

# Ordinance No. V-122(B)

Date of Academic Council Meeting : 29 December, 2023  
Date of Executive Council Meeting : 22 July, 2024

## Bachelor of Vocational Course in Hospitality & Tourism

(B.Voc in Hospitality & Tourism)



College of Hotel Management  
Faculty of Management and Commerce

SWAMI VIVEKANAND SUBHARTI UNIVERSITY,  
MEERUT

*[Signature]*  
Head of the Institution  
Bhikaji Cama Subharti Institute of Hotel Management  
S.V.S.U., MEERUT

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## SYLLABUS

<b>Environmental Science</b>			<b>Course Code: BVH 101</b>
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The course aims to establish the importance of environmental issues. It provides insight on Environment Management in Hospitality Industry. It also helps students to understand the benefits of Eco-friendly practices to have a sustainable environment in daily operations of hotel.
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Course Outline	Topic	Hours	
		Lecture	Tutorial
<b>Unit 1</b>	<b>Environmental studies</b> – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over-exploitation/over-utilization of various resources and consequences; role of an individual in conservation of natural resources; equitable use of resources for sustainable lifestyles	12	4
<b>Unit 2</b>	<b>Ecosystems</b> – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems <b>Environmental Pollution</b> – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an individual in prevention of pollution	12	4
<b>Unit 3</b>	<b>Social issues and the environment</b> – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust; Wasteland reclamation, consumerism and waste products	12	4
<b>Unit 4</b>	<b>Environmental legislation</b> – Environment Protection Act. Air (prevention and control of pollution) Act. Water (prevention and control of pollution) Act, Wildlife Protection Act, Forest Conservation Act	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>

<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi</li> <li>• Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers</li> <li>• Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi</li> <li>• Ubaroi, N.K., Environment Management, Excel Books, New Delhi.</li> </ul>
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<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving.</li> <li>2. Appreciate key concepts from economic, political, and social analysis as</li> </ol>
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	<p>they pertain to the design and evaluation of environmental policies and institutions.</p> <ol style="list-style-type: none"> <li>3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems.</li> <li>4. Appreciate that one can apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes.</li> <li>5. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.</li> </ol>
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<b>Communication Skills- I</b>			<b>Course Code: BVH 102</b>
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	Communication is an essential life skill, and a professional pre-requisite in the hospitality industry. This course provides theoretical inputs backed with practice sessions, in order to communicate effectively. The course aims at enhancing listening, speaking, reading and writing skills.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Communication and its types:</b> Introduction, definitions, Process of communication, types of Communication, upward, downward, horizontal, Vertical and diagonal, verbal, nonverbal and oral and written Interpersonal communication – one way/ two way, Mediums of communication	12	4
<b>Unit 2</b>	<b>Communication:</b> Seven C's of effective communication, ethical context of communication. Aids and Barriers to Communication, Reading skills, listening skills: Need and importance, types of listening.	12	4
<b>Unit 3</b>	<b>Oral Communication Skills:</b> Advantages and disadvantages, suitability (when and where to use), Articulation and delivery, drafting a speech, presentations, Personal grooming, Introducing Yourself, telephone etiquettes, persuasive speaking, communication in hospitality field.	12	4
<b>Unit 4</b>	<b>Pronunciation &amp; Body language:</b> pronunciation, stress, invocation, rhythm, greeting, handshakes, some polite expressions, apologies, remarks, etiquette and manners, gestures.	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Murphy, Herta A., Herbert W. Hildebrandt and Jane P. Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi.</li> <li>• Konera Arun, Professional Communication, Tata McGraw Hill, New Delhi.</li> <li>• McGrath, E. H., Basic Managerial Skills for All, PHI, New Delhi.</li> <li>• Meenakshi Raman and Parkash Singh, Business Communication, Oxford University Press, New Delhi.</li> <li>• Communication Skills – B.V. Pathak</li> </ul>		
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Discuss features and process of communication</li> <li>2. Classify various types of communication</li> <li>3. Solve barriers to effective communication</li> <li>4. Assess their written communication skills</li> <li>5. Evaluate their oral communication</li> </ol>		

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<b>Food Production – I</b>			<b>Course Code: BVH 103</b>
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The objective of this course is to give an introduction to kitchen with all the basic requirements to work in a professional kitchen. This course aims to prepare the students to cater to the needs of the industry. It would inculcate in them sound knowledge of the principles of Food Production so that they can be put to use in an efficient & effective way.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Cooking:</b> - Introduction, Definition, and its importance. <b>Hygiene:</b> introduction, importance and types. Qualities of F & B production employees <b>Handling kitchen accidents</b> e.g. burn cuts, fractures and Heart attack. <b>Fire:</b> Introduction, Types and how to extinguish different types of fire.	12	4
<b>Unit 2</b>	<b>Ingredients used in cooking- I:</b> Cereals and Grains, Fruits and Vegetables, and Sweeteners'-Types, Purchasing and Storing considerations. <b>Ingredients used in cooking- II:</b> Egg, Milk and Milk Products, Salt and Oil & Fat- Introduction, Types, Purchasing and Storing considerations.	12	4
<b>Unit 3</b>	<b>Methods of Cooking:</b> - Introduction, Definition, and its importance; Types- Baking, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Peeling, Roasting, Frying, Sautéing, Braising Cooking with Microwave, Ovens, Gas, Induction Plates and other such media. HACCP Standards and Professional Kitchens	12	4
<b>Unit 4</b>	<b>Commodities and their usage in Indian Kitchens:</b> Introduction, Souring Agents, Coloring Agents, Thickening Agents, Flavoring and Aromatic Agents, Spicing Agents in Indian Kitchens.	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• The Professional Chef (4th Edition) By Le Rol A. Polson</li> <li>• The Professional Pastry Chef, Forth Edition By Bo Friberg Publisher: Wiley &amp; Sons INC</li> <li>• Theory of Catering By Kinton &amp; Cessarani</li> <li>• Theory of Cookery By K Arora, Publisher: Frank Brothers</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Describe aims and objectives of cooking, duties and responsibilities of kitchen personnel.</li> <li>2. Classify different kitchen equipment and fuel with their usage.</li> <li>3. Differentiate various methods of cooking.</li> <li>4. Categorize different types of ingredients while preparing menu.</li> <li>5. Organize themselves as per kitchen standards and practice safety measures.</li> </ol>		

<b>Food Production -I (Practical)</b>			<b>Course Code : BVH 103P</b>
Semester : I	L/T/P (Per week)	0/0/8	Credits : 04

<b>Objective</b>	This course enables students to familiarize with kitchen and prepare very basic items used in different cuisines.
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Course Outline	Topic	Practical Hours
	Proper usage of a kitchen knife and hand tools Understanding the usage of small equipments Familiarization, identification of commonly used raw material Basic hygiene practices to be observed in the Kitchen First aid for cuts & burns.	16
	<b>EGG COOKERY:</b> Preparation of: (i) Hard & soft boiled eggs (ii) Fried eggs. (iii) Poached eggs (iv) Scrambled eggs. (v) Omelet's (Plain, Spanish, Stuffed)	24
	<b>PREPARATION OF VEGETABLES:</b> (i) Cuts of vegetables: Julienne, Jardinière, Dices, Cubes, Macedoine, Paysanne, Shredding, Concasse Mirepoix. (ii) Blanching of Tomatoes and Capsicum. (iii) Cooking vegetables: Boiling (potatoes, peas), Frying (Aubergine, Potatoes), Steaming (Cabbage) Braising (Potatoes), Braising (Onions, cabbage)	24
	<b>RICE &amp; PULSES COOKING :</b> (i) Identification of types of rice varieties & pulses. (ii) Simple preparation of (a) Boiled rice (Draining & absorption) Method. (iii) Fried rice. (iv) Simple dal preparation (v) Wheat, products like making chapattis, parathas, phulkas, Kulchas & puris.	32
	<b>INDIAN BREAKFAST:</b> Preparation of Puri/ Bhaji, Allo Paratha, Chola Bhatura.	24
<b>Total Hours</b>		<b>120</b>
<b>Course Outcome</b>	At the end of the course the students would be able to: 1. Demonstrate food pre- preparation and cooking methods. 2. Illustrate different methods of mixing 3. Develop basic Indian menu 4. Prepare continental dishes	

Food & Beverage Service- I			Course Code: BVH 104
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

Objective	This course gives an over view of Food & beverage industry in India & abroad with reference to its history and importance in current economy along with familiarization with Food service equipments and services		
Course Outline	Topic	Hours	
		Lecture	Tutorial
<b>Unit 1</b>	<b>Food and Beverage Services</b> Introduction, Concept, and Classification of Catering establishments, their importance; Personal Hygiene, Uniform & Grooming Standards, F&B Service Outlets & Familiarization, Hierarchy of F&B Service Department, F&B Service Brigade,	12	4
<b>Unit 2</b>	<b>Staffing</b> Modern Staffing in various hotels, Duties & Responsibilities of various employees in F&B Service, their attributes; coordination of F&B Service with other departments. <b>Food Service Equipments</b> Food Service Equipments, Classification, Description, Usage, Upkeep and Storage, Food Service Tools, Their Usage, Care & Maintenance, Side Stations, Safety	12	4

	Procedures, Fuel – Types, Usage and Precautions while Food Service		
<b>Unit 3</b>	<b>Food Service - I</b> Table Crockery, Cutlery, Glassware, Condiments, Sweeteners, Menu – Concept, Classification, Types, Menu Planning, Menu Designs, Presenting of Menu, Layout of Table, Receiving and Greeting the Guests.	12	4
<b>Unit 4</b>	<b>Food Service - II</b> Introduction, Classification of Services, Usage and Service Methods, Preparation for Services, Mise-en-place and Mise-en-scene, Method and procedure of taking a guest order.	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Food &amp; Beverage Service – Dennis R.Lillicrap. &amp; John A. Cousins. Publisher: ELBS</li> <li>• Food &amp; Beverage Service Management – Brian Varghese</li> <li>• Food &amp; Beverage Service – Vijay Dhawan</li> <li>• Food &amp; Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill.</li> <li>• Food &amp; Beverage Service Lillicrap&amp; Cousins, ELBS</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Summarize various catering establishments</li> <li>2. Identify various equipment and linen used in F&amp;B Service and their uses</li> <li>3. Design organizational structure and relate F&amp;B Service department with other department of hotel</li> <li>4. Distinguish different types of service</li> <li>5. Apply billing methods and its measures</li> </ol>		

<b>Food &amp; Beverage Service- I (Practical)</b>			<b>Course Code : BVH 104P</b>
Semester : I	L/T/P (Per week)	0/0/4	Credits : 02

<b>Objective</b>	This course introduces student to various catering institutions and the equipments and tools frequently used along with French classical & other operational menu along with their implementation in food and beverage industry keeping in mind various styles of service & techniques in trend.	
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>
	<ul style="list-style-type: none"> <li>• Understanding Personal Hygiene &amp; Food Service Hygiene</li> <li>• Grooming for Professional Food Service – Do's &amp; Don'ts</li> </ul>	8
	<ul style="list-style-type: none"> <li>• Understanding Food Service Outlets.</li> <li>• Familiarization with Food Service equipments and tools</li> </ul>	12
	<ul style="list-style-type: none"> <li>• Fuels –Their usage and precautions while dealing with them in F&amp;B Outlets</li> <li>• Handling Fire and Emergency Procedures</li> </ul>	12
	<ul style="list-style-type: none"> <li>• Familiarization, identification of crockery, cutlery, hollowware, flatware and tableware in F&amp;B Outlets</li> <li>• Services of Soups (Minestrone, Consommés, Cream Soups, Puree Soups, Clear Soups, Bisques,</li> </ul>	16
	<ul style="list-style-type: none"> <li>• Cold Soups, Chowders and others)</li> <li>• Understanding Service Methods, setting up of Side Station, Table Layouts, Napkin Folding and Presenting Menus</li> </ul>	12
<b>Total Hours</b>		<b>60</b>

<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Recognize different napkins folds</li> <li>2. Demonstrate different table layouts</li> <li>3. Perform restaurant service etiquettes and rules to be observed while waiting at the table</li> <li>4. Handle service gear and other equipments</li> <li>5. Demonstrate various types of service</li> </ol>
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<b>Tourism Organization :Travel Agency, Tour Operator</b>			<b>Course Code: BVH 105</b>
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	Travel & Tourism industry has witnessed a rapid growth in recent years. It includes varied constituents ranging from tourist, to local population to government and non-government organizations. This course aims to acquaint the students to all aspects of Tourism Industry. The student will gain the preliminary knowledge of the role of a travel agent and understand the career opportunities available in this field.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Travel Organization</b> <ul style="list-style-type: none"> <li>• Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA</li> <li>• Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI and any onesuccessful travel agency of Assam/ NE India</li> </ul>	12	4
<b>Unit 2</b>	<b>Understanding of Travel Agency and Tour Operator</b> <ul style="list-style-type: none"> <li>• Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations</li> <li>• Genesis and growth of travel agency and tour operator business</li> <li>• Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc.</li> <li>• Functions of tour operators: Negotiation and liasoning with principles, tour package formulation, pre-tour arrangements, tour operations an d post-tour management</li> <li>• Source of income of travel agency and tour operator: commission, service charges andmark up on tours</li> </ul>	15	5
<b>Unit 3</b>	<b>Approval, Travel Formalities</b> <ul style="list-style-type: none"> <li>• Entrepreneurship and tourism</li> <li>• Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry</li> <li>• Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA)</li> <li>• Travel Formalities: Passport, Visa and Health Regulation along with travel documentsrequired for visiting NE region of India: Restricted Area Permit (RAP) and Inner LinePermit (ILP)</li> </ul>	12	4
<b>Unit 4</b>	<b>Tour Package Designing</b> <ul style="list-style-type: none"> <li>• Tour Packaging: definition, types and designing a</li> </ul>	6	2

