

# **Shri Govind Guru University, Godhra**



## **BBA in Hotel Management (B.B.A. H.M.)**

**Syllabus for Semesters 1 – 6**

**Effective from June 2022 - 23**

**Website: [www.sgggu.ac.in](http://www.sgggu.ac.in)**

## Table of Contents

1.1	Academic Eligibility: .....	4
1.2	Physical Eligibility: .....	4
2.	Duration: .....	4
3.	Semesters:.....	4
4.1	Examination Eligibility:.....	4
4.2	Marking scheme and Weightage distribution: .....	4
4.3	Question Paper Pattern .....	5
5	Grade & Class .....	5
5.1	Grading.....	5
6.	Course Structure & Mark Scheme.....	7
7.	BBAHM Curriculum & Syllabus.....	7
	BBA in Hotel Management (BBA HM) Curriculum.....	7
	Course Title: Introduction to Hospitality & Tourism Management .....	10
	Course Title: English for Hospitality & Tourism Industry .....	12
	Course Title: Business Computer Applications .....	15
	Course Title: Introduction to Front Office Operations.....	17
	Course Title: Introduction to Food & Beverage Service - 1 .....	19
	Course Title: Introduction to Food Production-1.....	21
	Course Title: Food Safety & Nutrition .....	23
	Course Title: Personal Development and Communication.....	24
	Course Title: Principles of Accounting .....	25
	Course Title: Introduction to Accommodation Operations .....	27
	Course Title: Introduction to Food Production-2 (Bakery and Confectionery) .....	29
	Course Title: Beverage Management .....	31
	Course Title: Introduction to Food & Beverage Service-2 .....	34
	Course Title: French .....	37
	Course Title: Room Division Management .....	39
	Course Title: Hospitality Marketing & Sales.....	41
	Course Title: Financial Accounting.....	43
	Course Title: Food Production Management.....	45
	Course Title: Principles of Management.....	47
	Course Title: Internship (22 Weeks).....	49

Course Title: Hospitality Facilities Management & Design .....	53
Course Title: PR & E-Marketing for Hospitality & Events .....	55
Course Title: Entrepreneurship.....	57
Course Title: Planning & Control for Food & Beverage Operations.....	59
Course Title: Rooms Division Management.....	62
Course Title: Contemporary Trends.....	64
Course Title: Research Project .....	65
Course Title: Global Tourism.....	69
Course Title: Hospitality & Tourism Law .....	71
Course Title: Banquets & Events.....	74
Course Title: Managing Hospitality Human Resources.....	77
Course Title: Culinary Trends and Gastronomy .....	79
Course Title: Sustainability in Hospitality Industry .....	81
Annexures .....	83

### 1.1 Academic Eligibility:

Pass in 10+2 examination (with Arts / Commerce / Science/ Humanities) from a recognized Board/ University or its equivalent qualification with English as one of the compulsory subjects.

### 1.2 Physical Eligibility:

All qualified candidates will have to submit a physical fitness certificate from a registered medical practitioner in the prescribed format (Annexure-I).

## 2. Duration:

Duration of Regular Programme is three years. Each academic year shall comprise of two semesters viz. odd and even semesters. There shall be not less than 90 working days which shall comprise 450 teaching hours for each semester(exclusive of the days for the conduct of university or external end semester examinations). A candidate can avail a maximum of 12 Semester (6 Years), in a continuous stretch of 6 years from the year of enrolment to complete bachelor's degree.

## 3. Semesters:

An academic year is divided into two semesters. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examinations and evaluation purposes. The Total minimum credits required to complete the BBAHM program is 120. The details of credits is given below.

### 4.1 Examination Eligibility:

The University conducts Term-end examination at the end of each semester. Students will be permitted to appear in term-end examination subject to the following conditions:

- A minimum attendance of 75% in each course
- No pending submission of internal assessments
- No pending fees

### 4.2 Marking scheme and Weightage distribution:

#### Theory Examinations:

Total Marks:	100	Pass Marks:	40
Theory Examinations:	70 (2 hours)	Theory Examinations:	28
Internal Assessment:	30	Internal assessments:	12

#### Practical Examinations:

Total Marks:	100	Pass Marks:	40
Practical Examinations:	70(3hours)	Practical Examinations:	28

Internal Assessment: 30

Internal assessments: 12

For purpose of declaring a candidate to have qualified for the Degree of BBA in Hotel Management the candidate must pass both internal assessments and university examinations

Internal Assessment (Total Marks: 30)

The marks shall be distributed as under:

Total Marks: 30

Mid Semester Test: 10

Assignment/ Presentation/Practical work: 15

Ongoing assessments/ Class Test: 05

#### 4.3 Question Paper Pattern

The question paper shall contain four sections: Two sections of Objective questions and two sections of Subjective questions. Each section will contain at least of one question from each unit. There should an internal choice within each section. Refer Annexure-II for the standard question paper template.

### 5 Grade & Class

Program Name	Class Name	Degree Class Name	Lower Limit	Upper Limit	Description	Class Description
BBA Hotel Management	O	O	7.5	10	Outstanding	First Class with Distinction
BBA Hotel Management	A	A	6	7.49	Excellent	First Class
BBA Hotel Management	B	B	5	5.99	Good	Second Class
BBA Hotel Management	C	C	4	4.99	Fair	Pass Class
BBA Hotel Management	D	D	0	3.99	Fail	Fail

#### 5.1 Grading

Once the marks of the CIA (Continuous Internal Assessment) and end-semester examinations for each of the courses are available, they will be added. The marks thus obtained will then be graded as per details provided in above table (Grade & Class).

The semester grade point average is derived by dividing the total point values earned by the number of credit hours completed during the term. Please see the example below of a Term 1 transcript.

Subject Code	Credit	Marks out of 100	Grade	Grade Point	Credit Grade Point
BBAHM 101	3	65	A	6.5	19.5
BBAHM 102	3	60	A	6.0	18.00
BBAHM 103	3	62	A	6.2	18.60
BBAHM 104	4	57	B	5.7	22.80
BBAHM 105	5	55	B	5.5	27.5
BBAHM 106	5	76	O	7.6	38.00
	<b>23</b>				<b>144.40</b>

Semester Grade Point Average SGPA =  $(144.40/23) = 6.27$

The Cumulative Grade Point Average (CGPA) is the weighted average total GPA of all the courses that a student has attempted.

Semester	Credit	Credit Grade Point
1	23	144.40
2	23	140.20
3	25	135.00
4	4	40.00
5	23	130.25
6	22	145.80
Total	120	735.65

Cumulative Grade Point Average (CGPA) =  $735.65 / 120 = 6.13$  CGPA = 6.13 Grade = A Class = First Class  
 CGPA X 10 = Percentage e.g.,  $6.13 \times 10 = 61.30\%$

## 6. Course Structure & Mark Scheme

Year 1 Semester 1													
Sr. No.	Subject Code	Subject Name	Credits		Internal Marks		Written Marks		Total Marks		Total Marks	Paper Duration	Practical Duration
			Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical			
1	BBAHM 101	Introduction to Hospitality & Tourism Management	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
2	BBAHM 102	English for Hospitality & Tourism Industry	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
3	BBAHM 103	Business Computer Applications	2	1	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
4	BBAHM 104	Introduction to Front Office Operations	3	1	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
5	BBAHM 105	Introduction to Food & Beverage Service 1	3	2	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
6	BBAHM 106	Introduction to Food Production 1	3	2	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180

Semester 2													
Sr. No.	Subject Code	Subject Name	Credits		Internal Marks		Written Marks		Total Marks		Total Marks	Paper Duration	Practical Duration
			Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical			
7	BBAHM 107	Food Safety & Nutrition	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
8	BBAHM 108	Personal Development & Communication	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
9	BBAHM 109	Principles of Accounting	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
10	BBAHM 110	Introduction to Accommodation Operations	3	1	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
11	BBAHM 111	Introduction to Food Production 2 (Bakery & Confectionery)	3	2	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
12	BBAHM 112	Beverage Management	3	2	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180

Year 2 Semester 3													
Sr. No.	Subject Code	Subject Name	Credits		Internal Marks		Written Marks		Total Marks		Total Marks	Paper Duration	Practical Duration
			Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical			
13	BBAHM 201	Introduction to Food & Beverage Service 2	3	2	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
14	BBAHM 202	French	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
15	BBAHM 203	Rooms Division Management	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
16	BBAHM 204	Hospitality Marketing & Sales	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
17	BBAHM 205	Financial Accounting	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
18	BBAHM 206	Food Production Management	3	2	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
19	BBAHM 207	Principles of Management	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-

Semester 4													
Sr. No.	Subject Code	Subject Name	Credits		Training Evaluation (By Hotel)		Internship Report		Total Marks	Paper Duration	Practical Duration		
			Theory	Practical									
20	BBAHM 208	Internship (22 weeks)	-	4	-	40/100	-	40/100	80/200	-	-		

Year 3 Semester 5													
Sr. No.	Subject Code	Subject Name	Credits		Internal Marks		Written Marks		Total Marks		Total Marks	Paper Duration	Practical Duration
			Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical			
21	BBAHM 301	Hospitality Facilities Management & Design	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
22	BBAHM 302	PR & E-Marketing for Hospitality and Events	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
23	BBAHM 303	Entrepreneurship	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
24	BBAHM 304	Planning & Control for Food & Beverage Operations	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
25	BBAHM 305	Rooms Division Management	3	1	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
26	BBAHM 306	Contemporary Trends	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
27	BBAHM 307	Research Project	2	2	-	-	-	-	-	-	-	-	-
		Guest Lecture	-	-	-	-	-	-	-	-	-	-	-

Semester 6													
Sr. No.	Subject Code	Subject Name	Credits		Internal Marks		Written Marks		Total Marks		Total Marks	Paper Duration	Practical Duration
			Theory	Practical	Theory	Practical	Theory	Practical	Theory	Practical			
28	BBAHM 308	Global Tourism	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
29	BBAHM 309	Hospitality & Tourism Law	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
30	BBAHM 310	Banquets & Events	3	1	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
31	BBAHM 311	Managing Hospitality Human Resources	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
32	BBAHM 312	Culinary Trends & Gastronomy	3	2	12/30	12/30	28/70	28/70	40/100	40/100	80/200	120	180
33	BBAHM 313	Sustainability in the Hospitality Industry	3	-	12/30	-	28/70	-	40/100	-	40/100	120	-
34	BBAHM 307	Research Project	-	1	12/30	-	28/70 (Report)	-	40/100	-	40/100	-	-
		Guest Lecture	-	-	-	-	-	-	-	-	-	-	-

## 7. BBAHM Curriculum & Syllabus

BBA in Hotel Management (BBA HM) Curriculum					
Course Code	Course Name	Weekly Hours		Credits	
		Theory	Prac.	Theory	Prac.

Year 1					
Sem 1					
BBAHM 101	Introduction to Hospitality & Tourism Management	3		3	
BBAHM 102	English for Hospitality & Tourism Industry	3		3	
BBAHM 103	Business Computer Applications	2	2	2	1
BBAHM 104	Introduction to Front Office Operations	3	2	3	1
BBAHM 105	Introduction to Food & Beverage Service 1	3	4	3	2
BBAHM 106	Introduction to Food Production 1	3	4	3	2
		<b>17</b>	<b>12</b>	<b>17</b>	<b>6</b>
<b>Total</b>			<b>29</b>		<b>23</b>
Sem 2					
BBAHM 107	Food Safety & Nutrition	3		3	
BBAHM 108	Personal Development & Communication	3		3	
BBAHM 109	Principles of Accounting	3		3	
BBAHM 110	Introduction to Accommodation Operations	3	2	3	1
BBAHM 111	Introduction to Food Production 2 (Bakery & Confectionery)	3	4	3	2
BBAHM 112	Beverage Management	3	4	3	2
		<b>18</b>	<b>10</b>	<b>18</b>	<b>5</b>
<b>Total</b>			<b>28</b>		<b>23</b>
Year 2					
Sem 3					
BBAHM 201	Introduction to Food & Beverage Service 2	3	4	3	2
BBAHM 202	French	3		3	
BBAHM 203	Rooms Division Management	3		3	
BBAHM 204	Hospitality Marketing & Sales	3		3	
BBAHM 205	Financial Accounting	3		3	
BBAHM 206	Food Production Management	3	4	3	2
BBAHM 207	Principles of Management	3		3	
		<b>21</b>	<b>8</b>	<b>21</b>	<b>4</b>
<b>Total</b>			<b>29</b>		<b>25</b>
Sem 4					
BBAHM208	Internship (22 weeks)			<b>Total</b>	<b>4</b>
Year 3					
Sem 5					
BBAHM 301	Hospitality Facilities Management & Design	3		3	
BBAHM 302	PR & E-Marketing for Hospitality and Events	3		3	



BBAHM 303	Entrepreneurship	3		3	
BBAHM 304	Planning & Control for Food & Beverage Operations	3		3	
BBAHM 305	Rooms Division Management	3	2	3	1
BBAHM 306	Contemporary Trends	3		3	
BBAHM 307	Research Project	2	4	2	2
	Guest Lecture	2			
		<b>22</b>	<b>6</b>	<b>20</b>	<b>3</b>
<b>Total</b>			<b>28</b>		<b>23</b>
<b>Sem 6</b>					
BBAHM 308	Global Tourism	3		3	
BBAHM 309	Hospitality & Tourism Law	3		3	
BBAHM 310	Banquets & Events	3	2	3	1
BBAHM 311	Managing Hospitality Human Resources	3		3	
BBAHM 312	Culinary Trends & Gastronomy	3	4	3	2
BBAHM 313	Sustainability in the Hospitality Industry	3		3	
BBAHM 307	Research Project	0	1		1
	Guest Lecture	2			
		<b>20</b>	<b>7</b>	<b>18</b>	<b>4</b>
<b>Total</b>			<b>27</b>		<b>22</b>
				<b>Total Credits</b>	<b>120</b>

Credit Calculation: Theory Course 1 Credit = 15 hours contact lectures  
Practical Course 1 Credit = 30 hours practical

## **CourseTitle: Introduction to Hospitality & Tourism Management**

Course No: BBAHM 101

Semester -1

**Course Objectives:** To provide knowledge of the key sectors of the hospitality and tourism industries; and organisation and structure of these industries. To appreciate the significance of economic, social, cultural, political, and environmental trends on patterns of leisure and tourism. To identify the basic marketing tools used by hospitality and tourism industry managers. Review job prospects in the hospitality and tourism industries.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Describe the key sectors and globalisation of the hospitality and tourism industries and organisation and structure of these industries.
2. Appreciate the significance of economic, social, cultural, political, and environmental trends on patterns of leisure and tourism
3. Identify the basic marketing tools used by hospitality and tourism industry managers.
4. Develop effective communication and presentation skills to enhance management skills.
5. Review job prospects in the hospitality and tourism industries.

