

UNIVERSITY OF CALICUT

BACHELOR OF HOTEL ADMINISTRATION (BHA)

HONOURS

(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)

SYLLABUS & MODEL QUESTION PAPERS

w.e.f. 2024 admission onwards

(CUFYUGP Regulations 2024)

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BACHELOR OF HOTEL ADMINISTRATION (BHA)
HONOURS
(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)

SYLLABUS

UNIVERSITY OF CALICUT
BHA HONOURS PROGRAMME
2024-25 ADMISSION ONWARDS
(CUFYUGP Regulations 2024)

Preface

The Bachelor in Hotel Administration (BHA) Program at the University of Calicut is meticulously designed to provide students with a comprehensive understanding of the dynamic and multifaceted hospitality industry. This program offers a diverse curriculum that covers various aspects of Hotel Administration, including front office management, accommodation services, food production, food and beverage service, nutrition, event management, and more. Through a combination of theoretical knowledge and practical experiences, students are equipped with the skills and expertise needed to excel in various roles within the hospitality sector.

Program Honours Features

1. **Interdisciplinary Curriculum:** The BHA Program integrates courses from multiple disciplines, including hospitality management, nutrition, and business administration, ensuring students receive a well-rounded education that prepares them for diverse career opportunities.
2. **Experiential Learning:** Each course in the program is carefully designed to facilitate hands-on learning experiences, allowing students to apply theoretical concepts in real-world settings. Practical exercises and industry projects are incorporated into the curriculum to enhance students' skills and understanding.
3. **Flexibility:** The program offers flexibility for students to customize their curriculum based on their career aspirations and personal interests. Elective courses allow students to explore specialized topics and tailor their education to suit their individual goals.
4. **Comprehensive Training:** Major courses provide in-depth knowledge and practical training in key areas such as food production, accommodation management, front office operations, and event planning. These courses are designed to equip students with the skills and competencies required to succeed in their chosen field.
5. **Professional Development:** Skill enhancement courses focus on developing students' practical skills and enhancing their employability in the hospitality industry. Students gain hands-on experience through internships, industry visits, and training programs, preparing them for successful careers upon graduation.
6. **Pathways for Further Education:** The BHA Program serves as a solid foundation for students who wish to pursue advanced studies or professional certifications in hotel management or related fields. Graduates can pursue postgraduate degrees or professional programs to further enhance their knowledge and skills.

The Bachelor in Hotel Administration Program offers a comprehensive curriculum that prepares students for exciting and rewarding careers in the vibrant hospitality industry. With a blend of theoretical knowledge, practical skills, and industry exposure, graduates of this

program are well-equipped to thrive in a variety of roles within hotels, resorts, event management companies, and other hospitality organizations. Whether aspiring to become hotel managers, event planners, or hospitality consultants, graduates emerge from the program ready to make a positive impact in the ever-evolving world of Hotel Administration.

PROGRAMME OUTCOMES (PO):

At the end of the graduate programme at Calicut University, a student would:

PO1	Knowledge Acquisition: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.
PO2	Communication, Collaboration, Inclusiveness, and Leadership: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.
PO3	Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.
PO4	Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.
PO5	Scientific Awareness and Critical Thinking: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.
PO6	Human Values, Professional Ethics, and Societal and Environmental Responsibility: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.
PO7	Research, Innovation, and Entrepreneurship: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

PROGRAMME SPECIFIC OUTCOMES (PSO):

At the end of the Bachelor of Hotel Administration (BHA) programme at Calicut University, a student would:

PSO1	Demonstrate a comprehensive understanding of the principles and techniques involved in hotel operations, integrating knowledge trends to adapt to evolving consumer preferences and industry standards.
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PSO2	Collaborate effectively within a team environment to plan, organize, and execute hotel administration process, demonstrating leadership skills and inclusivity in diverse culinary settings.
PSO3	Acquire and apply professional skills essential for the efficient and hygienic operations, ensuring compliance with industry regulations and standards
PSO4	Utilize digital tools and technological advancements to enhance the operations of the industry, optimizing efficiency and quality while minimizing waste.
PSO5	Apply scientific knowledge and critical thinking to foster innovation and sustainable practices in hotel administration.
PSO6	Demonstrate ethical conduct, responsibility towards human values, and environmental sustainability in hotel operations, promoting societal well-being and environmental stewardship

1. Title and Commencement:

1.1 These regulations shall be titled as the "Calicut University BHA Honours Programme Regulations, 2024."

1.2 They shall take effect for admissions beginning from the academic year 2024-25.

2. Scope and Application:

2.1 These regulations shall apply to all Regular BHA Honours Programmes conducted in affiliated colleges by the University of Calicut.

2.2 The provisions herein shall override all existing regulations for regular BHA Programmes conducted by the University of Calicut unless otherwise specified.

3. Eligibility for Admission:

Candidates who have successfully completed the Plus Two of the Higher Secondary Board of Kerala or Pre-Degree of Calicut University or any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with a minimum of 45% marks in aggregate, are eligible for admission. However, SC/ST, OBC, and other eligible communities shall be granted relaxation as per University regulations.

4. Duration and Broad Pathways of BHA Honours Programme:

4.1 The duration of the 3-year BHA Degree Programme shall be six semesters spread over three years, while the 4-year BHA Degree (Honours) Programme and the 4-year BHA Degree (Honours with Research) shall each be eight semesters spread over four years.

4.2 Odd semesters (1, 3, 5, 7) shall be conducted from June to October, and even semesters (2, 4, 6, 8) from November to March.

4.3 There shall be three broad pathways: (a) 3-year BHA Degree, (b) 4-year BHA Degree (Honours), and (c) 4-year BHA Degree (Honours with Research).

4.3.1 Students opting to exit after 3 years shall be conferred a BHA Degree upon successful completion of the required minimum of courses totaling 133 credits.

4.3.2 A four-year BHA Honours Degree shall be awarded to those who fulfill the specific course requirements totaling 177 credits, including 12 credits from Industrial exposure training or an optional graduate project/dissertation in the Hotel Administration discipline. Honours students who have not undertaken their graduate project shall complete three additional courses in the Hotel Administration discipline, each comprising four credits.

4.3.3 Students aspiring to pursue research as a career may select the Honours with Research stream in the fourth year. A four-year BHA Degree (Honours with Research) in Hotel Administration shall be granted to those who complete a specific number of courses totaling 177 credits, including 12 credits from a mandatory graduate research project/dissertation in the Hotel Administration discipline.

Programme Structure:

The BHA Honours Programme shall encompass the following categories of courses:

- a) General Foundation Courses
- b) Discipline-Specific Pathway Courses and Capstone Components

Note: In courses with only a theory component, there can be five modules. Out of these, one module of 20% of the syllabus content should remain open-ended. The detailed content of this module can be determined by the individual instructor who teaches it, with evaluation conducted in the continuous assessment mode at the college. This module will not be included in the end-semester examination. In courses with practical components, a part of the practical component should have an open-ended nature. The syllabus of the open-ended module in each course shall be prepared by the faculty member teaching that course in an academic year, and it shall be approved by the Department Council before implementation. A copy of the syllabus should be filed at the department, and submitted as instructed by the University.

**MINIMUM CREDIT REQUIREMENTS OF THE DIFFERENT PATHWAYS
IN THE THREE-YEAR PROGRAMME IN CUFYUGP**

Sl. No.	Academic Pathway	Major	Minor/ Other Disciplines	Foundation Courses AEC: 4 MDC: 3 SEC: 3 VAC: 3	Intern-ship	Total Credits	Example
		Each course has 4 credits		Each course has 3 credits			
1	Single Major (A)	68 (17 courses)	24 (6 courses)	39 (13 courses)	2	133	Major: BHA + six courses in different disciplines in different combinations
2	Major (A) with Multiple Disciplines (B, C)	68 (17 courses)	12 + 12 (3 + 3 = 6 courses)	39 (13 courses)	2	133	Major: BHA + Business Management and Psychology
3	Major (A) with Minor (B)	68 (17 courses)	24 (6 courses)	39 (13 courses)	2	133	Major: BHA Minor: Hospitality Business Administration
Exit with UG Degree / Proceed to Fourth Year with 133 Credits							

BHA HONOURS PROGRAMME
COURSE STRUCTURE FOR PATHWAYS 1 – 4

1. Single Major

2. Major with Multiple Disciplines

3. Major with Minor

Semester	Course Code	Course Title	Total Hours	Hours / Week	Credits	Marks		
						Internal	External	Total
1	BHA1CJ101/ BHA1MN100	Core Course 1 in Major – Hotel Front Office Operations	75	5	4	30	70	100
		Minor Course 1	75	5	4	30	70	100
		Minor Course 2	75	5	4	30	70	100
		Ability Enhancement Course 1 – English	60	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	45	3	3	25	50	75
		Multi-Disciplinary Course 1 – Other than Major	45	3	3	25	50	75
		Total		25	21			525
2	BHA2CJ101/ BHA2MN100	Core Course 2 in Major – Hotel Housekeeping Operations	75	5	4	30	70	100
		Minor Course 3	75	5	4	30	70	100
		Minor Course 4	75	5	4	30	70	100
		Ability Enhancement Course 3 – English	60	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	45	3	3	25	50	75
		Multi-Disciplinary Course 2 – Other than Major	45	3	3	25	50	75
		Total		25	21			525
3	BHA3CJ201	Core Course 3 in Major – Basics of Food and Beverage Production	60	5	4	30	70	100
	BHA3CJ202/ BHA3MN200	Core Course 4 in Major – Basics of Food & Beverage Service	75	5	4	30	70	100
		Minor Course 5	75	4	4	30	70	100
		Minor Course 6	75	5	4	30	70	100
		Multi-Disciplinary Course 3 – Kerala Knowledge System	45	3	3	25	50	75

		Value-Added Course 1 – English	45	3	3	25	50	75
		Total		25	22			550
4	BHA4CJ203	Core Course 5 in Major – Advanced Food and Beverage Production	75	5	4	30	70	100
	BHA4CJ204	Core Course 6 in Major – Advanced Food & Beverage Service	75	5	4	30	70	100
	BHA4CJ205	Core Course 7 in Major – Information Technology in Hotel Industry	75	5	4	30	70	100
		Value-Added Course 2 – English	45	3	3	25	50	75
		Value-Added Course 3 – Additional Language	45	3	3	25	50	75
		Skill Enhancement Course 1 – English	60	4	3	25	50	75
		Total		25	21			525
5	BHA5CJ301	Core Course 8 in Major – Food Science and Nutrition	75	5	4	30	70	100
	BHA5CJ302	Core Course 9 in Major – Advanced Front Office Operations	75	4	4	30	70	100
	BHA5CJ303	Core Course 10 in Major – Hotel Hygiene and Safety Management	60	5	4	30	70	100
		Elective Course 1 in Major	60	4	4	30	70	100
		Elective Course 2 in Major	60	4	4	30	70	100
		Skill Enhancement Course 2	45	3	3	25	50	75
		Total		25	23			575
6	BHA6CJ304/ BHA8MN320	Core Course 11 in Major – Business Regulatory Frameworks for Hotels	75	5	4	30	70	100
	BHA6CJ305/ BHA8MN321	Core Course 12 in Major– Advanced Hotel Housekeeping Operations	75	5	4	30	70	100
	BHA6CJ306/ BHA8MN322	Core Course 13 in Major – Food and Beverage Management	60	4	4	30	70	100
		Elective Course 3 in Major	60	4	4	30	70	100
		Elective Course 4 in Major	60	4	4	30	70	100
		Skill Enhancement Course 3 –	45	3	3	25	50	75
		BHA6CJ 349	Internship in Major (Credit for internship to be awarded only at the end of Semester 6)	60		2	50	-

