

GURU KASHI UNIVERSITY



**Bachelor of Science in Hospitality
& Hotel Management**

Session: 2023-24

Department of Hotel Management

Graduate Outcomes of the Programme:

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

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

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

Program Structure

SEMESTER: I						
Code	Course Title	Type of Courses	L	T	P	No. of Credits
BHH112	Introduction to Food Production	Core	3	0	0	3
BHH113	Introduction to Food Service	Core	3	0	0	3
BHH114	Introduction to Room Division	Core	3	0	0	3
BHH115	Basics of Nutrition	Core	3	0	0	3
BHH116	Basics of Tourism	Core	3	0	0	3
BHH117	Introduction to Food Production (Lab)	Skill Based	0	0	4	2
BHH118	Introduction to Food Service (Lab)	Skill Based	0	0	4	2
BHH119	Introduction to Room Division (Lab)	Skill Based	0	0	2	1
BHH199	XXX	MOOC	-	-	-	2
Discipline Elective (Any one of the following)						
BHH120	Introduction to Airline Industry	Discipline Elective	3	0	0	3
BHH121	Management Practices and Organization behaviour					
Total			18	0	10	25

SEMESTER: II						
Code	Course Title	Type of Courses	L	T	P	No. of Credits
BHH213	Basics of Food Production	Core	3	0	0	3
BHH214	Introduction to Beverage Service	Core	3	0	0	3
BHH215	Room Division Operations	Core	3	0	0	3
BHH216	IT and AI Applications in Hospitality	Compulsory Foundation	2	0	0	2
BHH217	Basics of Food Production (Lab)	Skill Based	0	0	4	2
BHH218	Introduction to Beverage Service (Lab)	Skill Based	0	0	4	2
BHH219	Room Division Operations (Lab)	Skill Based	0	0	2	1
BHH220	IT and AI Applications (Lab)	Skill Based	0	0	2	1
Discipline Elective (Any one of the following)						
BHH221	Tourism Planning and Development	Discipline Elective	3	0	0	3
BHH222	Air Cargo Management					
Value Added Course (For Other Discipline Also)						
BHH212	Disaster Management	VAC	2	0	0	2
Total			16	0	12	22

SEMESTER: III						
Code	Course Title	Type of Courses	L	T	P	No. of Credits
BHH302	Indian Regional Cuisine	Core	3	0	0	3
BHH303	Food and Beverage Service Operations	Core	3	0	0	3
BHH304	Room Division Management	Core	3	0	0	3
BHH305	Environmental Studies	Compulsory Foundation	2	0	0	2
BHH306	Personality Development and Soft Skills	Ability Enhancement	2	0	0	2
BHH307	Indian Regional Cuisine (Lab)	Skill Based	0	0	4	2
BHH308	Food and Beverage Service Operations (Lab)	Skill Based	0	0	4	2
BHH309	Room Division Management (Lab)	Skill Based	0	0	2	1
BHH399	XXX	MOOC	-	-	-	2
Discipline Elective (Any one of the following)						
BHH310	Event Management	Discipline Elective	3	0	0	3
BHH311	Resort Management					
Open Electives Course						
XXX	XXX	Open Elective	2	0	0	2
Total			18	0	10	25
Open Electives Courses (For other Departments)						
OEC017	Healthy Diet for Health Life	Open Elective	2	0	0	2
OEC001	Art of baking		1	0	2	

SEMESTER: IV						
Code	Course Title	Type of Courses	L	T	P	No. of Credits
BHH412	Industrial Training (Six Months)	Skill Enhancement Course	-	-	-	20
Total			0	0	0	20

10A/C

SEMESTER: V						
Code	Course Title	Type of Courses	L	T	P	No. of Credits
BHH513	Garde Manger – Charcuterie	Core	3	0	0	3
BHH514	Food & Beverage Service control	Core	3	0	0	3
BHH515	Hotel Accounting	Core	3	0	0	3
BHH516	Facility Planning	Core	3	0	0	3
BHH517	Hospitality Marketing	Core	3	0	0	3
BHH518	Garde Manger – Charcuterie (Lab)	Skill Based	0	0	4	2
BHH519	Bar Operations (Lab)	Skill Based	0	0	2	1
BHH599	XXX	MOOC	-	-	-	2
Discipline Elective (Any one of the following)						
BHH520	Service Marketing	Discipline Elective	3	0	0	3
BHH521	Financial Management					
Total			18	0	6	23

Semester: VI						
Code	Course Title	Type of Courses	L	T	P	No. of Credits
BHH612	International Cuisine	Core	3	0	0	3
BHH613	Food & Beverage Management	Core	3	0	0	3
BHH614	Hotel Laws	Core	3	0	0	3
BHH615	Hotel Engineering	Core	3	0	0	3
BHH616	Hospitality Entrepreneurship	Core	3	0	0	3
BHH617	International Cuisine (Lab)	Skill Based	0	0	4	2
BHH618	Cocktail Mixology (Lab)	Skill Based	0	0	2	1
Discipline Elective (Any two of the following)						
BHH619	Customer Relationship Management	Discipline Elective	3	0	0	3
BHH620	Strategic Management					
Total			18	0	6	21
Grand Total			88	0	44	136

Evaluation Criteria

1. Evaluation Criteria for Theory Courses

A. Continuous Assessment: [25 Marks]

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

ii. CA2 [10 Marks] {Assignments}

iii. CA3 [05 Marks] {Term Paper}

A. Attendance [05 Marks]

B. Mid Semester Test: [30 Marks]

C. End-Term Exam: [40 Marks]

Semester – I**Course Title: Introduction to Food Production****Course Code: BHH112**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyze and recognize the basics of the culinary industry.
2. Apply the basic knowledge of different cooking methods used in the kitchen.
3. Analyze the usage of vegetables and fruits in stocks and sauces.
4. Exhibit the skills in preparing various bakery products such as breads, cookies etc.

Course Content**Unit-I****12 Hours**

INTRODUCTION TO COOKERY: levels of skills and experiences, attitudes and behavior in the kitchen, personal hygiene, uniforms & protective clothing, safety procedure in handling equipment.

CULINARY HISTORY: origin of modern cookery, Hierarchy area of department and kitchen: classical brigade, modern staffing in various category hotels, roles of executive chef, duties and responsibilities of various chefs, co-operation with other departments.

CULINARY TERMS: list of culinary (common and basic) terms, explanation with examples aims & objects of cooking food: aims and objectives of cooking food, various textures, various consistencies and techniques used in pre-preparation, techniques used in preparation.

Unit-II**11 Hours**

METHODS OF COOKING FOOD: roasting, grilling, frying, baking, broiling, poaching, boiling: -principles of each of the above, care and precautions to be taken, selection of food for each type of cooking

FUELS USED IN CATERING INDUSTRY: Types of fuel used in catering industry; calorific value; comparative study of different fuels, Calculation of amount of fuel required and cost.

Gas: method of transfer, LPG and its properties; principles of Bunsen burner, precautions to be taken while handling gas; low and high-pressure burners, Gas bank, location, different types of manifolds

FIRE PREVENTION AND FIRE FIGHTING SYSTEM: Classes of fire, methods of extinguishing fires (Demonstration), Fire extinguishers, portable and stationery, Fire detectors and alarm, Automatic fire detectors cum extinguishing devices.

Unit-III**12 Hours**

VEGETABLE AND FRUIT COOKERY: Introduction, classification of vegetables, Pigments and colour changes, Effects of heat on vegetables, Cuts of vegetables, Classification of fruits, Uses of fruit in cookery.

STOCKS: Definition of stock, Types of stock, Preparation of stock, Recipes, Storage of stocks, Uses of stocks, Care and precautions

SAUCES: Classification of sauces, Recipes for mother sauces, Storage & precautions

SOUPS: Classification with examples, Basic recipes of Consommé with 10 Garnishes and other soups.

EGG COOKERY: Introduction to egg cookery, Structure of an egg, Selection of egg, Uses of egg in cookery

SALADS AND SANDWICHES: Salads & its compositions, Types of Lettuce, Types of Dressing, Emerging trends in salad making, Sandwiches History, origin and its Different types.

Unit-IV**10 Hours**

INTRODUCTION TO BAKERY: Principles of baking, Equipments used in bakery, Difference between bakery, patisserie and confectionary,

FLOUR: Structure of wheat, Types of Wheat, Types of Flour, Processing of Wheat – Flour, Uses of Flour in Food Production, Cooking of Flour (Starch)

METHODS OF BREAD MAKING: Straight dough method, Delayed salt method, No time dough method, Sponge and dough method

CHARACTERISTICS OF GOOD BREAD: External characteristics, Volume, symmetry of shape, Internal characteristics - colour, texture, aroma, clarity and elasticity, Bread faults and their remedies

PREPARATION OF COOKIES AND BISCUITS: Factors affecting the quality of Biscuits & cookies. Raw material required for cookies making
Faults – Internal & External causes of cookies & Biscuits making & their remedies, Techniques of cookie making

Transactional Mode:

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

Suggested Reading:

- Bali Parvinder S. (2015). *Food Production Operations*. Oxford University Press. US
- Friberg Bo. (2017). *The Professional Pastry Chef*. 8th edition, Wiley & Sons INC, New York.
- Arora K. (2016). *Theory of Cookery*. Frank Brothers Publication, New Delhi.

- *Philip, Thangam E. (2018). Modern Cookery. Orient Black swan Private Limited. Hyderabad*
- *Aggarwal. D.K. (2019). Kitchen Equipment & Design. Aman Publications. New Delhi.*

IQAC

Course Title: Introduction to Food Service**Course Code: BHH113**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Develop an insight into the growth of Catering Industry in the world from medieval period to till recent times.
2. Apply the required technical skills to work efficiently in Food and Beverage service industry.
3. Exhibit the appropriate usage of various equipment of food and beverage service.
4. Analyze and recognize the basics of Tabacco and Cigarette

Course Content

UNIT-I

13 Hours

THE HOTEL & CATERING INDUSTRY: Introduction to the Hotel Industry and Growth of the hotel Industry in India, Types of F&B operations.

CLASSIFICATION OF COMMERCIAL: Residential/Non-residential (Welfare Catering - Industrial/Institutional/Transport such as air, road, rail, sea, etc.) Structure of the catering industry- a brief description of each.

DEPARTMENTAL ORGANISATION & STAFFING: Organization of F&B Department of hotel, Principal staff of various types of F&B operations, French terms related to F&B staff, Duties & responsibilities of F&B staff, Attributes of a Waiter, Inter-departmental relationships (Within F&B and other department)

UNIT-II

12 Hours

FOOD SERVICE AREAS (F & B OUTLETS): Specialty Restaurants, Coffee Shop, Cafeteria, Fast Food (Quick Service Restaurants), Grill Room, Banquets, Bar, Vending Machines, Discothèque

ANCILLIARY DEPARTMENTS: Pantry, Food pick-up area, Store, Linen room, Kitchen stewarding
F& B SERVICE EQUIPMENT: - Familiarization & Selection factors of: - Cutlery, Crockery, Glassware, Flatware, Hollowware, all other equipment used in F&B Service, French terms related to the above.

MEALS & MENU PLANNING: Origin of Menu, Objectives of Menu Planning, Types of Menus, Courses of French Classical Menu-Sequence, Examples from each course, Cover of each course, Accompaniments, French Titles of dishes,

UNIT-III

11 Hours

TYPES OF MEALS-Early Morning Tea, Breakfast (English, American Continental, Indian), Brunch, Lunch, Afternoon/High Tea, Dinner Supper.

PREPARATION FOR SERVICE: Organizing Mise-en-scene, Organizing Mis-en-Place, TYPES OF FOOD SERVICE-Silver service, pre-plated service, Cafeteria Service, Room service, Buffet service, Gueridon service, Lounge service.

SALE CONTROL SYSTEM: KOT/Bill Control System (Manual)- Triplicate Checking System, Duplicate Checking System, Single Order Sheet, Quick Service Menu & Customer Bill. Making bill, Cash handling equipment, Record keeping (Restaurant Cashier).

UNIT-IV

09 Hours

TOBACCO: History, Processing for cigarettes, pipe tobacco & cigars

CIGARETTES – Types and Brand Titles, Pipe Tobacco – Types and Brand Titles, Cigars – shapes, sizes, colors and Brand Titles, Care and Storage of cigarettes & cigars

Transactional Mode:

Cooperative Teaching, Group Discussion, Role play, Flipped Teaching, Project Based learning

Suggested Reading:

- *Lillicrap Dennis R. Cousins John A. (2018), Food and Beverage Service. John Wiley & Sons Inc, New York.*
- *Negisingh Mahendra. (2019). Training Manual for Food and Beverage Services. Dreamtech Press. New Delhi*
- *Singaravelavan. B. (2016). Food and Beverage Services. Oxford University Press; US.*
- *Bagchi S. N. (2020). Textbook of Food and Beverage Service. Aman Publications; Kanpur.*

Course Title: Introduction to Room Division**Course Code: BHH114**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyze the origin of Hospitality and tourism industry in India.
2. Evaluate the various duties and responsibilities of Front office personals on different levels in the hierarchy.
3. Recognize the importance of housekeeping department in hospitality industry with the role of housekeeping personnel.
4. Describe the different type of cleaning methods in housekeeping department.

Course Content**UNIT-I****10 Hours**

INTRODUCTION TO TOURISM, HOSPITALITY & HOTEL INDUSTRY: Tourism and its Importance.

Hospitality and its origin, Hotels, their evolution and growth, Brief introduction to hotel core areas with special reference to Front Office.

UNIT-II**13 Hours**

Front Office Personnel: Introduction, departmental hierarchy, attitude, attributes and salesmanship, job description & job specification of front office personnel.

Front office hierarchy, Duties and responsibilities, Personality traits
Front Office Operations: Introduction, guest room, key control, tariff plans and types of rates. Coordination and communication between the Front Office and the other Departments.

UNIT-III**10 Hours**

Introduction to Housekeeping Department: Introduction Hierarchy in small, medium, large and chain hotels, Layout of the Housekeeping Department, Brief description of Function Areas of Housekeeping Department, Personality Traits of Housekeeping Management Personnel.

Inter Departmental Relationship: With Front Office, With Security, With Stores, With Accounts, With Personnel, Use of Computers in House Keeping department

UNIT-IV**12 Hours**

Housekeeping Personnel: Identifying Housekeeping Responsibilities, Duties and Responsibilities of Housekeeping staff, Role of Housekeeping in Guest Satisfaction and Repeat Business.

Cleaning Organization: Introduction Principles of cleaning, hygiene and safety factors in cleaning, Methods of organizing cleaning, Frequency of

cleaning daily, periodic, special, Design features that simplify cleaning
FRENCH: To be taught by a professional French language teacher.
Understanding and uses of accents, orthographic signs & punctuation,
Knowledge Of carinae & ordinaux (Ordinal & cardinal), Days, Dates,
Time, Months and Seasons.

Transactional Mode:

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

Suggested Reading:

- *Andrews Sudhir. (2017). Front Office training manual. Tata McGraw Hill Education. New York.*
- *Tewari Jatashankar R. (2016). Front office operations and management. Oxford University Press. UK*
- *Dix Colin. Baird Chris. (2015). Front Office Operations. Longman Publisher. London, UK*
- *Ismail Ahmed. (2016). Front Office Operations and Management. Delmar Cengage Learning. New York*
- *Kasavana Micheal. Brooks Richard M. (2012). Managing Front Office Operations. – Educational Institute of the American Hotel. US.*

Course Title: Basics of Nutrition**Course Code: BHH115**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Recognize the importance of food in maintaining good health.
2. Evaluate the nutrients and factors affecting the energy requirements.
3. Describe the energy balance and health hazards associated with underweight and overweight
4. Create the different types of diet plan as per the requirement of the consumer.