**UNIT I:** To understand the basic definition of Hospitality and to understand the history of hospitality and how its evolution has formed the industry into what it is today. To understand the basic components of hospitality and tourism and why they are considered components of this industry.

**UNIT II:** Classify the various products & services within the components with special emphasis on hotels and other types of lodgings. Identify the characteristics of different types of tourists and the motivational behaviour of different types of tourists. Explain the dimensions of the travel system in relation to tourism.

**UNIT III:** Understand the impacts of tourism on social and cultural norms of a destination. Appreciate the significance of economic, political trends on patterns of leisure and tourism. Understand the economic challenges facing the hospitality industry and how tourism development can help meet these challenges, the environmental impact of tourism and the need for sustainable tourism development. The role of the hospitality industry in sustainable tourism development with emphasis on LEEDS.

**UNIT IV:** Understand the history and evolution of the tourism industry. Explain the importance of tourism to the economy. Role of a travel agent, travel agency revenue, tour operations and influence of e-trade. Travel Technology, Passenger Information System, Central Reservation System

**UNIT V:** The role of internet in hospitality marketing, advantages of web marketing, importance of websites today, Customer service and technology – CRM, exceeding customer expectations, influencing customer expectations, recovering from a bad experience, Franchising business model.

**Recommended Reading**

1. Introduction to Hospitality Today-Agnelo & Vladimir
2. Hospitality Management-Robert A Brymer
3. Tourism – Peter Robinson, Michael Luck, Stephen L. J. Smith
4. Tourism: Principles and Practice – John Fletcher, Alan Fyall, David Gilbert, Stephen Wanhill

## Course Title: English for Hospitality & Tourism Industry

Course No: BBAHM 102

Semester - 1

**Course Objectives:** The learner will use all the communication skills of reading, listening, speaking, and writing to successfully complete the course. The contents of this course will lay greater emphasis on practical, and skill building initiatives of language use and will help the learner understand the use of English language when it comes to using real life Hotel and Tourism scenarios.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Demonstrate an increased proficiency from their current level of English Communication
2. Develop a winning attitude that will enable them to effectively communicate to impart great hospitality
3. Be aware of real-life examples of situations they would face in the hotel industry. They would also be equipped to manage and address such service situations.

### UNIT I

1. Welcoming guests, Common Dialogues with Guests, Dialogues with Staff, Vocabulary for various rooms and services at the hotel  
Grammar Component: Simple Present Tense and usage of This, These, That and Those. Aware of using pronouns from I... to They.
2. Telephone Communication/ Taking room reservations/ Providing directions / Giving information  
Grammar Component: Asking questions with the auxiliary verbs 'Be' and 'Do' (Is/Does)
3. Dialogue based communication to describe dishes at a restaurant.  
Grammar Component: Simple Past Tense and usage of Did, Was and Were
4. Overview of Grammar of the English Language : A listing of the twelve tenses/Parts of Speech/ and their usage

### UNIT II

5. Email writing/ Components of an Email/ Email etiquette/ Writing to Indian guests, international guests, and general enquiries.  
Grammar Component: Tone and Manner
6. Preparing Itineraries/Hospitality Vocabulary for Cruise and Travel for Groups/ Recipe Writing for simple dishes with proper emphasis on listing ingredients and sequencing

Grammar Component: Using sequencing language incorporating words like first, next, then, and finally.

7. Message for Room 214 (Message and Notice Writing): Taking Messages over Phone/Making Announcements/Notice Writing for events

Grammar Component: Past and Future Continuous Tense using will+be+verb-ing

### **UNIT III**

8. Active Listening Parameters: Asking Questions and Confirming Answers/ Body Language Basics for successful Communication.

Grammar Component: Asking questions with 'Can I' and 'Could I'

9. Successful Interviewing skills/ Answering Interview questions/ Effective use of fillers like Definitely, Well, Of Course/ Crafting extended answers using linking conjunctions and prepositions like 'So, Additionally, Moreover and Furthermore'.

Grammar Component: Conjunctions and Prepositions

10. Conducting Meetings/Group Discussion/ Etiquettes of a Meeting/Recording the Minutes of the Meeting/ Assigning Responsibilities and Tasks

Grammar Component: Active and Passive Voice.

### **UNIT IV**

11. Announcements and Notice Writing for social media/Facebook Posts/Hashtags /Instagram/Twitter Posts/Matching Visuals and words.

Grammar Component: Direct Speech in few words.

12. Communication practice for Tour Guides/ Making plans/ Providing Itineraries/ Providing directions / Giving information

Grammar Component: Using the Simple Future Tense with will + infinitive form of the verb.

13. A description of various occupations in the Hospitality and Tourism Industry and the vocabulary that go with it.

Grammar Component: Using Descriptions.

### **UNIT V**

14. Letter Writing Basics/ Types of Business Letters: Cover Letter/ Complaint Letter/ Collection Letters/ Business Quotation Letters

Grammar Component: Using direct and indirect speech to communicate appropriate information.

15. Writing Press Releases/ Letters to Editors/ Classified Advertisement Writing for recruitment and product advertising

Grammar Component: Paraphrasing

### **Recommended Reading:**

1. "Highly Recommended: English for the Hotel and Catering Industry" Course book

2. "Highly Recommended: English for the Hotel and Catering Industry" Workbook.
3. Dictionary

## **Course Title: Business Computer Applications**

Course No: BBAHM 103

Semester - 1

**Course Objectives:** The application of computers has become an integral part of the present-day society. The subject “Business Computer Applications” is designed to provide vocational orientation and training in this important domain and allow students to apply this knowledge in the workplace. This course is designed to provide students with a general overview of the use of computers and application software to gather, store and manage data to effectively present information.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Select the appropriate style for presentations according to the content, context, and audience.
2. Communicate effectively in presentations with sounds and animations.
3. Critique presentations to assess their suitability for a specified target audience.
4. Prepare documents such as essays and reports, using business software applications.
5. Create presentable documents according to set criteria; for example, prepare/design a suitable Curriculum Vitae (CV).
6. Apply managerial and official skills through features of mail merge.

### **UNIT I: Basic knowledge of computers, including operating systems**

What is OS; Different file name extensions to identify the application used; Shortcut keys used in the three applications

#### **MICROSOFT POWERPOINT**

Starting PPT (new Blank Slide); Creating/Saving/Running a presentation; Undo and Redo; Adding/Deleting slides, numbering slides, adding header and footer/logo to the slides; Moving between slides; Editing text (cut, copy, paste text); Format Painter; Inserting word Art/Textboxes (formatting word art); Working with the Normal View; Slide Transition; Custom animations; Animation Painter; Changing font, font-style, size, colour, character spacing, Change case and font effects; Different levels of bullet points (changing bullet, character, numbering), using symbols; Line spacing, text alignment, text direction; Working with backgrounds; Working with colour scheme; Importing pictures (Clipart/non clipart);

### **UNIT II: MICROSOFT POWERPOINT**

Editing and formatting pictures; Inserting shapes (formatting the shapes); Smart Art Graphics (organization Charts); Charts (types of options); Action button linking; Hyperlink; Insertion of videos and its options (video tools); Different types of views; Working in the Outline/Slides pane; Re-ordering slides from the “Slide Sorter View” and “Slides”; Working

with tables (Moving, copying, formatting, and deleting table, rows, and columns. Merging and Splitting cells. Different alignments- top, bottom and middle); Insertion of Audio and its options (audio tools); Rehearse timings; Setup Show; A power point presentation on types spoons and forks /types of glassware used in kitchen/ types of glasses (using most of the features learnt till now); Page setup; Printing your Presentation; Review (Check spelling and Grammar, Using Thesaurus for better words); Making A presentation using Photo Album; Screenshot insertion; Editing- adding elements to presentations made for other courses

### **UNIT III: MICROSOFT WORD**

Introduction to MS WORD, Uses of the Application; Creating and saving files; Save as web page; Cut, copy, and paste the text; Editing the word document; Align text; Line spacing; Bullet and numbering (preparing bullets using symbols)

Font, Font style, size, properties (underline, colour, effects); Inserting Tables (select cells/column/row, width/height, spacing, auto format option); Designing a curriculum vitae/ placement of photos using text wrap option; Insert Picture/clip art/shapes/header-footer/page number /Word art; Thesaurus , Spell check and Grammar, Find and Replace, Go To; Preparing a Poster; Inserting hyperlink,

### **UNIT IV: MICROSOFT WORD**

References -Table of contents, Footnote, Caption, Insert Citation; Bookmark; Columns/Watermark/page borders/spacing; Setting the Page, Print, Print Preview, Webpage; Print Command; Drop Cap/Symbols; Mail Merge components and procedure; Prepare form letter; Prepare data source; Insert Merge Fields; Preview merged letter; Print merged letters

### **UNIT V: MICROSOFT EXCEL**

Introduction to MS-Excel; Creating, Saving and Quitting Excel; Addressing a cell and accessing the value of a cell; Cut, copy, and paste cells; Fill the cells –down, right, up, or left; Formatting cells row and columns; Format Painter, Paste special

Basic calculation using mathematics operators and cell addresses. (Absolute and Relative Cell Addressing); Functions (Sum, Average, min, max, count, counta, countif, IF, sumif, days360, concatenate and text functions etc.), nested if, Round; Auto sum feature to sum the numbers automatically; Conditional formatting; Sort and Filter; Data Validation, CHARTS; Consolidate

### **Recommended Reading**

1. PowerPoint For Dummies, Office 2021 Edition (For Dummies: Computer/Tech) 1st Edition, Doug Lowe
2. Word for Dummies, Dan Gookin
3. Microsoft Excel 365 Bible, Michael Alexander, Dick



## **Course Title: Introduction to Front Office Operations**

Course No: BBAHM 104

Semester -1

**Course Objectives:** The course is aimed at familiarising the students with various functions of the front office to develop work ethics towards customer care and satisfaction. Special efforts will be made to inculcate practical study skills

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Analyse the growth in Hospitality Industry
2. Classify hotels in terms of their ownership, affiliation , Size , Target Market, and levels of service
3. Classifying Guest in terms of Business Traveller, Pleasure/ Leisure Traveller, Group Traveller, Mature Traveller, International Traveller, Free Independent traveller
4. Outline the sub-departments making up Front Office and describe their functions.
5. Identify staff positions and responsibilities and work shifts
6. Practice operational skills in Front Office in terms of Reservations ,Guest cycle , daily operation, and PMS
7. Practice and develop skill to operate PMS
8. Demonstrate effective participation in discussions and role plays.
9. Develop skills to handle difficult situations and difficult guests.
10. Analyse the need for Interdepartmental Coordination.

### **UNIT 1 : Lodging Industry**

The Need for Classification: Classification of Hotels and Other Types of Lodging:Standard Classification, Heritage Hotels, Classification based on Size, Classification based on Location, Classification based on Clientele, Classification based on Duration of Guest Stay, Classification based on Level of Services, Classification based on Ownership, Alternative Accommodation.

### **UNIT II: Hotel Organization**

The Need for Organization; Vision & Mission, Mission Statement, Objective, Goals and Strategy; Hotel Organization, Organization Charts, Major Departments of a Hotel Front

Office, Housekeeping, Food and Beverage Service, Kitchen, Engineering and Maintenance, Accounts, Human Resource, Security, Sales and Marketing, Purchase; Sections and Layout of Front Office, Reservation, Reception, Information Desk, Cash and Bills , Travel Desk, Communication Section, Uniformed Services Organization of Front Office Staff ; Duties and Responsibilities of Some Front Office Personnel , Front Office Manager , Reservation Assistant , Receptionist , Information Assistant , Cashier, Telephone Operator , Bell Boy , Door Attendant , Qualities of Front Office Personnel

### **UNIT III: Front Office Operations**

The Guest Cycle: Pre-arrival , Arrival , Stay : Departure and Post Departure, Front Office Documents, The Front Desk, Property Management System.

### **UNIT IV: Reservation**

Reservations Types of Reservation, Tentative Reservation, Waitlisted Reservation, Confirmed Reservation; Modes of Reservation Inquiry , Written Mode, Verbal Mode; Systems of Reservation, Manual System of Reservation , Automatic System; Processing Reservation Requests; Receiving Reservation Inquiries ; Determining Room Availability; Accepting or Denying Request for Reservation; Amending Reservation; Cancellation of Reservation; Reservation Reports, Importance of Reservation, Importance of Reservation for the Hotel, Importance of Reservation for the Guest

### **UNIT V: Registration & Guest Services**

Pre-registration; Registration, Registration Records, Registration Process ; Upselling, Check-in Procedures , Various Guest Services, Handling Guest Mail , Message Handling , Custody and Control of Keys , Guest Paging , Safe Deposit Locker, Guest Room Change , Left Luggage Handling, Wake-up Call ; Guest Complaints, Types of Guest , Complaints , Handling Guest Complaints; Departure Procedure, Departure Procedure in Fully Automated System; Mode of Settlement of Bills, Foreign Exchange, Cash Settlement, Credit Settlement; Potential Check-out Problems and Solutions, Late Check-outs.

### **Recommended Reading:**

1. Front office management in hotel, Chakravarty B.K., CBS publishers and distributors, 1999.
2. Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
3. Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.
4. Case studies in rooms operations and management, Huyton, Jeremy and Baker, Sue, Melbourne : Hospitality Press, 2001.

5. Managing Front office operations, Michael L. Kasavana, Richard M. Brooks, Educational Institute of American Hotel & Lodging Association, (EI-AH&LA, USA).

## **Course Title: Introduction to Food & Beverage Service -1**

Course No: BBAHM 105

Semester - 1

**Course Objectives:** This course is designed to give the knowledge of Restaurant and Food outlets operations and types of food services

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Apply internationally recognised terminology used in the service profession.
2. Demonstrate industry standards associated with the principles of good personal hygiene and professional behaviour.
3. Demonstrate the use of basic equipment associated with dining room service and order taking and service sequence.
4. Demonstrate the use of selected tableware, China (crocker), glassware and utensils within specific contexts.
5. Demonstrate the correct use of dining room furniture and equipment.
6. State and apply the different service styles, service methods and recognise their key differences.
7. Apply practical skills for specific food items.
8. Classify various types of beverages and food items.
9. Welcome, host and advice guest in a friendly, confident manner as service professionals
10. Identify the proper table set-up in the dining room according to specifications.
11. Describe the internationally recognised breakfast types, eating habits and their differences.
12. Explain the different methods of payment and related procedures.
13. Planning, analysing the menu and up-selling food menu items.
14. Demonstrate the ability to work as a group and to behave as a team.