		Total		25	25			625	
Total Credits for Three Years					133			3325	
7	BHA7CJ401	Core Course 14 in Major – Hospitality Organisational Behaviour	75	5	4	30	70	100	
	BHA7CJ402	Core Course 15 in Major – Hotel Finance Management	75	5	4	30	70	100	
	BHA7CJ403	Core Course 16 in Major – Event Management	75	5	4	30	70	100	
	BHA7CJ404	Core Course 17 in Major – Tourism Management	75	5	4	30	70	100	
	BHA7CJ405	Core Course 18 in Major – Bakery and Confectionary	75	5	4	30	70	100	
			Total		25	20			500
8	BHA8CJ406 (IET)	Core Course 19 in Major – Industrial Exposure Training (Hotels)	120* Days/	13*	12	90 internal and 210 for External Viva Voce		300	
	OR (INSTEAD of Industrial Exposure Training (Core Course 19) in major)								
	BHA8CJ 449	Project (in Honours programme)	360**	13**	12	90	210	300	
	BHA8CJ 499	Project (in Honours with Research programme)	360**	13**	12	90	210	300	
		Elective Course 5 in Major / Minor Course 7	60	4	4	30	70	100	
		Elective Course 6 in Major / Minor Course 8	60	4	4	30	70	100	
		Elective Course 7 in Major / Minor Course 9 / Major Course in any Other Discipline	60	4	4	30	70	100	
	OR (instead of Elective Course 7 in Major, in the case of Honours with Research Programme)								
	BHA8CJ 489	Research Methodology in Hospitality Management	60	4	4	30	70	100	
		Total		25	24			600	
Total Credits for Four Years					177			4425	

* The teacher should have 13 hrs/week of engagement for the mentoring, guidance and monitoring the **Industrial Exposure Training** (BHA8CJ406) in Honours programme, while each student should have atleast 120 days of engagement in the training. Total hours are given based on the student's engagement.

** The teacher should have 13 hrs/week of engagement (the hours corresponding to the three core courses) in the guidance of the Project(s) in Honours programme and Honours with Research programme, while each student should have 24 hrs/week of engagement in the Project work. Total hours are given based on the student's engagement.

CREDIT DISTRIBUTION FOR PATHWAYS 1 – 4

1. Single Major

2. Major with Multiple Disciplines

3. Major with Minor

Semester	Major Courses	Minor Courses	General Foundation Courses	Internship/ Project	Total
1	4	4 + 4	3 + 3 + 3	-	21
2	4	4 + 4	3 + 3 + 3	-	21
3	4 + 4	4 + 4	3 + 3	-	22
4	4 + 4 + 4	-	3 + 3 + 3	-	21
5	4 + 4 + 4 + 4 + 4	-	3	-	23
6	4 + 4 + 4 + 4 + 4	-	3	2	25
Total for Three Years	68	24	39	2	133
7	4 + 4 + 4 + 4 + 4	-	-	-	20
8	12*	4 + 4 + 4	-	12**	24
*Industrial Exposure Training ** Project Instead of Industrial Exposure Training					
Total for Four Years	88 + 12 = 100	36	39	2	177

**DISTRIBUTION OF MAJOR COURSES IN BHA
FOR PATHWAYS 1 – 4**

1. Single Major

2. Major with Multiple Disciplines

3. Major with Minor

Semester	Course Code	Course Title	Hours/ Week	Credits
1	BHA1CJ101 / BHA1MN100	Core Course 1 in Major – Hotel Front Office Operations	5	4
2	BHA2CJ101 / BHA2MN100/	Core Course 2 in Major – Hotel Housekeeping Operations	5	4
3	BHA3CJ201	Core Course 3 in Major – Basics of Food and Beverage Production	5	4
	BHA3CJ202 / BHA3MN200	Core Course 4 in Major – Basics of Food & Beverage Service	5	4
4	BHA4CJ203	Core Course 5 in Major – Advanced Food and Beverage Production	5	4
	BHA4CJ204	Core Course 6 in Major – Advanced Food & Beverage Service	5	4
	BHA4CJ205	Core Course 7 in Major – Information Technology in Hotel Industry	5	4
5	BHA5CJ301	Core Course 8 in Major – Food Science and Nutrition	5	4
	BHA5CJ302	Core Course 9 in Major – Advanced Front Office Operations	4	4
	BHA5CJ303	Core Course 10 in Major – Hotel Hygiene and Safety Management	5	4
		Elective Course 1 in Major	4	4
		Elective Course 2 in Major	4	4
6	BHA6CJ304 / BHA8MN320	Core Course 11 in Major – Business Regulatory Framework for Hotels	5	4
	BHA6CJ305 /	Core Course 12 in Major –	5	4

	BHA8MN321	Advanced Hotel Housekeeping Operations		
	BHA6CJ306 / BHA8MN322	Core Course 13 in Major – Food and Beverage Management	4	4
		Elective Course 3 in Major	4	4
		Elective Course 4 in Major	4	4
	BHA6CJ349	Internship in Major	-	2
Total for the Three Years				70
7	BHA7CJ401	Core Course 14 in Major – Hospitality Organisational Behaviour	5	4
	BHA7CJ402	Core Course 15 in Major – Hotel Finance Management	5	4
	BHA7CJ403	Core Course 16 in Major – Event Management	5	4
	BHA7CJ404	Core Course 17 in Major – Travel and Tourism Management	5	4
	BHA7CJ405	Core Course 18 in Major – Bakery and Confectionary	5	4
8	BHA8CJ406 /	Core Course 19 in Major – Industrial Exposure Training (IET in Hotels)	13	12
	OR (INSTEAD of Industrial exposure training (Core Course 19) in major)			
	BHA8CJ 449	Project (in Honours programme)	13	12
	BHA8CJ 499	Project (in Honours with Research programme)	13	12
		Elective Course 5 in Major	4	4
		Elective Course 6 in Major	4	4
		Elective Course 7 in Major	4	4
	OR (instead of Elective course 7 in Major, in Honours with Research programme)			
BHA8CJ 489	Research Methodology in Hospitality Management	4	4	
Total for the Four Years				114

ELECTIVE COURSES IN BHA WITH SPECIALISATION

Group No.	Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/Week	Credits	Marks		
								Internal	External	Total
1	Tourism Management									
	1	BHA5EJ301(1)	Fundamentals of Tourism (1)	5	60	4	4	30	70	100
	2	BHA5EJ302(1)	Travel Agency & Tour Operation Business (1)	5	60	4	4	30	70	100
	3	BHA6EJ301(1)	Travel Geography (1)	6	60	4	4	30	70	100
	4	BHA6EJ302(1)	Tourism Products (1)	6	60	4	4	30	70	100
2	Catering Management									
	1	BHA5EJ303(2)	Facility Planning (2)	5	60	4	4	30	70	100
	2	BHA5EJ304(2)	Banquet Management (2)	5	60	4	4	30	70	100
	3	BHA6EJ303(2)	Outdoor Catering Management (2)	6	60	4	4	30	70	100
	4	BHA6EJ304(2)	Transport Catering (2)	6	60	4	4	30	70	100

ELECTIVE COURSES IN BHA WITH NO SPECIALISATION

Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/Week	Credits	Marks		
							Internal	External	Total
1	BHA8EJ401	Elective Course 5 Technology and Innovation for Tourism	8	60	4	4	30	70	100
2	BHA8EJ402	Elective Course 6 Sustainable Practices in Tourism and Hospitality Business	8	60	4	4	30	70	100

3	BHA8EJ4 03	Elective Course 7 Hospitality Law and Ethics	8	60	4	4	30	70	100
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Minor Programmes

The minor courses in HOTEL ADMINISTRATION are designed to cater to the specific needs of undergraduate students majoring in this field while also providing an opportunity for students from other disciplines to explore and integrate Tourism, Hotel and Hospitality Management into their academic journey. These minor programs often combine various fields of study, offering a unique and comprehensive perspective on the multifaceted nature of the tourism and hospitality industries.

About the Minor Program in Hospitality Business Administration

The Minor in Hospitality Business Administration is designed to provide students with a comprehensive understanding of the key principles and practices within the hospitality industry. This minor is suitable for students who are pursuing a major in various disciplines but are interested in gaining knowledge and skills that are critical for careers in the tourism and hospitality sectors. The program is divided into two groups: Hospitality Operations and Hospitality Management, each offering a tailored set of courses to equip students with both operational and managerial expertise.

Scope of this Minor

The scope of the Hospitality Business Administration minor is broad, covering essential aspects of the hospitality industry. By completing this minor, students will gain:

- **A solid foundation in the tourism and hospitality industry:** Understanding the fundamentals of the industry, its history, and its current trends.
- **Management skills:** Learning key management principles, human resource management, and revenue management techniques specific to the hospitality sector.
- **Operational insights:** Gaining practical knowledge in food and beverage operations and room division management.
- **Entrepreneurial skills:** Developing the ability to start and manage new business ventures within the tourism and hospitality context.

- **Marketing acumen:** Acquiring skills in marketing strategies tailored to the hospitality industry.

Group A1: Hospitality Operations

1. **Fundamentals of Tourism and Hospitality Industry**
 - ✓ Provides a comprehensive overview of the tourism and hospitality sectors.
 - ✓ Covers historical development, global trends, and key industry components.
2. **Hospitality Business Marketing**
 - ✓ Focuses on marketing principles specific to the hospitality industry.
 - ✓ Teaches consumer behavior, market segmentation, and digital marketing strategies.
3. **Management Principles for Hospitality Business**
 - ✓ Introduces essential management concepts and practices.
 - ✓ Covers organizational structure, leadership, and decision-making in hospitality.
4. **Food & Beverage Operations**
 - ✓ Covers the basics of managing food and beverage operations.
 - ✓ Includes menu planning, kitchen management, and food safety standards.

Group A2: Hospitality Management

1. **Tourism and Hospitality Entrepreneurship**
 - ✓ Provides foundational entrepreneurial skills.
 - ✓ Teaches how to develop and evaluate business ideas and create business plans.
2. **Human Resource Management in Hospitality Industry**
 - ✓ Focuses on managing human resources within the hospitality context.
 - ✓ Covers recruitment, training, development, and employee motivation.
3. **Revenue Management in Hospitality Business**
 - ✓ Teaches principles of revenue management and pricing strategies.
 - ✓ Includes inventory control and the use of technology in revenue optimization.
4. **Room Division Management**
 - ✓ Covers the management of front office and housekeeping operations.
 - ✓ Focuses on guest services, room assignments, and maintaining cleanliness standards.