Course Content

UNIT I

12 Hours

BASIC ASPECTS: Definition of the terms Health, Nutrition and Nutrients, Importance of Food – (Physiological, Psychological and Social function of food) in maintaining good health, Classification of nutrients. **ENERGY:** Definition of Energy and Units of its measurement (Kcal), Energy Contribution from macronutrients (Carbohydrates, Proteins and Fat), Factors Affecting energy requirements, Concept of BMR, SDA, Thermodynamic action of Food, Dietary sources of energy. Concept of energy balance and the health Hazards associated with Underweight, Overweight.

UNIT II

12 Hours

MACRO NUTRIENTS: Carbohydrates-Definition, Classification (mono, di and Polysaccharides), Dietary Sources, Functions, Significance of dietary fiber (Prevention/treatment of diseases) Lipids-Definition, Classification: Saturated and Unsaturated fats, Dietary Sources, Functions, Significance of Fatty acids (PUFAs, MUFAs, SFAs, EFA) in maintaining health, Cholesterol – Dietary sources and the Concept of dietary and blood cholesterol, Proteins-Definition, Classification based Upon amino acid composition, Dietary sources, Functions, Methods of improving Quality of protein in food (special emphasis on Soya proteins and whey proteins).

UNIT III

10 Hours

MACRO NUTRIENTS: Vitamins-Definition and Classification (water and fats Soluble vitamins), Food Sources, function and significance of: Fat soluble vitamins (Vitamin A, D, E, K), Water soluble vitamins (Vitamin C, Thiamine, Riboflavin, Niacin, Cyanocobalamin Folic acid)

MINERALS-Definition and Classification (major and minor), Food Sources, functions and significance of: Calcium, Iron, Sodium, Iodine & Flourine

WATER: Definition, Dietary Sources (visible, invisible), Functions of water, Role of water in maintaining health (water balance).

BALANCED DIET: Definition, Importance of balanced diet, RDA for various nutrients – age, gender, Physiological state

UNIT IV

11 Hours

MENU PLANNING: Planning of nutritionally balanced meals based upon the three Foods group system, Factors affecting meal planning, Critical evaluation of few Meals served at the Institutes/Hotels based on the principle of meal planning, Calculation of nutritive value of dishes/meals.

MASS FOOD PRODUCTION: Effect of cooking on nutritive value of food (QFP).

NEWER TRENDS IN FOOD SERVICE INDUSTRY IN RELEVANCE TO NUTRITION AND HEALTH: Need for introducing nutritionally balanced and health Specific meals, Critical evaluation of fast foods, new products being launched in the market (nutritional evaluation).

Transactional Mode:

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

Suggesting Readings:

- *Robinson, C.H. Lawlar, M.R. Chenoweth W.L. and Garwick A. E. (2016): Normal and Therapeutic Nutrition, Macmillan Publishing Co.*
- *Swaminathan, M.S. (2015): Essentials of Food and Nutrition VI: Fundamental Aspects VII Applied Aspects.*
- *Hughes, O, Bennion, M (2000): Introductory foods, Macmillan Company.*
- *Williams, S.R. (2009): Nutrition and Diet Therapy, C.V.Mos by Co.*
- *Guthrie, A.H. (2012): Introductory Nutrition, C.V.Mosby Co.*
- *Joshi, S.A. (2005), Nutrition and Dietetics, Tata Mc Graw Hill Publishing Co. Ltd.*

Course Title: Basics of Tourism**Course Code: BHH116**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

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

Course Content**Unit I** **12 Hours**

Tourism: concepts, definitions and historical development. Types of tourists: tourist, traveler, excursionists; Forms of tourism: inbound, outbound, domestic and international. Nature and Forms of Travel/Tourism. Tourism System: Nature, Characteristics and components of tourism industry. Push-pull factors in Tourism

Unit II **12 Hours**

Motivation for Travel- basic travel motivators, early travel motivators. Tourism Demand, Motivation of Tourism Demand. Measuring Tourism Demand. Pattern and characteristic of tourism supply; Factors influencing tourism demand and supply.

Unit III **10 Hours**

Organizations in tourism- need & factors, National Tourist Organizations, Role and functions of Important Tourism Organizations: WTO, IATA, PATA, TAAI, WTTC. Seasonality & tourism

Unit IV **11 Hours**

Impacts of Tourism at the destination. Its impact: socio-cultural, environmental and economic. Factors affecting the future of tourism business. Sociology of tourism.

Transactional Mode:

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

Suggested Readings: -

- Bhatia A.K (2003) *International Tourism*, Sterling Publishers Pvt Ltd, New Delhi.
- Chris Cooper, Fletcher John, Fyall, Alan, Gilbert David, Wall Stephen (2008), *Tourism Principles and Practices*, 4th edition, Pearson Education Limited.
- Dennis L & Foseter – Glencoe (2003), *an Introduction to Travel & Tourism*, McGraw- Hill International.
- Dr. Revathy Girish (2007), *Indian Tourist Panorama*, Dominant Publishers and Distributors, New Delhi.

- *Ghosh Bishwanth (2000), Tourism & Travel Management, Second Revised Edition Vikas Publishing House Pvt Ltd, New Delhi.*
- *Kaul R.N 91991), Dynamics of Tourism, Sterling Publishers Pvt Ltd, Volume 1,2 & 3 New Delhi.*

IQAC

Course Title: Introduction of Food Production (Lab)
Course Code: BHH117

L	T	P	Cr.
0	0	4	2

Total Hours: 60

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

1. Recognize the kitchen equipment and their handling.
2. Classify different vegetables along with their different cuts.
3. Evaluate the usage of different ingredients to produce desired recipes.
4. Exhibit the working skills of various equipment used in bakery & patisserie section in hotel.

Course Content

1. Equipment's - Identification, Description, Uses & handling

- Hygiene - Kitchen etiquettes, Practices & knife handling-Skills & Safety practices
- Safety and security in kitchen Demonstrations & simple applications

2. Vegetables - classification

- Cuts - julienne, jardinière, macaroni's, brunoises, pays sane, mignonette, dices, cubes, shred, mirepoix
- Preparation of salad dressings Demonstrations & simple applications by students

3. Identification and Selection of Ingredients - Qualitative and quantitative measures.

4. Basic Cooking methods and pre-preparations

- Blanching of Tomatoes and Capsicum
- Preparation of concasse
- Boiling (potatoes, Beans, Cauliflower, etc.)
- Frying - (deep frying, shallow frying, sautéing) Auberges, Potatoes, etc.
- Braising - Onions, Leeks, Cabbage
- Starch cooking (Rice, Pasta, and Potatoes)

5. Stocks - Types of stocks (White and Brown stock)

- Fish stock, Emergency stock, Fungi stock

6. Sauces - Basic mother sauces

- Béchamel, Espagnole, Velouté, Hollandaise, Mayonnaise, Tomato

7. Egg cookery - Preparation of variety of egg dishes

- Boiled (Soft & Hard), Fried (Sunny side up, Single fried, Bull's Eye, Double fried), Poaches, Scrambled, Omelets (Plain, Stuffed, Spanish), En cocotte (eggs Benedict).

8. Simple Salads & Soups:

- Cole slaw, Potato salad, Beetroot salad, green salad, Fruit salad, Consommé

9.Simple Egg preparations:

- Scotch egg, Assorted omelets, Oeuf Florentine, Oeuf Benedict, Oeuf Force, Oeuf Portuguese, Oeuf de Mayonnaise

10.Simple potato preparations

- Baked potatoes, Mashed potatoes, French fries, Roasted potatoes, Boiled potatoes, Lyonnaise potatoes, Allumettes, Vegetable preparations, Boiled vegetables, Glazed vegetables, Fried vegetables, Stewed vegetables.

Bakery & patisserie

1. Equipment's,

- Identification, Uses and handling Ingredients - Qualitative and quantitative measures

2. BREAD MAKING

- Demonstration & Preparation of Simple and enriched bread recipes, Bread Loaf (White and Brown), Bread Rolls (Various shapes), French Bread, Brioche Demonstration by instructor and applications by students

3. SIMPLE CAKES

- Demonstration & Preparation of Simple and enriched Cakes, recipes, Sponge, Genoise, Fatless, Swiss roll, Fruit Cake, Rich Cakes, Dundee, Madeira.

4. SIMPLE COOKIES

- Demonstration and Preparation of simple cookies like, Nan Khatai, Golden Goodies, Melting moments, Swiss tart, Tri color biscuits, Chocolate chip, Cookies, Chocolate Cream Fingers, Bachelor Buttons. Demonstration by instructor and applications by students.

5. HOT / COLD DESSERTS

- Caramel Custard, Bread and Butter Pudding. Soufflé – Lemon / Pineapple
- Mousse (Chocolate Coffee)
- Bavaroise
- Diplomat Pudding

Transactional modes:

Demonstration, Team Demonstration, Video Demonstration, Peer Demonstration, Video Lecture.

Suggested Readings:

- *Bo. Friberg. (2017) The Professional Pastry Chef, Publisher: Wiley & Sons INC, New Jersey*
- *Fuller J. Barrie & Jenkins (2018) Accompaniments & Garnishes from waiter, MHE Publisher. New Delhi.*

- *Dubey S. C (2017) Bakery & Confectionery, Publisher: Society of Indian Bakers. New Delhi.*
- *Philip E. Thangam (2015) Modern Cookery, Publisher: Orient Longman. New Delhi*

IQAC

Course Title: Introduction to Food Service (Lab)**Course Code: BHH118**

L	T	P	Cr.
0	0	4	2

Total Hours: 60

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

1. Apply the working skills of different equipment used in restaurant.
2. Describe the different types of principles and procedures of food service.
3. Identify the usage of different types of glassware, crockery, cutlery, trolley and tables etc. used in food and beverage service.
4. Exhibit the service skills during the service of water, juices, tonic water etc.

Course Content

- 1. Food Service areas** – Induction & Profile of the areas
- 2. Ancillary F&B Service areas** – Induction & Profile of the areas
- 3. Familiarization of F&B Service equipment**
- 4. Care & Maintenance of F&B Service equipment**
- 5. Cleaning / polishing of EPNS items by:**
 - Plate Powder method, Polivit method, Silver Dip method, Burnishing Machine
- 6. Basic Technical Skills**
 - Task-01: Holding Service Spoon & Fork
 - Task-02: Carrying a Tray / Salver
 - Task-03: Laying a Table Cloth
 - Task-04: Changing a Table Cloth during service
 - Task-05: Placing meal plates & clearing soiled plates
 - Task-06: Stocking Sideboard
 - Task-07: Service of Water
 - Task-08: Using Service Plate & Crumbing Down
 - Task-09: Napkin Folds
 - Task-10: Changing dirty ashtray
 - Task-11: Cleaning & polishing glassware
- 7. TABLE LAY-UP & SERVICE**
 - Task-01: A La Carte Cover
 - Task-02: Table d' Hote Cover
 - Task-03: English breakfast Cover
 - Task-04: American Breakfast Cover
 - Task-05: Continental Breakfast Cover

Task-06: Indian Breakfast Cover

Task-07: Afternoon Tea Cover

Task-08: High Tea Cover

8. TRAY/TROLLEY SET-UP & SERVICE

Task-01: Room Service Tray Setup

Task-02: Room Service Trolley Setup

9. PREPARATION FOR SERVICE (RESTAURANT)

Task-01: Organizing Mise-en-scene

Task-02: Organizing Mise-en-Place

Task-03: Opening, Operating & Closing duties

10. PROCEDURE FOR SERVICE OF A MEAL

Task-01: Taking Guest Reservations

Task-02: Receiving & Seating of Guests

Task-03: Order taking & Recording

Task-04: Order processing (passing orders to the kitchen)

Task-05: Sequence of service

Task-06: Presentation & Enchasing the Bill

Task-07: Presenting & collecting Guest comment cards

Task-08: Seeing off the Guests

11. Social Skills

Task-01: Handling Guest Complaints

Task-02: Telephone manners

Task-03: Dining & Service etiquettes

Task-04: hotel and restaurant French abbreviation terms

12. Special Food Service - (Cover, Accompaniments & Service)

Task-01: Classical Hors d'oeuvre

- Oysters, Caviar, Smoke Salmon, Pate de Foie Gras, Snails, Melon, Grapefruit, Asparagus

13. Service of Tobacco

- Cigarettes
- Cigars

Transactional modes:

Demonstration, Mock Exercise, Video Demonstration, Role Play, Group Exercise.

Suggested Readings:

- *Dennis R. Lillicrap. & John.A. Cousins (2015) Food & Beverage Service, Publisher: ELBS, Germany.*
- *Andrews Sudhir (2018) Food & Beverage Service Training Manual, Tata McGraw Hill, New Delhi.*
- *Brown Gramh (2019) The Waiter Handbook Forth Edition, Publisher: Global Books & Subscription Services, New Delhi.*

- *Negi Dr. J M (2017) Food & Beverage Management & Control by, Kanishka Publications, New Delhi.*

IQAC

Course Title: Introduction to Room Division (Lab)
Course Code: BHH119

L	T	P	Cr.
0	0	2	1

Total Hours: 30

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

1. Apply the working skills in reception counter at front office.
2. Exhibit the handling skills at telephone counter on information desk.
3. Operate the various cleaning equipment used in accommodation lab.
4. Apply the skills of the setup of maid's trolley

Learn about different French word used in Hotel Industry

Course Content

- Familiarization with Front office operations
- Practice of standing behind the reception counter
- Practice of handling telephone and PBX, PABX, EPABX, Facsimile, e-mail and internet access.
- Handling of guest complaints, handling room keys
- Practice of entries in different books, diaries and forms used at reception desk
- Handling of visitor's property, preparation of guest bills and V.T.L. (visitor tabular ledger)
- Practice of Welcoming a guest (New Trend in Welcoming)

1. Role Plays

- Reservation
- Arrivals
- Luggage handling
- Message and mail handling
- Paging

2. Sample Layout of Guest Rooms & Supplies

- Single room
- Double room
- Twin room
- Suite
- Standard room
- Suite
- VIP room special amenities

3. Cleaning Equipment- (manual and mechanical) & Cleaning Agent

- Familiarization
- Different parts
- Function
- Care and maintenance

4. Maid's trolley

- Contents
- Trolley setup

5. FRENCH ABBREVIATION: -

(French word use in hotel)

- Day
- Date
- Time
- Month
- Seasons

Transactional Mode:

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

Suggested Reading:

- *Andrews Sudhir. (2017). Front Office training manual. Tata McGraw Hill Education. New York.*
- *Tewari Jatashankar R. (2016). Front office operations and management. Oxford University Press. UK*
- *Dix Colin. Baird Chris. (2015). Front Office Operations. Longman Publisher. London, UK*
- *Ismail Ahmed. (2016). Front Office Operations and Management. Delmar Cengage Learning. New York*
- *Kasavana Micheal. Brooks Richard M. (2012). Managing Front Office Operations. – Educational Institute of the American Hotel. US.*

Course Title: Introduction to Airline Industry**Course Code: BHH120**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

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

Course Content**Unit-I****12 Hours**

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

Unit-II**10 Hours**

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

Unit-III**11 Hours**

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

Unit-IV**12 Hours**

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

Transactional Mode:

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

Suggested Reading:

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

Course Title: Management Practices and Organizational Behaviour
Course Code: BHH121

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

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

Course Content

UNIT-I

12 Hours

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

UNIT-II

10 Hours

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

UNIT-III

10 Hours

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

UNIT-IV

13 Hours

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

Transactional Mode:

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

Suggested Readings: -

- *Johns, G., & Saks, A. M. Organizational behaviour: Understanding and managing life at work. Pearson Canada.*
- *Senge, P. M. The fifth discipline: The art and practice of the learning organization. Random House, 2006.*
- *Robbins, Stephen P, Management, Englewood Cliffs, Prentice Hall Inc, 2009.*

- *Robbins, Stephen P, Organizational Behaviour; Sultan Chand & Sons, New Delhi, 2016.*
- *Gregory Moorhead and Ricky W Griffin; Organizational Behaviour – Managing People and Organizations, Jaico Pub. Ouse, Bombay, 200*
- *Stoner, J. et. Al. Management, New Delhi, Prentice Hall of India.*
- *Prasad, LM; Organizational Behaviour; Sultan Chand & Sons, New Delhi.*

IQAC

Semester II**Course Title: Basics of Food Production****Course Code: BHH213**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyze the basic preparation of soups, sauces and gravies used in industry for basic cooking.
2. Apply the required skills to clean and debone a fish, and their different types of cuts.
3. Acquire the knowledge about the types of pastry and their preparation techniques.
4. Exhibit the food preparation skills in making cakes.

