

# **GURU KASHI UNIVERSITY**



**B.Voc. in Hotel Management and Catering Science**

**Session: 2024-25**

**Department of Hotel Management**

**Graduate Outcomes of the Programme:**

Graduates of the hospitality industry possess a wide range of attributes that make them valuable assets in this field. Their combination of knowledge, skills, and experiences, coupled with their commitment to professionalism, ethics, and effective communication, ensures their success and employability within the dynamic and diverse hospitality sector.

**Programme learning outcomes:** After completing the programme, the learner will be able to:

1. Create potential leaders for an expanding hospitality industry who will be capable of competing for senior positions in a global marketplace.
2. Evaluate diversity and ethical considerations relevant to the hospitality industry.
3. Analyze information and make decisions using critical thinking and problem-solving skills.
4. Identify causes of, and ways to prevent, accidents, illnesses and unsafe situations in hospitality operations.
5. Apply hospitality cost controls in relation to product, pricing, labor and service.
6. Interpret basic legal principles and laws that govern operations in the hospitality industry.
7. Compare the direct and indirect cultural, economic and environmental impacts of tourism.

## Program Structure

<b>SEMESTER I</b>						
<b>Code</b>	<b>Course Title</b>	<b>Type of Courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. of Credits</b>
BHC101	Language: Communication English or French for Hotel Industry	Compulsory Foundation	2	0	4	4
BHC102	Beverages Management	Core	4	0	0	4
BHC103	Front Office Management	Core	4	0	0	4
BHC104	Practical of Front Office Management	Skill Based	0	0	4	2
BHC199	XXXX	MOOC	-	-	-	2
<b>Discipline Elective (Any one of the following)</b>						
BHC105	Introduction to Airline Industry	Discipline Elective	4	0	0	4
BHC106	Management Practices and Organization behaviour					
<b>Total</b>			<b>14</b>	<b>0</b>	<b>08</b>	<b>20</b>

<b>SEMESTER II</b>						
<b>Code</b>	<b>Course Title</b>	<b>Type of Courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. of Credits</b>
BHC201	Hotel Administration	Core	3	0	0	3
BHC202	Tourism Management	Core	4	0	0	4
BHC203	Housekeeping Management	Core	3	0	0	3
BHC204	Practical of Housekeeping Management	Skill Based	0	0	4	2
<b>Discipline Elective (Any one of the following)</b>						
BHC205	Tourism Planning and Development	Discipline Elective	3	0	0	3
BHC206	Air Cargo Management	Discipline Elective				
<b>Value Added Course (For Other Discipline Also)</b>						
BHC207	Disaster Management	VAC	2	0	0	2
<b>Total</b>			<b>15</b>	<b>0</b>	<b>4</b>	<b>17</b>

<b>SEMESTER III</b>						
<b>Code</b>	<b>Course Title</b>	<b>Type of Courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. of Credits</b>
BHC301	Food & Beverages services	Core	4	0	0	4
BHC302	Theory of Food Production	Core	4	0	0	4
BHC303	Practical of Food & Beverages Services	Skill Enhancement	0	0	4	2
BHC304	Practical of Food Production	Skill Enhancement	0	0	4	2
BHC399	XXX	MOOC	-	-	-	2
<b>Discipline Elective (Any one of the following)</b>						
BHC305	Event Management	Discipline Elective	3	0	0	3
BHC306	Resort Management					
<b>Open Electives Course</b>						
BHC307	Healthy Diet for Healthy Life	Open Elective	3	0	0	3
BHC308	Art of Bakery					
<b>Total</b>			<b>14</b>	<b>0</b>	<b>8</b>	<b>20</b>

<b>SEMESTER IV</b>						
<b>Code</b>	<b>Course Title</b>	<b>Type of Courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. of Credits</b>
BHC401	Food Safety & Microbiology	Core	4	0	0	4
BHC402	Computer Application	Skill Enhancement	2	0	4	4
BHC403	General Knowledge	Skill Enhancement	3	0	0	3
BHC404	Hospitality Technology	Compulsory Foundation	3	0	0	3
BHC405	Food Safety & Microbiology Practical	Skill Enhancement	2	0	4	4
<b>Total</b>			<b>14</b>	<b>0</b>	<b>8</b>	<b>18</b>

<b>SEMESTER V</b>						
<b>Code</b>	<b>Course Title</b>	<b>Type of Courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. of Credits</b>
BHC501	Hospitality Financial Management	Core	3	0	0	3
BHC502	Hotel Accounts	Core	3	0	0	3
BHC503	Hospitality Marketing	Core	3	0	0	3
BHC504	HRM & Hospitality Industry	Core	3	0	0	3
BHC505	Hospitality Financial Management Practical	Core	0	0	4	2
BHC599	XXX	MOOC	-	-	-	2
<b>Discipline Elective (Any one of the following)</b>						
BHC506	Service Marketing	Discipline Elective	3	0	0	3
<b>Total</b>			<b>15</b>	<b>0</b>	<b>4</b>	<b>19</b>

<b>Semester VI</b>						
<b>Code</b>	<b>Course Title</b>	<b>Type of Courses</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>No. of Credits</b>
BHC601	Entrepreneurship Management	Core	3	0	0	3
BHC602	Environmental Studies	Compulsory Foundation	3	0	0	3
BHC603	Industrial Training (6 months)	Core	0	0	0	20
<b>Total</b>			<b>6</b>	<b>0</b>	<b>0</b>	<b>26</b>
<b>Grand Total</b>			<b>78</b>	<b>0</b>	<b>32</b>	<b>120</b>

## **Evaluation Criteria**

### **1. Evaluation Criteria for Theory Courses**

A. Continuous Assessment: [25Marks]

i. CA1[10 Marks] {Surprise test(Two best out of three)}

ii. CA2[10 Marks] {Assignments}

iii.CA3[05 Marks] {Term Paper}

A. Attendance[05Marks]

B. Mid Semester Test:[30Marks]

C. End-Term Exam:[40Marks]



## Semester-I

**Course Title: Communication English for the Hotel Industry**

L	T	P	Cr.
2	0	4	4

**Course Code: BHC101**

**Total Hours: 60**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Identify and describe the key elements of effective communication (Sender, Message, Receiver and Feedback) and explain their importance in the hotel industry.
2. Interpret and apply verbal and non-verbal communication skills, including understanding body language, facial expressions, and the significance of tone and clarity in guest interactions
3. Craft professional correspondence, including emails, letters, and memos, and write effective guest communication such as confirmation letters and thank you notes.
4. Engage in effective internal communication with various hotel departments (Front Desk, Housekeeping, F&B) and participate in productive team meetings.

### Course Content

#### **Unit-I: Fundamentals of Communication in Hospitality 15 Hours**

Basics of Effective Communication: Elements of Communication (Sender, Message, Receiver, Feedback), Importance of Communication in the Hotel Industry.

Verbal and Non-verbal Communication: Understanding Body Language and Facial Expressions, Importance of Tone and Clarity in Guest Interactions.

Overcoming Communication Barriers: Identifying and Addressing Common Barriers in a Hotel Setting, Strategies for Clear and Effective Communication.

#### **Unit-II: Professional Oral Communication**

**15 Hours**

Guest Interaction Skills: Greeting and Engaging Guests Professionally, Handling Check-ins, Check-outs, and Guest Inquiries. Telephone and Virtual Communication: Telephone Etiquette and Techniques for Effective Phone Conversations, Managing Reservations and Requests via Email and Online Platforms Presentation Skills: Delivering Clear and Confident Presentations, Use of Visual Aids in Guest and Team Presentations.

**Unit-III: Business and Hospitality Writing**

**15 Hours**

Professional Correspondence: Crafting Effective Emails, Letters, and Memos, Writing Guest Communication (e.g., Confirmation Letters, Thank You Notes) Documentation and Reporting: Preparing Daily Reports and Incident Reports, Writing Service Procedures and Standard Operating Procedures (SOPs) Menu and Brochure Writing: Creating Descriptive and Engaging Menu Items, Writing Promotional Content for Hotel Services.

**Unit-IV: Customer Service Communication, Team Communication and Collaboration**

**15 Hours**

Handling Guest Complaints and Feedback: Techniques for Active Listening and Empathetic Responses, Strategies for Resolving Conflicts and Managing Difficult Situations

Enhancing Guest Experience: Personalizing Communication to Meet Guest Needs, Providing Recommendations and Upselling Techniques

Cultural Sensitivity and Adaptation: Communicating Effectively with International Guests, Understanding and Respecting Cultural Differences Internal Communication in the Hotel: Effective Communication with Different Departments (Front Desk, Housekeeping, F&B), Conducting and Participating in Team Meetings. Teamwork and Conflict Resolution: Building and Maintaining Effective Team Relationships, Strategies for Resolving Workplace Conflicts and Enhancing Team Dynamics. Role-playing and Practical Exercises: Simulated Scenarios for Interdepartmental Communication, Group Activities to Practice Collaborative Problem-Solving.

**TransactionalMode:**

VideoBasedTeaching,PanelDiscussion,CaseBasedTeaching,BrainStorming, Demonstration, Peer Teaching.

**Course Title: Communication French for the Hotel Industry**

L	T	P	Cr.
2	0	4	4

**Course Code: BHC101**

**Total Hours: 60**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Use essential French greetings, common phrases, and hospitality-specific vocabulary effectively.
2. Provide detailed information about hotel amenities, services, and local attractions in French.
3. Offer assistance, ensure guest satisfaction, and express appreciation and gratitude to guests in French.
4. Use French for internal communication, including conducting and participating in team meetings.

## **CourseContent**

### **UNIT-I:Introduction to Professional French in Hospitality 12 Hours**

Basic French Communication Skills: Introduction to French Greetings and Common Phrases, Basic Vocabulary and Phrases for Hotel Settings. Understanding French Culture: Cultural Norms and Etiquette in French-Speaking Countries, Importance of Language and Formality in Guest Interactions. Pronunciation and Accent: Basic French Pronunciation Rules, Practice with Key Phrases and Common Words.

### **UNIT-II: Guest Interactions and Front Desk Communication 15 Hours**

Checking In and Checking Out: Key Phrases for Welcoming Guests and Checking Them In, Common Expressions for Checking Out and Handling Payments

Handling Reservations and Inquiries: Making and Confirming Reservations in French, Responding to Guest Inquiries and Special

Requests

Providing Information and Directions: Giving Directions to Local Attractions and Services, Describing Hotel Amenities and Services.

**UNIT-III: Food and Beverage Service Communication**

**15 Hours**

Restaurant and Bar Interactions: Key Phrases for Greeting Guests and Taking Orders, Describing Menu Items and Making Recommendations. Handling Special Requests and Complaints: Addressing Dietary Restrictions and Special Requests, Managing Complaints and Providing Solutions in French Communicating with Kitchen and Service Staff: Basic Vocabulary for Kitchen Orders and Service Coordination

**UNIT-IV: Customer Service and Conflict Resolution, Team Communication and Collaboration**

**18 Hours**

Providing Excellent Customer Service: Phrases for Offering Assistance and Ensuring Guest Satisfaction, Expressing Appreciation and Gratitude to Guests.

Handling Difficult Situations: Techniques for Managing Complaints and Resolving Issues, Role-plays for Conflict Resolution Scenarios.

Feedback and Follow-Up: Collecting and Responding to Guest Feedback, Following Up on Complaints and Service Issues. Internal Communication with Colleagues: Basic French Vocabulary for Interdepartmental Communication, Conducting and Participating in Team Meetings.

Collaborative Tasks and Responsibilities: Discussing Shift Changes and Coordinating Tasks, Handling Team Conflicts and Enhancing Cooperation

Role-playing and Simulations: Practical Exercises for Team-based Scenarios, Simulated Situations for Effective Internal Communication

**TransactionalMode:**

Cooperative Teaching, Group Discussion, Role play, Flipped Teaching, ProjectBased learning

**SuggestedReading:**

- **Le Guide du Français pour le Tourisme**" by Jean-Paul Valois
- **Français des affaires - Tourisme et hôtellerie**" by Florence Roussel
- **"French for Tourism and Hospitality"** by Francesca S. Bell

**Course Title: Beverages Management**

**Course Code: BHC102**

L	T	P	Cr.
4	0	0	4

**TotalHours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyse the planning and organization of new restaurant.
2. Describe the procedure of rating agencies in Hotel and Restaurant.
3. Evaluate the different types of laws & regulation related to the food & beverages.
4. Exhibit the skills related to the Management Information System.

**CourseContent**

**UNIT-I: Overview of Beverages Management, Beverage Service Techniques and Styles 10 Hours**

History and Evolution: Evolution of beverage consumption and servicepractices,Historical and contemporary trends in beverage management.

Industry Segments: Types of Beverage Establishments like Bars, pubs, lounges, cafes, and room service. Overview of Beverage Service Styles likes Traditional service vs. moderntrends.Beverage Service Operations: Key roles and responsibilities in beverage management, Relationship with Other Departments like Coordination with kitchen, housekeeping, and front office.

Service Philosophy: Enhancing guest satisfaction through effective beverage service. Professionalism in beverage service and guest interactions. Table Service: Types: English Service, French Service, American Service, And Russian Service. Techniques: Specific procedures and etiquette for each service style. Self-Service: Types: Buffet Service, Cafeteria Service. Techniques: Management of self-service areas and guest flow.Specialized Services: Banquet Service: Setup, service, and management of banquet events, Room Service:

Procedures for delivering beverages to guest rooms. Service Equipment and Setup: Tableware and Utensils: Types of glassware, crockery, cutlery, and their uses in beverage service. Table Setting: Proper table setting for various service styles and napkin folding techniques.