Opportunities for Higher Studies

Completing the minor in Hospitality Business Administration opens up numerous opportunities for further education and specialization. Graduates can pursue advanced degrees such as:

- **Master of Business Administration (MBA):** With a focus on hospitality management, this degree can enhance strategic management skills and leadership capabilities.
- **Master in Hospitality Management:** This specialized degree offers in-depth knowledge of hospitality operations, management, and strategic planning.
- **Msc. in Hospitality Management:** Focuses on the broader tourism industry, including sustainable tourism practices and global tourism trends.
- **Postgraduate Diplomas and Certificates:** Specialized programs in areas such as event management, culinary arts, and hotel management.

These advanced degrees can lead to higher-level positions in the hospitality industry, such as hotel general manager, marketing director, operations manager, or even an entrepreneur in the hospitality sector. The knowledge and skills acquired through the minor program provide a strong foundation for pursuing these advanced studies and career opportunities.

GROUPING OF MINOR COURSES IN BHA

(Title of the Minor: **HOSPITALITY BUSINESS ADMINISTRATION**)
(for students across all disciplines, including BHA)

Group No.	Sl. No.	Course Code	Title	Semester	Total Hrs	Hrs/Week	Credits	Marks		
								Internal	External	Total
1		TITLE OF THE MINOR: (GROUP A) HOSPITALITY BUSINESS ADMINISTRATION (for students across all disciplines, including BHA) A1: Hospitality Operations								
	1	BHA1MN 101	Fundamentals of Hospitality Industry	1	75	5	4	30	70	100
	2	BHA2MN 101	Hospitality Business Marketing	2	75	5	4	30	70	100
	3	BHA3MN 201	Management Principles and Practices for Hospitality Organisations	3	75	5	4	30	70	100

	4	BHA8MN 304	Food & Beverage Operations	8	75	5	4	30	70	100
TITLE OF THE MINOR: (GROUP A) HOSPITALITY BUSINESS ADMINISTRATION (for students across all disciplines, including BHA) A2: Hospitality Management										
2	1	BHA1MN 102	Hospitality Entrepreneurship	1	75	5	4	30	70	100
	2	BHA2MN 102	Human Resource Management in Hospitality Industry	2	75	5	4	30	70	100
	3	BHA3MN 202	Revenue Management in Hospitality Business	3	75	5	4	30	70	100
	4	BHA8MN 305	Room Division Management	8	75	4	4	30	70	100

1. Students studying Major in HOTEL ADMINISTRATION can also pursue a Minor in *Hospitality Business Administration*, offered by the Department of HOTEL ADMINISTRATION. However, *they are not permitted to enrol in any other minor courses provided by the same department.*
2. Students in Single Major pathway from other departments can choose course/courses from any of the Minor groups offered by the discipline other than their Major discipline.
3. Students in Major with Multiple Disciplines pathway from other department can choose any of the group as one of the multiple disciplines, all the 3 or 4 courses respectively for 3-year and 4-year program from any one of the Minor groups offered by BHA discipline, including their Major discipline.
4. If they choose one of the Minor/ Vocational Minor groups offered by their Major discipline as the first one of the multiple disciplines, then their choice as the second one of the multiple disciplines should be any one of the Minor/ Vocational Minor groups offered by a discipline other than the Major discipline. If the students choose any one of the Minor groups in BHA as given above, then the title of the group will be the title of that multiple discipline.
5. Students in Major with Minor pathway can choose all the courses from the two Minor groups offered by any discipline. If the students choose any two Minor groups in BHA

as given above, then the title of the Minor will be **Hospitality Business Administration.**

DISTRIBUTION OF GENERAL FOUNDATION COURSES IN BHA

Semester	Course Code	Course Title	Total Hours	Hours/Week	Credits	Marks		
						Internal	External	Total
1	BHA1FM 105	Multi-Disciplinary Course 1 – Tourism Concepts	45	3	3	25	50	75
2	BHA2FM 106	Multi-Disciplinary Course 2 – Introduction to Hospitality Business	45	3	3	25	50	75
5	BHA5FS 112	Skill Enhancement Course 2 – Life Skill for Hospitality Profession	45	3	3	25	50	75
6	BHA6FS 113	Skill Enhancement Course 3 – Hospitality Customer Service	45	3	3	25	50	75

EVALUATION SCHEME

1. The evaluation scheme for each course contains two parts: internal evaluation (about 30%) and external evaluation (about 70%). Each of the Major and Minor courses is of 4-credits. It is evaluated for 100 marks, out of which 30 marks is from internal evaluation and 70 marks, from external evaluation. Each of the General Foundation course is of 3-credits. It is evaluated for 75 marks, out of which 25 marks is from internal evaluation and 50 marks, from external evaluation.
2. The 4-credit courses (Major and Minor courses) are of two types: (i) courses with only theory and (ii) courses with 3-credit theory and 1-credit practical.
 - In 4-credit courses with only theory component, out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the

faculty member teaching that course, and it is internally evaluated for 10 marks.

The internal evaluation of the remaining 4 theory modules is for 20 marks.

- In 4-credit courses with 3-credit theory and 1-credit practical components, out of the total 5 modules of the syllabus, 4 modules are for theory and the fifth module is for practical. The practical component is internally evaluated for 20 marks. The internal evaluation of the 4 theory modules is for 10 marks.

3. All the 3-credit courses (General Foundational Courses) in BHA are with only theory component. Out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member teaching that course, and it is internally evaluated for 5 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.

Sl. No.	Nature of the Course		Internal Evaluation in Marks (about 30% of the total)		External Exam on 4 modules (Marks)	Total Marks
			Open-ended module / Practical	On the other 4 modules		
1	4-credit course	only theory (5 modules)	10	20	70	100
2	4-credit course	Theory (4 modules) + Practical	20	10	70	100
3	3-credit course	only theory (5 modules)	5	20	50	75

MAJOR AND MINOR COURSES

INTERNAL EVALUATION OF THEORY COMPONENT

Sl. No.	Components of Internal Evaluation of Theory Part of a Major / Minor Course	Internal Marks for the Theory Part of a Major / Minor Course of 4-credits			
		Theory Only		Theory + Practical	
		4 Theory Modules	Open-ended Module	4 Theory Modules	Practical
1	Test paper/ Mid-semester Exam	10	4	5	-
2	Seminar/ Viva/ Quiz	6	4	3	-
3	Assignment	4	2	2	-

	20	10	10	20*
Total	30		30	

* Refer the table in section 1.2 for the evaluation of practical component

EVALUATION OF PRACTICAL COMPONENT

The evaluation of practical component in Major and Minor courses is completely by internal evaluation.

- Continuous evaluation of practical by the teacher-in-charge shall carry a weightage of 50%.
- The end-semester practical examination and viva-voce, and the evaluation of practical records shall be conducted by the teacher in-charge and an internal examiner appointed by the Department Council.
- The process of continuous evaluation of practical courses shall be completed before 10 days from the commencement of the end-semester examination.
- Those who passed in continuous evaluation alone will be permitted to appear for the end-semester examination and viva-voce.

The scheme of continuous evaluation and the end-semester examination and viva-voce of practical component shall be as given below:

Sl. No.	Evaluation of Practical Component of Credit-1 in a Major / Minor Course	Marks for Practical	Weightage
1	Continuous evaluation of practical/ exercise performed in practical classes by the students	10	50%
2	End-semester examination and viva-voce to be conducted by teacher-in-charge along with an additional examiner arranged internally by the Department Council	5	25%
3	The evaluation of practical records submitted for the end semester viva-voce examination will be conducted by the teacher-in-charge and an additional examiner. The student's grooming, professional outlook, and overall standards will also be taken into consideration.	5	25%
Total Marks		20	

EXTERNAL EVALUATION OF THEORY COMPONENT

External evaluation carries 70% marks. Examinations will be conducted at the end of each semester. Individual questions are evaluated in marks and the total marks are converted into grades by the University based on 10-point grading system (refer section 5).

PATTERN OF QUESTION PAPER FOR MAJOR AND MINOR COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
2 Hours	Short Answer	10	8 – 10	3	24
	Paragraph/ Problem	8	6 – 8	6	36
	Essay	2	1	10	10
Total Marks					70

INTERNSHIP

- All students should undergo Internship of 2-credits during the first six semesters in a firm, industry or organization, or training in labs with faculty and researchers of their own institution or other Higher Educational Institutions (HEIs) or research institutions.
- Internship can be for enhancing the employability of the student or for developing the research aptitude.
- Internship can involve hands-on training on a particular skill/ equipment/ software. It can be a short project on a specific problem or area. Attending seminars or workshops related to an area of learning or skill can be a component of Internship.
- A faculty member/ scientist/ instructor of the respective institution, where the student does the Internship, should be the supervisor of the Internship.

GUIDELINES FOR INTERNSHIP

1. Internship can be in BHA or allied disciplines.
2. There should be minimum 60 hrs. of engagement from the student in the Internship.
3. Summer vacations and other holidays can be used for completing the Internship.
4. In BHA Honours programme, institute/ industry visit or study tour is a requirement for the completion of Internship.
5. The students should make regular and detailed entries in to a personal log book through the period of Internship. The log book will be a record of the progress of the Internship and the time spent on the work, and it will be useful in writing the final report. It may contain experimental conditions and results, ideas, mathematical expressions, rough

work and calculation, computer file names etc. All entries should be dated. The Internship supervisor should periodically examine and countersign the log book.

6. The log book and the typed report must be submitted at the end of the Internship.
7. The institution at which the Internship will be carried out should be prior-approved by the Department Council of the college where the student has enrolled for the UG Honours programme.

EVALUATION OF INTERNSHIP

- The evaluation of Internship shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council of the college where the student has enrolled for the UG Honours programme.
- The credits and marks for the Internship will be awarded only at the end of semester 6.
- The scheme of continuous evaluation and the end-semester viva-voce examination based on the submitted report shall be as given below:

Sl. No.	Components of Evaluation of Internship		Marks for Internship 2 Credits	Weightage
1	Continuous evaluation of internship through interim presentations and reports by the committee internally constituted by the Department Council	Acquisition of skill set	10	40%
2		Interim Presentation and Viva-voce	5	
3		Punctuality and Log Book	5	
4	Report of Institute Visit/ Study Tour		5	10%
5	End-semester viva-voce examination to be conducted by the committee internally constituted by the Department Council	Quality of the work	6	35%
6		Presentation of the work	5	
7		Viva-voce	6	
8	Evaluation of the day-to-day records, the report of internship supervisor, and final report submitted for the end semester viva-voce examination before the committee internally constituted by the Department Council		8	15%
Total Marks			50	

INDUSTRIAL EXPOSURE TRAINING PROGRAM

The Industrial Exposure Training program outlined in this program serves as a crucial component of the Bachelor in Hotel Administration curriculum. Designed to bridge the gap between theoretical knowledge and practical application, this program offers students a unique opportunity to immerse themselves in the vibrant world of hospitality.