**UNIT I:Introduction to Food & Beverage Industry:** First impression, Emerging trends, Food habits of guests around the world, Various sectors of Hospitality Industry, Commercial &

Institutional Hospitality Industry, Different concepts of Restaurant, What is a Franchise, Ancillary departments

**UNIT II: Food & Beverage Personnel:** Role of service professionals, Hierarchy Outlines, Job Description, Interdepartmental Relationships, Professional Image, Attributes of a Service personnel

**UNIT III:** Service Styles & method: English Service, American Service, French service, Banquet service, Table d'hote, A-La-Carte Service, Gueridon Service, Trolley Service, Outdoor Catering, Room Service; Furniture, Linen, Crockery, Cutlery & Glassware Used in Restaurant

**UNIT IV: Service Protocols & Rules:** Menu Basics, Mise-en-place, Caring for Guests, Accompaniments,

**UNIT V: Beyond the Basics:** Knowledge of Cheese, Classical Condiments, Table Décor, Complaint Handling

### **Practical**

1. Misen place (pre preparation) for dining room and waiter pantry, Caring and maintenance of F & B service equipment's.
2. Water service practice, buffet preparing, Laying/ changing table linen, carrying tray/salver, glass and plates, Cleaning and polishing glassware, and cutlery
3. Laying the cover for various meals, Service and making of beverages (coffee, tea, and Juice), Different Napkin folding.
4. Different service style- English service, pre-plated service, Cloche service, Gueridon service, Banquet service, Wine Service, Room Service
5. Taking guest reservations and order taking, handling guest complaints, communicating with guests, Presentation and encashing the bill, comment cards.

### **Recommended Reading:**

1. Lillicrap Cousins & Smith, Food and Beverage Service, 5<sup>th</sup> Edition
2. Service- A Guide for Professionals, 1<sup>st</sup> Edition, Austria, Trauner Publishing Linz
3. Meyer, Schmidt, Spuhler, Professional Table Service
4. Andrews S 1981 Food and beverage service training.
5. Fuiler J 1983 Modern restaurant service a manual for students and practitioner Hutchison London.

## Course Title: Introduction to Food Production-1

Course No: BBAHM 106

Semester - 1

**Course Objectives:** Understanding various cooking methods, different soups, sauces, stocks, different ingredients to prepare various dishes in cookery.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Explain the basic principles of personal hygiene and food safety procedures
2. Explain the importance of nutrition in our day-to-day life
3. Trace the evolution of culinary art
4. Identify food adulterants and their effect on food
5. Identify categories of ingredients
6. Analyse the hierarchy of kitchen brigade and describe job titles and descriptions
7. Plan and compose a menu considering economic, nutritional and cultural constraints
8. Identify the basic food and material commodities used within a food production environment and follow these items through the cycle of purchasing, receiving, storage and handling
9. Analyse the purchasing and receiving of goods

**UNIT I:Aims and objective of cooking:** Describe various cooking methods in relation with preparation of soups, stocks, and sauces

**UNIT II: Concept of kitchen organization and kitchen hierarchy:** Identify various kitchens with their relative size of organization

**UNIT III:Understanding the role of vegetables, fruits, herbs, milk products, and pasta:** Incorporation of ingredients in different food preparations

**UNIT IV:Understanding poultry, meats, and fish:** Learning to use different meat and meat products in cooking various dishes

**UNIT V:Basics of baking:** Learning various bakery ingredients, breads, Cookies, cakes, icings, desserts, and puddings

### Practical

1. Identifying, using, and maintaining different kitchen equipments
2. Learning concept of mis-en-place and worktable management.

3. Learning basic knife skills and various vegetable cuts.
4. Soups, stocks, pasta & sauces preparation
5. Butchery skills (chicken/fish)
6. Breads, desserts, and cakes preparation
7. Creating a three-course menu and developing skills of presentation and portion control.
8. Different continental cooking methods

**Recommended Reading:**

- Theory of Modern Cookery - Thangam Philip
- The Art & Science of Culinary Preparation - Jerald .W. Chesser
- The Larousse Gastronomique
- Food Science & Technology

## Course Title: Food Safety & Nutrition

Course No: BBAHM 107

Semester - 2

**Course Objectives:** Understanding the food safety, prevention of food contamination and food spoilage

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Discuss how contamination of food can occur in a food service establishment.
2. Describe the effect and consequences of food borne illness.
3. Display sound practices to prevent the possibility of food poisoning.
4. Identify measures/procedures that will reduce or eliminate accidents in food preparation and service areas.
5. Interpret and apply nutrition concepts to evaluate and improve the nutritional health of diners.
6. Identify and apply food principles to food and nutrition systems

**UNIT 1:Introduction to food safety and personal hygiene:** Objective and advantages of cooking with reference to different cooking methods, importance of personal hygiene and sanitation in the kitchen

**UNIT 2: Kitchen safety / fire safety:** Objective to learn the safe kitchen environment and the various methods with reference to the fire safety in the kitchen

**UNIT 3:Food adulteration and preservation:** identifying various food adulterants and different methods to preserve foods

**UNIT 4:Food spoilage (Danger zone), HACCP:** Describe causes of food spoilage and preventive measure with reference to understanding the temperature danger zone, HACCP

**UNIT 5:Food nutrition:** defining various food groups and their food values relating to healthy foods

### Recommended Reading:

- Food Science & Technology
- Theory Of Modern Cookery - Thangam Philip
- The Art & Science of Culinary Preparation - Jerald .W. Chesser

## **Course Title: Personal Development and Communication**

Course No: BBAHM 108

Semester - 2

**Course Objectives:** To enhance professional personal development and presentation skills, strengthen the student's ability to communicate effectively in a range of personal and professional contexts.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Have a greater awareness of their own communication and listening style.
2. Understand the importance of cultural differences in communication.
3. Identify and manage communication barriers leading to misunderstanding and conflict.
4. Make professional oral presentations.
5. Prepare an employment dossier (CV, Cover Letter)
6. Interpret verbal and nonverbal communication.
7. Interpret social communication in the business world.

**UNIT I:** To learn crucial grooming areas for professional appearance, dressing for an interview, Characteristics of Nonverbal Communication, Types of Nonverbal Communication.

**UNIT II:** Analyse core strengths and areas to prepare self-introduction, practice self-introduction and ex-tempore to confidently and concisely express thoughts in a public forum.

**UNIT III:** Barriers to communication process, tips to overcome barriers to effective communication, managing professional impressions, the role of gender in communication.

**UNIT IV:** Dealing with difficult people in the workplace, Listening Process, group discussion activity, analyse various public speech and presentation techniques: strengths and weaknesses. General personal interview questions.

**UNIT V:** To be able to write formal letters – Cover letters for resume, letters requesting appointment for interview, resume writing, answering complaint emails/letters.

### **Recommended Reading:**

1. The Interpersonal Communication Book – J.A. Devito
2. How to Speak, How to Listen – Mortimer J. Adler



## **Course Title: Principles of Accounting**

Course No: BBAHM 109

Semester - 2

**Course Objectives:** The students will be able to identify the financial transactions and to record these systematically in the books of accounts.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Define the fundamental accounting principles and accounting terms
2. Use the double entry system of debit and credit as a means of gathering and recording accounting information
3. Compare general journal and special journals
4. Prepare journals and running balance ledger accounts
5. Prepare Trial Balance
6. Adjust accounts based on matching concept
7. Merchandising accounts
8. Analyse costs, gross profit, net profit and evaluate the proposals
9. Compare Partnership and corporation accounts

### **UNIT I: Introduction to accounts & Financial Statements**

Difference between bookkeeping & accounting; Roles of accounting procedures & systems; Accounting Principles (GAAP); Principal forms of Businesses; Basic accounting equations; Income statement; Balance Sheet; Objectives of Financial Statements

### **UNIT II: The Recording Process**

Debit Credit Procedures: What is a Journal; Compound entries; chart of Accounts; Practice of Journalizing; What is ledger; Posting Balance accounts; Trial Balance; Errors that cannot be detected by a Trial balance

### **UNIT III: Adjusting the accounts**

Summary of the accounting cycle; Types of Adjusting; Adjusted Trial balance; The need for Depreciation Adjustment; Depreciation; Depreciation methods.

### **UNIT IV: Accounting Merchandising Operations, Partnerships & Corporations**

Service Industry Vs Merchandising operation cycles;Accounts used by merchandising operations; Buyers Transactions; Sellers Transactions; Profit Margins; Setting up of Partnership; Advantages & Disadvantages of Partnership, Final Accounts for partnerships; Types of Corporations; Advantages & Disadvantages of Corporations

**UNIT V: Cash Flow Statement**

Usefulness of cash flow statement; Operating Activities; Investing Activities; Preparing Cash Flow Statement; Indirect Method

**Recommended Reading:**

1. Narayanswamy/ Financial Accounting – A managerial perspective, Prentice Hall of India.
2. Juneja, Chawla & Saksena – Double Entry Bookkeeping – Kalyani Publications.
3. Maheshwari & Maheshwari – An Introduction to Accountancy 5th – Vikas Publishing House.
4. Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.
5. R.L. Gupta – Advanced – Sultan Chand & Sons. S.N. Maheshwari – Principles of management accounting – XI Edition – Sultan Chand & Sons.
6. Khan & Jain, Financial Accounting.

## **Course Title: Introduction to Accommodation Operations**

Course No: BBAHM 110

Semester - 2

**Course Objectives:**To provide knowledge of various cleaning methods and to ensure standards of cleaning. To emphasise on supervision skills knowledge and to perform administration functions in the housekeeping department.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Outline the sub-departments making up Housekeeping and describe their functions.
2. Identify staff positions and responsibilities
3. Practice operational skills in Housekeeping
4. Demonstrate effective participation in discussions and role plays.
5. Develop skills to handle difficult situations and difficult guests.
6. Analyse the need for interdepartmental coordination.
7. Critique the importance of proper housekeeping in a hotel.
8. Use cleaning equipment and cleaning agents for the up keeping of hotel premises.
9. Demonstrate proper housekeeping procedures in guestrooms.
10. Identify and assess potential safety and security hazards and act professionally.
11. Demonstrate and design floral arrangements.

### **UNIT I: The Housekeeping Department & Types of Hotel Guestrooms**

Importance of Housekeeping Department, Responsibilities of Housekeeping Department, Layout of the Department, Organisational Structure and Job Description, Personal Attributes of Housekeeping Staff, Layout of the Department, Coordination with other departments.

Recruiting, Selecting, Hiring, Orienting and Training Scheduling, Determining Staff Strength, Job Analysis, Motivating Employees, Performance Appraisal.

Importance of room to a Guest, Types of rooms in a hotel, Guestroom Status, Guest Supplies and their Classifications.

### **UNIT II: Planning Daily Housekeeping Operations**

Composition, Care and Cleaning of Different Surfaces; Defining contract and outsourcing services, Advantages and Disadvantages of Contract Services, Contract services in Housekeeping Department, Hiring Contract Providers, Pricing of Contract.

Introduction, Cleaning Equipment, Types of Equipment, Cleaning Agents.

Standards of Cleaning, The Cleaning Procedure of a room, Setting up of Housekeeping Trolley, The procedure of Room Maintenance, Turndown service, Second Service and Weekly Cleaning Procedure. Different areas of the hotel and their regular maintenance.

**UNIT III: Housekeeping Control Desk**

Forms, Formats, Records and Registers, Coordination with other departments, Handling Telephone calls, Handling Guest Requests, Handling Room Transfer.

**Unit IV: Housekeeping Safety and Security Measures**

Work-environment Safety and Job-safety Analysis, Potential Hazards in Housekeeping, Safety Awareness and Accident Prevention, Fire Prevention, Dealing with Emergencies.

Keys and their Control, Scanty Baggage, Guest, and Employee Theft, Lost and Found System  
Pest Control, Common Pests found in Hotels and their Control Integrated Pest Management

**UNIT V: Floral Arrangement**

Types of Floral Arrangements, Common Flowers and Foliage, Floral Designing Concepts.

**Recommended Reading:**

1. Housekeeping training manual, Andrews, Sudhir, New Delhi : Tata Mcgraw-Hill Publication Company, 1985. 22
2. Hotel, Hostel and hospital housekeeping, Branson, Joan C. and Lennox, Margret, London : ELST, 1988.
3. Managing Housekeeping operations, Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert, EI-AH&LA, USA.

## **Course Title: Introduction to Food Production-2 (Bakery and Confectionery)**

Course No: BBAHM 111

Semester - 2

**Course Objectives:** Understanding history of bakery, different bakery ingredients, identifying different equipments used in bakery, confectionery, and their maintenance

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Identify and select ingredients for use in a variety of baked products
2. Apply standards of professionalism to the baking industry
3. Describe and apply the function of ingredients in the baking process
4. Explain the use of formula and the baker's percentage as it relates to the baking process
5. Prepare a variety of baked products using creaming, sponge, muffin, basic custards methods, cake, dessert, and bread preparation.
6. Describe and use the equipment typical to the baking process
7. Describe and demonstrate the basic baking science principles, ratio, and technique

### **UNIT I:Aims and objective of bakery learning:**

Discussing Importance of personnel hygiene, hygiene & cleanliness in the bakery, maintenance of refrigerators & kitchen equipments.

### **UNIT II: Concept of bakery**

Various ovens, bakery machines tools and their use, learning with preparation of different breads, rolls & cakes.