## **UNIT-II: Beverage Knowledge and Operations**

**12 Hours**

Non-Alcoholic Beverages: Categories: Soft drinks, juices, coffees, and teas. Preparation and Presentation: Techniques for serving and presenting non-alcoholic beverages. Alcoholic Beverages: Categories: Beer, wine, spirits, and cocktails. Preparation and Presentation: Techniques for serving and presenting alcoholic beverages. Bar Setup: Equipment and Glassware: Essential bar tools (shakers, strainers, etc.) and setup. Basic Bar Equipment: Types and functions of bar tools. Mixology Basics: Cocktail Preparation: Introduction to mixing techniques and popular cocktails. Popular Cocktails: Recipes and preparation methods. Wine Service: Wine Knowledge: Types of wine (red, white, rosé, sparkling) and understanding labels and regions. Wine Service Techniques: Proper storage, serving temperature, pouring, and pairing with food

## **UNIT-III: Menu Planning and Design**

**12 Hours**

Menu Formats: À la carte, table d'hôte, and fixed menus for beverages. Menu Design Principles: Balancing items, pricing strategies, and presentation.

Special Diets and Allergies. Dietary Restrictions: Addressing special diets and allergen management. Customization: Adapting beverage options to meet dietary needs. Cost Control: Understanding and managing costs related to beverages. Pricing Strategies: Setting prices to ensure profitability while remaining competitive. Sales Promotion: Designing menus to promote sales and improve guest satisfaction. Promotional Techniques: Strategies to highlight and market beverage offerings.



## **UNIT-IV: Customer Service and Experience**

**11 Hours**

Effective Communication: Interaction Techniques: Engaging with guests and understanding their preferences. Listening Skills: Techniques for active listening and addressing guest needs. Handling Complaints: Complaint Management: Strategies for resolving issues and handling guest complaints effectively. Problem-Solving: Techniques for quick and effective resolution. Creating Memorable Experience: Personalizing Service: Tailoring service to enhance guest satisfaction. Service Recovery Strategies: Steps for recovering from service failures and building guest loyalty, implementing recovery plans to turn negative experiences into positive ones.

### **Transactional Mode:**

Role Play, Team Teaching, Project Based Teaching, Brain Storming, Case based analysis

- **Suggesting readings:**

SN Bagchi & Anita Sharma Food & Beverage Services by, Aman Publications, New Delhi

- Negi Dr. JM, Food & Beverage Management & Control, Kanishka Publications, New Delhi
- Ann Hoke (2014), Restaurant Menu Planning, Hotel Monthly Press
- Lendal H. Kotschevar, Valentino Luciani (2016), Presenting Service: The Ultimate Guide for the Foodservice Professional, John Wiley & Sons Inc.

**Course Title: Front Office Management**

**Course Code: BHC103**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze the origin of Hospitality and tourism industry in India.
2. Evaluate the various duties and responsibilities of Front office personals on different levels in the hierarchy.
3. Exhibit the handling skills at telephone counter on information desk.
4. Operate the Check in or check out procedures as per the standards of hotel industry.

**UNIT-I: Introduction to Front Office Operations**

**10 Hours**

Role and Importance of the Front Office: Overview of Front Office Functions, The Front Office as the First Point of Contact Front Office Organization: Key Departments and Their Functions (Reservations, Reception, Concierge, etc.), Staff Roles and Responsibilities. Front Office Equipment and Technology: Introduction to Property Management Systems (PMS), Essential Front Office Equipment (Telephone systems, Key management, etc.)

**UNITII: Reservations and Guest Check-In/Check-Out Procedures, Guest Services and Communication**

**15 Hours**

Reservations Management: Types of Reservations (Direct, Online, Corporate, Group), Reservation Channels (OTA, GDS, Direct Bookings), Handling Over bookings and Cancellations. Check-In Procedures: Guest Registration Process, Verifying Guest Identification and Payment, Room Assignment and Key Issuance. Check-Out Procedures: Settlement of Bills and Invoices, Handling Last-Minute

Requests and Feedback, Ensuring a Smooth Departure Experience. Guest Interaction: Effective Communication Skills and Etiquette, Handling Guest Requests and Complaints, Personalizing Guest Experience and Enhancing Satisfaction. Guest Services: Providing Information on Hotel Amenities and Local Attractions, Concierge Services and Arranging Special Requests Managing VIP and Special Guests: Techniques for Recognizing and Handling VIPs, Special Attention and Customization of Services.

### **UNITIII: Front Office Operations Management**

**12 Hours**

Daily Operations and Procedures: Managing Shift Changes and Front Office Workflow, Coordination with Other Departments (Housekeeping, F&B, etc.), Record Keeping and Documentation (Daily Logs, Reports). Front Office Financial Management: Handling Cash and Credit Transactions, Understanding Financial Reports and Reconciliation. Security and Safety Protocols: Guest and Hotel Security Procedures, Emergency Response and Crisis Management.

### **UNIT IV: Technology and Innovation in Front Office Management**

**08 Hours**

Property Management Systems (PMS): Features and Functions of PMS, Integrating PMS with Other Hotel Systems (Revenue Management, CRM)  
Emerging Technologies: Use of Mobile Check-In/Check-Out and Digital Key Systems, Implementing Self-Service Kiosks and Chat bots. Trends in Front Office Management: Innovations in Guest Experience Technology, Adapting to Changes in Guest Expectations and Industry Standards.

#### **Transactional Mode:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

**Suggesting Readings:**

- *Bhatnagar S. K. (2018). Front office Operation Management.*
- *Frank Brothers. Delhi Kasavana*
- *Michael L. Cahill John J. (2012). “Managing Computers in Hospitality Industry. Educational Institute of the American Hotel. USA*
- *Bhattacharya S. (2005). French for Hotel management and tourism industry.*
- *Frank Bros. and Co. Delhi Hasani Keshav. (January 2020)*

**Course Title: Front Office Management Practical**

**Course Code: BHC104**

L	T	P	Cr.
0	0	4	2

**Total Hours: 60**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze the different concept of tourism with their scope.
2. Create various strategies for the growth of tourism industry.
3. Evaluate the rules and regulation of various government and non-government organization of tourism industry.
4. Describe the impact of tourism on different sector of India.

**Course Content**

**Unit I: Front Desk Operations**

**12 Hours**

Objective: To develop proficiency in handling fundamental front desk operations and processes.

Topic 1: Check-In and Check-Out Procedures

Activity: Role-play guest check-in and check-out procedures, including verification of identification, room assignment, and payment processing.

Tools: Property Management System (PMS), registration forms, key cards, payment terminals.

Topic 2: Reservation Management

Activity: Simulate making, modifying, and canceling reservations using PMS. Handle special requests and overbookings.

Tools: PMS software, reservation forms, online booking systems.

Topic 3: Front Desk Setup and Management

Activity: Set up the front desk for daily operations. Organize documents, prepare cash floats, and ensure all equipment is functional.

Tools: Front desk setup checklist, office supplies, cash handling tools.

## **UnitII: Guest Services**

**15 Hours**

Objective: To enhance skills in delivering exceptional guest services and managing guest interactions.

Topic 1: Handling Guest Requests and Complaints

Activity: Engage in role-play scenarios to manage guest requests and complaints effectively. Practice problem-solving and communication skills.

Tools: Scenario cards, complaint handling procedures, feedback forms.

Topic 2: Concierge Services

Activity: Simulate providing concierge services such as booking local attractions, arranging transportation, and recommending dining options.

Tools: Concierge service scenarios, local attraction brochures, booking systems.

Topic 3: VIP Guest Handling

Activity: Role-play interactions with VIP guests, focusing on personalized service and addressing special needs or requests.

Tools: VIP guest profiles, special request forms, service enhancement checklists.

## **UnitIII: Financial Management**

**18 Hours**

Objective: To develop competence in managing financial transactions and reporting in front office operations.

Topic 1: Billing and Payment Processing

Activity: Use PMS to generate invoices, process payments, and manage billing discrepancies. Simulate various payment methods.

Tools: PMS software, billing templates, payment processing systems.

Topic 2: Daily Financial Reconciliation

Activity: Prepare and review daily financial reports, reconcile cash and credit transactions, and address any discrepancies.

Tools: Financial report templates, reconciliation guides, accounting software.

Topic 3: Cash Handling and Security

Activity: Practice cash handling procedures, including maintaining cash floats, making deposits, and ensuring cash security.

Tools: Cash handling checklist, secure storage solutions, security protocols.

#### **UnitIV: Technology Integration**

**15 Hours**

Objective: To effectively use technology tools in front office management to streamline operations and enhance guest experience.

##### Topic 1: PMS System Training

Activity: Conduct hands-on training on using the PMS for daily front desk operations, including reservations, guest management, and reporting.

Tools: PMS software, training manuals, simulation scenarios.

##### Topic 2: Mobile and Self-Service Technologies

Activity: Simulate mobile check-in/check-out procedures and manage digital key distribution. Practice using self-service kiosks.

Tools: Mobile check-in/check-out applications, self-service kiosk equipment, digital key systems.

##### Topic 3: Troubleshooting Technology Issues

Activity: Role-play scenarios involving technology malfunctions or issues, practicing troubleshooting and resolution strategies.

Tools: Troubleshooting guides, technical support contacts, hardware/software manuals.

#### **Transactional Mode:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

**Course Title: Introduction to Airline Industry**

**Course Code: BHC105**

L	T	P	Cr.
4	0	0	4

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze the airline industry and its regulatory bodies.
2. Evaluate the characteristics of Airline Industry with its profitable modal.
3. Exhibit the required skills for performing the duties of Airline personal.
4. Describe the security, navigation and traffic control system of airline industry.

**Course Content**

**Unit-I**

**12 Hours**

Airline Industry, Scope, Types – Scheduled and Non-Scheduled Flights. Air Cargo Transport, Economic and Social impact, Regulatory Bodies, Key Performance indicators.

**Unit-II**

**10 Hours**

Airline Profitability, Main Industry, Characteristics of Passenger airlines, Service Industry Characteristics.

**Unit-III**

**11 Hours**

Airline Alliances, Development of commercial airlines, Deregulation, Impact of Deregulated Airline industry, Organizational Structure. Types of Airline Personnel – Flight crew and Cabin Crew, Training and Organizational Culture.

**Unit-IV**

**12 Hours**

Airports Personnel, Processing Passengers and Freight, Airport Security, Air Navigation Services, Air Traffic Control, Airplanes, Manufacturers, Types of Aircraft, Air safety, Accident and Incident Investigation, Future of Airline Industry.



**Transactional Mode:**

Case based Teaching, Group Discussions, Video based Teaching, Team Teaching, E-Team teaching

**Suggested Reading:**

- *Graham. A. (2003) Managing Airport an International Perspective – Butterworth Heinemann, Oxford. London*
- *Wells. A. (2000) Airport Planning and Management, 4th Edition- McGraw-Hill, London.*
- *Alexander T. Well. Seth Young (2003) –Principles of Airport Management-McGraw Hill. London*
- *P.S. Senguttuvan (2003) Fundamentals of Airport Transport Management – McGraw Hill. New Delhi.*

**Course Title: Management Practices and Organizational Behavior**

**Course Code: BHC106**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>4</b>

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Evaluate the fundamental concepts and theories of organizational behavior.
2. Analyze individual and group behavior within organizations.
3. Develop and create strategies for managing individuals and groups within organizations.
4. Apply theories and concepts of organizational behavior to real-world situations.

**Course Content**

**UNIT-I**

**12 Hours**

Meaning, Nature and Scope of Management; Emergence of Management Thought – Classical, Neo-Classical and Modern Theories; Roles, Skills and Responsibilities of Managers; Universality of Management Principles. Functions of Management; Comparative Management – Japanese, American and Indian.

**UNIT-II**

**10 Hours**

Planning and Decision Making – Process, Premises, Types of Plans; Decision – Making – Process, Types of Decisions, Creativity in Decision Making, Techniques; Control – Process and Techniques.

**UNIT-III**

**10 Hours**

Organizations – Meaning, Principles, Types of Organizations; Organizational Behaviour – Meaning and Scope. Models of OB; Contributing Disciplines to OB: Emerging Challenges for OB: Organizations as Social Systems.

**UNIT-IV**

**13 Hours**

Foundations of Individual Behaviour; Individual Differences; Basic understanding of Attitudes, perception, Personality, and Learning; Work Motivation – Theories and Applications; communication – Process, Forms, Barriers and Effectiveness.

**Transactional Mode:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain

Storming, Demonstration, Peer Teaching.

**Suggested Readings: -**

- *Johns, G., & Saks, A. M. Organizational behaviour: Understanding and managing life at work. Pearson Canada.*
- *Senge, P. M. The fifth discipline: The art and practice of the learning organization. Random House, 2006.*
- *Robbins, Stephen P, Management, Englewood Cliffs, Prentice Hall Inc, 2009.*
- *Robbins, Stephen P, Organizational Behaviour; Sultan Chand & Sons, New Delhi, 2016.*
- *Gregory Moorhead and Ricky W Griffin; Organizational Behaviour – Managing People and Organizations, Jaico Pub. Ouse, Bombay, 200*
- *Stoner, J. et. Al. Management, New Delhi, Prentice Hall of India.*
- *Prasad, LM; Organizational Behaviour; Sultan Chand & Sons, New Delhi.*

## Semester II

**Course Title: Hotel Administration**

**Course Code: BHC201**

L	T	P	Cr.
3	0	0	3

**TotalHours:60**

### **Learning Outcomes:**

- Demonstrate effective management of daily hotel operations, including front desk operations, housekeeping, and food and beverage services.
- Apply principles of customer service and guest relations to enhance guest satisfaction and resolve issues.
- Implement sustainable practices in hotel operations, including waste management, energy conservation, and eco-friendly initiatives.
- Promote corporate social responsibility and sustainability to enhance the hotel's reputation and reduce its environmental impact.

