

FACULTY OF COMMERCE & MANAGEMENT

DEPARTMENT OF HOTEL MANAGEMENT

SYLLABUS OF

BBA (Hospitality & Tourism)

(BBA(H))

THREE YEAR PROGRAMME

(Effective from Academic Year 2020-2021)



HIMALAYAN GARHWAL UNIVERSITY UTTARAKHAND

<http://www.hgu.ac.in>

Business Administration in Hospitality (BBA)-H

Year	Semester	Course Code	Course Title	L	T	P	C	
	1	BBA(H)-111	HOSPATALITYACCOUNTING	3	1	0	4	
		BBA(H)-112	COMPUTING SKILLS	3	1	0	4	
		BBA(H)-113	FUNDAMENTALS OF HOSPATALITY MANAGEMENT	3	1	0	4	
		BBA(H)-114	BASICS OF FRONT OFFICE OPERATIONS	3	1	0	4	
		BBA(H)-114A	BASICS OF FRONT OFFICE OPERATIONS (PRACTICAL)	0	0	8	4	
		BBA(H)-115	MANAGING HOUSEKEEPING OPERATIONS	3	1	0	4	
	2	BBA(H)-115A	MANAGING HOUSEKEEPING OPERATIONS (PRACTICAL)	0	0	8	4	
		Total			15	5	16	28
		BBA(H)-121	HOSPATALITY MARKETING	3	1	0	4	
		BBA(H)-122	BUSINESS COMMUNICATION	3	1	0	4	
		BBA(H)-123	HUMAN RESOURCE MANAGEMENT	3	1	0	4	
		BBA(H)-124	BASICS OF FOOD PRODUCTION	3	1	0	4	
		BBA(H)-124A	BASICS OF FOOD PRODUCTION(PRACTICAL)	0	0	8	4	
		BBA(H)-125	BASICS OF F&B SERVICE	3	1	0	4	
	BBA(H)-126	HOUSEKEEPING MANAGEMENT	3	1	0	4		
	BBA(H)-126A	HOUSEKEEPING MANAGEMENT(PRACTICAL)	0	0	8	4		
Total			18	6	16	32		

S. No.		Course Title	Credit	Evaluation Scheme				
				Sessional Exams			ESE	Total
				CT	TA	Total		
1	BBA(H)-111	HOSPATALITYACCOUNTING	4	20	10	30	70	100
2	BBA(H)-112	COMPUTING SKILLS	4	25	25	50	50	100
3	BBA(H)-113	FUNDAMENTALS OF HOSPATALITY MANAGEMENT	4	20	10	30	70	100
4	BBA(H)-114	BASICS OF FRONT OFFICE OPERATIONS	4	20	10	30	70	100
5	BBA(H)-114A	BASICS OF FRONT OFFICE	4	25	25	50		50
6	BBA(H)-115	MANAGING HOUSEKEEPING OPERATIONS	4	20	10	30	70	100
7	BBA(H)-115A	MANAGING HOUSEKEEPING OPERATIONS (PRACTICAL)	4	25	25	50		50
TOTAL			28	155	115	175	330	600

Business Administration in Hospitality (BBA)-H

Year	Semester	Course Code	Course Title	L	T	P	C
2	1	BBA(H)-211	FINANCIAM MANAGEMENT	3	1	0	4
		BBA(H)-212	FOOD PRODUCTION TECHNIQUES	3	1	0	4
		BBA(H)-212A	FOOD PRODUCTION TECHNIQUES (PRACTICAL)	0	0	8	4
		BBA(H)-213	FOOD & BEVERAGE SERVICE (RESTAURANT & BAROPERATIONS)	3	1	0	4
		BBA(H)-213A	FOOD & BEVERAGE SERVICE (RESTAURANT & BAROPERATIONS) - PRACTICAL	0	0	8	4
		BBA(H)-214	FRONT OFFICE MANAGEMENT	3	1	0	4
		BBA(H)-214A	FRONT OFFICE MANAGEMENT(PRACTICAL)	0	0	8	4
		BBA(H)-215	FOOD AND BEVERAGE SERVICES (Banqueting Management)	3	1	0	4
		BBA(H)-215A	FOOD AND BEVERAGE SERVICES (Banqueting Management)- PRACTICAL	0	0	8	4
		BBA(H)-216	HOTEL FRENCH	3	1	0	4
		Total	18	06	24	36	

BBA (H)-221: Internship / Live Project

L	T	P	C
0	0	12	6

UNITS	CONTENTS	CONTACT HRS.
1.	Internship / Live Project	60

Evaluation Scheme				
Sessional			Credit	Total
CT	TA	Total		
50	100	150	6	150

Business Administration in Hospitality (BBA)-H

Year	Semester	Course Code	Course Title	L	T	P	C	
3	1	BBA(H)-311	LEGAL FRAME WORK FOR HOSPITALITY INDUSTRY	3	1	0	4	
		BBA(H)-312	PROJECT AND FACILITIES PLANNING	3	1	0	4	
		BBA(H)-313	FOOD PRODUCTION MANAGEMENT & CONTROL	3	1	0	4	
		BBA(H)-313A	FOOD PRODUCTION MANAGEMENT & CONTROL (PRACTICAL)	0	0	8	4	
		BBA(H)-314	INFORMATION TECHNOLOGY IN HOSPITALITY INDUSTRY	3	1	0	4	
		BBA(H)-315	SERVICE MARKETING	3	1	0	4	
		BBA(H)-316	ORGANISATIONAL BEHAVIOUR	3	1	0	4	
		BBA(H)-317	ROOM DIVISION MANAGEMENT	3	1	0	4	
			Total	21	7	8	32	
			BBA(H)-321	INTRDUCTION TO TOURISM INDUSTRY	3	1	0	4
	2		BBA(H)-322	EVENT MANAGEMENT	3	1	0	4
			BBA(H)-323	SPECIALISED CATERING OPERATIONS	3	1	0	4
			BBA(H)-323A	SPECIALISED CATERING OPERATIONS(PRACTICAL)- Institutional Catering)	0	0	8	4
				Total	9	3	8	16

BBA (H)-111: HOSPITALITY ACCOUNTING

L	T	P	C
1	1	0	4

Course Objectives Sem-I

This course aims after acquainting the students the need for adequate knowledge in human values and the role played by holism to assure unity and harmony in human life as a manager or an operative.