### **UNIT III:Yeast and yeast products**

Learning various lean and rich breads , laminated dough & pastes,

### **UNIT IV:Different cakes, cookies,and sponges:**

Learning to prepare cookies with different methods, preparation of different cakes and sponges with different methods,

### **UNIT V:Pastries & desserts**

Learning various pastries , cakes, icings, desserts and puddings, their plating and presentation

### **Practical**

1. Demonstration andpreparing different rich and lean breads,

2. Demonstration and preparing cookies using various methods,
3. Learning to create hot and cold desserts, with a keen eye to nuances of presentation,
4. Preparing pound cakes, fruit cakes, Madeira cakes, and assorted fruit coulis accompanying the cakes,
5. Preparing different leavened and unleavened dough with lamination and the products prepared and served

**Recommended Reading:**

- Theory Of Modern Cookery - Thangam Philip
- The Art & Science of Culinary Preparation - Jerald .W. Chesser
- The Larousse Gastronomique
- Food Science & Technology

## Course Title: Beverage Management

Course No: BBAHM 112

Semester - 2

**Course Objectives:** This course explains and examines the service aspects of alcoholic and non-alcoholic beverages, the pricing and sales of these commodities, and the basic understanding of how a beverage department of a large hotel is organised. In addition, students will be exposed to the various aspects of wine making and wine appreciation.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Identify types of beverage establishments and their influence on beverage consumption.
2. Compile beverage menus for a wide range of beverage operations by critical discrimination of choices.
3. Serve alcoholic beverages responsibly.
4. Interpret international wine terminology to make educated beverage choices.
5. Critically compare major wine countries and analyse factors therein.
6. Recognise the key aspects of a wine label to enable better customer service
7. Match food and wine.
8. Identify the correct process of storage and inventories of wine
9. Discuss and explain beverage terms including production and service techniques.
10. Identify the basic equipment associated with bar service
11. Make beverage purchase decisions according to the needs, wants and expectations of customers.
12. Develop effective communication and presentation skills.

### UNIT I: The Basics of Beverage Service

Process of beverage service; Types of beverages establishments; Types of beverages; Beverage staff positions; Keys to success

#### Serving Alcohol with care

Alcohol service and the law; Alcohol and its physical impact; Intervention

#### Wine fundamentals 1

Types of wine; Table wine; Fortified wine; Aperitif and dessert wines; Sparkling wine; Wine production – Viticulture; Wine production – Vinification; Making Champagne and Sparkling wine; Fortified Wines; Wine Classification & Description

### UNIT II: Wines (I)

#### Wines of France

Major Regions; Terroir, Geography, Grape Varieties, Classification System; Bordeaux; Burgundy; Champagne; Alsace; Loire valley; Rhone valley

#### Wines of Germany

German wine classifications; Labelling regulations; Major wine-producing area

### **UNIT III: Wines(II)**

#### Wines of Italy

Italian wine classification system; Labelling regulations; Major wine producing areas

#### Wines of Spain

Spanish wine classification system; Labelling regulations; Major wine-producing areas

#### Wines of Portugal

Portuguese wine classification system; Labelling regulations; Major wine-producing areas; Decanting

#### New World Wines United States, South Africa

Wine classification system; Labelling regulations; Main grapes varieties; Vintage; Growing regions

#### New World Wines Australia, New Zealand

Wine classification system; Labelling regulations; Main grapes varieties; Vintage; Growing regions

#### New World Wines Argentina, Chile

Wine classification system; Labelling regulations; Main grapes varieties; Vintage; Growing regions

#### Wines of Switzerland

History; Wine geography and viticulture; French part; German part; Italian part

#### Wines of India

History; Wine geography and viticulture; Grape Varieties; Regulations

#### Food & Wine

### **UNIT IV: Beer**

Families of beer; Alcohol content; Beer ingredients; Making beer; Storing and handling beer; Serving beer; Taste talk

#### Spirits 1

The process of distillation; Whisky; Vodka; Gin; Rum; Tequila; Other Spirits

#### Spirits 2

Brandy; Cognac; Armagnac; Calvados

#### Liqueurs

#### Aperitifs

#### Serving different types of alcoholic beverage

Apéritif; Spirits; Liqueurs

### **UNIT V: Non-Alcoholic beverages**



Soda; Mineral water; Soft drinks; Juices; Energy Drinks; Coffee; Tea

Mixology

Beer-tending and Mixology – the techniques, tools & equipment, garnishes & glassware

Bar “mise en place”; Basics rules for making a cocktail; Recipes

Purchase decision

**Recommended Reading:**

1. Kotschevar & Tanke, Managing Bar & Beverage Service
2. Clarke, Oz; The Complete Wine Guide
3. Gartlgruber, Gutmayer, Lenger, Siegel, Stickler, Service- A Guide for Professionals, 1st Edition, Austria, Trauner Publishing Linz
4. Meyer, Schmidt, Spuhler, Professional Table Service
5. Domine, Andre; Wine; hfUllmann

## Course Title: Introduction to Food & Beverage Service-2

Course No: BBAHM 201

Semester -3

**Course Objectives:** This course continues to reinforce theoretical and practical knowledge of service operations by building on topics of the previous semester. It will enable the students to achieve a proficient standard for a much wider range of situations in the international hospitality industry, namely in the food and beverage operation. The course enhances the organisational and supervisory skills of students thus preparing them for supervisory roles in food and beverage operations.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Develop a professional image supported by academic prowess and professional skills.
2. Apply techniques of upselling and suggestive selling in the restaurant.
3. Plan, design, cost, and price menus
4. Design food service facilities using space planning guidelines.
5. Conduct an event using guidelines.
6. Apply labour and revenue control techniques to food and beverage operations
7. Demonstrate the ability to work as a group and to behave as a team.
8. Develop effective communication and presentation skills to enhance personal skills.

### **UNIT I: Service Management & Leadership**

Define “Moment-of-Truth”. Has the “Moment-of-Truth” passed?; Calculate the Present and Future Value of Guests; Calculate the Cost of Guest Dissatisfaction; Explain how staff members may be ‘empowered’; Identify Attributes of Leaders; Describe the value of Staff Members to a Food Service Organisation; Calculate the Cost of Staff Dissatisfaction; Define “internal moments of truth”; Suggest some ways of recruiting staff members; Explain techniques managers can use to select new staff members; Outline the four-step training method

### **UNIT II: Menu**

Identify the three basic categories of menu pricing styles and describe the two varieties of menu schedules; Describe the differences in breakfast, lunch and dinner menus and compare some of the most common specialty menus; Illustrate the steps involved in menu planning and menu design; Explain the value of periodic menu evaluation; Menu Engineering

### **UNIT III: Standard Product Costs & Pricing Strategies**

Summarise the benefits of standard recipes and explain the procedures involved in using standard recipes; Determine standard food and beverage costs; Describe the four subjective menu pricing methods, explain the value of the two main objective pricing methods, and describe the role of pricing in managing a successful and competitive food and beverage operation

### **UNIT IV: Food & Beverage Service**

Identify and describe four types of table service and at least two other food service categories, as well as the ingredients of an enjoyable dining; Summarise pre-opening concerns and activities; Describe what goes into providing good service to guests and describe sample service sequence, including procedures for serving alcoholic beverages with care; Identify the computer hardware and software used in the service process and describe proper usage procedures; Explain revenue control procedures for food servers and beverage personnel; Explain and use suggestive selling and beverage selling techniques.

### **Design & Layout of Food Service Facilities**

Analyse the stages involved in Preliminary Planning; Assess the role of 5 Ms of Concept Development; Trace the flow of operations in a food and beverage outlet; Explain the impact of design on efficiency and safety; Describe the basic principles of design for all food facilities

Focus on Human Engineering, Conduct Space Analysis of all functional areas in an outlet

### **UNIT V: Food Service Supplies & Equipment**

Describe procedures and issues involved with purchasing, receiving, storing, issuing, and controlling food service operation supplies and equipment; Summarise purchasing criteria for and characteristics of China (crockery), glassware, flatware, disposables, uniforms, napery, furniture, and common equipment items used by food service personnel.

### **Control for Food & Beverage Operations**

Explain how food and beverage managers develop labour standards for service positions; Identify factors food and beverage managers consider when constructing a staffing guide, and distinguish between fixed and variable labour in relation to food and beverage service positions; Forecast food and beverage sales using the moving average and the weighted time series methods; Describe some of the ways food and beverage servers and other staff can steal and identify precautions managers can take to reduce this kind of theft; Describe some of the ways guests can steal and identify precautions food and beverage managers can take to reduce this kind of theft.

### **Practical**

1. Interpret duty roster and complete responsibilities in a time-bound manner.

2. Execute breakfast buffet with assisted service.
3. Set-up, operate and manage the coffee bar.
4. Set-up, operate and manage the wine bar.
5. Open and serve red, white, rose, and sparkling wines.
6. Decant Port/old-age red wines.
7. Bottle wine, cork bottles, and label wines
8. Chill wines as per temperature guidelines
9. Present and describe wines.
10. Conduct a tasting ceremony and serve wines.
11. Recommending wines with Indian, Continental, and international food
12. Design regional menus, lay place settings and serve regional dishes.
13. Prepare, present, and settle guest checks.
14. Design and compile guest feedback
15. Set-up, operate and manage a cocktail bar.
16. Prepare and dispense mocktails and other non-alcoholic beverages.
17. Describe Menu
18. Apply active sales techniques during order taking.
19. Demonstrate up-selling and suggestive selling techniques.
20. Record a la carte orders and remember individual orders.
21. Adjust covers for a-la-carte order.
22. Handle multiple requests.
23. Prepare and settle checks for A-la-carte service.
24. Communicate effectively with guests.
25. Anticipate guest wishes.
26. Maintain professional relationship with the kitchen brigade.
27. Prepare, present, and settle guest checks.
28. Design and compile guest feedback

### **Recommended Reading**

1. Ninemeier, Jack D., Management of Food & Beverage Operations
2. Ninemeier, Jack, Planning & Control for Food & Beverage Operations
3. Cichy & Hickey, Managing Service in Food & Beverage Operations
4. Birchfield, John, Design & Layout of Food Service Facilities
5. Kazarian, Edward A., Food Service Facilities Planning
6. Servesafe Course Book

## Course Title: French

Course No: BBAHM 202

Semester - 3

**Course Objectives:** To develop oral and written basic skills on Foreign Language to enable the students to know the basics of Foreign Language.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

#### **A. Language focus (elementary grammar and spelling)**

1. Reinforce the difference between être and avoir, venir and aller
2. Ask/answer simple questions
3. Introduce self, friend or family
4. Use of regular and irregular verbs like “pouvoir, vouloir, devoir, faire” etc.
6. Reinforce the structure of irregular verb forms
7. Negation
8. Tell time, rates, ask for/ give directions, etc.
9. Make reservations at hotel, deal with complaints.
10. Take orders in a restaurant

#### **B. Vocabulary**

1. How to make an appointment
2. Tell, talk about time
3. Find your way around the city, directions
4. Restaurant, menu language
5. The meals, food & beverage vocabulary, mise-en-place
6. At the reception of a hotel
7. In the restaurant

#### **UNIT I:**

Introduction to French and France, Initiation into the language, Alphabet , Numbers 1-100, Month names , How to greet people and introduce oneself, Les Salutations, Conjugation of s'appeler, être, regular verbs

**UNIT II:** Building a Base for Basic Communication, Days of the week, Colours, Se Présenter , Les langues et les nationalités, Vocabulaire de base, Articles définis et indéfinis, Prononciation française

**UNIT III:** Basic sentence formation in affirmative and negative, Forming basic sentences, Négation, Conjugation of aller, venir & faire and reinforcing regular verbs ,Asking & answering Questions, Adjectifinterrogatif, questions ouvertes et fermées, Interrogation

**UNIT IV:** Describing things and places, Telling time, Usage of grammar, Adjectifs de qualité et de quantité, Quelle heure est-il ? , Les Adjectifspossessifs, Adjectifsdémonstratifs , Social Etiquettes & Good Manners, Asking For & Giving Directions, Donner les directions, Lire le plan de la ville, les magasins, Parler poliment - Les verbespouvoir, vouloir & devoir  
Vocabulaire de la nourriture

**UNIT V:** Introduction to food and restaurant/ hotel vocabulary, Restaurant service, complaints, Table Reservations, Cancellations, Hotel Reservation Cancellation, Complaints, Vocabulaire du restaurant et de la cuisine , Vocabulaire de l'hôtel , Hotel reservations cancellations and handling complaints, Accueillir (At the reception..., On the phone..., Room reservation/cancellation...., Complaints...)  
Commander/ Servir au restaurant

**Recommended Reading:**

À votre Service – Goyal Publishers  
Bon Séjour-1 – Goyal Publishers  
Workbook: idem, various handouts  
Dictionary

**Recommended Reference:**

Any easy literature in French, surfing the Web and TV5 French channel.

## **Course Title: Room Division Management**

Course No: BBAHM 203

Semester - 3

**Course Objectives:** This subject will provide students' knowledge about Front Office and part of Housekeeping management functions. The topics in this course are sequenced to provide students with the principles of supervision in a "Rooms Division Management" environment. Students will be introduced to the concepts and techniques of accounting fundamentals, checkout procedures, offering quality guest services and main components of room designing.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Summarise front office accounting fundamentals including the issues surrounding accounts, folios, vouchers, point of sale and ledgers.
2. Assess internal control procedures for front office operations and explain the typical settlement of guest and non-guest accounts.
3. Discern and describe the functions of the front office audit.
4. Obtain information on customer needs, expectations, and satisfaction levels.
5. Review changes in internal and external environments and integrate findings into planning for quality service.
6. Analyse the importance of successful integration of beauty, expressiveness, and functionalism in interior designing
7. Utilise the principles of designing while coordinating with interiors.
8. Identify types of flooring and their regular maintenance.

### **UNIT I: Front Office Accounting**

Accounting Fundamentals, Creation and maintenance of accounts, Tracking Transactions, Internal Controls, Settlement of Accounts, Check-out Options, Unpaid Account Balances, Account Collection, Guest History

### **UNIT II: Front Office Audit**

Establishing an end of day, Cross Referencing, Guest Credit Monitoring, Audit Posting, Daily and Supplemental Transcripts.

### **UNIT III: Quality Guest Services**

Factors leading to Guest satisfaction, Measures taken to maintain the standards, Standard Operating Procedures.

#### **UNIT IV: Principles of Designing**

Interiors of a guest room, Significance of colour co-ordination, Principles of designing, Types of wall and window coverings, Cleaning procedures.