Throughout the duration of this training, students will have the privilege of experiencing first-hand the operations of renowned 5-star properties, both domestically and internationally. Under the guidance of industry experts and seasoned professionals, they will navigate various departments, including Front Office, Housekeeping, Food Production, and Food and Beverage Service, gaining invaluable insights into the intricacies of each facet of hospitality management.

With a meticulous blend of structured learning and hands-on experience, this program aims to equip students with the skills, competencies, and mindset necessary to excel in the dynamic hospitality industry. Through diligent record-keeping, reflective practice, and engagement in professional conduct, students will not only enhance their academic learning but also cultivate a deep appreciation for the nuances of guest service, operational efficiency, and industry best practices.

As students embark on this transformative journey, we encourage them to approach each day with enthusiasm, curiosity, and a commitment to excellence. May this Industrial Exposure Training program serve as a cornerstone in their educational journey, empowering them to emerge as competent, confident, and compassionate hospitality professionals ready to make a meaningful impact in the global hospitality landscape.

GUIDELINES FOR INDUSTRIAL EXPOSURE TRAINING:

- The Industrial Exposure Training holds a total credit of 12 and spans a duration of 120 days. Assessment consists of 90 internal marks, determined by the Department's evaluation, and 210 external marks, awarded through a Viva Voce conducted by an external examiner.
- The teacher should have 13 hrs/week of engagement for the mentoring, guidance and monitoring the *Industrial Exposure Training* (Core Course 19 in Major- BHA8CJ406) in Honours programme.
- The training must occur at reputable 5-star properties, either within India or abroad, with prior confirmation and approval from the Department.
- Students are required to undergo training in at least one of the following departments: Front Office, Housekeeping, Food Production, or Food and Beverage Service. They

have the flexibility to choose between single or multiple departments, aligning with their career aspirations.

- All financial responsibilities related to the internship, including travel, accommodation, and incidental expenses, are to be covered by the students themselves.
- The Viva Voce assessment for the Industrial Exposure Training will be conducted by an external examiner appointed by the Department. This assessment holds a weightage of 210 marks.
- Students must maintain a comprehensive Hotel Logbook during the internship, documenting their daily activities, challenges faced, and lessons learned.
- In addition to the specified guidelines, students are encouraged to focus on practical learning, maintain detailed records of their experiences, and exhibit professional conduct throughout the training period.

PROJECT

PROJECT IN HONOURS PROGRAMME

- In Honours programme, the student has the option to do a Project of 12-credits instead of Industrial Exposure Training (Core Course 19 in Major).
- The Project can be done in the same institution/ any other higher educational institution (HEI)/ research centre / training centre.
- The Project in Honours programme can be a short research work or an extended internship or a skill-based training programme.
- A faculty member of the respective institution, where the student does the Project, should be the supervisor of the Project.

PROJECT IN HONOURS WITH RESEARCH PROGRAMME

- Students who secure 75% marks and above (equivalently, CGPA 7.5 and above) cumulatively in the first six semesters are eligible to get selected to Honours with Research stream in the fourth year.
- A relaxation of 5% in marks (equivalently, a relaxation of 0.5 grade in CGPA) is allowed for those belonging to SC/ ST/ OBC (non-creamy layer)/ Differently-Abled/ Economically Weaker Section (EWS)/ other categories of candidates as per the decision of the UGC from time to time.

- In Honours with Research programme, the student has to do a mandatory Research Project of 12-credits instead of three Core Courses in Major in semester 8.
- The approved research centres of University of Calicut or any other university/ HEI can offer the Honours with Research programme. The departments in the affiliated colleges under University of Calicut, which are not the approved research centres of the University, should get prior approval from the University to offer the Honours with Research programme. Such departments should have minimum two faculty members with Ph.D., and they should also have the necessary infrastructure to offer Honours with Research programme.
- A faculty member of the University/ College with a Ph.D. degree can supervise the research project of the students who have enrolled for Honours with Research. One such faculty member can supervise maximum five students in Honours with Research stream.
- The maximum intake of the department for Honours with Research programme is fixed by the department based on the number of faculty members eligible for project supervision, and other academic, research, and infrastructural facilities available.
- If a greater number of eligible students are opting for the Honours with Research programme than the number of available seats, then the allotment shall be based on the existing rules of reservations and merits.

**GUIDELINES FOR THE PROJECT IN HONOURS PROGRAMME
AND HONOURS WITH RESEARCH PROGRAMME**

1. Project can be in BHA or allied disciplines.
2. Project should be done individually.
3. Project work can be of experimental/ theoretical/ computational in nature.
4. There should be minimum 360 hrs. of engagement from the student in the Project work in Honours programme as well as in Honours with Research programme.
5. There should be minimum 13 hrs./week of engagement from the teacher in the guidance of the Project(s) in Honours programme and Honours with Research programme.
6. The various steps in project works are the following:
 - Wide review of a topic.
 - Investigation on a problem in systematic way using appropriate techniques.
 - Systematic recording of the work.
 - Reporting the results with interpretation in a standard documented form.

- Presenting the results before the examiners.
7. During the Project the students should make regular and detailed entries in to a personal log book through the period of investigation. The log book will be a record of the progress of the Project and the time spent on the work, and it will be useful in writing the final report. It may contain experimental conditions and results, ideas, mathematical expressions, rough work and calculation, computer file names etc. All entries should be dated. The Project supervisor should periodically examine and countersign the log book.
 8. The log book and the typed report must be submitted at the end of the Project. A copy of the report should be kept for reference at the department. A soft copy of the report too should be submitted, to be sent to the external examiner in advance.
 9. It is desirable, but not mandatory, to publish the results of the Project in a peer reviewed journal.
 10. The project report shall have an undertaking from the student and a certificate from the research supervisor for originality of the work, stating that there is no plagiarism, and that the work has not been submitted for the award of any other degree/ diploma in the same institution or any other institution.
 11. The project proposal, institution at which the project is being carried out, and the project supervisor should be prior-approved by the Department Council of the college where the student has enrolled for the UG Honours programme.

EVALUATION OF PROJECT

- The evaluation of Project will be conducted at the end of the eighth semester by both internal and external modes.
- The Project in Honours programme as well as that in Honours with Research programme will be evaluated for 300 marks. Out of this, 90 marks is from internal evaluation and 210 marks, from external evaluation.
- The internal evaluation of the Project work shall be done through continuous assessment mode by a committee internally constituted by the Department Council of the college where the student has enrolled for the UG Honours programme. 30% of the weightage shall be given through this mode.
- The remaining 70% shall be awarded by the external examiner appointed by the University.

- The scheme of continuous evaluation and the end-semester viva-voce of the Project shall be as given below:

Components of Evaluation of Project	Marks for the Project (Honours/ Honours with Research)	Weightage
Continuous evaluation of project work through interim presentations and reports by the committee internally constituted by the Department Council	90	30%
End-semester viva-voce examination to be conducted by the external examiner appointed by the university	150	50%
Evaluation of the day-to-day records and project report submitted for the end-semester viva-voce examination conducted by the external examiner	60	20%
Total Marks	300	

INTERNAL EVALUATION OF PROJECT

Sl. No	Components of Evaluation of Project	Marks for the Project (Honours/ Honours with Research)
1	Skill in doing project work	30
2	Interim Presentation and Viva-Voce	20
3	Punctuality and Log book	20
4	Scheme/ Organization of Project Report	20
Total Marks		90

EXTERNAL EVALUATION OF PROJECT

Sl. No	Components of Evaluation of Project	Marks for the Project (Honours/ Honours with Research) 12 credits
1	Content and relevance of the Project, Methodology, Quality of analysis, and Innovations of Research	50
2	Presentation of the Project	50
3	Project Report (typed copy), Log Book and References	60
4	Viva-Voce	50

Total Marks	210
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GENERAL FOUNDATION COURSES

- All the General Foundation Courses (3-credits) in BHA are with only theory component.

INTERNAL EVALUATION

Sl. No.	Components of Internal Evaluation of a General Foundation Course in BHA	Internal Marks of a General Foundation Course of 3-credits in BHA	
		4 Theory Modules	Open-ended Module
1	Test paper/ Mid-semester Exam	10	2
2	Seminar/ Viva/ Quiz	6	2
3	Assignment	4	1
Total		20	5
		25	

EXTERNAL EVALUATION

External evaluation carries about 70% marks. Examinations will be conducted at the end of each semester. Individual questions are evaluated in marks and the total marks are converted into grades by the University based on 10-point grading system (refer section 5).

PATTERN OF QUESTION PAPER FOR GENERAL FOUNDATION COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
1.5 Hours	Short Answer	10	8 – 10	2	16
	Paragraph/ Problem	5	4 – 5	6	24
	Essay	2	1	10	10
Total Marks					50

LETTER GRADES AND GRADE POINTS

- Mark system is followed for evaluating each question.
- For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given below.
- The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester.

- The Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study.
- Only the weighted grade point based on marks obtained shall be displayed on the grade card issued to the students.

LETTER GRADES AND GRADE POINTS

Sl. No.	Percentage of Marks (Internal & External Put Together)	Description	Letter Grade	Grade Point	Range of Grade Points	Class
1	95% and above	Outstanding	O	10	9.50 – 10	First Class with Distinction
2	Above 85% and below 95%	Excellent	A+	9	8.50 – 9.49	
3	75% to below 85%	Very Good	A	8	7.50 – 8.49	
4	65% to below 75%	Good	B+	7	6.50 – 7.49	First Class
5	55% to below 65%	Above Average	B	6	5.50 – 6.49	
6	45% to below 55%	Average	C	5	4.50 – 5.49	Second Class
7	35% to below 45% aggregate (internal and external put together) with a minimum of 30% in external valuation	Pass	P	4	3.50 – 4.49	Third Class
8	Below an aggregate of 35% or below 30% in external evaluation	Fail	F	0	0 – 3.49	Fail
9	Not attending the examination	Absent	Ab	0	0	Fail

- When students take audit courses, they will be given Pass (P) or Fail (F) grade without any credits.
- The successful completion of all the courses and capstone components prescribed for the three-year or four-year programme with 'P' grade shall be the minimum requirement for the award of UG Degree or UG Degree Honours or UG Degree Honours with Research, as the case may be.

COMPUTATION OF SGPA AND CGPA

- The following method shall be used to compute the Semester Grade Point Average (SGPA):

The SGPA equals the product of the number of credits (C_i) with the grade points (G_i) scored by a student in each course in a semester, summed over all the courses taken by a student in the semester, and then divided by the total number of credits of all the courses taken by the student in the semester,

$$\text{i.e. SGPA } (S_i) = \frac{\sum_i (C_i \times G_i)}{\sum_i (C_i)}$$

where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course in the given semester. Credit Point of a course is the value obtained by multiplying the credit (C_i) of the course by the grade point (G_i) of the course.

$$\text{SGPA} = \frac{\text{Sum of the credit points of all the courses in a semester}}{\text{Total credits in that semester}}$$

ILLUSTRATION – COMPUTATION OF SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3 x 8 = 24
I	Course 2	4	B+	7	4 x 7 = 28
I	Course 3	3	B	6	3 x 6 = 18
I	Course 4	3	O	10	3 x 10 = 30
I	Course 5	3	C	5	3 x 5 = 15
I	Course 6	4	B	6	4 x 6 = 24
	Total	20			139
	SGPA				139/20 = 6.950

- The Cumulative Grade Point Average (CGPA) of the student shall be calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students.