UNITS	CONTENTS	CONTACT HRS.
I	Only brief Introduction :Meaning, nature & need for Accounting, Scope and Usefulness of Financial Accounting, Branches of Accounting, External & Internal end users of accounting information, Accounting Concept and Conventions, Accounting Equation, Accounting Standards in India	8
II	Basic Accounting Procedures: Journalizing transactions: Rules of Debit and Credit, classification of accounts, steps of journalizing; Ledger: Concept, Posting & balancing the ledger. Trial Balance: Definition, objects & preparation of trial balance; Financial statements: meaning, types, Trading A/C, Balance Sheet – need and importance (Practical Problems with Adjustments)	10
III	Depreciation: Nature, causes, basic factors and methods of depreciation (straight line and written down value method); Reserves and Provisions: Meaning, Types of Provisions, capital Reserve & General Reserve, Secret reserve	10
IV	Joint Venture Accounts: Concept & Accounting Treatment (simple problems), Rectification of errors; types of errors & their rectification	10

Reference Books

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

BBA (H)-112: BASIC COMPUTING SKILLS

L	T	P	C
3	1	0	4

Course Objectives Sem-I

Computer skills are essential in every modern framework of studies including hospitality due to the need to manage fast multiplying information and data. The course requires consistent efforts on the part of the students to practice methods and mechanism of computing and analysis. The course focuses on the basic software(s) application while providing an insight in computation process and analysis

UNITS	CONTENTS	CONTACT HRS.
I	Introduction to Computers-their origin, evolution & types Class room lectures, Assignments, Discussions and Practical	10
II	Components of Computers-hardware: Hardware elements - input, storage, processing & output devices	10
III	Components of Computers – Software: Operating softwares – DOS & Windows Components of Computers- Software: Application Software – DOS Based – Wordstar & lotus123, Word Processing-capabilities and its application	10
IV	Components of Computers- Software: Application Softwares - Windows Based MS-Word & Excel(MS office), WordStar-features-menus-keys and commands	10

**BBA (H)-113: FUNDAMENTALS OF HOSPITALITY
MANAGEMENT**

L	T	P	C
3	1	0	4

Course Objectives Sem-I

The course shall familiarize students with importance of hospitality and its detailed sectors. The broad overview of industry will help learners to understand the integrated picture as well as industry among various sectors.

UNITS	CONTENTS	CONTACT HRS.
I	Class room lectures, Assignments, Cases, Discussion and visit to Hotels of different classification. Hospitality Industry in World and Indian Context: Concept, Origin and Development over the ages, Future, Changing trends	10
II	Class room lectures, Assignments, Cases, Discussion and visit to Hotels of different classification. Tourism Industry: Concept, Origin and Development over the ages, Types, Future, Changing trends. Relation of Tourism with hospitality industry.	10
III	Class room lectures, Assignments, Cases, Discussion and visit to Hotels of different classification. Type of Hotels: Different basis/criterion classification of Hotels, Categorization of Hotels in India	10
IV	Class room lectures, Assignments, Cases, Discussion and visit to Hotels of different classification. Ownership Structure of Hotels: Introduction, Concept, Types, their features advantages and disadvantages	10

Reference Books

1	Introduction to Hospitality, Walker John R	Prentice Hall of India.
2	An introduction to the hospitality Industry	4 th edition Gerald W. Lattin Attn
3	Hospitality Today : Rocco; Andrew Vladimir	Pables E, Attn.
4	Hospitality Mgt. Kevin Baker	Jeremy Hayton
5	Tourism and the hospitalities Joseph D Fridgen	Prentice Hall of India.

BBA (H)-114: BASICS OF FRONT OFFICE OPERATIONS

L	T	P	C
3	1	0	4

Course Objectives Sem-I
<ul style="list-style-type: none"> ▪ The course is aimed at familiarizing the students with various functions of front office to develop work ethics towards customer care and satisfaction. Special efforts will be made to inculcate practical study skills

UNITS	CONTENTS	CONTACT HRS.
I	Class room lectures, Assignments, Cases, discussions and practice sessions simulated conditions. Significance and importance of the front office department, organization of the department and functions of each section. Activity flow chart Organisation structures of front office for different types of hotels, job specification and descriptions therein	10
II	Class room lectures, Assignments, Cases, discussions and practice sessions simulated conditions. Equipments used at front office - classification and principle specification of each	10
III	Class room lectures, Assignments, Cases, discussions and practice sessions simulated conditions. Guest Service standards at front Office, basic study of functions at front desk, bell desk and room reservations Knowledge of rooms and plans, Uses of forms, registers and records maintained at front Office. Knowledge of Property Management Systems as required by Hotels i.e. Fidelio software.	10
IV	Class room lectures, Assignments, Cases, discussions and practice sessions simulated conditions. Basic laws governing Front Desk Operations The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.	10

Reference Books		
1	Front office management in hotel, Chkravarti B.K	CBS publishers and distributors, 1999
2	Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi	Butterworth-Heinemann.
3	Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam	London and New York: Continuum, 2000.
4	Case studies in rooms operations and management, Huyton, Jeremy and Baker, Sue, Melbourne	Hospitality Press, 2001.
5	Managing Front office operations, Michael L. Kasavana, Richard M. Brooks	Educational Institute of American Hotel & Lodging Association, (EI-AH&LA, USA).

**BBA (H)-114A: BASICS OF FRONT OFFICE OPERATIONS-
PRATICAL**

L	T	P	C
0	0	0	4

Course Objectives Sem-I

This course aims after acquainting the students the need for adequate knowledge in human values and the role The learner is expected to know
All equipment for use in Front office operations- Their functions and correct use with safety standards All major registers forms and records used in different sections of the department.

UNITS	CONTENTS	CONTACT HRS.
I	<p><u>Social skills:</u></p> <ul style="list-style-type: none"> - Know DO'S and Don'ts of conducting themselves in the front office - Telephone handling (different situations and needs). - Inter department and intra department co-ordination/linkages - Handling situations - Develop and ability to communicate and conduct well 	10
II	<p><u>Work skills :</u></p> <ul style="list-style-type: none"> - A general awareness of the operations of Front office - Room reservation for handling requests from enquiry to the confirmation using various methods of receiving requests and maintaining records. - Information handling and the Front desk and basic function for guest arrivals during stay of the guest and at departure. - Bell desk functions. 	10
III	Demonstration and Practical	10
IV	Demonstration and Practical	10

BBA (H)-115: MANAGING HOUSEKEEPING OPERATIONS

L	T	P	C
3	1	0	4

Course Objectives Sem-I
The course familiarizes students with the organization of housekeeping, its systems and function. A blend of theory and practical will be used to develop sensitivity and high work ethics towards guest care and cleanliness

UNITS	CONTENTS	CONTACT HRS.
I	Housekeeping- Introduction, Importance and Significance. Sections of Housekeeping and their functions. Inter and Intra-departmental co-ordination of housekeeping.	10
II	Organisation structure of the department in different types of Hotels. Job description and specifications for different job positions. Layout of housekeeping department.	10
III	Equipment- classification and their use. Linen and Uniform Room Pre-Preparing activities on floors and central housekeeping. Systematic method of making rooms and bathrooms ready	10
IV	Linen-brief specifications and uses of each type Detailed study of cleaning and maintaining different types of floors, metal, wood and other surfaces. The external examiner will set 8 questions in all, selecting not more than 2 questions from each unit. If a case study is included in the question paper then it will carry marks equivalent to two questions. The candidates will be required to attempt five questions in all, selecting at least one question from each unit.	10

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

**BBA (H)-115 A: MANAGING HOUSEKEEPING OPERATIONS-
(PRACTICAL)**

L	T	P	C
0	0	8	4

Course Objectives Sem-I
This course aims after acquainting the students the need for adequate knowledge in human values and the role played by holism to assure unity and harmony in human life as a manager or an operative. To make student learn about equipments and procedures used for housekeeping