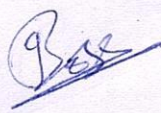


	tour package; Tourist Guide:definition, types, duties and responsibilities		
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi</li> <li>• Bhattacharaya, P. (2004): Tourism in Assam, Trends and Potentialities, BaniMandirMMC Bhawan, Ghy-3</li> <li>• Mandal, V.K (2008): Travel and Transport Agency, Cyber Tech Publication, AnsariRoad, Daryaganj, New Delhi</li> <li>• Negi, J.(1998) : Travel Agency &amp; Tour Operation, concept and Principles, KanishkaPublishers, Distributors, New Delhi -02</li> <li>• Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi -02</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Recognize different Travel Organization</li> <li>2. Differentiate between travel agent and travel operator</li> <li>3. Identify various travel formalities</li> <li>4. Design tour packages</li> </ol>		

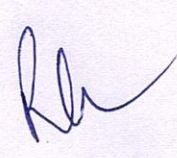
<b>Tourism Resources of India</b>			<b>Course Code: BVH 106</b>
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	This course aims to acquaint the students to all aspects of Tourism Industry. The student will gain the preliminary knowledge of the role of a travel agent and understand the career opportunities available in this field.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Knowledge of history and its importance in tourism</b> <ul style="list-style-type: none"> <li>• Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity.</li> <li>• British rule and genesis of modern tourism in India</li> </ul>	6	2
<b>Unit 2</b>	<b>Historical, Cultural and Religious tourism resources of India</b> <ul style="list-style-type: none"> <li>• Art and architecture of tourism significance</li> <li>• World Heritage monuments and other prominent monuments of India</li> <li>• Cultural tourism resources: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural</li> <li>• Religious tourism resources: Major religions of India- Hinduism. Islam, Christian, Buddhism, Sikhism and Jainism and study of the famous shrines/centers of the major religions of India</li> </ul>	12	4
<b>Unit 3</b>	<b>Natural tourism resources of India</b> <ul style="list-style-type: none"> <li>• Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India</li> <li>• Major hill stations, Islands, river and river islands of India</li> <li>• Important sea Beaches of India - Mumbai, Puri, Goa, Chennai, Trivandrum and Kerela.</li> <li>• Adventure Sports: Existing trends and places of importance for Land based, water based and aero</li> </ul>	12	4

	based adventure sports of India		
<b>Unit 4</b>	<b>Catalyst of Tourism Development in India</b> <ul style="list-style-type: none"> <li>• Tourism promotional festivals of India</li> <li>• Museum and art galleries of India</li> <li>• Tourist Trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India.</li> <li>• Important tourism Circuits- Golden triangle - Delhi, Agra and Jaipur, Southern triangle - Mahabalipuram, Kanchipuram and Madurai, Buddhist circuit - Lumbinie, Bodhgaya, Sarnath and Kushinagpur and Green triangle - Guwahati, Shillong and Kaziranga, Bhubaneswar, Puri-Konark</li> <li>• Important hotel chains in India</li> </ul>	15	5
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Acharya, R. (1986): Tourism &amp; Cultural Heritage of India, ROSA Publication, Jaipur</li> <li>• Harle, J.C. ( ): The Art and Architecture of Indian Sub Continent</li> <li>• Hussain, A.A. (1987) : The national culture of India, National Book Trust, New Delhi</li> <li>• Jacob, R., Joseph, S., Philip, A. (2007): Indian Tourism Practices, Abhijit Publications</li> <li>• Percy, B. ( ): Indian Architecture – Hindu and Buddhist Period</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Identify and examine the nature of the tourist product.</li> <li>2. Outline the dimensions of travel, analyse influences on tourism demand.</li> <li>3. Outline and communicate the history of tourism.</li> <li>4. Identify and reflect on the factors that motivate tourist travel and aid their selection of a travel destination.</li> </ol>		

## RASHTRA BODH



<b>Information Technologies Tools and its Application</b>			<b>Course Code: BVH 201</b>
Semester : II	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The subject aims to give a basic knowledge about Computers and its operations. It enables students to operate Computers and its allied Hardware and Software. It also gives insight in Internet, Email and other social media.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Introduction to Computers, Operating System, Windows &amp; its Utilities</b> Computer system components, Input devices, Output devices, storage, devices, computer storage elements, types of computer, Applications of computers, advantages of using computer. Operating System: Introduction to operating system, Types of User Interfaces, Functions of Operating Systems Types of Operating Systems, Booting Process, Introduction to Windows, features of Windows, various versions, Components Of Windows Internet and Outlook : Internet and intranet , Most popular internet services, Functions of Internet like email, WWW, FTP, Usenet, IRC, instant, messaging, Managing emails, Using address book, Working with task list, Scheduling appointments.	12	4
<b>Unit 2</b>	<b>MS Word</b> MS Word: Creating, navigating and editing Word documents, Formatting text of a document, Formatting , viewing and printing a document, Inserting and removing page breaks, Insert Header and footers, Viewing a document, Page set up of a document, Printing a document, Working with tables and graphics, Working with objects, Mail merge and labels, Spelling and grammar tools, Autocorrect, Auto text, Auto format, Inserting endnotes and footnotes, Working with columns, Inserting comments, Creating index and tables from the content of document, Counting words, Macros, Saving document with passwords.	12	4
<b>Unit 3</b>	<b>MS Excel</b> Introduction To Excel, Concept of workbook, worksheet, workspace, Types of data, Formatting workbook, Sorting Data Advanced Excel , Data validation, Data filter (Auto & Advance), Charts, What if analysis, Protecting Worksheet.	9	3
<b>Unit 4</b>	<b>MS PowerPoint</b> Creating , browsing & saving Presentation, Editing & formatting slides, Linking multiple slides using hyperlinks and advance buttons, Using slide layouts, Adding notes to the slides, Editing and formatting slides, Working with slide masters, Inserting objects on the slide, Animating objects, Slide transitions, Choosing preset animations, Triggering animations, Applying sound effects to animation effects, Playing videos, Slide show, Custom Show	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company.</li> <li>• Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications.</li> <li>• O-level- Module-I, II &amp; III, Satish Jain, Sashank Jain, Sashi Singh &amp; Dr. Madhulika Jain, BPB Publication.</li> <li>• Office 2003 in simple steps- Dreamtech Press.</li> <li>• Jain, V.K.; <i>Computers and Beginners</i>.</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Recognize different components of computer and their uses</li> <li>2. Identify different operating system</li> </ol>		

3. Recall importance of MS Office
4. Describe the role of internet and social media in hospitality industry

<b>Indian Food &amp; Fashion</b>			<b>Course Code : BVH 202</b>
Semester : II	L/T/P (Per week)	3/0/0	Credits : 03

<b>Objective</b>	The objective of the course "Indian Food & Fashion" is to provide students with a comprehensive understanding of the cultural, historical, and social significance of Indian cuisine and fashion.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Introduction to Indian Culture and Heritage</b> <ul style="list-style-type: none"> <li>• Overview of Indian culture, history, and traditions</li> <li>• Understanding the importance of food and fashion in Indian society</li> <li>• Exploring regional diversities and influences in Indian cuisine and fashion.</li> </ul>	9	0
<b>Unit 2</b>	<b>Indian Cuisine</b> <ul style="list-style-type: none"> <li>• Introduction to Indian spices, herbs, and ingredients</li> <li>• Traditional cooking techniques and utensils</li> <li>• Regional cuisines of India: North Indian, South Indian, East Indian, West Indian</li> <li>• Popular Indian dishes: biryani, curry, dosa, samosa, etc.</li> <li>• Vegetarian and non-vegetarian cuisine in India</li> <li>• Culinary practices and rituals associated with Indian food</li> </ul>	12	0
<b>Unit 3</b>	<b>Indian Fashion</b> <ul style="list-style-type: none"> <li>• Evolution of Indian fashion through the ages</li> <li>• Traditional Indian garments: saree, salwarkameez, lehenga, dhoti, etc.</li> <li>• Influence of Indian fashion on global trends</li> <li>• Famous Indian fashion designers and their contributions</li> <li>• Textiles and craftsmanship in Indian fashion</li> <li>• Bridal fashion and wedding attire in India</li> </ul>	12	0
<b>Unit 4</b>	<b>Contemporary Indian Food and Fashion</b> <ul style="list-style-type: none"> <li>• Fusion and modern interpretations of Indian cuisine</li> <li>• Street food culture in India</li> <li>• Fashion trends in Bollywood and popular culture</li> <li>• Sustainable and ethical practices in Indian fashion industry</li> <li>• Exploring emerging trends and future directions in Indian food and fashion</li> </ul>	12	0
<b>Total Hours</b>		<b>45</b>	<b>0</b>
<b>Reference Books</b>	<ol style="list-style-type: none"> <li>1. "Indian Cookery" by Madhur Jaffrey: A comprehensive guide to Indian cuisine, featuring authentic recipes and insights into the cultural and regional diversity of Indian cooking.</li> <li>2. "The Spice Companion: A Guide to the World of Spices" by Lior Lev Sercarz: This book provides a deeper understanding of spices, including those commonly used in Indian cuisine, their origins, flavors, and how to use them effectively in cooking.</li> <li>3. "Fashion India: Spectacular Capital of the Fashion Industry" by Phyllida Jay: A visual journey through the vibrant world of Indian fashion, showcasing the works of renowned designers and highlighting the country's fashion industry.</li> <li>4. "Patterns of India: A Journey Through Colors, Textiles, and the Vibrancy of Rajasthan" by Christine Chitnis and Martin Morrell: This book explores the textiles, patterns, and traditional craftsmanship of Rajasthan, offering insights into the rich heritage of Indian textiles and their influence on fashion.</li> <li>5. "Indian Fashion: Tradition, Innovation, Style" by Arti Sandhu: A comprehensive guide to Indian fashion, covering its historical roots, traditional garments, contemporary trends, and the impact of Bollywood and global influences.</li> </ol>		
<b>E-resources</b>			
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Demonstrate knowledge of the historical, social, and cultural aspects of Indian food and fashion.</li> <li>2. Apply the understanding of Indian spices, ingredients, and cooking techniques to prepare traditional Indian dishes.</li> <li>3. Recognize and distinguish different regional cuisines of India.</li> <li>4. Analyze the evolution of Indian fashion through different periods and its impact on global trends.</li> <li>5. Recognize the influence of Indian culture and traditions on contemporary food and fashion practices.</li> </ol>		

<b>FRONT OFFICE – I</b>			<b>Course Code: BVH 203</b>	
Semester : II	L/T/P (Per week)	3/1/0	Credits : 04	
<b>Objective</b>	The course familiarizes students with different sectors of hospitality industry. The students will get to know about different international hotel chains, ownership and organization structure of hotels.			
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>		
		<b>Lecture</b>	<b>Tutorial</b>	
<b>Unit 1</b>	<b>Hospitality Industry- An introduction</b> Concept, origin and growth overtime, scope, current and future trends and developments in Industry, Hospitality industry & linkages with other industries, role in global and Indian economy. External environment and hospitality industry, Major hotel chains of India.	9	3	
<b>Unit 2</b>	<b>Ownership structure of hotels</b> Types- Sole proprietorship, Partnership, Management Contract, Joint Venture, Franchisee, Public Sector, Private Sector, Referral Groups/Consortium-Concept, Features, Advantages and Disadvantages	12	4	
<b>Unit 3</b>	<b>The Guest Accommodation:</b> Guest Rooms, Types, Layouts, Salient Features, Description, Guest Room amenities, supplies and services, Floors, Room Name List Patterns, Guest Elevators, Floor Pantries, Guest Safety on Floors, Guest Safety Procedures during Fire, emergencies	12	4	
<b>Unit 4</b>	<b>Hotel Organization &amp; Front Office</b> Organization structure & Departmentation in hotels, Front office, Housekeeping, Food and Beverage (service & production), Engineering & Maintenance, Security, Human Resource dept., Sales & Marketing, Purchase & Stores, Accounts. Introduction of Front Office, Activities, Layout & Equipment of Front Office, Various sections of Front Office, Organization structure of Front Office department. Qualities and Attributes of Front Office Personnel.	12	4	
<b>Total Hours</b>		<b>45</b>	<b>15</b>	
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill</li> <li>• Managing Front Office Operations – Kasavana&amp; Brooks Educational Institution AHMA</li> <li>• Front Office – Operations and management – Ahmed Ismail (Thomson Delmar).</li> <li>• Managing Computers in Hospitality Industry – Michael Kesavana&amp;Cahell.</li> <li>• Front Office Operations – Colin Dix &amp; Chris Baird.</li> <li>• Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers</li> </ul>			
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Discuss tourism and hospitality</li> <li>2. Classify different types of hotels</li> <li>3. Describe duties and responsibilities of Front office personnel</li> <li>4. Compare different sections of Front office, meal plans, room rates and different types of key and its control</li> <li>5. Design layout of guest room and recognize various amenities and supplies</li> </ol>			

<b>FRONT OFFICE – I (Practical)</b>			<b>Course Code : BVH 203P</b>	
Semester : II	L/T/P (Per week)	0/0/6	Credits : 03	

