

Ordinance No. V(122A)
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

Ordinance No. V (122A)

**ORDINANCE RELATING TO B. VOC IN
HOSPITALITY & TOURISM (Revised Syllabus 2022-23)**

INTRODUCTION

Bhikaji Cama Subharti College of Hotel Management (BCSCHM) has been established in 2009 under Swami Vivekanand Subharti University (SVSU), Meerut with the vision **to produce highly qualified skilled, trained, competent professionals for hospitality and tourism services.**

Mission to establish the BCSCHM was specifically centralized to focus on:

- To provide quality education and skilled professional
- To promote research and development in respective field
- To groom every student to be an excellent professional who follows Indian Culture, loving Moral values and the dictum “Atithi Devo Bhav”

Bhikaji Cama Subharti College of Hotel Management (BCSCHM) has started with following programmes:

- a) Masters of Hotel Management and Catering Technology (MHMCT)
- b) Bachelors of Hotel Management and Catering Technology (BHMCT)
- c) B.Sc. Culinary Arts
- d) Bachelor in Travel and Tourism Management (BTTM)
- e) Diploma in Food Production and Bakery
- f) Diploma in Food and Beverage Service
- g) Diploma in Event Management
- h) B. Voc. In Hospitality & Tourism

B. VOC IN HOSPITALITY & TOURISM (B.VOC H&T)

i. PROGRAMME OBJECTIVES:

- To provide a judicious mix of skills related to a profession and appropriate content of General Education.
- To ensure that the students has adequate knowledge and skills, so that they are work ready at each exit point of the program.

- To provide flexibility to the students by the means of pre-determined entry and multiple exits.
- To integrate National Skills Qualification Framework (NSQF) within the undergraduate level of higher education in order to enhance employability of the graduates and meet the industry needs. Such graduates, apart from meeting the needs of local and national industry, are also expected to be equipped to become part of global workforce.
- To provide vertical mobility to students coming out of 10+2 with vocational subjects

ii. PROGRAMME OUTCOME:

- After successful completion of the Programme, an individual will be able to:
- Articulate understanding of the Tourism and Hospitality
- Develop expertise which suits many industries like Aviation, Hotel, Cafe chains, chain of restaurants and Hospitals.
- Apply understanding of Management and various processes related to Tourism and Hospitality and also develop foreign language.
- Develop know how of marketing and promotion skills.
- Establish industry connections through classroom projects, seminars and internship.
- Be able to plan & set up an own business.

2. RULES AND REGULATIONS FOR ADMISSION in B.VOC (H&T)

2.1 For admission in Ist year in B.Voc in Hospitality & Tourism programme, the applicant should have passed Intermediate examination or equivalent of a recognized board.

2.1.1 For admission in IInd year in B.Voc in Hospitality & Tourism programme, the applicant should have Diploma in relevant field from a recognized College/ University.

2.1.2 For admission in IIIrd year in B.Voc in Hospitality & Tourism programme, the applicant should have Advance Diploma in relevant field from a recognized College/ University.

2.2.1 The applicants may be required to appear at an entrance test followed by group discussion, interview and counseling before admission.

2.2.2 The reservation and relaxation for SC/ST/OBC/PWD and other categories shall be as per the rules of the Central Government/State Government, whichever is applicable.

2.3. Each year of the programme has to be completed within a maximum of two years from the date of original admission in the programme.

3. CURRICULUM/ STRUCTURE OF PROGRAMME OF B.VOC (H&T)

3.1 The programme shall be spread over three academic years, spread over six semesters comprising actual teaching for a minimum of 90 days in each semester.

3.2 The programme focuses on the following aspects:

- a) Competence
- b) Entrepreneurship
- c) Skill development
- d) Value added
- e) Extracurricular activities

3.4 The academic calendar shall be as follows:-

Ist Semester, IIIth Semester, Vth Semester	Session - 1st Aug. to 30th Nov Exam - 1st Dec. to 15th Dec
IInd Semester, IVth Semester, VIth Semester	Session - 1st Jan. to 10th May Exam - 1st May to 15th May

3.5: Table of B.Voc (H&T) programme Structure from the academic year 2022-23

Course Code	Course	Teaching Load per week				Credit	Marks		Total Marks
		L	T	P	Total		Continuous Comprehensive Assessment (CCA)	End-Semester Examination (ESE)	
SEMESTER I									
BVH 101	Environmental Science	3	1	-	4	4	30	70	100
BVH 102	Communication Skills- I	3	1	4	4	4	30	70	100
BVH 103	Food Production – I	3	1	-	4	4	30	70	100
BVH 103P	Food Production - I (Practical)	-	-	8	8	4	30	70	100
BVH 104	Food & Beverage Service- I	3	1	-	4	4	30	70	100
BVH 104P	Food & Beverage Service- I (Practical)	-	-	4	4	2	30	70	100
BVH 105	Tourism Organization :Travel Agency, Tour Operator	3	1	-	4	4	30	70	100
BVH 106	Tourism Resources of India	3	1	-	4	4	30	70	100
	Total				36	30	240	560	800

SEMESTER II									
BVH 201	Information Technologies Tools and its Application	3	1	-	4	4	30	70	100
BVH 202	Communication Skills- II	3	1	-	4	4	30	70	100
BVH 203	FRONT OFFICE – I	3	1	-	4	4	30	70	100
BVH 203P	FRONT OFFICE – I (Practical)	-	-	6	6	3	30	70	100
BVH 204	Housekeeping – I	3	1	-	4	4	30	70	100
BVH 204P	Housekeeping – I (Practical)	-	-	6	6	3	30	70	100
BVH 205	Conceptual Framework Of Tourism	3	1	-	4	4	30	70	100
BVH 206	Entrepreneurship Management	3	1	-	4	4	30	70	100
	Total				36	30	240	560	800
SEMESTER III									
BVH 301	Personality Skills for Hospitality	3	1	-	4	4	30	70	100
BVH 302	Event Management	3	1	-	4	4	30	70	100
BVH 303	Food Production – II	3	1	-	4	4	30	70	100
BVH 303P	Food Production - II (Practical)	-	-	8	8	4	30	70	100
BVH 304	Food & Beverage Service - II	3	1	-	4	4	30	70	100
BVH 304P	Food & Beverage Service- II (Practical)	-	-	4	4	2	30	70	100
BVH 305	Public Relations	3	1	-	4	4	30	70	100
BVH 306	Event Management	3	1		4	4	30	70	100
	Total				36	30	240	560	800
SEMESTER IV									
BVH 401	Facility Planning	3	1	-	4	4	30	70	100

BVH 402	Meetings, Incentive, Conventions and Events/ Exhibitions (MICE)	3	1	0	4	4	30	70	100
BVH 403	Front Office – II	3	1	-	4	4	30	70	100
BVH 403P	Front Office – II (Practical)	-	-	6	6	3	30	70	100
BVH 404	Housekeeping – II	3	1	-	4	4	30	70	100
BVH 404P	Housekeeping- II (Practical)	-	-	6	6	3	30	70	100
BVH 405	Accounting Skills for Hospitality	3	1	-	4	4	30	70	100
BVH 406	Disaster Management	3	1		4	4	30	70	100
	Total				36	30	240	560	800
SEMESTER V									
BVH 501	Hospitality Marketing	3	1	-	4	4	30	70	100
BVH 502	Human Resource Management	3	1	-	4	4	30	70	100
BVH 503	Advance Food Production Management	3	1	-	4	4	30	70	100
BVH 503P	Advance Food Production Management (Practical)	-	-	8	8	4	30	70	100
BVH 504	Beverage Services	3	1	-	4	4	30	70	100
BVH 504P	Beverage Services (Practical)	-	-	4	4	2	30	70	100
BVH 505	Food & Beverage Control	3	1	-	4	4	30	70	100
BVH 506	Organizational Behaviour	3	1	-	4	4	30	70	100
	Total				36	30	240	560	800
SEMESTER VI									
BVH 601	Principles of Management	3	1	-	4	4	30	70	100
BVH 602	Legal Aspects in Hospitality Sector	3	1	-	4	4	30	70	100

BVH 603	Advance Front Office Management	3	1	-	4	4	30	70	100
BVH 603P	Advance Front Office Management (Practical)	-	-	6	6	3	30	70	100
BVH 604	Advance Housekeeping Management- I	3	1	-	4	4	30	70	100
BVH 604P	Advance Housekeeping Management (Practical)	-	-	6	6	3	30	70	100
BVH 605	Research Methodology	3	1	-	4	4	30	70	100
BVH 606	Managerial Economics	3	1		4	4	30	70	100
	Total				36	30	240	560	800

4. EXAMINATION AND EVALUATION

4.1 ATTENDANCE:

The students are expected to attend all the classes and should not have less than 75 % attendance in theory as well as in practical classes, wherever held, to become eligible to appear for the university examination. Short fall in attendance can, however be condoned in deserving cases to the extent of 10% by the Principal. If the short fall is more than 10% but not more than 15%, the Principal may recommend deserving cases to the Vice Chancellor for condonation. The order of the Vice Chancellor in this regard shall be final.

4.2 EXAMINATION:

All Courses offered by BCSCHM under B.Voc (H&T) programme will have an evaluation system within two components as:

1. Continuous Comprehensive Assessment (CCA) accounting for 30% of the final grade that a student gets in a course, and
2. End-Semester Examination (ESE) accounting for the remaining 70% of the final grade that the student gets in a course.

A student will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful in a course.

CONTINUOUS COMPREHENSIVE ASSESSMENT (CCA) :

Continuous Comprehensive Assessment (CCA) will be of **30 marks** comprised:

4.2.1.1 Midterm written test / practical including in-between snap tests if any shall carry **20 marks** independently in each subject.

4.2.1.2 A maximum of **10 marks** in each subject shall be awarded for attending classes (theory / practical) as per the following norms:

Note: Marks for Attendance: below 50% = Zero (0) mark; 50% = 1 mark; 51 – 59.99% = 2 marks; 60 – 64.99% = 3 marks; 65 – 69.99% = 5 marks; 70 – 74.99 % = 7 marks; 75- 79.99% = 8 marks; 80- 84.99% = 9 marks; 85- 100% = 10 marks

4.2.2 END SEMESTER EXAMINATION (ESE)

The remaining 70% of the final grade of the student in a course will be assessed on the basis of an end semester examination (ESE) that will be for three hours duration and will cover the entire syllabus of the course.

The question papers for the ESE will be got set by the Controller of Examinations (CoE) of the Swami Vivekanand Subharti University (SVSU) by a selected faculty panel.

4.3 PAPER SETTING, EVALUATION & RESULTS

The work of setting the End semester examination papers, conduct of the End semester and Annual examinations, Evaluation and declaration of results shall be as per the laid down Examination policies / latest University Notifications.