UNITS	CONTENTS	CONTACT HRS.
I	Demonstns and Practical	10
II	<u>Equipment & Supplies</u> -The functions, correct use, standards, upkeep and maintenance of all equipments and all hand-tools for use in housekeeping operations. -the functions, correct use, safety standards of all cleaning supplies -linen and guest supplies	10
III	Social skills -know DOS and DONTS of personal conduct on the floors and in the rooms -handling situations -develop an ability to communicate. -Inter Department and intra Department co-ordination	10
IV	Demonstrate and Practice -Basic steps and skills required for setting up trolleys and floors pantry -Know forms. Registration and records maintained at the floor pantry and room attendants trolley -cleaning of rooms and bathrooms during departure, stay-on and others with emphasis on key tasks and correct sequence -Practice bed making, care-upkeep of carpets, dusting-wiping-cleaning of surfaces -Learn skills for polishing floors, metal, wood and other surfaces.	10

BBA (H)-121: HOPITALITY MARKETING

L	T	P	C
3	1	0	4

Course Objectives Sem-II

UNITS	CONTENTS	CONTACT HRS.
I	Introduction to Marketing Definition, difference in selling/marketing; core marketing concepts; production, product, selling, marketing, social concept; marketing environment	10
II	. New product development Product level; classification; product mix; new product and its development; branding; product positioning; product launching strategies; pricing decision and strategies, identifying marketing segment and selecting target markets.	10
III	Channel types and functioning Evaluating channel alternatives; developing channel members; channel dynamics; retailing wholesaling and market logistics; web marketing; sales force decisions	10
IV	Sales promotion and market research Advertising and sales promotion; public relations; personal selling; definition of market research; suppliers of MR; process; forecasting and demand measurement	10

Reference Books

1	Kotler Philip, Marketing Management: Analysis, planning, implementation and control	Prentice Hall of India, New Delhi
2	Kotlet Philip and Armstrong, Gary, Principles of Marketing	Tata McGraw Hill, New Delhi
3	Saxena, Rajan, Marketing Management	Tata McGraw Hill, New Delhi
4	Staton, Willian et al. Fundamentals of Marketing	McGraw Hill International Edition
5	Wilson, Richard and Gilligan Colin, Strategic Marketing Management-Planning, Implementation and Control	Viva Books Pvt. Ltd. New Delhi

BBA (H)-122: BUSINESS COMMUNICATION

L	T	P	C
3	1	0	4

Course Objectives Sem-II
<ul style="list-style-type: none"> ▪ This course is designed to provide a comprehensive view of the role and importance of communication in a business organisation. Students will be exposed to the various forms of business communication (for example verbal/written, internal/external etc) as well as the techniques and characteristics of effective communication. There will be a special emphasis on the application of technology and the ethical & cross-cultural considerations in communication practices.

UNITS	CONTENTS	CONTACT HRS.
I	Introducing The Concept Meaning, nature and scope of communication, Process of communication, Characteristics of business communication, Importance of Effective B.C., Objectives of B.C. Types/pattern of B.C. Principles of B.C.,	10
II	Media/Channels of B.C. Barriers to B.C. and overcoming methods	8
III	Types of communication- introduction, types, importance, advantages and disadvantages. Use in business	6
IV	Written Communication-I (a) Business Letter Writing, (b) Business report writing Importance, Need, Types, Techniques, Languages Structure, Planning and drafting.	6

Reference Books		
1	Business Communication, Lesikar	Pettit (AITBS)
2	Business Communication, K.K. Sinha	Galgotia Publishing House
3	Communication for Business, Shirley Taylor	Pearson Education Asia
4	Communication for Business, Shirley Taylor	Pearson Education Asia
5	Effective Business Communication, Asha Kaul	Prentice Hall of India

BBA (H)-123: HUMAN RESOURCE MANAGEMENT

L	T	P	C
3	1	0	4

Course Objectives Sem-II

This course is designed to provide a comprehensive view of the role and importance of communication in a business organisation. Students will be exposed to the various forms of business communication (for example verbal/written, internal/external etc) as well as the techniques and characteristics of effective communication. There will be a special emphasis on the application of technology and the ethical & cross-cultural considerations in communication practices.

UNITS	CONTENTS	CONTACT HRS.
I	Concept of HRM and HRD; role of HR practitioner; managing the HR function; contribution of HR function to organizational success; evaluating HR functions.	10
II	. HR policies Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities - employee health and safety, fatigue and welfare activities.	10
III	Human resource development: Learning and development; personal development planning; training; management development; career management; HR approaches to improving competencies.	10
IV	Employee compensation Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments; employee benefits and services; performance appraisal; 360 degree feedback.	10

Reference Books		
1	Pattanayak/Human Resource Management	Prentice Hall of India.
2	Dessler/Human Resource Management	7 th Edition, Prentice Hall of India.
3	Armstrong, Michael, A Handbook of Human Resource Management	Practice Kurgan page, 1999. (P)
4	Aswathappa K. Human Resource and Personal Management	Tata McGraw Hill, New Delhi.
5	Rao, V. S. P. Managing People	Amexcel Publishers Pvt. Ltd. 2000

L	T	P	C
4	1	0	4

BBA (H)-124: BASICS OF FOOD PRODUCTION

Course Objectives Sem-II

The course is designed to introduce the learners to food production through fundamentals of food composition, food preparation and food planning. Knowledge of managerial and operational principles and practices of planning, operating and evaluating food operations will be imparted through a balance of theory and practice.

UNITS	CONTENTS	CONTACT HRS.
I	<p>Cooking: –Introduction, Definition, importance, Aims and objectives. Qualities of F&B production employees, Different sections of kitchen in different hotels and their duties and responsibilities. Organizational Hierarchy of different hotel kitchens.</p>	10
II	<p>Ingredients used in cooking: Cereals and Grains, Fruits and Vegetables, Sweeteners, Egg, Milk and Milk Products, Spices and condiments - Introduction, Types, Purchasing and Storing considerations.</p>	10
III	<p>Equipments- Classifications, Selection criterion Pre-Preparation Techniques: Introduction, and Types. <i>Fuel- Introduction, Types, characteristics, advantages and disadvantages.</i></p>	10
IV	<p>Cooking Methods Terms used in cookery</p>	10

**BBA (H)-124 A: BASICS OF FOOD PRODUCTION-
(PRACTICAL)**

L	T	P	C
0	0	8	4

Course Objectives Course Objectives Sem-II
<ul style="list-style-type: none"> ▪ The Course is designed to introduce the learners to the functions and correct equipments used in food production. A knowledge of all major ingredients/commodities cooking along with methods of cooking will be provided.