CGPA for the three-year programme in CUFYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in six semesters}}{\text{Total credits in six semesters (133)}}$$

CGPA for the four-year programme in CUFYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in eight semesters}}{\text{Total credits in eight semesters (177)}}$$

- The SGPA and CGPA shall be rounded off to three decimal points and reported in the transcripts.
- Based on the above letter grades, grade points, SGPA and CGPA, the University shall issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.

DETAILED SYLLABUS

BHA1CJ101 /BHA1MN100 HOTEL FRONT OFFICE OPERATIONS

Programme	BACHELOR OF HOTEL ADMINISTRATION.				
Course Code	BHA1CJ100				
Course Title	FRONT OFFICE OPERATIONS				
Type of Course	Major				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3		2	75
Pre-requisites	Basic knowledge of the hospitality industry, customer service skills, strong communication, basic accounting skills, problem-solving abilities, computer literacy, professional appearance, time management skills, attention to detail, and teamwork and leadership qualities are prerequisites for Front Office Management.				
Course Summary	The course on Front Office Management provides comprehensive training in managing front office operations within the hospitality industry. Students will gain essential skills in reservations, check-in/check-out procedures, cash handling, and room allocation. The course covers customer service excellence, guest relations, and effective communication strategies to ensure guest satisfaction.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall and articulate the foundational elements that contribute to a comprehensive understanding of hotel operations.	(R)	(F)	Written Exams
CO2	Summarize how through detailed study, students will understand and explain the intricacies of front office organization, staff attributes, and their role in hotel operations.	(U)	(F)	Written Exams
CO3	Apply efficient coordination and communication skills, demonstrating their ability to navigate and contribute effectively to front office functions in a hospitality setting.	(Ap)	(C)	Application in Practical's
CO4	Discover how with in-depth knowledge of tariff and guest cycle management, students will analyze complex scenarios, making informed decisions to optimize front office operations.	(An)	(C)	Written Exams
CO5	Evaluate reservations and registration procedures, ensuring compliance with industry standards and identifying areas for improvement.	(E)	(P)	Application in Practical's
CO6	Adapting to practical application, students will creatively use front office software and procedures, showcasing their ability to develop and implement efficient systems for managing hotel operations.	(C)	(M)	Application in Practical's

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs
I	Introduction to the hotel world and tourism industry.		10
	1	Classification of hotels and numbering of rooms.	2
	2	Front office organisation, including layout and organization of the front office, planning, furniture and equipment, and staffing patterns according to sizes and types.	3
	3	Rules of the house for front office staff, including duties and attributes of different levels of staff, and basic terminology used in the front office of a hotel.	3
	4	Coordination and communication between the front office and the other departments.	2
II	Tariff and guest cycle.		10
	5	Room rate designation and structure, understanding room rate components, and factors influencing room tariff fixation	3
	6	Meal plans and room tariff cards, types of meal plans in hospitality, creating and using room tariff cards.	3
	7	Guest cycle in hospitality, introduction to guest cycle phases.	2
	8	Importance and management of each guest cycle stage.	2
III	Reservations and registration procedures.		15
	9	Types and modes of reservations.	2
	10	Reservation sources and channels.	2
	11	Reports and significance of reservation data.	1
	12	Registration processes.	2
	13	Pre-registration requirements and forms.	2
	14	Handling passport, visa, and registration records.	2
	15	Check-in procedures.	1
	16	Individual, group, and crew arrival processes.	1
17	Special considerations for VIP guests.	2	
IV	Guest services and check-out.		10
	18	Handling guest communication, mail, and message handling protocols	2
	19	Guest paging and safe deposit locker management.	2
	20	Guest room services, room change procedures and left luggage handling, wake-up call services, and key custody control.	2
	21	Managing guest complaints, understanding types of guest complaints, and effective handling of guest issues and resolutions.	2
	22	Check-out procedures and settlement, departure processes and settlement modes, handling foreign exchange and different modes of bill settlement, and addressing potential check-out problems and solutions.	2
V	Hands-on data structures: practical applications.		30
	1	<ul style="list-style-type: none"> a) Reservation system demonstration in PMS lab, overview and navigation of reservation software, booking procedures, and management in a simulated environment. b) Registration process demonstration in PMS lab, practical application of guest check-in procedures using PMS, understanding documentation and data entry for guests. c) Guest history management demo in PMS lab, utilizing PMS to access and manage guest history, understanding the significance and usage of guest 	20

		<p>profiles. Telephones usage and practical session, handling phone operations in a hotel setting, practical exercises on managing calls and guest inquiries.</p> <p>d) Housekeeping operations demo in PMS lab, housekeeping module navigation and functionalities within PMS, coordination between front desk and housekeeping departments.</p> <p>e) Daily transactions handling demo in PMS lab, simulation of daily transactional processes using PMS, practice in managing routine operational tasks within the system.</p> <p>f) Front office accounting procedures: demonstration & practice, (a) Manual accounting demonstration/practice, manual accounting principles and practice exercises. (b) Machine accounting demonstration/practice, practical use of automated accounting systems in a simulated environment.</p> <p>g) Accounts payable, accounts receivable, guest history demo, understanding and managing payable and receivable accounts, demonstrating guest history retrieval and utilization within PMS.</p>	
2	Role play exercises: front office scenarios, simulated scenarios for role-playing various front office roles, practical application of skills and procedures in different scenarios.		3
3	Situation handling: practical exercises, handling real-time situations in a simulated front office setting, applying problem-solving skills and decision-making in different scenarios		7

REFERENCE BOOK

- 1 Hotel front office operations and Management MrJatashankar R Tewari
- 2 Hospitality Reception and front office procedure andsystemDr.JagmohanNegi
- 3 Front office Management Mr S.K Bhatnakar
- 4 Training manual for front office operations MrSudhir Andrews
- 5 Managing front office operations Mr Michael L Kasavana
- 6 Hotel front office operations and Management MrJatashankar R Tewari
- 7 Hospitality Reception and front office procedures and System Dr.JagmohanNegi
- 8 Front office Management Mr S K Bhatnakar
- 9 Hotel Front office training manual Sudhir Andrews

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	3	3	2	3	2	3	2	3	2	2
CO 2	3	2	3	3	2	3	3	3	3	3	3	2
CO 3	3	2	3	2	3	2	2	2	2	2	2	3
CO 4	2	3	3	2	3	3	3	3	2	2	3	2
CO 5	1	2	3	2	2	2	2	3	3	3	2	3
CO 6	3	2	2	3	3	2	2	2	2	2	3	2

Correlation Levels:

Level	Correlation
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-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

(Please note that these evaluation rubrics serve as illustrative examples within the context of a Data Structure course and are not intended to be definitive or prescriptive. Suggested methods of formative/summative assessment are listed in the latest version of the guidelines to BoS.)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓		✓	
CO 6			✓	

BHA2CJ101 /BHA2MN100 HOTEL HOUSEKEEPING OPERATIONS

Programme	Bachelor of Hotel Administration				
Course Code	BHA2CJ101				
Course Title	Hotel Housekeeping Operations				
Type of Course	Major				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	2	75
Pre-requisites					
Course Summary	The four-year Bachelor's Degree in Tourism and Hotel Management, focusing on Housekeeping Operations, offers a comprehensive education in hospitality. Covering housekeeping roles, organizational structures, and practical skills like cleaning procedures and safety measures, the program prepares students for dynamic roles in managing housekeeping departments across various hotel and tourism settings. Emphasizing technology integration and hands-on experience, graduates are well-equipped for successful careers in the ever-evolving field of hospitality.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will develop a thorough understanding of the role and significance of housekeeping in hospitality operations, encompassing types of rooms, room status, terminologies, and the organizational structure of the housekeeping department.	U	C	Instructor-created exams / Quiz
CO2	Students will acquire practical skills in cleaning procedures, guest room management, and maintenance, including the use of cleaning agents, equipment, and techniques for various surfaces. They will be able to implement effective cleaning schedules and services such as turndown service and second service	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Students will gain knowledge and competence in safety and security measures within the housekeeping department. This includes understanding potential hazards, fire safety procedures, first aid, hygiene measures, and crime prevention strategies to ensure a secure and safe environment for guests and staff	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Students will develop communication and collaboration skills necessary for efficient interdepartmental relationships in housekeeping. This involves understanding the coordination required with other departments, especially the front desk, to manage room status, key control procedures, and handling lost and found items	U	C	Instructor-created exams / Home Assignments
CO5	Students will be proficient in using computers and technology tools to enhance housekeeping department efficiency. This includes desk control procedures, generating reports, and utilizing software for tasks related to room status, inventory management, and communication within the department.	Ap	P	One Minute Reflection Writing assignments
CO6	Students will demonstrate hands-on proficiency in identifying and using cleaning equipment, cleaning agents, and performing various cleaning techniques for different surfaces. They will exhibit skills in bed making, periodical and special cleaning, public area cleaning, guest room inspection, and implementing additional services like turndown service and second service	Ap	P	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Housekeeping Operations and Organizational Structure		15
	1	Introduction to Housekeeping: Role in Hospitality Operations	3
	2	Types of Rooms, Room Status & Terminologies	3
	3	Personality Traits of Housekeeping Staff, Housekeeping Organizational Structure (Small, Medium and Large)	3
	4	Duties and Responsibilities of Housekeeping Staff	3
	5	Interdepartmental Relationships in Housekeeping	3
II	Cleaning Procedures and Guest Room Management		15
	6	Importance & Principles of Cleaning, Methods and Frequency of Cleaning, Housekeeping Cleaning Agents & Equipment	4
	7	Various Surface Cleaning Techniques (silver, brass, copper, steel, glass, wood, carpet, leather, plastic)	4
	8	Sequence of Guest Room Cleaning, Second Service, Turndown Service, Guest Floor Practices.	4
	9	Key & Key Control Procedures, Lost & Found, Public Area Cleaning	3
III	Safety, Security, and Emergency Procedures in Housekeeping		15
	10	Concept and importance of safety	3
	11	Potential Hazards in Housekeeping	2
	12	Types of Fire, Fire Safety Procedures	2
	13	First Aid Procedures, Hygiene and Safety Measures, Crime Prevention Measures,	2
	14	Steps to be taken in the event of an accident	2
	15	Flower arrangement, Types of flowers and containers used Types of flower arrangements	2
	16	Interior designing, Objectives of interior design, Basic types of design Elements of design, Principles of design.	2
IV	Basic Housekeeping Practical		15
	17	Identification of Cleaning equipment's,	3
	18	Cleaning Agents, Cleaning Different Surface	3
	19	Bed Making Practical	3
	20	Periodical Cleaning and Special Cleaning, Public Area Cleaning,	2
	21	Guest Room Inspection	2
	22	Flower Arrangement	2
V	Implement the Following		15
	1		
	2	Case study	
	3		

Reference Books

1. Sudhir Andrews Hotel House keeping a Training Manual – 2 nd edition-Tata Mcgraw hill – 2009
2. G.Raghubalan & Smrita Raghubalan Hotel Housekeeping Operations and Management - 2nd edition -Oxford University Press 2009.
3. Ursula Jones Cassell - Hotel & Catering Management – 2 nd edition-Octopus Publishing Group Limited, 1997.
4. John C. Bronson and Margaret Lennox Hotel Hostel Hospital Housekeeping-5 th edition– Edward Arnold Taylor& Francis Group -1988.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-	3	3				
CO 2		3	-	-	-	-						
CO 3	-	-	1	-	3	-						
CO 4	-	-	2	3	-	-						
CO 5	-	3	-	-	-	-						
CO 6	-	-	-		-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

BHA3CJ201 BASICS OF FOOD AND BEVERAGE PRODUCTION

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA3CJ201				
Course Title	Basics of Food and Beverage Production				
Type of Course	Major				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	3	60
Pre-requisites	<ol style="list-style-type: none"> 1. A positive attitude and eagerness to learn about the food and beverage service industry are key prerequisites 2. A professional attitude, including punctuality, reliability, and a neat appearance, is important in the hospitality industry. 3. Strong verbal communication skills are essential for interacting with customers, colleagues, and other stakeholders in the hospitality industry. 				
Course Summary	The Food and Beverage production course is designed to provide students with the foundational knowledge and practical skills essential for preparing the foods and beverages needed in the Industry. Covering a spectrum of topics from customer service excellence to technical aspects of food and beverage production.				