#### **UNIT V: Floor and Floor Finishes**

Basic concepts about floors, types of floors, regular maintenance of floors, Carpets and their significance, Carpet Construction, Problems related to carpet, Carpet Cleaning Procedures

#### **Recommended Reading:**

1. Front office management in hotel, Chakravarti B.K., CBS publishers and distributors, 1999.
2. Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
3. Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.
4. Case studies in rooms operations and management, Huyton, Jeremy and Baker, Sue, Melbourne : Hospitality Press, 2001.
5. Managing Front office operations, Michael L. Kasavana, Richard M. Brooks, Educational Institute of American Hotel & Lodging Association, (EI-AH&LA, USA).
6. Housekeeping training manual, Andrews, Sudhir, New Delhi : Tata Mcgraw-Hill Publication Company, 1985. 22
7. Hotel, Hostel and hospital housekeeping, Branson, Joan C. and Lennox, Margret, London : ELST, 1988.
8. Managing Housekeeping operations, Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert, EI-AH&LA, USA.



## **Course Title: Hospitality Marketing & Sales**

Course No: BBAHM 204

Semester - 3

**Course Objectives:** The course aims at understanding the tools and techniques of marketing in general; and their application with specific reference to hospitality.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Restate different marketing jargons & importance of marketing in hospitality industry.
2. Decide an objective & map out marketing operational plan to achieve the same.
3. Develop a marketing plan based on the present micro & macro environment.
4. Design print media advertisement keeping the target market , AIDA principles & Consumer behaviour in mind
5. Plan an effective product launch using all the 4 components of Marketing Mix.
6. Analyse a property, a prospect, and a property's competitors
7. Prepare a professional sales kit for a chosen property or product
8. Conduct an initial sales call in a professional manner and follow up with a sales proposal
9. Conduct a follow-up sales call

### **UNIT I: Core Concepts of Marketing**

Differentiate between Needs & Wants, Implications of Value, Exchange & Transactions in Hospitality Industry, Five Marketing Philosophies: Product, Production, Selling, Marketing & Societal Marketing Philosophy. Challenges to Hospitality Marketing: Intangibility, Perishability, Heterogeneous nature and Simultaneous production and consumption

### **UNIT II: The Marketing Environment & Customer Behaviour**

Macro environmental forces that affect the company's ability to serve its customers, How changes in Macro Environment affect marketing Plan, Overcoming challenges of Macro Environment, Major factors influencing buying behaviour, Maslow's theory of Motivation, Stages of decision making process

### **UNIT III: 4 Ps of Hospitality Marketing**

4 types of Hospitality products, The product life cycle, Steps to introduce a product, The internal factors affecting pricing decisions, External factors affecting pricing decisions, General pricing approaches, Value based pricing, Value based pricing vis-à-vis Cost based pricing, Distribution channels, Management Model, Franchise Model, Promotion Mix, What

to say, how to say, when to stay, Push Vs Pull Strategy, Advertisement, Comparison of various advertisement medium, Sales promotion, Public relations, Electronic media, Internet marketing, Database marketing

#### **UNIT IV: Sales/ Personal Selling**

Funnel theory of Prospecting, Prospecting Technique, Fixing an appointment, Preparing the sales Kit, Client research, 5 Steps of the Sales Presentation: Opening the Sales Call, Getting the client involved, The sales Presentation, Overcoming Objections, Closing the sales & follow up

#### **UNIT V: Marketing Plan**

The purpose of the Marketing Plan, 5-step process of creating a Marketing Plan, Swot Analysis, Competition Analysis, Targeting Specific Market segments, Create a Marketing plan for a new Café in your restaurant

#### **Recommended Reading:**

1. Hospitality Sales & Marketing ( IVth Edition)- by Abbey.
2. Principles of Marketing – by Kotler, Armstrong, Saunders, Wong.
3. Marketing leadership in Hospitality – by Lewis Chambers
4. Marketing for Hospitality & Tourism – by Kotler, Bowen & Makens
5. Cases in Hospitality Marketing Management – Lewis
6. Marketing in the Hospitality Industry – by Nykiel
7. Global Marketing – by Keegan Green

## **Course Title: Financial Accounting**

Course No: BBAHM 205

Semester - 3

**Course Objectives:** To acquaint the student with the underlying concept, issue, and broad framework of financial management.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Define the Inventory Pricing methods
2. Comparison between Capital and Revenue Expenditures
3. Prepare Depreciation ledger accounts
4. Prepare Cash Flow Statement
5. Analyse Balance sheet, Income Statement
6. Analyse Ratios
7. Analyse Budgeting & Forecasting

**UNIT I:** Essential need of accounting, Inventory and cost of goods sold, Explain the meaning of Inventory and its basic concepts, Distinguish inventory categories between Manufacturing and Service Industries, Identify the relationship between Inventory cost & Sales Price, Explain COGS and linkage between Net Profit and Cost of Inventory Identify Inventory Measurement and Pricing Techniques like LIFO, FIFO, Specific Cost and Weighted Average methods

**UNIT II:** Depreciation – Property, Plant and Equipments, Explain the meaning of Depreciation Identify Methods of depreciation like Straight Line, Sum of Years Digit, Double declining, Unit of Production methods , Explain Lump sum Purchase, Revision in useful life of assets, China, Glassware, Silver, Linen, and Uniforms

**UNIT III:** Hotel & Restaurant Accounting, Explain and Prepare Hotel Income statement, Identify Revenue Departments, Prepare Chart of Accounts for Hotel, Define different Ratios

**UNIT IV:** Cash flow analysis, Explain the Activity Classification in Cash Flow Statement, Distinguish between Non cash Activity and Cash Activity, Distinguish between Two methods of Preparing Cash Flow Statement, Demonstrate the Preparation of Cash Flow Statement using Direct Method, Balance sheet and income statement analysis, Explain the Horizontal & Vertical Analysis of Financial Statements, Explain measures of evaluating Operating Performance, Define and Demonstrate Financial Ratios

**UNIT V:**Budgeting, Forecasting, Project Work- Financing Project & Working Capital Management, Explain Project Report, Budget & Forecasting, Define Term Loan and Working Capital, Demonstrate Financial Ratios – case study

**Recommended Reading**

1. Narayanswamy/ Financial Accounting – A managerial perspective, Prentice Hall of India.
2. Juneja, Chawla & Saksena – Double Entry Bookkeeping – Kalyani Publications.
3. Maheshwari & Maheshwari – An Introduction to Accountancy 5th – Vikas Publishing House. Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.
4. R.L. Gupta – Advanced – Sultan Chand & Sons.
5. S.N. Maheshwari – Principles of management accounting – XI Edition – Sultan Chand & Sons. Khan & Jain, Financial Accounting.

## Course Title: Food Production Management

Course No: BBAHM 206

Semester - 3

**Course Objectives:** The course aims at understanding the tools and techniques of bulk Indian cooking, and their application with specific reference to hospitality

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Explain the role of equipment used in the bulk kitchen.
2. Explain the concept of industrial catering in detail.
3. Explain the importance of planning in the kitchen.
4. Review the various methods for controlling the food cost and yield management.
5. Design kitchen layout and kitchen management.
6. Discuss the selection, preparation, and presentation of various appetisers.
7. Identify the various types of icing, chocolates, frozen desserts etc.
8. Discuss the importance of the Indian cuisines in the hotel menu.
9. Analyse Indian cuisines with respect to cultural, geographical and style of cooking.
10. Design Indian menus with respect to food colour, textures, and ingredients.

**UNIT I: Introduction to Quantity Production and equipments:** Equipment required for volume feeding, care and maintenance and modern developments in equipment manufacture

**UNIT II: Menu planning and volume feeding:** Types of institutional and industrial catering, menu planning for theme parties, mobile catering, problems associated, mobile catering

**UNIT III: Principles of planning quantity food, indenting and purchase:** planning principles, indenting for volume feeding, portion sizes, modifying recipes, practical difficulties while indenting, purchasing system and specifications, storage

**UNIT IV: Kitchen layout, food cost, Yield management and plate presentation:** Understand the concept of kitchen design, types of kitchens, food cost control, plate presentation

**UNIT V: Regional Indian Cuisine:** Introduction to regional Indian cuisine, factors affecting eating habits, Speciality cuisines

### Recommended Reading:

1. Practical cookery: Hodder Arnold
2. The Larousse Gastronomique

3. The Professional Chef
4. Quantity Food production operations and Indian cuisine by Parvinder bali
5. Food production operations by parvinderbali
6. Theory Of Modern Cookery - Thangam Philip

### **Practical**

#### **1. Mis en place functions**

Care, upkeep, and maintenance of equipments used in Indian cuisine

Basic methods and techniques used for preparing ingredients (Indian breakfast, Indian desserts, meats.

Basic skills of tandoor cooking

Knowledge of preparing mise-en place for different Indian cuisine

#### **2. Food production functions**

Methods of cooking and assembling dishes from various cuisines , demonstrating Chinese live preparations, pasta sauces, biryani preparations, sizzlers, kebabs, a la carte orders

#### **3. Pantry Operations**

Preparing and dispensing Indian beverages, Indian breads, and other items

#### **4. Gravies and soups**

Different Indian gravies, and Biryanis, Starters, Soups, Assorted pastries

#### **5. Breads and starters**

Different Indian breads, starters with chutneys,

#### **6. Hot range**

Dishes including sizzlers, tandoor, Chinese, pasta sauces, hot Indian desserts

Note:

- 1) Indian preparations as dals, rice and cuisine-based vegetarian and non-vegetarian included
- 2) Include fundamental and easy to assemble and serve dishes but with application of different methods of cooking

## **Course Title: Principles of Management**

Course No: BBAHM 207

Semester - 3

**Course Objectives:** To strengthen students' ability to identify what management is, to describe basic management functions, prepare for decision making and teamwork, understand planning, organising, leading, and controlling functions.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Outline the development of management theories, models, and principles
2. Describe management functions such as planning, organising, organisational design
3. Identify and apply appropriate management techniques for managing contemporary organisations; and
4. Develop an awareness of the skills, abilities, and tools needed to obtain a management job

### **UNIT I: MANAGERS AND MANAGEMENT, MANAGEMENT ENVIRONMENT:**

Who are managers, what is management, factors that reshape and redefine management and external environment and its importance, effect of organisational culture on managers.

### **UNIT II: FOUNDATIONS OF DECISION MAKING, PLANNING AND ORGANISATIONAL STRUCTURE AND DESIGN:**

Understanding steps in decision making process, Types of decisions, errors in decision making, need of planning, types of plans and issues, steps in strategic management process, key elements in organisational design, challenges

### **UNIT III:MANAGING HUMAN RESOURCES, CHANGE AND INNOVATION, FOUNDATIONS OF INDIVIDUAL BEHAVIOUR:**

Describing HR management process, performance management system, HRM issues, innovation, Role of attitude, understanding personalities, traits, and job matching

### **UNIT IV:MANAGING GROUPS AND WORK TEAMS, MOTIVATING AND REWARDING EMPLOYEES:**

Understanding stages of group development, types of work teams, motivation theories, Contemporary motivation issues.

### **UNIT V: LEADERSHIP AND TRUST, MANAGING COMMUNICATION AND INFORMATION, FOUNDATION OF CONTROL:**

What is leadership, theories, communication process, verbal and nonverbal communication, effective communication, role of technology in communication, comparing performance to planned goals

**Recommended Reading:**

1. Fundamentals of Management, Essential Concepts and Applications – Robbins, DeCenzo, Coulter
2. Management Concepts - Tim Hannagan



## Course Title: Internship (22 Weeks)

Course No: BBAHM 208

Semester - 4

### GUIDELINES ON INTERNSHIP SEMESTER & TRAINING CASE STUDY

- FOREWORD** : To be eligible to earn the BBAHM degree, a student must successfully complete a 5-month training period in a 3 star or above classified hotel. This is in addition to obtaining satisfactory academic results.
- AIM** : To conduct a comprehensive case study covering all aspects of the industry experience. This case study, to be presented in report format, needs to be structured with a concise introduction, giving an overview of the organisation. The body of the study should cover all relevant aspects of your position, the organisation, and your departments' structure. The study should conclude with a summary of your experience.
- FORMAT** : Your report should be approximately 2,500 – 3,000 words in length. It must be typewritten, line spacing 1.5, text should be single-spaced, 12-point Times New roman and justified. Margins: top & bottom = 1.0 in, left & right = 1.0 in.  
A cover sheet must also be included in the assignment and should have the following details:
- i. the name and address of the hotel
  - ii. position held, department, dates of working
  - iii. student name and number and date assignment is due
- CONTENT** : A clear outline is given on the following page.
- ASSESSMENT** : The internship training case study forms a part of your overall training assessment which will appear on your Second-year mark transcript. Three other components, are also required to be scanned and e-mailed to the Training Co-ordinator (at your college)
- i. the 3-month evaluation form
  - ii. the end of training evaluation form
  - iii. a copy of the certificate of employment
- THE TRANSCRIPT** : Provided all the requirements stated above and in the syllabus are satisfied, the mark transcript will be updated to state that the student has successfully completed the internship training period.

**DUE DATE** : The report is to be sent to the training coordinator at the conclusion of the 5 months of training. A due date will be communicated to you. You must email the report and scan the above-mentioned documents.

## **TRAINING CASE STUDY CONTENT**

### **1. INTRODUCTION**

- a. Describe the type of induction you received on arrival.
- b. Give a description of the establishment's facilities, location, and reference to ownership, using the following guidelines:
  - i. General description of the hotel/restaurant - classification, extent of service.
  - ii. Facilities - food and beverage outlets, type of restaurants, room service, banqueting and conference facilities.
  - iii. Guest rooms - number and classification, room rates and personal amenities.
  - iv. Clientele segmentation - business, leisure, domestic, international. Include a breakdown of these segments including how they varied during the training period.

### **2. DUTIES AND TASKS (your position)**

- a. Write a job description for your own position, encompassing your duties and tasks. If you received a job description upon commencement of your position, analyse it in comparison to the duties and tasks you carried out.

### **3. ORGANISATIONAL ASPECTS OF THE HOSPITALITY ESTABLISHMENT**

Select the relevant areas from the section outlined to include in your report:

- i. Give an overview of the structure of the organisation from a human resources perspective.
- ii. Identify how the establishment controls stock inventories and cash sales, and exercises security systems.
- iii. Describe the establishment's policy on the uniform worn by staff in each department and comment on the policies regarding grooming and personal appearance.
- iv. What differentiates this establishment from its competition? Focus on the products and services offered?
- v. Customer satisfaction in the department you worked in - how is this achieved?
- vi. Employee satisfaction in the department you worked in - how is this achieved?

### **4. OTHER RELEVANT ISSUES**

- a. What situations arose whilst in contact with the guest and how did you handle those that became problems?
- b. Discuss whether you encountered difficulties with language and/or culture and describe how you overcame those difficulties.
- c. Any other issues pertinent to your work experience; areas that you feel need

improvement, and why.