UNITS	CONTENTS	CONTACT HRS.
I	1. Mis-en-Place functions <ul style="list-style-type: none"> - Care, upkeep and maintenance of equipment - Stores functions Basic methods and techniques used for preparing ingredients (vegetables, fruits ,meats and cereals) into various shapes, sizes ready for cooking. <ul style="list-style-type: none"> - Basic skills as whipping, beating, folding , mincing, trussing chicken. - Basic knowledge of preparing mise-en-place for Indian kitchen. 	10
II	1. Food Production functions Basic methods of cooking and assembling dishes from various cuisines. 2. Pantry Operations Introduction into preparing and dispensing basic beverages, toasting bread and other allied items	8
III	Pantry Operations Introduction into preparing and dispensing basic beverages, toasting bread and other allied items	6
IV	1. Sauces and dressings <ul style="list-style-type: none"> - Basic sauces (hot and cold) with common derivates. - Salad dressings with common derivates. 2. Soups <ul style="list-style-type: none"> - Stocks and their applications - Common soups of each types with accompaniments and garnishes. 3. Hot Range A few fundamental dishes including snacks-continental and Indian with accompaniments.	6

Note:

- (1) Basic Indian preparations as dals, rice and a few selective vegetarian and non-vegetarian included.
- (2) Include fundamental and easy to assemble and serve dishes but with application of different methods of cooking

BBA (H)-125: BASICS OF F&B SERVICE

L	T	P	C
3	1	0	4

Course Objectives Course Objectives Sem-II
The course aims to inculcate knowledge of food service principles, procedures among trainees.

UNITS	CONTENTS	CONTACT HRS.
I	Class room lectures, Assignments, Cases, Discussions and visits to hotels of different classifications. F&B Services: –Introduction, Importance, Function, Sections Classification of catering establishment- commercial and non commercial	10
II	Departmental Organization & Staffing – Organization Structure of F&B Services in different types of Hotels. Job Descriptions and Job specifications of different F&B service positions, attributes of F&B personnel	10
III	Food & Beverage Service equipments: Introduction, Classification and features.	10
IV	Food & Beverage Service: Introduction, Classification and features.	10

Reference Books		
1	Andrews S. 1981: Food & Beverages Service Training	
2	Fuller 1983: Modern Restaurant Service a Manual for Students and Practitioners,**** London	
3	Fuller, J. Curee A.J. 1983: The Waiter Hutchinson, London	
4	Lillicrap D.R. 1983: Food and Beverage Service	Edward Arnold, Melbourne
5	Introduction to Food & Beverage Services.	Magris, Marzia and McCreery, Cathy 2001

BBA (H)-126: HOUSEKEEPING MANAGEMENT

L	T	P	C
1	1	0	4

Course Objectives Course Objectives Sem-II
To provide knowledge of various cleaning methods and to ensure standards of cleaning. To emphasized on supervision skills knowledge and to perform administration functions in housekeeping department.

UNITS	CONTENTS	CONTACT HRS.
I	Class room lectures, assignments, cases, discussions and practice sessions under simulated conditions. The role and importance of housekeeping in accommodation operations. standard cleaning methods, procedure manual and mechanical, manpower planning for housekeeping department	10
II	Cleaning procedure for floor, public areas and guest rooms, pest control for rooms and public areas.	10
III	Knowledge of forms, registers ad records maintained on the floors and public areas, room keystack key control Reports and their preparations. Flower arrangements- principles, characteristics, knowledge of various flower and their uses Types of arrangements in guest rooms & other areas	10
IV	Handling procedure relating to guests. inter-departmental and intra- departmental coordination Administrative and control functions of housekeeping	10

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

**BBA (H)-126A: HOUSEKEEPING MANAGEMENT-
(PRACTICAL)**

L	T	P	C
0	0	8	4

Course Objectives Sem-II

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

UNITS	CONTENTS	CONTACT HRS.
I		
II	<p>Demonstrate and practical</p> <ul style="list-style-type: none"> ▪ <i>Cleaning, polishing and upkeep of various surfaces floors, metal, wood glass mirror and others</i> ▪ Systematic cleaning of public areas, different shifts and different functions with special significance of use of floor polishing and other heavy duty machines. ▪ Checking of rooms & public areas ,and ensuring standards of housekeeping . ▪ Preparing reports and check lists on floors and central housekeeping ▪ Preparing indents of materials , exchanging of linen and other allied functions ▪ Flower arrangements for rooms, public areas and special occasions ▪ Handling situations relating to day to day operations <p>Administrative and control function</p>	30
III		
IV		

BBA (H)-211: FINANCIAL MANAGEMENT

L	T	P	C
3	1	0	4

Course Objectives Course Objectives Sem-III
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UNITS	CONTENTS	CONTACT HRS.
I	<p>Nature of Financial Management: Introduction; finance functions; goals of financial management; risk & return trade off; organisation of finance functions.</p> <p>Time value of Money: Reasons for time value of money; future value of a single amount; future value of an annuity; present value of a single amount; present value of an annuity; multi period compounding.</p>	10
II	<p>Basics of Capital Budgeting: Nature of investment decisions; importance of investment decisions; investment evaluation criteria; capital budgeting techniques – NPV, IRR, Payback and accounting rate of return.</p> <p>Cost of Capital: Meaning and significance of the cost of capital; The concept of cost of capital; opportunity cost; component cost of capital: - debt, equity, preference capital, and retained earnings; weighted average cost of capital.</p>	10
III	<p>Capital Structure: Sources of finance; meaning of capital structure; factors influencing capital structure; theories of capital structure: - NI, NOI, MM, and traditional approaches venture capital.</p> <p>Leverages: Meaning and types: - operating and financial leverage; EBIT – EPS Analysis; concept of composite leverage.</p>	10
IV	<p>Working Capital Management: Concepts of working capital; need for working capital; determinants of working capital; computation of working capital; an elementary knowledge of components of working capital management: - cash management, receivables management and inventory management.</p> <p>Dividend Policy Decisions: Introduction; meaning of dividend; aspects of dividend policy; practical considerations in dividend policy; forms of dividends.</p>	10

Reference Books		
1	Van Horne/Financial Management & Policy	12 th Edition, Prentice Hall of India
2	Financial Management by I. M. Pandey (IMP)	Vikas Publishing house
3	Financial Management – Theory & Practice by Prasanna Chandra (PC)	Tata McGraw Hill
4	Financial Management – Text and Problems by M. Y. Khan & P. K. Jain (KJ)	Tata McGraw Hill Publishing Co. Ltd.
5	Financial Management (Taxmann's) by – Ravi M. Kishore	Taxmann

BBA (H)-212: FOOD PRODUCTION TECHNIQUES

L	T	P	C
3	1	0	4

Course Objectives Course Objectives Sem-III
This course is designed to give the knowledge of food planning. Preparation and food & beverage costing for the learners of food production. Teaching practices: class room lectures. Assignments. Cases, discussions and seminars.