5. AWARDS

On successful completion of each year the student will be awarded the following:

- On Completion of First Semester the student will be awarded Certificate in Hospitality and Tourism
- On completion of Ist year the student will be awarded Diploma in Hospitality & Tourism
- On completion of IInd year the student will be awarded Advance Diploma in Hospitality & Tourism
- On completion of IIIrd year the student will be awarded B.Voc Degree in Hospitality & Tourism

6. POWER TO MODIFY

In the event of any emergent situation, if any deviation is considered necessary, the Vice Chancellor is authorized to modify the Ordinance, subject to subsequent ratification by the Executive Council.

SYLLABUS

Environmental Science			Course Code: BVH 101	
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04	
Objective	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.			
Course Outline	Topic	Hours		
		Lecture	Tutorial	
Unit 1	Environmental studies – 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	
Unit 2	Ecosystems – 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 Environmental Pollution – 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	
Unit 3	Social issues and the environment – 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	
Unit 4	Environmental legislation – 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	
Total Hours		45	15	
Reference Books	<ul style="list-style-type: none"> • Rajagopalan R, Environmental Studies, Oxford University Press, New Delhi • Kaushik Anubha, C.P. Kaushik, Perspective in Environmental Studies, New Age International (P) Ltd. Publishers • Joseph Benny, Environmental Studies, Tata McGraw Hill Publishing Company Ltd., New Delhi • Ubaroi, N.K., Environment Management, Excel Books, New Delhi. 			
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Understand core concepts and methods from ecological and physical sciences and their application in environmental problem-solving. 			

	<ol style="list-style-type: none"> 2. Appreciate key concepts from economic, political, and social analysis as they pertain to the design and evaluation of environmental policies and institutions. 3. Appreciate the ethical, cross-cultural, and historical context of environmental issues and the links between human and natural systems. 4. Appreciate that one can apply systems concepts and methodologies to analyze and understand interactions between social and environmental processes. 5. Reflect critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.
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Communication Skills- I			Course Code: BVH 102
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Communication and its types: 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
Unit 2	Communication: 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
Unit 3	Oral Communication Skills: 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
Unit 4	Pronunciation & Body language: pronunciation, stress, invocation, rhythm, greeting, handshakes, some polite expressions, apologies, remarks, etiquette and manners, gestures.	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Murphy, Herta A., Herbert W. Hildebrandj and Jane P. Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi. • Konera Arun, Professional Communication, Tata McGraw Hill, New Delhi. • McGrath, E. H., Basic Managerial Skills for All, PHI, New Delhi. • Meenakshi Raman and Parkash Singh, Business Communication, Oxford University Press, New Delhi. • Communication Skills –B.V.Pathak 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Discuss features and process of communication 		

	<ol style="list-style-type: none"> 2. Classify various types of communication 3. Solve barriers to effective communication 4. Assess their written communication skills 5. Evaluate their oral communication
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Food Production – I			Course Code: BVH 103
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Cooking: - Introduction, Definition, and its importance. Hygiene: introduction, importance and types. Qualities of F & B production employees Handling kitchen accidents e.g. burn cuts, fractures and Heart attack. Fire: Introduction, Types and how to extinguish different types of fire.	12	4
Unit 2	Ingredients used in cooking- I: Cereals and Grains, Fruits and Vegetables, and Sweeteners'- Types, Purchasing and Storing considerations. Ingredients used in cooking- II: Egg, Milk and Milk Products, Salt and Oil & Fat- Introduction, Types, Purchasing and Storing considerations.	12	4
Unit 3	Methods of Cooking: - 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
Unit 4	Commodities and their usage in Indian Kitchens: Introduction, Souring Agents, Coloring Agents, Thickening Agents, Flavoring and Aromatic Agents, Spicing Agents in Indian Kitchens.	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • The Professional Chef (4th Edition) By Le Rol A. Polsom • The Professional Pastry Chef, Forth Edition By Bo Friberg Publisher: Wiley & Sons INC • Theory of Catering By Kinton & Cessarani • Theory of Cookery By K Arora, Publisher: Frank Brothers 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Describe aims and objectives of cooking, duties and responsibilities of kitchen personnel. 2. Classify different kitchen equipment and fuel with their usage. 3. Differentiate various methods of cooking. 4. Categorize different types of ingredients while preparing menu. 5. Organize themselves as per kitchen standards and practice safety measures. 		

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

Objective	This course enables students to familiarize with kitchen and prepare very basic items used in different cuisines.		
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	
	EGG COOKERY: Preparation of: (i) Hard & soft boiled eggs (ii) Fried eggs. (iii) Poached eggs (iv) Scrambled eggs. (v) Omelet's (Plain, Spanish, Stuffed)	24	
	PREPARATION OF VEGETABLES: (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	
	RICE & PULSES COOKING : (i) Identification of types of rice varieties & pulses. (ii) Simple preparation of (a) Boiled rice (Draining & absorption) Method. (iii) Fired rice. (iv) Simple dal preparation (v) Wheat, products like making chapattis, parathas, phulkas, Kulchas & puris.	32	
	INDIAN BREAKFAST: Preparation of Puri/ Bhaji, Allo Paratha, Chola Bhatara.	24	
Total Hours		120	
Course Outcome	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
Unit 1	Food and Beverage Services 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
Unit 2	Staffing Modern Staffing in various hotels, Duties & Responsibilities of various employees in F&B Service, their attributes; coordination of F&B Service with other departments. Food Service Equipments Food Service Equipments, Classification, Description, Usage, Upkeep and Storage, Food Service Tools, Their Usage, Care & Maintenance, Side Stations, Safety Procedures, Fuel – Types, Usage and Precautions while Food Service	12	4
Unit 3	Food Service - I 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
Unit 4	Food Service - II 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
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS • Food & Beverage Service Management – Brian Varghese • Food & Beverage Service – Vijay Dhawan • Food & Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill. • Food & Beverage Service Lillicrap& Cousins, ELBS 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Summarize various catering establishments 2. Identify various equipment and linen used in F&B Service and their uses 3. Design organizational structure and relate F&B Service department with other department of hotel 4. Distinguish different types of service 5. Apply billing methods and its measures 		

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

Objective	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.	
Course Outline	Topic	Practical Hours
	<ul style="list-style-type: none"> • Understanding Personal Hygiene & Food Service Hygiene • Grooming for Professional Food Service – Do's & Don'ts 	8
	<ul style="list-style-type: none"> • Understanding Food Service Outlets. 	12

	<ul style="list-style-type: none"> Familiarization with Food Service equipments and tools 	
	<ul style="list-style-type: none"> Fuels –Their usage and precautions while dealing with them in F&B Outlets Handling Fire and Emergency Procedures 	12
	<ul style="list-style-type: none"> Familiarization, identification of crockery, cutlery, hollowware, flatware and tableware in F&B Outlets Services of Soups (Minestrone, Consommés, Cream Soups, Puree Soups, Clear Soups, Bisques, 	16
	<ul style="list-style-type: none"> Cold Soups, Chowders and others) Understanding Service Methods, setting up of Side Station, Table Layouts, Napkin Folding and Presenting Menus 	12
Total Hours		60
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Recognize different napkins folds Demonstrate different table layouts Perform restaurant service etiquettes and rules to be observed while waiting at the table Handle service gear and other equipments Demonstrate various types of service 	

Tourism Organization :Travel Agency, Tour Operator			Course Code: BVH 105
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Travel Organization <ul style="list-style-type: none"> Organization and Functions of UNWTO, TAAI, IATO, IATA and PATA Case studies of Travel agency and Tour operators: Thomas Cook, SITA, TCI and any one successful travel agency of Assam/ NE India 	12	4
Unit 2	Understanding of Travel Agency and Tour Operator <ul style="list-style-type: none"> Travel Agency and Tour Operation Business: Definition and differentiation, types, forms of organizations Genesis and growth of travel agency and tour operator business Functions of a travel agency: travel information, documentation, tour counseling, ticketing, reservation and itinerary, immigration related services, etc. Functions of tour operators: Negotiation and liasoning with principles, tour package formulation, pre-tour arrangements, tour operations and post- 	15	5

	<ul style="list-style-type: none"> tour management Source of income of travel agency and tour operator: commission, service charges and mark up on tours 		
Unit 3	Approval, Travel Formalities <ul style="list-style-type: none"> Entrepreneurship and tourism Procedure for setting up of Travel Agency and Tour Operating Enterprises; Their role in development of tourism industry Approval from Dept. of Tourism (DOT), International Air Transport Association (IATA) Travel Formalities: Passport, Visa and Health Regulation along with travel documents required for visiting NE region of India: Restricted Area Permit (RAP) and Inner Line Permit (ILP) 	12	4
Unit 4	Tour Package Designing <ul style="list-style-type: none"> Tour Packaging: definition, types and designing a tour package; Tourist Guide: definition, types, duties and responsibilities 	6	2
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Bhatia, A. K. (1991): Tourism Development: Principles and Practices, Starling Publishers Pvt. Ltd, New Delhi Bhattachararya, P. (2004): Tourism in Assam, Trends and Potentialities, Bani Mandir MMC Bhawan, Ghy-3 Mandal, V.K (2008): Travel and Transport Agency, Cyber Tech Publication, Ansari Road, Daryaganj, New Delhi Negi, J.(1998) : Travel Agency & Tour Operation, concept and Principles, Kanishka Publishers, Distributors, New Delhi -02 Negi, K.S. (2011): Travel Agency Management, Wisdom Press, New Delhi -02 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Recognize different Travel Organization Differentiate between travel agent and travel operator Identify various travel formalities Design tour packages 		

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Knowledge of history and its importance in tourism <ul style="list-style-type: none"> Brief outline of Indian history in ancient, medieval and modern period and growth and development of travel related activity. British rule and genesis of modern tourism in India 	6	2
Unit 2	Historical, Cultural and Religious tourism resources of India <ul style="list-style-type: none"> Art and architecture of tourism significance 	12	4

	<ul style="list-style-type: none"> World Heritage monuments and other prominent monuments of India Cultural tourism resources: Indian Classical dances and Folk dance forms, music and musical instruments, art and handicraft, fairs and festivals – religious and socio-cultural 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 		
Unit 3	Natural tourism resources of India <ul style="list-style-type: none"> Brief study of National Parks and Wildlife Sanctuaries, Bird Sanctuaries, tiger and crocodile project sites of India Major hill stations, Islands, river and river islands of India Important sea Beaches of India - Mumbai, Puri, Goa, Chennai, Trivandrum and Kerela. Adventure Sports: Existing trends and places of importance for Land based, water based and aero based adventure sports of India 	12	4
Unit 4	Catalyst of Tourism Development in India <ul style="list-style-type: none"> Tourism promotional festivals of India Museum and art galleries of India Tourist Trains in India- Palace on Wheels, Heritage on wheels, Royal Orient Express, Deccan Odyssey, Fairy Queen, Metro trains and Hill trains of India. 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 Important hotel chains in India 	15	5
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Acharya, R. (1986): Tourism & Cultural Heritage of India, ROSA Publication, Jaipur Harle, J.C. (): The Art and Architecture of Indian Sub Continent Hussain,A.A.(1987) :The national culture of India, National Book Trust, New Delhi Jacob, R., Joseph, S., Philip, A. (2007): Indian Tourism Practices, Abhijit Publications Percy, B. (): Indian Architecture – Hindu and Buddhist Period 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Identify and examine the nature of the tourist product. Outline the dimensions of travel, analyse influences on tourism demand. Outline and communicate the history of tourism. Identify and reflect on the factors that motivate tourist travel and aid their selection of a travel destination. 		