### **Course Content**

#### **UNIT-IAdvanced Hotel Management**

**12Hours**

StrategicPlanning:Definition,importanceandprocess.SWOTAnalysis:Identifyingstrengths,weaknesses,opportunitiesandthreatsStrategicImplementation:Settingobjectives,resourceallocation,andperformanceevaluation.OrganizationalStructure:Hierarchy,roles,anddepartmentalfunctions.LeadershipandManagementStyles:Impactonhotelperformance.MotivationandTeamBuilding:Techniquestoenhancestaffproductivityandmorale.QualityManagemet:PrinciplesofTotalQualityManagement(TQM)andContinuousImprovement.ServiceStandards:Establishingandmaintaininghighservicestandards.OperationalEfficiency:Streamlining processes and resource management.

## **UNIT-II Front Office Management**

**18Hours**

Reservation Management: Systems, procedures, and strategies for maximizing occupancy. Check In/Check Out Processes: Procedures and best practices. Guest Services: Handling requests, complaints, and special needs. Property Management Systems (PMS): Features, benefits and integration with other hotel systems. Technology Trends: Mobile check in/check out, self-service kiosks. Data Security: Protecting guest information and ensuring compliance with regulations. Creating Memorable Experiences: Personalizing guest interactions. Handling Difficult Situations: Techniques for resolving conflicts and managing complaints. Customer Relationship Management (CRM): Using data to enhance guest relations.

## **UNIT-III- Housekeeping Management:**

**18 Hours**

- Daily and Deep Cleaning Procedures: Standards and best practices. Inventory Management: Managing supplies, linen, and equipment. Room and Public Area Maintenance: Ensuring cleanliness and functionality. Staffing and Scheduling: Effective management of housekeeping personnel. Training and Development: Developing skills and competencies. Safety and Health Regulations: Compliance with sanitation and safety standards. Quality Assurance: Implementing and monitoring quality standards. Guest Feedback: Using feedback to improve housekeeping services.

Problem Solving: Addressing and resolving common housekeeping issues.

## **UNIT-IV - Food & Beverage Management**

**12Hours**

Types of F&B Outlets: Characteristics and operational differences. Menu Planning: Designing menus that balance cost, variety, and guest preferences. Cost Control: Techniques for managing food and beverage costs. Service Styles: Table service, self-service, and specialized service types. Service Standards: Establishing and maintaining high standards in food and beverage service. Staff Training: Techniques for training staff in service excellence. Food

Safety Regulations: Compliance with health codes and standards.  
Hygiene Practices: Ensuring proper food handling and storage.  
Safety Measures: Preventing accidents and ensuring a safe working environment.

**Transactional Mode:**

Team Teaching, Project Based Teaching, Brain Storming, Demonstration based analysis.

**Suggested Reading:**

- "Hotel Management and Operations" by Michael J. O'Fallon and Denney G. Rutherford
- "Introduction to Hospitality" by John R. Walker
- "Hotel Front Office Management" by James A. Bardi
- "Managing Front Office Operations" by Michael L. Kasavana and Richard M. Brooks

**Course Title: Tourism Management**

L	T	P	Cr.
4	0	0	4

**Course Code: BHC202**

**TotalHours:60**

**Learning Outcomes:**

- Identify the key components of the tourism industry, including transportation, accommodation, attractions, and services.
- Analyse the economic, social, and environmental impacts of tourism on destinations and communities.
- Develop strategies for effective destination management, including planning, promotion, and sustainable development.
- Evaluate destination appeal and manage tourism resources to enhance visitor experiences and satisfaction.

**CourseContent**

**UNIT- I IntroductiontoTourismManagement 12Hours**

Definition of tourism and its components: travel, accommodation, attractions, and services. Role of tourism in the global economy. Historical development of tourism: milestones in the growth of the tourism industry. Emerging trends and future directions. Classification of tourism: domestic vs. international, leisure vs. business, etc. Key sectors of the tourism industry: transportation, accommodation, attractions, and ancillary services. Roles of tourism organizations: travel agencies, tour operators, government agencies. Relationships: between public and private sectors in tourism.

**UNIT-II TourismPlanningandDevelopment 15Hours**

Principles of tourism planning and development. Planning process: stages and methodologies. Stakeholder involvement and community participation. Innovation and product differentiation in tourism. Key factors: destination development (infrastructure, attractions, marketing). Sustainable development and managing tourism impact.

Case studies: of successful and unsuccessful destination development. Components of a tourism product: attractions, facilities, and services. The role of branding and positioning in tourism products.

### **UNIT-III Marketing in Tourism**

**15 Hours**

Concept of tourism marketing and its importance: Market segmentation, targeting, and positioning in tourism. Role of digital marketing in tourism. Marketing mix for tourism: Product, Price, Place, Promotion. Online marketing tools and platforms: social media, SEO, email marketing. Analytics and measuring digital marketing effectiveness. Promotions: Developing promotional campaigns for tourism destinations and services. The role of public relations and media in tourism promotion. Evaluating the effectiveness of promotional activities.

### **UNIT-IV – Tourism Operations Management**

**18Hours**

Managing tourism services: transportation, accommodation, guided tours. Service quality and customer satisfaction in tourism. Operational challenges and solutions in tourism. HR practices in the tourism industry: recruitment, training, motivation. Employee relations and managing diversity: leadership and management styles in tourism organizations. Impact of technology on tourism operations: booking systems, CRM, mobile apps. Innovations and trends in tourism technology: managing technology integration and digital transformation. Quality Assurance: Establishing quality standards for housekeeping services. Implementing quality assurance processes and audits. Measuring: Evaluating housekeeping performance. Importance of guest feedback in housekeeping. Methods for collecting and analyzing guest feedback. Strategies for addressing guest complaints and improving service. Technological advancements and innovations in housekeeping. Incorporating new cleaning technologies and



equipment. Sustainable practices and green housekeeping.

**Transactional Mode:**

VideoBasedTeaching, PanelDiscussion, CaseBasedTeaching, BrainStorming, Demonstration

**Suggested Reading:**

- "Tourism Marketing" by Philip T. Kotler, John T. Bowen, James C. Makens, and Seyhmus Baloglu
- "Marketing for Tourism and Hospitality: A Global Perspective" by Edward M. McMahon
- "Tourism Management" by Stephen J. Page and Joanne Connell
- "Introduction to Tourism and Hospitality Management" by George Stone and Chris Cooper

**Course Title: Housekeeping Management**

L	T	P	Cr.
3	0	0	3

**Course Code: BHC203****Total Hours: 60****Learning Outcomes:**

- Demonstrate proficiency in managing daily housekeeping operations, including room cleaning, laundry services, and maintenance tasks.
- Implement standard operating procedures to ensure consistent and high-quality service delivery.
- Recruit, train, and supervise housekeeping staff effectively, ensuring they adhere to established standards and procedures.
- Manage staff schedules, performance, and motivation to maintain a productive and efficient team.
- Develop and implement quality control measures to maintain high standards of cleanliness and presentation in guest rooms and public areas.
- Conduct regular inspections and address any issues related to cleanliness or maintenance.

**Course Content****UNIT-I –Introduction to Housekeeping Management 12Hours**

**Overview:** Definition and scope of housekeeping in the hospitality industry. The role of housekeeping in guest satisfaction and hotel operations. Key responsibilities of housekeeping departments.

**UNIT-II –Housekeeping Personnel 18 Hours**

Organizational hierarchy in housekeeping departments. Roles and responsibilities of housekeeping staff: executive housekeeper, room attendants. Coordination with other hotel departments. Establishing housekeeping standards and policies. Standard Operating Procedures

(SOPs) for cleaning and maintenance. Importance of compliance with safety and health regulations.

### **UNIT-III – Housekeeping Operations**

**15Hours**

Cleaning procedures: for guest rooms and public areas. Different types of cleaning: daily, deep cleaning, preventative maintenance. Managing housekeeping supplies: linen, cleaning agents, equipment. Inventory control techniques and stock management. Budgeting: for housekeeping supplies and controlling costs. Routine and preventive maintenance: of guest rooms and hotel facilities. Reporting and managing maintenance issues. Coordination with maintenance and engineering departments.

### **UNIT-IV – Housekeeping Staff Management**

**15Hours**

Management: Selection of housekeeping staff. Developing and managing staff schedules. Ensuring adequate staffing levels for efficient operation. Training programs for new and existing staff. Developing skills and competencies for effective housekeeping. Performance appraisal and feedback mechanisms. Managing housekeeping staff and maintaining morale. Leadership styles and their impact on team performance. Managing conflict and fostering a positive work environment.

#### **Transactional Mode:**

Collaborative Teaching, Panel Discussion, Case Based Teaching, Quiz, Open Talk.

#### **Suggested Reading:**

- "Housekeeping Management" by Matt A. Casado
- "The Housekeeping Handbook" by Sue Roberts
- "The Professional Housekeeper" by Joan C. Gilmore
- "Hotel Housekeeping Management" by Anil Kumar and Piyush Sharma
- "Quality Assurance in Housekeeping" by Dr. R.K. Gupta

**Course Title: Practical of Housekeeping Management (Lab)**

**Course Code: BHC204**

L	T	P	Cr.
0	0	4	2

**Total Hours: - 60**

**Learning Outcomes:**

- Demonstrate an understanding of the fundamental principles and practices involved in housekeeping operations, including cleanliness, maintenance, and guest services.
- Familiarize with the daily, weekly, and monthly tasks required in different types of establishments.
- Develop skills in supervising and managing housekeeping staff, including task delegation, performance evaluation, and conflict resolution.

**CourseContent**

**UNIT-1**

**15Hours**

**Objective:** To practice and master essential room cleaning techniques and room setup procedures.

**Topic: Room Cleaning and Setup**

**Activities:**

Daily Room Cleaning: Execute a thorough daily cleaning of guestrooms, including dusting, vacuuming, sanitizing, and making the bed.

Room Setup for Arrival: Prepare a guestroom for new arrivals, ensuring that all amenities are correctly placed and the room meets cleanliness standards.

**UNIT-2 Housekeeping Staff Training**

**15Hours**

**Objective:** To train and develop housekeeping staff effectively.

**Topic: Training and Skill Development**

**Activities:**

Conduct Training Sessions: Deliver training sessions on housekeeping procedures, safety protocols, and customer

service. Assess Staff Skills: Evaluate staff performance through practical tests and provide feedback for improvement.

### **UNIT-3 – Quality Control and Guest Feedback**

**15Hours**

**Objective:** To implement quality control measures and handle guest feedback effectively.

**Topic:** Quality Audits and Guest Feedback

**Activities:**

Perform Quality Audits: Conduct audits of guestrooms and public areas to ensure they meet cleanliness and quality standards.

Manage Guest Feedback: Collect and address guest feedback related to housekeeping services, including resolving any complaints.

### **UNIT-4 – Health and Safety Practices**

**15Hours**

**Objective:** To ensure adherence to health and safety regulations in housekeeping operations.

**Topic:** Health and Safety Protocols

**Activities:**

- **Implement Safety Procedures:** Practice safety procedures for handling cleaning chemicals and using personal protective equipment (PPE).
- **Conduct Safety Drills:** Participate in safety drills and simulate emergency response.

**Transactional Mode:**

Video-Based Teaching, Panel Discussion, Case-Based Teaching, Brainstorming, Demonstration, Peer Teaching.

**Suggested Readings:**

- "Housekeeping Management" by Matt A. Casado
- "The Housekeeping Handbook" by Sue Roberts
- "The Professional Housekeeper" by Joan C. Gilmore
- "Hotel Housekeeping Management" by Anil Kumar and Piyush Sharma
- "Quality Assurance in Housekeeping" by Dr. R.K. Gupta

**Course Title: Tourism Planning and Development**

**Course Code: BHC205**

L	T	P	Cr.
3	0	0	3

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Recognize the concept of Tourism planning with their scope.
2. Describe the different approaches of tourism planning.
3. Create the rule and regulation for tourism agency under the guidelines of Government.
4. Execute the various development program for the promotion of tourism in India.

**Course Content**

**Unit-I**

**11 Hours**

Tourism Planning: Concept, Nature and Type of Tourism Planning, Significance of Planning in Tourism Industry, Factors Influencing Tourism Planning, Steps of Destination Planning.

**Unit-II**

**11 Hours**

Approaches of Planning in Tourism: Tourism Planning Approaches, Planning Approaches for different forms of Tourism: Eco-Tourism, Adventure Tourism, Urban Tourism and Rural Tourism.

**Unit-III**

**13 Hours**

Tourism Policy: Concept, Objective and Significance of Tourism Policy, Procedure for Formulating Tourism Policy. National Tourism Policy 1982 and 2002 of India, National Action Plan of 1992- Objectives and Strategies., Tourism Policy of Punjab.

**Unit-IV**

**10 Hours**

Tourism Planning Development: Planning for the Development of a Tourist Destination, Impacts of Unplanned Tourism Development on a Tourist, Destination, Government initiative in the field of Tourism Development.

**Transactional modes:**

Video based Teaching, Cooperative Teaching, E-Team Teaching, Project Based, Teaching and Demonstration

**Suggested Readings:**

- *PranNath Seth (1998). Successful Tourism Management, Sterling Publication Pvt. Ltd., Delhi.*
- *R.K. Sinha (1999). Growth and Development of Modern Tourism, Dominant Publishers and Distributors, Delhi.*
- *Charles R. Goeldner & J. R. Brent Ritchie: TOURISM: Principles, Practices, Philosophies*
- *Maria D. Souza (2003) Tourism Development and Management, Mangal Deep Publication, Jaipur.*

**Course Name: Air Cargo Management**

**Course Code: BHC206**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Total Hours:45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Recognize the different regulatory bodies of Airline Industry.
2. Formulate the effective strategies for the operation of air cargo terminal.
3. Exhibit the skills of import/export and claims activity in cargo operation.
4. Operate the software used in Air cargo management.