<b>Objective</b>	The course familiarizes students with various skills and attributes required to excel in Front Office operations of hospitality industry.			
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>		
	<ul style="list-style-type: none"> <li>• Grooming &amp; Hospitality Etiquette.</li> <li>• Countries – Capitals, currencies, airlines &amp; official airlines of the world.</li> </ul>	12		
	<ul style="list-style-type: none"> <li>• Seminar presentation by students on life history of prominent hoteliers</li> </ul>	24		

	and hotel chain.	
	<ul style="list-style-type: none"> <li>• Seminar presentation by students on various types of Accommodations</li> <li>• Handling Telephones – telephone etiquette &amp; manners.</li> </ul>	18
	<ul style="list-style-type: none"> <li>• Travel desk operations.</li> </ul>	12
	<ul style="list-style-type: none"> <li>• Knowledge of Front Office layout.</li> <li>• Role plays of various Front Office staff</li> </ul>	24
<b>Total Hours</b>		<b>90</b>
<b>Course Outcome</b>	At the end of the course the students would be able to:	
	<ol style="list-style-type: none"> <li>1. Perform bell desk activities</li> <li>2. Develop telephone etiquettes</li> <li>3. Organize key handling procedures</li> <li>4. Memorize countries, their capital and currencies</li> <li>5. Practice bell desk activities and solve common guest queries</li> </ol>	

<b>Housekeeping – I</b>			<b>Course Code: BVH 204</b>
Semester : II	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The course familiarizes students with operations of Housekeeping department, its various controls and personnel along with its relationship with other departments.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Introduction, Meaning and definition</b> Importance of Housekeeping, Sections of Housekeeping, Responsibilities of the Housekeeping department, a career in the Housekeeping department. Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel)	12	4
<b>Unit 2</b>	<b>Role of Key Personnel in Housekeeping</b> Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff – skills of a good Housekeeper, Hygiene and Grooming Standards of Housekeeping Personnel <b>Interdepartmental Relationship</b> With Maintenance department With Security department With Store department With Account department With other departments With more emphasis on Front office	12	4
<b>Unit 3</b>	<b>House Keeping Control Desk</b> Important/role/co-ordination/check list. • Forms, formats & registers used in the desk reports • Paging systems and methods • Telephone handling skills • Role of computers	9	3
<b>Unit 4</b>	<b>Basic Controls in House Keeping</b> Linen/Uniform/Tailor Room: • Lost and Found • Key control • Gate pass • Indenting from stores • Lay Out. • Types of linen/sizes/linen exchange procedures. • Storage facilities and conditions • Par stock/factor affecting par stock/calculation of par stock. • Discard procedure/re-use of discard • Inventory system • Functions of Uniform Room. • Functions of Tailor Room	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Hotel Hostel and Hospital Housekeeping – Joan C Branson &amp; Margaret Lennox (ELBS).</li> <li>• Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.</li> </ul>		

	<ul style="list-style-type: none"> <li>• Hotel Housekeeping Operations &amp; Management – Raghubalan, Oxford University Press.</li> <li>• Housekeeping and Front Office – Jones</li> <li>• Security Operations By Robert McCrie, Publishe: Butterworth – Heinemann</li> <li>• The Professional Housekeeper – Tucker Schneider,; Wiley Publications</li> </ul>
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Describe importance and responsibility of housekeeping department and design layout of housekeeping department</li> <li>2. Discuss duties and responsibilities of housekeeping staff</li> <li>3. Apply principles of cleaning and classify equipment</li> <li>4. Identify different cleaning agents</li> <li>5. Classify different types of guest rooms, supplies and amenities</li> </ol>

<b>Housekeeping – I (Practical)</b>			<b>Course Code : BVH 204P</b>
Semester : II	L/T/P (Per week)	0/0/6	Credits : 03

<b>Objective</b>	This course help students understand personnel hygiene and grooming standards that have to be followed in housekeeping department. They will understand about the layout structure housekeeping department and various facilities hotel provides to guest.		
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>	
	<ul style="list-style-type: none"> <li>• Bed making</li> <li>• Personal Hygiene in House Keeping</li> <li>• Greeting of customers-In rooms and public areas</li> </ul>	18	
	<ul style="list-style-type: none"> <li>• Identification of Equipments-Manual and Mechanical</li> <li>• Sweeping/Scrubbing/Mopping Process</li> <li>• Wet Dusting &amp; Dry Dusting</li> </ul>	18	
	<ul style="list-style-type: none"> <li>• Public Areas (restaurants/office/corridors, etc)</li> <li>• Spring Cleaning</li> <li>• Cleaning of Restaurant during peak hours</li> </ul>	18	
	<ul style="list-style-type: none"> <li>• Cleaning of Coffee shop during peak hours.</li> <li>• Cleaning of Mirrors/Glass/Window Panes</li> <li>• High ceiling cleaning/Cobweb removing</li> </ul>	18	
	<ul style="list-style-type: none"> <li>• Brass Polishing</li> <li>• Silver Polishing</li> <li>• Preparation of hot and cold face towels (demo only)</li> <li>• Seminar presentation on Cleaning Equipments</li> </ul>	18	
<b>Total Hours</b>		<b>90</b>	
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Familiarize with equipment and cleaning agents</li> <li>2. Demonstrate bed making</li> <li>3. Practice use of mechanical equipment</li> <li>4. Prepare different towel fold</li> <li>5. Illustrate public area cleaning procedure</li> </ol>		

<b>Conceptual Framework Of Tourism</b>			<b>Course Code: BVH 205</b>
Semester : II	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The objective of the course is to acquaint the students to all aspects of Tourism Industry. The student will gain the preliminary knowledge of the role of a travel agent and understand the career opportunities available in this field.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Conceptual Framework</b>		

	<ul style="list-style-type: none"> <li>• Tourism: definition, meaning, nature and scope</li> <li>• Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation</li> <li>• Leisure, recreation and tourism and their Interrelationship</li> <li>• Concept of tourism resource, attraction, product, market, industry and destination in the context of tourism</li> <li>• Components and elements of tourism: Intermediaries and suppliers</li> <li>• The tourism system</li> <li>• Types and typologies of tourism</li> <li>• Approaches to study tourism</li> </ul>	12	4
<b>Unit 2</b>	<b>Historical Dimensions of Tourism</b> <ul style="list-style-type: none"> <li>• Travel and tourism through the Ages: Early Travels, 'Renaissance' and 'Age of Grand Tours'; Emergence of modern tourism, concept of "Paid holiday"</li> <li>• understanding tourism motivations</li> <li>• Factors affecting growth and development of International and national Tourism</li> <li>• Concept of Push and Pull factors in Tourism</li> <li>• Impacts of Industrialization and Technological Advancements on tourism industry</li> </ul>	12	4
<b>Unit 3</b>	<b>Infrastructure in Tourism</b> <ul style="list-style-type: none"> <li>• Tourism Infrastructure - Types, Forms and Significance</li> <li>• Accommodation: Forms and types</li> <li>• Transport Sectors: Modes and relative significance</li> <li>• Other support Infrastructures required for tourism</li> </ul>	9	3
<b>Unit 4</b>	<b>Tourism Demand and supply &amp; Significance of Industry</b> <ul style="list-style-type: none"> <li>• Concept of demand and supply in tourism</li> <li>• Unique features of tourist demand</li> <li>• Constraints in creating ideal destination</li> <li>• Economic impacts of tourism: income and employment, multipliers of tourism, balance of payments, foreign exchange etc.</li> <li>• Socio-cultural impacts of tourism: cultural exchange among nations and international understanding</li> <li>• Impacts of tourism on ecology and environment</li> </ul>	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Chottopadhyay, K. (1995): Economic Impact of Tourism Development; An Indian Experience, Kanishka Publishers, Delhi.</li> <li>• Cooper, C, Fletcher, J, Gilbert, D and Wanhill, S. (2002): Tourism: Principles and Practice, Addison Wesley Longman Publishing, New York, USA</li> <li>• Kamra &amp; Chand (2002): Basics of Tourism, Theory Operation and Practice; Kanishka Publishers, New Delhi-02</li> <li>• Kamra, Krishna. K (2001): Economics of Tourism; Pricing, Impacts, Forecasting; Kanishka Publishers, New Delhi-02</li> <li>• Mishra, S.N; Sadual S, K (2008): Basics of Tourism Management, Excel Books, New Delhi - 28</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Gain an overview of global travel patterns.</li> <li>2. Use a conceptual framework to explain and understand global travel patterns.</li> </ol>		

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3. Understand why some people travel and others do not.
4. Understand the interrelationships between geography and tourism.
5. Understand the impact of tourism on various regions / areas of the world.

<b>Facility Planning</b>		<b>Course Code: BVH 206</b>	
Semester : II	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The subject aims to impart to the student the basic knowledge and practices of Facility Planning.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Introduction to Facility Planning</b> <ul style="list-style-type: none"> <li>• Classification of Hotels under star category</li> <li>• Design considerations for a hotel project – <ul style="list-style-type: none"> <li>➤ Location and site</li> <li>➤ Building plans-Modular, slip, arc, cylinder</li> <li>➤ Design plans for room layout</li> </ul> </li> <li>• Structural regulations laid down by Municipal Authorities</li> <li>• Systematic layout planning – Flow Diagram</li> <li>• Thumb rules for allocation of space in operational areas – Food Production Department, Food and Beverage department, House-keeping and Front Office department</li> <li>• Feasibility report</li> <li>• Blue print- Concept and Purpose</li> </ul>	9	3
<b>Unit 2</b>	<b>Restaurant and Bar Facility Designing</b> <ul style="list-style-type: none"> <li>• Types of restaurants</li> <li>• Designing and Planning of restaurant</li> <li>• Space allowance for seating and space for circulation</li> <li>• Equipment and space needs</li> <li>• Ambience and décor <ul style="list-style-type: none"> <li>➤ Lighting and color scheme</li> <li>➤ Floor finish</li> <li>➤ Wall covering</li> </ul> </li> <li>• Checklist for effective design.</li> <li>• Bar Designing <ul style="list-style-type: none"> <li>➤ Points to be considered while planning a bar</li> <li>➤ Equipment and space need</li> <li>➤ Furniture items / bar counters</li> <li>➤ Space allowance for various bar styles</li> <li>➤ Special spaces if needed for smoking zones, DJ booth</li> </ul> </li> </ul>	12	4
<b>Unit 3</b>	<b>Kitchen Layout &amp; Design</b> <ul style="list-style-type: none"> <li>• Areas of the kitchen with recommended dimension</li> <li>• Factors that affect kitchen design</li> <li>• Placement of equipment</li> <li>• Flow of work</li> <li>• Kitchen layouts – Types (Multi-cuisine, Specialty, Coffee shop, Bakery &amp; Patisserie)</li> <li>• Automation in designing</li> </ul>	12	4
<b>Unit 4</b>	<b>Designing of Front Office Department</b> <ul style="list-style-type: none"> <li>• Various types of lobbies and Front Desk</li> <li>• Recommended dimensions for Front Desk</li> </ul>	12	4

	<p>according to the type of the hotel</p> <ul style="list-style-type: none"> <li>• Factors that affect Front Office design.</li> <li>• Equipment requirement and its placement</li> <li>• Ambience and décor – <ul style="list-style-type: none"> <li>➤ Lighting and color scheme</li> <li>➤ Floor finish</li> <li>➤ wall covering</li> </ul> </li> </ul> <p><b>Designing of House-keeping Department</b></p> <ul style="list-style-type: none"> <li>• Factors to be considered while designing of House-Keeping Department</li> <li>• Factors to be considered while designing of Laundry Department – <ul style="list-style-type: none"> <li>➤ Space management in laundry</li> <li>➤ Equipment required</li> <li>➤ Linen Chute, Storage area</li> </ul> </li> <li>• Guest Rooms – <ul style="list-style-type: none"> <li>➤ Room types</li> </ul> </li> </ul> <p>Ambience and décor ( Fixtures and fittings, Furniture and furnishings, Lighting and Color scheme, Floor finishes, Wall covering)</p>		
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Hotel Facility Planning – Tarun Bansal</li> <li>• The Professional Housekeeper – Margaret Schneider and Georgina Tucker</li> <li>• Catering Management – Mohini Sethi</li> <li>• The Bar and Beverage Book – Mary Porter</li> <li>• Front Office Operations- Jatashankar Tiwari</li> </ul>		
<b>E-resources</b>			
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Categorize different types of hotels</li> <li>2. Design layout of restaurant and bar</li> <li>3. Plan a kitchen layout and design</li> <li>4. Discuss factors affecting front office design</li> <li>5. Explain space management in housekeeping</li> </ol>		

<b>Hospitality Sales</b>			<b>Course Code : BVH 301</b>
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The course aims at enhancing the ability of the students in Hospitality Sales. It highlights the role of hotel employees in sales process & attributes required for hospitality sales personnel with the selling techniques adopted by the sales department of the hotel.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<p><b>Introduction to Hospitality Sales</b></p> <ul style="list-style-type: none"> <li>• Concept of Hospitality Sales</li> <li>• Difference between Hospitality Sales and Marketing</li> <li>• Coordination of Sales department with other operational and allied departments</li> <li>• Organization structure of a small and large hotel &amp; Functions of a Director of Sales (DOS)</li> <li>• Attributes of a Sales personnel</li> </ul>	12	4
<b>Unit 2</b>	<p><b>Internal Sales:</b></p> <ul style="list-style-type: none"> <li>• Role of employees in internal sales</li> <li>• Reservation Department - Electronic and Telephone</li> </ul>	12	4

