>
Gary Dessler	Fundamentals of HRM	ISBN-10: 0132668211	Harlow, England ; New York : Pearson, [2020]

Decenzo & Robbins	Fundamentals of HRM	ISBN-13 978-0470-16968-1	Wiley Publication
P Jyothi & Venkatesh	Fundamentals of HRM	ISBN- 97801980	Oxford Univ Press
Indian Institute of Banking & Finance (IIBF)	Human Resource Management	ISBN-13: 978-9387914278	Macmillan
<b>Reference Books:</b>			
Jeffrey Liker & Michael Hoseus	Toyota Culture: The Heart and Soul of the Toyota Way	ISBN-0071712577, 9780071712576	McGraw Hill Professional, 2008
L M Prasad	HRM	ISBN-10: 9351611116	Sultan Chand & Sons

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

<b>Name of the Course: BSc Hospitality Administration</b>			
Subject: Hospitality Business Development			
<b>Course Code: BScHAD 604</b>		<b>Semester: 6</b>	
<b>Duration: one Semester</b>		<b>Maximum Marks: 100</b>	
<b>Teaching Scheme</b>		<b>Examination Scheme</b>	
Theory: 4		End Semester Exam: 70	
Tutorial: 2		Internal Assessment: 30	
Credit: 6			
<b>Course Objectives:</b>			
This module provides an in-depth understanding of strategic business development emphasizing on hospitality product concepts, business environment, development models, marketing planning and financing.			
<b>Course Outcomes:</b>			
1.	EXAMINE AND OUTLINE BUSINESS DEVELOPMENT AND ITS SCOPE		
2.	DESCRIBE THE BASIC ELEMENTS OF STRATEGIC MANAGEMENT		
3.	RELATE THE NATURE AND SIGNIFICANCE OF THE TOOLS OF BUSINESS ENVIRONMENT ANALYSIS		
4.	FORMULATE AND EXPLAIN THE BUSINESS PLAN AND UNDERSTAND FUNDING		
<b>Contents</b>			<b>Hrs./week</b>
Unit 1	<ul style="list-style-type: none"> <li>• Define business development and its underlying rationale</li> <li>• Scope of hospitality business development</li> <li>• Hospitality concepts and hospitality products</li> <li>• Levels of product</li> <li>• Product life cycle</li> </ul>	<b>08</b>	<b>12</b>
Unit 2	<ul style="list-style-type: none"> <li>• Define strategy , strategic levels,</li> <li>• Elements of strategic management</li> <li>• Organizational culture, organizational paradigms</li> </ul>	<b>10</b>	<b>12</b>
Unit 3	<ul style="list-style-type: none"> <li>• Business environment : micro and macro environment</li> <li>• analysis of business environments : VRIN/VRIO, Mckinsey's 7S framework, PESTEL, Porter's five forces</li> <li>• Market analysis : competition analysis</li> </ul>	<b>10</b>	<b>12</b>
Unit 4	<ul style="list-style-type: none"> <li>• Emerging issues and trends in the growth of hospitality businesses</li> <li>• Strategic alliances</li> <li>• Principal types of strategic alliance, namely: • Equity alliances e.g. joint ventures; management contracting</li> <li>• Non-equity alliances e.g. licensing/franchising; consortia</li> <li>• Other approaches e.g. direct investment.</li> </ul>	<b>10</b>	<b>12</b>
Unit 5	<ul style="list-style-type: none"> <li>• Marketing planning process</li> <li>• Marketing mix for service</li> <li>• Marketing strategy</li> </ul>	<b>10</b>	<b>12</b>
Unit 6	<ul style="list-style-type: none"> <li>• direct and indirect sources of business funding</li> <li>• key content of a business plan</li> <li>• significance of a business plan</li> </ul>	<b>08</b>	<b>10</b>
<b>Sub Total:</b>			<b>56</b>
<b>Text Books:</b>			
<b>Name of Author</b>	<b>Title of the Book</b>	<b>Edition/ISSN/ISBN</b>	<b>Name of the Publisher</b>



<b>Authors: Hassanien A, Dale C and Clarke A</b>	<b>Hospitality Business Development (e-book)</b>	<b>ISBN: 9 781 85617609 5</b>	<b>Publisher: Oxford: Elsevier Published: 2010</b>
<b>Authors: Johnson G, Scholes K and Whittington R</b>	<b>Title: Exploring Corporate Strategy, (8th Ed) (e-book)</b>	<b>ISBN: 0 273 72419 3</b>	<b>Publisher: Harlow: Dawson Published: 2010</b>
<b>Authors: Davis B, Lockwood A, Pantelidis I and Alcott P</b>	<b>Title: Food and Beverage Management, (5th Ed)</b>	<b>ISBN: 978-0-08-096670-0</b>	<b>Publisher: Abingdon: Routledge Published: 2012</b>
<b>Author: Bowie D and Buttle F (Eds.) Publisher: Oxford:</b>	<b>Title: Hospitality Marketing: Principles and Practice (2nd Ed)</b>	<b>ISBN: 978-0-08-096791-2</b>	<b>Elsevier Butterworth-Heinemann Published: 2011</b>
<b>Reference Books:</b>			
<b>Author: Hudson S</b>	<b>Title: Tourism and Hospitality Marketing: A Global Perspective (e-book)</b>	<b>ISBN: 978-1-4129-4687-2</b>	<b>Publisher: London: Sage Published: 2009</b>
<b>John A. Pearce II , Richard B. Robinson , Amita Mital</b>	<b>Strategic Management: Planning for Domestic and Global Competition (SIE)</b>	<b>978-9353162931</b>	<b>Mc Graw Hill India</b>
<b>End Semester Examination Scheme. Maximum Marks-70. Time allotted-3hrs</b>			

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1				y						y
CO2		y								y
CO3			y							
CO4		y	y							