UNITS	CONTENTS	CONTACT HRS.
I	Larder- Introduction and importance in hotel kitchens. Equipments Fish- Introduction, Types, Selection criterion, Nutritional value, and Cuts. Poultry- Introduction, Types, Selection criterion, Nutritional value, and Cuts.	10
II	Lamb/Mutton- Introduction, Types, Selection criterion, Nutritional value, and Cuts. Beef/Veal and Pork- Introduction, Types, Selection criterion, Nutritional value, and Cuts	10
III	Stock- Introduction, Classification, and their recipes Soup- Introduction, Classification, and their recipes Sauce- Introduction, Classification, and their recipes	10
IV	Baking – Introduction & importance <i>Baking Ingredients - Flours, sugar & sweeteners, Fats, Thickeners, Flavourings, Milk & milk products, eggs</i> Cake and Pastry- Introduction, Ingredients, types and Methods	10

Reference Books		
1	Around the world cookbook : over 350 authentic recipets from the world’s best-loved cuisines, Ainley, Sarah, London	Lorenz books, 1999.
2	Basic baking, Dubey, S.C., New Delhi	The Society of Indian Bakers, 2002
3	Catering college delights: Vegetarian, Chakravarti, B.K. New Delhi	CBS Publishers
4	Step-by-step baking : good housekeeping, Farrow, Joanna, London	Ted Smart Publication
5	Stock marketing analysis intelegent investor : how to win the dalal street gama, Yassaswy, N.J., New Delhi	Vision books, 1995.

BBA (H)-212A: FOOD PRODUCTION TECHNIQUE- (PRACTICAL)

L	T	P	C
0	0	8	4

Course Objectives Course Objectives Sem-III
At the end of the program the learner is expected to know preparation of bakery and confectionery.

UNITS	CONTENTS	CONTACT HRS.
I	<p>Pantry operations</p> <ol style="list-style-type: none"> 1. Extension to pantry operation including sandwiches . burgers and other allied preparations. 2. Extension to assembling salad platters – simple and composite 3. Extension to assembling popular cold beverages 	10
II	<p>Hot Range</p> <ol style="list-style-type: none"> 1. Extension of learning western cuisine in areas of preparation of soups, fish , chicken and lamb selections, vegetarian pasta and farinaceous dishes. 2. Extension of learning Indian cuisine in areas of preparation of Tandoori and classical Handi cuisine in relation to fish , chicken and lamb selection, vegetarian fare and rice selections. 3. Basics of learning Chinese cuisine from various regions. 	10
III	<p>Bakery Confectionery Basics of learning and skills of bakery – confectionery operations Mise-en-place functions</p> <ul style="list-style-type: none"> - Setting up ovens ready at correct temperature - Setting up respective work stations ready for production. 	10
IV	<ol style="list-style-type: none"> 1. Basic methods of combining and mixing ingredients. 2. Preparation of basic doughs 3. Preparation of fundamental pastes 4. Preparation of fundamental cake mixes. <p>Preparation</p> <ol style="list-style-type: none"> 1. Preparation of bread rolls and basic yeast products 2. Preparation of basic cake as tea cakes and sponge 3. Basic icings techniques in preparing and icing cakes 4. Preparation of tarts, pies and flans using crust and sweet pastes. 	10

BBA (H)-213: FOOD & BEVERAGE SERVICE (RESTAURANT & BAR OPERATIONS)

L	T	P	C
3	1	0	4

Course Objectives Course Objectives Sem-III
This course is designed to give the knowledge of restaurant and bar operation and types of food services

UNITS	CONTENTS	CONTACT HRS.
I	Restaurants : Types full service, specialty, quick service /fast foods, family , Ethnic, casual dining, theme, celebrity. Trends in restaurant development	10
II	Menu planning, advertising and merchandising Human resource planning for food and beverage service areas	10
III	Bars: Bar setup, inventory control, Laws relating to Beverages Restaurant and hotel bars, night clubs	10
IV	Food beverage management for casual dining restaurants Food and beverage management for ethnic, celebrity, specialty, fast foods and other type of restaurants	10

Reference Books		
1	Andrews S 1981 Food and beverage service training.	
2	Fuiler J 1983 Modern restaurant service a manual for students and practitioner Hutchison London.	
3	Fuller J Curee A.J.1983, Warter	Hutchinson, London.
4	Lillicrap D R 1983, Food and beverage service, Edward Arnold, Melbourne	
5	Bartender's guide to cocktails, Steaben, Russell and corsar, Frank, New Delhi	Global books and subscription services, 1999.

**BBA (H)-213A:FOOD & BEVERAGE SERVICE (RESTURANT & BAR OPERATIONS) –
(PRACTICAL)**

L	T	P	C
0	0	8	4

Course Objectives Course Objectives Sem-III	
<p>At the end of the program the trainee is expected to know all forms of restaurant service and bar operations, setting up and maintenance of tables and bars. Teaching practices demonstrate and practice Setting up food service outlets for different themes and different types of cuisines. Supervising mis-en- place conducted by the juniors Handling table reservation and allotment of tables Receiving guests and escorting them to their tables Menu Explaining, selling and merchandising dishes of the menu Serving dishes and beverages of the menu for different types of orders received by different styles of service Assessing Banquet setup and party catering outlets Handling situations and unexpected events during the course Assistant Captains/Sr. captains in handling day-to-day functions Setting of different types of bars Bar operation and handling guests</p>	

Reference Books		
1	Complete restaurant management guide, Gordon, Robert T, New Delhi	Global Books and subscription services, 1999.
2	Food and Beverage manager, Cullen, paul, New Delhi	Global Books and subscription services, 2001.
3	Waiter's handbook, Brown, Graham and Nepner, Karon, Australia	Hospitality press.
4	Profitable menu planning, drysdale, John A., New Jersey	Prentice-Hall, 1994
5	Restaurant service basics, Dahmer, Sondra J. and Kahl, Kurt W., Strategic questions in food and beverage management, Wood, Roy C., London :Butterworth.	John wiley & sons Inc., 2002. Heinemann, 2000

BBA (H)-214: FRONT OFFICE MANAGEMENT

L	T	P	C
3	1	0	4

Course Objectives
The course is aimed at familiarizing the students with various functions of front office & to develop work ethics toward customer care & satisfaction . special efforts will be made to inculcate practical skills.

UNITS	CONTENTS	CONTACT HRS.
I	Communication and its importance in the Front office. Concept of reservation, reservation process, amendments in reservation, cancellations, room availability charge etc.	10
II	Front desk operations & functions before guest arrival ,on guest arrival, during stay and at departure. Sources of groups , issues in handling groups, procedures in handling groups Handling of guest problems and difficult situations in the hotel.	10
III	Cash and billing operations, manual and computer accounting, foreign exchange handling (Cash / Credit / Debit Card transaction). Telephone services – telephone equipment , telephone manners, telephone procedures & use of right procedures.	10
IV	Role and functions of lobby manager Guest relations- complaint handling and follow up procedure for emergency situation handling. Front office security.	10

Reference Books		
1	Sudhir Andrew – front office training manual-	Tata McGraw Hill Publishing Co Ltd.
2	Michael L Kasavana .Richard M Brooks managing Front officer operations	Educational institute of American Hotel & Lodging Association.
3	Roco M angelo, Andrew N Vladimir- Hospitality today an introduction	Educational institute of American Hotel & lodhing Association.
4	William S Gray,Salvatore C Liquor Hotel and Motel Management and operation	Prentice Hall , Englewood Cliffs New Jersey 07632.
5	Denneyl G Ruther ford , Hotel and Motel Management and operations, Van Nostrand Reinbold, New York.	

**BBA (H)-214A: FRONT OFFICE MANAGEMENT-
(PRACTICAL)**

L	T	P	C
0	0	8	4

Course Objectives Course Objectives Sem-III

At the end of the program the trainee is expected to know all forms . registers and records maintained in a hotel for front desk operation. All Graphics maintained at the desk, all equipment used at the desk.