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction to Computers, Operating System, Windows & its Utilities 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
Unit 2	MS Word 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
Unit 3	MS Excel 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
Unit 4	MS PowerPoint 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
Total Hours		45	15

Reference Books	<ul style="list-style-type: none"> • PC Software, R. K. Taxali, Tata MacGraw Hill Publishing Company. • Working with Personal Computer Software (2nd Ed.) – R.P.Soni, Harshal Arolkar, Sonal Jain, Wiley –India Publications. • O-level- Module-I, II & III, Satish Jain, Sashank Jain, Sashi Singh & Dr. Madhulika Jain, BPB Publication. • Office 2003 in simple steps- Dreamtech Press. • Jain, V.K.; <i>Computers and Beginners</i>.
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Recognize different components of computer and their uses 2. Identify different operating system 3. Recall importance of MS Office 4. Describe the role of internet and social media in hospitality industry

Communication Skills- II			Course Code: BVH 202
Semester : II	L/T/P (Per week)	3/1/0	Credits : 04

Objective	<ul style="list-style-type: none"> • To make students effective communicators by improving their language skills with a major focus on effective communication, speaking skills and presentation skills. • To inculcate the habit of reading and enhance reading skills • To prepare the students for Group Discussions as a part of the placement process of the companies • To acquaint the students with the nuances of Business Writing 																										
Course Outline	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th rowspan="2"></th> <th rowspan="2" style="text-align: center;">Topic</th> <th colspan="2" style="text-align: center;">Hours</th> </tr> <tr> <th style="text-align: center;">Lecture</th> <th style="text-align: center;">Tutorial</th> </tr> </thead> <tbody> <tr> <td>Unit 1</td> <td>Written communication Skills: Advantages and disadvantages, suitability(when and where to use) Letter writing- component, layout and process, formal letter, drafting effective letter formats, style of writing, Use of jargons.</td> <td style="text-align: center;">12</td> <td style="text-align: center;">4</td> </tr> <tr> <td>Unit 2</td> <td>Written communication Skills: Writing a log book, Note making, comprehension and Précis writing, Memos, notice, agenda and minutes of meeting.</td> <td style="text-align: center;">12</td> <td style="text-align: center;">4</td> </tr> <tr> <td>Unit 3</td> <td>Business report: Report Writing, Types of business reports, structure of reports, short reports, long reports, abstracts and summaries, proposals.</td> <td style="text-align: center;">12</td> <td style="text-align: center;">4</td> </tr> <tr> <td>Unit 4</td> <td>Right to Information Act Introduction, Right to Information and obligations of Public Authorities, Central and State Information, Commissions-powers and functions, Writing an RTI Application, Submitting and R T I Application, Appeal and penalties.</td> <td style="text-align: center;">9</td> <td style="text-align: center;">3</td> </tr> <tr> <td colspan="2">Total Hours</td> <td style="text-align: center;">45</td> <td style="text-align: center;">15</td> </tr> </tbody> </table>		Topic	Hours		Lecture	Tutorial	Unit 1	Written communication Skills: Advantages and disadvantages, suitability(when and where to use) Letter writing- component, layout and process, formal letter, drafting effective letter formats, style of writing, Use of jargons.	12	4	Unit 2	Written communication Skills: Writing a log book, Note making, comprehension and Précis writing, Memos, notice, agenda and minutes of meeting.	12	4	Unit 3	Business report: Report Writing, Types of business reports, structure of reports, short reports, long reports, abstracts and summaries, proposals.	12	4	Unit 4	Right to Information Act Introduction, Right to Information and obligations of Public Authorities, Central and State Information, Commissions-powers and functions, Writing an RTI Application, Submitting and R T I Application, Appeal and penalties.	9	3	Total Hours		45	15
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Total Hours		45	15																								
Reference Books	<ul style="list-style-type: none"> • Murphy, Herta A., Herbert W. Hildebrandj and Jane P. Thomas, Effective Business Communication, Tata McGraw Hill, New Delhi. • Konera Arun, Professional Communication, Tata McGraw Hill, New Delhi. • McGrath, E. H., Basic Managerial Skills for All, PHI, New Delhi. • Meenakshi Raman and Parkash Singh, Business Communication, Oxford University Press, New Delhi. 																										

	<ul style="list-style-type: none"> • Communication Skills –B.V.Pathak
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Recognize advantages and disadvantages of written communication 2. Differentiate between agenda, memo and minutes of meetings 3. Recall written skills while writing formal letter 4. Define right to information act

FRONT OFFICE – I			Course Code: BVH 203
Semester : II	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Hospitality Industry- An introduction 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
Unit 2	Ownership structure of hotels Types- Sole proprietorship, Partnership, Management Contract, Joint Venture, Franchisee, Public Sector, Private Sector, Referral Groups/Consortium-Concept, Features, Advantages and Disadvantages	12	4
Unit 3	The Guest Accommodation: 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
Unit 4	Hotel Organization & Front Office 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
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill • Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA • Front Office – Operations and management – Ahmed Ismail (Thomson Delmar). • Managing Computers in Hospitality Industry – Michael Kesavana & Cahell. • Front Office Operations – Colin Dix & Chris Baird. • Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers 		

Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Discuss tourism and hospitality 2. Classify different types of hotels 3. Describe duties and responsibilities of Front office personnel 4. Compare different sections of Front office, meal plans, room rates and different types of key and its control 5. Design layout of guest room and recognize various amenities and supplies
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FRONT OFFICE – I (Practical)			Course Code : BVH 203P
Semester : II	L/T/P (Per week)	0/0/6	Credits : 03

Objective	The course familiarizes students with various skills and attributes required to excel in Front Office operations of hospitality industry.		
Course Outline	Topic	Practical Hours	
	<ul style="list-style-type: none"> • Grooming & Hospitality Etiquette. • Countries – Capitals, currencies, airlines & official airlines of the world. 	12	
	<ul style="list-style-type: none"> • Seminar presentation by students on life history of prominent hoteliers and hotel chain. • Seminar presentation by students on various types of Accommodations 	24	
	<ul style="list-style-type: none"> • Handling Telephones – telephone etiquette & manners. 	18	
	<ul style="list-style-type: none"> • Travel desk operations. 	12	
	<ul style="list-style-type: none"> • Knowledge of Front Office layout. • Role plays of various Front Office staff 	24	
Total Hours		90	
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Perform bell desk activities 2. Develop telephone etiquettes 3. Organize key handling procedures 4. Memorize countries, their capital and currencies 5. Practice bell desk activities and solve common guest queries 		

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

Objective	The course familiarizes students with operations of Housekeeping department, its various controls and personnel along with its relationship with other departments.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction, Meaning and definition Importance of Housekeeping, Sections of Housekeeping, Responsibilities of the Housekeeping department, a career in the Housekeeping department. Housekeeping Department: Organizational framework of the	12	4

	Department (Large/Medium/Small Hotel)		
Unit 2	<p>Role of Key Personnel in Housekeeping 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</p> <p>Interdepartmental Relationship With Maintenance department With Security department With Store department With Account department With other departments With more emphasis on Front office</p>	12	4
Unit 3	<p>House Keeping Control Desk Important/role/co-ordination/check list. • Forms, formats & registers used in the desk reports • Paging systems and methods • Telephone handling skills • Role of computers</p>	9	3
Unit 4	<p>Basic Controls in House Keeping 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</p>	12	4
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS). • Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill. • Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press. • Housekeeping and Front Office – Jones • Security Operations By Robert Mc Crie, Publishe: Butterworth – Heinemann • The Professional Housekeeper – Tucker Schneider,; Wiley Publications 		
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Describe importance and responsibility of housekeeping department and design layout of housekeeping department 2. Discuss duties and responsibilities of housekeeping staff 3. Apply principles of cleaning and classify equipment 4. Identify different cleaning agents 5. Classify different types of guest rooms, supplies and amenities 		

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

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

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Conceptual Framework <ul style="list-style-type: none"> • Tourism: definition, meaning, nature and scope • Tourist, travelers, visitor, transit visitor and excursionist - definition and differentiation • Leisure, recreation and tourism and their Interrelationship • Concept of tourism resource, attraction, product, market, industry and destination in the context of 	12	4

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

Entrepreneurship Management			Course Code: BVH 206
Semester : I	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction to Entrepreneurship Entrepreneurship-Definition, Characteristics and qualities of entrepreneur, Types of entrepreneurs.	12	4
Unit 2	Different Organizations in Entrepreneurship Entrepreneurial development training, Support of Institutions like NIESBUD-Delhi, SIET - Hyderabad, ITCOT, SIPCOT, SISI	12	4
Unit 3	Introduction to Project Idea processing and selection, Identification and classification, Project life cycle, Project formulation. Introduction to Project Report. Project Report-Meaning and Definition, Types of Project Report, Components of Projects Report, Steps in Developing a Project Report, Essentials of a Good Project Report.	12	4
Unit 4	Entrepreneurship Related to the Hotel Industry Plant layout in view of the Hotel Industry, Steps for starting small hotel, Problems in starting a hotel, Ways to rectify them	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Vasanth Desai: Dynamics of Entrepreneurial Development and Management : Himalayan Publishing Company, New Delhi, Edition 3, 2005. • David H.Holt : Entrepreneurship: Hall India Publishers, New Delhi : Edition 2, 2004. • Jose Paul, N. Ajith Kumar, Entrepreneurship Development- Himalaya Publishing house, Mumbai, Fourth revised edition 2000. • Madhurima Lall, Shikha Sahai, Entrepreneurship- Excel Books, New Delhi, First Edition 2006. • C.B.Gupta, N.P.Srinivasan, Entrepreneurial Development- Sultan Chand and Sons, New Delhi, Sixth Edition 1999. 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Differentiate entrepreneur, entrepreneurship 2. Generate and evaluate ideas 3. Identify entrepreneurial process 4. Use source of finance to start entrepreneurship 5. Explain the importance and responsibilities of entrepreneur and entrepreneurship 		