	<p>Sales</p> <ul style="list-style-type: none"> <li>• Selling techniques <ul style="list-style-type: none"> <li>➤ Upselling</li> <li>➤ Suggestive selling</li> <li>➤ Cross selling</li> <li>➤ Sales promotion tools</li> <li>➤ Special Promotion</li> <li>➤ Merchandising</li> </ul> </li> </ul>		
<b>Unit 3</b>	<p><b>Banquet and Meeting Room Sales:</b></p> <ul style="list-style-type: none"> <li>• Banquet/ Catering Sales <ul style="list-style-type: none"> <li>➤ Developing leads</li> <li>➤ Selling to clients</li> <li>➤ Planning the function</li> <li>➤ Follow up</li> </ul> </li> <li>• Meeting Room Sales <ul style="list-style-type: none"> <li>➤ Components of sales package</li> <li>➤ Types of set ups and facilities</li> <li>➤ Booking meeting rooms</li> </ul> </li> </ul>	6	2
<b>Unit 4</b>	<p><b>Hospitality Sales Process:</b></p> <ul style="list-style-type: none"> <li>• Prospecting ( Methods of Prospecting)</li> <li>• Pre approach ( Preparations )</li> <li>• Approach</li> <li>• Negotiations</li> <li>• Overcoming objections</li> <li>• Closing</li> <li>• Follow-up</li> </ul>	9	3
<b>Unit 5</b>	<p><b>Selling practices</b></p> <ul style="list-style-type: none"> <li>• Identifying Market segmentation</li> <li>• Concept selling (Event , Destination )</li> <li>• Selling to Business and Leisure Travelers</li> <li>• Selling to specialtymarkets</li> <li>• Role of intermediaries in sales</li> </ul>	6	2
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Hospitality Sales: Selling Smarter - Judy Siuaw. David C Bojanic, Delmar Publications</li> <li>• Sales &amp; Marketing : A Textbook for Hospitality Industry -Sudhir Andrews, Tata McGraw-Hill Publications</li> <li>• Hospitality Sales and Marketing - James R. Abbey, Educational Institute of the American Hotel &amp; Lodging Association, 2014</li> </ul>		
<b>E-resources</b>			
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the concept of hospitality sales and differentiate it from marketing.</li> <li>2. Recognize the coordination required between the sales department and other operational and allied departments within a hospitality organization.</li> <li>3. Identify the organization structure of small and large hotels and comprehend the functions of a Director of Sales (DOS).</li> <li>4. Demonstrate knowledge of the attributes and skills required for a successful sales personnel in the hospitality industry.</li> <li>5. Explain the role of employees in internal sales and understand the significance of reservation department in electronic and telephone sales.</li> <li>6. Apply various selling techniques such as upselling, suggestive selling, cross-selling, and sales promotion tools to enhance revenue generation in a hospitality setting.</li> </ol>		

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<b>Event Management</b>			<b>Course Code: BVH 302</b>
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

**Objective** Event management is one of the promising career options for budding hospitality professionals. The syllabus is designed in such a manner that it will enable the students to enhance their theoretical knowledge and practical skills in planning and organizing varied events ranging from small parties to weddings to corporate events.

Course Outline	Topic	Hours	
		Lecture	Tutorial
<b>Unit 1</b>	<b>Introduction to Event management</b> <ul style="list-style-type: none"> <li>• Types of Events</li> <li>• Characteristics of Events</li> </ul> <b>Planning an Event</b> <ul style="list-style-type: none"> <li>• Principles of planning</li> <li>• Steps in Planning</li> <li>• Consult with the Client               <ul style="list-style-type: none"> <li>➤ Set Objectives</li> <li>➤ Choose a Date</li> <li>➤ Decide Who to Invite</li> <li>➤ Create Your Theme</li> <li>➤ Set the Event Agenda</li> </ul> </li> </ul>	12	4
<b>Unit 2</b>	<b>Organizing the Event</b> <ul style="list-style-type: none"> <li>• Pre-event               <ul style="list-style-type: none"> <li>➤ Establish an Event Committee</li> <li>➤ Timeline Schedule</li> <li>➤ Budgets( Components of budget )</li> <li>➤ Crisis and Backup Planning</li> </ul> </li> <li>• During the event               <ul style="list-style-type: none"> <li>➤ Crowd management</li> <li>➤ Managing Media</li> <li>➤ Risk Management - ( Natural , Financial ,Legal)</li> </ul> </li> <li>• Post Event               <ul style="list-style-type: none"> <li>➤ Closing of accounts</li> <li>➤ Obtain Customer Feedbacks</li> </ul> </li> </ul>	12	4
<b>Unit 3</b>	<b>Planning Venues</b> <ul style="list-style-type: none"> <li>• Finding a Venue</li> <li>• Space Requirements</li> <li>• Creating Request for Proposal (RFP)</li> <li>• Site Inspection</li> <li>• Site Confirmation</li> <li>• Pre-Event Meeting</li> </ul>	12	4
<b>Unit 4</b>	<b>Marketing the Event</b> <ul style="list-style-type: none"> <li>• Tools used for Marketing               <ul style="list-style-type: none"> <li>➤ Advertising</li> <li>➤ Publicity</li> <li>➤ Sponsorship</li> <li>➤ Media</li> </ul> </li> </ul> <b>Dealing with Vendors</b> <ul style="list-style-type: none"> <li>• Types of Vendors</li> <li>• Choosing Vendors</li> <li>• Vendor Contracts</li> </ul>	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Event Management: For Tourism, Cultural, Business and Sporting Events by Lynn Vander Wagen, Pearson Hospitality Press, 2007</li> </ul>		

	<ul style="list-style-type: none"> <li>• Event Management by R.K Singh, Aman Publication, New Delhi</li> <li>• Event Management by Sita Ram Singh, APH Publishing Corporation</li> </ul>
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Classify events and identify steps involved in planning an event</li> <li>2. Organize events</li> <li>3. Recall legal compliance</li> <li>4. Plan venue for the event</li> <li>5. Choose and deal with the vendors</li> </ol>

<b>Food Production – II</b>			<b>Course Code: BVH 303</b>
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	This course gives an insight into the basic processes used in cooking with egg, meat and fish cookery. It also provides basic knowledge of stocks, soups and salads.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Eggs, Poultry and Meat</b> <ul style="list-style-type: none"> <li>• Eggs – Introduction, Usage in Kitchen, Structure of Egg,</li> <li>• Classification, Grading of Eggs, Types, Selection, Storage and</li> <li>• Preparation of breakfast dishes with eggs.</li> <li>• Poultry and Game: Introduction, Classification, Selection Criteria, Cuts of Poultry, Yield and simple Indian preparations.</li> <li>• Meat: Characteristics, selection and grading, Classification (Bovines, Ovine and Swines), Categories, Cuts of Meat, Storage and handling.</li> </ul>	12	4
<b>Unit 2</b>	<b>Fishes in Cooking</b> <ul style="list-style-type: none"> <li>• Introduction, Types, Purchasing, Storing Considerations, Fish &amp; Shellfish, their classification</li> <li>• Cuts of Fish, Popular Species of Fish, Classical Preparations of Fish</li> <li>• Common cooking methods used for sea food.</li> </ul>	9	3
<b>Unit 3</b>	<b>Stocks &amp; Soups</b> Stocks Introduction, Classification, Usage, Preparation Soups Introduction, Classification, Preparation, Salient Features, Care and precautions, trends in soup presentation	12	4
<b>Unit 4</b>	<b>Sauce &amp; Salads</b> Sauces Introduction, Classification, Usage, Thickening Agents, Preparation of Mother Sauces, understanding their derivatives, propriety sauces, making of good sauce, emerging trends Salads Introduction, compositions, types, dressings, emerging trends and salient features.	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• The Professional Chef (4th Edition) By Le Rol A. Polsom</li> <li>• The Professional Pastry Chef, Forth Edition By Bo Friberg Publisher: Wiley &amp; Sons INC</li> <li>• Theory of Catering By Kinton &amp; Cessarani</li> </ul>		

	<ul style="list-style-type: none"> <li>Theory of Cookery By K Arora, Publisher: Frank Brothers</li> </ul>
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>Differentiate between stock and soup</li> <li>Classify mother sauces and its derivatives and discuss role of egg in cooking</li> <li>Describe different types of vegetable cuts</li> <li>Explain salads and sandwiches</li> <li>Discuss the role of kitchen stewarding and select control measures for food contamination</li> </ol>

<b>Food Production -II (Practical)</b>			<b>Course Code : BVH 303P</b>
Semester : III	L/T/P (Per week)	0/0/8	Credits : 04

<b>Objective</b>	This course enables students to familiarize with kitchen and prepare very basic items used in different cuisines.		
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<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>
	<ul style="list-style-type: none"> <li>Preparation of stocks, mother sauces and at least two derivatives each.</li> <li>Preparation of soups (minestrone, consommés, cream soups, puree soups, clear soups, bisques, cold soups, chowders and others)</li> </ul>	24
	Reducing food wastage: -To decrease and utilize the food waste and food surplus produced in Food production and all restaurants laboratory by measuring the food wastage in kitchen laboratory. Developing an action plan to reduce food waste using the data collected, with targets, timescales and responsibilities. Reviewing progress on the plan at regular time interval.	16
	<ul style="list-style-type: none"> <li>Familiarization with, poultry, meats &amp; fishes – their simple cuts and cooking</li> </ul>	24
	<ul style="list-style-type: none"> <li>Simple Vegetable and Meat Cookery</li> </ul>	32
	Preparation of Continental Breakfast	24
<b>Total Hours</b>		<b>120</b>

<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>Demonstrate different sandwich preparation</li> <li>Illustrate basic continental preparations</li> <li>Design continental breakfast menu</li> <li>Practice egg preparation</li> <li>Demonstrate stocks, soups and sauces</li> </ol>
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<b>Food &amp; Beverage Service - II</b>			<b>Course Code: BVH 304</b>
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	This course focuses on providing information about non-alcoholic beverages & understanding widely used commodities like Tea, Coffee, Cheese, Pasta& Tobacco. It also makes the students familiar with various meals served in a Five Star Hotel and the art of preparing different menu's for each meal period		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>

<b>Unit 1</b>	<b>Non Alcoholic Beverages</b> Introduction, Types (Tea, Coffee, Juices, Aerated Beverages, Shakes) Descriptions with detailed inputs, their origin, varieties, popular brands, preparation, presentation and service tools and techniques.	9	3
<b>Unit 2</b>	<b>Types of Meals &amp; Breakfast Service</b> Introduction, Types of Meals, Types of Breakfast, and Breakfast services in Hotels, Preparation for Breakfast Services, arrangement and setting up of tables/ trays, Functions performed while on Breakfast service, Emerging trends in Breakfast Services.	12	4
<b>Unit 3</b>	<b>French Classical Menu&amp; Tobacco</b> Introduction, 11 & 17 course French Classical Menu, Classical Foods & its Accompaniments, Cover Setup, Cheese & Pasta. Tobacco: Types, Production, Storage, Cigars & Cigarettes, Brands & Service – Indian and International.	12	4
<b>Unit 4</b>	<b>Control Methods</b> KOT & BOT, Computerized K.O.T Order Taking Methods – Check & Bill System, Service with order, Duplicate System, Triplicate Checking System, Computerized System Billing Methods- Bill as check, Separate Bill, Bill with the Order, Prepaid, Voucher, No Charge, Deferred Account	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Food &amp; Beverage Service – Dennis R.Lillicrap. &amp; John A. Cousins. Publisher: ELBS</li> <li>• Food &amp; Beverage Service Management – Brian Varghese</li> <li>• Food &amp; Beverage Service – Vijay Dhawan</li> <li>• Food &amp; Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill.</li> <li>• Food &amp; Beverage Service Lillicrap&amp; Cousins, ELBS</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Discuss different types of meals</li> <li>2. Explain various menu</li> <li>3. Memorize different tobacco products and classify non- alcoholic beverages</li> <li>4. Describe special foods</li> <li>5. Design layout of in room dining and practice in room dining procedure</li> </ol>		

<b>Food &amp; Beverage Service- II (Practical)</b>			<b>Course Code : BVH 304P</b>
Semester : III	L/T/P (Per week)	0/0/4	Credits : 02

<b>Objective</b>	This course focuses on providing skills for service of non-alcoholic beverages & understanding widely used commodities. It also makes the students familiar with various meals served in a Five Star Hotel and the art of preparing different menu's for each meal period.	
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>
	<ul style="list-style-type: none"> <li>• Understanding Non Alcoholic Beverages, Types &amp; Service Techniques</li> </ul>	8
	<ul style="list-style-type: none"> <li>• Guest Interactions while on Food Service – Do's &amp;</li> </ul>	8

	Don'ts	
	<ul style="list-style-type: none"> <li>• Non Alcoholic Beverage Presentation and Services</li> <li>• Breakfast Services: Types, Breakfast Layouts, Menu Knowledge, Table Services, Clearance &amp; Acknowledging guests.</li> </ul>	20
	<ul style="list-style-type: none"> <li>• Identification and service of various types of Cheese &amp; Pasta</li> <li>• Service of Cigars &amp; cigarettes</li> </ul>	12
	<ul style="list-style-type: none"> <li>• French Classical Menu covers setup</li> </ul>	12
<b>Total Hours</b>		<b>60</b>
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Design French classical menu</li> <li>2. Demonstrate service procedure for lunch/ dinner and breakfast</li> <li>3. Design breakfast, lunch and dinner menu</li> <li>4. Demonstrate trolley set up</li> <li>5. List Non Alcoholic Beverages</li> </ol>	

<b>Entrepreneurship Development-I</b>			<b>Course Code : BVH 305</b>
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The course delves into various aspects of starting business, including idea generation. It highlights the importance of developing a business plan and elaborates the laws and regulations and the social responsibility important for a start-up.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Entrepreneur, Entrepreneurship</b> <ul style="list-style-type: none"> <li>• Definition of an Entrepreneur, Entrepreneurship</li> <li>• Entrepreneurial Characteristics and Skills</li> <li>• Factors affecting entrepreneurship</li> <li>• Types of Entrepreneur</li> <li>• 3Ps of Entrepreneurship</li> </ul>	6	0
<b>Unit 2</b>	<b>Idea generation and evaluation</b> <ul style="list-style-type: none"> <li>• Process of Innovation</li> <li>• Sources of business idea</li> <li>• Evaluation of the idea</li> <li>• Analysis of the market</li> <li>• SWOT analysis</li> </ul>	12	0
<b>Unit 3</b>	<b>The Entrepreneurial Process</b> <ul style="list-style-type: none"> <li>• Identify and Evaluate the Opportunity             <ul style="list-style-type: none"> <li>➤ Establish Vision</li> <li>➤ Gather Resources</li> <li>➤ Create new venture/product or market</li> <li>➤ Change, Adopt with time</li> </ul> </li> <li>• Marketing Plan             <ul style="list-style-type: none"> <li>➤ Characteristics of a marketing plan</li> <li>➤ New Age Marketing &amp; After Sales Services</li> </ul> </li> <li>• Human Resource Plan             <ul style="list-style-type: none"> <li>➤ Manpower Planning</li> <li>➤ Recruitment, Selection &amp; Training</li> </ul> </li> <li>• Risk Management Strategies             <ul style="list-style-type: none"> <li>➤ Predicting, Calculating &amp; Overcoming</li> </ul> </li> </ul>	12	0
<b>Unit 4</b>	<b>Financing the new venture</b>	6	0