## 5. YOUR OWN EVALUATION

- a. Evaluate your own work behaviour and formulate suggestions as to how you could improve your performance to meet your future career objectives.
- b. Give a brief evaluation of your experience, discussing your work environment and the experience and knowledge gained.

## 6. POINTS

Use bold type for the title of each section and underline each question or sub-section.

For example:

### 1. INTRODUCTION

Induction (write your answer)

Description

- i. General description (write your answer)
- ii. Facilities (write your answer)
- iii. Guest rooms (write your answer)

and so on...

You should add exhibits of the establishment at the end of your report (e.g., menus, brochures etc)

## SOME HELPFUL TIPS & RECOMMENDATIONS

Your entry into the profession and the establishment in which you will be carrying out your internship is a major event in your career. It is therefore of vital importance to be well prepared to avoid any errors, which could affect your future.

The internship period has an explicit objective, as stated in the above assignment, which is for you to experience the reality of the work environment. From the employer's perspective you are an employee, a member of a team, from whom he/she expects total commitment on the job and to the establishment. Initially your attitude is made of expectations, curiosity, hope and goodwill, mixed with feelings of anxiety, apprehension, and loneliness.

At the start of your training period some patience is required on your part; the introduction may not be as smooth as described in this internship manual. Do not overreact immediately and make any judgement on the establishment. Instead, carefully observe what is going on and try to understand the "how and why's" by taking a low profile. Once you are integrated

and feel accepted you will be able to ask questions. Under no circumstances take the approach of **“I know it all; that is not the way to do it; that is not how we learned to do it!”** Remember you are the new person in an established system. Five months is a short period compared to the dozens of years of future professional life. Your specific objective is therefore to acquire the knowledge necessary to successfully complete your second year. Do not waste any time creating or keeping alive useless conflict situations.

Under NO circumstances are you allowed to walk out and/or break your contract, even if you encounter difficulties. You must in all cases call the college for mediation. A unilateral breach of contract on your part will automatically result in you failing the training and disqualify you from earning the BBAHM Degree.

A representative from the college will stay in contact with you during your internship period.

## Course Title: Hospitality Facilities Management & Design

Course No: BBAHM 301

Semester - 5

**Course Objectives:** This course is intended to familiarise students with the facility planning and management field. Emphasis is on understanding the different areas of responsibility of the Facility Planning and Management function in large Hotels, and how proper Facilities management and design can help the organisation achieve its fundamental business objectives.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Identify several important roles played by hospitality facilities, and state management's responsibilities regarding facility management.
2. Summarise the basic responsibilities of the facilities department and the facilities manager.
3. Describe several types of maintenance, state the goals of maintenance management systems, and describe computerised and Internet-based facilities management.
4. Identify the basic facilities-related concerns associated with guestrooms, corridors, public space areas, recreation and exterior areas, and back-of-the-house areas.
5. Describe sustainability and its role in the overall business strategy of a hospitality operation.
6. Explain how building design and maintenance affect safety.
7. List several protective measures that can help mitigate the risk of terrorist attacks.
8. Outline water usage levels and patterns in the lodging industry and describe the basic structure of water and wastewater systems.
9. Define basic lighting terms, explain how natural light can be used to meet a building's lighting needs, and describe common artificial light sources.
10. Describe laundry equipment, layout, utilities, and maintenance.
11. Identify types of hotel telephone equipment, telephone lines, and telephone services.
12. Identify and describe food preparation and cooking equipment.
13. Describe a building's roof, exterior walls, windows and doors, structural frame, foundation, elevators, parking areas, storm water drainage systems, utilities, and landscaping and grounds, along with preventive maintenance strategies and inspection tips.
14. Summarise the concept development process for food service facilities, and describe design issues in the receiving, storage, kitchen, dining room, employee, and office areas.

15. List typical reasons for renovating a hotel, summarise the life cycle of a hotel, and describe types of renovation.

**UNIT I:** Management Tools Techniques and Trends, Types of maintenance , Goals of maintenance, management systems, documents typically in a maintenance management system, preventive maintenance program, plans and specifications that may be needed for equipment repair and building renovation. Handling maintenance emergencies contract maintenance services, computerised and Internet-based facilities management, Role of the maintenance department in capital projects and renovations, facilities benchmarking,

**UNIT II:** Safety & Security Systems, Building Design Maintenance and Safety, Security and key control, Water Systems, Water for entertainment and recreation, Water conservation, Lighting Sources, Lighting Systems Design, Energy conservation opportunities, Environmental and Sustainability Management

**UNIT III:** Laundry Systems; Laundry Equipment, Landry Design, Design Factors, Laundry Maintenance, Laundry Emerging Trends

**Unit IV:** Building Structure, Finishes and Site; Exterior Building Structure, Building Interiors, Exterior Facilities Lodging Planning and Design; Describe the hotel development process, Discuss the space allocation program, -The planning and design process

**Unit V:** Renovation and Capital Projects; Introduction to Hotel Renovation, Creating the renovation plan, Implementing the renovation plan, The Construction phase

**Recommended Reading:**

1. Hospitality Facilities Management and Design, Fourth Edition – AHLEI
2. An Introduction for Facility Planners, Facility Project Managers and Facility Managers – Jonathan Lian

## **Course Title: PR & E-Marketing for Hospitality & Events**

Course No: BBAHM 302

Semester - 5

**Course Objectives:** To understand the essence of PR & E-Marketing as a practical discipline within the organisation; be aware of its functions, strategies, and particular techniques

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Identify guerrilla marketing strategies that will benefit a small hotel or an independent restaurant
2. Compare the advantages of paid marketing strategies against PR marketing
3. Plan media management tactics for medium sized hotel
4. Create a Facebook Page and plan a social media strategy for a food outlet
5. Critique a given hotel's website and recommended SEO strategies to improve the ranking of the website
6. Curate responses for positive and negative feedbacks on OTA platforms
7. Develop a yearly PR marketing strategy by integrating both online & offline strategies

### **UNIT I:**

Definition of PR, its nature, process and Public, Origin and growth of PR in the world and India, Propaganda, Public Opinion & Publicity, Public Relations: catalyst, persuasion and motivation, Communication theories & Models in Public Relations, Reputation, perception and relationship management, The PR process, Research and Planning and Evaluation, PR ethics.

**UNIT II:** PR Strategies for Small & large hotels, PR Strategies for Small & Large Restaurants, Guerrilla Marketing Strategies, Media Management for Restaurant & Hotels, Eco Friendly Practices, H R Practices for a positive public Image

**UNIT III:** Facebook page creation & management for Hotels, Instagram Page Creation & Management for Restaurants, Twitter for PR, YouTube Page creation & Management for Hospitality businesses

**UNIT IV:** Salient Features for a hotel's Website. Salient features for a Restaurant's Website, SEO practices for increasing the organic reach of a website, Paid promotions for website, Options for free promotions for a website, Use & relevance of blogs in today's world

**UNIT V:** Handling Positive & Negative feedback, Maintaining rooms inventory on OTA platforms, Creating a Yearly PR Plan & Yearly PR Budget, Integrating online & offline methods into a seamless PR plan

**Recommended Reading:**

1. Public relations for your business, Frank Jefkins, Jaico Publishing House
2. Handbook of Public Relations and Communications, Philip Lesly, Jaico Publishing House
3. Public Relation: The Profession and the Practice, Baskin Oits, Aronoff Craig, Lattimore Dan, McGraw Hill
4. This is PR- The Realities of Public Relations, Newson, Turk, Kruckeberg, Wadsworth – Thomson Learning
5. Practice of Public Relations, Fraser .P. Seitel, Prentice Hall
6. Principles of Public Relations, C. Rayendu& K.R. Balan, Himalaya



## **Course Title: Entrepreneurship**

Course No: BBAHM 303

Semester - 5

**Course Objectives:** Understand the context, concepts, theories, and process of entrepreneurship. Develop entrepreneurial opportunities and recognise the entrepreneurial potential within yourself, whether you want to start your own business or act as an entrepreneur within an existing organisation

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Identify the Entrepreneurial traits present in them
2. Generate a viable idea for a hospitality business
3. Suggest a suitable business enterprise structure for the chosen hospitality business
4. Create a Minimum Viable Product (MVP) and do real-life beta testing by collecting feedbacks from potential clients
5. Develop a marketing plan for the new business with special emphasis on product launch
6. Outline growth strategies for the proposed business
7. Integrate all the data collected to a feasibility study and create a business plan
8. Present the business plan to solicit funding for the proposed project

### **UNIT I: Introduction to Entrepreneurship & The Entrepreneurial Mindset**

Introduction to Entrepreneurship, Concept of Entrepreneurship, Role of Entrepreneurship in Economic Development, Entrepreneurship Options for a Hospitality Graduate, Difference between Entrepreneur and Intrapreneur, Future of Entrepreneurship, Introduction, Objectives, Meaning of Entrepreneur, The Skills Required to be an Entrepreneur, The Entrepreneurial Decision Process, Role Models, Mentors and Support System, Major Motives Influencing an Entrepreneur.

### **UNIT II: Identifying the Business Opportunity & Product Creation**

Introduction to Business ideas, Methods of generating ideas, Opportunity Recognition, The Opportunity in Solving a Guest or Business problems, Opportunities in Social Entrepreneurship, Objectives, Introduction, Idea Generation, Idea Screening, Concept Development & Testing, Business Analysis, Beta Testing, Technical Implementation, Product Launch.

### **UNIT III: The Small Enterprise & Business Funding**

Introduction to Small Enterprises, Classification: Characteristics & Ownership Structures, Registering your Enterprise, Prop Introduction to National state level and grass-root level

financial and non-financial institutions in support of small business development, Protection of Intellectual Property, Objectives, Introduction to National State Level and Grass-Root Level Financial and Non-Financial Institutions in Support of Small Business Development, Debt or Equity Financing, Commercial Banks, Venture Capital

#### **UNIT IV: FEASIBILITY STUDY & BUSINESS PLAN**

Introduction, Market Survey & Research, Market Feasibility, Technical Feasibility, Operational Feasibility, Financial Feasibility, Introduction to a Preliminary Business Plan, Prepare Executive Summary for the Business Plan, Resumes of the Team Member, Prepare Promotional Plan, Financial Plan, Project Appraisal

#### **UNIT V: Managing Business Growth & Exit Strategies**

The Pros and Cons of Alternative Growth Options: Internal expansion, Acquisitions and Mergers, Integration and Diversification, Franchising & Management Contract for Hospitality Businesses, Introduction to Why Businesses Fail, Contingency Plans, Exit Strategies for Entrepreneurs, Succession, Harvesting Strategy

#### **Recommended Reading:**

1. Ramachandran , Entrepreneurship Development, McGraw Hill
2. Katz , Entrepreneurship Small Business, McGraw Hill
3. Byrd Megginson, Small Business Management an Entrepreneur's Guidebook 7th ed, McGrawHill
4. Fayolle A (2007) Entrepreneurship and new value creation. Cambridge, Cambridge University Press

## **Course Title: Planning & Control for Food & Beverage Operations**

Course No: BBAHM 304

Semester - 5

**Course Objectives:** The course is based around a simulation that enables students to plan, open, operate and own their own Food and Beverage establishment. The simulation allows students to experience first-hand all aspects of real business management.

Students will be required to apply the core competencies in food and beverage management plus utilise the knowledge gained from accounting, financial management, marketing, and human resources to analyse the role of management, the utilisation and control of resources, planning and controlling operations through atmosphere and product development to meet consumer demand.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Experience "Real World" food and beverage business operations
2. Solve problems through teams
3. Experience the need for effective teamwork with persons of varied expertise
4. Compete actively with other peer operated businesses
5. Assess the impact of consumer traffic and how public perception can affect sales
6. Encourage individual creativity and risk assessment
7. Promote problem solving, financial and marketing management skills
8. Examine financial statements and bank transactions to validate operational decisions
9. Acquire on-going business acumen and owner dedication
10. Discover the strict discipline and accountability required to succeed in a hospitality business
11. Strengthen core competencies in basic accounting, inventory management, human resources, marketing, and operations management.
12. Establish competence in using online learning products and Internet resources

### **UNIT I: 1. Basics of Opening a Business**

Read the story and choose business partners; Learn the initial steps involved in opening one of eight restaurant businesses. (Pub, Café/Bistro, Themed Restaurant, Fine Dining, Night Club, Bar & Lounge, Quick Service Restaurant); Develop a one-page business plan; Start a business journal

### **2. Choosing a Business Location**

Assess geography and demographics and compare property prices to choose a suitable location to begin your business and employ strategies.

### **3. Menu Creation**

Learn the introductory science to menu creation and artistic continuity of theme - form does follow function; The finished result of this exercise will be evaluated by your peers and customers; Develop the first 20 menu items and design the menu.

**UNIT II: 4. Pricing & Structure**

Assess the correlation between charging too much or too little for menu items with respect to public perception and the effect it has on profit.

**5. Human Resources Management**

Appreciate the value of owning good management and developing good interaction and communication skills between the departments of your business; Controlling labour cost; Draw a hierarchy chart; Develop job descriptions for all positions; Create a staffing guide; Fix hourly wages for all positions; Calculate weekly labour hours and labour costs; Forecast labour cost for a year.

**UNIT III 6. Marketing & Advertisement**

Apply the basics of marketing and advertising on the public and appreciate its importance to your business; Use a full spectrum of tools to reach your target audience and broaden your customer base; Develop a marketing plan; Develop marketing collaterals

**7. Press Release**

Create a press release for immediate release; The finished result of this exercise will be evaluated by your peers and customers.

**UNIT IV: 8. Financial Management**

Operations Budgeting & CVP Analysis; Projected Profit & Loss Statement; Balance Sheet; Loan Application; The use and analysis of Ratios in restaurant business; Apply basic accounting and financial management principles to become fiscally responsible for a restaurant business.

**UNIT V: 9. Design & Layout of Food Service Facilities**

Calculate space for all functional areas in your outlet

**10. Ordering and Inventory**

Discuss the basics of product ordering and inventory control

**11. Customer flow**

Assess correlation between customer count and sales

**12. Public Perception**

Debate how public opinion denotes sales and success

**13. Problem Solving**

Troubleshoot problems with business decisions and managerial judgements.

**14. Business Competition**

Analyse how competitive business is against competition.