## **Course Contents**

### **UNIT-I**

**12 Hours**

INTRODUCTION TO AIRLINE INDUSTRY- Regulatory Bodies, Navigation systems, Air Transport System: Functions, Customers, Standardization, Management, Airside, Terminal Area, Landside Operations, Civil Aviation, Safety and Security.

Aircraft operator's security program, Security v/s Facilitation. ICAO security manual, Training and awareness, Rescue and fire, fighting, Issues and challenges, Industry regulations, Future of the Industry.

### **UNIT-II**

**11 Hours**

INTRODUCTION TO AIR CARGO- Aviation and airline terminology, IATA areas, Country, Currency, Airlines, and Aircraft: lay out, Different types of aircraft, aircraft manufacturers, ULD, International Air Routes, Airports codes, Consortium, Hub & Spoke, and Process Flow.

### **UNIT-III**

**10 Hours**

AIRLINE MARKETING AND CUSTOMER SERVICE- Standardization in Logistics, Air freight Exports and Imports, Sales & Marketing: Understanding Marketing, Environment, Marketing Research, Strategies and Planning, Audits, Segmentation, SWOT.

Marketing Management Control; Consignee controlled cargo, Sales leads, Routing Instructions, Customer service, Future trends.



## **UNIT-IV**

**12 Hours**

CARGO OPERATION- Advices, Booking, SLI, Labeling, Volume/ Weight Ratio, Shipment Planning, TACT, Air Cargo Rates and Charges. Cargo operations, Customs clearance.

Air Freight Forwarding: Air freight Exports and Imports, Special Cargoes, Documentation, Air Way Bill (AWB), Handling COD shipments, POD, Conditions of contract, Dangerous (DGR) or Hazardous goods.

### **Transactional modes:**

Video based Teaching, Cooperative Teaching, E-Team Teaching, Project Based, Teaching, Demonstration

### **Suggested Readings:**

- Sales, M. (2016). *Air Cargo Management Air Freight and the Global Supply Chain (2<sup>nd</sup> Ed.)*. New Delhi, India.
- Senguttuvan, P. S. (2006). *Fundamentals of Air Transport Management (1<sup>st</sup> Ed.)*. Excel books. New Delhi.
- Kinnison, H. A. and Siddiqui, T. (2013). *Aviation Maintenance Management (2<sup>nd</sup> Ed.)*. McGraw-Hill Professional Publishing. New Delhi

**Course Title: Disaster Management****Course Code: BHC207**

L	T	P	Gr.
2	0	0	2

**Total Hours: 30****Learning Outcomes:** After completion of this course, the learner will be able to:

1. Recognize the basic concept of disaster with their vulnerability.
2. Describe the various category of natural and man-made disaster.
3. Evaluate the different types of techniques for mitigating the disaster.
4. Analyze the principles and policies of disaster management.

**Course Content****Unit-I****06 Hours**

Definition and types of disaster: - Hazards and Disasters, Risk and Vulnerability in Disasters.

**Unit-II****09 Hours**

Natural and Man-made disasters, earthquakes, floods drought, landside, land subsidence, cyclones, volcanoes, tsunami, avalanches, global climate extremes.

Man-made disasters: Terrorism, gas and radiations leaks, toxic waste disposal, oil spills, forest fires.

**Unit: III****08 Hours**

Mitigation of Disaster, Different way of mitigation of disaster, Management techniques of Disaster

**Unit: IV****07 Hours**

Basic principles of disasters management, Disaster Management cycle, Disaster management policy, National and State Bodies for Disaster Management, Early Warning Systems, Building design and construction in highly seismic zones, retrofitting of buildings.

**Transaction Mode:**

Collaborative Teaching, Panel Discussion, Case Based Teaching, Quiz, Open Talk.

**Suggested Readings:**

- *Damon, P. Copola, (2006) Introduction to International Disaster Management, Butterworth Heineman.*
- *Gupta A.K., Niar S.S and Chatterjee S. (2013) Disaster management and Risk Reduction, Role of Environmental Knowledge, Narosa*

*Publishing House, Delhi.*

- *Murthy D.B.N. (2012) Disaster Management, Deep and Deep Publication PVT. Ltd. New Delhi.*
- *Modh S. (2010) Managing Natural Disasters, Mac Millan Publishers India LTD.*
- *Kapur, Anu& others, 2010: Vulnerable India: A Geographical Study of Disasters, IIAS and Sage Publishers, New Delhi.*

## Semester III

L	T	P	Cr.
4	0	0	4

**Course Title: Food & Beverages services**

**Course Code: BHC301**

**Total Hours: 45**

### **Learning Outcomes:**

- Demonstrate a thorough understanding of the various types of food and beverage operations, including restaurants, bars, catering, and room service.
- Understand the roles and responsibilities within food and beverage service, including front-of-house and back-of-house operations.
- Learn to design and develop menus that cater to different types of establishments and customer preferences.
- Understand the principles of menu pricing, including cost control and profitability.

### **UNIT-I Introduction to Food & Beverage Services (12 Hours)**

- Overview of the Industry: History, current trends, and future outlook of the food and beverage industry within hotels and catering. Types of Food & Beverage Operations: Different service formats including restaurants, room service, banquets, and catering services. Roles and Responsibilities: Understanding the roles of front of house and back of house staff, including waitstaff, bartenders, and kitchen personnel. Service Excellence: Fundamentals of exceptional customer service, including etiquette, communication, and professionalism.

### **UNIT-II Food & Beverage Operations and Management (13 Hours)**

- Food Service Styles: Various service styles such as à la carte, buffet, plated service, and family style. Techniques and considerations for each. Menu Design and Planning: Principles of menu design, creating balanced menus, pricing strategies, and understanding

menu engineering. Kitchen Operations: Basics of kitchen organization, workflow, and the role of different kitchen stations (e.g., garde manger, hot kitchen). Food and Beverage Pairing: Basics of pairing food with beverages to enhance dining experiences, including wine, beer, and non-alcoholic beverages.

### **UNIT-III Beverage Service and Bar Management (09 Hours)**

- Types of Beverages: Overview of alcoholic and non-alcoholic beverages, including spirits, wine, beer, coffee, and tea. Bar Operations: Essentials of bar setup, bar equipment, inventory management, and cost control. Mixology: Fundamentals of cocktail preparation, including classic cocktails, contemporary trends, and creative mixology. Wine Service: Wine types, storage, and proper service techniques, including wine and food pairing.

### **UNIT-IV Customer Service and Sales Techniques (11 Hours)**

- Customer Interaction: Strategies for engaging with customers, handling complaints, and providing exceptional service.
- Sales and Upselling: Techniques for increasing sales through suggestive selling and upselling while maintaining customer satisfaction.
- Reservation and Booking Systems: Use of reservation systems, handling booking inquiries, and managing reservations effectively.
- Event Management: Planning and executing events such as banquets, conferences, and private parties, including logistical considerations and client interactions.

#### **Transactional Mode:**

Team Teaching, Project Based Teaching, Brain Storming, Demonstration based analysis.

#### **Suggested Reading:**

- Food and Beverage Service" by John Cousins, Dennis Lillicrap, and Suzanne Weekes

- "Food and Beverage Management" by Chris Guilding
- "Food and Beverage Service: A Training Manual" by Tony Cousins and Dennis Lillicrap
- "Restaurant Management: Customers, Operations, and Employees" by William J. Heffernan and Thomas R. Dunne

**Course Title: Theory of Food Production**

**Course Code: BHC302**

L	T	P	Cr.
4	0	0	4

**TotalHours:45**

**Learning Outcomes:**

- Understand the fundamental principles and processes involved in food production, including preparation, cooking, and presentation techniques.
- Learn about different cooking methods and their applications, such as baking, roasting, frying, and steaming.
- Develop skills in creating and standardizing recipes to ensure consistency and quality in food production.
- Understand the importance of recipe scaling and adjusting for different batch sizes.
- Understand the layout and organization of a professional kitchen, including workstations, equipment, and workflow management.
- Learn how to set up and maintain a functional kitchen environment that maximizes efficiency and safety.

**Course Content**

**UNIT-I Fundamentals of Food Science and Cooking**

**10 Hours**

Definition of tourism and its components: travel, accommodation, attractions, and services. Role of tourism in the global economy. Historical development of tourism, milestones in the growth of the tourism industry, emerging trends and future directions. Classification of tourism: domestic vs. international, leisure vs. business, etc. Key sectors of the tourism industry: transportation, accommodation, attractions, and ancillary services. Roles of tourism organizations: travel agencies, tour operators, government agencies. Relationships between public and private sectors in tourism.

## **UNIT-II Tourism Planning and Development**

**12 Hours**

Introduction to Food Science: Overview of food science and its relevance to food production. Food Composition: Study of macronutrients (carbohydrates, proteins, fats) and micronutrients (vitamins, minerals), and their roles in food. Basic Cooking Principles: Understanding how heat affects food, including conduction, convection, and radiation. Chemical Reactions in Cooking: Maillard reaction, caramelization, and gelatinization, and their effects on flavor, color, and texture.

## **UNIT-III Techniques and Methods of Cooking**

**11 Hours**

Cooking Methods: Detailed exploration of various cooking methods such as boiling, roasting, grilling, frying, and steaming. Principles and best practices for each method. Food Preparation Techniques: Knife skills, mise en place, and techniques for efficient and effective food preparation. Texture and Flavor Development: How cooking techniques influence food texture and flavor, including the impact of seasoning and marinating. Temperature Control: Importance of temperature in cooking, including safe cooking temperatures and the effects of different temperatures on food quality.

## **UNIT-IV Food Processing and Preservation**

**12 Hours**

Food Processing Methods: Techniques such as canning, freezing, drying, and fermentation. Advantages, limitations, and impacts on food quality. Preservation Techniques: Methods for extending the shelf life of food, including refrigeration, dehydration, pickling, and smoking. Food Additives: Types and functions of food additives like preservatives, colorants, and flavor enhancers, and their role in food production. Nutritional Impact: Effects of food processing and preservation on the nutritional value of food.



**Transactional Mode:**

Collaborative Teaching, Panel Discussion, Case Based Teaching, Quiz, Open Talk.

**Suggested Reading:**

- "Tourism Marketing" by Philip T. Kotler, John T. Bowen, James C. Makens, and Seyhmus Baloglu "Marketing for Tourism and Hospitality: A Global Perspective" by Edward M. McMaho
- "Tourism Management" by Stephen J. Page and Joanne Connell
- "Introduction to Tourism and Hospitality Management" by George Stone and Chris Cooper

**Course Title: Practical of Food & Beverages Services (Lab)**

**Course Code: BHC303**

L	T	P	Cr.
0	0	4	2

**Total Hours: 60**

**Learning Outcomes:**

**Course Content**

**UNIT-I –Service Styles and Techniques**

**10Hours**

**Objective:** To practice various food service styles and techniques used in the food and beverage industry.

**Topic: Service Styles and Techniques**

**Activities:**

- **TableServicePractice:**

Perform tableservicetechniquesfordifferentstyles (e.g., English, French, American, Russian). Set up and serve a three-course meal.

- **BuffetSetup:**Setupandmanageabuffetservice,

includingfoodpresentation,guest interaction, and replenishment.

**UNIT-II – Beverage Service**

**13Hours**

**Objective:** To enhance skills in customer service, focusing on communication,handling complaints, and providing a positive dining experience.

**Topic: Guest Interaction and Service Excellence**

**Activities:**

- **Role Playing Scenarios:** Engage in role-playing exercises to practice handling various customer service scenarios, including dealing with complaints and special requests.

- **Service Excellence:** Conduct service excellence practices, focusing on creating memorable guest experiences and personalizing service.

**UNIT-III – Hygiene and Safety Practices**

**10Hours**

**Objective:** To apply hygiene and safety protocols in food and beverage operations to ensure a clean and safe environment.

**Topic: Hygiene and Safety in Food& Beverage**

**Services Activities:**

**Sanitation Practices:** Implement sanitation procedures for food preparation and service areas, including cleaning and disinfecting surfaces and equipment.

Food Safety Training: Practice food safety procedures, including temperature control, proper food handling, and personal hygiene standards.

**UNIT-IV – Menu Planning and Design**

**12 Hours**

**Objective:** To develop skills in creating and designing menus that are both appealing and functional.

Topic: Menu Design and Engineering

Activities:

Create Menus: Design a menu for a specific type of restaurant (e.g., fine dining, casual), including dish descriptions, pricing, and layout.

Menu Engineering: Analyze and reengineer an existing menu to enhance profitability and guest appeal, focusing on item placement and pricing strategies.

**Transactional Mode:**

Video-Based Teaching, Panel Discussion, Case-Based Teaching, Brainstorming, Demonstration

**Suggested Reading:**

- "The Theory of Catering" by Ronald Kinton, Victor Ceserani, and David Foskett
- "Professional Cooking" by Wayne Gisslen
- "The Culinary Professional" by Richard J. Rosato and Michael J. McFadden
- "Cookery for the Hospitality Industry" by David Foskett, Patricia Paskins, and Jonathan Doughty
- "Advanced Professional Cooking" by Wayne Gisslen

**Course Title: Food Production Practical (Lab)**

**Course Code: BHC304**

L	T	P	Cr.
0	0	4	2

**Total Hours: - 60**

**Learning Outcomes:**

- Demonstrate the ability to execute fundamental cooking techniques, including chopping, sautéing, grilling, roasting, and baking.
- Apply correct methods for cooking various proteins, vegetables, and grains.
- Develop skills in advanced cooking techniques such as sous-vide, molecular gastronomy, and sous-vide cooking.
- Execute complex preparations like sauces, emulsions, and soufflés.