UNITS	CONTENTS	CONTACT HRS.
I	<p><u>Course contents:</u> Skill to handle guest arrival (Fits and groups) including registering the guests and rooming the guest functions. Skills to handle telephones at the reception- receive/ record messages. Skills to handle guest departure (fits and groups) Basic cash- billing functions-manual and computerized</p>	40

**BBA (H)-215: FOOD AND BEVERAGE SERVICES
(Banqueting Management)**

L	T	P	C
3	1	0	4

Course Objectives Course Objectives Sem-III
This course is designed to give the knowledge of banquet operation and management . Teaching practices :Class rooms lectures ,assignments, cases ,discussions and practice session under simulated condition.

UNITS	CONTENTS	CONTACT HRS.
I	Concept of banquet, types, functions, modern trends, theme catering in banquet business	10
II	Banquet menu planning and designing, meaning, types, factors affecting and pricing. Menu merchandising and selling tools. Buffet planning.	10
III	Mise-en- place , banquet and party, banquet planning ,banquet services, meaning , types, service of alcoholic beverage and non- alcoholic beverage	10
IV	Management in control of banquet and party catering, record and other functions Use of computers in banquet operation and management	10

Reference Books		
1	Andrews S 1981: Food and Beverage Service Training.	
2	Fiuter J 1983: Modern Restaurant service: A manual for students and practitioners Hutchison, London	
3	Fuller J Curee. A.J 1983: The waiter, Hutchison, London.	
4	Lillicrap DR 1983: Food and Beverage Service Arnold, Melbourne	

**BBA (H)-215A: FOOD AND BEVERAGE SERVICES
(Banqueting Management) – (Practical)**

L	T	P	C
3	1	0	4

Course Objectives Course Objectives Sem-III

At the end of the Programme the trainee is expected to know all forms of food and beverage services in banquet.

UNITS	CONTENTS	CONTACT HRS.
I	1. Know extension of service skills from the 1 st and 2 nd year. Demonstration and practice. 2. Planning for different types of banquets and buffets. 3. How to brief and develop the staff. 4. How to step, manage and control banquet – parties for different occasion 5. How to set up different types of bar mixed drinks and serve 6. Function as restaurant managers. Stewarding	30

BBA (H)-216: HOTEL FRENCH

L	T	P	C
3	1	0	4

Course Objectives Sem-III
The objective of the course will be to acquaint the learner with basic elements of grammar through which they may be able to frame simple sentences to write and speak.

UNITS	CONTENTS	CONTACT HRS.
I	Class room lectures, assignments, cases, discussions and practice sessions under simulated conditions.	8
II		8
III		8
IV		6

Teaching practices:

Class room lectures, assignments, cases, discussions and practice sessions under simulated conditions.

Course Contents:

1. Present tense
Future tense
Past tense
2. Immediate future
Recent past
Imperative
Imperfect
3. Conditional tense of vouloir,
4. pouvoir Comparative

▪ Viva Voce examination of the hotel and restaurant French on the basis of the theory paper.
French for management and tourism industry, Bhattacharya, S., Frank Bros. & Co., 2001

Reference Books		
1	sans frontières part I ,cle International by Philippe Dominique Jacky girardet et al campus international by Jacky giroardet ,Jacques peeheur	
2	A vobe service part I by Rajeswari Chandrasekhar, Rekha Hangal ed al published by general book depot Delhi.	
3	Hotel and Restaurant French	

BBA (H) SEM -4th

BBA (H)-221: Internship / Live Project

L	T	P	C
0	0	12	6

UNITS	CONTENTS	CONTACT HRS.
1.	Internship / Live Project	60

**BBA (H)-311: LEGAL FRAME WORK FOR HOSPITALITY
INDUSTRY**

L	T	P	C
3	1	0	4

Course Objectives Sem-V
The paper aims to provide an exposure to important laws that govern the hotel industry directly and indirectly the knowledge of legal dimensions arising in the hotel industry ranging from the establishment of a hotel to the hotel operations and services to the customers makes sense in order to understand the complex character of the hotel industry

UNITS	CONTENTS	CONTACT HRS.
I	Role of ethics and law in Business with special reference to hotel industry The companies Act.1956 Meaning and nature of company, Classification of companies, Incorporation of companies, Memorandum and Articles of association, Prospectus	10
II	Indian contract Act 1872, Definition of Contract Offer and acceptance, Essentials of a valid contract, Void agreements, Performance of Contract, Breach of contracts Significance of the act for the hotel industry. Consumer Protection Act 1986, Definitions, Consumer disputes Redressal Agencies at District State and national levels then jurisdiction composition , power and functions, penalties and Appeals.	10
III	The Prevention of food Adulteration Act, 1954 Definition. Central committee for Food Standards Central Food Laboratory, Analysis of food , offences and penalties under the act.	10
IV	Laws relating to Food and Beverage, laws relating to front desk.	10

Reference Books		
1	Gulshan S.S Mercantile Law	Tata Migra
2	Kapoor ND Mercantile Law,	Vikash P
3	Trade Union Act 1926; Industrial Dispute Act 1947; Workman's Compensation Act;	
4	Industrial Employment (Standing Order) Act 1946; Payment and Wages Act 1936; Payment of minimum wages Act 1948; Payment of Bonus Act] 1965; Employees State Insurance Act (ESI) 1948; Employees Provident Fund Act 1952; Payment of Gratuity Act 1972	Universal Law Publishing Co.
5	Elements of Co. Law, Kapoor, G.K., New Delhi	Taxmann Allied Services, 2003.

BBA (H)-312: PROJECT AND FACILITIES PLANNING

L	T	P	C
3	1	0	4

Course Objectives Sem-V

The course aims at familiarizing students with different aspects of projects and facilities planning in a hotel. The concepts of feasibility study; cost and market analysis and environmental standards keeping in mind the ongoing trends in the hotel industry have been covered in the course structure.

UNITS	CONTENTS	CONTACT HRS.
I	Concept objectives and significance of project. Planning and project planning in the context of hotels. Basic consideration in planning and operations of a hotel project.	10
II	Planning and development of hotel building plans with particular reference to various facilities available. Architecture and interior designers role in hotel planning control measures.	10
III	Planning and development of hotel building plans with particular reference to various facilities available. Architecture and interior designers role in hotel planning control measures.	10
IV	Establishing administrative and operational systems, policies, procedures and programmes for operation of a project. A detailed study of every aspect, prelaunch marketing campaign. A general overview. Project cost analysis, capital costs, sources of finance, financial pattern, tariff structure. Profitability and depreciation. Franchising, management contract.	10

Reference Books

1	Government of India, ministry of programme implementation, a manual of project implementation New Delhi 1980	Govt documents
2	Kamnra Krishan K. Economics of Tourism new Delhi	Kanishka publisher and distributors 2000.
3	Kerzner Harold project management for executives New York Van Nostrand Reinhold co. 1982.	
4	Kharbanda O. P F A Stallworths etal project cost control in action New Jersey	Prentice Hall, 1981.
5	Prasanna Chandra projects preparation appraisals , budgeting and implementation. New Delhi	Tata Mc Graw Hill 1987

BBA (H)-313: FOOD PRODUCTION MANAGEMENT & CONTROL

L	T	P	C
3	1	0	4

Course Objectives Sem-V
This course is designed to give the knowledge of fixed & beverage management practices. Food & beverage cost and revenue control technique for the learner of food production.