**15. Owner Dedication & Business Acumen**

Discuss the significance of business commitment and sound judgement.

15. Project Report

**Recommended Reading**

1. Planning and Control for Food and Beverage Operations, Niemeyer, Jack D. 9<sup>th</sup> edition

## Course Title: Rooms Division Management

Course No: BBAHM 305

Semester - 5

**Course Objectives:** Rooms division managers are faced with pressure from multiple stakeholders including property owners, brand licence holders, general managers, and other hotel operations departments. The ability to satisfy these stakeholders is dependent on key skills such as revenue and yield management, budgeting and forecasting, pricing strategies and sales techniques. Making decisions and solving problems is the key to effective Rooms Division Management.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Classify room rate categories and explain how managers establish room rates.
2. Identify issues involved with forecasting room availability and apply the ratios and formulas managers use.
3. Recognize how front office managers forecast rooms revenue and estimate expenses when budgeting for operations.
4. Illustrate the common formulas managers use to measure and manage revenues.
5. Summarise potential tactics to use in periods of high and low demand.
6. Identify the types and sizes of linen used in hotel operations and describe general care considerations and linen recycling techniques.
7. Outline factors to consider for selecting uniforms for hotel staff.
8. Identify factors to consider for planning of on-premises laundry operations for a hotel.
9. List the machines and equipment that are generally found in hotel operations.
10. Outline the steps in processing linens as they flow through on-premises laundry operations.
11. Explain why the rooms division department in a hotel depends on effective diversity management.
12. List steps of skills training and what must be accomplished in each step.

### UNIT I: Planning and Evaluating Operations

Management Functions, Establishing Room Rates, Forecasting Room Availability, Forecasting Formula, Evaluating Front Office Operations.

### UNIT II: Revenue Management

Calculation, Elements of Revenue Management, Purpose of Revenue Management, Situation Handling.

### **UNIT III: Linen Management**

Types and Characteristics of linen, purchase specification of linen items, Uniform Management Procedure, Purpose of linen control, Importance of conducting physical inventories.

### **UNIT IV: Laundry Operations**

Laundry Process, Flow of Linen, Identify equipment & chemicals, Valet Service, Laundry Floor Planning

### **UNIT V: Human Resource Management**

Process of recruiting, selecting, Hiring, and training employees, Sources of potential employees, Selecting employees.

### **Recommended Reading:**

1. Front office management in hotel, Chakravarti B.K., CBS publishers and distributors, 1999.
2. Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
3. Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.
4. Case studies in rooms operations and management, Huyton, Jeremy and Baker, Sue, Melbourne : Hospitality Press, 2001.
5. Managing Front office operations, Michael L. Kasavana, Richard M. Brooks, Educational Institute of American Hotel & Lodging Association, (EI-AH&LA, USA).
6. Housekeeping training manual, Andrews, Sudhir, New Delhi : Tata Mcgraw-Hill Publication Company, 1985. 22
7. Hotel, Hostel and hospital housekeeping, Branson, Joan C. and Lennox, Margret, London: ELST, 1988.
8. Managing Housekeeping operations, Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert, EI-AH&LA, USA.

## Course Title: Contemporary Trends

Course No. BBAHM 306

Semester - 5

**Course Objectives:** To provide knowledge on how to contextualise academic learning for job interviews, analyse the skills and knowledge that will be required within the next five years for a successful career in the hospitality industry, provide in-depth analytical knowledge needed to address key strategic developments in chosen department to ensure that a student can see what the future may look like for her/him and where they will fit within that future.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Critically evaluate a range of contemporary issues affecting your chosen department
2. Analyse personal skills and characteristics required for a successful career
3. Create contemporary resume
4. Display appropriate body language and paralanguage during interviews
5. Confidently participate in interview selection rounds

**UNIT I:** Self-Management, Self-Analysis (SWOT), Peer Evaluation of skills and characteristics, Introduction to Personality, Organisational application of personality

**UNIT II:** Introduction to Emotional Intelligence, Role of EI in the Workplace, Contemporary trends/issues that are affecting hotels/hospitality industry

**UNIT III:** Role of Body Language and Paralanguage during interviews, contemporary resume styles, video resumes, self-introduction, and ex-tempore skills

**UNIT IV:** STAR Method of answering interview questions, group interviews, group discussions during interviews,

**UNIT V:** Employment interview dossier, mock interviews

### Recommended Reading

1. Hotelier India (published monthly)
2. Food & Beverage Magazine (published monthly)
3. FHRAI Magazine (published monthly)



4. Hospitality Biz India (online news portal)

### **Course Title: Research Project**

Course No: BBAHM 307

Semester – 5 & 6

**Course Objectives:** The service economy relies on research methods techniques to cope with the intangibility of the products and an inherent customer focus. Understanding consumers' wants and needs as well as satisfaction levels is still an under-skilled and under researched area. Graduates with research skills and the ability to investigate consumer preferences are in demand by the industry. This course aims to develop the research and reporting skills of students. The course will progress from basic skills including referencing and writing literature reviews to critically analysing a range of research methodologies used by the service sector.

#### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Appreciate the importance of appropriate research to the service sector.
2. Demonstrate an ability to design, plan and defend a comprehensive research proposal.
3. Articulate a clear research question or problem and formulate a hypothesis
4. Identify and demonstrate appropriate research methodologies and know when to use them
5. Define, articulate, and use terminology, concepts, and theory in their field and know how to use them
6. Use library and other tools to search for existing body of research relevant to their topic
7. Identify and practice research ethics and responsible conduct in research
8. Work collaboratively with other researchers, using listening and communication skills
9. Reflect on their own research, identifying lessons learned, strengths, and ways to improve
10. Explain their research to others in the field and to broader audiences through research presentations

**UNIT I: 1. The nature of business and management research**

Introduction; The nature of research; The nature of business and management research; The research process

### 2. Formulating and clarifying the research topic

Introduction; Attributes of a good research topic; Generating and refining research ideas; Turning research ideas into research projects; Writing your research proposal

### 3. Critically reviewing the literature

Introduction; The critical review; Literature sources available; Planning your literature search strategy; Conducting your literature search; Obtaining and evaluating the literature; Recording the literature; Plagiarism

## **UNIT II: 4. Understanding research philosophies and approaches**

Introduction; Contents; Understanding your research philosophy: why research philosophy is important; Research approaches

### 5. Formulating the research design

Introduction; The purpose of your research; The need for a clear research strategy; Multiple methods choices – combining data collection techniques and analysis procedures; Time horizons; The credibility of research findings; The ethics of research design

### 6. Negotiating access and research ethics

Introduction; Issues associated with gaining access; Strategies to gain access; Research ethics and why you should act ethically; Ethical issues at specific stages of the research process

## **UNIT III 7. Selecting samples**

Introduction; Probability sampling; Non-probability sampling

### 8. Using secondary data

Introduction; Types of secondary data and uses in research; Locating secondary data; Advantages and disadvantages of secondary data; Evaluating secondary data sources

### 9. Collecting primary data through observation

Introduction; Participant observation: an introduction; Participant observation: researcher roles; Participant observation: data collection and analysis; Structured observation: an introduction; Structured observation: data collection and analysis

## **UNIT IV: 10. Collecting primary data using semi structured, in-depth and group interviews**

Introduction; Types of interviews and their link to the purposes of research and research strategy; When to use non-standardised (qualitative) interview; Data quality issues and preparing for the interview; Interviewing competence; Managing logistical and resource issues; Group interviews and focus groups; Telephone, Internet- and intranet-mediated interviews

### 11. Collecting primary data using questionnaires

Introduction; An overview of questionnaire techniques; Deciding what data need to be collected; Designing the questionnaire; Administering the questionnaire

## 12. Analysing quantitative data

Introduction; Preparing, inputting, and checking data; Exploring and presenting data; Describing data using statistics; Examining relationships, differences and trends using statistics

## **UNIT V: 13. Analysing qualitative data**

Introduction; Differences between qualitative and quantitative data; Preparing your data for analysis; Approaches to qualitative analysis; Types of qualitative analysis processes; Analytical aids; Deductively based analytical procedures; Inductively based analytical procedures; Using CAQDAS for qualitative analysis

## 14. Writing and presenting your project report

Introduction; Getting started with writing; Structuring your project report; Organising the project report's content; Developing an appropriate writing style; Meeting the assessment criteria; Oral presentation of the report

### **Recommended Reading**

1. Saunders, M., Lewis, P., Thornhill, A. (2009) Research methods for business students. 5th ed. Harlow, Pearson Education Limited.
2. Black, T. R. (1999) Doing Quantitative Research in the Social Sciences. Thousand Oaks, Sage Publications.
3. Clark, M., Riley, M., Wilkie, E., and Wood, R. C. (1998) Researching and Writing Dissertations in Hospitality and Tourism. London, Thompson Business Press.
4. Collis, J., and Hussey, R. (2003) Business Research: A Practical Guide for Undergraduate and Postgraduate Students. Basingstoke, Palgrave, Macmillan.
5. Fink, A. (2003) The Survey Handbook, Thousand Oaks, Sage Publications.
6. Finn, M., Elliot-White, M., and Walton, M. (2000) Tourism and Leisure Research Methods: Data Collection, Analysis, and Interpretation. Essex, Longman.
7. Holliday, A. (2002) Doing and Writing Qualitative Research, Thousand Oaks, Sage Publications.
8. Mason, J. (2003) Qualitative Researching, Thousand Oaks, Sage Publications.
9. Silverman, D. (2000) Doing Qualitative Research: A Practical Handbook. Thousand Oaks, Sage Publications.
10. Veal, A. J. (1997) Research Methods for Leisure and Tourism, a Practical Guide. London, Pitman Publishing.
11. Walliman, N. (2001) Your Research Project, A step-by-step Guide for the first timer



## Course Title: Global Tourism

Course No. BBAHM 308

Semester - 6

**Course Objectives:** To focus on the economic realities, social relations and cultural practices which are animating tourism globally today. To familiarise students with the interrelated historic, social, cultural, and political foundations of tourism sighted through the current behaviours, studies, and trends.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Identify contemporary tourism issues from a global perspective.
2. Identify various components of the tourism system.
3. Discuss how basic economic principles relate to global community-oriented tourism.
4. Discuss how basic social-cultural principles relate to global community-oriented tourism.
5. Discuss the psychological implications of tourism destination marketing practices.
6. Gain a more comprehensive understanding of culture in tourism.
7. Discuss the relationship between hosts and guests, and the role of the tourist as an agent for cultural change.
8. Demonstrate an awareness of the current challenges and develop skills for identifying industry problems and proposing solutions.

**UNIT I:** Introduction to tourism, terms related to tourism, historical extracts of Tourism, cultural & historical background of tourism in various countries, identify historical destinations, Outline the dimensions of tourism, perceptions & attitude in tourism, tourism motivators /values, social/cultural dimensions of tourism, cultural variations across different countries

**UNIT II:** The importance of international tourism, tourism data, various aspects of tourism such as Eco tourism, Geography, Ethics, etc., trends in tourism in various places across the globe, the tools of Tourism economics, economic aspects of tourism, basic components of tourism and travel services, the attractions, and resources of tourism, Describe various accommodations, transport and other terms related to travel, methods of tour planning, the stages of Tourist Development cycle

**UNIT III:** Planning of marketing for tourism products, tourism marketing evolution and business perspectives, product mix for tourism products, ways to market the product, destination marketing. Types of tourism research, process of research.

**UNIT IV:** Tourism organisations across the globe and their operations, define alternative tourism, types of alternative tourism in India and globally.

**UNIT V:** Tourism destinations in India, tourism prospects in India and its impact on Global tourism, Government's Role in Developing Tourism

**Recommended Reading:**

1. Dimensions of Tourism - Joseph D. Fridgen
2. The Globalisation of Tourism & Hospitality: A Strategic Perspective - Tim Knowles, Dimitrios Diamantis and Joudallah Bey El-Mourhabi

## Course Title: Hospitality & Tourism Law

Course No. BBAHM 309

Semester - 6

**Course Objectives:** To understand the basic principle of various Laws, Codes, rule, and regulation related to tourism/hotel administration and to assist the tourist/guests.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Describe the fundamental legal process
2. Identify how the law impacts management in the hospitality industry
3. Identify the key elements, terms and principles of contract law and apply these to hospitality cases
4. Define Torts and Negligence, identify the key elements of negligence and negligence doctrines and apply these to hospitality cases
5. Explain using examples the laws governing guests' property including how and when the principle of bailment applies
6. Explain using examples and cases the rights of the innkeeper and guest
7. Identify the laws which impact the sale of food and alcohol and apply these to hospitality cases
8. Identify the licences and regulations applicable to the marketplace for business operators

### UNIT I:

**Introduction to Contemporary Hospitality Law:** Introduction, What is Law, Principles of Hospitality Law, Sources of Law, Attributes of Law, How to Read a Case

**Legal Procedures – Journey of a Case Through the Courts:** The Parties and Proof, Commencing the Lawsuit, Pre-trial Procedure, The Trial, Appeal, Alternative Dispute Resolution, Interpreting a Case Citation

**Civil Rights and Hospitality Issues:** The Civil Rights Act of 1964, Enforcing the Act, Exempt, Establishments, Extending Civil Rights Protection, Rights of Proprietors

### UNIT II:

**Contract Law and Hospitality Industry:**The elements of a Contract, Ambiguous terms / Trade Usage, Contracts formed on Internet, Breach of Contract, Contracting for a room, Overbooking and Breach of Reservation contract, Catering and convention contracts

**Negligence:**Negligence, Negligence Doctrines Generally Favouring the Plaintiff , Negligence Doctrines generally favouring the Defendants

**Negligence and Hospitality Practices:**Duty owed Guests in a Hotel Room, Duty Owed Guests and others in a Public Area, Duty Owed Guests in Restaurants and Dining Room, Duty owed Guests outside,

Duty owed guests in swimming area

#### **UNIT III:**

**Guests and Other Patrons:**Who is a Guest, Intent of Parties, Guests' Illegal Acts, Termination of a Guest-Innkeeper Relationship, Landlord-Tenant Relationship

**Protecting Patrons' Property:**Risks to property in a hotel, Limited Liability, Clothes and other personal property, Hotel's negligence, Liability during check-in & check-out, Bailment

**Rights of Innkeeper:**Rights to exclude Non-Guests, Refusing Lodging to a would-be Guest Selecting & Changing a Guest's Accommodation, Evicting a Guest, Refusing a Diner, Statutory protection for a Innkeeper