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

INTRODUCTION TO BASICS OF INDIAN COOKERY: Introduction to Indian food, Spices used in Indian cookery, Role of spices in Indian cookery, Indian equivalent of spices (names) MASALAS: Blending of spices, Different masalas used in Indian Cookery-Wet masalas, Dry masalas, Composition of different masalas, Varieties of masalas available in regional areas, Special masalas blends. Gravies: Different types Haryali, Makhni, Shahi/white, Chopped Masala, kadhai, Yellow Gravy Basic Tandoori Preparations Indian marinades and Pastes

UNIT-II**13 Hours**

MEAT COOKERY: Introduction to meat cookery, Cuts of beef/veal, Cuts of Lamb/mutton, Cuts of pork, Variety meats (offal's), Poultry, (With menu examples of each). FISH COOKERY: Introduction to fish cookery, classification of fish with examples, Cuts of fish with menu examples, Selection of fish and shell fish, cooking of Fish (Effects of heat). RICE, CEREALS & PULSES: Introduction, Classification and identification, cooking of rice, cereals and pulses, Varieties of rice and other cereals.

UNIT-III**09 Hours**

PASTRY: Short crust, Laminated, Choux, Hot water/Rough puff, Recipes and Methods of preparation, Differences, uses of each pastry, Care to be taken while Preparing pastry, Role of each ingredient, Temperature of baking pastry. PASTRY CREAMS: Basic pastry creams, Uses in confectionery, Preparation and care in production.

UNIT-IV**11 Hours**

CAKES & ICINGS: Methods for the production of cakes. Raw Material required for cake Making, Role of ingredients like flour, sugar, shortening and egg for cake production Machinery involved in cake production Correct temperatures for baking various varieties of cake.

Factors affecting the quality of cake, Characteristic of Cakes- Internal & External., Balancing of Cake Formula, Cake faults and their remedies. Types of icings.

Transactional Mode:

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

Suggested Reading:

- *Singh Vikas. (2011). Text Book Of food Production (BTK). Aman Publication New Delhi.*
- *Bali. Parvinder S. (2017). Quantity Food Production Operations and Indian Cuisine. Oxford University Press. London.*
- *Folsom. LeRoi A. (2011). The Professional Chef. CBI Pub. Boston.*
- *Arora K. (2008). Theory of Cookery. Frank Brothers. New Delhi.*
- *Friberg Bo. (2002). The Professional Pastry Chef. Wiley & Sons INC. New Jersey, USA.*

Course Title: Introduction to Beverage Service**Course Code: BHH214**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Identify the manufacturing concept of various Non-Alcoholic beverages.
2. Describe the classification of various Alcoholic Beverages.
3. Operate the different types of equipment's used in bar operation.
4. Evaluate and analyze the basics of Liqueur Products.

Course Content**UNIT-I****10 Hours**

NON-ALCOHOLIC BEVERAGES: Classification (Nourishing, Stimulating and Refreshing beverages), Tea- Origin & Manufacture, Types & Brands, Coffee- Origin & Manufacture, Types & Brands, Juices and Soft Drinks, Types & Brands, Cocoa & Malted Beverages - Origin & Manufacture Types & Brands.

UNIT-II**12 Hours**

ALCOHOLIC BEVERAGE: Introduction and definition, Production of Alcohol: Fermentation and Distillation Process, Classification with examples, WINES: Definition, History & Classification with examples, Table/Still/Natural, Sparkling, Fortified, Aromatized. Production of wines, Old World. Wines: Principal wine regions, wine laws, grape varieties, production and brand Titles (France, Germany, Italy, Spain, Portugal), New World Wines: Principal wine regions, wine laws, grape varieties, production and brand Titles: India, Chile, South Africa, Algeria, New Zealand, USA, Australia. Food & Wine Harmony, Storage of wines, Wine terminology (English & French)

UNIT-III**11 Hours**

DISPENSE BAR: Introduction and definition, Bar layout – physical layout of bar. Bar stock – alcohol & non-alcoholic beverages, Bar equipment.

BEER: Introduction & Definition, Types of Beer, Production of Beer, Storage

SPIRITS: Introduction & Definition, Production of Spirit (Pot-still method, Patent still method) Production of Whisky, Rum, Gin, Brandy, Vodka, Tequila, Different Proof Spirits, American Proof, British Sikes Scale (Gay - Lussac), OIML Scale

UNIT-IV**12 Hours**

APERITIFS: Introduction and Definition, Different types of Aperitifs Vermouth (Definition, Types & Brand Titles), Bitters (Definition, Types & Brand Titles)

LIQUEURS: Definition & History, Production of Liqueurs, Broad Categories of Liqueurs (Herb, Citrus, Fruit/Egg, Bean & Kernel), Popular Liqueurs (Title, colour, predominant flavor & country of origin).

Transactional Mode:

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

Suggested Reading:

- *Andrews Sudhir.* 1 July 2017. *Food and Beverage Services: A Training Manual.* McGraw Hill Education. New Delhi.
- *Kant Jay Prakash.* 1 January 2015. *Food & Beverage: Management and Cost Control.* Aman Publications. New Delhi.
- *George Bobby. And Chatterjee Sandeep.* 1 August 2008. *Food & Beverage - Service and Management.* Jaico Publishing House. Mumbai.
- *Bansal Tarun K.* 1 September 2019. *Food and Beverage: Operations to Management* Dreamtech Press. New Delhi.

Course Title: Room Division Operations**Course Code: BHH215**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Recognize the basic engineering of tariff structure used in industry
2. Operate the Check in or check out procedures as per the standards of hotel industry.
3. illustrate the room layouts and types of beds and mattresses used in hotel industry.
4. Exhibit the working skills in routine record system and key system of housekeeping department.

Course Content**UNIT-I****10 Hours**

TARIFF STRUCTURE & RESERVATION: 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.

Reservations: Importance of reservation, Modes of reservation, Channels and sources (Fits, Travel Agents, Airlines, Gist), Types of reservations (Tentative, confirmed, guaranteed etc.), Systems (non- automatic, semi- automatic Fully automatic), Cancellation, amendments, Overbooking, **ROOM SELLING TECHNIQUES:** Up selling, Discounts.

UNIT-II**13 Hours**

FRONT OFFICE AND GUEST HANDLING Introduction to guest cycle, Pre-Arrival, Arrival, during guest stay, Departure, after departure **FRONT OFFICE CO-ORDINATION:** With other departments of hotel.

ARRIVALS 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, Information Services-Message and Mail Handling, Key Handling, Room selling technique, Hospitality desk, Complaints Handling, Guest handling, Guest history.

UNIT-III**10 Hours**

ROOM LAYOUT AND GUEST SUPPLIES: Standard rooms, VIP, ROOMS, Guest's special requests, types of beds and mattresses.

KEYS: Types of keys, computerized key cards, Key control

AREA CLEANING: Guest rooms, Front-of-the-house Areas, Back-of-the House Areas, Work routine and associated problems e.g., high traffic Areas, Façade cleaning etc.

UNIT-IV

12 Hours

ROUTINE SYSTEMS AND RECORDS OF HOUSE KEEPING DEPARTMENT: Reporting Staff placement, Room Occupancy Report, Guest Room Inspection, Entering Checklists, Floor Register, Work Orders, Log Sheet., Lost and Found Register and Enquiry File, Maid's Report and Housekeeper's Report, Handover Records, Guest's Special Requests Register, Record of Special Cleaning, Call Register, VIP Lists.

PEST CONTROL: Areas of infestation, Preventive measures and Control Measure.

Transactional Mode:

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

Suggested Reading:

- *Ismail Ahmed. (2011). Front Office operations and management. Delmar Cengage Learning. New York*
- *Bhatnagar S. K. (2016). Front office Operation Management. Frank Brothers. New Delhi*
- *Hasani Keshav. (2020). Major Topic in Housekeeping. Blue Rose Publishers. Delhi.*
- *Rai Shaliendra. (2020). Hotel Housekeeping Operations. Orange Book Publication. Chattisgarh.*
- *Raghubalan G. (2018). Hotel Housekeeping Operations and Management. Oxford University. London.*
- *Institute Good housekeeping. (2013). The Good Housekeeping Christmas Cookbook. Sterling. New York.*

Course Title: IT and AI Application in Hospitality
Course Code: BHH216

L	T	P	Cr.
2	0	0	2

Total Hours: - 30

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

1. Recognize the IT fundamentals and the value of information in Hospitality Sector.
2. Apply the required skills for the usage of hardware of computer and data entry services.
3. Execute the different types of AI tools used for hospitality industry.
4. Exhibit the various troubleshooting of networks and hardware configurations.

Course Content

UNIT-1

08 Hours

Introduction to Computers: Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotels, Familiarisation with Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer

UNIT-2

09 Hours

Introduction to Computers Software: Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office: Basics of MS-Word. MS- Excel and MS Power Point, Property Management System.

Social Media Applications and Hospitality: Introduction to social media, Its Role in Hospitality Promotion, Facebook – Creating Pages and Profiles, Merits/Demerits of social media, Linked In, Twitter and Other Social Media Applications.

UNIT-3

07 Hours

Introduction: What is AI, Importance of AI, and Early work in AI, Applications of AI, Knowledge and its definition. Knowledge Representation: Propositional logic, FOPL, Properties of Well-formed formulas, Conversion to Clausal form, Inference rules

UNIT-4

06 Hours

Knowledge Organization and Manipulation: Concepts, Uninformed or Blind search, Pattern Recognition, Recognition Classification process, Classification patterns.

Expert System: Definition, Rule based architecture, Knowledge acquisition and validation, MYCIN Expert System.

Transactional Mode:

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

Suggested Readings:

- *Taxli R.K., (2012) PC Software made simple, Tata Mc-Grave Hill, New Delhi.*
- *Long, L., (2016) Computers Englewood cliffs, Prentice Hall, New Jersey.*
- *Summer, M., (2018) Computers Concepts and Users Englewood cliffs, Prentice Hall, New Jersey.*
- *Raman Raja, (2011) Fundamentals of Computers, Prentice Hall, New Delhi.*
- *Galen, C. & Taun M. (2009). Hospitality Information Technology. Learning How to Use it. (4 th ed.). Kendall: Hunt Publishing.*
- *Inkpen, G. (2008). Information Technology for Travel and Tourism. (2 nd ed.) London: Longman.*
- *Nyheim, P. (2004). Technology Strategies for the Hospitality Industry (2 nd ed.) New Jersey: Pearson Education.*
- *O'Connor, P. (2016). Using Computers in Hospitality. Wellington: Wellington House.*

Course Title: Basics of Food Production (Lab)**Course Code: BHH217**

L	T	P	Cr.
0	0	4	2

Total Hours: 60

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

1. Concept the classification of meats and different types of cuts of meat products.
2. Apply the skills to identification, selection and processing of meat, fish and poultry.
3. Innovate the various bakery dishes using different types of pastries.
4. Exhibit the various Indian cold & hot sweet dishes.

Course Content

1 Meat – Identification of various cuts, Carcass

- Demonstration, Preparation of basic cuts-Lamb and Pork Chops, Tornado, Fillet, Steaks and Escalope, Fish-Identification & Classification, Cuts and Folds of fish

2 Identification, Selection and processing of Meat, Fish and poultry.

- Slaughtering and dressing

3 Preparation of menu:

- **Salads:** Waldrof salad, Fruit salad, Russian, Salad, salade nicoise,
- **Soups:** Soups preparation: Chowder, Bisque, Veloute, Broth International soups

4 Chicken, Mutton and Fish Preparations-

- Fish only, a la anglaise, Colbert, meuniere, poached, and baked
- Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks &
- Lamb/Pork chops, Roast chicken, grilled chicken, Leg of
- Lamb, Beef

5 Indian cookery- Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations, Marinades, Paste and Tandoori Preparation of Meat, fish Vegetables and Paneer

BAKERY & PATISSERIE

1 PASTRY: Demonstration and Preparation of dishes using varieties of Pastry

- Short Crust – Jam tarts, Turnovers
- Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns
- Choux Paste – Éclairs, Profiteroles

2 COLD SWEET

- Honeycomb mould, Butterscotch sponge, Coffee mousse, Lemon sponge, Trifle, Blancmange, Chocolate mousse, Lemon soufflé

3 HOT SWEET

- Bread & butter pudding, Caramel custard, Albert pudding, Christmas pudding

4 INDIAN SWEETS

- Simple ones such as chicoti, gajjar halwa, kheer

Transactional modes:

Demonstration, Team Demonstration, Video Demonstration, Team Teaching, Mock Exercise.

Suggested Readings:

- K. Arora, (2011) *Theory of Cookery*, Frank Bros &Co. New Delhi
- Kinton Cesserani (2012) *Practical Cookery*, Hodder & Stoughton, London, UK.
- Carole Clement (2013) *Ultimate Cooking Course*, Joana Lorrenz, New York.
- James Peterson (2015) *Essential of Cooking*, Artisan Publisher, USA

Course Title: Introduction to Beverage Services (Lab)**Course Code: BHH218**

L	T	P	Cr.
0	0	4	2

Total Hours: 60

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

1. Apply the required skills for the preparation of non-alcoholic beverage.
2. Demonstrate the service skills of tea, coffee, Juice and Soft Drinks.
3. Exhibit the procedure cover or tray and trolley setup of wine and sprits
4. Display the service skills of various Alcoholic Beverages.

Course Content

1. **Tea** – Preparation & Service
2. **Coffee** - Preparation & Service
3. **Juices & Soft Drinks** - Preparation & Service- Mock tails, Juices, Soft drinks, Mineral water, Tonic water
4. **Cocoa & Malted Beverages** – Preparation & Service
5. **Dispense Bar - Organizing Mise-en-place**
 - Task-01 Wine service equipment
 - Task-02 Beer service equipment
 - Task-03 Cocktail bar equipment
 - Task-04 Liqueur / Wine Trolley
 - Task-05 bar stock - alcoholic & non-alcoholic beverages
 - Task-06 Bar accompaniments & garnishes
 - Task-07 Bar accessories & disposables
6. **Service of Wines**
 - Task-01 Service of Red Wine
 - Task-02 Service of White/Rose Wine
 - Task-03 Service of Sparkling Wines
 - Task-04 Service of Fortified Wines
 - Task-05 Service of Aromatized Wines
 - Task-06 Service of Cider, Perry & Sake
7. **Service of Aperitifs**
 - Task-01 Service of Bitters
 - Task-02 Service of Vermouths
8. **Service of Beer**
 - Task-01 Service of Bottled & canned Beers
 - Task-02 Service of Draught Beers
9. **Service of Spirits**
 - Task-01 Service styles - neat/on-the-rocks/with appropriate mixers

Task-02 Service of Whisky

Task-03 Service of Vodka

Task-04 Service of Rum

Task-05 Service of Gin

Task-06 Service of Brandy

Task-07 Service of Tequila

10. Service of Liqueurs

Task-01 Service styles - neat/on-the-rocks/with cream/en frappe

Task-02 Service from the Bar

Task-03 Service from Liqueur Trolley

11. Wine & Drinks List

Task-01 Wine Bar

Task-02 Beer Bar

Task-03 Cocktail Bar

12. Matching Wines with Food

Task-01 Menu Planning with accompanying Wines Continental Cuisine
Indian Regional Cuisine

Task-02 Table laying & Service of menu with accompanying Wines
Continental Cuisine

Transactional modes:

Demonstration, Team Demonstration, Video Demonstration, Mock Exercise, Role play.