Personality Skills for Hospitality			Course Code: BVH 301
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

Objective	<ul style="list-style-type: none"> • To acquaint the students with the concepts and processes of professional skills. • To make students effective communicators by improving their language skills with a major focus on effective communication, speaking skills and presentation skills. • To enable the students to become aware of their strengths and weaknesses to become better professionals • To help the students to work on their short-term and long-term goals. • To discuss the strategies to develop self-confidence, enhance self-esteem and develop positive attitude 		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<p>SWOT Analysis What is SWOT Analysis? Importance of SWOT Analysis How to use SWOT for one's growth?</p> <p>Activity – As the first step, students do their own SWOT Analysis for understanding their personality traits and also the opportunities and threats in the environment. This is followed by a detailed discussion. A sample SWOT is discussed to give them clarity.</p> <p>Goal Setting What is a goal? Importance of Goals SMART Goals and their significance Personal Action Plans</p> <p>Activity – After detailed examples and discussion, the students develop their own Personal Action Plan (PAP). These action plans are then discussed by the trainer/facilitator and the students to evaluate and fine tune these</p>	12	4
Unit 2	<p>Body Language Importance of Body Language Understanding various postures and gestures Practice Session</p> <p>Activity - PPT and Videos are shown to demonstrate the right body postures and gestures and subsequently all the students are made to practice these.</p> <p>Listening Skills Hearing vs. Listening vs. Active Listening Techniques for Developing Active Listening Strategies for Effective Listening</p> <p>Activity – Chinese Whispers Game is played to highlight the importance of listening and also demonstrate how it can lead to distortion in communication.</p> <p>Vocabulary Building Vocabulary building methods Root Words Suffixes Prefixes Spellings and common errors</p>	12	4

	Activity –Vocabulary Game		
Unit 3	Behavioural Skills Confidence Building Self-Esteem Positive Attitude Activity – Short exercises to explain the concepts Presentations for Assessments Applied Grammar Fundamentals / English Enhancement Common Errors in English Language Language Quiz Verbal Aptitude Sentence Correction Activity – Language Quiz with focus on grammar application	12	4
Unit 4	Group Discussion Level 1 Introduction to Group Discussions Types of GDs Performance Evaluation Criterion Initiation Techniques Summarization Techniques Activity – After taking the students through various aspects of Group Discussions, simple topics are taken up in groups of 10-15 students. Knowledge based and Opinion based topics are taken up followed by evaluation and value addition by the trainer/facilitator. Presentation Skills Level 1 Basics of Presentation Skills Designing an effective presentation Techniques of delivering an effective presentation Activity – Groups are formed and different topics are given. The students in groups design and deliver a presentation followed by feedback and value addition by the trainer	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Smith D Brendan, Breaking Through College Reading. NY,Longman • Troiano,Edna, Julia Scott (2001) The Contemporary Writer, New Jersey;Prentice Hall • Axclerod,BRise,Charles R Cooper (1994) <u>The St. Martin’s Guide to Writing</u>; NY;St.Martin’s Press 		
Course Outcome	At the end of the course the students would be able to: <ul style="list-style-type: none"> • Communicate effectively in English in business situations • Enhance their listening and speaking skills • Strengthen their reading and allied critical thinking skills • Become fluent in public speaking situations and other group communication contexts 		

Event Management			Course Code: BVH 302
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
Unit 1	Introduction to Event management <ul style="list-style-type: none"> • Types of Events • Characteristics of Events Planning an Event <ul style="list-style-type: none"> • Principles of planning • Steps in Planning • Consult with the Client <ul style="list-style-type: none"> ➤ Set Objectives ➤ Choose a Date ➤ Decide Who to Invite ➤ Create Your Theme ➤ Set the Event Agenda 	12	4
Unit 2	Organizing the Event <ul style="list-style-type: none"> • Pre-event <ul style="list-style-type: none"> ➤ Establish an Event Committee ➤ Timeline Schedule ➤ Budgets(Components of budget) ➤ Crisis and Backup Planning • During the event <ul style="list-style-type: none"> ➤ Crowd management ➤ Managing Media ➤ Risk Management - (Natural , Financial ,Legal) • Post Event <ul style="list-style-type: none"> ➤ Closing of accounts ➤ Obtain Customer Feedbacks 	12	4
Unit 3	Planning Venues <ul style="list-style-type: none"> • Finding a Venue • Space Requirements • Creating Request for Proposal (RFP) • Site Inspection • Site Confirmation • Pre-Event Meeting 	12	4
Unit 4	Marketing the Event <ul style="list-style-type: none"> • Tools used for Marketing <ul style="list-style-type: none"> ➤ Advertising ➤ Publicity ➤ Sponsorship ➤ Media Dealing with Vendors <ul style="list-style-type: none"> • Types of Vendors 	9	3

	<ul style="list-style-type: none"> • Choosing Vendors • Vendor Contracts 		
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Event Management: For Tourism, Cultural, Business and Sporting Events by Lynn Vander Wagen, Pearson Hospitality Press, 2007 • Event Management by R.K Singh, Aman Publication, New Delhi • Event Management by Sita Ram Singh, APH Publishing Corporation 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Classify events and identify steps involved in planning an event 2. Organize events 3. Recall legal compliance 4. Plan venue for the event 5. Choose and deal with the vendors 		

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Eggs, Poultry and Meat <ul style="list-style-type: none"> • Eggs – Introduction, Usage in Kitchen, Structure of Egg, • Classification, Grading of Eggs, Types, Selection, Storage and • Preparation of breakfast dishes with eggs. • Poultry and Game: Introduction, Classification, Selection Criteria, Cuts of Poultry, Yield and simple Indian preparations. • Meat: Characteristics, selection and grading, Classification (Bovines, Ovine and Swines), Categories, Cuts of Meat, Storage and handling. 	12	4
Unit 2	Fishes in Cooking <ul style="list-style-type: none"> • Introduction, Types, Purchasing, Storing Considerations, Fish & Shellfish, their classification • Cuts of Fish, Popular Species of Fish, Classical Preparations of Fish • Common cooking methods used for sea food. 	9	3
Unit 3	Stocks & Soups Stocks Introduction, Classification, Usage, Preparation Soups Introduction, Classification, Preparation, Salient Features, Care and precautions, trends in soup presentation	12	4
Unit 4	Sauce & Salads 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,	12	4

	emerging trends and salient features.		
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • The Professional Chef (4th Edition) By Le Rol A. Polson • The Professional Pastry Chef, Forth Edition By Bo Friberg Publisher: Wiley & Sons INC • Theory of Catering By Kinton & Cessarani • Theory of Cookery By K Arora, Publisher: Frank Brothers 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Differentiate between stock and soup 2. Classify mother sauces and its derivatives and discuss role of egg in cooking 3. Describe different types of vegetable cuts 4. Explain salads and sandwiches 5. Discuss the role of kitchen stewarding and select control measures for food contamination 		

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

Objective	This course enables students to familiarize with kitchen and prepare very basic items used in different cuisines.	
Course Outline	Topic	Practical Hours
	<ul style="list-style-type: none"> • Preparation of stocks, mother sauces and at least two derivatives each. • Preparation of soups (minestrone, consommés, cream soups, puree soups, clear soups, bisques, cold soups, chowders and others) 	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"> • Familiarization with, poultry, meats & fishes – their simple cuts and cooking 	24
	<ul style="list-style-type: none"> • Simple Vegetable and Meat Cookery 	32
	Preparation of Continental Breakfast	24
Total Hours		120
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Demonstrate different sandwich preparation 2. Illustrate basic continental preparations 3. Design continental breakfast menu 4. Practice egg preparation 5. Demonstrate stocks, soups and sauces 	

Food & Beverage Service - II			Course Code: BVH 304
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Non Alcoholic Beverages 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
Unit 2	Types of Meals & Breakfast Service 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
Unit 3	French Classical Menu & Tobacco 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
Unit 4	Control Methods 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
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS • Food & Beverage Service Management – Brian Varghese • Food & Beverage Service – Vijay Dhawan • Food & Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill. • Food & Beverage Service Lillicrap& Cousins, ELBS 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Discuss different types of meals 2. Explain various menu 3. Memorize different tobacco products and classify non- alcoholic beverages 4. Describe special foods 5. Design layout of in room dining and practice in room dining procedure 		

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

Objective	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.		
Course Outline	Topic	Practical Hours	
	<ul style="list-style-type: none"> Understanding Non Alcoholic Beverages, Types & Service Techniques 	8	
	<ul style="list-style-type: none"> Guest Interactions while on Food Service – Do's & Don'ts 	8	
	<ul style="list-style-type: none"> Non Alcoholic Beverage Presentation and Services Breakfast Services: Types, Breakfast Layouts, Menu Knowledge, Table Services, Clearance & Acknowledging guests. 	20	
	<ul style="list-style-type: none"> Identification and service of various types of Cheese & Pasta Service of Cigars & cigarettes 	12	
	<ul style="list-style-type: none"> French Classical Menu covers setup 	12	
Total Hours		60	
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Design French classical menu Demonstrate service procedure for lunch/ dinner and breakfast Design breakfast, lunch and dinner menu Demonstrate trolley set up List Non Alcoholic Beverages 		

Public Relations			Course Code: BVH 305
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The Course is geared towards instilling a deep understanding of Mass Media including newspapers, Magazines, Radio, TV and films. This paper also provides a hands-on training on writing for Newspapers, Radio, TV and Film. The special emphasis is laid on developing the art of writing press release.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	MEDIA CLASSIFICATION: Introduction to Mass Media, Functions of Mass Media, Characteristics, Limitations, advantage and relative appeal of different media. NEWS-PAPERS AND MAGAZINES: Principal categories of newspapers and periodicals, News Agencies, Government and Press – Mass Media as Social Instruments.	12	4
Unit 2	RADIO BROADCASTING: Ratio in India, Relative coverage and appeal of Radio and Press. Impact of Radio on rural India and rural development. TV IN INDIA: A brief history of Television – Coverage,	9	3

	present status and impact on masses, Role of Satellite Communication, TV for Socio-Economic change, The future of Television in India. FILM IN INDIA: Film as a tool of PR, Impact of films, Documentaries, PR Films, Feature Films, Script writing of newsreel and documentaries.		
Unit 3	PHOTOGRAPHS: The Camera as a tool of PR, Uses of Photos in PR, News-photos, Photo features-photo Editing, Caption writing. EXHIBITIONS: Exhibition as a PR tool, Types of Exhibitions, Planning an Exhibition Theme and Display.	12	4
Unit 4	MEDIA RELATIONS: Strategy for good media relations, Inter-Media Publicity, Press Conference. Traditional Media as a PR tool – Types – Advantages - Role of traditional Media in rural India. Outdoor media as a PR tool – Hoardings – Posters – Transit media – Bus panels – Neon signs – Direct Mail – advantages.	12	4
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Press Relations - Frank Jefkins • Public Relations in India - JM Kaul • Public Relations: Theory & Practice - S.M. Sardana • Public Relations Practice - Sam Black 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Classify various media 2. Explain the role of media in public relation 3. Discuss how exhibition can be a PR tool 		