	<ul style="list-style-type: none"> <li>Sources of Finance <ul style="list-style-type: none"> <li>Personal funds</li> <li>Family and friends</li> <li>Commercial Banks</li> <li>Various Financial Institutions- SIDBI, NABARD, IDBI.</li> <li>Govt. Policies, Subsidies, Taxes</li> </ul> </li> </ul> <p><b>Working Capital Management</b></p> <p><b>Intellectual Property</b></p> <ul style="list-style-type: none"> <li>Definition- Intellectual Property, Trademark, Patent, Copyright and Geographical Indication.</li> <li>Quality Standards – Definition (ISI, Agmark, FSSAI, FDA)</li> </ul>		
<b>Unit 5</b>	<p><b>Growth and Social Responsibility</b></p> <ul style="list-style-type: none"> <li>Growth- Stages of growth (Coming into existence, Survival, Success, Take-off, Consolidation)</li> <li>Growth strategies- Diversification, launching New Product in Same Market, Joint Ventures, Mergers and Acquisitions, Franchising, E-Commerce</li> <li>Business Ethics &amp; Best Practices</li> </ul> <p><b>Start-up Models</b></p> <p><b>New Age Business</b></p>	9	0
<b>Total Hours</b>		<b>45</b>	<b>0</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>Entrepreneurship – Rajeev Roy – Oxford Higher Education</li> <li>Entrepreneurship Development Small Business Enterprises by Poornima M Charantimath</li> <li>Entrepreneurship – Excel Books – MadhurimaLal, ShikhaSahai (Chapter 3.4, 5)</li> <li>Principles of Entrepreneurship – Prof. Satish C. Ailawadi, Mrs. Romy Banerjee.- EverestPublishing House</li> <li>Entrepreneurship – Robert D Hisrich, Michael P. Peters, Dean A Shepherd – TataMcGraw Hill Education Private Limited, New Delhi, Sixth Edition. (Chapter 4.1, 4.2)</li> <li>Entrepreneurship Management- Prof.ShaguftaSayed, NiraliPrakashan. (Chapter 1.6)</li> <li>Entrepreneurship Development- S. Khanka</li> </ul>		
<b>E-resources</b>			
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>Differentiate entrepreneur, entrepreneurship</li> <li>Generate and evaluate ideas</li> <li>Identify entrepreneurial process</li> <li>Use source of finance to start entrepreneurship</li> <li>Explain the importance and responsibilities of entrepreneur and entrepreneurship and Risk Management</li> </ol>		

<b>Food Science &amp; Nutrition</b>			<b>Course Code : BVH 306</b>	
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04	
<b>Objective</b>	The subject aims to develop the knowledge and awareness about hygiene, nutrition & balanced diet in Hotel Industry. It also helps to understand the relation between food and human health.			
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>		
		<b>Lecture</b>	<b>Tutorial</b>	
<b>Unit 1</b>	<b>Introduction to Food Nutrition</b>			
	<ul style="list-style-type: none"> <li>Define Food, Nutrients , Nutrition</li> <li>Carbohydrate – Definition, sources, functions, effect</li> </ul>			

	<ul style="list-style-type: none"> <li>of Heat, Dietary Fiber</li> <li>• Protein - Definition, sources, functions, effect of Heat</li> <li>• Fat - Definition, sources, functions, effect of Heat</li> <li>• Vitamins – Definition, classification, sources, functions, deficiency</li> <li>• Minerals – Classification, sources, functions, deficiency (Sodium, Iron, Calcium, Iodine)</li> <li>• Ways to prevent nutrients loss while cooking food</li> </ul>	9	3
<b>Unit 2</b>	<b>Food Adulteration</b> <ul style="list-style-type: none"> <li>• Food Standards in India (Compulsory – Fruit product order, Meat product order, milk &amp; milk product order, Solvent extracted Oils and Vegetable products control order and Standards on weights and measures. Voluntary – Bureau of Indian Standards and Agmark)</li> <li>• Common food adulterants and the test to detect them in following Food Stuffs: Milk, Sugar, Turmeric, Chilli Powder, Tea, Coffee, Semolina, Ghee, Butter and Oil</li> </ul>	9	3
<b>Unit 3</b>	<b>Food Additives</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Types of Food Additives</li> </ul> <b>Food Preservation and Storage</b> <ul style="list-style-type: none"> <li>• General guidelines and rules for storage of all types of food stuffs</li> <li>• Different storage area (Dry, Refrigerated, Freezer) <ul style="list-style-type: none"> <li>➤ Requirements of each</li> <li>➤ Pasteurization, Canning</li> </ul> </li> </ul>	9	3
<b>Unit 4</b>	<b>Personal Hygiene for Food Handlers</b> <ul style="list-style-type: none"> <li>• Necessity of personal hygiene</li> <li>• Good health of Staff</li> <li>• Sanitary practices while holding and cooking food</li> <li>• Protective clothing</li> </ul> <b>Microbiology</b> <ul style="list-style-type: none"> <li>• Harmful and useful micro-organisms In Food Industry (Bacteria, Yeast, Mould, Fungi)</li> <li>• Difference between food poisoning and food infection</li> </ul>	9	3
<b>Unit 5</b>	<b>Hygiene and Sanitation in Food Production and Service area</b> <ul style="list-style-type: none"> <li>• Danger Zone</li> <li>• Cross Contamination</li> <li>• Protective display of food</li> <li>• Pest Control (Importance and control measures for common pest in Hotel Industry)</li> <li>• Food Spoilage (Detection and Prevention)</li> <li>• HACCP (Importance and Usage)</li> </ul>	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Hand book of Food and Nutrition- by M. Swaminathan</li> <li>• Nutrition and Dietetics - by Shubhangini Joshi</li> <li>• Food Hygiene and Sanitation - by SunetraRoday</li> <li>• Food Science and Nutrition - by SunetraRoday</li> </ul>		
<b>E-resources</b>			

<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Memorize different nutrients component of food</li> <li>2. Choose right control measures for food adulteration</li> <li>3. Classify food additives and follow guidelines and rules for storage of food</li> <li>4. Apply sanitary practices while preparing food and maintain personal hygiene</li> <li>5. Discuss importance of HACCP</li> </ol>
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The student is required to submit a detailed business plan with presentation which will carry 100 (CCA 30 & ESE 70 Marks).

<b>Entrepreneurship Development-II</b>			<b>Course Code: BVH 401</b>
Semester : IV	L/T/P (Per week)	3/1/0	Credits : 04
<b>Objective</b>	Objective of this course is to learn the way to develop a business plan and to present it in front of Investors.		
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>	
	The student has to develop a feasible business plan related to his/her area of interest and submit the same in a spiral bonded form. Along with the document, student need to present his/her business plan in-front of External Expert through ppt.		
<b>Total Hours</b>			<b>120</b>
<b>E-resources</b>			
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Get familiarized with various business aspects.</li> <li>2. Understand the preparation &amp; presentation of business plan</li> <li>3. Importance of Market analysis</li> </ol>		

<b>Research Methodology</b>			<b>Course Code : BVH 402</b>
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	Research has become an inevitable part of today's academic and professional world. Hospitality industry is no exception to this. This course aims at honing the research skills of the students by exposing them to the research environment and guiding them in the research process.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Fundamentals of Research</b> <ul style="list-style-type: none"> <li>• Meaning and definition of Research</li> <li>• Purpose of Research</li> <li>• Significance of Research</li> </ul> <b>Research problem and Designing the Title of research</b> <ul style="list-style-type: none"> <li>• Problem identification and defining problem</li> <li>• Points to be considered while selecting the topic and framing the title</li> <li>• Framing the research questions</li> <li>• Formulation of objectives</li> <li>• Hypothesis- definition, meaning, and framing</li> </ul>	12	4

Unit 2	<b>Research Design</b> <ul style="list-style-type: none"> <li>• Meaning and definition of research design</li> <li>• Approach in research ( Qualitative and Quantitative)</li> <li>• Research Process - Defining the research problem - Selection of data collection method - Identifying population - Selection of sample - Selection of method of analysis - Estimate the required resources – Data collection - Data Analysis - Report Drafting</li> </ul> <b>Data</b> <ul style="list-style-type: none"> <li>• Primary Data <ul style="list-style-type: none"> <li>➤ Definition and significance</li> <li>➤ Sources</li> <li>➤ Method / tools of collecting primary data</li> <li>➤ Types of questions</li> <li>➤ Essentials of a good questionnaire designing</li> </ul> </li> <li>• Secondary Data <ul style="list-style-type: none"> <li>➤ Definition and importance of sources</li> <li>➤ Citation (bibliography in APA and MLA style for journal, books, newspapers, magazine)</li> <li>➤ Writing literature review.</li> <li>➤ Using e- resources.</li> </ul> </li> <li>• Data collection methods- Observation, Experimental, Focus group, Case study &amp; Survey</li> <li>• Advantages &amp; Limitations of various data collection methods</li> </ul>	15	5
Unit 4	<b>Research Instrument</b> <ul style="list-style-type: none"> <li>• Questionnaire – Advantages &amp; Limitations</li> <li>• Schedule - Advantages &amp; Limitations</li> </ul> <b>Sampling Techniques</b> <ul style="list-style-type: none"> <li>• Concept of sampling – Advantages &amp; Limitations</li> <li>• Definitions – Universe, Population, Sample, Sampling unit, Sampling Frame</li> <li>• Sampling Methods – Probability (Simple random, Systematic, Cluster.)</li> <li>• Characteristics of a good sample</li> </ul>	9	3
Unit 5	<b>Processing and analyzing data</b> <ul style="list-style-type: none"> <li>• Data processing (editing, classification, tabulation)</li> <li>• Data analysis (qualitative and quantitative-manual and using a computer)</li> </ul> <b>Report Writing</b> <ul style="list-style-type: none"> <li>• Principles of report writing</li> <li>• Stages and steps in report writing</li> <li>• Layout of a Report</li> <li>• Designing the presentation (PowerPoint)</li> <li>• Structure of Report – Introduction, Literature Review, Objectives</li> <li>• Study, Theoretical framework of the topic, Research Methodology, Scope</li> </ul>	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Research methodology- G.C. Ramamurthy</li> <li>• Research design and Methods- Kenneth s. Bordens and Bruce B. Abbott</li> <li>• Research Methodology- R. Panneerselvam</li> <li>• Project report writing- M.K Rampal and S.L Gupta</li> <li>• Business research methodology – Alan Bryman and emma Bell. Oxford publishinghouse</li> <li>• Research methodology in management – Dr. V. P. Michael, Himalaya</li> </ul>		

	Publishing house <ul style="list-style-type: none"> <li>• Business research methodology- J K Sachddeva , Himalaya Publishing house</li> <li>• Research Methodology , methods and technology- C R Kothari and GauravGarg, newage international publication</li> <li>• Business Research Methodology- T N Srivastava and ShailajaRego, Mc. Graw Hill</li> </ul>
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Define research and its purpose</li> <li>2. Explain research process</li> <li>3. Summarize collected data</li> <li>4. Choose research instruments</li> <li>5. Analyze the data and present the report</li> </ol>

<b>Front Office – II</b>			<b>Course Code: BVH 403</b>
Semester : IV	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	This course help students understand front office equipments, and their usage, filling up of front office forms and formats, welcoming the guest, telephone handling different role plays, message and mail handling and Paging.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Introduction and Organization Structure of Front Office</b> <ul style="list-style-type: none"> <li>• Function areas</li> <li>• Front office hierarchy, Duties and responsibilities</li> <li>• Personality traits</li> </ul> <b>Types of Rooms, Hotel Entrance, Lobby and Front Office</b> <ul style="list-style-type: none"> <li>• Layout</li> <li>• Front office equipment (non automated, semi automated and automated)</li> </ul>	12	4
<b>Unit 2</b>	<b>Tariff Structure</b> <ul style="list-style-type: none"> <li>• Basis of charging</li> <li>• Plans, competition, customer's profile, standards of service &amp; amenities</li> <li>• Hubbart formula</li> <li>• Different types of tariffs</li> <li>• Rack Rate</li> <li>• Discounted Rates for Corporate, Airlines, Groups &amp; Travel Agents</li> <li>• Guest Accounting (Manual): Guest Weekly Bill, Visitors Tabular Ledger</li> </ul>	9	3
<b>Unit 3</b>	<b>Front Office and Guest Handling</b> <ul style="list-style-type: none"> <li>• Introduction to guest cycle: Pre arrival, Arrival, Stay, Departure and after departure. During the stay activities</li> <li>• Information services</li> <li>• Message and Mail Handling</li> <li>• Key Handling</li> <li>• Room selling technique</li> <li>• Hospitality desk</li> <li>• Complaints handling</li> <li>• Guest handling</li> <li>• Guest history</li> </ul>	12	4
<b>Unit 4</b>	<b>Reservations</b> <ul style="list-style-type: none"> <li>• Importance of reservation</li> <li>• Modes</li> <li>• Channels and sources (FITs, Travel Agents, Airlines, GITs)</li> <li>• Types of reservations (Tentative, confirmed, guaranteed etc.)</li> <li>• Systems (non automatic, semi-automatic fully automatic)</li> <li>• Cancellation, Amendments and overbooking</li> <li>• ROOM SELLING TECHNIQUES: Up selling, Discounts</li> </ul> <b>Arrivals</b> <ul style="list-style-type: none"> <li>• Preparing for guest arrivals at Reservation and Front Office</li> <li>• Receiving of guests</li> <li>• Pre-registration</li> <li>• Registration (non automatic, semi-automatic and automatic)</li> <li>• Relevant records for FITs, Groups, Air crews &amp; VIPs</li> </ul>	12	4
<b>Total Hours</b>		45	15