Suggested Readings:

- *Bagchi S N & Sharma Anita (2017) Food & Beverage Services, Aman Publications, New Delhi*
- *Andrews Sudhir (2011) F & B Service Manual by, Tata McGraw Hill. New Delhi.*
- *Negi Dr. J M (2012) Food & Beverage Management & Control, Kanishka Publications, New Delhi.*
- *Singaravelavan R. (2016) Food & Beverage Service, Oxford University Press, London, UK.*

Course Title: Room Division Operation (Lab)**Course Code: BHH219**

L	T	P	Cr.
0	0	2	1

Total Hours: 30

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

1. Identify the basic key functions of property management systems.
2. Exhibit the standardize reservation procedure followed by the hotel industry.
3. Apply the basic skills required for customer service in Front office.
4. Describe the various performance required in the Room Division Operations.

Course Content

1. Create and update guest profiles
2. Make FIT reservation
3. Send confirmation letters
4. Printing registration cards
5. Cancel a reservation-with deposit and without deposit
6. Log onto cashier code
7. Process a reservation deposit
8. Pre-register a guest
9. Put message and locator for a guest
10. Put trace for guest
11. Check in a reserved guest
12. Check in day use
13. Check -in a walk-in guest
14. Maintain guest history
15. Issue a new key
16. Verify a key
17. Cancel a key
18. Issue a duplicate key
19. Extend a key
20. Programme keys continuously
21. Re-programme keys
22. Programme one key for two rooms

Servicing guest room (checkout/ occupied and vacant)

Task 1- open curtain and adjust lighting

Task 2-clean ash and remove trays if any

Task 3- strip and make bed

Task 4- dust and clean drawers and replenish supplies

Task 5-dust and clean furniture, clockwise or anticlockwise

- Task 6- clean mirror
- Task 7- replenish all supplies
- Task 8-clean and replenish minibar
- Task 9-vaccum clean carpet
- Task 10- check for stains and spot cleaning

BATHROOM

- Task 1-disposed soiled linen
- Task 2-clean ashtray
- Task 3-clean WC
- Task 4-clean bath and bath area
- Task 5-wipe and clean shower curtain
- Task 6- clean mirror
- Task 7-clean tooth glass
- Task 8-clean vanitory unit
- Task 9- replenish bath supplies
- Task 10- mop the floor

Bed making supplies

- Step 1-spread the first sheet (from one side)
- Step 2-make miter corner (on both corner of your side)
- Step 3- spread second sheet (upside down)
- Step 4-spread blanket
- Step 5- Spread crinkle sheet
- Step 6- make two folds on head side with all three (second sheet, blanket and Crinkle sheet)
- Step 7- tuck the folds on your side
- Step 8- make miter corner
- Step 9- change side and finish the bed in the same way
- Step 10- spread the bed spread and place pillow

Records Room Occupancy Report

- Checklist
- Floor register
- Work/ maintenance order
- Lost and found
- Maid's report
- Housekeeper's report
- Log book
- Guest special request register
- Record of special cleaning
- Call register
- VIP list
- Floor linen book/ register

Guest Room Inspection & Minibar Management

- Issue

- stock taking
- checking expiry date
- Handling room linen/ guest supplies
- maintaining register/ record
- replenishing floor pantry
- stock taking
- Guest handling
- Guest request
- Guest complaints

Transactional modes:

Demonstration, Team Demonstration, Video Demonstration, Mock Exercise, Role Play, Case Based Demonstration.

Suggested Readings:

- *Bhatnagar S. K. (2016). Front office Operation Management. Frank Brothers. New Delhi*
- *Hasani Keshav. (2020). Major Topic in Housekeeping. Blue Rose Publishers. Delhi.*
- *Rai Shaliendra. (2020). Hotel Housekeeping Operations. Orange Book Publication. Chattisgarh.*
- *Raghubalan G. (2018). Hotel Housekeeping Operations and Management. Oxford University. London.*
- *Institute Good housekeeping. (2013). The Good Housekeeping Christmas Cookbook. Sterling. New York.*

Course Title: IT and AI Application (Lab)**Course Code: BHH220**

L	T	P	Cr.
0	0	2	1

Total Hours: 30

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

1. Operate the various input and output components of computer
2. Create a different type of documents with the help of MS office.
3. Execute the various AI tools for the solution of hospitality industry.
4. Design a different types of hospitality formats used in hospitality industry by using the IT and AI application.

Course Content

1. Familiarize with a PC and identify the various components of a computer.

- Identify the various Input and Output Devices.
- Introduction to DOS – Basic DOS commands.
- DOS continued - File Management Commands.
- DOS commands -External Utilities e.g., CHKDISK, EDIT etc.
- DOS commands -An Introduction to the Wildcard Characters of DOS.
- DOS continued - Batch File Processing
- Introduction to Windows as an Operating System.
- Getting familiar to Windows Environment.
- Introduction to the various packages of MS-Office.
- Introduction to the Word Processor.
- MS-Word
- MS-Power Point
- MS-Excel

2. Key Fields of Application in AI

- Chatbots (Natural Language Processing, speech)
- Alexa, Siri and others
- Computer vision
- Weather Predictions
- Price forecast for commodities
- Self-driving cars

Transactional Mode:

Video Based Teaching, Software Demonstration, Group Assignment. Case Based Teaching.

Suggested Readings:

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

Prentice Hall, New Jersey.

- *Raman Raja, (2011) Fundamentals of Computers, Prentice Hall, New Delhi.*
- *Galen, C. & Taun M. (2009). Hospitality Information Technology. Learning How to Use it. (4 th ed.). Kendall: Hunt Publishing.*

IQAC

Course Title: Tourism Planning and Development
Course Code: BHH221

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

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

Course Content

Unit-I 11 Hours

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

Unit-II 11 Hours

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

Unit-III 13 Hours

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

Unit-IV 10 Hours

Tourism Planning Development: Planning for the Development of a Tourist Destination, Impacts of Unplanned Tourism Development on a Tourist, Destination

Government initiative in the field of Tourism Development.

Transactional modes:

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

Suggested Readings:

- *Pran Nath Seth (1998). Successful Tourism Management, Sterling Publication Pvt. Ltd., Delhi.*
- *R.K. Sinha (1999). Growth and Development of Modern Tourism, Dominant Publishers and Distributors, Delhi.*
- *Charles R. Goeldner & J. R. Brent Ritchie: TOURISM: Principles, Practices, Philosophies*

- *Maria D. Souza (2003) Tourism Development and Management, Mangal Deep Publication, Jaipur.*

IQAC

Course Name: Air Cargo Management**Course Code: BHH222**

L	T	P	Cr.
3	0	0	3

Total Hours:45

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

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

Course Contents

UNIT-I**12 Hours**

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

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

UNIT-II**11 Hours**

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

UNIT-III**10 Hours**

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

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

UNIT-IV**12 Hours**

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

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

Transactional modes:

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

Suggested Readings:

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

IOAACC

Course Title: Disaster Management**Course Code: BHH212**

L	T	P	Cr.
2	0	0	2

Total Hours: 30

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

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

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

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

Unit-II**09 Hours**

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

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

Unit: III**08 Hours**

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

Unit: IV**07 Hours**

Basic principles of disasters management, Disaster Management cycle, Disaster management policy, National and State Bodies for Disaster Management, Early Warning Systems,

Building design and construction in highly seismic zones, retrofitting of buildings.

Transaction Mode:

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

Suggested Readings:

- Damon, P. Copola, (2006) *Introduction to International Disaster Management*, Butterworth Heineman.
- Gupta A.K., Niar S.S and Chatterjee S. (2013) *Disaster management and Risk Reduction, Role of Environmental Knowledge*, Narosa Publishing House, Delhi.
- Murthy D.B.N. (2012) *Disaster Management*, Deep and Deep Publication PVT. Ltd. New Delhi.
- Modh S. (2010) *Managing Natural Disasters*, Mac Millan Publishers India LTD.
- Kapur, Anu & others, 2010: *Vulnerable India: A Geographical Study of Disasters*, IIAS and Sage Publishers, New Delhi.

Semester III**Course Title: Indian Regional Cuisine****Course Code: BHH302**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Identify the staples diet of north India as well as the special occasions.
2. Recognize the factors that affect eating habits in southern states of the country.
3. Describe the preparation of various dishes of western region of India.
4. Analyze and recognize the famous dishes of eastern region of India.

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

NORTHERN REGION: Introduction to Northern Regional Indian Cuisine, Heritage of Northern Cuisine, Factors that affect eating habits in northern states of the country, Cuisine and its highlights of different areas to be discussed; Geographic location, Historical background, Seasonal availability, Special equipment, Staple diets, Specialty cuisine for festivals and special occasions States: Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Uttar Pradesh, Punjab, Haryana, Delhi and Chandigarh.

Tandoor cooking: Origin of tandoor and its uses, fabrication and installing tandoor, work station set up, Work flow, tenderizing agents used in Indian cooking, Classical tandoori marinades and preparations of different dishes from it. Marination of Tandoor and its use

Discussions: Mass Gathering, Feasts and importance, Lost Recipes

UNIT-II**11 Hours**

SOUTHERN REGION: Introduction to Southern Regional Indian Cuisine, Heritage of Southern Cuisine, Factors that affect eating habits in southern states of the country, Cuisine and its highlights of different areas to be discussed; Geographic location, Historical background, Seasonal availability, Special equipment, Staple diets, Specialty cuisine for festivals and special occasions, States: Andhra Pradesh, Karnatka, Tamil Nadu, Telangana, Andaman and Nicobar, Lakshadweep, Pondicherry

Discussions: Mass Gatherings, Feasts, Lost Recipes Indian Breads, Indian Sweets, Indian Snacks

UNIT-III**12 Hours**

WESTERN REGION: Introduction to Western Regional Indian Cuisine, Heritage of Western Cuisine, Factors that affect eating habits in Western states of the country, Cuisine and its highlights of different areas to be discussed; Geographic location, Historical background, Seasonal

availability, Special equipment, Staple diets, Specialty cuisine for festivals and special occasions. States: Goa, Gujrat, Maharashtra, Madhya Pradesh, Dadra and Nagar Haveli, Daman and Diu, Rajasthan

Discussions: Mass Gatherings, Feasts, Lost Recipes Indian Breads, Indian Sweets, Indian Snacks

UNIT-IV

10 Hours

EASTERN REGION: Introduction to Eastern Regional Indian Cuisine, Heritage of Eastern Cuisine, Factors that affect eating habits in Eastern states of the country, Cuisine and its highlights of different areas to be discussed; Geographic location, Historical background, Seasonal availability, Special equipment, Staple diets, Specialty cuisine for festivals and special occasions. States: West Bengal, Bihar, Jharkhand, Orrisa, Seven Sisters,

Discussions: Mass Gatherings, Feasts, Lost Recipes Indian Breads, Indian Sweets, Indian Snacks

Transactional Mode:

Video Based Teaching, Live Demonstration, Group Assignments, Instructional Teaching.

Suggested Reading:

- *Bali Parvinder S. (2017). Quantity Food Production Operations and Indian Cuisine. Oxford University Press. London.*
- *Knight John B. Kotschevar Lendal H. (2016). Quantity Food Production. Planning, and Management. John Wiley & Sons. USA*
- *Arora K. (2018). Theory of Cookery. Frank Brothers. USA*
- *Bali Parvinder S. (2012). International Cuisine and Food Production Management. Oxford University Press. London*
- *Chaini Susanta. (2014). Quantity Food Production and Operations with Glimpses of Indian Cuisine. Shroff Publishers & Distributors Pvt. Ltd.*

Course Title: Food and Beverage Service Operations
Course Code: BHH303

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyze the various types of equipment's used in Food & Beverage Service Industry.
2. Identify the importance of banquet in hotel for revenue generation in hospitality industry.
3. Recognize the required skills for Barista concept in F&B Service.
4. Execute the knowledge of gueridon service and preparations.

Course Content

UNIT-I

13 Hours

PLANNING & OPERATING VARIOUS F&B OUTLET

Physical layout of functional and ancillary areas, Objective of a good layout, steps in planning, Factors to be considered while planning, calculating space requirement, Various set ups for seating, Planning staff requirement

Selecting and planning of heavy duty and light equipment, Requirement of quantities of equipment required like crockery, Glassware, Cutlery - steel or silver etc. Suppliers & manufacturers, Approximate cost, Planning Décor, furnishing fixture etc.

UNIT-II

10 Hours

FUNCTION CATERING: -BANQUETS History, Types, and Organization of Banquet department, Duties & responsibilities, Sales, Booking procedure, Banquet menus. Banquet Protocol Space Area requirement, Table plans/arrangement, Misc.-en-place, Service, Toast & Toast procedures.

INFORMAL BANQUET Reception, Cocktail parties, Convention, Seminar, Exhibition, Fashion shows, Trade Fair, Wedding, Outdoor catering

UNIT-III

11 Hours

BUFFETS Introduction, Factors to plan buffets, Area requirement, Planning and organization, Sequence of food, Menu planning, Types of Buffets, Display, sit down, Fork, Finger, Cold Buffet, Breakfast Buffets, Equipment, Supplies, Check list

Barista- introduction, history, Scope Duties and responsibilities of Barista, Difference between Arabica and Robusta, Different methods, coffee classification.

Hygiene types of hygiene, methods, procedure and advantage/disadvantage

Different types of tools/equipment's/machines and their uses. Safety and precautions.

UNIT-IV

11 Hours

GUERIDON SERVICE: History of gueridon, Definition, General consideration of operations, Advantages & Dis- advantages, Types of trolleys, Factor to create impulse, Buying - Trolley, open kitchen, Gueridon equipment, Gueridon ingredients,

KITCHEN STEWARDING Importance, Opportunities in kitchen stewarding Record maintaining, Machine used for cleaning and polishing, Inventory.

Transactional Mode:

Cooperative Teaching, Group Discussion, Role play, Flipped Teaching, Project Based learning

Suggested Reading: -

- *Fearn David A. (2013). Food and Beverage Management. Butterworth-Heinemann Ltd. USA*
- *Lillicrap D.R. Robert Smith John. Cousins. (2011). Food and Beverage Management. Good fellow Publishers Limited. UK.*
- *Negi Jagmohan. Manohar Gaurav. (2011). Food and Beverage Management. Himalaya Publishing House. New Delhi.*
- *Foster Dennis L. (2012) Food and Beverage Operations. McGraw-Hill Inc.*

Course Title: Room Division Management
Course Code: BHH304

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Apply the required skills for the procedure of Night Auditing.
2. Operate the different software used in Hospitality industry.
3. Evaluate the procedures and operations of record system of linen, uniform and laundry.
4. Execute the operation of flower arrangement and Interior decoration in the hotel.

COURSE CONTENT

UNIT 1

Hours: 10

CHECK OUT PROCEDURES: Guest accounts settlement (Cash and credit, Indian Currency and foreign currency, transfer of guest accounts, Express check out)

NIGHT AUDITING: Functions, Audit procedures (Non automated, semi-Automated and fully automated)

YIELD MANAGEMENT: Concept and importance, Applicability to rooms division, Capacity management, Discount allocation, Duration control, Measurement yield, Potential high and low demand tactics, Yield management software, Yield management team.

UNIT 2

Hours: 12

TIMESHARE & VACATION OWNERSHIP: Definition and types of timeshare options, Difficulties faced in marketing timeshare business Advantages & disadvantages of timeshare business.