Event Management			Course Code : BVH 306
Semester : VI	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
Unit 1	Introduction to Event management <ul style="list-style-type: none"> • Types of Events • Characteristics of Events Planning an Event <ul style="list-style-type: none"> • Principles of planning • Steps in Planning • Consult with the Client <ul style="list-style-type: none"> ➤ Set Objectives ➤ Choose a Date ➤ Decide Who to Invite ➤ Create Your Theme ➤ Set the Event Agenda 	9	3

Unit 2	Organizing the Event <ul style="list-style-type: none"> • Pre-event <ul style="list-style-type: none"> ➤ Establish an Event Committee ➤ Timeline Schedule ➤ Budgets(Components of budget) ➤ Crisis and Backup Planning • During the event <ul style="list-style-type: none"> ➤ Crowd management ➤ Managing Media ➤ Risk Management - (Natural , Financial ,Legal) • Post Event <ul style="list-style-type: none"> ➤ Closing of accounts ➤ Obtain Customer Feedbacks 	6	2
Unit 3	Legal Compliance <ul style="list-style-type: none"> • Business Registration • Liquor Licensing • Security Legislation • Insurance • State Laws and regulations 	6	2
Unit 4	Planning Venues <ul style="list-style-type: none"> • Finding a Venue • Space Requirements • Creating Request for Proposal (RFP) • Site Inspection • Site Confirmation • Pre-Event Meeting 	12	4
Unit 5	Marketing the Event <ul style="list-style-type: none"> • Tools used for Marketing <ul style="list-style-type: none"> ➤ Advertising ➤ Publicity ➤ Sponsorship ➤ Media Dealing with Vendors <ul style="list-style-type: none"> • Types of Vendors • Choosing Vendors • Vendor Contracts 	12	4
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Event Management: For Tourism, Cultural, Business and Sporting Events by Lynn Vander Wagen, Pearson Hospitality Press, 2007 • Event Management by R.K Singh, Aman Publication, New Delhi • Event Management by Sita Ram Singh, APH Publishing Corporation 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 6. Classify events and identify steps involved in planning an event 7. Organize events 8. Recall legal compliance 9. Plan venue for the event 10. Choose and deal with the vendors 		

Facility Planning			Course Code: BVH 401
Semester : IV	L/T/P (Per week)	3/1/0	Credits : 04

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

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

Meetings, Incentive, Conventions and Events/ Exhibitions (MICE)			Course Code : BVH 402
Semester : IV	L/T/P (Per week)	3/1/0	Credits : 04

Objective	MICE is one of the extensively and rapid growing industry today. This industry also offers wide career opportunities. This course gives students an overview of the MICE (Meetings, Incentive, Conventions and Events/Exhibitions) sector of the tourism industry. Students will also enhance managerial and operational skills for organizing Meetings, Incentive, Conventions and Events / Exhibitions.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<p>MICE</p> <ul style="list-style-type: none"> • Introduction to MICE Industry • Basic terms and concepts in MICE • Definitions of different types of meeting • Product knowledge of MICE <p>Infrastructure for MICE</p> <ul style="list-style-type: none"> • Components of MICE • Planning for MICE 	9	3

	<ul style="list-style-type: none"> ➤ Venues ➤ Transport ➤ Accommodation ➤ Other support services 		
Unit 2	Conventions and Conferences <ul style="list-style-type: none"> • Significance of convention Business • Site selection: Selecting the right convention center <ul style="list-style-type: none"> ➤ Factors for the site selection ➤ Site selection process ➤ Site requirements ➤ Types of facilities, hosting different events • Organizing a conference <ul style="list-style-type: none"> ➤ Registration, Seating Arrangements, Documentation, Interpreting press relation, Computer Graphics, Teleconferencing, Recording and Publishing Proceedings, Interpretation and language. • Convention Centre <ul style="list-style-type: none"> ➤ Convention Centre Locations ➤ Types of Convention Centres ➤ Facilities 	12	4
Unit 3	Meeting Planners <ul style="list-style-type: none"> • Types of Meeting Planners <ul style="list-style-type: none"> ➤ Corporate meeting planner ➤ Independent meeting planner ➤ Government meeting planner • Responsibilities of Meeting planners <ul style="list-style-type: none"> ➤ Pre-meeting activities ➤ Onsite activities ➤ Post meeting ➤ Related activities • Technological requirements for Meetings 	12	4
Unit 4	Trade Fair & Exhibitions <ul style="list-style-type: none"> • Meaning of Trade fairs, Exhibitions & Expositions • Purpose of Trade Shows, Fairs and need for client identification Budgeting of MICE <ul style="list-style-type: none"> • Use of budget preparation • Estimating • Fixed and variable costs • Cash flow • Sponsorship and subsidies 	12	4
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • F Coleman, Lee & Frankle (1991), Powerhouse Conferences. Educational Institute of AH& MA. • Hoyle, Dorf & Jones (1995), Meaning conventions & Group business. Educational Institute of AH & MA • Sunetra Roday, Archana Biwal Vandana Joshi ,Tourism Operations andManagement(2009), Oxford University Press, New Delhi • George G Fenich, Meetings, Expositions, Events and Conventions- An 		

	introduction to the industry.(2008), Pearson Education New Delhi-17
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Explain components of MICE 2. Select the right convention center 3. Plan different types of meetings 4. Calculate budget for MICE 5. Discuss incentive travel

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction and Organization Structure of Front Office <ul style="list-style-type: none"> • Function areas • Front office hierarchy, Duties and responsibilities • Personality traits Types of Rooms, Hotel Entrance, Lobby and Front Office <ul style="list-style-type: none"> • Layout • Front office equipment (non automated, semi automated and automated) 	12	4
Unit 2	Tariff Structure <ul style="list-style-type: none"> • Basis of charging • Plans, competition, customer's profile, standards of service & amenities • Hubbart formula • Different types of tariffs • Rack Rate • Discounted Rates for Corporate, Airlines, Groups & Travel Agents • Guest Accounting (Manual): Guest Weekly Bill, Visitors Tabular Ledger 	9	3
Unit 3	Front Office and Guest Handling <ul style="list-style-type: none"> • Introduction to guest cycle: Pre arrival, Arrival, Stay, Departure and after departure.During the stay activities • Information services • Message and Mail Handling • Key Handling • Room selling technique • Hospitality desk • Complaints handling • Guest handling • Guest history 	12	4
Unit 4	Reservations <ul style="list-style-type: none"> • Importance of reservation • Modes 	12	4

	<ul style="list-style-type: none"> • Channels and sources (FITs, Travel Agents, Airlines, GITs) • Types of reservations (Tentative, confirmed, guaranteed etc.) • Systems (non automatic, semi-automatic fully automatic) • Cancellation, Amendments and overbooking • ROOM SELLING TECHNIQUES: Up selling, Discounts <p>Arrivals</p> <ul style="list-style-type: none"> • Preparing for guest arrivals at Reservation and Front Office • Receiving of guests • Pre-registration • Registration (non automatic, semi-automatic and automatic) • Relevant records for FITs, Groups, Air crews & VIPs 		
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS). – • Hotel House Keeping – Sudhir Andrews Publisher: Tata Mc Graw Hill. • Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press. • Housekeeping and Front Office – Jones - Security Operations By Robert Mc Crie, Publishe: Butterworth – Heinemann – • Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill – • Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA - Front Office 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Explain Guest cycle 2. Discuss reservation procedure 3. Plan pre- arrival procedure 4. Describe guest arrival procedure 5. Identify various services provided to the guest during the stay 		

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

Objective	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.	
Course Outline	Topic	Practical Hours
	<ul style="list-style-type: none"> • Introduction of front office equipment and furniture (Rack, counter bell desk) • Filling up of various proforma 	18
	<ul style="list-style-type: none"> • Welcoming of guest • Telephone handling 	24

	<ul style="list-style-type: none"> • Role play • Reservation 	18
	<ul style="list-style-type: none"> • Arrivals • Luggage handling 	18
	<ul style="list-style-type: none"> • Message and mail handling • Paging 	12
Total Hours		90
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Prepare various forms and formats 2. Demonstrate telephone handling skills and reservation procedure 3. Perform the task of different front office staff 4. Handle guest complaints 5. Illustrate use of PMS 	

Housekeeping - II			Course Code: BVH 404
Semester : IV	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Housekeeping Procedures <ul style="list-style-type: none"> • Briefing, Debriefing, Gate pass • Indenting from stores· Inventory of Housekeeping Items • Housekeeping control desk, Importance, Types of keys, key control, • Handling Lost and Found • Forms, Formats and registers used in the Control Desk • Handling of Guest queries, problem, request • General operations of control desk • Role of control desk during Emergency 	9	3
Unit 2	The Hotel Guest Room <ul style="list-style-type: none"> • Layout of guest room (Types) • Layout of corridor and floor pantry • Types of guest rooms Furniture/Fixtures/Fittings/Soft Furnishings/Accessories/Guest Supplies/Amenities in a guest room (to be dealt in brief only) Types of Beds and Mattresses	12	4
Unit 3	Cleaning Science <ul style="list-style-type: none"> • Characteristics of a good cleaning agent • General Criteria for selection & Classification • PH scale and cleaning agent with their application • Types of cleaning agent • Cleaning products (Domestic and Industrial) • Use, care and Storage • Use of Eco-friendly products in Housekeeping 	12	4

Unit 4	Cleaning Equipment <ul style="list-style-type: none"> • Types of Equipment • Operating Principles of Equipment • Characteristics of Good equipment (Mechanical/Manual) • Storage, Upkeep, Maintenance of equipment Care and Cleaning of Different Surfaces <ul style="list-style-type: none"> • Metal, Glass, Leather, Rexene, Ceramic, Wood, Wall and floor covering, Stain Removal 	12	4
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Hotel Housekeeping, Sudhir Andrews, Tata McGraw Hill • The Professional Housekeeper, Tucker Schneider, VNR • Professional Management of Housekeeping Operations, Martin Jones, Wiley • House Keeping Management for Hotels, Rosemary Hurst, Heinemann • 5.Hotel, Hostel & Hospital House Keeping, Joan C. Branson & Margaret Lennox, ELBS • Accommodation & Cleaning Services, Vol I & II, David . Allen, Hutchinson • Managing House Keeping Operation, Margaret Kappa & Aleta Nitschke 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Co- relate housekeeping department with other departments of the hotel 2. Describe daily routine of the housekeeping 3. Discuss guest room cleaning procedure 4. Memorize routine cleaning of public areas 5. Summarize the role of control desk 		