**Course Content**

**UNIT-1 Introduction to Food Production**

**12 Hours**

**Objective:** Understand the fundamentals of food production, including kitchen organization, equipment, and basic techniques.

**Activities:**

**Kitchen Layout Design:** Create a model or diagram of an efficient kitchen layout.

**Safety Quiz:** A quiz on food safety and hygiene principles.

**Recipe Demonstration: Watch** a live demonstration of basic cooking methods and discuss the techniques used.

**UNIT-2 Ingredient Selection and Preparation**

**18 Hours**

**Objective:** Learn about ingredient types, their selection, and preparation techniques.

**Activities**

- **Ingredient Scavenger Hunt:**

Find and identify ingredients in a local market or pantry.

- **Preparation Challenge:**

Compete to prepare ingredients in the most efficient and accurate manner.

Measurement Accuracy Contest:

**Test precision in measuring and scaling ingredients.**

### **UNIT-3 – Basic Cooking Techniques**

**15 Hours**

**Objective:** Master fundamental cooking techniques and their application in preparing various dishes.

Activities:

Cooking Technique Demo: Watch and discuss demonstrations of various cooking techniques.

Texture Taste Test: Conduct a taste test to evaluate how different cooking methods affect food texture.

Sauce and Soup Taste-Off: Compete to create the best sauce or soup based on given criteria.

### **UNIT-4 – Menu Planning and Recipe Development**

**15 Hours**

**Objective:** Develop skills in menu planning, recipe creation, and adapting recipes for different needs.

Activities:

Menu Planning Exercise: Design a menu for a themed event or special dietary needs.

Recipe Development Challenge: Develop and present a new recipe to the class, including a taste test.

Plating Competition: Compete to create the most visually appealing plated dish.

#### **Transactional Mode:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

#### **Suggested Readings:**

- "Food and Beverage Service" by John Cousins, Dennis Lillicrap, and Suzanne Weekes
- "Food and Beverage Management" by Chris Guilding
- "Food and Beverage Service: A Training Manual" by Tony Cousins and Dennis Lillicrap
- "Restaurant Management: Customers, Operations, and Employees" by William J. Heffernan and Thomas R. Dum

**Course Title: Event Management****Course Code: BHC305**

L	T	P	Cr.
3	0	0	3

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Identify the concept of events management with their nature & scope.
2. Recognize the Planning, Organization and Designing of the events.
3. Determine the Marketing and Promotional strategies used for event management.
4. Exhibit the planning & organizing procedure of successful event/s.

**Course Content****UNIT I****12 Hours**

Events- the Concept, Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be good Event Planners.

**UNIT II****12 Hours**

Organizing & Designing of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Setting Objectives for the Event,

Negotiating Contracts with event Organizers, Venue, Media

**UNIT III****11 Hours**

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, the Marketing Mix, Sponsorship.

Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

**UNIT IV****10 Hours**

Managing Events: Financial Management of Events, Staffing, Leadership.

Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation. Note: An Event such as Conference/ Seminar may be planned and organized to supplement learning of students.

**Transactional modes:**

Flipped teaching, Open talk, Video based Teaching, Role Play, Industry Visit, Group Assignment.

**Suggested Readings:**

- *Bhatia K. (2018). Event Management. Sterling Publishers Pvt. Ltd. Delhi.*
- *Anton Shone. Bryn Parry. (2012). Successful Event Management. Coleman Lee. &Frankle. Powerhouse Conferences. Educational Institute of AHMA*
- *H. Hoyle Jr. (2019). Event Marketing. John Willy and Sons. New York.*
- *Gaur Singh Sanjay. Saggere. Sanjay V. (2016). Event Management. Pearson New Delhi.*
- *John Beech. Sebastian Kaiser. Kaspar Robert (2017). Event Marketing Management. Vikas Publication. New Delhi.*

**Course Title: Resort Management**

**Course Code: BHC306**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Recognize the concept of Resort management with their element.
2. Execute the internal and external challenges occurring in resort.
3. Create the various planning strategy required for the operation of resort.
4. Design the organizational structure of resort.

### **Course Content**

#### **UNIT I**

**10 Hours**

Resort Management- Introduction, basic characteristics, phases of resort planning and development, Upcoming trends in Resort Management  
Basic element of a resort management- Lodging facilities, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services

#### **UNIT II**

**11 Hours**

External challenges for resort management: Changing market and competitive conditions - global demand trends, market competition  
Internal challenges for resort management: Planning and financial management – planning process– phases of resort development – functional tools of Resort development.

#### **UNIT III**

**12 Hours**

Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate.  
Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

#### **UNIT IV**

**12 Hours**

Marketing issues for resorts: introduction, place marketing, destination image formation - cluster theory marketing - changing product emphasis -



marketing changing seasons, seasonality management strategies – Branding  
– services marketing and management- Recreation management in resorts:  
rides, games and parks.

**Transactional Mode:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

**Suggested Readings: -**

- *Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann*
- *Robert Christie Mill (2008), Resorts Management and Operations, Wiley.*
- *JagmohanNegi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.*
- *Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.*
- *Chuck Y Gee (2016), Resort Development and Management, AHMA, USA*

**Course Title: Healthy Diet for Healthy Life**

**Course Code: BHC307**

L	T	P	Cr.
3	0	0	3

**Total Hours: 30**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Recognize the basic concept of meal planning for a balanced diet.
2. Analyze the dietary guidelines for Indians personal.
3. Engage the knowledge about Nutrition during the adult years and physiological changes.
4. Explore the role of nutrition during childhood and nutritional concerns of healthy food choices.

### **Course Content**

#### **UNIT- I**

**07 Hours**

Basic concepts meal planning : Food groups and concept of balanced diet, Food exchange list, Concept of Dietary Reference Intakes.

#### **UNIT II**

**07 Hours**

Factors effecting meal planning and food related behavior, Dietary guidelines for Indians and food pyramid.

#### **UNIT III**

**08 Hours**

Nutrition during the adult years' Physiological changes, RDA, nutritional guidelines, nutritional concerns and healthy food choices, Adult, Pregnant woman, Lactating mother, Elderly

#### **UNIT IV**

**08 Hours**

Nutrition during childhood, Growth and development, growth reference/ standards, RDA, Nutritional guidelines, nutritional concerns and healthy food choices, Infants, Preschool children, School children and Adolescents

### **Transactional Mode:**

Collaborative Teaching, Panel Discussion, Case Based Teaching, Quiz, Open Talk.

### **Suggested Reading:**

- *Mudambi, SR and Rajagopal, MV. (2017) Fundamentals of Foods, Nutrition and Diet Therapy. New Age International Publishers. New Delhi.*
- *Wardlaw GM, Hampl JS. (2017) Perspectives in Nutrition. McGraw Hill.*

*New Delhi*

- *Sethi P. and Iakra P. (2015) Aahaarvigyaan, PoshanevamSuruksha. Elite Publishing house. New Delhi.*
- *Khanna K et al. (2013) Textbook of Nutrition and Dietetics. Phoenix Publisher. Manila, Philippines.*

**Course Title: Art of Bakery**

**Course Code: BHC308**

L	T	P	Cr.
3	0	0	3

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze the structure of Bakery department and its coordination with another department
2. Evaluate the role of wheat, flour and yeast in bakery.
3. Operate the various equipment's used in bakery department.
4. Exhibit the different methods for making various type of bread, cakes cookies and pastry.

## **Course Content**

### **Unit I**

**04 Hours**

INTRODUCTION: Introduction to Bakery, Scope of Bakery in Hospitality, Organization Chart of Bakery, Interrelation of bakery with another department.

### **Unit II**

**06 Hours**

WHEAT AND FLOUR: types of flours, Constituents of flours, Water absorption power of flour, Gluten, diastatic capacity of flour, Grade of flour. Temperature/ Weight conversions 1 unit; °F/ °C /gms / lb serving size

YEAST: An elementary knowledge of Baker's yeast, the part it plays in the fermentation of dough and conditions influencing it's working.

Effect of over and under fermentation and under proofing of dough and other fermented goods

### **Unit III**

**06 Hours**

Oven & Baking: Knowledge and working of various types of oven. Baking temperatures for bread, confectionery goods

Methods and Characteristics of good bread making: Straight dough method, Delayed salt method, No time dough method, Sponge and dough method, Volume, symmetry of shape, Internal characteristics – colour, texture, aroma, clarity and elasticity

Ingredient used in Cake Making Types & Varieties: Flour, Sugar, shortening

– Fats and oil, Egg, Moistening agent, Leavening Agents

**Unit -4**

**04 Hours**

Basic Pastries Pastry making, principles & derivatives, Chocolate: Identify different forms in which coco and chocolate, Explain the process of chocolate tempering. Sugar: identify and describe the different stages of cooking sugar

**Lab Work: -**

**25 Hours**

**Practical 1:** Introduction to ingredients / Equipment: Identification and uses of equipment – large, small and utilities, Ingredients – Types of flour, Sugar, Nuts and Dry fruits, Shortenings, leavening etc.

**Practical 2:** Mixing Methods: Basic steps involved in mixing ingredients – Kneading, stirring, whipping, creaming etc.

**Practical 3:** Bread' s: Basic Buns, Fruit Buns, Milk Bread, Bread Loaf, French Bread, Laminated Yeast Breads Danish pastry croissant, Burger Buns, Pizza Base.

**Practical 4:** Cake Making: Plain Sponge, Madeira Cake, Fruit Cake, Swiss Rolls, Black Forest Gateaux, icing Cakes

**Practical 5:** Biscuits & Cookies Plain biscuits: salted, nut, coconut, chocolate, marble, nan-khatai.

**Practical 6:** Chocolate: Tempering, Molding, Chocolate candies, ganache fillings, truffles, garnishing and display.

**Transactional Mode:**

Peer Teaching, Video Based Teaching, Live Demonstration, Group Assignment, Instructional Teaching.

**Suggested Readings:**

- Hui, Y. H., Corke, H., De Leyn, I., Nip, W. K., & Cross, N. A. (Eds.). (2008). *Bakery products: science and technology*. John Wiley & Sons.
- Khetarpaul, N. (2005). *Bakery science and cereal technology*. Daya Books.
- Rosentrater, K. A., & Evers, A. D. (2017). *Kent's technology of cereals: An introduction for students of food science and agriculture*. Woodhead Publishing.
- Kulp, K., & Lorenz, K. (Eds.). (2003). *Handbook of dough fermentations (Vol. 127)*. Crc Press.
- Junit, N. A., Nik Omar, N. N. A., Zakaria, M., & Mohamed, N. N. (2003).

*Suria Bakery & Confectionary.*

- *Ashok kumar Y. (2019). Textbook of bakery and confectionary (Second Edition)*
- *Hartel, R. W., Joachim, H., & Hofberger, R. (2018). Confectionery science and technology (Vol. 536). Berlin/Heidelberg, Germany: Springer.*
- *Khetarpaul, N. (2005). Bakery science and cereal technology. Daya Books*

## Semester-IV

**Course Title: Food Safety & Microbiology**

**Course Code: BHC401**

L	T	P	Cr.
4	0	0	4

**Total Hours: 45**

**Learning Outcomes:**After completion of this course, the learner will be able to:

- Identify and describe the key elements of effective communication (Sender, Message, Receiver, Feedback) and explain their importance in the hotel industry.
- Interpret and apply verbal and non-verbal communication skills, including understanding body language, facial expressions, and the significance of tone and clarity in guest interactions
- Craft professional correspondence, including emails, letters, and memos, and write effective guest communication such as confirmation letters and thank you notes.
- Engage in effective internal communication with various hotel departments (Front Desk, Housekeeping, F&B) and participate in productive team meetings.

### CourseContent

#### Unit-I: Fundamentals of Food Safety

**10 Hours**

- Importance of Food Safety: Overview of food safety in the hospitality industry and its impact on public health.
- Foodborne Illnesses: Common pathogens (bacteria, viruses, parasites) responsible for foodborne illnesses. Symptoms, transmission, and prevention.
- Food Safety Regulations: Key regulations and guidelines from agencies like the FDA, USDA, and local health departments. Understanding HACCP (Hazard Analysis and Critical Control Points).
- Personal Hygiene and Health: Essential hygiene practices for food handlers, including hand washing, personal protective equipment (PPE), and health standards.

## **Unit-II: Microbiology in Food Production**

**12 Hours**

Microbial Classification: Types of microorganisms (bacteria, viruses, fungi, protozoa) relevant to food safety and their roles in food.

- Microbial Growth and Control: Factors affecting microbial growth (temperature, pH, moisture, oxygen) and methods to control microbial growth.
- Food Spoilage: Understanding how microorganisms contribute to food spoilage and identifying signs of spoilage.
- Pathogen Control: Techniques for preventing and controlling pathogens through cooking, storage, and handling practices.

## **Unit-III: Food Safety Management Systems**

**10 Hours**

HACCP Principles: Detailed study of HACCP, including hazard analysis, critical control points, monitoring, and corrective actions.

- Good Manufacturing Practices (GMP): Implementation of GMPs in food production and service to ensure safety and quality.
- Sanitation and Cleaning: Methods for effective cleaning and sanitizing of food contact surfaces, equipment, and facilities.
- Food Safety Audits and Inspections: Preparing for and conducting food safety audits and inspections to ensure compliance with regulations and standards.

## **Unit-IV : Preventing and Managing Foodborne Diseases, Emerging Issues and Trends in Food Safety**

**13 Hours**

- Foodborne Pathogens: In-depth look at specific pathogens (e.g., Salmonella, E. coli, Listeria) including their characteristics, transmission, and control measures.
- Cross-Contamination: Strategies to prevent cross-contamination in food preparation, including proper food handling and separation.
- Temperature Control: Guidelines for maintaining safe temperatures in cooking, holding, cooling, and reheating food.
- Food Handling Practices: Safe food handling techniques to minimize risks, including proper storage, thawing, and cooking practices.