Module	Unit	Content	Hrs
I	Introduction to Cookery		12
	1	Levels of skills and Experience- Attitudes and Behaviour in the Kitchen- Personal Hygiene Safety Procedure in Handling Equipment-Aims and objectives of cooking food, Aims and objectives of cooking food; Various textures, Basic Culinary terms	3
	2	Hierarchy and department staffing; Classical Brigade Modern staffing in various category hotels-Role of Executive Chef-Duties & Responsibilities of various chef-Co-operation with other Departments	3
	3	Kitchen organization & layout; General layout of the kitchen in various organization-Layout of Receiving Areas- Layout of storage Area- Layout of service and wash up, Various Fuels used- Advantages & Disadvantages	3
	4	Classification of vegetables- Effects of heat on vegetables- Cuts of vegetables Classification of fruits- Uses of Fruit in Cookery Salads & Salad dressing	3
II	Basic Principles of Food Production		12
	1	Stocks- Definition of Stock- Types of Stocks- Preparation of stock, Storage of Stocks Uses of Stocks	2
	2	Soups - Classification of soups with examples- Basic recipes- Consommés- Garnishes and accompaniment for Soups	2
	3	Sauces -Classification of Sauces- Recipes for mother Sauces- Derivatives	3
	4	Meat; Introduction- Cuts of Beef/Veal- Cuts of Lamb/Mutton-Cuts of Pork - Variety meats (Offal).	3

	5	Fish; Classification of fish with examples - Cuts of fish - Selection fish and & shellfish, Cooking of fish.	2
III	Egg, Rice & pulses		12
	1	Egg; Introduction of Egg Cookery- Structure of an egg- Selection of egg, Uses of egg in Cookery	2
	2	Rice; Introduction - Classification and Identification - Cooking of rice, cereals & pulses - Varieties of rice & other cereals.	2
	3	Various Methods of Cooking -Roasting, Grilling, Frying, Baking, Broiling, Poaching, Boiling, steaming, Blanching, Braising, Stewing.	4
	4	Basic Commodities; Flour; Types of wheat- Types of flour -. Uses of flour in food production	2
	5	Shortening- Role of shortening- Varieties of shortenings- Advantages & Disadvantages of using different shortenings Fats & Oil - Types, varieties	2
IV	Methods of Cooking Food		12
	1	Raising agents - Classification of raising agent- Role of raising agents - Sugar; Importance of sugar- Types of sugar- Cooking of sugar- (various stages)- Uses of sugar.	3
	2	Tea; Types of tea available- Preparing tea for consumption- Popular brand. Coffee; Types of coffee- Preparing coffee- Varieties of coffee blends Chocolate- Manufacture of chocolates, Types of chocolates - Tempering of chocolates	3
	3	Milk; Pasteurization, Homogenization, Types of milk. e.g. skimmed condensed. - Nutritive value. Cream; Processing of cream - Types of cream, Butter - Processing of butter- Types of butter	3
	4	Cheese; Processing of cheese- Types of cheese, Classification of cheese- Cooking of cheese- Uses of cheese. Uses of herbs and wines in cookery.	4
V	Basics of Food and Beverage Production – Practical		12
	1	Identification and cuts of vegetables, Preparation of stocks – White, Brown and Fish	2
	2	Preparation of Sauces & Soups	2
	3	Preparation of Eggs & Fishes	2
	4	Preparation of Meat & Poultry	2
	5	Preparation of Potatoes & Vegetable	2
	6	Preparation of Salads , sandwiches & Indian Dishes	2

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Articulate the foundational elements that contribute to a comprehensive understanding of food Production.	(R)	(F)	Written Exams
CO2	Through detailed study, students will understand and explain the intricacies of Kitchen organization, staff attributes, and their role in food production	(U)	(F)	Written Exams
CO3	Students will apply efficient skills, demonstrating their ability to procure and innovate effectively to operational functions in an Industrial Kitchen.	(Ap)	(C)	Application in Practical's

CO4	With in-depth knowledge of dishes and menu planning, students will attain confidence in decisions making to optimize the culinary skills.	(An)	(C)	Written Exams
CO5	Students will critically perform menu compiling and cost controlling procedures, ensuring compliance with industry standards and identifying areas for improvement.	(E)	(P)	Application in Practical's
CO6	Through practical applications, students will creatively perform the kitchen operations and procedures, showcasing their ability to develop efficient systems for managing Industrial kitchens	(C)	(M)	Application in Practical's
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

REFERENCE BOOKS

1. Modern cookery (Vol-I) - Philip E.Thangam,publisher- orient longman
2. Art of Indian cookery- Rocky Mohan,& Roli Prasad.
3. The complete guide to the Art of Modern Cookery - Escoffier
4. The professional baking by Wayne Gisslen
5. Kitchen planning and management - John Fuller & David Kirk
6. Theory of cookery - Krishna Arora
7. Food (facts & principles), n. Shakuntala Manay & M Shadaksharaswamy, New age International Publisher

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	3	3	2	3	2	3	2	3	2	2
CO 2	3	2	3	3	2	3	3	3	3	3	3	2
CO 3	3	2	3	2	3	2	2	2	2	2	2	3
CO 4	2	3	3	2	3	3	3	3	2	2	3	2
CO 5	1	2	3	2	2	2	2	3	3	3	2	3
CO 6	3	2	2	3	3	2	2	2	2	2	3	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam

- Programming Assignments (20%)
- Final Exam (70%)

(Please note that these evaluation rubrics serve as illustrative examples within the context of a Data Structure course and are not intended to be definitive or prescriptive. Suggested methods of formative/summative assessment are listed in the latest version of the guidelines to BoS.)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓		✓	
CO 6			✓	

BHA3CJ202 BASICS OF FOOD AND BEVERAGE SERVICE

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA3CJ292				
Course Title	Basics of Food and Beverage Service				
Type of Course	Major				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	3	60
Pre-requisites	4. A positive attitude and eagerness to learn about the food and beverage service industry are key prerequisites 5. A professional attitude, including punctuality, reliability, and a neat appearance, is important in the hospitality industry. 6. Strong verbal communication skills are essential for interacting with customers, colleagues, and other stakeholders in the hospitality industry.				
Course Summary	The Food and Beverage Service course is designed to provide students with the foundational knowledge and practical skills essential for delivering exceptional service in the hospitality industry. Covering a spectrum of topics from customer service excellence to technical aspects of food and beverage service, this course prepares individuals for roles in restaurants, hotels, catering services, and other hospitality establishments.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding the History and Cultural Significance	U	F	Instructor-created exams / Quiz
CO2	Knowledge of Production Processes	U	F	Observation of Practical Skills
CO3	Appreciation of Different Varieties, sensory evaluation skill.	Ap	C	Seminar Presentation / Group Tutorial Work
CO4	Understanding Legal and Regulatory Frameworks	U	C	Instructor-created exams / Home Assignments
CO5	Environmental and Sustainability Considerations:	Ap	C	One Minute Reflection/ Writing assignments
CO6	Social and Health Implications	U	C	Reflection and interactive session
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus: Detailed Syllabus:

Module	Unit	Content	Hrs
I	The Hotel & Catering Industry		12
	1	Introduction to the hotel industry, Travel and tourism industry , Role and classification of catering industry in India – (Sarai, Dak Bungalow, Inn, Tavern, Chalets etc.).	3
	2	Sectors of food service industry - Welfare (Industrial, Institutional), Commercial (Hotels, Restaurants, Pubs, Clubs etc).	3
	3	Organisation Hierarchy of Food & Beverage service department	3
	4	Duties & responsibilities of F&B staff, Attributes of a waiter - Professional and Personal,	
	5	Inter-departmental relationships – Front office, Housekeeping, Food production and other allied departments	3
II	Food Service Areas		12
	1	Restaurants – Speciality, Multi - cuisine, Ethnic, Destination, Fine dining, Coffee Shop, Fast food and Quick service restaurants (QSR)	2
	2	Banquets, Bar, Pub and discotheque, Bistro, Brassiere, Steak house, Drive in, Drive thru, Vending machine.	2
	3	Table service – Silver/English, Family, Plate/American, Butler/French, Gueridon, bar counter. Assisted service – Carvery. Self-service – Counter, Free flow, Echelon, Supermarket, Cafeteria	2
	4	Single point service – Take away (Drive thru, Fast food), Vending, Kiosks, Food court, Bar	2
	5	Specialized service (In Situ) – Tray, Trolley, Home delivery, Lounge, Room, Drive-in. Specialised service – In Room Dining.	2

	6	Ancillary department - Still Room and Pantry – Staffing, Equipment used and provision, control. Hot plate, wash-up – Hot plate language and terminology, Dishwashing methods – manual and automatic. French terms related to Food and beverage.	2
III	F & B Service Equipment		10
	1	Tableware – Flatware, Cutleries, and Hollowware – sizes, brand names	2
	2	Glassware – Sizes and brand names	2
	3	Crockeries, Chinaware and Silverware.	2
	4	Other equipment used in Food & Beverage Service (Furniture, Linen, Buffet equipment, Disposables etc.)	2
	5	Furniture and Special equipment – Trolleys, trays etc.	1
	6	Personal equipment of service staff	1
IV	Introduction to menu		11
	1	Menu – History, Origin of menu	2
	2	Classes of menu – Table d hote, A la Carte, Function, Cyclic, Du Jour – Carte du jour, plat du jour	3
	3	Other menus – Take away, Room service, Room service tray setup	2
	4	Mise-en-Scene and Mise-en-place	2
	5	Menu Planning	2
V	Food and Beverage Service Practical I		30
	1	Identification of equipments	3
	2	Table set up – Table d' hote, Ala carte	3
	3	Greetings and seating, water service – Normal, mineral	3
	4	Order taking procedures, menu compiling – in English	7
	5	Service of soup, main course, dessert	7
	6	Side station arrangement, mise-en-place and mise-en-scene.	7