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

Objective	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 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.	
Course Outline	Topic	Practical Hours
	<ul style="list-style-type: none"> • Understanding Guest Room Layout (Double, Twin, suite room) • Identification of cleaning equipment – Manual & mechanical 	12
	<ul style="list-style-type: none"> • Operation,maintenance and storage of cleaning equipments.(manual and mechanical) • Setting up of maid's cart trolley. 	12
	<ul style="list-style-type: none"> • Usage of different types of cleaning agents,polishes,detergent,acids etc • Cleaning stains from different types of surfaces like wood, glass,plastic,Ceramic etc 	30
	<ul style="list-style-type: none"> • Handling Desk Control (preparing form and formats) 	18

	<ul style="list-style-type: none"> Handling guest requests and complains at control desk 	18
Total Hours		90
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Demonstrate turn down service Illustrate mini bar management Identify various records maintain in housekeeping department Demonstrate spring cleaning of public areas Practice stock taking 	

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Accounting: Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions	12	4
Unit 2	Account Records: Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books – Cash, Sales & Purchase books, Bank Reconciliation statement.	12	4
Unit 3	Financial Statement: Basic Financial Statements, Trial Balance, Preparation of Final Accounts, Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem.	12	4
Unit 4	Depreciation Reserves and Provisions – Meaning, basic Methods, Computer Application- Preparation of Records and Financial Statements	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, Kalyani Publisher Ludhiana Hotel Accounting Earnest B. Horwath & Luis Toth Hotel Accounting & Financial Control By Ozi A.D’ Cunha & Gleson O. D’ Cunha Publisher: Dicky,sEnterprize, Kandivali, Mumbai Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River NewJersey Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> Identify allowance, discount and paid out vouchers Recognize visitors tabular register and its use Generate guest weekly bill Practice uniform system of accounting Plan budget and its measures to control 		

Disaster Management			Course Code : BVH 406
Semester : VII	L/T/P (Per week)	3/1/0	Credits : 04

Objective	This course gives an insight into the effect of Disaster Management in hospitality sector.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction to Disasters: <ul style="list-style-type: none"> • Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) 	12	4
Unit 2	Disasters: <ul style="list-style-type: none"> • Classification, Causes and Impacts (including social, economic, political, environmental, health, psychosocial, etc.) • Differential impacts- in terms of caste, class, gender, age, location, disability, Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change 	12	4
Unit 3	Approaches to Disaster Risk reduction: <ul style="list-style-type: none"> • Disaster cycle - its analysis and Phases, • Culture of safety, prevention, mitigation and preparedness community based DRR, • Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj, Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders. 	6	2
Unit 4	Inter-relationship between Disasters and Development: <ul style="list-style-type: none"> • Factors affecting Vulnerabilities • Differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. • Climate Change Adaptation. • Relevance of indigenous knowledge, appropriate technology and local resources 	9	3
Unit 5	Disaster Risk Management in India <ul style="list-style-type: none"> • Hazard and Vulnerability profile of India • Components of Disaster Relief: Water, Food, Sanitation, Shelter and Health • Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation) 	6	2
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000 • Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008 • Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge. 		

	<ul style="list-style-type: none"> • Coppola P Damon, 2007. Introduction to International Disaster Management, • Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Classify different types of disaster and their impact (such as economic, political, social, etc.) 2. Analyze disaster cycle and its phases 3. Relate disaster with development 4. Apply disaster risk management 5. Identify areas to reduce disaster

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction to services <ul style="list-style-type: none"> • Definition • Characteristics of services • Management strategies for service business • Difference between goods and services • Emerging Scenario of Hospitality sector in India 	9	3
Unit 2	Services Marketing Mix – 7 Ps <ul style="list-style-type: none"> • Product <ul style="list-style-type: none"> ➤ Hospitality products ➤ Service life cycle ➤ Development of new service product ➤ Product differentiation ➤ Definition and importance of branding • Place <ul style="list-style-type: none"> ➤ Distribution Channels for services ➤ Hospitality intermediaries and their role ➤ Functions of intermediaries in distribution of services • Promotion <ul style="list-style-type: none"> ➤ Tools of promotion in services marketing ➤ Introduction to Personnel selling, Advertising and sales promotion, PR and Publicity, Direct marketing, Social media network. ➤ Concept of e-commerce • Pricing <ul style="list-style-type: none"> ➤ Factors involved in pricing a service product ➤ Methods of pricing for hospitality products • People 	15	5

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

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction: Concept, Nature, Scope, Objectives and Importance of HRM; Evolution of HRM; Challenges of	9	3

	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.		
Unit 2	Acquisition of Human Resources: 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
Unit 3	Training and Development: 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
Unit 4	Compensation and Maintenance: 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
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Aswathappa, K., (2010), Human Resource Management, McGraw Hill Education. • Durai, Praveen, (2010), Human Resource Management, Pearson Education. • Monappa, A. and Saiyadain, M., (2001), Personnel Management, McGraw-Hill Education. • Dessler, Gary, (2004), Human Resource Management, Pearson Education. • Jyothi, P., and Venkatesh, D.N, (2006), Human Resource Management, Oxford Higher Education. 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Explain the role and importance of Human Resource Management 2. Appraise performance of the team and plan training program 3. Evaluate performance of the staff 4. Support the manpower with incentive and benefits 5. Solve grievances of the staff 		

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

Objective	The course gives an overview of International cuisine and intends to develop specialized culinary skills amongst the students to prepare them for the industry.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	International Cuisine <ul style="list-style-type: none"> • Introduction to influences of cultures on regions • Special features with respect to equipment, 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 	12	4

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

Advance Food Production Management (Practical)			Course Code : BVH 503P
Semester : V	L/T/P (Per week)	0/0/8	Credits : 04

Objective	This course enables students to familiarize with preparation of international dishes and cold preparations.	
Course Outline	Topic	Practical Hours
	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 & veg accompaniment, Salad, Bread & Dessert)	72
	International A la carte / TDH menu	16
Total Hours		120
Course Outcome	At the end of the course the students would be able to: 1. Design international A la carte and TDH menu 2. Demonstrate various international dishes 3. Recall various recipe of international desserts 4. Illustrate chocolate making procedure 5. Plan cold meat platter	

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Alcoholic Beverages <ul style="list-style-type: none"> • Definition • Classification of Alcoholic Beverages • Fermented beverages – Definition and Examples Bar <ul style="list-style-type: none"> • Types of Bar • Bar Equipment (Light equipment and Heavy equipment) 	12	4
Unit 2	Wines Classification <ul style="list-style-type: none"> • Production • New world vs Old world wines 	12	4

	<ul style="list-style-type: none"> • Grape varieties • Brand names • Service of Red, white, sparkling wines • Aperitif wines: Service and popular brands • Fortified wines: Service and popular brands <p>Beer</p> <ul style="list-style-type: none"> • Classification • Service • Storage • Brand 		
Unit 3	<p>Spirits</p> <ul style="list-style-type: none"> • Whisky, Rum, Gin, Vodka, Brandy, Tequila • Classification • Brands • Service <p>Liqueurs</p> <ul style="list-style-type: none"> • Classification • Colour and flavour • Famous brands at least 10 <p>Cocktails Classification</p> <ul style="list-style-type: none"> • Rules of making cocktails • Recipe of 20 classical cocktails 	12	4
Unit 4	<p>Bar Layout</p> <ul style="list-style-type: none"> • Permitted hours • Opening and closing duties • Age and Alcohol • Bar Frauds • Types • Responsible Service and trends <p>Retail beverage outlets</p> <ul style="list-style-type: none"> • Coffee baristas • Chai Bars • Pubs • Juice bars • Operations in FOH, MOH, BOH 	9	3
Total Hours		45	15
Learning outcomes	<p>At the end of the course the Students will be able to:</p> <ul style="list-style-type: none"> • Define and classify different alcoholic and non-alcoholic beverages. • Differentiate different beverages on the menu. • Match wines with Indian & International food items. • Understand alcohol strength of drinks. • Understand effect of alcohol on human body. • Appreciate bar operations 		
Reference Books	<ul style="list-style-type: none"> • Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousins. Publisher: ELBS • Food & Beverage Service Management – Brian Varghese • Food & Beverage Service – Vijay Dhawan • Food & Beverage Service Training Manual – Sudhir Andrews, Tata McGraw Hill. 		

	<ul style="list-style-type: none"> • Food & Beverage Service Lillicrap& Cousins, ELBS
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Classify different types of alcoholic beverage and identify bar equipment 2. Discuss manufacturing of beer and brand name 3. Describe wine manufacturing process and classify wines 4. Differentiate various wine producing countries 5. Recognize different aperitifs used in bar

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

Objective	The objective of the course is to provide practical knowledge of serving different alcoholic beverage to the guest.	
Course Outcome	Topic	Practical Hours
	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 <ul style="list-style-type: none"> • Champagne Bottle sizes with their respective names • Champagne Dosage terms 	4
	Fortified wine service - Service Temperature, Equipment, Procedure, Brands <ul style="list-style-type: none"> • Sherry • Port 	4
	Service of Aperitifs <ul style="list-style-type: none"> • Vermouth • Campari • Pernod 	4
	Menu Planning with wines and Service of Food and wine (Menu planning with wines from France, Italy, Spain, and India)	4
	Preparation of <ul style="list-style-type: none"> • Beer list • Wine list 	4
Total Hours		60
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Compile wine list and beer list 2. Demonstrate alcoholic beverage service 3. Identify glassware used for serving different fermented beverage 4. Illustrate service of aperitifs 5. Design menu with combination of wine 	

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

Objective	The student will gain comprehensive knowledge on various aspects of control procedures, adopted by the Food and Beverage department.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Cost and Sales Concept <ul style="list-style-type: none"> • Introduction • Cost Concepts • Sales Concepts • Cost to Sales Ratio: Cost Percent Control Process <ul style="list-style-type: none"> • Introduction • Control • The Control Process • Control Systems • Cost Benefit Ratio 	12	4
Unit 2	Control Cycle <ul style="list-style-type: none"> • Purchasing • Receiving • Storing • Issuing Menu Engineering & Analysis <ul style="list-style-type: none"> • Introduction • Menu Engineering • Menu Analysis 	12	4
Unit 3	Controlling Food Sales <ul style="list-style-type: none"> • Introduction • The goals of sales control • Optimizing the number of customers • Maximizing the profit • Controlling Revenue • Revenue Control using manual means • Revenue Control using computers 	9	3
Unit 4	Beverage Control <ul style="list-style-type: none"> • Beverage Purchasing, Receiving, Storing and Issuing Control • Beverage Production Control • Inventory turnover • Beverage Sales Control • Guest Checks and Control Labour Control <ul style="list-style-type: none"> • Labour Cost Considerations • Establishing Performance Standards • SOP • Standard Staffing Requirements • Preparing job descriptions • Training of Staff • Monitoring Performance • Taking Corrective action to address discrepancies 	12	4

	between standards and performance		
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Food and Beverage Control - Richard Kotas & Bernard Davis • Food and Beverage Management - Bernard Davis & Sally Stone • Theory of catering - Ronald Kinton, Victor Ceserani , David Foskett 		
Course outcomes	At the end of the course the Students will be able to: <ol style="list-style-type: none"> 1. Understand the complexities of controlling the Cost, Food & Beverage products, 2. Labour and revenue in Food & Beverage operations and maximizing profit without sacrificing the quality or quantity of the food or beverage which goes to the guest. 		