Emerging Pathogens: Overview of new and emerging pathogens and their



impact on food safety.

- **Global Food Safety Issues:** Understanding international food safety challenges and how global standards influence local practices.
- **Food Security and Bioterrorism:** Risks related to food security and measures to protect against bioterrorism threats.
- **Technological Advances:** Innovations in food safety, such as advanced testing methods, traceability systems, and smart technologies for monitoring food safety.

**Transactional Mode:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

**Suggested Reading:**

- **Food Safety and Quality: Volume 1**" by Yasmine Motarjemi and Hugo Jayas
- **Principles of Food Sanitation**" by Norman G. Marriott and Robert B. Gravan
- **Food Safety: Theory and Practice**" by Paul L. Dawson and others
- *Aggarwal, D.K. (2019). Kitchen Equipment & Design. Aman Publications. New Delhi.*

**Course Title: Computer Applications**

**Course Code: BHC402**

L	T	P	Cr.
2	0	4	4

**Total Hours: 75**

**Learning Outcomes:** After completion of this course, the learner will be able to:

- Use essential French greetings, common phrases, and hospitality-specific vocabulary effectively.
- Provide detailed information about hotel amenities, services, and local attractions in French.
- Offer assistance, ensure guest satisfaction, and express appreciation and gratitude to guests in French.
- Use French for internal communication, including conducting and participating in team meetings.

## **CourseContent**

### **Unit I: Introduction to Computer Applications in Hospitality**

**15 HOURS**

• Overview of Technology in Hospitality: Importance of computer applications in hotel management and catering. Basic Computer Skills: Fundamental computer operations, file management, and software navigation. Office Software: Introduction to word processing, spreadsheets, and presentation software (e.g., Microsoft Word, Excel, PowerPoint). Data Management: Basics of data entry, database management, and understanding data security principles.

### **Unit II: Property Management Systems (PMS), Point of Sale (POS) Systems**

**20 HOURS**

Introduction to PMS: Role of Property Management Systems in managing hotel

operations. PMS Functions: Key features including reservation management, check-in/check-out processes, room assignment, and guest profiles. System Integration: How PMS integrates with other systems such as point-of-sale (POS), revenue management systems,

and customer relationship management (CRM). Data Analysis and Reporting: Generating and interpreting reports for decision-making, including occupancy rates, revenue reports, and guest feedback. POS System Overview: Understanding the role of POS systems in food and beverage

Service. POS Functions: Key features including order entry, billing, inventory management, and sales tracking. Integration with PMS: How POS systems integrate with PMS and other systems to streamline operations. Data Management and Reporting: Generating sales reports, managing inventory, and analyzing customer preferences.

### **Unit III: Reservation and Booking Systems**

**25 HOURS**

Online Booking Systems: Overview of online booking engines (OBEs) and their role in hotel reservations. Channel Management: Understanding channel management systems and their function in managing multiple booking channels (e.g., OTAs, direct bookings). Guest Relationship Management (GRM): Using GRM software to enhance guest experiences, manage loyalty programs, and handle guest feedback. Data Security: Ensuring secure transactions and protecting guest data in online and offline systems.

### **Unit IV: Emerging Technologies and Digital Trends**

**15 HOURS**

Mobile and Web Applications: Exploring mobile apps for guest services, room management, and customer engagement. Smart Technologies: Introduction to smart hotel technologies such as IoT (Internet of Things), keyless entry, and automated systems. Data Analytics and Business Intelligence: Using data analytics tools to gain insights into guest behavior, optimize operations, and improve decision-making. Cybersecurity: Fundamentals of cybersecurity, including best practices for protecting sensitive information and maintaining system security.

**TransactionalMode:**

Cooperative Teaching, Group Discussion, Role play, Flipped Teaching, ProjectBased learning

**SuggestedReading:**

- *Taxli R.K., (2012) PC Software made simple, Tata Mc-Grave Hill, NewDelhi.*
- *Long, L., (2016) Computers Englewood cliffs, Prentice Hall, New Jersey.*
- *Summer, M., (2018) Computers Concepts and Users Englewood cliffs,Prentice Hall, New Jersey.*
- *Raman Raja, (2011) Fundamentals of Computers, Prentice Hall, New Delhi.*
- *O'Connor, P. (2016). Using Computers in Hospitality. Wellington:Wellington House.*

**Course Title: General Knowledge**

**Course Code: BHC403**

L	T	P	Cr.
3	0	0	3

**TotalHours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Identify and analyze current trends in the hospitality industry, including sustainability, technological integration, and wellness tourism.
2. Understand and apply global etiquette and customs to enhance guest interactions and service.
3. Apply insights from case studies and industry reports to understand real-world applications and impacts
4. Exhibit the skills related to the Management Information System.

**CourseContent**

**Unit I: Industry Trends and Developments**

**10 HOURS**

Current Trends in Hospitality: Emerging trends such as sustainability, technology integration, and wellness tourism. Global Hospitality Market: Overview of major global markets, key players, and market dynamics. Economic Factors: Understanding how global and local economic factors affect the hospitality industry. Innovation and Technology: Latest technological advancements in hospitality, including smart technologies and digital marketing trends.

**Unit II: Cultural Awareness and Global Etiquette**

**10 HOURS**

Cultural Sensitivity: Importance of cultural awareness in hospitality and how to accommodate diverse guest needs. Global Etiquette: Understanding etiquette and customs from different cultures to improve guest interactions and service. Tourism Patterns: Insights into tourist demographics, travel behavior, and cultural preferences. Language Skills: Basic knowledge of key phrases and greetings in several major languages to enhance communication with international guests.

**Unit III: Historical and Geographical Knowledge & Basic Business and Management Principles** **13 HOURS**

History of Hospitality: Key milestones in the development of the hospitality industry and influential figures. Geographical Knowledge: Understanding major tourist destinations, landmarks, and regions of interest. Regional Cuisine: Overview of regional and international cuisines and their significance in catering and hospitality. World Events and Their Impact: How historical and contemporary events shape travel and tourism trends. Business Fundamentals: Basic concepts of business management, including organizational structure, leadership, and strategic planning. Financial Literacy: Understanding basic financial principles such as budgeting, cost control, and revenue management. Marketing and Sales: Fundamentals of marketing strategies, sales techniques, and customer relationship management. Legal and Ethical Issues: Overview of legal and ethical considerations in hospitality, including labor laws, health and safety regulations, and sustainability practices.

**Unit IV: Current Affairs and Industry News** **12 HOURS**

Global Current Affairs: Key global news events and their implications for the hospitality industry. Industry-Specific News: Recent developments, significant changes, and notable achievements within the hospitality and catering sectors.

Case Studies: Analysis of recent case studies and industry reports to understand real-world applications and impacts. Professional Development: Keeping up with professional associations, certifications, and ongoing learning opportunities in the hospitality field.

**Transactional Mode:**

Role Play, Team Teaching, Project Based Teaching, Brain Storming, Case based analysis

**Course Title: Hospitality Technology**

**Course Code: BHC404**

L	T	P	Cr.
3	0	0	3

**TotalHours: 60**

**Learning Outcomes:** After completion of this course, the learner will be able to:

5. Understand the role and impact of technology in enhancing hospitality operations and guest experiences.
6. Describe the core features of PMS, including reservation management, check-in/check-out processes, room assignments, and guest profile management. Exhibit the handling skills at telephone counter on information desk.
7. Explain how POS systems integrate with Property Management Systems and other operational tools.

**Unit I: Introduction to Hospitality Technology**

**15 HOURS**

Overview of Hospitality Technology: Understanding the role of technology in the hospitality industry and its impact on operations and guest experiences. Historical Development: Evolution of technology in hospitality, from early systems to modern advancements. Technology Adoption: Factors influencing the adoption of technology in hotels and catering services. Current Technological Landscape: Key technologies currently shaping the industry.

**Unit II: Property Management Systems (PMS)**

**15 HOURS**

Introduction to PMS: Functions and benefits of Property Management Systems in managing hotel operations. Core Features: Reservation management, check-in/check-out processes, room assignments, and guest profile management. Integration: How PMS integrates with other systems such as Point of Sale

(POS), revenue management, and Customer Relationship Management (CRM) systems.

Data Analytics: Using PMS data for operational insights, reporting, and decision-making

### **Unit III: Point of Sale (POS) Systems, Guest Experience Technologies**

**15 HOURS**

POS System Overview: Functions of POS systems in food and beverage service, including order entry, billing, and inventory management. System Features: Key features such as sales tracking, customer data management, and real-time reporting. Integration with PMS: How POS systems integrate with Property Management Systems and other operational tools. Case Studies: Examples of POS implementations and their impact on business efficiency. Mobile and Web Applications: Technologies for enhancing guest experience, including mobile check-in/check-out, room service apps, and concierge services.

Smart Room Technology: Introduction to IoT (Internet of Things) applications in guest rooms, such as smart thermostats, lighting controls, and voice-activated assistants. Virtual and Augmented Reality: Applications of VR and AR in guest engagement, including virtual tours and interactive experiences.

Feedback and Engagement Tools: Technologies for collecting guest feedback and managing online reviews.

### **Unit IV: Emerging Trends and Future Technologies**

**15 HOURS**

Artificial Intelligence (AI) and Machine Learning: Applications of AI in hospitality, such as chatbots, predictive analytics, and personalized guest experiences. Blockchain Technology: Potential uses of blockchain for secure transactions, loyalty programs, and data management. Sustainability and Green Technology: Technologies that support sustainable practices in hospitality, including energy management systems and waste reduction solutions. Cybersecurity: Importance of cybersecurity in protecting guest data and maintaining system integrity. Best practices for safeguarding against cyber threats.



**TransactionalMode:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

**SuggestingReadings:**

- *Taxli R.K., (2012) PC Software made simple, Tata Mc-Grave Hill, NewDelhi.*
- *Long, L., (2016) Computers Englewood cliffs, Prentice Hall, New Jersey.*
- *Summer, M., (2018) Computers Concepts and Users Englewood cliffs,Prentice Hall, New Jersey.*
- *Raman Raja, (2011) Fundamentals of Computers, Prentice Hall, New Delhi.*

**Course Title: Food Safety & Microbiology Practical**

**Course Code: BHC405**

L	T	P	Cr.
2	0	4	4

**Total Hours: 60**

**Learning Outcomes:** After completion of this course, the learner will be able to:

- 1 Demonstrate proper techniques for collecting and handling food samples for microbiological analysis.
- 2 Identify and count colonies of bacteria, yeast, and molds in food samples.
- 3 Perform confirmatory biochemical tests for the identification of foodborne pathogens.

## **CourseContent**

### **Unit 1: Introduction to Food Safety and Microbiology**

**12 HOURS**

- Activity:

Sample Collection and Handling: Learn proper techniques for collecting food samples for microbiological analysis. Understand the importance of aseptic techniques in preventing contamination during sample collection and handling.

### **Unit 2: Microbial Analysis of Food**

**18 HOURS**

- Activity:

Microbial Enumeration: Perform serial dilution and plate count methods to enumerate microorganisms in various food samples. Identify and count colonies of bacteria, yeast, and molds.

### **Unit 3: Detection of Foodborne Pathogens**

**15 HOURS**

- Activity:

Pathogen Identification: Use selective and differential media to isolate and identify common foodborne pathogens such as Salmonella, E. coli, and Listeria. Perform confirmatory biochemical tests for pathogen identification.

**Unit 4: Food Preservation Techniques****15 HOURS**

- Activity:

Effect of Preservation Methods on Microbial Growth: Experiment with different food preservation techniques (e.g., pasteurization, refrigeration, salting) and analyze their impact on microbial growth in food samples. Record and compare the effectiveness of each method.

**Transactional Mode:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

## Semester V

L	T	P	Cr.
3	0	0	3

**Course Title: Hospitality Financial Management**

**Course Code: BHC501**

**TotalHours: 45**

**Learning Outcomes:**After completion of this course, the learner will be able to:

1. Understand and Apply Fundamental Financial Management Principles
2. Develop and Implement Effective Budgeting and Forecasting Techniques
3. Employ Cost Control and Management Strategies
4. Analyze Financial Data for Strategic Decision-Making: Utilize financial ratios and investment analysis techniques to make informed decisions.

### CourseContent

#### **UNIT 1 : IntroductiontoHospitalityFinancial Management 10 HOURS**

- Overview of Financial Management: Role and importance of financial management in hospitality.
- Key Financial Statements: Understanding the balance sheet, income statement, and cash flow statement.
- Financial Terminology: Basic financial terminology and concepts, including assets, liabilities, equity, revenues, and expenses.
- Financial Goals and Objectives: Setting financial goals and objectives aligned with business strategies.

#### **UNIT 2 Cost Control and Management**

**13 HOURS**

- Cost Classification: Understanding different types of costs, including fixed, variable, and semi-variable costs.
- Cost Control Techniques: Methods for controlling costs in food and beverage operations, housekeeping, and other departments.
- Inventory Management: Principles of inventory control, including ordering, storing, and tracking inventory.
- Expense Management: Strategies for managing operational expenses and reducing costs without compromising quality.

### **UNIT 3 Revenue Management and Pricing Strategies** **10 HOURS**

- Revenue Management Principles: Fundamentals of revenue management and its importance in maximizing profitability.
- Pricing Strategies: Techniques for setting and adjusting prices, including dynamic pricing, competitive pricing, and value-based pricing.
- Forecasting Demand: Methods for forecasting demand and optimizing room rates and occupancy.
- Yield Management: Strategies for maximizing revenue through effective yield management practices.