UNITS	CONTENTS	CONTACT HRS.
I	An overview of various management practices adopted in Indian hotel industry for food production. Quality food production techniques for banquet , bakery & confectionary. Use of computers in food & beverage operations	10
II	Menu policy, planning and pricing. Costing, budgeting and control.	10
III	Food & beverage cost controlling meaning – process & methods Food and beverage control checklist emphasis on international & oriental cuisines – china , Japan, Thai.	10
IV	Quality control cycle, meaning methods & process. Quality control for raw materials Quality assurance of product and services	10

Reference Books/T

1	Escoffer. 1979 : The complete guide to the art of modern cookery, virtue and co. ltd. Sureey.
2	Halliday. EG and Noble I.T 1959: How's and Why's of cooking. The university & Co
3	Hughes. D and Bannion M. 1970 : Introductory Foods . The Macmillan Co. Ltd. New York
4	Understanding cooking . Arnold . Hanemann India
5	Philip T.E 1981: modern cookery for teaching and the trade . vol-I . orient Longman Ltd. Bombay

BBA (H)-313A: FOOD PRODUCTION MANAGEMENT & CONTROL – (PRACTICAL)

L	T	P	C
0	0	8	4

Course Objectives Sem-V

- The course is designed to introduce the students to manage and control food and beverage operations and to understand the quality production techniques. Further it emphasizes to use modern information technology in cuisines of western, Indian and Asian countries.

UNITS	CONTENTS	CONTACT HRS.
I	<p>Course contents:</p> <ul style="list-style-type: none">▪ Know extension of food production skills from the first and second year.▪ Demonstration and practice. Food carving. Chater. Gardmanager.▪ Mise – en- place functions for different kitchens.▪ Mise – en- place functions for bakery confectionary.<ul style="list-style-type: none">▪ Preparation of selected recipe from different cuisines to prepare 3 course menu with special emphasis on garnishing and presentation.▪ Preparation of different types of cake and bakery products.▪ Application of special methods of cooking.▪ Application of administration of the kitchen – indents, receiving and maintaining all records.▪ Functions as chef de partie, sous chef and executive chef.	40

**BBA (H)-314: INFORMATION TECHNOLOGY IN
HOSPITALITY INDUSTRY**

L	T	P	C
3	1	0	4

Course Objectives Sem-V

The course is designed to help students to examine the current hotel computerization trend including the latest technologies advances and software packages. Student shall stimulate and actual front desk experience by using the system and managing hypothetical guest accounts.

UNITS	CONTENTS	CONTACT HRS.
I	Unit 1: Introduction to use of information technology in hospitality industry: use of networks, extranet: Internet, centralized and global reservation system, intranet; property management systems	8
II	Computer for communication in hotels; application in MS word, MS excel and power point for hospitality.	8
III	Front office operations; performing front office operation with the help of computers, features of packages used at front office. Back office management; use of property management system to manage all back office operations	8
IV	Restaurant management; restaurant management system and their application for sales and yield management and billing.	6

Reference Books

1	Management information system, Lucey T., New Delhi	BPB Publication, 1997
2	Management information systems : managing information technology in the e-business enterprise, Obrien, James A., New Delhi	McGraw-Hill Publication Company, 2002.
3	Maging Computers in the Hospitality Industry, Michael I. Kasavana, John J	Cahill, EI- AH&LA, USA.

BBA (H)-315: SERVICE MARKETING

L	T	P	C
3	1	0	4

Course Objectives Sem-V
The subject of Service Marketing will open the area for the students to know about the field other than the goods marketing. The main income source of developed countries is well- established service industry. This will help the students in performing better will selling the intangible products.

UNITS	CONTENTS	CONTACT HRS.
I	Marketing of Services: Conceptual Framework, Basic Issues Involved in Marketing of Services Designing Strategy for Marketing; Marketing of Financial Services: The Indian Scene: Branding and Advertising of Financial Services; Consumer Banking; Experiences of Indian and Foreign Banks, Credit Cards	10
II	Hospitality and Health Services: Marketing of Hospitality and Tourism Services; Management and Marketing of Tourism in India; Health Services, the Indian Scene; Marketing of Family Planning.	10
III	Educational Services: Marketing of Educational Services; Marketing of Professional Education; Marketing of Professional Support Services; Implications for Advertising Agencies.	10
IV	Educational Utilities: Marketing of Logistics; Marketing Approach in India; Is the Customer Always Right? Cases of Marketing of Services of Indian and Foreign Banks, Travel and Tourism Agencies and Hospitals and Telecom Organizations	10

Reference Books		
1	Service Marketing - Rampal and Gupta	Excel Publications.
2	Service Marketing - Ravi Shankar	Excel Publication
3	Service Quality Management in Hospitality, kandapully	Mok, Connie and Sparks,
4	Baverley, Delhi, Jaico	Publishing House, 2004
5	Service Management Operations, Strategy, and Information Technology, Fitzsimmons, Mona J.; Fitzsimons, James A., U.S.A	McGraw-Hill, 1998.

L	T	P	C
2	1	0	3

BBA (H)-316: ORGANISATION BEHAVIOUR

Course Objectives Sem-V

UNITS	CONTENTS	CONTACT HRS.
I	Concept, Foundation of Organisation Behaviour, Theoretical framework for OB, Contemporary challenges to OB in 21 st Century.	10
II	Group Dynamics Types of Groups, reason for the formation of group, group cohesiveness, group conflicts, team building, Individual differences: Causes of individual differences Perception Concept, perceptual selectivity, managerial implications of perception	10
III	Conflict Meaning, process of conflict, types of conflict (Individual, group and organizational level) Change Resistance to change, Management of change, role of change agent, Stress (causes, effect and coping strategies.	10
IV	Power and politics, leadership-concept, theories, Charismatic leadership, transformational leadership, leader style, roles and activities of leadership, leadership skills, organizational culture.	10

Reference Books		
1	Robbins, Stephan, P, organizational behavior, Prentice hall of India Ltd, N. Delhi, 1997. Robbins/Essentials of Organizational Behavior, Prentice hall of India	
2	Aswathappa, K. Organizational Behavior, HPH, Mumbai, 1997. Chandan, J.S., Organizational Behavior, Vikas Publishing House, Pvt. Ltd. 1994.	
3	Davis, Keith and Newstorm, J.W., Human Behavior at work, McGraw Hill, 1985. Griffin, R.W. and Moorhead, G., Organizational Behavior, Houghton Mifflin Co. 1999. Luthans, Fred, Organizational Behavior, McGraw hill, 1998.	
4	Wagner, J.A.III and Hollenbeck, J.A. Management of Organizational Behavior, Prentice hall inc. Englewood cliff NJ 1992	
5	Mckenna, Eugene, Business psychology and organizational behaviour-A student's handbook, 3 rd Edn., Psychology Press 2002.	