BUDGETING: Types of budget & budget cycle, making front office budget, Factors affecting budget planning, Capital & operations budget for front office, refining budgets, budgetary control, Forecasting room revenue, Advantages & Disadvantages of budgeting

PROPERTY MANAGEMENT SYSTEM: Fidelio / IDS / Shawman, Amadeus

UNIT 3

Hours: 12

LINEN/ UNIFORM/ SEWING ROOM: Linen Activities, Layout and equipment in the Linen Room, Selection criteria for various Linen Items & fabrics suitable for this purpose, Purchase of Linen, Calculation of Linen requirements, Linen control-procedures and Records, Stocktaking-procedures and records, recycling of discarded linen, Linen Hire.

Uniforms: Advantages of providing uniforms to staff, Issuing and exchange of Uniforms; type of uniforms, Selection and designing of uniforms, Layout of the Uniform room.

Sewing Room: Activities and areas to be provided, Equipment provided

LAUNDRY: Flow process of Industrial Laundering and OPL, Stages in the Wash Cycle, Equipment and Machines, Layout, Agents, Dry Cleaning, Guest Laundry/Valet service, Stain removal.

UNIT 4

Hours: 11

INTERIOR DECORATION Elements of design, Colour and its role in décor -types of colour schemes, Windows and window treatment Lighting and lighting fixtures, Floor finishes, Carpets, Furniture and fittings, Accessories

FLOWER ARRANGEMENT in Hotels, Equipment and material required for flower arrangement. Styles of flower Arrangements, Principles of design as applied to flower arrangement

SAFETY AND SECURITY Safety awareness and accident prevention, Fire safety and firefighting, Crime prevention and dealing with emergency situation.

Transactional Mode:

Peer Teaching, Group Discussion, Case Based Teaching, Flipped Teaching, Project Based learning

Suggested Reading:

- *Bhatnagar S. K. (2018). Front office Operation Management. Frank Brothers. Delhi*
- *Kasavana Michael L. Cahill John J. (2012). "Managing Computers in Hospitality Industry. Educational Institute of the American Hotel. USA*
- *Bhattacharya S. (2005). French for Hotel management and tourism industry. Frank Bros. and Co. Delhi*
- *Hasani Keshav. (January 2020). Major Topic in Housekeeping. Blue Rose Publishers. New Delhi.*
- *Rai Shaliendra. (January 2020). Hotel Housekeeping Operations. Orange Book Publication. Chattisgarh*
- *Raghubalan G. (August 2018). Hotel Housekeeping Operations and Management. 2nd Edition. Oxford University. UK.*
- *Institute Good housekeeping. (October 2013). The Good Housekeeping Christmas Cookbook. Sterling. Uttar Pradesh.*

Course Title: Environment Studies**Course Code: BHH305**

L	T	P	Cr.
2	0	0	2

Total Hours: 30

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

1. Identify the multidisciplinary approach to environment studies.
2. Analyze and recognize the various problem related to the climate.
3. Apply interdisciplinary approach to understand key environmental issues and critically analyze them to explore the possibilities to mitigate these problems
4. Replicate critically about their roles and identities as citizens, consumers and environmental actors in a complex, interconnected world.

Course Content**Unit 1****03 Hours**

The Multidisciplinary nature of environmental studies, Definition, scope and importance, Need for public awareness.

Unit 2**04Hours**

Natural Resources: Renewable and non-renewable resources: Natural resources and associated problems. Forest resources: Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forests and tribal people. Water resources: Use and over-Utilization of surface and ground water, floods, drought, conflicts and water, dams-benefits and problems. Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources, case studies.

Food resources: World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources: Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies. Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification. Role of an individual in conservation of natural resources. Equitable use of resources for sustainable lifestyles.

Unit 3**04Hours**

Ecosystems Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession.

Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem: - Forest ecosystem Grassland ecosystem Desert ecosystem

Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 4 **04Hours**

Biodiversity and its conservation Introduction – Definition: genetic, species and ecosystem diversity. Biogeographically classification of India, Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values

Biodiversity at global, National and local levels. India as a mega-diversity nation Hot-spots of biodiversity. Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India Conservation of biodiversity: In-situ conservation of biodiversity.

Unit 5 **04Hours**

Environmental Pollution Definition Causes, effects and control measures of: -Air pollution Thermal pollution nuclear hazard sill-effects of fireworks Solid waste Management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution. Pollution case studies. Disaster management: floods, earthquake, cyclone and landslides.

Unit 6 **05 Hours**

Social Issues and the Environment from Unsustainable to Sustainable development urban problems related to energy Water conservation, rain water harvesting, and watershed management Resettlement and rehabilitation of people; its problems and concerns. Case studies. Environmental ethics: Issues and possible solutions. Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies. Wasteland reclamation. Consumerism and waste products. Environment Protection Act. Air (Prevention and Control of Pollution) Act. Water (Prevention and control of Pollution) Act Wildlife Protection Act Forest Conservation Act Issues involved in enforcement of environmental legislation. Public awareness.

Unit 7 **04 Hours**

Human Population and the Environment Population growth, variation among nations. Population explosion – Family Welfare Programme. Environment and human health. Human Rights. Value Education. HIV / AIDS Women and Child Welfare. Role of Information Technology in Environment and human health. Case Studies.

Unit 8 **02 Hours**

Field work

Visit to a local area to document environmental and river forest grassland Hill Mountain.

Visit to a local polluted site – Urban / Rural / Industrial / Agricultural. Study of common plants, insects, birds.

Transactional Mode:

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

Suggested Reading: -

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

Course Title: Personality Development and Soft Skills**Course Code: BHH306**

L	T	P	Cr.
2	0	0	2

Total Hours: 30

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

1. Analyze the importance of soft skill in hotel industry.
2. Describe the usage of body language in hospitality industry.
3. Apply the required skills of effective communication skills.
4. Exhibit the various steps to conquer presentation.

Course Content**Unit- I****08 Hours**

SOFT SKILLS FOR HOSPITALITY INDUSTRY: Introduction, Defining Personality, Creating First Impression, Grooming, Attire/Clothing, Basic Social Etiquette's. Personality traits as antecedents of employees' performance. Attitude and Behavior in Hospitality industry.

Unit- II**06 Hours**

BODY LANGUAGE: Introduction, Genetics and Cultural roots, why body language, positive body gestures, negative body gestures, leadership skills, motivational skills, self-confidence, Attitude, Self Esteem, Time management.

ESSENTIALS OF BODY LANGUAGE IN HOSPITALITY SECTOR: Expression while standing, sitting, Head and Hand movement, Facial Expression. Importance of Body language for Hospitality Professionals.

Unit- III**08 Hours**

COMMUNICATION AND LISTENING SKILLS: Introduction, guidelines for effective communications-voice modulation, Active listening skills, essentials of active listening, ways to improve active listening skills.

PRESENTATION SKILLS: Managing presentation nerves, six steps to conquering your presentation nerves, planning an effective presentation, Delivering an effective presentation.

Unit- IV**08 Hours**

GROUP DYNAMICS AND TEAM BUILDING: Importance of groups in organization, Interaction in group. Group decision, team building, how to build a good team. Introduction to Motivation, relevance, and types of Motivation, Motivate the sub-ordinates, Analysis of Motivation

Transactional modes:

Projector Based Teaching, Group Discussions, Panel Discussion, E-Monitoring, Open talk

Suggested Readings:

- Ghosh B.N (2012). *Managing Soft Skills for Personality Development*, McGraw Hill India.

- *Dhanavel S.P. (2010) English and Soft Skills, Orient Blackswan, India.*
- *Aggarwal. Dr Neeraj, (2015) Personality and Body Language for Hospitality Professionals, (2015) Aman Publication, Delhi.*
- *Lucas, Stephen. (2011) Art of Public Speaking. Tata - Mc-Graw Hill. New Delhi*
- *Hurlock, E.B (2006). Personality Development, Tata McGraw Hill. New Delhi*

IQAACC

Course Title: Indian Regional Cuisine (Lab)**Course Code: BHH307**

L	T	P	Cr.
0	0	4	2

Total Hours: 60

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

1. Exhibit the preparation of Indian dishes according to different regions of India.
2. Recognize the spices used for preparing various dishes of regional cuisine.
3. Identify the flavors, textures and Courses about the practical use of certain ingredients.
4. Demonstrate and prepare the various Indian cuisine dishes.

Course Content

To formulate 36 sets of menus from the following dishes and to include more dishes from the respective regions.

Maharashtra, Awadhi, Bengal, Goa, Punjabi, South India (Tamil Nādu, Karnataka, Kerala), Rajasthan, Gujarat, Hyderabad, Kashmiri

Suggested Menus:

MAHARASTRIAN

MENU 01: - Masala Bhatt, Kolhapuri Mutton, Batata Bhajee, Masala Poori, Koshimbir, Coconut Poli.

MENU 02: - Moong Dal Khichdee, Patrani Macchi, Tomato Saar, Tilgul Chapatti, Amti, Basundi.

AWADHI

MENU 01: -Yakhni Pulao, Mughlai Paratha, Gosht Do Piazza, Badin Jaan, Kulfi with Falooda.

MENU 02: - Galouti Kebab, karkhani, Gosht Korma, Paneer Pasanda, Muzzafar.

BENGALI

MENU 01: - Ghee Bhat, Macher Jhol, Aloo Posto, MistiDoi.

MENU 02: - Doi Mach, Tikoni Pratha, Baigun Bhaja, Payesh.

MENU 03: - Mach Bhape, Luchi, Sukto, Kala Jamun.

MENU 04: - Prawan Pulao, Mutton Vidalloo, Beans Foogath, Dodol.

GOAN

MENU 01: - Arroz, Galina Xacutti, Toor Dal Sorak, Alle Belle.

MENU 02: - Coconut Pulao, Fish Caldeen, Cabbage Foogath, Bibinca.

PUNJABI

MENU 01: - Rada Meat, Matar Pulao, Kadhi, Punjabi Gobhi, Kheer.

MENU 02: - Amritsari Macchi, Rajmah Masala, Pindi Chana, Bhaturas, Row Di Kheer.

MENU 03: - Sarson Da Saag, Makki Di Roti, Peshawari Chole, Motia Pulao, Sooji Da Halwa.

MENU 04: - Tandoori Roti, Tandoori Murg, Dal Makhani, Pudinia Chutny, Baingan Bhartha, Savian.

SOUTH INDIAN

MENU 01: - Meen Poriyal, Curd Rice, Thoran, Rasam, Pal Payasam.

MENU 02: - Lime Rice, Meen Moilee, Olan, Malabari Pratha, Parappu Payasam.

MENU 03: - Tamarind Rice, Kori Gashi, Kalan, Sambhar, Savian Payasam.

MENU 04: - Coconut Rice, Chicken Chettinad, Avial, Huli, Mysore Pak.

RAJASTHANI

MENU 01: - GatteKa Pulao, Lal Maas, Makki Ka Soweta, Chutny (Garlic), Dal Halwa.

MENU 02: - Dal Batti Churma, Besan Ke Gatte, Ratalu Ki Subzi, Safed Mass.

GUJRATI

MENU 01: - Sarki, Brown Rice, Salli Murg, Gujrati Dal, Methi Thepla, Shrikhand.

MENU 02: - Gujrati Khichadi, Oondhiyu, Batata Nu Tomato, Osaman, JeeraPoori, Mohanthal.

HYDERABADI

MENU 01: -Sofyani Biryani, MethiMurg, Tomato Kut, Hare Piazka Raita, Double KaMeetha.

MENU 02: -Kachi Biryani, Dalcha, Mirchi Ka Salan, Mix Veg. Raita, Khumani Ka Meetha.

Transactional modes:

Live Demonstration, Team Demonstration, Projector Based Teaching, Group Assignment, Instructional Teaching.

Suggestive Reading:

- *Bali Parvinder S. (2017). Quantity Food Production Operations and Indian Cuisine. Oxford University Press. London.*
- *Knight John B. Kotschevar Lendal H. (2016). Quantity Food Production. Planning, and Management. John Wiley & Sons. USA*
- *Arora K. (2018). Theory of Cookery. Frank Brothers. USA*
- *Bali Parvinder S. (2012). International Cuisine and Food Production Management. Oxford University Press. London*
- *Chaini Susanta. (2014). Quantity Food Production and Operations with Glimpses of Indian Cuisine. Shroff Publishers & Distributors Pvt. Ltd. Mumbai.*

Evaluation Criteria:

- A. Practical Experiment [100 Marks]
- B. Total Evaluation will be conducted in the Semester: - 05 Times
- C. Evaluation of Practical Experiment (20 Marks for each Practical)
 - i. Performance in Practical (10 Marks)
 - ii. Report (05 Marks)
 - iii. Viva (05 Marks)

Course Title: Food and Beverage Service Operations (Lab)

Course Code: BHH308

L	T	P	Cr.
0	0	4	2

Total Hours: 60

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

1. Apply the required skills for the planning of F&B outlet.
2. Create a different setup procedure of banquets for hotel industry.
3. Exhibit the barista skills of coffee making.
4. Demonstration of Gueridon food preparation on Trolley Service.

Course Content

Task 01: Planning & Operating Food & Beverage Outlets

- Class room Exercise
 - Developing Hypothetical Business Model of Food & Beverage Outlets
 - Case study of Food & Beverage outlets - Hotels & Restaurants

Task: 02 Function Catering – Banquets

- Planning & organizing Formal & Informal Banquets
- Planning & organizing Outdoor caterings

Task 03 Function Catering – Buffets

- Planning & organizing various types of Buffet

Task 04 Barista

- Species of Coffee
- Brewing methods of coffee
- Coffee tasting terms and steps
- Different types of beverages
- Recipe preparation for beverage
- Paring with food

Task 05 Gueridon Service-

- Organizing Mise-en-place for Gueridon Service
- Dishes involving work on the Gueridon
- Recipe 01 Crepe suzette
- Recipe 02 Banana au Rhum
- Recipe 03 Peach Flambe
- Recipe 04 Rum Omelette
- Recipe 05 Steak Diane
- Recipe 06 Pepper Steak

Task 06 Kitchen Stewarding

- Using & operating Machines

- Exercise - physical inventory

Transactional modes:

Demonstration, Team Demonstration, Role Play, Video Demonstration, Project Based Study, Flipped Teaching.

Suggestive Reading:

- *Fearn David A. (2013). Food and Beverage Management. Butterworth-Heinemann Ltd. USA*
- *Lillicrap D.R. Robert Smith John. Cousins. (2011). Food and Beverage Management. Good fellow Publishers Limited. UK.*
- *Negi Jagmohan. Manohar Gaurav. (2011). Food and Beverage Management. Himalaya Publishing House. New Delhi.*
- *Foster Dennis L. (2012) Food and Beverage Operations. McGraw-Hill Inc. Us.*

HOA

Course Title: Room Division Management (Lab)**Course Code: BHH309**

L	T	P	Cr.
0	0	2	1

Total Hours: 30

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

1. Recognize the creation and updating of guest profile in PMS.
2. Operate the guest reservations as per the modules used by the hotel.
3. Apply the guest handling skills as per the situation.
4. Execute the IT skills related to various software used in front office operation.

Course Content

- Drafting of business letter (company, corporate office) for special rate and agreements for accommodation, welcome letters
- Designed a loyalty program for a business hotel
- Comparison of any three-hotel group in terms of rate, amenities and supply offers and loyalty
- Prepare a sales and marketing strategy for 5-star hotels
- Designing a brochure for heritage of hotel, business hotel and resort
- Latest trends at front desk department best practices at front office desk
- Dealing with emergencies
- Developing SOP for new properties
- Designing customer feedback from
- Conducting marketing research for identifying customer needs

Laundry

- Layout of Linen, Uniform, Laundry Room
- Laundry Machinery and Equipment
- Stain Removal
- Selection and Designing of Uniforms

Special Decorations (Theme Related to Hospitality Industry)

- Indenting Costing
- Planning with Time Split Executing
- Flower Arrangement

First Aid

- First Aid Kit
- Dealing with Emergency Situation & Maintaining Records

Fire Safety Fire Fighting

- Safety Measures

- Fire Drill (Demo)

Transactional Mode:

Video Based Teaching, Panel Discussion, Case Based Teaching, Brain Storming, Demonstration, Role Play.