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

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Introduction to organizational behaviour <ul style="list-style-type: none"> • Definition of organization • Definition of behavior • Definition of organizational behaviour Perception, personality, and learning <ul style="list-style-type: none"> • Perception definition and Factors influencing perception • Attribution theory rules for determining attribution - selective perception, halo effect, contrast effects, projection, stereotyping, prejudice, and self-fulfilling prophecy • Personality definition and Personality determinants • Personality traits - “the big five model,” • Type A and type B personalities, • Personality with reference to national culture • Definition of Learning and Steps of Learning 	9	3
Unit 2	Values Attitude and Emotions <ul style="list-style-type: none"> • Values definition, -Ethical values, -Cultural values, • Values in the work place, cultural differences, generational differences • Attitude definition • Satisfaction and Dis-Satisfaction and its effect on efficiency • Emotions, Emotional quotient 	9	3
Unit 3	Group dynamics and team building <ul style="list-style-type: none"> • Definition of group, Stages of group and its development, group dynamics, group cohesiveness • Definition team, different types of teams, team empowerment, virtual teams 	9	3

Unit 4	Stress and conflict management <ul style="list-style-type: none"> • Cross-cultural communication and its effect on conflict • Definition of Communication and Conflict, • Functional vs. Dysfunctional conflict, • Conflict resolution, • Conflict management strategies, • Resolving personality conflicts • Negotiation – definition, How to negotiate • Causes of stress and ways to cope up with stress 	9	3
Unit 5	Power and Politics <ul style="list-style-type: none"> • Definition of power • Empowerment-definition, empowerment in the workplace, effects of empowerment • Abuse of power: harassment, workplace bullying, sexual harassment • Politics-Definition, political behaviour, and reality of politics, types of political activity, making office politics work Organizational culture <ul style="list-style-type: none"> • Definition of organizational culture, Levels of culture • Characteristics of culture, Culture’s functions • Dominant culture, subcultures, core values • Creating and sustaining an organization’s culture 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Organizational BehaviourBy: Andrzej A. Huczynski, David A. Buchanan • Organizational BehaviourBy Stephen P. Robbins, Timothy A. Judge • Fundamentals of Organizational Behaviour: An Applied PerspectiveBy Andrew J. DuBrin • Fundamentals of Organizational BehaviourBy Nancy Langton, Stephen P. Robbins, Tim Judg 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Analyze the behavior of individuals and groups in hotels in terms of the key factors that influence organizational behavior 2. Assess the potential effects of organizational- level factors (such as structure, culture, and change) on organizational behavior 3. Critically evaluate the potential effects of important developments in the external environment (such as globalization and advances in technology) on organizational behavior 4. Analyze organizational behavioral issues in the context of organizational behavior theories, models and concepts 		

Principles of Management			Course Code : BVH 601
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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
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	will help them evaluate methods of motivating and rewarding individuals & group and integrate individual, group, and organizational level concepts.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Evolution of Management Thought : <ul style="list-style-type: none"> • Scientific Management • Classical Organization Theory School • Management Science School • Behavioral School • Systems Approach and Contingency Approach. Concept of Management: <ul style="list-style-type: none"> • Definition, Need, Concept and Nature of Management • Skills & Management Levels • Managing in Present Competitive Environment. 	12	4
Unit 2	Process of Management: <ul style="list-style-type: none"> • Planning • Organizing- departmentalization, Line and Staff relationship • Directing • Coordinating & Controlling • Decision Making • Authority and Responsibility. 	12	4
Unit 3	Elements of Human Behavior at Work: <ul style="list-style-type: none"> • Definition, Concept, Need, Importance and Foundations of Organizational Behavior • Personality, Perceptual Processes • Management and Behavioral applications of Personality, and Perception 	12	4
Unit 4	Leadership : <ul style="list-style-type: none"> • Style and Functions of Leader, Transformational - Transactional, Charismatic-Visionary Leadership • Likert's Four Systems of Leadership and Managerial Grid. Organizational Conflict: <ul style="list-style-type: none"> • Concept and classification • Process and conflict resolution strategies Organizational Culture: <ul style="list-style-type: none"> • Concept, Process and Implications of Organizational Culture 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • VSP RAO-Managing Organization (EXCEL 1 EDITION) • Chaturvedi& Saxena -Managing Organization (Himalaya Publication) • Stoner, Freeman & Gilbert Jr - Management (Prentice Hall of India, 6th Edition) • Robbins-Organization Behavior -15 e Prentice hall • Koontz Harold & Weihrich Heinz – Essentials of management (Tata Mc Graw Hill, 5th Edition 2008) • Newstrom John W. - Organizational Behaviour: Human Behaviour at Work (Tata Mc Graw Hill, 12thEdition) 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Explain scientific management and concept of management 		

	<ul style="list-style-type: none"> 2. Apply process of management in daily operations 3. Recognize human behavior 4. Choose different motivation theories to improve performance 5. Develop leadership qualities
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Legal Aspects in Hospitality Sector			Course Code : BVH 602
Semester : VI	L/T/P (Per week)	2/0/0	Credits : 02

Objective	The aim of studying this subject is to acquire the knowledge of basic laws related to the hotel industry and to understand business laws related to day- to- day working.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Business Law <ul style="list-style-type: none"> • The Indian Contract Act, 1872 <ul style="list-style-type: none"> ➤ Definition of Contract and essential elements of a contract ➤ Valid, void and voidable contracts ➤ Free Consent and Consideration ➤ Performance and Discharge of Contract ➤ Breach of contract and remedies for breach of contract • The Sales of good Acts, 1932 <ul style="list-style-type: none"> ➤ Meaning of contract of Sale ➤ Difference between sale and agreement to sell ➤ Rights and duties of seller and buyer ➤ Unpaid seller • The Partnership Act, 1932 <ul style="list-style-type: none"> ➤ Nature of partnership ➤ Rights and duties of partner • The Companies Act, 1956 <ul style="list-style-type: none"> ➤ Essential features of company ➤ Legal aspects of corporate social responsibility 	6	0
Unit 2	Industrial Law <ul style="list-style-type: none"> • The Bombay Shops and establishment Act, 1948 <ul style="list-style-type: none"> ➤ Provisions applicable to hotel industry • The Industrial disputes Act, 1947 <ul style="list-style-type: none"> ➤ Definition of industry ➤ Industrial disputes ➤ Settlement of industrial disputes ➤ Strike, lock-out, lay off, retrenchment and closure. • Definition and brief description of others industrial laws <ul style="list-style-type: none"> ➤ The Payment of Wages Act, 1936 ➤ The Minimum Wages Act, 1948 	6	0
Unit 3	The Food Safety And Standards Act, 2006 <ul style="list-style-type: none"> • Duties and Responsibilities of Food Inspector • Food Safety and Standards Authority of India • General Principles of Food Safety • General Provisions as to Articles of Food 	6	0

	<ul style="list-style-type: none"> Provisions Relating to Import Special Responsibilities as to Food Safety Offences and Penalties <p>The Consumer Protection Act, 1986.</p> <ul style="list-style-type: none"> Who is consumer? Consumer complaint Remedies for deficiency in services 		
Unit 4	<p>Licenses and Permits</p> <ul style="list-style-type: none"> Licenses and permits required for running Star category of hotels (3 star and above) only ten important licenses to be taken Procedure for applying and renewal of licenses and permits Provisions for suspension and cancellation of licenses By laws for operating Permit Rooms and Bar 	6	0
Total Hours		30	00
Reference Books	<ul style="list-style-type: none"> Prevention of Food Adulteration – ShriRohitUpadhyay Personal Management and Industrial Relations - D.C. Shejwalkar and Adv.ShrikantMalegaonkar The Law of Contract – DrAvtar Singh Universal's Practical Guide To Consumer Protection Law – ShriAnup K Kaushal Social Security Law in India - Shri Debi S. Saini Commercial and Industrial Law - N. D. Kapor Principles of Hospitality Law - Michael Boella and Alan Pannett 		
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> Recall all the business acts applicable to hotel industry Memorize all the industrial acts Describe all safety and protection acts Identify various licenses and permits required for the hotel 		

Advance Front Office Management			Course Code : BVH 603
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The subject aims to establish the importance of Front Office Management within the Hospitality industry. It equips the student to acquire knowledge & skills with respect to Management aspects.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	<p>Concierge</p> <ul style="list-style-type: none"> Concept of Concierge, Clef's d'or Functions of Concierge in modern hotels Difference between Bell Desk and Concierge 	9	3
Unit 2	<p>Planning of a Lobby & Front Desk</p> <ul style="list-style-type: none"> Various Layouts of Front Desk-Business, Resort, Heritage, Budget hotel List of Automated Equipment used at the Front desk (e.g.: Kiosks/Self Terminal Check ins, e-displays) & Lobby Study of Lobby layouts with special reference to physically challenged requirements – Atrium, 	12	4