Reference books:

Lillicrap- D.-& Cousins- J.A *Food and Beverage Service*: ELBS Delhi.
 Ninemeier- J.D.-*Food and Beverage Management*: Educational Institute- AH&LA
 Food and Beverage Service Training Manual, Sudhir Andrews Tata Mc Graw Hill
 Modern Restaurant Service- John Fuller, Hutchinson

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO2	PO3	PO4	PO5	PO6
CO 1	1	2	3	1	1	2						
CO 2	2	3	3	2	1	-						
CO 3	-	3	1	-	-	2						
CO 4	1	2	2	1	-	-						
CO 5	-	1	2	3	-	2						
CO 6	-	3	-	3	4	3						

Correlation Levels:

Level	Correlation
-	Nil

1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

BHA4CJ201ADVANCED FOOD AND BEVERAGE PRODUCTION

Programme	BACHELOR OF HOTEL ADMINISTRATION (BHA)				
Course Code	BHA4CJ203				
Course Title	Advanced Food and Beverage Production				
Type of Course	Major				
Semester	IV				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	2	75
Pre-requisites	<p>7. A positive attitude and eagerness to learn about the food and beverage production</p> <p>8. A basic knowledge of food production, and an understanding of the hospitality industry, such as hotels, restaurants, and even management, can be beneficial.</p>				
Course Summary	The Food and Beverage production course is designed to provide students with the foundational knowledge and practical skills essential for delivering exceptional in the culinary industry. Advanced Food and Beverage Production covers the advanced aspects of food production, including key concepts in Cooking innovations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall and articulate the foundational elements that contribute to a comprehensive understanding of food production.	(R)	(F)	Written Exams
CO2	Universal relevance, the skills, talents and knowledge candidates pick up while studying cooking are of universal.	(U)	(F)	Written Exams
CO3	Demonstrate understanding of cold cuts, charcutiere and think critically about their uses.	(Ap)	(C)	Application in Practical's
CO4	Relevance across all business types and sectors also job security.	(An)	(C)	Written Exams
CO5	Develop idea and skill about classical French cuisine and other international cuisine.	(E)	(P)	Application in Practical's
CO6	Illustrate the types of bakery products, its production and innovative dishes	(C)	(M)	Application in Practical's
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs
I	INDIAN COOKERY & EQUIPMENT		10
	1	Introduction to Indian foods. CONDIMENTS AND SPICES ; Spices used in Indian Cookery - Role of spices in Indian cookery – Indian equivalent of spices (names). BASIC MASALAS ; Blending of spices and concept of ‘masala’- Different masalas used in Indian Cookery	2
	2	Wet masalas - Dry masalas - Composition of different masalas - Varieties of masalas available in regional areas – Special masala blends. THICKENING AGENTS ; Role of thickening agents in Indian cuisine - Types of thickening agents.	3
	3	EQUIPMENT - Quality of equipment used. Specification of equipment. Care & maintenance of equipment. Heat and cold generating equipment.	3
	4	Heat and cold generating equipment. Modern developments in equipment manufacturing.	2
II	MENU PLANNING		10
	5	Basic menu planning – recapitulation. Special emphasis on quantity food production. Planning of menus for various categories, such as; School/college students.	3
	6	Planning of menus for Industrial Workers. Planning of menus for Hospital canteens. Planning of menus for outdoor, party's theme dinners.	3
	7	Planning of menus for Transport/mobile catering. Parameters for quantity food menu planning.	2
	8	INDENTING : Principles of indenting -Quantities/portions for bulk production - Translation of recipes for indenting - Practical difficulties involved in indenting.	2
III	INTERNATIONAL CUISINE, SANDWICHES, CHARCUTIERE, APPETIZERS&GARNISHES		15
	9	British, Middle East, Spanish Menus.	2
	10	French, Italian, Oriental and Mexican Menus.	2

	11	SANDWICHES: Parts, Filling, Spreads and Garnishes, Types, Making and Storing.	1
	12	CHARCUTIERE; - Sausages – Forcemeats.	2
	13	Marinades, Cures, Brines	2
	14	Bacon, Ham, Gammon	2
	15	Galantines - Pates and Terrines - Mousses and Mousselines	1
	16	ChaudFroid - Aspic Jelly - Non-Edible Displays	1
	17	APPETIZERS AND GARNISHES; - Classification - Examples, Different Garnishes.	2
IV	BAKERY		10
	18	Short Crust – Laminated – Choux- Hot Water/Rough Puff - Recipes and methods of preparation - Care to be taken while preparing pastry - Role of each ingredient - Temperature of baking pastry.	2
	19	BREADS; Principles of bread making - Simple yeast breads.	2
	20	Role of each ingredient in bread making – Baking temperature and its importance.	2
	21	PASTRY CREAM; Basic pastry creams. Uses in confectionery.	2
	22	ICING AND TOPPINGS, FORZEN DESSERTS.	2
V	FOOD & BEVERAGE PRODUCTION PRACTICAL MENUS		30
	<p>MENU 1; Consommé Carmen- Poulet Sauté Chasseur- Pommes Lorette- Haricots Verts- Salade de Betterave- Briocce- Baba au Rhum</p> <p>MENU 2; Bisque D’ecrevisse- Escalope De Veau Viennoise- Pommes Battaille- Courge Provencale- Epinards au Gratin- Gateau De Peche</p> <p>MENU 3; Crème Dubarry- Darné De Saumon Grille- Sauce Poloise- Pommes Fondant- Petits Pois- A La Flammande- French Bread- Tarte au fruit</p> <p>MENU 4; Veloute Dame Blanche Cote- De Pore Charcuterie Pommes- De Terre A La Crème - Carottes Glace</p> <p>Au Gingembre- Salade Verte- Harlequin Bread- Chocolate Cream Puffs</p> <p>MENU 5; Cabbage Chowder- Poulet A La Rex- Pommes Marquise- Ratatouille- Salade De Carottes et Celeri- Clover Leaf Bread- Savarin Des Fruits</p> <p>MENU 6; Barquettes Assort is- Stroganoff De Boeuf- Pommes Persilles- Salade De Chou-Cru</p> <p>Garlic Rolls- Crepe Suzette</p> <p>MENU 7; Duchesse Nantua- Poulet Maryland- Croquette Potatoes- Salade Nicoise- Brown Bread- Pate Des Pommes</p> <p>MENU 8; Kromeskiés- Filet De Sole Walweska- Pommes Lyonnaise- Funghi Marirati- Bread Sticks- Soufflé Milanaise</p> <p>MENU 9; Vol-Au-Vent De Volaille et Jambon- Homard Thermidor- Salade Waldorf- Vienna Rolls- Mousse Au Chocolate</p> <p>MENU 10; Crabe En Coquille- Quiche Lorraine- Salade de Viande- Pommes Parisienne- Focaccia- Crème Brulee</p>		

REFERENCE BOOKS

1. Practical Cookery: Victor Cesrani & Ronald Kinton
2. Theory of Catering: Victor Cesrani & Ronald Kinton
3. Food Production Operation: Parvinder S. Bali
4. Theory of Catering: K. Arora
5. Modern Cookery for Teaching & Trade: Vol-I: Thangam E. Philip
6. Larousse Gastronomique- Cookery Encyclopedia, Paul Hamlyn
7. The Complete Guide to the Art of Modern Cookery: Escoffier

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	3	3	2	3	2	3	2	3	2	2
CO 2	3	2	3	3	2	3	3	3	3	3	3	2
CO 3	3	2	3	2	3	2	2	2	2	2	2	3
CO 4	2	3	3	2	3	3	3	3	2	2	3	2
CO 5	1	2	3	2	2	2	2	3	3	3	2	3
CO 6	3	2	2	3	3	2	2	2	2	2	3	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

(Please note that these evaluation rubrics serve as illustrative examples within the context of a Data Structure course and are not intended to be definitive or prescriptive. Suggested methods of formative/summative assessment are listed in the latest version of the guidelines to BoS.)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓		✓	
CO 6			✓	

BHA4CJ204BH ADVANCED FOOD & BEVERAGE SERVICE

Programme	Bachelor of Hotel Administration BHA
Course Code	BHA4CJ204
Course Title	Advanced Food and Beverage Service
Type of Course	Major
Semester	II

Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	3	60
Pre-requisites	<ol style="list-style-type: none"> 1. A positive attitude and eagerness to learn about the food and beverage service industry are key prerequisites 2. A professional attitude, including punctuality, reliability, and a neat appearance, is important in the hospitality industry. 3. Strong verbal communication skills are essential for interacting with customers, colleagues, and other stakeholders in the hospitality industry. 				
Course Summary	The Food and Beverage Service course is designed to provide students with the foundational knowledge and practical skills essential for delivering exceptional service in the hospitality industry. Covering a spectrum of topics from customer service excellence to technical aspects of food and beverage service, this course prepares individuals for roles in restaurants, hotels, catering services, and other hospitality establishments.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understanding the History and Cultural Significance	U	F	Instructor-created exams / Quiz
CO2	Knowledge of Production Processes	U	F	Observation of Practical Skills
CO3	Appreciation of Different Varieties, sensory evaluation skill.	Ap	C	Seminar Presentation / Group Tutorial Work
CO4	Understanding Legal and Regulatory Frameworks	U	C	Instructor-created exams / Home Assignments
CO5	Environmental and Sustainability Considerations:	Ap	C	One Minute Reflection/ Writing assignments
CO6	Social and Health Implications	U	C	Reflection and interactive session
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Module 1. Introduction to Non-Alcoholic and Alcoholic Beverages		12
	1	Classification (Nourishing, Stimulating and Refreshing beverages-Juice, Squashes, Syrups, Mock-tails)	3
	2	Water - Spring Water, Mineral Waters, Aerated Water. Tea (Origin, Tea producing countries, Manufacture, Types & Brands).	3

	3	Coffee& Tea (Origin, Coffee and tea producing countries, Manufacture, Types & Brands,	3
	4	Cocoa & Malted Beverages (Origin& Manufacture). Other still room beverages – Syrups, Juices etc	3
	5	Introduction & Definition, Classification-Fermented, Brewed and Distilled, Production of alcohol-Fermentation and Distillation process. Other alcoholic beverages-Toddy, Sake, Cider and Perry.	3
II	Wine and Beer		12
	1.	Wine-Introduction, Definition & History, Factors affecting quality of wine, Basic classification of wine-Table, Sparkling, Fortified and Aromatised wines.	2
	2	Viticulture and Vinification process.	2
	3	Champagne, production	2
	4	Aromatised and fortified wines	2
	5	Beer-Introduction, definition, types, and classification	2
	6	Production method of beer, National and international beer	2
III	Spirits, Liqueurs and Tobacco		10
	1	Introduction, Definition and classification of Alcoholic Beverages.	2
	2	Production of Spirit - Pot-still and Patent still method. Proof –Different proof systems	2
	3	Whisky, Brandy, Rum, Tequila, Gin, Vodka, - Types, production methods and brand names (National and International)	2
	4	Liqueurs – definition, history, types, method of preparation. Favouring and sweetening of spirits	2
	5	Tobacco –Curing methods, Processing for cigarettes, pipe tobacco & cigars, Cigarettes – Types and Brand names.	
IV	Bar Operations and Cocktails		14
	1	Introduction to bar. Types of Bar- Cocktail, Lounge, Dispense, Discotheque, Service bar, Portable Bar, Pub.	3
	2	Area of Bar - Front Bar, Back Bar, Side bar/ Under bar, Bar floor, Under Bar (Speed Rack, Garnish Container, Ice well etc.).	3
	3	Opening and closing duties. Forms and Formats maintained and bar setup.	3
	4	Cocktails- History - Introduction, parts (base, modifier, minor, garnish and glass),	2
	5	Methods (stirring, shaking, muddling, mixing, building, blending, layering), Terms (dash, zest, on the rocks, straight up, naked, spiral , twist etc.), Cocktail bar equipment, points to be considered while making cocktails. Popular cocktails.	3
V	Food and Beverage Service Practical II		30
	1	Service of non alcoholic beverages – Tea, Coffee, water, Juice	8
	2	Service of Wine – Red, white, rose	8
	3	Service of Champagne/Sparkling wine	5
	4	Service of Beer, Liqueurs	5
	5	Service of Cigar and Cigarette	4

Reference books:

Lilicrap- D.-& Cousins- J.A *Food and Beverage Service*: ELBS Delhi.