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<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Hotel Hostel and Hospital Housekeeping – Joan C Branson &amp; Margaret Lennox (ELBS). –</li> <li>• Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill.</li> <li>• Hotel Housekeeping Operations &amp; Management – Raghubalan, Oxford University Press.</li> <li>• Housekeeping and Front Office – Jones - Security Operations By Robert McCrie, Publish: Butterworth – Heinemann –</li> <li>• Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill –</li> <li>• Managing Front Office Operations – Kasavana&amp; Brooks Educational Institution AHMA - Front Office</li> </ul>
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Explain Guest cycle</li> <li>2. Discuss reservation procedure</li> <li>3. Plan pre- arrival procedure</li> <li>4. Describe guest arrival procedure</li> <li>5. Identify various services provided to the guest during the stay</li> </ol>

<b>Front Office – II (Practical)</b>			<b>Course Code : BVH 403P</b>
Semester : IV	L/T/P (Per week)	0/06	Credits : 03

<b>Objective</b>	This course help students understand front office equipments and their uses, filling up of front office forms and formats, welcoming the guest, telephone handling different role plays, message and mail handling and paging.
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Course Outline	Topic	Practical Hours
	<ul style="list-style-type: none"> <li>• Introduction of front office equipment and furniture (Rack, counter bell desk)</li> <li>• Filling up of various proforma</li> </ul>	18
	<ul style="list-style-type: none"> <li>• Welcoming of guest</li> <li>• Telephone handling</li> </ul>	24
	<ul style="list-style-type: none"> <li>• Role play</li> <li>• Reservation</li> </ul>	18
	<ul style="list-style-type: none"> <li>• Arrivals</li> <li>• Luggage handling</li> </ul>	18
	<ul style="list-style-type: none"> <li>• Message and mail handling</li> <li>• Paging</li> </ul>	12
<b>Total Hours</b>		<b>90</b>

<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Prepare various forms and formats</li> <li>2. Demonstrate telephone handling skills and reservation procedure</li> <li>3. Perform the task of different front office staff</li> <li>4. Handle guest complaints</li> <li>5. Illustrate use of PMS</li> </ol>
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<b>Housekeeping- II</b>			<b>Course Code: BVH 404</b>
Semester : IV	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	This course gives idea of the overall functioning of the housekeeping department. It covers the detail of the duties and responsibility of all the staff of the housekeeping department. Also Explains the formats used at the control desk. The different types of guest rooms are also discussed. Also the use of different types of cleaning equipment and agents are also briefed		
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Course Outline	Topic	Hours	
		Lecture	Tutorial
<b>Unit 1</b>	<b>Housekeeping Procedures</b>		
	<ul style="list-style-type: none"> <li>• Briefing, Debriefing, Gate pass</li> <li>• Indenting from stores- Inventory of Housekeeping Items</li> </ul>		

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	<ul style="list-style-type: none"> <li>Housekeeping control desk, Importance, Types of keys, key control,</li> <li>Handling Lost and Found</li> <li>Forms, Formats and registers used in the Control Desk</li> <li>Handling of Guest queries, problem, request</li> <li>General operations of control desk</li> <li>Role of control desk during Emergency</li> </ul>	9	3
<b>Unit 2</b>	<b>The Hotel Guest Room</b> <ul style="list-style-type: none"> <li>Layout of guest room (Types)</li> <li>Layout of corridor and floor pantry</li> <li>Types of guest rooms Furniture/Fixtures/Fittings/Soft Furnishings/Accessories/Guest Supplies/Amenities in a guest room (to be dealt in brief only)</li> </ul> <b>Types of Beds and Mattresses</b>	12	4
<b>Unit 3</b>	<b>Cleaning Science</b> <ul style="list-style-type: none"> <li>Characteristics of a good cleaning agent</li> <li>General Criteria for selection &amp; Classification</li> <li>PH scale and cleaning agent with their application</li> <li>Types of cleaning agent</li> <li>Cleaning products (Domestic and Industrial)</li> <li>Use, care and Storage</li> <li>Use of Eco-friendly products in Housekeeping</li> </ul>	12	4
<b>Unit 4</b>	<b>Cleaning Equipment</b> <ul style="list-style-type: none"> <li>Types of Equipment</li> <li>Operating Principles of Equipment</li> <li>Characteristics of Good equipment (Mechanical/Manual)</li> <li>Storage, Upkeep, Maintenance of equipment</li> </ul> <b>Care and Cleaning of Different Surfaces</b> <ul style="list-style-type: none"> <li>Metal, Glass, Leather, Rexene, Ceramic, Wood, Wall and floor covering, Stain Removal</li> </ul>	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>Hotel Housekeeping, Sudhir Andrews, Tata McGraw Hill</li> <li>The Professional Housekeeper, Tucker Schneider, VNR</li> <li>Professional Management of Housekeeping Operations, Martin Jones, Wiley</li> <li>House Keeping Management for Hotels, Rosemary Hurst, Heinemann</li> <li>5. Hotel, Hostel &amp; Hospital House Keeping, Joan C. Branson &amp; Margaret Lennox, ELBS</li> <li>Accommodation &amp; Cleaning Services, Vol I &amp; II, David . Allen, Hutchinson</li> <li>Managing House Keeping Operation, Margaret Kappa &amp; Aleta Nitschke</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>Co- relate housekeeping department with other departments of the hotel</li> <li>Describe daily routine of the housekeeping</li> <li>Discuss guest room cleaning procedure</li> <li>Memorize routine cleaning of public areas</li> <li>Summarize the role of control desk</li> </ol>		

<b>Housekeeping- II (Practical)</b>			<b>Course Code : BVH 404P</b>
Semester : IV	L/T/P (Per week)	0/0/6	Credits : 02

<b>Objective</b>	This course gives students, a basic idea of how to handle the guest call at the control desk. They learn how to fill different forms and formats used in the control desk and
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	understand the importance and usage of different types of mechanical and manual equipment. They will also understand the concept of cleaning agents and their use on different surface.	
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>
	<ul style="list-style-type: none"> <li>Understanding Guest Room Layout (Double, Twin, suite room)</li> <li>Identification of cleaning equipment – Manual &amp; mechanical</li> </ul>	12
	<ul style="list-style-type: none"> <li>Operation, maintenance and storage of cleaning equipments. (manual and mechanical)</li> <li>Setting up of maid's cart trolley.</li> </ul>	12
	<ul style="list-style-type: none"> <li>Usage of different types of cleaning agents, polishes, detergent, acids etc</li> <li>Cleaning stains from different types of surfaces like wood, glass, plastic, Ceramic etc</li> </ul>	30
	<ul style="list-style-type: none"> <li>Handling Desk Control (preparing form and formats)</li> </ul>	18
	<ul style="list-style-type: none"> <li>Handling guest requests and complains at control desk</li> </ul>	18
<b>Total Hours</b>		<b>90</b>
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>Demonstrate turn down service</li> <li>Illustrate mini bar management</li> <li>Identify various records maintain in housekeeping department</li> <li>Demonstrate spring cleaning of public areas</li> <li>Practice stock taking</li> </ol>	

<b>Accounting Skills for Hospitality</b>			<b>Course Code: BVH 405</b>
Semester : IV	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The objective of the course is to introduce students to the fundamental accounting instruments, categories, bookkeeping process, financial statements, accounting regulations and international financial reporting standards.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Accounting:</b> Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions	12	4
<b>Unit 2</b>	<b>Account Records:</b> Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books – Cash, Sales & Purchase books, Bank Reconciliation statement.	12	4
<b>Unit 3</b>	<b>Financial Statement:</b> Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem.	12	4
<b>Unit 4</b>	<b>Depreciation Reserves and Provisions –</b> Meaning, basic Methods, Computer Application- Preparation of Records and Financial Statements	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>

<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Hotel Accountancy &amp; Finance – S.P. Jain &amp; K.L. Narang, Kalyani Publisher Ludhiana</li> <li>• Hotel Accounting Earnest B. Horwath &amp; Luis Toth</li> <li>• Hotel Accounting &amp; Financial Control By Ozi A.D' Cunha &amp; Gleson O. D' Cunha Publisher: Dicky, sEnterprize, Kandivali, Mumbai</li> <li>• Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River New Jersey</li> <li>• Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley &amp; sons</li> </ul>
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Identify allowance, discount and paid out vouchers</li> <li>2. Recognize visitors tabular register and its use</li> <li>3. Generate guest weekly bill</li> <li>4. Practice uniform system of accounting</li> <li>5. Plan budget and its measures to control</li> </ol>

<b>Principles of Management</b>			<b>Course Code : BVH 406</b>
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	To familiarize the students with the basic concepts and principles of management. The students should clearly understand the definitions of different areas of management. This course will facilitate students to understand and describe specific theories related to perception, motivation, leadership, job design, and organizational change. Also this will help the student to demonstrate effective teamwork behaviour by learning the concept of group dynamics and conflict management. The course will help them evaluate methods of motivating and rewarding individuals & group and integrate individual, group, and organizational level concepts.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Evolution of Management Thought :</b> <ul style="list-style-type: none"> <li>• Scientific Management</li> <li>• Classical Organization Theory School</li> <li>• Management Science School</li> <li>• Behavioral School</li> <li>• Systems Approach and Contingency Approach.</li> </ul> <b>Concept of Management:</b> <ul style="list-style-type: none"> <li>• Definition, Need, Concept and Nature of Management</li> <li>• Skills &amp; Management Levels</li> <li>• Managing in Present Competitive Environment.</li> </ul>	12	4
<b>Unit 2</b>	<b>Process of Management:</b> <ul style="list-style-type: none"> <li>• Planning</li> <li>• Organizing- departmentalization, Line and Staff relationship</li> <li>• Directing</li> <li>• Coordinating &amp; Controlling</li> <li>• Decision Making</li> <li>• Authority and Responsibility.</li> </ul>	12	4
<b>Unit 3</b>	<b>Elements of Human Behavior at Work:</b> <ul style="list-style-type: none"> <li>• Definition, Concept, Need, Importance and Foundations of Organizational Behavior</li> <li>• Personality, Perceptual Processes</li> <li>• Management and Behavioral applications of Personality, and Perception</li> </ul>	12	4
<b>Unit 4</b>	<b>Leadership :</b>	9	3

	<ul style="list-style-type: none"> <li>• Style and Functions of Leader, Transformational - Transactional, Charismatic-Visionary Leadership</li> <li>• Likert's Four Systems of Leadership and Managerial Grid.</li> </ul> <p><b>Organizational Conflict:</b></p> <ul style="list-style-type: none"> <li>• Concept and classification</li> <li>• Process and conflict resolution strategies</li> </ul> <p><b>Organizational Culture:</b></p> <ul style="list-style-type: none"> <li>• Concept, Process and Implications of Organizational Culture</li> </ul>		
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• VSP RAO-Managing Organization (EXCEL 1 EDITION)</li> <li>• Chaturvedi&amp;Saxena -Managing Organization (Himalaya Publication)</li> <li>• Stoner, Freeman &amp; Gilbert Jr - Management (Prentice Hall of India, 6th Edition)</li> <li>• Robbins-Organization Behavior -15 e Prentice hall</li> <li>• Koontz Harold &amp; Wehrich Heinz – Essentials of management (Tata McGraw Hill, 5th Edition 2008)</li> <li>• Newstrom John W. - Organizational Behaviour: Human Behaviour at Work (Tata McGraw Hill, 12<sup>th</sup> Edition)</li> </ul>		
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>1. Explain scientific management and concept of management.</li> <li>2. Apply process of management in daily operations.</li> <li>3. Recognize human behavior.</li> <li>4. Choose different motivation theories to improve performance.</li> <li>5. Develop leadership qualities.</li> </ol>		

<b>Hospitality Marketing</b>			<b>Course Code: BVH 501</b>
Semester : V	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	<p>The subject aims to enable the students to enhance their ability to understand the concepts of Services Marketing with special focus on hospitality marketing and are able to apply it in service business. This course deals with the intricacies of services mix and the importance of customer satisfaction through service quality.</p>		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<p><b>Introduction to services</b></p> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Characteristics of services</li> <li>• Management strategies for service business</li> <li>• Difference between goods and services</li> <li>• Emerging Scenario of Hospitality sector in India</li> </ul>	9	3
<b>Unit 2</b>	<p><b>Services Marketing Mix – 7 Ps</b></p> <ul style="list-style-type: none"> <li>• Product <ul style="list-style-type: none"> <li>➤ Hospitality products</li> <li>➤ Service life cycle</li> <li>➤ Development of new service product</li> <li>➤ Product differentiation</li> <li>➤ Definition and importance of branding</li> </ul> </li> <li>• Place <ul style="list-style-type: none"> <li>➤ Distribution Channels for services</li> <li>➤ Hospitality intermediaries and their role</li> <li>➤ Functions of intermediaries in distribution of services</li> </ul> </li> </ul>	15	5