### **UNIT 4. Financial Analysis and Decision-Making** **12 HOURS**

- Financial Ratios: Key financial ratios for analyzing profitability, liquidity, and solvency (e.g., ROI, ROE, current ratio, quick ratio).
- Break-Even Analysis: Calculating the break-even point and understanding its significance for decision-making.
- Capital Investment Analysis: Techniques for evaluating investment opportunities, including Net Present Value (NPV), Internal Rate of Return (IRR), and Payback Period.

#### **Transactional modes:**

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions

#### **Suggestive Reading:**

- *Van Horne, J.C. Financial Management and Policy. New Delhi: Prentice Hall*
- *of India.*
- *Van Horne, J.C., & Wachowicz Jr., J.W. Fundamentals of Financial Management. New Delhi: Prentice Hall of India.*
- *Chandra, P. Financial Management. New Delhi: Tata McGraw Hill.*
- *Khan, M.Y., & Jain, P.K. Financial Management - Text and Problems. New Delhi: Tata McGraw Hill.*
- *Brealey, R.A., & Myers, S.C. Principles of Corporate Finance. New Delhi: Tata McGraw Hill.*
- *Pandey, I.M. Financial Management. New Delhi: Vikas Publishing House*

**Course Title: HotelAccounts**

**CourseCode: BHC502**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**TotalHours: 45**

**Learning Outcomes:**After completion of this course, the learner will be able to:

1. Understand Hotel Accounting Principles
2. Manage Revenue and Receivables
3. Control Expenses and Payables
4. Implement Internal Controls and Audit Procedures

### **CourseContent**

#### **UNIT 1. Introduction to Hotel Accounting**

**10 HOURS**

- Overview of Hotel Accounting: Importance of accounting in hotel management and key accounting principles.
- Accounting Terminology: Basic terminology and concepts such as assets, liabilities, equity, revenues, and expenses.
- Financial Statements: Understanding the primary financial statements used in hotels, including the balance sheet, income statement, and cash flow statement.
- Chart of Accounts: Introduction to the chart of accounts used in hotel accounting, including account classifications and coding.

#### **UNIT 2. Revenue and Receivables Management**

**12 HOURS**

- Revenue Recognition: Principles and methods for recognizing revenue in the hotel industry (e.g., room revenue, food and beverage revenue).
- Guest Billing: Process for generating guest invoices, handling folio accounts, and managing charges for rooms, services, and amenities.
- Accounts Receivable: Managing accounts receivable, including billing, collections, and handling credit accounts.
- Revenue Reports: Generating and analyzing reports related to revenue, including daily revenue reports and departmental revenue reports.

### **UNIT 3. Expense and Payables Management**

**13 HOURS**

- Expense Tracking: Tracking and categorizing expenses related to hotel operations, including payroll, utilities, supplies, and maintenance.
- Accounts Payable: Managing accounts payable, including processing vendor invoices, scheduling payments, and maintaining supplier relationships.
- Expense Reports: Preparing and analyzing expense reports, including departmental expense reports and cost allocation.
- Cost Control: Techniques for monitoring and controlling expenses to ensure budget adherence.

### **UNIT 4. Internal Controls and Audit Procedures**

**10 HOURS**

- Internal Controls: Importance of internal controls in preventing fraud and ensuring accuracy in financial reporting. Key controls include segregation of duties, authorization processes, and reconciliations.
- Audit Procedures: Overview of internal and external audit processes, including preparation for audits and understanding common audit findings.
- Compliance and Regulations: Adhering to financial regulations and compliance standards relevant to the hospitality industry.
- Fraud Prevention: Identifying and preventing fraudulent activities and implementing measures to safeguard financial assets.
- Financial Reporting: Preparing financial reports for management and stakeholders, including monthly and annual financial statements.
- Budgeting and Forecasting: Utilizing financial data for budgeting and forecasting, including variance analysis to compare actual performance with budgeted figures

Transactional modes:  
Inquiry based learning, Group discussion, Active participation, Mentee Meter,

Quiz, Open talk.

#### **Suggestive Reading:**

- *Sharma R.K. and Shashi K. Gupta. (2019). Management Accounting.*
- *Kalyani Publisher. Ludhiana.*
- *Ozi A.D Cunha. & Gleson O. D Cunha. (2014). Hotel Accounting &*

- *Financial Control. Dicky's Enterprize Mumbai.*
- *David Alexander. Christopher Nobes. Financial accounting: an international introduction. Wiley Publication.*
- *Bierman H. (2011). Financial and Management Accounting: An Introduction. MacMillian. New York.*



**Course Title: HospitalityMarketing**

L	T	P	Cr.
3	0	0	3

**Course Code: BHC503**

**Total Hours: 45**

**Learning Outcomes:**After completion of this course, the learner will be able to:

1. Identify unique marketing challenges due to the nature of the tourism and hospitality industry and its diverse products.
2. Create strategies and tactics that may be used to avoid challenges and turn them into opportunities
3. Analyze behavior in tourism consumption for segmentation and target marketing
4. Recognize the tourism and hospitality products for diverse consumers

**CourseContent**

**UNIT 1. Introduction to Hospitality Marketing**

**10 HOURS**

- Overview of Hospitality Marketing: Importance of marketing in the hospitality industry and its role in driving business success.
- Marketing Principles: Basic marketing concepts, including the 4Ps (Product, Price, Place, and Promotion) and how they apply to hospitality.
- Market Segmentation: Identifying and targeting different market segments (e.g., business travellers, leisure travellers, event attendees).
- Consumer Behaviour: Understanding customer needs, preferences, and behaviours in the context of hospitality.

**2. Branding and Positioning**

**12 HOURS**

- Brand Development: Building and managing a strong brand identity for hotels, restaurants, and other hospitality services.
- Brand Positioning: Strategies for positioning a brand in the market to differentiate from competitors and appeal to target segments.
- Brand Equity: Measuring and enhancing brand equity through customer satisfaction, loyalty, and perceived value.
- Case Studies: Analysis of successful hospitality brands and their marketing strategies.

### **3. Digital Marketing Strategies**

**12 HOURS**

- Website Management: Importance of a well-designed website and effective techniques for optimizing user experience and conversion rates.
- Search Engine Optimization (SEO): Basics of SEO for increasing online visibility and attracting potential guests through search engines.
- Social Media Marketing: Leveraging social media platforms (e.g., Facebook, Instagram, Twitter) to engage with customers, promote services, and build brand presence.
- Email Marketing: Creating and managing email campaigns for promotions, newsletters, and customer retention.

### **4. Promotion and Advertising**

**11 HOURS**

- Advertising Channels: Overview of various advertising channels, including online ads, print media, radio, and television, and their effectiveness in hospitality marketing.
- Promotional Strategies: Developing and implementing promotional campaigns, including special offers, discounts, and packages.
- Public Relations (PR): Managing PR activities to enhance brand reputation and handle media relations.
- Event Marketing: Using events and experiential marketing to attract guests and create memorable experiences.

#### **Transactional Mode:**

Video-Based Teaching, Panel Discussion, Case-Based Teaching, Brainstorming, Demonstration, Role Play.

#### **Suggested Readings:**

- *Sharma R.K. and Shashi K. Gupta. (2019). Management Accounting. Kalyani Publisher. Ludhiana.*
- *Ozi A.D Cunha. & Gleson O. D Cunha. (2014). Hotel Accounting & Financial Control. Dicky's Enterprize Mumbai.*
- *David Alexander. Christopher Nobes. Financial accounting: an international introduction. Wiley Publication.*
- *Bierman H. (2011). Financial and Management Accounting: An Introduction. MacMillian. New York.*

**Course Title: HRM & Hospitality Industry**

L	T	P	Cr.
3	0	0	3

**Course Code: BHC504**

**Total Hours: 45**

**Learning Outcomes:**After completion of this course, the learner will be able to:

1. Explain the role of HRM in hospitality, identify core HR functions, address industry-specific challenges, and understand legal and ethical issues.
2. Develop and execute recruitment strategies, manage the selection process, implement effective onboarding practices, and build a strong employer brand.
3. Assess training needs, design and implement training programs, encourage continuous learning, and evaluate training effectiveness.
4. Conduct performance appraisals, apply strategies for motivation and engagement, resolve conflicts, and manage compensation, benefits, and legal compliance while utilizing HR metrics and analytics.

### **CourseContent**

#### **UNIT 1. Introduction to HRM in Hospitality**

**10 HOURS**

- Overview of HRM: Role and importance of Human Resource Management in the hospitality industry.
- Key HR Functions: Core HR functions including recruitment, training, performance management, and employee relations.
- Industry-Specific Challenges: Unique HR challenges in hospitality such as high employee turnover, seasonal fluctuations, and diverse workforce.
- Legal and Ethical Issues: Understanding labour laws, health and safety regulations, and ethical considerations specific to the hospitality industry.

#### **UNIT 2. Recruitment and Selection**

**12 HOURS**

- Recruitment Strategies: Techniques for attracting talent in the

hospitality sector, including job postings, social media recruitment, and partnerships with educational institutions.

- Selection Process: Steps in the selection process, including screening, interviewing, and assessing candidates.
- Onboarding: Effective onboarding practices to integrate new employees into the organization and ensure a smooth transition.
- Employer Branding: Building a strong employer brand to attract and retain top talent in the competitive hospitality market.

### **UNIT 3. Training and Development**

**12 HOURS**

- Training Needs Assessment: Identifying training needs based on job roles, performance gaps, and industry trends.
- Training Programs: Designing and implementing training programs including orientation, skills development, and management training.
- Continuous Learning: Encouraging continuous learning and professional development through workshops, seminars, and certifications.
- Evaluation of Training Effectiveness: Methods for evaluating the impact of training programs on employee performance and organizational goals.

### **UNIT 4. Performance Management and Employee Relations 10 HOURS**

- Performance Appraisal: Techniques for conducting performance appraisals, setting performance goals, and providing constructive feedback.
- Employee Motivation and Engagement: Strategies for motivating employees and enhancing job satisfaction in a hospitality setting.
- Conflict Resolution: Managing and resolving workplace conflicts through effective communication and mediation techniques.
- Employee Retention: Developing strategies to retain employees, reduce turnover, and foster a positive work environment.

- Compensation Structures: Designing competitive compensation packages, including salary, bonuses, and incentives.
- Benefits Management: Overview of employee benefits such as health insurance, retirement plans, and other perks.
- Legal Compliance: Ensuring compliance with employment laws and regulations, including wage and hour laws, anti-discrimination laws, and workplace safety standards.
- HR Metrics and Analytics: Utilizing HR metrics and data analytics to make informed decisions and improve HR practices.

### **Transactional modes:**

Flipped teaching, Open talk, Video based Teaching, Role Play, Industry Visit, Group Assignment.

### **Suggested Readings:**

- Boella, M. J., & Goss-Turner, S. (2013). *Hospitality Human Resource Management*. Routledge.
- Carroll, M., & McCormick, H. (2019). *Human Resource Management in Hospitality: A Guide to Professional Development and Career Management*. Wiley.
- Davidson, M., & Bauman, J. (2020). *Hospitality and Tourism Human Resource Management*. Routledge.
- Jiang, H., & Quitangon, R. A. (2020). *Human Resource Management in the Hospitality Industry: A Guide for Practitioners and Researchers*. Routledge.
- Chechi, P. (2015). *Human Resource Management in the Hospitality Industry: Essential Knowledge for Managers*. Springer.
- Poulston, J. (2008). *Workplace Culture in the Hospitality Industry*. Routledge.
- Kasavana, M. L., & Brooks, R. M. (2017). *Managing Front Office Operations*. American Hotel and Lodging Educational Institute (AHLEI).

**Course Title: Hospitality Financial Management  
Practical**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>4</b>	<b>2</b>

**Course Code: BHC505**

**Total Hours: 60**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze and interpret key financial statements, including the balance sheet, income statement, and cash flow statement.
2. Develop and forecast budgets, perform variance analysis, and apply budgeting principles to manage financial performance.
3. Implement cost control techniques, categorize and track expenses, and manage inventory to optimize operational efficiency.
4. Apply revenue management strategies to forecast demand, set pricing, and optimize revenue through effective pricing and yield management techniques.

**Course Content**

**UNIT 1. Introduction to Financial Statements**

**12 HOURS**

**Activity 1:** Analyzing Financial Statements: Review and analyze the financial statements (income statement, balance sheet, and cash flow statement) of a hospitality business. Identify key financial ratios and trends.

**Activity 2:** Preparation of Financial Statements: Practice preparing basic financial statements using sample data from a hypothetical hospitality business.

**UNIT 2. Budgeting and Forecasting**

**18 HOURS**

**Activity 1:** Creating an Operational Budget: Develop a detailed operational budget for a hotel or restaurant, including revenue projections, cost estimates, and profit margins.

**Activity 2:** Variance Analysis: Perform variance analysis by comparing budgeted figures with actual performance data. Identify and explain variances in revenue, costs, and profit.

### **UNIT 3. Cost Control in Hospitality**

**15 HOURS**

**Activity 1:** Food and Beverage Cost Analysis: Calculate food and beverage costs, including cost of goods sold (COGS), and analyze how these costs impact the overall profitability of a hospitality business.

**Activity 2:** Labor Cost Management: Analyze labor costs in a hospitality setting, identifying areas for cost reduction while maintaining service quality.

### **UNIT 4. Revenue Management**

**15 HOURS**

**Activity 1:** Yield Management: Practice yield management techniques by setting room rates for a hotel based on demand forecasts, seasonality, and competitive pricing strategies.

**Activity 2:** Revenue Optimization: Use historical data and market trends to optimize revenue across different segments (rooms, food and beverage, events) in a hospitality business.

#### **Transactional Model:**

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Peer Teaching.