	Contemporary, Lounge and other types of lobby		
Unit 3	Property Management Systems in Front office <ul style="list-style-type: none"> • Concept & Importance of PMS • Selecting a Property Management System • Modules involved in Front office System-Reservations, Front desk, Rooms , Cashier, Night Audit, Set-up • PMS interface with Stand-alone Systems-POS, Call Accounting, Electronic locking system • Software used in Hotels and their systems – Fidelio, Micros, Opera, IDS • Reports generated at Front desk (Room status Report, Sales Mix, Revenue Report, Guest History) • Advantages & Limitations 	15	5
Unit 4	Legal Concerns in Front Office <ul style="list-style-type: none"> • Overview of Legal obligations • Legal concerns- Guest privacy, guest removal, guest property, guest non-payment, illness & death in guest rooms 	9	3
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Front office Management by S.K.Bhatnagar. • Front Office Management & Operations by Sudhir Andrews • Effective Front Office Operations by Michael. L. Kasavana • Hotel Front Office A Training Manual by Sudhir Andrews • Professional front Office Management by Robert. H. Woods, Jack. D. Ninemeier, David. K. Hayes, Michele .A. Austin • Front Office Operations & Management by Ahmad Ismail • Hotel Front Office Operations & Management by Jatashankar. R.Tewari • Hotel Front Office Management by James Bardi. • Front Office Management & Operations by Linsley Deveau, Patricia. M. Deveau, Nestor. D.J.Portocarrero, Marcel Escoffier • Check – in Check – out by Gary. K.Vallen • Managing Hotel Operations by Jerome. J. Vallen 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Illustrate social skills required for front office 2. Explain role of concierge 3. Plan a layout of lobby and front desk 4. Identify reports, module and records required in front office 5. Relate legal concerns 		

Advance Front Office Management (Practical)			Course Code : BVH 603P
Semester : VI	L/T/P (Per week)	0/0/6	Credits : 03

Objective	This course introduces student to situation handling in the front office and also provides the knowledge of various reports used in Front office.	
Course Outline	Topic	Practical Hours
	Role plays on Reservation with various situations (any two)	9

	Role plays of Back Office operations during Guest Cycle.	9
	Role plays on various situations handled by Concierge.	9
	Role plays on Checkout with various methods of payments (any two).	9
	Study the Layout of Front Office & Back office with various sub departments involved	9
	Prepare a Power point presentation on different types of Lobbies.	9
	Design a Hard copy of a brochure for Budget Hotels, Business Hotels, and Heritage Hotels	9
	Designing of an e-brochure for Budget Hotels, Business Hotels, and Heritage Hotels.	6
	Making a mock sales call using brochure to Corporate, Travel Agents, Business clients	6
	Plan an Orientation Training Program in Front Office for a new Front Office Associate.	6
	Role plays on styles of welcoming guests in Standard and Traditional way in Business hotel and Resort.	8
	Generation of various reports – Arrival Report, Cancellation Report, Corporate Arrival, VIP Arrival, Group arrival, Room Sales Report, Occupancy Forecast Report.	8
Total Hours		90
Course Outcome	At the end of the course the students would be able to: 1. Assess various reports 2. Design brochures for hotel 3. Select appropriate measures to handle different situations 4. Plan orientation training program for new joinees	

Advance Housekeeping Management- I			Course Code : BVH 604
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	The subject aims to establish the importance of Housekeeping Management within the Hospitality Industry. It equips the student to acquire knowledge and skills with respect to the various aspects of Housekeeping Operations.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Purchasing and Store <ul style="list-style-type: none"> • Purchasing system-Principles, Stages, Types • Operational Procedures with regard to Cleaning Supplies, Guest Supplies, Linen • Store requisition, Issuing from Stores to Floors and Public areas • Stocktaking and Control of Store 	12	4
Unit 2	Textiles <ul style="list-style-type: none"> • Classification and Identification of textile fibers • Characteristics • Fabric Construction in brief • Finishes • Selection and use of textiles in hotels Uniforms	12	4

	<ul style="list-style-type: none"> • Selection and Design of Uniforms • Establishing Par Levels for Uniforms • Storage of Uniforms • Issuing and Exchange of Uniforms • Advantages of providing Staff Uniforms • Protective clothing in different departments 		
Unit 3	Flower Arrangements <ul style="list-style-type: none"> • Styles of flower arrangement (Traditional, Modern, Abstract) • Principles of flower arrangement • Equipment and accessories in flower arrangement • Conditioning of Plant material and Flowers • Placing of Arrangements 	9	3
Unit 4	Budgets <ul style="list-style-type: none"> • Objectives, Types of Budgets (Categorized by types of expenditure, departments involved, flexibility of Expenditure, Zero) • Housekeeping Expenses • Budget Planning Process • Income statement of the Rooms Division • Controlling Expenses • Refining Budget Plans • Cost per occupied room • Inventory control and Stock taking 	12	4
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELBS). • Hotel House Keeping – Sudhir Andrews Publisher: Tata McGraw Hill. • Hotel Housekeeping Operations & Management – Raghubalan, Oxford University Press. • Housekeeping and Front Office – Jones • Security Operations By Robert McCrie, Publishe: Butterworth – Heinemann • The Professional Housekeeper – Tucker Schneider,; Wiley Publications 		
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Relate purchase with store 2. Classify textiles and select uniforms for the staff 3. Design bed and select mattress 4. Apply principles of flower arrangements 5. Assess reports and records to control budget 		

Advance Housekeeping Management (Practical)			Course Code : BVH 604P
Semester : VI	L/T/P (Per week)	0/06	Credits : 03

Objective	This course helps students to gain practical knowledge of flower arrangement and towel art.	
Course Outline	Topic	Practical Hours

	Flower arrangement-Traditional Style (Triangular, Circular, Crescent, Hogarth curve). Flower arrangement-Modern Style, Basic concept of Ikebana	12
	Learning Towel Art	12
	Preparing Operating Budget for Housekeeping Department (various categories of hotels).	12
	Purchasing formats (Floating tenders, procuring quotations and preparing Purchase Orders)	12
	Practice on indenting, requisition slips and issue of housekeeping materials from the stores	12
	Role play on Handling Guest complaints related to the Housekeeping department (HWC guests, technical complaints, service complaints, unusual complaints)	18
	Identification and Collection of Textile Samples from the market, emphasizing on its use in the various areas of hotel.	12
Total Hours		90
Course Outcome	At the end of the course the students would be able to: 1. Demonstrate various flower arrangements 2. Illustrate towel art 3. Plan budget for the department 4. Analyze textiles sample 5. Design purchase formats	

Research Methodology			Course Code : BVH 605
Semester : VI	L/T/P (Per week)	3/1/0	Credits : 04

Objective	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.		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Fundamentals of Research <ul style="list-style-type: none"> • Meaning and definition of Research • Purpose of Research • Significance of Research Research problem and Designing the Title of research <ul style="list-style-type: none"> • Problem identification and defining problem • Points to be considered while selecting the topic and framing the title • Framing the research questions • Formulation of objectives • Hypothesis- definition, meaning, and framing 	12	4

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

	<ul style="list-style-type: none"> • Business research methodology – Alan Bryman and emma Bell. Oxford publishinghouse • Research methodology in management – Dr. V. P. Michael, Himalaya Publishing house • Business research methodology- J K Sachddeva , Himalaya Publishing house • Research Methodology , methods and technology– C R Kothari and Gaurav Garg, newage international publication • Business Research Methodology- T N Srivastava and ShailajaRego, Mc. Graw Hill
Course Outcome	At the end of the course the students would be able to: <ol style="list-style-type: none"> 1. Define research and its purpose 2. Explain research process 3. Summarize collected data 4. Choose research instruments 5. Analyze the data and present the report

Managerial Economics			Course Code : BVH 606
Semester : III	L/T/P (Per week)	3/1/0	Credits : 04

Objective	<ul style="list-style-type: none"> • Understand the relative importance of Managerial Economics • Know how the application of the principles of managerial economics can aid in achievement of business objectives • Understand the modern managerial decision rules and optimization techniques. • Be equipped with the tools necessary in analysis of consumer behavior as well as in forecasting product demand • Understand and be able to apply latest pricing strategies • Understand and analyze the macro environment affecting the business decision making. 		
Course Outline	Topic	Hours	
		Lecture	Tutorial
Unit 1	Basic Concepts and principles: Definition, Nature and Scope of Economics-Micro Economics and Macro Economics. Managerial Economics and its relevance in business decisions. Fundamental Principles of Managerial Economics - Incremental Principle, Marginal Principle, Opportunity Cost Principle, Discounting Principle, Concept of Time Perspective. Equi-Marginal Principle. Utility Analysis. Cardinal Utility and Ordinal Utility.	9	3
Unit 2	Demand and Supply Analysis: Theory of Demand. Types of Demand. Determinants of demand, Demand Function, Demand Schedule, Demand curve, Law of Demand, Exceptions to the law of Demand, Shifts in demand curve, Elasticity of Demand and its measurement. Price Elasticity. Income Elasticity. Arc Elasticity. Cross Elasticity and Advertising Elasticity. Uses of Elasticity of Demand for managerial decision making, Demand forecasting meaning, significance and methods. (numerical Exercises) Supply Analysis; Law of Supply, Supply Elasticity; Analysis and its uses for managerial decision making. Price of a Product under demand and supply forces	12	4

Unit 3	Production and cost Analysis: Production concepts & analysis; Production function, Types of production function, Laws of production: Law of diminishing returns, Law of returns to scale. Cost concept and analysis: Cost, Types of costs, Cost output relationship in the short-run. Cost output relationship in the Long-run. Estimation of Revenue. Average Revenue, Marginal Revenue	9	3
Unit 4	Market structures: Perfect and Imperfect Market Structures, Perfect Competition, features, determination of price under perfect competition. Monopoly: Feature, pricing under monopoly, Price Discrimination. Monopolistic: Features, pricing under monopolistic competition, product differentiation. Oligopoly: Features, kinked demand curve, cartels, price leadership. Pricing Strategies; Price determination, full cost pricing, product line pricing, price skimming, penetration pricing	9	3
Unit 5	National Income; Concepts and various methods of its measurement, Inflation, types and causes, Business	6	2
Total Hours		45	15
Reference Books	<ul style="list-style-type: none"> • Managerial Economics, GEETIKA, McGraw-Hill Education 2 nd Ed. • Managerial Economics: Concepts and Applications (SIE), THOMAS & MAURICE, McGraw-Hill Education, 9th Ed • Managerial Economics, H.L Ahuja, S.Chand, 8th Ed • Managerial Economics ,D.N.Dwivedi,Vikas Publication, 7th Ed • Managerial Economics – Theory and Applications, Dr.D.M.Mithani, Himalaya Publications, 7th Ed 		
Course Outcome	<p>At the end of the course the students would be able to:</p> <ol style="list-style-type: none"> 1. Understand the roles of managers in firms 2. Understand the internal and external decisions to be made by managers 3. Analyze the demand and supply conditions and assess the position of a company 4. Design competition strategies, including costing, pricing, product differentiation, and market environment according to the natures of products and the structures of the markets. 5. Analyze real-world business problems with a systematic theoretical framework. 		