	<ul style="list-style-type: none"> <li>• Promotion <ul style="list-style-type: none"> <li>➤ Tools of promotion in services marketing</li> <li>➤ Introduction to Personnel selling, Advertising and sales promotion, PR and Publicity, Direct marketing, Social medianetwork.</li> <li>➤ Concept of e-commerce</li> </ul> </li> <li>• Pricing <ul style="list-style-type: none"> <li>➤ Factors involved in pricing a service product</li> <li>➤ Methods of pricing for hospitality products</li> </ul> </li> <li>• People <ul style="list-style-type: none"> <li>➤ Key role of service employees in a service business</li> <li>➤ Services Triad, Service profit chain</li> <li>➤ Tools of Motivation and empowerment foremployees</li> <li>➤ Importance of internal Marketing</li> </ul> </li> <li>• Physical Evidence <ul style="list-style-type: none"> <li>➤ Importance of physical evidence in service</li> <li>➤ Elements of physical evidence(Exterior facilities, Interior facilities and other tangibles)</li> </ul> </li> <li>• Process <ul style="list-style-type: none"> <li>➤ Service Encounter (Moment of Truth)</li> <li>➤ Factors affecting the operations design</li> <li>➤ Service Blue Print and its advantages</li> </ul> </li> </ul>		
<b>Unit 3</b>	<b>Customer satisfaction</b> <ul style="list-style-type: none"> <li>• Customer satisfaction and its importance</li> <li>• Monitoring and measuring customer satisfaction</li> <li>• Service Recovery – Handling complaints effectively</li> <li>• Relationship Marketing and stages of relationship marketing</li> </ul>	12	4
<b>Unit 4</b>	<b>Service Quality</b> <ul style="list-style-type: none"> <li>• Define Service quality and its benefits</li> <li>• Service quality model- Five Gap Model and strategies to overcome gaps</li> <li>• Dimensions of Service quality</li> </ul>	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Services Marketing – M.K. Rampal &amp; S.L. Gupta- Galgotia publishing concept, Application &amp; Cases Co. New Delhi</li> <li>• Marketing for Hospitality &amp; tourism – Philip Kotler, Bouren &amp; Makens Prentice – Hall Inc.</li> <li>• Services Marketing – Kenneth Clow, David Kurtz, Big tantra – New Delhi</li> <li>• Services Marketing Text and Cases by Steve Baron, Kim Harris, Toni Hilton, Published by Palgrave macmillan</li> <li>• Services marketing – Zeithaml, Bitner, Parashuraman</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Differentiate between goods and services</li> <li>2. Explain 7 Ps of marketing</li> <li>3. Measure customer satisfaction and take necessary actions</li> <li>4. Discuss service quality</li> <li>5. Manage demand and supply</li> </ol>		

<b>Human Resource Management</b>			<b>Course Code: BVH 502</b>
Semester : V	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The objective of the course is to familiarize students with the different aspects of managing Human Resources in the organization through the phases of acquisition, development and retention.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Introduction:</b> Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of HRM; Personnel Management vs HRM; Strategies for the New Millennium: Role of HRM in Strategic Management; Human Capital; Emotional Quotient; Mentoring; ESOP; Flexi-time; Quality Circles; Kaizen; TQM and Six Sigma.	9	3
<b>Unit 2</b>	<b>Acquisition of Human Resources:</b> HR Planning; Job analysis – Job Description and Job Specification; Recruitment – Sources and Process; Selection Process – Tests and Interviews; Placement and Induction; Job changes – Transfers, Promotions/Demotions, Separations.	12	4
<b>Unit 3</b>	<b>Training and Development:</b> Concept and Importance of Training; Types of Training; Methods of Training; Design of Training Programme; Evaluation of Training Effectiveness; Executive Development – Process and Techniques; Career Planning and Development.	12	4
<b>Unit 4</b>	<b>Compensation and Maintenance:</b> Compensation: Job evaluation – Concept, Process and Significance; Components of Employee Remuneration – Base and Supplementary; Performance and Potential appraisal – Concept and Objectives; Traditional and Modern methods, Limitations of Performance Appraisal methods, 360 degree Appraisal technique; Maintenance: Overview of Employee Welfare, Health and Safety, Social security.	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education.</li> <li>• Durai, Praveen, (2010), Human Resource Management, Pearson Education.</li> <li>• Monappa, A. and Saiyadain, M., (2001), Personnel Management, McGraw-Hill Education.</li> <li>• Dessler, Gary, (2004), Human Resource Management, Pearson Education.</li> <li>• Jyothi, P., and Venkatesh, D.N, (2006), Human Resource Management, Oxford Higher Education.</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Explain the role and importance of Human Resource Management</li> <li>2. Appraise performance of the team and plan training program</li> <li>3. Evaluate performance of the staff</li> <li>4. Support the manpower with incentive and benefits</li> <li>5. Solve grievances of the staff</li> </ol>		

<b>Advance Food Production Management</b>			<b>Course Code : BVH 503</b>
Semester : V	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The course gives an overview of International cuisine and intends to develop specialized culinary skills amongst the students to prepare them for the industry.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>International Cuisine</b> <ul style="list-style-type: none"> <li>• Introduction to influences of cultures on regions</li> <li>• Special features with respect to equipment,</li> </ul>		

	ingredients, popular dishes in the following countries – Oriental and South East Asian Cuisines – (China, Thailand, Japan, Malaysia and Korea), Middle East- (Egypt, Lebanon, Greece, and Morocco), Latin America, Caribbean and Mexico	12	4
<b>Unit 2</b>	<b>Larder / Garde Manger</b> <ul style="list-style-type: none"> <li>• Functions of larder department</li> <li>• Duties &amp; responsibilities of larder chef</li> <li>• Common terms used in larder department</li> <li>• Specific essential tools &amp; equipment in the larder</li> </ul> <b>Charcutiere</b> <ul style="list-style-type: none"> <li>• Definition &amp; terms</li> <li>• Production, classification, processing of Forcemeat and Sausages,</li> <li>• Types and uses of marinades, cures, brines</li> <li>• Ham Bacon &amp; Gammon – Difference, Processing &amp; Uses</li> </ul>	9	3
<b>Unit 3</b>	<b>Cold Preparations</b> <ul style="list-style-type: none"> <li>• Chaudfroid and Aspic – Preparation &amp; uses</li> <li>• Types and making of pate &amp; terrines</li> <li>• Preparation of savory mousse &amp; mousse line</li> <li>• Making of galantine &amp; Ballotines</li> <li>• Assembly and presentation of cold meats</li> </ul>	12	4
<b>Unit 4</b>	<b>Desserts</b> <ul style="list-style-type: none"> <li>• Frozen Desserts – Classification with examples, Methods of preparation</li> <li>• Types of Ice- creams – Regular &amp; Lightened</li> <li>• Hot Puddings – Types and Methods of preparation</li> <li>• Making of baked soufflé &amp; cheese cakes</li> </ul> <b>Chocolate making</b> <ul style="list-style-type: none"> <li>• Manufacturing &amp; Tempering of chocolate</li> <li>• Types of chocolate</li> <li>• Precautions to be taken while handling chocolate</li> <li>• Uses – Fillings, toppings, culinary, garnishes, molded, sculptures and centre pieces</li> </ul>	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Theory of Cookery: Krishna Arora Publisher: Frank Brothers</li> <li>• Food Production Operations: Parvinder S Bali, Oxford University Press</li> <li>• Modern Cookery (Vol- I) By Philip E. Thangam, Publisher: Orient Longman</li> <li>• Practical Cookery By Kinton &amp; Cessarani</li> <li>• Practical Professional Cookery by Kauffman &amp; Cracknell</li> <li>• Professional Cooking by Wayne Gislen, Publisher Le Cordon Bleu</li> <li>• Purchasing Selection and Procurement for the Hospitality Industry By Andrew Hale Feinstein and John M. Stefanelli</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Recognize different international cuisine</li> <li>2. Distinguish between larder and charcutiere</li> <li>3. Describe cold preparations</li> <li>4. Classify desserts and chocolate</li> <li>5. Identify food additives and its use</li> </ol>		

**Advance Food Production Management  
(Practical)**

**Course Code : BVH  
503P**

Semester : V	L/T/P (Per week)	0/0/8	Credits : 04
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<b>Objective</b>	This course enables students to familiarize with preparation of international dishes and cold preparations.	
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>
	Molded Chocolate / Garnishes	8
	Cold meat platter (Pâté & Terrines, Mousse, Galantine & Ballotines etc.)	8
	Frozen Desserts	16
	International Menu (Starter, Soup, Main Course with starch & vegacompaniment, Salad, Bread & Dessert)	72
	International A la carte / TDH menu	16
<b>Total Hours</b>		<b>120</b>
<b>Course Outcome</b>	At the end of the course the students would be able to:	
	<ol style="list-style-type: none"> <li>1. Design international A la carte and TDH menu</li> <li>2. Demonstrate various international dishes</li> <li>3. Recall various recipe of international desserts</li> <li>4. Illustrate chocolate making procedure</li> <li>5. Plan cold meat platter</li> </ol>	

<b>Beverage Services</b>			<b>Course Code: BVH 504</b>
Semester : V	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The course will give comprehensive knowledge on various alcoholic beverages used in the Hospitality Industry. It will also help in understanding the classification, manufacturing process and the various styles, along with technical and specialized skills in the service of the same. It will familiarize students to bar profile.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Alcoholic Beverages</b> <ul style="list-style-type: none"> <li>• Definition</li> <li>• Classification of Alcoholic Beverages</li> <li>• Fermented beverages – Definition and Examples</li> </ul> <b>Bar</b> <ul style="list-style-type: none"> <li>• Types of Bar</li> <li>• Bar Equipment (Light equipment and Heavy equipment)</li> </ul>	12	4
<b>Unit 2</b>	<b>Wines Classification</b> <ul style="list-style-type: none"> <li>• Production</li> <li>• New world vs Old world wines</li> <li>• Grape varieties</li> <li>• Brand names</li> <li>• Service of Red, white, sparkling wines</li> <li>• Aperitif wines: Service and popular brands</li> <li>• Fortified wines: Service and popular brands</li> </ul> <b>Beer</b>	12	4

	<ul style="list-style-type: none"> <li>• Classification</li> <li>• Service</li> <li>• Storage</li> <li>• Brand</li> </ul>		
<b>Unit 3</b>	<b>Spirits</b> <ul style="list-style-type: none"> <li>• Whisky, Rum, Gin, Vodka, Brandy, Tequila</li> <li>• Classification</li> <li>• Brands</li> <li>• Service</li> </ul> <b>Liqueurs</b> <ul style="list-style-type: none"> <li>• Classification</li> <li>• Colour and flavour</li> <li>• Famous brands at least 10</li> </ul> <b>Cocktails Classification</b> <ul style="list-style-type: none"> <li>• Rules of making cocktails</li> <li>• Recipe of 20 classical cocktails</li> </ul>	12	4
<b>Unit 4</b>	<b>Bar Layout</b> <ul style="list-style-type: none"> <li>• Permitted hours</li> <li>• Opening and closing duties</li> <li>• Age and Alcohol</li> <li>• Bar Frauds</li> <li>• Types</li> <li>• Responsible Service and trends</li> </ul> <b>Retail beverage outlets</b> <ul style="list-style-type: none"> <li>• Coffee baristas</li> <li>• Chai Bars</li> <li>• Pubs</li> <li>• Juice bars</li> <li>• Operations in FOH, MOH, BOH</li> </ul>	9	3
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Learning outcomes</b>	<b>At the end of the course the Students will be able to:</b> <ul style="list-style-type: none"> <li>• Define and classify different alcoholic and non-alcoholic beverages.</li> <li>• Differentiate different beverages on the menu.</li> <li>• Match wines with Indian &amp; International food items.</li> <li>• Understand alcohol strength of drinks.</li> <li>• Understand effect of alcohol on human body.</li> <li>• Appreciate bar operations</li> </ul>		
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Food &amp; Beverage Service – Dennis R.Lillicrap. &amp; John A. Cousins. Publisher: ELBS</li> <li>• Food &amp; Beverage Service Management – Brian Varghese</li> <li>• Food &amp; Beverage Service – Vijay Dhawan</li> <li>• Food &amp; Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill.</li> <li>• Food &amp; Beverage Service Lillicrap&amp; Cousins, ELBS</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Classify different types of alcoholic beverage and identify bar equipment</li> <li>2. Discuss manufacturing of beer and brand name</li> <li>3. Describe wine manufacturing process and classify wines</li> <li>4. Differentiate various wine producing countries</li> <li>5. Recognize different aperitifs used in bar</li> </ol>		

<b>Beverage Services (Practical)</b>			<b>Course Code : BVH 504P</b>
Semester : V	L/T/P (Per week)	0/0/4	Credits : 02

<b>Objective</b>	The objective of the course is to provide practical knowledge of serving different alcoholic beverage to the guest.		
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>	
	Organization of a wine bar	4	
	Types of Glasses used in the bar	4	
	Beer Service – Service Temperature, Equipment, Procedure, Brands	4	
	Wine equipment	4	
	Reading of a wine label (Wine labels from France, Italy and Germany).	4	
	White wine & Rose wine service - Service temperature, Equipment, Procedure and brands	4	
	Red wine service- Service temperature, Equipment, Procedure, Decanting process and Brands	4	
	Champagne / Sparkling Wines service- Service temperature, Equipment, Procedure and Brands	4	
	<ul style="list-style-type: none"> <li>• Champagne Bottle sizes with their respective names</li> <li>• Champagne Dosage terms</li> </ul>		
	Fortified wine service - Service Temperature, Equipment, Procedure, Brands	4	
	<ul style="list-style-type: none"> <li>• Sherry</li> <li>• Port</li> </ul>		
	Service of Aperitifs	4	
	<ul style="list-style-type: none"> <li>• Vermouth</li> <li>• Campari</li> <li>• Pernod</li> </ul>		
	Menu Planning with wines and Service of Food and wine (Menu planning with wines from France, Italy, Spain, and India)	4	
	Preparation of	4	
	<ul style="list-style-type: none"> <li>• Beer list</li> <li>• Wine list</li> </ul>		
<b>Total Hours</b>		<b>60</b>	
<b>Course Outcome</b>	At the end of the course the students would be able to:		
	<ol style="list-style-type: none"> <li>1. Compile wine list and beer list</li> <li>2. Demonstrate alcoholic beverage service</li> <li>3. Identify glassware used for serving different fermented beverage</li> <li>4. Illustrate service of aperitifs</li> <li>5. Design menu with combination of wine</li> </ol>		