#### **UNIT IV:**

**Guests' Rights:**Right to occupy assigned room, Right to privacy in guest room, Protection against illegal searches, Protection against insults, Protection against false arrest, Protection against credit card fraud, Rights concerning rates and fees, Proper handling of Mail, Packages and Correspondence

**Liability and the Sale of Food:**Adulterated food, False food chains, Smoking restrictions, Safety concerns particular to food preparation

**Liability and the sale of Alcohol:**Alcoholic Beverages and the Hospitality Industry, Alcohol Vendors' Liability under Common Law, Alcohol Greatly increases under Dram Shop Acts, Liquor Liability Insurance, Strategies to avoid liability, Miscellaneous liquor regulations, Sexually Explicit Entertainment

#### **UNIT V:**

**Travel Agents and Airlines – Rights and Liabilities:** Makeup of the Travel Industry, Remedies for small damages, The rights of the traveller, Special Rights of the Airlines, Rights of Airline Captains, Overbooking, Additional Legal issues involving Airlines, Liabilities of Travel agents and Charter tour companies, Rental cars

**Employment:**Fair labour standards Act, Illegal job discrimination, Americans with Disabilities Act, Mandatory verification of employment status, Resume Fraud, Occupational Safety and Health Administration, Unions, Emerging issues in Employment Law

**Specialised Destinations – Casinos, Theme Parks, Spas and Condominium Hotels:**A short history of Gambling, Gaming Issues, Contracts and Gambling debts, Torts involving casinos, Internet Gambling, Theme Parks, Hotel Spas, Condominium Hotels

**Regulation and Licensing:** Regulation of the marketplace, Franchising, Regulation of hotel and restaurant internal affairs, Licensing and Zoning

#### **Recommended Reading**

1. Understanding Hospitality Law Jack P. Jefferies 4<sup>th</sup> Edition 2003
2. Principle of Hospitality Law Michael Boella 4<sup>th</sup> Edition 2004
3. Legal Aspects of Hospitality Management John E.H: Sherry 3<sup>rd</sup> edition 2002



4. Hospitality Law “Managing Legal Issues in the Hospitality Industry”. Stephen Barth 3<sup>rd</sup> edition 2001
5. Food & Beverages and Law of Liability Thomas Trodios 3<sup>rd</sup> edition 2004
6. Introduction to Managerial Law in Hospitality Establishments. Robert Fouel 5<sup>th</sup> edition 2003
7. Legal Aspects for Hospitality and Travel – Tourism Industry Dr. Atul Bansal

## Course Title: Banquets & Events

Course No: BBAHM 310

Semester - 6

**Course Objectives:** To familiarise the students with basic concepts and current issues related to banquets and event management.

### Learning Outcomes:

On successful completion of the course students will be able to:

1. Effectively communicate their understanding of an event and the meaning of event management.
2. Critically examine stakeholders of events, their importance, and ways to satisfy them.
3. Identify the steps in event management including critical path theory
4. Demonstrate effective group management and functionality
5. Successfully plan, organise, lead, and control an event

### Unit I : Introduction to Banquets & Events

Introduction to Banquets, Types of Banquets, Banquet Department Functions, Banqueting Staff, Modern Banquet and Meeting Trends, Types of Events, The team During an Event, Characteristics of Events, Structure of Demands of Events, 5 Cs of Event Planning, Trends in Event Industry, Wedding Management, Exhibition & Trade Shows

### Unit II : Banquet Hall & Meeting Setups

Types of Function Rooms, Meeting Room Plans, Meeting Rooms Setups, Breakdown of Function Rooms, Monitoring Function Room Usage, , In-house Equipment vs. Outsourcing Audio-visual Equipment, Types of Audio-visual equipment, Size & Space calculations for Equipment, Charging for Audio-visual, Signs & Notices

### Unit III : Food & Beverage Service in Banquets and Events

Menus Offered by Banquets, Basic Menu Criteria, Pricing Banqueting Menus, Banquet Beverage Menus, Banquet Bar/Beverage Pricing, Food Service Trends, Profits Through F&B, Types of Food Functions, Types of Food Service, Types of Beverage Service, Staff Scheduling for Food & Beverage Service, Control Procedures.

### Unit IV : Event Sponsorship, Marketing & Billing

Master Account, Individual Account, Types of Banquet Charges, Time of Payment, Guest Credit Arrangements, Post Convention Review, Final Bill Reconciliation, Benefits of Sponsorship, Growth of Sponsorship, Types of Sponsorship, Identifying an appropriate

sponsor, Sponsorship servicing Cost, Negotiations with Sponsor, Sponsorship Proposal letter, Effect of Sponsorship on Event Budget, The Event Product Mix, Role of the Internet in Product Creation, Event Pricing Strategies, Ticketed vs Free Entry, Event Ticket Distribution, Event Promotion Mix, Planned Messages vs Unplanned Messages, Target Marketing for Events

### **Unit V : Event Logistics**

Introduction to Elements of Logistics, Supply, Transport, Flow Control, Information Network, Parking Management, Waste Management, Safety/Emergency Procedures, VIP & Media Requirements, Critical Path Flow, Prepare a complete Logistic Plan using a Gantt Chart

### **Recommended Reading:**

1. Event Management – By Glenn Bowdin, Ian McDonnell, Johnny Allen & William O’toole
2. Event Planning & Management– By Diwakar SharmaSuccessful Event Management – By Anton Shone & Bryn Parry
3. Event Planning Business – By Cindy Lemaire & Mardy Foster
4. The Banquet Business



## **Course Title: Managing Hospitality Human Resources**

Course No. BBAHM 311

Semester - 6

**Course Objectives:** Know the theoretical aspects and practical applications of human resources leadership in the hospitality industry; identify the functions of hospitality human resources leadership; and understand the purpose of the human resources department in the hospitality industry.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Describe the main functions of the human resources department.
2. Review the employment laws and analyse methods for planning human resource needs of a hospitality operation.
3. Develop effective strategies for recruiting and selecting hospitality employees.
4. Describe and participate in effective training activities.
5. Compare and analyse performance evaluation methods.
6. Define and articulate the theories and principles of employee motivation, discipline, team building, employee dismissal and ethical issues.
7. Describe alternative methods of setting up compensation and benefits programs.
8. Review legislation affecting labour relations and current issues affecting labour unions.
9. Review diversity issues facing human resources management.
10. Identify the characteristics and ethical challenges of leaders and managers

**UNIT I:** Job Analysis & Job Design, differentiate between job descriptions and job specifications, explain the functions of job design, the importance of a staffing guide, apply trend line and moving average techniques to forecast business volume and labour needs, techniques managers use to forecast the internal supply of labour for hospitality operations, the advantages and disadvantages of internal recruiting and external recruiting, recruitment interviews, functions of a computer based HRIS, importance of the selection process, application forms and pre-employment tests as selection tools, types of selection errors and biases managers must overcome when interviewing job applicants, assess the strengths and weaknesses of different interview types

**UNIT II:** Purpose of an orientation program, general and specific job orientation, purpose of socialisation program, specific socialisation strategies, stages of the training cycle, how training needs assessment is developed and conducted, types of training methods,

implementation and evaluation of training programs and activities, functions of performance appraisals, characteristics of effective performance appraisals, commonly used rating systems

**UNIT III:** Major influences on compensation plans, process theories of motivation and their application to compensation plans, steps for establishing pay structures, issues in compensation administration, the characteristics and advantages of effective incentive programs, general categories of employee benefits, factors to consider when developing benefit plans

**UNIT IV:** Reasons why employees join unions, types of unions, common economic and non-economic reasons behind bargaining, preparation for collective bargaining, mediation, and arbitration and how they may affect negotiation, major sources of employee grievances, typical grievance procedures, preventing grievances

**UNIT V:** Hospitality industry's turnover problem, the costs of turnover, five causes of turnover, methods for reducing turnover. Approaches to employee discipline, appropriate use of discharge in an employee discipline program, effective exit interview system. Approaches to social responsibility, ways in which hospitality companies assess and address social responsibility issues, key factors in implementing business ethics programs, and how to assess whether behaviours are ethical.

**Recommended Reading:**

1. Managing Hospitality Human Resources, Woods, Robert H, Educational Institute AH&LA, third edition and fifth edition
2. Supervision in the Hospitality Industry, Walker, John R and Miller, Jack E, John Wiley & Sons

## Course Title: Culinary Trends and Gastronomy

Course No: BBAHM 312

Semester - 6

**Course Objectives:** Demonstrate a full understanding and evaluate applied theories and concepts in relation to gastronomy; Critically evaluate the cultural and social dimensions of global food related trends; Analyse and apply the concept of sustainable food sourcing in the context of the gastronomy display.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Demonstrate a full understanding of and evaluate applied theories and concepts in relation to gastronomy.
2. Critically evaluate the cultural and social dimensions of global food related trends.
3. Analyse the concept of sustainable food sourcing in the context of the gastronomy industry.

**UNIT I:Introduction New Culinary Trends:** Forecasting, Research, and development of Gastronomy Trends around the world. Exploring food from hunter gatherer to early farmer to modern cuisine

**UNIT II: Trends in Agriculture and Ingredients:** Introduction of new agriculture methods and suitable use of ingredients in daily culinary practice.

**UNIT III: Trend in cooking and world Cuisines:** Introduction of new cooking method and its plate presentation, Introduction of world cuisines and fusion cuisine.

**UNIT IV:Trends in dining and food trucks:** Introduction and innovations of dining trends, Food trucks or kiosks application and sustainable way of application.

**UNIT V:Trends of Ethnic food and customer experience:** Evolution of Indian cuisine in Global market, Innovation in Customers eating habits and applying new Gastronomy food experience.

### **Practical**

Developing menu, indenting, gathering ingredients from local, plate presentation and costing.

Application of World cuisine, farm to table, pop-up, old or rare recipes, tasting menu etc. as events.

**Recommended Reading:**

1. Kittler, P.G. and Sucher, K.P. (1999) *Cultural foods: Traditions and trends*. Belmont, CA, United States: Wadsworth/Thompson Learning.
2. Issenberg, S. (2007) *The sushi economy: Globalisation and the making of a modern delicacy*. New York, NY: Gotham Books.
3. Miller, R.K., & Associates. (2014) *Restaurant, Food & Beverage Market Research Handbook 2014-2015 (Vol 15)*. Loganville, GA: Author
4. Sax, D. (2014) *The tastemakers: Why we're crazy for cupcakes but fed up with fondue (plus baconomics, superfoods, and other secrets from the world of food trends)*. Santa Barbara, CA, United States: PublicAffairs, U.S.

**Websites:**

Baum + Whiteman, [www.baumwhiteman.com](http://www.baumwhiteman.com)

Food Navigator, <http://www.foodnavigator.com/>

Mintel, <http://www.mintel.com/>

National Restaurant Association Website, <http://www.restaurant.org/>



## **Course Title: Sustainability in Hospitality Industry**

Course No: BBAHM 313

Semester – 6

### **Course Objectives:**

Sustainability is one of the single most important global issues facing the world. A clear understanding of the issues surrounding climate change, global warming, air and water pollution, ozone depletion, deforestation, the loss of biodiversity and global poverty is essential for every future manager in the hospitality industry. Present and future hospitality executives need to know how sustainable management systems can be integrated into their businesses while maintaining and hopefully improving the bottom line.

### **Learning Outcomes:**

On successful completion of the course students will be able to:

1. Understand the role of sustainability in connection to hospitality and tourism development
2. Identify practices in energy efficiency, waste management, and water conservation.
3. Discuss eco-design in relation to sustainable restaurants and hotels.
4. Analyse sustainable technology, marketing, and financial management
5. Understand consumerism and its impact on sustainable tourism.
6. Demonstrate sustainable corporate and social responsibility practices.
7. Exhibit the understanding of cost analysis and budget projections for a sustainable business concept.
8. Establish the creation of a sustainability plan for a tourism-based business

### **UNIT I:**

1. The rationale for sustainable development: the environment, the people, the economy
2. Sustainable development in the hospitality industry
3. Energy Efficiency

### **UNIT II:**

4. Waste management
5. Water conservation
6. Eco-design in hospitality architecture

### **UNIT III**

7. Food Security
8. Sustainable food issues and food sourcing

9. Sustainable food and beverage management

**UNIT IV:**

10. Green marketing and branding

11. Consumer typology and behaviour

12. Corporate Social Enterprises

**UNIT V:**

13. Hospitality industry environmental management systems

14. Certification processes and eco-labels

15. Financing, investing, measuring, and accounting in sustainable hospitality

**Recommended Reading**

4. Sustainability in the Hospitality Industry: Principles of Sustainable Operations 2e - Phillip Solan, Willy Legrand & Joseph S. Chen

5. Hotel Sustainable Development: Principles and Practices - Herve Houdre, A J Singh.

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**Annexures**

Annexure 1

**(FORMAT FOR MEDICAL CERTIFICATE)**

**Certificate**

Certified that I have in general and also in regard to following infectious diseases examined Mr./Ms \_\_\_\_\_ (whose signature is given below) Son/Daughter of \_\_\_\_\_; Resident of \_\_\_\_\_.

Disease      Finding

- a. Infectious skin diseases
- b. Psoriasis Foliate
- c. Tuberculosis
- d. Trachoma
- e. Venereal diseases
- f. HIV

and find that he/she is not suffering from any of the above diseases.

I also certify that after examination I find that Mr./Ms. \_\_\_\_\_ is fit to undergo course of study in Hotel Management.

-----  
(Signature of Candidate)

-----  
(Signature of Medical Practitioner)

Seal \_\_\_\_\_

Registration No: \_\_\_\_\_

## Annexure 2

### Shri Govind Guru University

<b>Program</b>	<b>: BBA-Hotel Management</b>	<b>Program Code: BBA-HM</b>
<b>Course Code</b>	<b>:</b>	<b>Max. Marks : 70</b>
<b>Course Title</b>	<b>:</b>	<b>Duration :</b>
<b>Date</b>	<b>:</b>	<b>Time :</b>

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#### Section A

**Answer the following (any three) (30)**

- 1.
- 2.
- 3.
- 4.
- 5.

#### Section B

**Answer the following (any four) (20)**

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

**Section C**

**A. MCQ (2x5)**

**(10)**

- 1.
- 2.
- 3.
- 4.
- 5.

**B. Do as Directed (2x5)**

**(10)**

- 1.
- 2.
- 3.
- 4.
- 5.