Suggested Readings:

- *Bhattacharya S. (2005). French for Hotel management and tourism industry. Frank Bros. and Co. Delhi*
- *Hasani Keshav. (January 2020). Major Topic in Housekeeping. Blue Rose Publishers. New Delhi.*
- *Rai Shaliendra. (January 2020). Hotel Housekeeping Operations. Orange Book Publication. Chattisgarh*
- *Raghubalan G. (August 2018). Hotel Housekeeping Operations and Management. 2nd Edition. Oxford University. UK.*
- *Institute Good housekeeping. (October 2013). The Good Housekeeping Christmas Cookbook. Sterling. Uttar Pradesh.*

Course Title: Event Management**Course Code: BHH310**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

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

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

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

UNIT II **12 Hours**

Organizing & Designing of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Setting Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media

UNIT III **11 Hours**

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

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

UNIT IV **10 Hours**

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

Transactional modes:

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

Suggested Readings:

- Bhatia K. (2018). *Event Management*. Sterling Publishers Pvt. Ltd. Delhi.
- Anton Shone. Bryn Parry. (2012). *Successful Event Management*. Coleman Lee. & Frankle. Powerhouse Conferences. Educational Institute of AHMA
- H. Hoyle Jr. (2019). *Event Marketing*. John Willy and Sons. New York.

- *Gaur Singh Sanjay. Saggere. Sanjay V. (2016). Event Management. Pearson New Delhi.*
- *John Beech. Sebastian Kaiser. Kaspar Robert (2017). Event Marketing Management. Vikas Publication. New Delhi.*

IQAC

Course Title: Resort Management**Course Code: BHH311**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

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

Course Content

UNIT I**10 Hours**

Resort Management- Introduction, basic characteristics, phases of resort planning and development, Upcoming trends in Resort Management

Basic element of a resort management- Lodging facilities, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services

UNIT II**11 Hours**

External challenges for resort management: Changing market and competitive conditions - global demand trends, market competition

Internal challenges for resort management: Planning and financial management – planning process– phases of resort development – functional tools of Resort development.

UNIT III**12 Hours**

Resort Planning: Preliminary Consideration in Resort Planning and Development and Phases of Resort Planning and Development. Trends and factors in Developed Tourist Markets leading to growth of Resort Concept. Factors affecting rate.

Basic Elements of a Resort Complex: Loading facilities, landscaping, Dinning and drinking facilities, Family Oriented Services, shops and services, Entertainment; Use of Community Resources.

UNIT IV**12 Hours**

Marketing issues for resorts: introduction, place marketing, destination image formation - cluster theory marketing - changing product emphasis - marketing changing seasons, seasonality management strategies – Branding – services marketing and management- Recreation management in resorts: rides, games and parks.

Transactional Mode:

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

Suggested Readings: -

- *Peter E Murphy (2007), The Business of Resort Management, Butterworth Heinemann*

- *Robert Christie Mill (2008), Resorts Management and Operations, Wiley.*
- *Jagmohan Negi (2008), Hotel, Resort and Restaurant: Planning, Designing and Construction, Kanishka Publications, New Delhi.*
- *Percy K Singh (2006), Hotel Lodging, Restaurant and Resort Management, Kanishka Publications, New Delhi.*
- *Chuck Y Gee (2016), Resort Development and Management, AHMA, USA*

IOAIC

Course Title: Healthy Diet for Health Life**Course Code: OEC017**

L	T	P	Cr.
2	0	0	2

Total Hours: 30

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

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

Course Content

UNIT- I **07 Hours**

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

UNIT II **07 Hours**

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

UNIT III **08 Hours**

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

UNIT IV **08 Hours**

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

Transactional Mode:

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

Suggested Reading:

- *Mudambi, SR and Rajagopal, MV. (2017) Fundamentals of Foods, Nutrition and Diet Therapy. New Age International Publishers. New Delhi.*
- *Wardlaw GM, Hampl JS. (2017) Perspectives in Nutrition. McGraw Hill. New Delhi*
- *Sethi P. and lakra P. (2015) Aahaarvigyaan, Poshanevam Suruksha. Elite Publishing house. New Delhi.*
- *Khanna K et al. (2013) Textbook of Nutrition and Dietetics. Phoenix Publisher. Manila, Philippines.*

Course Title: Art of Baking**Course Code: OEC001**

L	T	P	Cr.
1	0	2	2

Total Hours: 45

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

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

Course Content

Unit I

04 Hours

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

Unit II

06 Hours

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

YEAST: An elementary knowledge of Baker's yeast, the part it plays in the fermentation of dough and conditions influencing it's working. Effect of over and under fermentation and under proofing of dough and other fermented goods

Unit III

06 Hours

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

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

Ingredient used in Cake Making Types & Varieties: Flour, Sugar, shortening – Fats and oil, Egg, Moistening agent, Leavening Agents

Unit -4

04 Hours

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

Lab Work: -**20 Hours**

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

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

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

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

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

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

Transactional Mode:

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

Suggested Readings:

- Hui, Y. H., Corke, H., De Leyn, I., Nip, W. K., & Cross, N. A. (Eds.). (2008). *Bakery products: science and technology*. John Wiley & Sons.
- Khetarpaul, N. (2005). *Bakery science and cereal technology*. Daya Books.
- Rosentrater, K. A., & Evers, A. D. (2017). *Kent's technology of cereals: An introduction for students of food science and agriculture*. Woodhead Publishing.
- Kulp, K., & Lorenz, K. (Eds.). (2003). *Handbook of dough fermentations (Vol. 127)*. Crc Press.
- Junit, N. A., Nik Omar, N. N. A., Zakaria, M., & Mohamed, N. N. (2003). *Suria Bakery & Confectionary*.
- Ashok kumar Y. (2019). *Textbook of bakery and confectionary (Second Edition)*
- Hartel, R. W., Joachim, H., & Hofberger, R. (2018). *Confectionery science and technology (Vol. 536)*. Berlin/Heidelberg, Germany: Springer.
- Khetarpaul, N. (2005). *Bakery science and cereal technology*. Daya Books

Semester IV**Course Title: Industrial Training/Internship****Course Code: BHH412**

L	T	P	Cr.
0	0	0	20

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

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

Course Content**EVALUATION OF STUDENTS FOR PROFESSIONAL TRAINING:**

- A. Professional training will have 100 marks.
- B. Monthly Evaluation will be conducted (25 Marks)

The criteria for evaluation will be as under in the industry:

- Attendance/Punctuality 10%.
- Proficiency in organizing departmental task 30%.
- Preparation of portfolio based on day-to-day work done in various department 20%.
- Initiative/responsibility exhibited 10%.
- Interpersonal relations 10%.
- Behavior/attitude 10%.
- Maintenance of equipment and work place 10%.

GENERAL GUIDELINES:

- a) The students are expected to prepare practical record book as per given list of the experiments. Besides, they can also add other experiments as well.
- b) At the end of industrial training students will submit the below mentioned material to the department:
 - i. Log Book
 - ii. Training completion certificate
 - iii.** Training Project

Semester V**Course Title: Garde Manger – Charcuterie****Course Code: BHH513**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyze the basic structure of LARDER kitchen with its operation.
2. Apply the skills related to preparation of galantines and pates.
3. Recognize the classification of appetizers and their accompaniments.
4. Demonstrate the usage of wine & herbs in food preparation.

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

LARDER: - LAYOUT & EQUIPMENT Introduction of Larder Work, Definition, and Equipment found in the larder, Layout of a typical larder with equipment and various sections.

TERMS & LARDER CONTROL Common terms used in the Larder and Larder control, Essentials of Larder Control, Importance of Larder Control, Devising Larder Control Systems, Leasing with other Departments, Yield Testing,

DUTIES AND RESPONSIBILITIES OF THE LARDER CHEF Functions of the Larder,

Hierarchy of Larder Staff, Sections of the Larder, Duties & Responsibilities of larder Chef.

UNIT-II**12 Hours**

CHARCUTIERIE: -Introduction to charcuterie.

SAUSAGE - Types & Varieties Casings - Types & Varieties, Fillings - Types & Varieties, Additives & Preservatives

FORCEMEATS, Types of forcemeats, Preparation of forcemeats, uses of forcemeats, **BRINES, CURES & MARINADES,** Types of Brines, Preparation of Brines, Methods of Curing, Types of Marinades, Uses of Marinades, Difference between Brines, Cures & Marinades,

HAM, BACON & GAMMON, Cuts of Ham, Bacon & Gammon, Differences between Ham, Bacon & Gammon Processing of Ham & Bacon, Green Bacon, uses of different cuts, **GALANTINES** making of galantines, Types of Galantine Ballotines,

PATES: Types of Pate, Pate de foie gras, Making of Pate, Commercial pate and Pate Maison Truffle - Sources, Cultivation and uses and Types of truffle

UNIT-III**11 Hours**

MOUSE & MOUSSELINE: -Types of mousse, Preparation of mousse, Preparation of mousseline, Difference between mousse and mousseline.

CHAUD FROID Meaning of Chaudfroid, Making of Chaudfroid & Precautions, Types of chaudfroid, Uses of chaudfroid.

ASPIC & GELEE Definition of Aspic and Gelee, Difference between the two, Making of Aspic and Gelee Uses of Aspic and Gelee.

QUENELLES, PARFAITS, ROULADES Preparation of Quenelles, Parfaits and Roulades NON-EDIBLE DISPLAYS Ice carvings, Tallow sculpture, Fruit & vegetable Displays, Salt dough, Pastillage, Jelly Logo, Thermal work

UNIT-IV

10 Hours

APPETIZERS & GARNISHES: -Classification of Appetizers, Examples of Appetizers, Historic Importance of culinary Garnishes, Explanation of different Garnishes.

SANDWICHES Parts of Sandwiches, Types of Bread, Types of filling – classification, Spreads and Garnishes, Types of Sandwiches, Making of Sandwiches, and Storing of Sandwiches.

USE OF WINE AND HERBS IN COOKING Ideal uses of wine in cooking, Classification of herbs, Ideal uses of herbs in cooking

Transactional Mode:

Collaborative Teaching, Team Demonstration, Video Demonstration, Flipped Teaching, Project Based learning.

Suggested Reading:

- Philip, Thangam E. (2018) “Modern Cookery”. Orient Blackswan Private Limited. New Delhi.
- Kinton Ronald. Ceserani Victor. Foskett David. (2012). “Practical Cookery”. Hodder Education. London
- Bode W. K. H., Leto M. J. (June 2016) “The Larder Chef: Food Preparation and Presentation”. A Butterworth-Heinemann. UK
- Budgen June, (2012), “The Book of Garnishes”, HP Trade. USA

Course Title: Food and Beverage Service Control**Course Code: BHH514**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Exhibit the skills related to the control of purchasing, receiving, and storage process.
2. Recognize the structure and process of Receiving department.
3. Apply the required skills in quality and quantity control in F & B.
4. Create a different solution for the Sale control issues faced by the staff.

Course Content**UNIT-I****13 Hours**

FOOD COST CONTROL Introduction to Cost Control, Define Cost Control, The Objectives and Advantages of Cost Control, Basic costing, Food costing

FOOD CONTROL CYCLE Purchasing Control, Aims of Purchasing Policy, Job Description of Purchase Manager/Personnel

Types of Food Purchase Quality Purchasing, Food Quality Factors for different commodities, Definition of Yield, Tests to arrive at standard yield, Definition of Standard Purchase Specification, Advantages of Standard Yield and Standard Purchase Specification, Purchasing Procedure, Different Methods of Food Purchasing, Sources of Supply, Purchasing by Contract, Periodical Purchasing, Open Market Purchasing, Standing Order Purchasing, Centralized Purchasing, Methods of Purchasing in Hotels, Purchase Order Forms , Ordering Cost, Carrying Cost, Economic Order Quantity, Practical Problems.

UNIT-II**10 Hours**

RECEIVING CONTROL Aims of Receiving, Job Description of Receiving Clerk/Personnel, Equipment required for receiving, Documents by the Supplier (including format), Delivery Notes, Bills/Invoices, Credit Notes, Statements.

Records maintained in the Receiving Department, Goods Received Book, Daily Receiving Report, Meat Tags, Receiving Procedure Blind Receiving, Assessing the performance and efficiency of receiving department, Frauds in the Receiving Department.

UNIT-III**11 Hours**

STORING & ISSUING CONTROL: Storing Control, Aims of Store Control, Job Description of Food Store Room Clerk/personnel.

Storing Control, Conditions of facilities and equipment, Arrangements of Food, Location of Storage Facilities, Security, Stock Control, two types of foods received – direct stores (Perishables/non-perishables), Stock Records Maintained Bin Cards (Stock Record Cards/Books),

Issuing Control, Requisitions, Transfer Notes, Perpetual Inventory Method, Monthly Inventory/Stock Taking, Pricing of Commodities, Stock taking and comparison of actual physical inventory and Book value, Stock levels, Practical Problems, Hygiene & Cleanliness of area

UNIT-IV

11 Hours

PRODUCTION CONTROL Aims and Objectives, Forecasting, Fixing of Standards, Definition of standards (Quality & Quantity), Standard Recipe (Definition, Objectives and various tests), Standard Portion Size (Definition, Objectives and equipment used), Standard Portion Cost (Objectives & Cost Cards), Computation of staff meals

SALES CONTROL Sales – ways of expressing selling, determining sales price, Calculation of selling price, factors to be considered while fixing selling price

- Matching costs with sales
- Billing procedure – cash and credit sales
- Cashier's Sales summary sheet

Transactional Mode:

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

Suggested Reading:

- Fuller John. (2012). *Modern restaurant service*. London Hutchinson
- Deegan Alan. Brown Graham. And Hepner Karon. (2017). *Introduction to Food and Beverage Service*. Longman. London
- Davis, B., Lockwood, A. and Stone, S. (2018) *Food and Beverage Management, 9th edn*. Butterworth-Heinemann, Oxford, U.K.
- George, B. and Chatterjee, S. (2008) *Food Beverage Service and Management*.
- Jaico Publishing House, Mumbai. Walker John. (2017). *The Restaurant: From Concept to Operation*, Wiley publication. New Delhi.

Course Name: Hotel Accounting
Course Code: BHH515

L	T	P	Cr.
3	0	0	3

Total Hours:45

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

1. Analyze the basic understanding of accounting terms.
2. Describe the usage of cash book in the hotel industry.
3. Identify the procedure to prepare the bank reconciliation statement.
4. Apply the required skills of capital and revenue expenditure.

Course Content

UNIT-1 **12 Hours**

INTRODUCTION TO ACCOUNTING: Meaning and Definition, Types and Classification, Principles of accounting, Systems of accounting, generally Accepted Accounting Principles (GAAP). PRIMARY BOOKS (JOURNAL): Meaning and Definition, Format of Journal, Rules of Debit and Credit, Opening entry, Simple and Compound entries, Practical's

UNIT-2 **11 Hours**

SECONDARY BOOK (LEDGER): Meaning and Uses, Formats, Posting, Practical's SUBSIDIARY BOOKS: Need and Use, Classification, Purchase Book, Sales Book, Purchase Returns, Sales Returns, Journal Proper, Practical's.