BBA (H)-317: ROOM DIVISION MANAGEMENT

L	T	P	C
2	1	0	3

Course Objectives Sem-V
This course is designed to give the knowledge of banquet operations and management.

UNITS	CONTENTS	CONTACT HRS.
I	Administrative and management functions of Room Division Managers. Importance of Leadership especially in front office. Principles of sales and marketing for hotel industry.	10
II	Establishing room rates - different methods and strategies adopted. Pricing strategies adopted by hotels – high and low demand tactics	10
III	Cost analysis, budget and budgetary control. Preparation of various statutory statements Audit and Audit Control Night Auditors functions, duties and responsibilities	10
IV	Revenue Management (Yield Management) – concept elements of yield management Group and transient room sales Forecasting room revenue by understanding nature Application of computers in Rooms Division Management.	10

1	Michael L Kasavana . Richard M Brookes. Managing front officer operations educational institutes of American hotel and lodging association
2	Roeo M. Angelo. Andrew N Vladimir: hospitality today: An introduction. Educational institute of American hotel and lodging association.
3	Willian S Ray. Salvatore C. Liquor: hotel and motel management and operation. Prentice hall, Englewood Cliffs New Jersey 07632
4	Denneys G Ruther ford. Hotel management and operations van Nostrand Reinbold. New York R N kaul. Dynamics of tourism. Vol 2. the accommodation, Sterling publishing Pvt. ltd new Delhi.
5	Huyton, Jeremy and Baker, Sue, Case studies in rooms operations and management, Melbourne : Hospitality Press, 2001. Chakravarti B.K., Front office management in hotel, CBS publishers and distributers, 1999. Abbott, Peter and Lewry, Sue, Front office : procedures, social skills, yield and management, New Delhi, Butterworth-Heinemann, 1999

L	T	P	C
3	1	0	4

BBA (H)-321: INTRODUCTION TO TOURISM INDUSTRY

Course Objectives Sem-VI

Course Objectives:

The course is aimed to introduce the basic concepts of tourism to the beginners and to serve as a comprehensive resource for the seasoned professionals.

UNITS	CONTENTS	CONTACT HRS.
I	Overview of travel and Tourism Industry The nature of the travel and Tourism Industry; Why people travel; Factors which motivates and influence travelers; destination requirement to satisfy and support travel and tourism.	10
II	The Economic and social significance of Tourism Contribution to national economy; growth in GDP; Employment potential; Development of rural and backward areas.	10
III	Status of India Tourism India's share in international tourism arrival; Domestic Tourism, out bound tourism; Major issues and concerns to develop tourism; Tourism Policy; Scope of career opportunities.	10
IV	Tourism Infrastructure The need to augment capacity of existing Airports; Airlines; Accommodation; Railways and surface transport.	10

1	Tourism and the hospitality Industries, Joseph D. Fridgen	Vikas Publication House
2	Infrastructure of Tourism in India, Rattan Deep Singh	Kanishka Publishers
3	Introduction to Tourism and Hotel Industry, Mohammad Zulficar	Vikas Publication House
4	Progress in Tourism, Recreation and Hospitality, Vol. 1-3, C.P. Cooper	CBS Publishers and Distributions.

BBA (H)-322: EVENT MANAGEMENT

L	T	P	C
3	1	0	4

Course Objectives Sem-VI
The course is designed to introduce the learner to event management-concepts, types, planning, marketing of events, convention services and managing food and beverage for the events, the course aims at imparting the knowledge to the student through a balanced mix of theory and practice of event management.

UNITS	CONTENTS	CONTACT HRS.
I	Introduction to Event management Event management-meaning, concept, and objectives. Types of events-conference, convention, exhibition and others, meeting planning-meaning and process; role and contribution of event management in hospitality industry; the event business of tomorrow and hospitality industry.	10
II	Planning Events The nature of planning; planning for one time events; planning the setting. Location and site; the operation plan; developing the strategic plan; event planning principle- theme, logistics, graphics and special effects. developing a marketing plan; the diff. Between sales and marketing; the importance of marketing; the marketing plan, steps of the marketing plan.	10
III	Convention services The service function; the convention service manager and other convention service staff; guest room- reservation system; room assignment; preparing the event, function rooms and meeting setups; audio visuals requirements; budgeting and financial control for the events; convention billing and post convention review/performance. Food services- Type of food function ; menu planning; managing food for the events; factor affecting for the food and beverage decisions; food and beverage services for various types of events; staffing requirements for serving the food and beverage; food and beverage control procedure; display and exhibitions.	10
IV	Module-4 Human resource management The HR planning process; need assessment; policies and procedures; job description; recruitment and selection; training and professional development; supervision and evaluation; termination; outplacement; and maintenance function; motivating and managing the volunteer; career in event management.	10

1	Donald getz, event management & event tourism 1999
2	Goldbaltt jj ; the art of science ;new york 1990
3	Watt dc event management in leisure and Tourism Harlow, Essex; audition welsy ltd;1998
4	Event Management : for tourism, cultural, business and sporting events, Wagen, Lynn Van Der, Melbourne, Hospitality Press, 2001

**BBA (H)-323: SPECIALISED CATERING OPERATIONS
(Institutional Catering)**

L	T	P	C
3	1	0	4

Course Objectives Sem-VI
The course is designed to introduce the students to various specialized catering operations and management in India. the aim of course is to increase the knowledge of the learners both operational and managerial in food and beverage sector which will couple with balanced mix of theory and practice.

UNITS	CONTENTS	CONTACT HRS.
I	Off premises catering: meaning, types and conduct of party menu planning, hiring of service personnel, making a list of service equipment requirements	8
II	Operations and management of: Highway catering, Airline catering, Cruise catering, Railway catering	8
III	A detailed study of: Institutional catering, Industrial catering, Hospital catering, Catering to armed force, Prison catering, Other welfare sector catering, old-age homes and orphanages	8
IV	Operation and management of: Fast food operations, Take away service, Home deliver, Mobile vans, Q.S.R Food court	6

1	Arora, Krishna, 1977: Theory of cooking, Frank Bros & Co. Delhi
2	Understanding cooking, Arnold, Hanemann, India
3	Saulnier L.,1914: le repertoire de la cuisine
4	Devi Maheshwari World best curry recipes, Singapore: Times editions
5	Philip Thangan E, Modern cookery for teaching and trade., Bombay : Orient Longman, Vol. 1 & Vol. 2, 1988.

**BBA (H)-323A: SPECIALITY CATERING OPERATIONS-
(Practical)
(Institutional Catering)**

L	T	P	C
0	0	8	4

Course Objectives Sem-VI

At the end of the programmed students are expected to know all forms of specialty catering operations; management of specialty catering operations and service aspects of catering operations.

UNITS	CONTENTS	CONTACT HRS.
I	Knowledge of extension of food production skills from the first, second and third years. Knowledge about the production and service equipments Mise-en-place function for airline, cruise, railway, institutional, industrial, and other specialty catering kitchens. Menu planning Managing and developing staff Knowledge of nutritive values Functions as chef, sous chef and executive chef.	30