<b>Food &amp; Beverage Control</b>			<b>Course Code: BVH 505</b>
Semester : V	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	The student will gain comprehensive knowledge on various aspects of control procedures, adopted by the Food and Beverage department.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Cost and Sales Concept</b>	12	4
	<ul style="list-style-type: none"> <li>• Introduction</li> <li>• Cost Concepts</li> </ul>		

	<ul style="list-style-type: none"> <li>• Sales Concepts</li> <li>• Cost to Sales Ratio: Cost Percent</li> </ul> <b>Control Process</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Control</li> <li>• The Control Process</li> <li>• Control Systems</li> <li>• Cost Benefit Ratio</li> </ul>		
<b>Unit 2</b>	<b>Control Cycle</b> <ul style="list-style-type: none"> <li>• Purchasing</li> <li>• Receiving</li> <li>• Storing</li> <li>• Issuing</li> </ul> <b>Menu Engineering &amp; Analysis</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• Menu Engineering</li> <li>• Menu Analysis</li> </ul>	12	4
<b>Unit 3</b>	<b>Controlling Food Sales</b> <ul style="list-style-type: none"> <li>• Introduction</li> <li>• The goals of sales control</li> <li>• Optimizing the number of customers</li> <li>• Maximizing the profit</li> <li>• Controlling Revenue</li> <li>• Revenue Control using manual means</li> <li>• Revenue Control using computers</li> </ul>	9	3
<b>Unit 4</b>	<b>Beverage Control</b> <ul style="list-style-type: none"> <li>• Beverage Purchasing, Receiving, Storing and Issuing Control</li> <li>• Beverage Production Control</li> <li>• Inventory turnover</li> <li>• Beverage Sales Control</li> <li>• Guest Checks and Control</li> </ul> <b>Labour Control</b> <ul style="list-style-type: none"> <li>• Labour Cost Considerations</li> <li>• Establishing Performance Standards</li> <li>• SOP</li> <li>• Standard Staffing Requirements</li> <li>• Preparing job descriptions</li> <li>• Training of Staff</li> <li>• Monitoring Performance</li> <li>• Taking Corrective action to address discrepancies between standards and performance</li> </ul>	12	4
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Food and Beverage Control - Richard Kotas &amp; Bernard Davis</li> <li>• Food and Beverage Management - Bernard Davis &amp; Sally Stone</li> <li>• Theory of catering - Ronald Kinton, Victor Ceserani, David Foskett</li> </ul>		
<b>Course outcomes</b>	At the end of the course the Students will be able to: <ol style="list-style-type: none"> <li>1. Understand the complexities of controlling the Cost, Food &amp; Beverage products,</li> <li>2. Labour and revenue in Food &amp; Beverage operations and maximizing profit without sacrificing the quality or quantity of the food or beverage which goes to the guest.</li> </ol>		

<b>Organizational Behaviour</b>			<b>Course Code : BVH 506</b>
Semester : VII	L/T/P (Per week)	3/1/0	Credits : 04

<b>Objective</b>	To understand the concept of organizational behaviour and its application in managing individual and group within the organization and to enhance human relation within organization.		
<b>Course Outline</b>	<b>Topic</b>	<b>Hours</b>	
		<b>Lecture</b>	<b>Tutorial</b>
<b>Unit 1</b>	<b>Introduction to organizational behaviour</b> <ul style="list-style-type: none"> <li>• Definition of organization</li> <li>• Definition of behavior</li> <li>• Definition of organizational behaviour</li> </ul> <b>Perception, personality, and learning</b> <ul style="list-style-type: none"> <li>• Perception definition and Factors influencing perception</li> <li>• Attribution theory rules for determining attribution - selective perception, halo effect, contrast effects, projection, stereotyping, prejudice, and self-fulfilling prophecy</li> <li>• Personality definition and Personality determinants</li> <li>• Personality traits - "the big five model,"</li> <li>• Type A and type B personalities,</li> <li>• Personality with reference to national culture</li> <li>• Definition of Learning and Steps of Learning</li> </ul>	9	3
<b>Unit 2</b>	<b>Values Attitude and Emotions</b> <ul style="list-style-type: none"> <li>• Values definition, -Ethical values, -Cultural values,</li> <li>• Values in the work place, cultural differences, generational differences</li> <li>• Attitude definition</li> <li>• Satisfaction and Dis-Satisfaction and its effect on efficiency</li> <li>• Emotions, Emotional quotient</li> </ul>	9	3
<b>Unit 3</b>	<b>Group dynamics and team building</b> <ul style="list-style-type: none"> <li>• Definition of group, Stages of group and its development, group dynamics, group cohesiveness</li> <li>• Definition team, different types of teams, team empowerment, virtual teams</li> </ul>	9	3
<b>Unit 4</b>	<b>Stress and conflict management</b> <ul style="list-style-type: none"> <li>• Cross-cultural communication and its effect on conflict</li> <li>• Definition of Communication and Conflict,</li> <li>• Functional vs. Dysfunctional conflict,</li> <li>• Conflict resolution,</li> <li>• Conflict management strategies,</li> <li>• Resolving personality conflicts</li> <li>• Negotiation – definition, How to negotiate</li> <li>• Causes of stress and ways to cope up with stress</li> </ul>	9	3
<b>Unit 5</b>	<b>Power and Politics</b> <ul style="list-style-type: none"> <li>• Definition of power</li> <li>• Empowerment-definition, empowerment in the workplace, effects of empowerment</li> <li>• Abuse of power: harassment, workplace bullying, sexual harassment</li> <li>• Politics-Definition, political behaviour, and reality of politics, types of political activity, making office politics work</li> </ul>	9	3

	<b>Organizational culture</b> <ul style="list-style-type: none"> <li>• Definition of organizational culture, Levels of culture</li> <li>• Characteristics of culture, Culture's functions</li> <li>• Dominant culture, subcultures, core values</li> <li>• Creating and sustaining an organization's culture</li> </ul>		
<b>Total Hours</b>		<b>45</b>	<b>15</b>
<b>Reference Books</b>	<ul style="list-style-type: none"> <li>• Organizational Behaviour By: Andrzej A. Huczynski, David A. Buchanan</li> <li>• Organizational Behaviour By Stephen P. Robbins, Timothy A. Judge</li> <li>• Fundamentals of Organizational Behaviour: An Applied Perspective By Andrew J. DuBrin</li> <li>• Fundamentals of Organizational Behaviour By Nancy Langton, Stephen P. Robbins, Tim Judge</li> </ul>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Analyze the behavior of individuals and groups in hotels in terms of the key factors that influence organizational behavior</li> <li>2. Assess the potential effects of organizational- level factors (such as structure, culture, and change) on organizational behavior</li> <li>3. Critically evaluate the potential effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior</li> <li>4. Analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts</li> </ol>		

<b>Food Production (Industry Exposure)</b>			<b>Course Code : BVH 601</b>
Semester : VI	L/T/P (Per week)	0/0/12	Credits : 06

<b>Objective</b>	Objective of doing the Industrial Training is to learn various section and types of food production areas.	
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>
	The student has to observe the following things during Industrial Exposure: <ol style="list-style-type: none"> <li>1. Area &amp; Layout of the Kitchen</li> <li>2. Study of Standard Recipes</li> <li>3. Indenting, Receiving &amp; Storing</li> <li>4. Preparing of batters, marinations and seasonings</li> <li>5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.)</li> <li>6. Daily procedure of handover from shift to shift</li> <li>7. Recipes and methods of preparation of all sauces</li> <li>8. Quantities of preparation, weekly preparations and time scheduling</li> <li>9. Stock preparation and cooking time involved</li> <li>10. Cutting of all garnishes</li> <li>11. Temperatures and proper usage of all equipment</li> <li>12. Plate presentations for all room service and a la cart orders</li> <li>13. Cleaning and proper upkeep of hot range</li> <li>14. Cleanliness and proper upkeep of the kitchen area and all equipment</li> <li>15. Yield of fresh juice from sweet lime / oranges</li> <li>16. Storage of different mise-en-place – (Raw, Semi-Processed)</li> <li>17. Bulk preparations</li> <li>18. Finishing of buffet dishes</li> <li>19. Recipes of at least 10 fast moving dishes</li> <li>20. Mise-en-place for: A la Carte Kitchen &amp; Banquet Kitchen</li> </ol>	

	21. Rechauffe/ Leftover Cooking	
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<b>Total Hours</b>	<b>180</b>
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<b>E-resources</b>	
<b>Course Outcome</b>	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> <li>4. Get familiarized with various technological trends, approaches and applications.</li> <li>5. Demonstrate understanding of relevant application oriented subjects in a better perspective</li> <li>6. Describe the scope, functions and job responsibilities of various staff in the departments</li> <li>7. Get awareness and exposure to industrial work environment</li> <li>8. Work upon industrial project in a team.</li> </ol>

<b>F&amp;B Service (Industry Exposure)</b>			<b>Course Code : BVH 602</b>
Semester : VI	L/T/P (Per week)	0/0/12	Credits : 06

<b>Objective</b>	The basic ideology of doing the Industrial Training in food and beverage service area is to learn and observe various sections and types of food and beverage areas.	
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>

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The student has to observe the following things during Industrial Exposure:

**BANQUETS**

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

**RESTAURANTS**

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

**BAR**

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

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18. Coordination with kitchen for warm snacks 19. Using of draught beer machine 20. Innovative drink made by the bar tender <b>ROOM SERVICE/INROOM DINNING</b> 1. Identifying Room Service Equipment 2. Importance of Menu Knowledge for Order-taking (RSOT functions/procedures) 3. Food Pickup Procedure 4. Room service Layout Knowledge 5. Laying of trays for various orders 6. Pantry Elevator Operations 7. Clearance Procedure in Dishwashing area 8. Room service Inventories and store requisitions 9. Floor Plan of the guest floors 10. Serving Food and Beverages in rooms 11. Operating dispense Bars	
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<b>Total Hours</b>	<b>180</b>
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<b>E-resources</b>	
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Get familiarized with various technological trends, approaches and applications.</li> <li>2. Demonstrate understanding of relevant application oriented subjects in a better perspective</li> <li>3. Describe the scope, functions and job responsibilities of various staff in the departments</li> <li>4. Get awareness and exposure to industrial work environment</li> <li>5. Work upon industrial project in a team.</li> </ol>

<b>Front Office (Industry Exposure)</b>			<b>Course Code : BVH 603</b>
Semester : VI	L/T/P (Per week)	0/0/12	Credits : 06

<b>Objective</b>	The concept of doing the Industrial Training in room division is to learn and observe various types of rooms & sections in room division.	
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>

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The student has to observe the following things during Industrial Exposure:

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

**Total Hours**

**180**

**E-  
resources**

**Course  
Outcome**

At the end of the course the students would be able to:

1. Get familiarized with various technological trends, approaches and applications.
2. Demonstrate understanding of relevant application oriented subjects in a better perspective
3. Describe the scope, functions and job responsibilities of various staff in the departments
4. Get awareness and exposure to industrial work environment
5. Work upon industrial project in a team.

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**Accommodation Operations (Industry Exposure)**

**Course Code : BVH 604**

Semester : VI

L/T/P (Per week)

0/0/12

Credits : 06

<b>Objective</b>	The concept of doing the Industrial Training in room division is to learn and observe various types of rooms & sections in room division.
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<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>
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The student has to observe the following things during Industrial Exposure:

**ROOMS**

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

**THE CONTROL DESK**

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

**PUBLIC AREA**

1. Observe the duty and staff allocation, scheduling of work and daily briefing
2. What to look for while inspecting and checking Public Area
3. Importance of Banquets function prospectus
4. Observes tasks carried out by the carpet crew, window cleaners and polishers
5. Note Maintenance Order procedure
6. Study the fire prevention and safety systems built into the department

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	7. Observe coordination with Lobby Manager, Security and other departments 8. Observe the pest control procedure and its frequency 9. Study the equipment and operating supplies used the procedure for its procurement 10. Observe Policy and procedures followed for various cleaning	
<b>Total Hours</b>		<b>180</b>
<b>E-resources</b>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Get familiarized with various technological trends, approaches and applications.</li> <li>2. Demonstrate understanding of relevant application oriented subjects in a better perspective</li> <li>3. Describe the scope, functions and job responsibilities of various staff in the departments</li> <li>4. Get awareness and exposure to industrial work environment</li> <li>5. Work upon industrial project in a team.</li> </ol>	

<b>Log Book &amp; Presentation</b>			<b>Course Code : BVH 605</b>
Semester : VI	L/T/P (Per week)	0/0/12	Credits : 06

<b>Objective</b>	The concept of maintaining the Log Book & Presentation is to prepare presentation skills in the students who have undergone industrial exposure	
<b>Course Outline</b>	<b>Topic</b>	<b>Practical Hours</b>
	Student will write down observations and daily learning in the log book for systematic learning through observation and documentation.	
<b>Total Hours</b>		<b>180</b>
<b>E-resources</b>		
<b>Course Outcome</b>	At the end of the course the students would be able to: <ol style="list-style-type: none"> <li>1. Write a report on what has been observed</li> <li>2. Create documentation on industrial training</li> <li>3. Develop observation skills</li> </ol>	

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