CASH BOOK: Meaning, Advantages, Simple, Double and Three Column, Petty Cash Book with Interest System (simple and tabular Forms), Practical's

UNIT-3 **11 Hours**

BANK RECONCILIATION STATEMENT: Meaning, Reasons for difference in Pass Book and Cash Book Balances, Preparation of Bank Reconciliation Statement, No Practical's. Trial balance: Meaning, method, advantage, Limitations & practical.

UNIT-4 **11 Hours**

FINAL ACCOUNTS: Meaning, Procedure for preparation of Final Accounts, Difference between Trading Accounts, Profit & Loss Accounts and Balance Sheet, Adjustments (Only four), Closing Stock, Pre-paid Expenses, Outstanding Expenses, Depreciation.

CAPITAL AND REVENUE EXPENDITURE: Meaning, Definition of Capital and Revenue Expenditure.

Transactional Mode:

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

Suggested Readings:

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

Course Title: Facility Planning**Course Code: BHH516**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Apply the various techniques of planning a pattern in facility planning.
2. Recognize the role of layout in the success of hotel.
3. Determine the various operation of Facility planning in hospitality industry.
4. Exhibit the required skills of guest house management.

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

Facilities planning: the systematic layout planning pattern (slp), planning consideration, flow process & flow diagram, procedure for determining space considering the guiding factors for guest room/public facilities, support facilities & services.

UNIT- II**11 Hours**

Hotel administration, internal roads/budget hotel/5star hotel architectural consideration, difference between carpet area plinth area and super built area, their relationships, Readings of blue print (plumbing, electrical, ac, ventilation, far, public areas).

UNIT- III**11 Hours**

Scope of work - division by industry, retail, corporate, manufacturing, hospitals, hotels, malls, institutional. Types of operations - in-house and outsourced models, advantages & disadvantages.

UNIT- IV**11 Hours**

Types of allied services - scope of work in different types of client premises. Parking management: - role and importance. Guest house management - scope of work, in-house & outsourced models, agreements.

Transactional modes:

Demonstration, Video based Teaching, Quiz, Collaborative Teaching, Group Assignment.

Suggested Readings:

- *Tarun Dayal. 2018. Hotel Facility Planning. Oxford University Press, New Delhi*
- *Ramesh Upadhuav and Jitndra Narayan Kumar. (2017). Facility Management. Notion Press. New Delhi*
- *Richard. L. Francis, John. A. White, Leon F. McGinnis, Jr. (2018) Facility layout and location: An analytical Approach.*

10A1C

Course Name: Hospitality Marketing**Course Code: BHH517**

L	T	P	Cr.
3	0	0	3

Total hours: 45

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

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

Course Contents

UNIT I**13 Hours**

INTRODUCTION: Definition- Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and selling. Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept).

UNIT II**11 Hours**

MARKETING MIX ELEMENTS: 7 P'S OF MARKETING –Product (Levels, Classification, Branding, Packaging, PLC), Place (Distribution channels -Channel functions- marketing intermediaries in hospitality industry) Tourism marketing system internal environment- external microenvironment- environment.

UNIT III**11 Hours**

MODERN MARKETING PUBLIC RELATIONS: Concepts (Green marketing, Mobile marketing, Cross cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing-need for public relations, the concept of public – internal / external publics.

COMPARISON BETWEEN ADVERTISING, promotion, publicity and PR, PR tools – media / non-media, PR Campaign, PR in Tourism Definition, sales person's role, prospect management, buying process, AIDA's theory of selling, personal selling process, closing strategies, function of sales management

UNIT IV**10 Hours**

TECHNOLOGY IN TOURISM MARKETING: Introduction, technology in tourism marketing, multimedia, virtual reality and virtual tour, online travel or electronic tourism, using website for tourism marketing, impact of online business on existing intermediaries.

Transactional modes:

Video based Teaching, Cooperative Teaching, E-Team Teaching, Project Based Teaching, Case Based Teaching.

Suggested Readings:

- *Prasana, K, (2016) Marketing of hospitality and tourism services (2nd ed) Mc Graw Hill education India pvt ltd.*
- *Devashish. d (2011) Tourism marketing (1st ed) publisher, Pearson India education service pvt ltd.*
- *Philip Kotler and Gray Armstrong, 2019, Marketing- An Introduction Prentice Hall Inc. New Jersey.*
- *Abbey, J. R. 2012 Hospitality Sales and Marketing, New York: Michigan: American Hotel and Lodge Association*

Course Title: Garde Manger - Charcuterie (Lab)**Course Code: BHH518**

L	T	P	Cr.
0	0	4	2

Total Hours: 60

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

1. Recognize the operations of cold buffet and buffet desserts.
2. Apply the required skills for the preparation of different sandwich that are trending in Hotel Industry.
3. Exhibit the various preparation of items on gueridon trolley.
4. Demonstrate the process of making different types of cakes and meringues and breads.

Course Content

MENU 01 Forcemeats different style.

MENU 02 Pate and Terrine

MENU 03 Galantine and ballontine

MENU 04 Different types of salads and Dressings: -meat based, fish Based, Vegetable, Chicken, fruits.

Menu 05 mousse and mousseline

Plus 5 Buffets

- Cold Buffet,
- Hot Continental,
- Hot Indian,
- Buffet Desserts,
- Bread Displays Demonstration of: Charcuterie Galantines, Pate, Terrines, Mousselines

MENU 06 Consommé Carmen, Poulet Sauté Chasseur, Pommes Loretta, Haricots Verts

MENU 07 Bisque D'écrevisse, Escalope De Veauviennoise, Pommes atailles, Epinards au Gratin

MENU 08 Crème Du Barry, Darne De Saumon Grille, Sauce paloise, Pommes Fondant, PetitsPois a La Flamande

MENU 09 Veloute Dame Blanche, Cote De Porc Charcuterie, Pommes De Terre A La Crème, Carottes Glace Au Gingembre

MENU 10 Cabbage Chowder, Poulet A La Rex, Pommes Marguises, Ratatouille

Transactional modes:

Group Demonstration, Video based Teaching, Team Teaching, Live Demonstration, Group Assignment.

Suggested Reading:

- Philip, Thangam E. (2018) "Modern Cookery". Orient Blackswan Private Limited. New Delhi.
- Kinton Ronald. Ceserani Victor. Foskett David. (2012). "Practical Cookery". Hodder Education. London

- *Bode W. K. H., Leto M. J. (June 2016) "The Larder Chef: Food Preparation and Presentation". A Butterworth-Heinemann. UK*
- *Budgen June, (2012), "The Book of Garnishes", HP Trade. USA*

HOAC

Course Title: Bar Operations (Lab)**Course Code: BHH519**

L	T	P	Cr.
0	0	2	1

Total Hours: 30

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

1. Analyze the setup procedure of bar layout in hotel industry.
2. Exhibit the various categories of staff in bar operations.
3. Apply the skills for professional designing & setting bar.
4. Demonstrate the use and operating the bar equipment

Course Content

1. Planning & Operating bar

Class room Exercise

- Developing Organization Structure of bar layout.
- Determination of Staff requirements in all categories
- Making Duty Roster
- Preparing Job Description & Specification

2. Technical Skills

- Conducting Briefing & Debriefing
- Drafting Standard Operating Systems (SOPs)
- Supervising bar operations
- Designing & setting the bar
- Using & operating Machines
- Exercise – physical inventory
- Handling guest complaints

3. Molecular Mixology Demo

- Style and Types of Mocktails & One Mocktail of each Style and type
- Bar Design
- Menu Design

Transactional modes:

Live Demonstration, Team Demonstration, Field Visit, Video Demonstration, Instructional Teaching.

Suggestive Reading:

- Fearn David A. (2013). *Food and Beverage Management*. Butterworth-Heinemann Ltd. USA
- Lillicrap D.R. Robert Smith John. Cousins. (2011). *Food and Beverage Management*. Good fellow Publishers Limited. UK.
- Negi Jaqmohan. Manohar Gaurav. (2011). *Food and Beverage Management*. Himalaya Publishing House. New Delhi.
- Foster Dennis L. (2012) *Food and Beverage Operations*. McGraw-Hill Inc. Us.

Course Title: Services Marketing**Course Code: BHH520**

L	T	P	Cr.
3	0	0	3

Total Hours:45

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

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

Course Content

UNIT I 10 Hours

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

UNIT II 12 Hours

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

UNIT III 11 Hours

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

UNIT IV 12 Hours

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

Transaction Mode:

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

Suggested Readings:

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

Course Title: Financial Management**Course Code: BHH521**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyze the fundamental concepts of financial management.
2. Evaluate the cost of capital and the risk-return trade-offs in financial decision-making.
3. Apply financial analysis tools to make investment and financing decisions.
4. Exhibit the required skills for effective financial planning and control.

Course Content**UNIT I****10 Hours**

Financial Management: Scope and Objectives of Financial Management. Time Value of Money- Compounding Techniques and Discounting Techniques.

UNIT II**13 Hours**

Capital Budgeting, Evaluation of Projects (excluding Risk and Uncertainty, Implications of Normal, Initial and Terminal Depreciation and Balancing Charge). Cost of Capital: Determination of Cost of Capital, Components of Cost of Capital.

UNIT III**12 Hours**

Sources of Corporate Finance, SEBI Guidelines for Raising Corporate Finance. Capital Structure, Meaning, Types of Leverage, Determinants of Capital Structure. Theories of Capital Structure

UNIT IV**10 Hours**

Working Capital Management and Its Estimation (Excluding Cash, Receivable and Inventory Management). Dividend Policy- Relevance and Irrelevance Theories.

Transaction Mode

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

Suggested Readings

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

Semester VI**Course Title: International Cuisine****Course Code: BHH612**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyze the culture, eating habits and preparation of popular dishes from the cuisines around the world.
2. Apply the desired skills needed in the production management.
3. Describe the various recipes of international cuisine.
4. Apply the skills related to the research of new things in international Cuisine.

Course Content**UNIT-I****11 Hours**

CONTEMPORARY ISSUES IN INTERNATIONAL CUISINE: Genetically modified food, Organic food, Slow food movement, Molecular gastronomy, Sous Vide, Cook Freeze, Cook Chill, Blast Freezing, Vegan cuisine,

INTERNATIONAL SPICES AND CONDIMENTS: Types of spices and condiments, Usage in cooking, Availability, Medicinal and therapeutic properties, international sauces, condiments, marinades, spice blends and rubs recipes.

UNIT-II**12 Hours**

PRODUCTION MANAGEMENT: Kitchen Organization, Allocation of Work-Job Description, Duty Rosters, Production Planning, Production Scheduling, Production Quality & Quantity Control, Forecasting & Budgeting, Yield Management.

PRODUCT & RESEARCH DEVELOPMENT: Testing new equipment, Developing new recipes, Food Trails, Organoleptic & Sensory Evaluation.

UNIT-III**11 Hours**

INTERNATIONAL CUISINE PART1: Geographic location, Historical background Staple food with regional Influences, Specialties, Recipes, Equipment in relation to: Great Britain, France, Italy, Spain & Portugal, Scandinavia, Germany, Middle East, Oriental, Mexican, Arabic.

UNIT-IV**11 Hours**

INTERNATIONAL CUISINE PART 2: -CHINESE: Introduction to Chinese foods, Historical background, regional cooking styles, Methods of cooking, Equipment & utensils.

FRENCH: Culinary French, Classical recipes (recettes classique), Historical Background of Classical. Garnishes, Offal's/Game, Larder

terminology and vocabulary

Transactional modes:

Video based Teaching, Inquiry Based Teaching, Project based learning, Demonstration, Flipped Teaching.

Suggested Reading:

- *Bali Parvinder S. (2012). International Cuisine and Food Production Management. Oxford University Press. London.*
- *Knight John B. Kotschevar Lendal H. (2017). Quantity Food Production. Planning, and Management. John Wiley & Sons.USA*
- *Philip, Thangam E. (2018). Modern Cookery. Orient Blackswan Private Limited. New Delhi*
- *Folsom LeRoi A. (2017). The Professional Chef. Boston CBI Pub. Massachusetts*

Course Title: Food & Beverage Management
Course Code: BHH613

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

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

Course Content

Unit I 12 Hours

Restaurant Planning & Layout: Introduction, Choosing of Location, Layout Planning, Décor, Furnishing, Fixtures & Fittings, Equipment Selection. Budgeting of Restaurant, Types of Budgeting, Steps for preparing restaurant budgeting, Factor affecting the restaurant budgeting.

Unit II 11 Hours

Restaurant Classification & ratings Audits: Types, Architect Requirement, Guidelines for approval of standalone Restaurants & bars. (HRACC Guideline), Guidelines for approval of star hotels F&B outlets, Hotel Brand standards & Audits, Rating via website.

Unit III 11 Hours

Food Laws & Regulations: PFA (Prevention of food adulteration Act), FPO (The FPO mark is a certification mark mandatory on all processed fruit products sold Food Safety and Standards), ISI, HACCP, Consumer Protection Act, 1986, FSSAI, Act, 2006 (The Food Safety and Standards Authority).

Unit IV 11 Hours

MIS for F&B: Importance of MIS Reports, Calculation of Actual Cost, Daily Food Beverage Cost, Monthly Food Beverage Cost, Statistical Revenue Reports, Cumulative and Non- Cumulative.

Strategies Menu Merchandising: Menu Layout, Menu Structure Planning, Pricing of Menus, Types of Menus, Menu as Marketing Tool, Constraints of Menu Planning, Menu Engineering, Menu Terminology.

Transactional modes:

Demonstration, Mock Exercise, Video Demonstration, Role Play, Collaborative Teaching, Peer Teaching.

Suggesting Readings:

- *SN Bagchi & Anita Sharma Food & Beverage Services by, Aman Publications, New Delh*
- *Negi Dr. JM, Food & Beverage Management & Control, Kanishka*

Publications, New Delhi

- *Ann Hoke (2014), Restaurant Menu Planning, Hotel Monthly Press*
- *Lendal H. Kotschevar, Valentino Luciani (2016), Presenting Service: The Ultimate Guide for the Foodservice Professional, John Wiley & Sons Inc.*

IQAC

Course Title: Hotel Laws**Course Code: BHH614**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Determine the classification of contracts and essential of valid acceptance.
2. Apply the skills related to the food legislation and laws of India.
3. Evaluate the procedure of liquor licensing which required to serve liquor in the outlet.
4. Examine the establishment acts and government policies related to opening the F & B outlet.

Course Content

Unit- I**11 Hours**

The Indian Contract Act: Definition of Contract-essential elements of a valid contract, classification of contracts, voidable contract, void contract illegal agreement, express contract, implied contract, executed contract, executor contract.

Offer: definition. Essentials of a valid offer when does as offer come to an end. Acceptance, essentials of valid acceptance communication of offer acceptance revocation-when complete.

Unit- II**12 Hours**

Food Legislation, principles of food laws-acts regarding prevention of food adulteration, definition, authorities under the act, procedure of Taking a sample purchase right, warranties, guest control order or food services order in force from time to time. Essential commodities act, ISI, AGMARK

Unit- III**12 Hours**

Liquor Legislation: Types of Licenses, Drinking in the Licensed Premises and Different Types of Permits. Industrial Legislation factories Act, Payment of Wages Act, Industrial Disputes Act, Apprentices Act, Provident Fund Act, Trade Unions Act (each Act to be discussed in brief with reference to hotel industry)

Unit- IV**10 Hours**

Shops and Establishment Act, Introduction, definition, adult, family, commercial establishment employer, employee, exemption, registration, daily and weekly working hours-overtime-annual leave with wages.

Transactional modes:

Cooperative Teaching, Case based Teaching, Group Discussions, E – Team Teaching, Group Discussion.