#### **Suggested Readings: -**

- *Van Horne, J.C. Financial Management and Policy. New Delhi: Prentice Hall of India.*
- *Van Horne, J.C., & Wachowicz Jr., J.W. Fundamentals of Financial Management. New Delhi: Prentice Hall of India.*
- *Chandra, P. Financial Management. New Delhi: Tata McGraw Hill.*
- *Khan, M.Y., & Jain, P.K. Financial Management - Text and Problems. New Delhi: Tata McGraw Hill.*
- *Brealey, R.A., & Myers, S.C. Principles of Corporate Finance. New Delhi: Tata McGraw Hill.*
- *Pandey, I.M. Financial Management. New Delhi: Vikas Publishing House*

**Course Title: Services Marketing**

**Course Code: BHC506**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Analyze the role of service marketing and discuss its core concept.
2. Recognize the role of intermediaries in the service marketing.
3. Determine the buying behavior process of target customer.
4. Apply relevant services marketing theory, research and analysis skills to contemporary case studies and communicate outcomes employing professional discourse and formats.

**Course Content**

**UNIT I**

**10 Hours**

1. Concept of services: introduction, growth and role of services, differentiation of goods and services, service characteristics and classifications.
2. Service quality: quality and productivity, quality gaps and their closing

**UNIT II**

**12 Hours**

1. Concept of services marketing: role of marketing in services, service marketing mix, service marketing triangle.
2. Managing effective service delivery: managing demand and capacity, importance of employees.
3. Intermediaries and customer participation in effective delivery, channel selection.

**UNIT III**

**11 Hours**

1. Knowledge of buyer's behavior: decision making roles, consumer decision making, consumer evaluation of services.
2. Marketing strategies for service marketing: segmentation, targeting and positioning, differentiation, life cycle, pricing and market communication.



## **UNIT IV**

**12 Hours**

1. Quality Issues and Quality Models; Managing Productivity and Differentiation in Services Organizations;
2. Demand-Supply Management; Advertising, Branding and Packaging of Services, Service Recovery Management; Applications of Services Marketing.

### **Transaction Mode:**

Cooperative learning, Inquiry based learning, Group discussion, Active participation, Mentee Meter, Quiz, Open talk, Panel Discussions.

### **Suggested Readings:**

- Lovelock, Christopher, Wirtz, Jochen and Chatterjee, Jayanta, “Services Marketing – People, Technology, Strategy”, Pearson Education, New Delhi
- Zeithaml, Valarie A. & Bitner, Mary Jo, “Services Marketing – Integrating Customer Focus Across the Firm”, Tata McGraw Hill, New Delhi
- Rao, K. Rama Mohana, “Services Marketing”, Pearson Education, New Delhi
- Shanker, Ravi, “Services Marketing – The Indian Perspective”, Excel Books, New Delhi
- Rao, K. R. M. (2019). Services marketing. Pearson Education India.

## Semester VI

**Course Title: Entrepreneurship Management**

**Course Code: BHC601**

L	T	P	Cr.
3	0	0	3

**Total Hours: 30**

**Learning Outcomes:**After completion of this course, the learner will be able to:

1. Define entrepreneurship, identify types and traits of entrepreneurs, describe the entrepreneurial process, and assess opportunities and challenges in starting a business.
2. Generate and evaluate business ideas, use the Business Model Canvas, prepare a comprehensive business plan, and conduct feasibility analysis.
3. Identify various sources of finance, develop funding strategies, manage startup finances, and understand business valuation and exit strategies.
4. Develop marketing strategies, apply digital marketing techniques, implement effective sales strategies, and build a strong brand identity.

### **CourseContent**

#### **UNIT 1. Introduction to Entrepreneurship**

**08 HOURS**

- Definition and Characteristics: Understanding what constitutes entrepreneurship and the traits of successful entrepreneurs.
- Types of Entrepreneurs: Different forms of entrepreneurship (e.g., solo ventures, social entrepreneurship, intrapreneurship).
- The Entrepreneurial Process: Stages of starting a business, from idea generation to launching and scaling.
- Opportunities and Challenges: Identifying business opportunities, assessing risks, and overcoming common challenges in entrepreneurship.

#### **UNIT 2. Business Planning and Development**

**08 HOURS**

- Business Idea Generation: Techniques for brainstorming and evaluating business ideas and opportunities.
- Business Model Canvas: Using the Business Model Canvas to outline key

components of a business model including value propositions, customer segments, and revenue streams.

- **Business Plan Preparation:** Components of a comprehensive business plan including executive summary, market analysis, business strategy, and financial projections.
- **Feasibility Analysis:** Assessing the feasibility of a business idea through market research, competitive analysis, and financial forecasting.

### **UNIT 3. Financing and Funding**

**06 HOURS**

- **Sources of Finance:** Overview of different funding sources including self-funding, venture capital, angel investors, crowdfunding, and loans.
- **Funding Strategies:** Developing strategies for raising capital and pitching to investors.
- **Financial Management:** Basics of financial management for startups, including budgeting, cash flow management, and financial reporting.
- **Valuation and Exit Strategies:** Understanding business valuation methods and planning for potential exit strategies (e.g., selling the business, mergers, and acquisitions).

### **UNIT 4. Marketing and Sales Management**

**08 HOURS**

- **Marketing Strategies:** Developing effective marketing strategies including market segmentation, targeting, and positioning.
- **Digital Marketing:** Utilizing digital marketing tools and techniques such as social media, email marketing, and search engine optimization (SEO).
- **Sales Techniques:** Sales strategies and techniques for acquiring and retaining customers, including relationship management and sales funnel optimization.
- **Brand Development:** Building and managing a brand identity that resonates with target customers and supports business growth.

#### **Transactional Mode:**

Collaborative Teaching, Panel Discussion, Case Based Teaching, Quiz, Open Talk.

#### **Suggested Reading:**

- *Hallak, R., Tourism and Hospitality Entrepreneurship: Examining the*

*actors that Influence the Performance of Small and Medium Enterprises.*

- *Saarbrücken, Germany: LAP Lambert Academic Publishing.*
- *Morrison, A., & Rimmington, M., Entrepreneurship in the Hospitality, Tourism and Leisure Industries. United Kingdom: Oxford, Butterworth-Heinemann.*
- *Ross, D., & Lashley, C., Entrepreneurship and Small Business Management in the Hospitality Industry. Amsterdam: Butterworth-Heinemann.*
- *Sheppardson, C., & Gibson, H. Leadership and Entrepreneurship in the Hospitality Industry. United Kingdom: Oxford, Goodfellow.*

**Course Title: Environmental Studies**

**Course Code: BHC602**

L	T	P	Cr.
3	0	0	3

**Total Hours: 45**

**Learning Outcomes:** After completion of this course, the learner will be able to:

1. Explain the environmental impact of hospitality operations, key concepts of sustainability, relevant regulations and standards, and analyze case studies of successful sustainability initiatives.
2. Implement energy management, water conservation, and waste reduction strategies, and apply green building standards in hotel operations.
3. Apply sustainable sourcing, energy and water efficiency practices, waste reduction techniques, and strategies for minimizing single-use plastics in catering and food services.

**CourseContent**

**UNIT 1. Introduction to Environmental Issues in Hospitality**

**06 HOURS**

- Overview of Environmental Impact: Understanding the environmental footprint of hotels and catering operations.
- Key Environmental Concepts: Introduction to sustainability, ecological footprints, and the importance of environmental stewardship in hospitality.
- Regulations and Standards: Overview of environmental regulations and standards relevant to the hospitality industry, including eco-certifications and green practices.
- Case Studies: Examination of successful sustainability initiatives in hotels and catering businesses.

**UNIT 2. Sustainable Practices in Hotel Operations**

**08 HOURS**

- Energy Management: Techniques for reducing energy consumption in hotels, including energy-efficient lighting, heating, and cooling systems.
- Water Conservation: Strategies for minimizing water usage, including water-saving fixtures, guest education, and efficient laundry practices.

- **Waste Management:** Implementing waste reduction, recycling, and composting programs. Managing food waste in hotels and restaurants.
- **Green Building Standards:** Introduction to green building certifications (e.g., LEED) and their application in hotel design and renovation.

### **UNIT 3. Sustainable Practices in Catering and Food Services**

**08 HOURS**

- **Sustainable Sourcing:** Importance of sourcing local, seasonal, and organic ingredients. Reducing the environmental impact of food procurement.
- **Energy and Water Efficiency:** Best practices for energy and water use in commercial kitchens. Implementing energy-efficient appliances and water-saving techniques.
- **Waste Reduction:** Techniques for reducing food waste in catering operations. Implementing portion control and waste tracking systems.
- **Packaging and Plastic Reduction:** Strategies for minimizing single-use plastics and choosing sustainable packaging options.

### **UNIT 4. Environmental Impact Assessment and Management**

**08 HOURS**

- **Environmental Impact Assessment (EIA):** Understanding the process of conducting an EIA for hospitality projects and catering operations.
- **Monitoring and Reporting:** Techniques for monitoring environmental performance and reporting on sustainability initiatives.
- **Performance Metrics:** Key performance indicators (KPIs) for measuring environmental impact, such as energy use per guest, water use per meal, and waste diversion rates.
- **Continuous Improvement:** Strategies for improving environmental performance over time, including setting goals, benchmarking, and adopting best practices.

**Promoting Environmental Awareness and Engagement:**

- **Staff Training and Engagement:** Training staff on sustainable practices and creating a culture of environmental responsibility within the hotel or catering business.
- **Guest Engagement:** Strategies for educating and involving guests in

sustainability efforts, including eco-friendly options and awareness campaigns.

- **Community Involvement:** Partnering with local communities and organizations to support environmental initiatives and promote sustainability.
- **Future Trends:** Exploring emerging trends and innovations in environmental sustainability within the hospitality and catering industries, such as green technologies and sustainable certifications.

**TransactionalMode:** Peer Teaching, Video Based Teaching, Live Demonstration, Group Assignment, Instructional Teaching.

**Suggested Readings:**

- *Hawkins R.E., (2012) "Encyclopedia of Indian Natural History", Natural History Society, Mumbai.*
- *Jadhav, H & Bhosale, V.M., (2016) "Environmental Protection and Laws" Himalaya Pub. House, Delhi*
- *Mckinney, M.L. & School, R.M. (2012) "Environmental Science systems & Solutions". Himalaya Publisher House. New Delhi*
- *Miller T.G. Jr. (2010) "Environmental Science", Wadsworth Publishing Co. USA.*

**Course Title: Industrial Training**

**Course Code: BHC603**

<b>L</b>	<b>T</b>	<b>P</b>	<b>Cr.</b>
<b>0</b>	<b>0</b>	<b>0</b>	<b>20</b>

**Learning Outcomes:**

After completion of this course, the learner will be able to:

- Build a good communication skill with group of employees and showcase proper behavior of corporate life in industrial sector.
- Enhance the teamwork spirit and self-confidence in his/her life.
- Develop various skills to sustain in the hotel and industry.
- Improve the sense of responsibility and good working habits.

**Course Content**

**Industrial Training Report**

**Introduction**

**Purpose of the Report:** Explain the objectives and significance of the industrial training.

**Training Institution:** Brief overview of the hotel or catering service where the training was conducted, including its history, size, and scope of operations.

**Training Duration:** Details about the 90-day training period, including start and end dates.

**Training Objectives**

**Learning Goals:** Outline the specific objectives set at the beginning of the training and how they align with academic and career goals.

**Expectations:** Describe what was expected to be achieved during the training period.

**Description of the Training:**

**Departments and Functions:** Detailed description of the various departments where training took place (e.g., front office, food and



beverage, housekeeping, kitchen operations).

**Tasks and Responsibilities:** List and describe the tasks and responsibilities handled during the training. Include examples of specific projects or assignments.

**Skills Acquired:** Highlight the skills and knowledge gained in each department, including both technical and soft skills.

**Observations and Learning Outcomes**

**Industry Insights:** Key observations about industry practices, standards, and challenges encountered during the training.

**Problem-Solving:** Examples of problem-solving and decision-making experiences during the training period.

**Comparison with Theory:** Reflect on how the practical experience compared with theoretical knowledge gained during coursework.

**Achievements and Contributions**

**Personal Achievements:** Outline any notable achievements or contributions made during the training.

**Recognition:** Mention any feedback, recognition, or awards received from supervisors or mentors.

**Challenges and Solutions**

**Challenges Faced:** Describe any challenges or difficulties encountered during the training.

**Solutions Implemented:** Explain how these challenges were addressed or resolved.

**Conclusion**

**Summary:** Summarize the overall experience and key takeaways from the training.

**Impact on Career Goals:** Discuss how the training has influenced career aspirations and professional development.

**Recommendations:** Provide recommendations for future trainees or suggestions for improving the training program.

**Appendices**

Supporting Documents: Include any relevant supporting documents such as certificates, photographs, performance evaluations, and reference letters.

Log Sheets: Attach daily or weekly log sheets documenting activities and hours spent in different departments.

Viva Voce

Presentation Preparation

Summary Presentation: Prepare a concise presentation summarizing key aspects of the training report. Focus on objectives, tasks, achievements, and key learnings.

Visual Aids: Use visual aids such as slides, charts, or images to support the presentation.

Interview Questions

Training Experience: Be prepared to answer questions about the training experience, including specifics about tasks performed and skills developed.

Problem-Solving: Discuss any problems encountered and how they were resolved.

Industry Knowledge: Demonstrate understanding of industry practices, trends, and challenges.

Comparative Analysis: Explain how practical experience aligns with or differs from theoretical knowledge.

Communication Skills

Clarity: Communicate findings clearly and confidently.

Engagement: Engage with the examiners by answering questions thoughtfully and providing detailed explanations.

Self-Evaluation

Reflection: Reflect on personal growth and areas for improvement based on the training experience.

Future Application: Discuss how the training experience will be applied to future career opportunities or further studies.