Suggested Readings:

- *Atherton, T. & Atherton, T. (2011) Tourism Travel and Hospitality Law, Law Book Company. Australia.*
- *Liuzzo, A, (2019). Essentials of business law. McGraw-Hill. New Delhi.*
- *Kubasek, N. (2019) Dynamic business law: the essentials. McGraw-Hill. New Delhi.*
- *Langvardt, A, (2019) Business law: the ethical, global and e-commerce environment. McGraw-Hill. New Delhi.*
- *Barnes, A. (2018). Law for Business. McGraw-Hill. New Delhi*

Course Name: Hotel Engineering**Course Code: BHH615**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Recognizes the structure of maintenance department in hotel industry.
2. Analyze the duties and responsibilities of Chief Engineering Officer.
3. Apply the required skills to solve the various problem related to the energy and water.
4. Evaluate the various factors which is required for the safety of the hotels.

Course Content

UNIT -1

12 Hours

Maintenance & Replacement Policy, Importance of maintenance department in hotel industry, Organization of maintenance department in 3/4/5 Star hotel, Duties & Responsibility of Chief. Engineer of a hotel, Types of maintenance with example of each, Advantages & Disadvantages, Maintenance Chart: for swimming pool, Kitchen, Reasons for replacement of equipment, Replacement factors, Economic replace of equipment.

Definition of Pressure, Energy, Heat, Temperature, Specific heat, Sensible and latent heat, Relative humidity, DBT, WBT, Block diagram and function of Bioler, Condenser, Compressor, Evaporator, Heat Exchanger, Unit of refrigeration, Vapor compression Refrigeration system (Block diagram), Absorption refrigeration system (Block diagram), Domestic Refrigerator, defrosting, need, Methods, Maintenance of refrigerator, Refrigerant types, Properties of good refrigerant, Air-Conditioning, Factors affecting comfort AC (supply of oxygen, removal of heat & moisture proper air circulation, pure air), Factors affecting on AC Load, Types of AC systems Central AC.

UNIT - 2

11 Hours

Air Pollution, Sources, Control-Collectors, Filters, Govt. Stipulated conditions for air pollution, Water Pollution, Water pollution sources in hotels, Control Methods, Govt. Stipulated conditions for water pollution Waste Disposal, Waste Handling equipment – (Shredders, Compactors, Transportation separation).

Controlling methods (recycled material, land filling, heat recovery by incineration), Noise Pollution Control, Source of noise in hotel & its unit, Introductory control methods, Govt. Stipulated conditions for noise pollution, Environmental Degradation, Global warming and methods of conservation. Concept of recycling.

UNIT- 3

12 Hours

Water and Sanitation, Water purification methods, Methods of water softening (Ion exchange, Zeolite process), Cold and hot water distribution system, Various plumbing fixtures, Types of sanitary traps and their applications, Types of water closets and flushing, Fuels and Electricity

Methods of heat transfer, Units of heat, Solid, Liquid, Gas, Electricity, Biogas, Fuels, Importance of earthing, Safety devices such as fuse, circuits breaker, Methods of lighting (Direct, Indirect), Types of electric supply (single phase, three phase), Calculation of electricity bill.

UNIT - 4

12 Hours

Energy Conservation, Importance of energy conservation, Simple methods of energy conservation, Developing energy conservation program for hotel, Use of solar energy for various activities.

Safety in hotel Industry, Classification of fire symbols, Methods and types of fire extinguishers, Fire detectors alarm, Various security system for hotel (key control, Door, valuable guest).

Transactional modes:

Cooperative Teaching, Case based Teaching, Group Discussions, E – Team Teaching, Peer Teaching.

Suggested Readings:

- *Goyal. N.C. & Goyal. K.C. (2008). Textbook of Hotel Maintenance. Standard Publishers Distributor.*
- *Gupta R.C. (2012). Hotel Engineering. Aman Publication. Delhi.*
- *Ghosal Sujit. (1998). Hotel Engineering. Oxford University Press.*

Course Title: Hospitality Entrepreneurship
Course Code: BHH616

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyze the role of entrepreneurship in present ear in hospitality industry.
2. Create the different ideas of new business related to hospitality.
3. Execute the different strategy for the growth of Hospitality firm.
4. Design a business plan for financing the hospitality project.

Course Content

Unit I

11 Hours

Entrepreneur: Concept, key elements of entrepreneurship, characteristics of successful entrepreneurs, entrepreneurship in hospitality business, types of start-up firms, Importance of entrepreneurship- entrepreneurial firms, society and larger firms.

The process of new hospitality venture creation, Entrepreneurship development in India.

Unit II

12 Hours

Developing Business Idea: Identifying and recognizing opportunities- observing trends and solving problems, personal characteristics of the entrepreneur, techniques for generating ideas, encouraging and protecting new ideas; definition of creativity, innate or learned creativity, idea generation, approaches and Techniques, Research and Exercises, linking creativity, innovation and entrepreneurship, developing business ideas for hospitality business.

Unit III

12 Hours

Growth of Hospitality Firm: Nature of business growth, planning for growth, reasons for growth and managing growth, knowing and managing the stages of growth, managing capacity, day-to-day challenges of growing a firm, Introduction to organic and inorganic growth of hospitality firms, Grainer's growth model, growth challenges for entrepreneurs, formula for successful growth, barriers to growth.

Unit IV

10 Hours

Writing a Business Plan Financing Hospitality Firms: Concept, reasons for writing for a business plan, Guidelines for writing a business plan, section of the plan, presentation of business plan; Introduction to financial characteristics of hospitality entrepreneurial business, sources of start-up funding, Sources of Financial, Financial Management in Hospitality Entrepreneur Businesses.

Transactional modes:

Cooperative Teaching, Case based Teaching, Group Discussions, E – Team Teaching, Group Assignments. Role Play.

Suggested Readings:

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

Course Title: International Cuisine (Lab)**Course Code: BHH617**

L	T	P	Cr.
0	0	4	2

Total Hours: 60

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

1. Apply the required skills for the preparation of various internationally famous food items in all around world.
2. Evaluate the usage of various international species in food production.
3. Demonstrate the service skills of various international dishes.
4. Exhibit the preparation skills of international breads and desserts according to international standards.

Course Content

CHINESE

- **MENU 01** Prawn Ball Soup, Fried Wantons, Sweet & Sour Pork, Hakka Noodles
- **MENU 02** Hot & Sour soup, Beans Sichwan, Stir Fried Chicken & Peppers, Chinese Fried Rice
- **MENU 03** Sweet Corn Soup, Shao Mai, Tung-Po Mutton, Yangchow Fried Rice
- **MENU 04** Wonton Soup, Spring Rolls, Stir Fried Beef & Celery Chow Mein
- **MENU 05** Prawns in Garlic Sauce, Fish Szechwan, Hot & Sour Cabbage, Steamed Noodles

SPAIN

- **MENU 06, Gazpacho**, PolloEnPepitoria, Paella, Fritata De Patata, Pastel De Mazaana

ITALY

- **MENU 07** Minestrone, Ravioli Arabeata, Fettocine Carbonara, PolloAlla Cacciatore, Medanzane Parmigiane

GERMANY

- **MENU 08** Linsensuppe, Sauerbaaten, Spatzale, German Potato Salad

U.K.

- **MENU 09** Scotch Broth, Roast Beef, Yorkshire pudding, Glazed Carrots & Turnips, Roast Potato

GREECE

- **MENU 10** Soupe Avogolemeno, Moussaka A La Greque, Dolmas, Tzaziki

Bakery & patisserie (Practical)

1. Grissini, Tiramisu
2. Pumpernickle, Apfel Strudel

3. Yorkshire Curd Tart, Crusty Bread
4. Baklava, Harlequin Bread
5. Baugette, Crepe Normandy
6. Crossiants, Black Forest Cake
7. Pizza base, Honey Praline Parfait
8. Danish Pastry, Cold Cheese Cake
9. Soup Rolls, Chocolate Truffle cake
10. Ginger Bread, Blancmange
11. Lavash, Chocolate Parfait
12. Cinnamon & Raisin Rolls, Souffle Chaud Vanille
13. Fruit Bread, Plum Pudding
14. Demonstration of: Meringues, Icings & Toppings
15. Demonstration of: Wedding Cake & Oriental cakes
16. Conducting Briefing & Debriefing - Restaurant, Bar, Banquets & Special events
17. Drafting Standard Operating Systems (SOPs) for various F & B Outlets
18. Supervising Food & Beverage operations
19. Preparing Restaurant Log
20. Designing & setting the bar
21. Preparation & Service of Cocktail & Mixed Drinks

Transactional modes:

Live Demonstration, Team Demonstration, Video Demonstration, Mock Exercise, Group Assignment.

Suggestive Readings:

- *Bali Parvinder S. (2012). International Cuisine and Food Production Management. Oxford University Press. London.*
- *Knight John B. Kotschevar Lendal H. (2017). Quantity Food Production. Planning, and Management. John Wiley & Sons. USA*
- *Philip, Thangam E. (2018). Modern Cookery. Orient Blackswan Private Limited. New Delhi*
- *Folsom LeRoi A. (2017). The Professional Chef. Boston CBI Pub. Massachusetts*
- *Walton Stuart.(2018). The World Encyclopedia of Wine. Hermes House. Leicester*

Course Title: Cocktail Mixology (Lab)**Course Code: BHH618**

L	T	P	Cr.
0	0	2	1

Total Hours: 30

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

1. Apply the required skills for the usage of different glassware's in cocktail mocktail.
2. Exhibit the different methods of preparation of drink mixing.
3. Demonstrate the preparation of the cocktail & mocktail presentation.
4. Create a different type of innovative drinks with the help of different ingredients.

Course Content

01. Molecular gastronomy

(Preparation & Service of Cocktail & Mocktails Drinks Mixed)

1. Glassware
2. Equipment's (automated- non automated)
3. Methods of preparation
4. Innovated drinks
5. Fancy drinks
6. Presentation style of drinks

02. COCKTAILS & MIXED DRINKS

- Martini – Dry & Sweet
- Manhattan – Dry & Sweet
- Dubonnet - Roy-Roy
- Bronx - White Lady
- Pink Lady - Side Car
- Bacardi – Alexandra
- John Collins
- Tom Collins
- Gin FIZZ
- Pimm's Cup – no. 1,2,3,4,5
- Flips - Noggs
- Champagne Cocktail
- Between the Sheets
- Daiquiri
- Bloody Mary
- Screw Driver
- Tequilla Sunrise
- Gin-Sling

- Planters Punch
- Singapore Sling
- Pinacolada
- Rusty Nail
- B&B
- Black Russian
- Margarita – Gimlet
- Dry & Sweet
- Cuba Libre
- Whisky Sour
- Blue Lagoon
- Harvey Wall Bang

Transactional modes:

Live Demonstration, Team Demonstration, Video Demonstration, Mock Exercise, Instructional Teaching.

Suggested Readings:

- *Bagchi S N & Sharma Anita (2017) Food & Beverage Services, Aman Publications, New Delhi*
- *Andrews Sudhir (2011) F & B Service Manual by, Tata McGraw Hill. New Delhi.*
- *Negi Dr. J M (2012) Food & Beverage Management & Control, Kanishka Publications, New Delhi.*
- *Singaravelavan R. (2016) Food & Beverage Service, Oxford University Press, London, UK.*

Course Title: Customer Relationship Management**Course Code: BHH619**

L	T	P	Cr.
3	0	0	3

Total Hours: 45

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

1. Analyse the basic concepts of Customer relationship management.
2. Apply the required marketing skills in the creation of positive relationship.
3. Evaluate the various business strategies for Customer relationship management.
4. Design the new framework of Customer relationship management.

Course Content**Unit I****12 Hours**

Customer Relationship Management: CRM Definition, Need and Importance: Conceptual Framework of Customer Relationship Management; the Value Pyramid, Customer Interaction Cycle, Customer Profiling and Total Customer Experience, Goals of a CRM Strategy and Obstacles.

Unit II**11 Hours**

CRM Solutions Map, Discussing People, Processes and Technology, CRM myths. CRM as a Business Strategy: CRM - Issues and Strategies; Winning Markets through Effective CRM; CRM as a business strategy. CRM Process, Effective Customer Relation Management through Customer Knowledge Management; Customer Interaction Management, Call Centre management in CRM.

Unit III**11 Hours**

Customer Centricity in CRM-Concept of Customer centricity, Customer touch points, Customer Service. Measuring Customer life time value-. Customer life cycle Management. Technological Tools for CRM and Implementation: Data Mining for CRM.

Unit IV**11 Hours**

Changing Patterns of e-CRM Solutions in the Future; Structuring a Customer Focused IT Organization to Support CRM. Organizational Framework for Deploying Customer Relationship; measuring profitability.

Transactional modes:

Peer Teaching, Role Play, Video Demonstration, Group Discussion, Collaborative Teaching.

Suggested Readings:

- Peelan, E. (2005). *Customer Relationship Management*. Pearson Education, New Delhi.

- *Ken, B. (2000). Customer Relationship Management: The Handbook of Key Customer Relationship Management. Prentice Hall, New Delhi.*
- *Greenberg, P. (2001). CRM at the speed of light: Capturing and keeping customers in Internet real time. Elsevier. ISBN: 0072127821.*
- *H.Peeru Mohamed , A Sagadevan, Customer Relationship Management, A Step by Step Approach, Vikas Publishing House, Delhi.*

IQAC

Course Title: Strategic Management**Course Code: BHH620**

L	T	P	Cr.
3	0	0	3

Total Hours:45

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

1. Evaluate the latest applications of strategic management.
2. Create the different strategies for the solution of various business problems.
3. Apply the research and analytical skills by using both human and technological resources.
4. Describe the various implications of Corporate Social Responsibilities.

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

Strategic Management Process: defining strategy, levels of approaches to strategic decision making, process of strategic management, roles of strategies, mission and objectives, strategic business unit.

Environment – concept, components and appraisal. Strategic Alliances: Introduction, Strategic Alliances. Types of Strategic Alliances and Business Decisions, Problems Involved in Strategic Alliances.

UNIT II**11 Hours**

Organization appraisal and strategy formulation: organizational dynamics and structuring organizational appraisal. SWOT analysis formulation – corporate level strategies and business strategies, strategy analysis and choice – the process. BCG matrix, GE matrix, SPACE approach, QSP matrix and strategic plan.

UNIT III**10 Hours**

Role of Creativity and Innovation in Business: Introduction, Creativity, Innovation, Creating and Building Creative and Innovative Business Culture. Business Practices Adopted to Promote Creativity and Innovation, Importance of Creativity and Innovation in Business, Challenges Involved in Creativity and Innovation. Strategy implementation: aspects, structures, design and change; behavioral implementation – leadership, culture, value and ethics.

UNIT IV**12 Hours**

Functional implementation: functional strategies, plans and policies; marketing; financial, personal, operations, its plans and policies. Strategic evaluation and control – an overview of strategic evaluation and control, techniques of strategic evaluation and control. Business Ethics and Corporate Social Responsibility: Introduction, Ethics and Values, Ethical Conduct and Unethical Conduct, Impact of Ethical Conduct. Corporate Social Responsibilities (CSR), Business obligations, Social Audit and Corporate Governance.

Transaction Mode

Group discussion, Active participation, Brain storming, Demonstration, Project based learning, Team Teaching, Mentee Meter, Quiz, Open talk.

Suggested Readings

- *Freeman, R. E. & Gilbert D.R. (2018). Corporate strategy and the search for ethics. Englewood Cliffs, NJ: Prentice Hall.*
- *Jouch & Gluick. (2017). Strategic Management & Business Policy 3/e. Tata McGraw-Hill*
- *Wheelen, T. L., Hunger, J. D., Hoffman, A. N., & Bamford, C. E. (2017). Strategic management and business policy (Vol. 55). Boston, MA: pearson.*
- *Rao, C. A., Rao, B. P., & Sivaramakrishna, K. (2019). Strategic management and business policy. Excel Books India.*
- *Kazmi, A. (2016). Business policy. Tata McGraw-Hill.*