Ninemeier- J.D.-*Food and Beverage Management*: Educational Institute- AH&LA

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO2	PO3	PO4	PO5	PO6
CO 1	1	2	3	1	1	2						
CO 2	2	3	3	2	1	-						
CO 3	-	3	1	-	-	2						
CO 4	1	2	2	1	-	-						
CO 5	-	1	2	3	-	2						
CO 6	-	3	-	3	4	3						

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

BHA4CJ205 INFORMATION TECHNOLOGY IN HOTEL INDUSTRY

Course Code	BHA4CJ205				
Course Title	INFORMATION TECHNOLOGY IN HOTEL INDUSTRY				
Type of Course	Major				
Semester	1				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	2	75
Pre-requisites	Proficiency in using computers and common software applications. Fundamental knowledge of how the hospitality industry operates.				

	Good verbal and written communication abilities for interacting with guests and colleagues.
Course Summary	This course explores the integration and application of information technology within the hospitality industry, covering essential systems such as Property Management Systems (PMS) and Customer Relationship Management (CRM). Students will learn how to leverage these technologies to enhance operational efficiency, improve guest services, and foster customer loyalty. Emphasis is placed on practical applications, providing hands-on experience with industry-standard software and tools.

Course Outcomes (COs):

CO	CO Statement	Cognitive Level (Bloom's Taxonomy)*	Knowledge Category#	Evaluation Tools Used
CO1	Recall and explain the basic concepts and terminologies related to IT in the hotel industry.	R	Factual Knowledge (F)	Written Exams
CO2	Understand the functions and benefits of various IT systems used in hotel operations.	U	Conceptual Knowledge (C)	Written Exams, Discussions
CO3	Apply IT solutions to enhance operational efficiency and guest services in a hotel setting.	Ap	Procedural Knowledge (P)	Practical Applications, Case Studies
CO4	Analyze the impact of IT on different aspects of hotel management, including reservations, front office, housekeeping, and customer relationship management.	An	Conceptual Knowledge (C)	Case Studies, Group Projects
CO5	Evaluate the effectiveness of current IT practices and identify areas for improvement in hotel operations.	E	Procedural Knowledge (P)	Practical Applications, Written Exams
CO6	Create strategic plans for the implementation and management of IT systems to improve overall hotel performance and guest satisfaction.	C	Metacognitive Knowledge (M)	Projects, Practical Applications

Detailed Syllabus:

MODULE	UNIT	CINTENT	HOURS	TOTAL HOURS
I		Introduction to IT in the Hotel Industry		10
	1	Overview of IT in the hotel industry: Importance, scope, and applications.	2	
	2	Basic IT terminologies and concepts relevant to hospitality.	2	

	3	Historical development and evolution of IT in hotels.	2	
	4	Current trends and future directions in hospitality IT.	2	
	5	Legal and ethical considerations in the use of IT in hotels.	2	
II		Hotel Information Systems		15
	1	Property Management Systems (PMS): Functions and benefits.	3	
	2	Central Reservation Systems (CRS): Integration and management.	2	
	3	Point of Sale (POS) systems: Usage in food and beverage services.	2	
	4	Customer Relationship Management (CRM) systems: Enhancing guest experience.	3	
	5	Housekeeping Management Systems (HMS): Streamlining operations.	2	
	6	IT security and data protection in hotel management.	3	
III		IT Applications in Hotel Operations		15
	1	Front Office Management: IT applications and automation.	3	
	2	Reservations and booking systems: Online and offline integration.	2	
	3	Food and Beverage Management: IT tools for inventory and service management.	3	
	4	Housekeeping operations: IT solutions for efficiency and effectiveness.	2	
	5	Maintenance and Engineering: Use of IT for preventive maintenance.	2	
	6	Event Management: IT in organizing and managing events.	3	
IV		Enhancing Guest Services through IT		10
	1	In-room technology: Smart rooms, entertainment systems, and guest control interfaces.	2	
	2	Guest communication and engagement: Mobile apps, kiosks, and digital signage.	2	
	3	Feedback and review management systems: Collecting and analyzing guest feedback.	2	
V		Practical Applications and Projects		25
	1	Practical sessions on using PMS: Reservations, check-ins, and check-outs.	5	
	2	Hands-on training with POS systems: Managing orders and payments.	5	
	3	CRM system demonstrations: Managing guest data and communication.	5	
	4	Project work: Developing an IT strategy for a hotel.	10	

Reference Books

- "Hotel Information Systems" by James E. Cotter
- "Information Technology for the Hospitality Industry" by Peter O'Connor
- "Hospitality Information Technology: Learning How to Use It" by Galen R. Collins
- "Hotel Front Office Management" by James A. Bardi
- "Managing Hospitality Information Technology" by Michael L. Kasavana and John J. Cahill
- "Hospitality Technology: Enhancing the Guest Experience and Building Customer Loyalty" by Richard D. Hanks and Scott D. Taylor
- "IT in the Hospitality Industry" by Timothy W. Singleton

Mapping of COs with POs and PSOs:

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	3	2	3	2	3	2	3	1	3	2
CO2	2	3	3	2	3	2	2	3	3	1	2	3
CO3	2	3	2	2	3	2	2	3	3	2	3	3
CO4	3	2	3	3	3	2	3	2	3	1	3	3
CO5	2	3	3	2	3	3	2	3	3	2	3	3
CO6	3	2	2	3	3	2	3	2	3	2	3	3

Assessment Rubrics:

Assessment Type	CO1	CO2	CO3	CO4	CO5	CO6
Quiz / Assignment	✓		✓		✓	✓
Midterm Exam	✓	✓	✓	✓	✓	✓
Project Evaluation	✓	✓		✓		
End Semester Examination	✓	✓	✓	✓	✓	✓

BHA5CJ301 FOOD SCIENCE AND NUTRITION

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA5CJ301				
Course Title	Food Science and Nutrition				
Type of Course	Major				
Semester	V				
Academic Level	300 - 399.				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5		-	75
Pre-requisites	1. Adequate proficiency in English, as the course involves legal terminology and documentation. 2. Prior knowledge or coursework in hotel management fundamentals, providing a context for applying legal concepts within the hospitality industry and genuine interest in exploring the legal aspects of hotel management.				

Course Summary	This course explores the legal framework governing the hospitality industry in this foundational Hotel Laws course focusing on key Rules and Regulations.
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Course Outcomes (CO): -

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will understand the fundamental concepts of nutrition, the relationship between food and health, and the various factors influencing food choices and nutrition.	(U)	(F)	Instructor created Exams/Quiz
CO2	Students will acquire comprehensive knowledge of different nutrients, their classifications, functions, dietary sources, recommended daily allowances (RDA), and the implications of their deficiencies and excesses.	(U)	(F)	Instructor created Exams/Quiz
CO3	Students will be able to design balanced diets for various demographic groups by understanding the principles of menu planning and the nutritional requirements of different life stages and activity levels.	(Ap)	(P)	Written Exams
CO4	Students will critically evaluate into the structure, composition, and nutritive value of cereals, pulses, nuts, and oilseeds, including the effects of various cooking methods and the role of these foods in culinary applications.	(E)	(C)	Written Exams
CO5	Students will understand the scientific principles behind the cooking and processing of fruits, vegetables, milk, eggs, and meat, and will be able to apply this knowledge to maximize nutritional retention and enhance food quality in culinary practices.	(Ap)	(P)	Written Exams
CO6	Students will be able to effectively apply theoretical knowledge of nutrition and food science to real-world scenarios	(Ap)	(M)	Seminar and Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hours
I. Introduction to Nutrition			5
	1.	Defenition in terms of nutrition, malnutrition, food science and health.	1
	2.	Nutrients and their classifications	1
	3.	Food – Classifications, Functions	1
	4.	Food and its relation to health	1
	5.	Factors affecting food and nutrition	1
II. Nutrients			10
	1.	Carbohydrates – Composition, classification functions, sources, unit, RDA, problems of deficient and excessive intake	2
	2.	Fat - Composition, classification, fatty acids – classifications, functions, sources, RDA, problems of deficient and excessive intake	2
	3.	Protein - Composition, classification, amino acids – classification, functions, sources, RDA, problems of deficient and excessive intake	2
	4.	Vitamins – Classification, functions, sources and deficiency	2
	5.	Minerals - Classification, functions, sources and deficiency (Calcium, Sodium, Pottasium, Iron, Iodine, Fluorine)	2
III. Menu Planning			12
	1.	Definitions – Balanced diet, food groups, food pyramid, RDA	3
	2.	Principles of menu planning and factors affecting energy requirements, BMR – factors affecting BMR	2
	3.	Nutritional requirements of adolescent, sedentary working adult, pregnant lady, lactating mother and elderly	4
	4.	Diet planning – Defenition, objectives, factors, high and low-calorie diet, high and low protein diet, high fiber diet	3
IV. Food science (Part 1)			15
	1.	Cereals – Structure, composition and nutritive value, effect of moist and dry heat on starch, fermented cereal products –	4
	2.	Pulses – Nutritive value, germination, fermentation, toxic constituents in pulses, role of pulses in cookery.	3
	3.	Nuts and oil seeds – Nutritive value, hydrogenation, rancidity, role of fat in cookery.	2
	4.	Fruits and vegetables – Pigments – effects of cooking on pigments, loss of nutrients during cooking and its prevention, browning reaction and its prevention.	2
	5.	Milk – Composition, nutritive value, effect of heat and acid on milk, processing of milk, fermented and non fermented milk products.	2
	6.	Flesh food (Meat) – Postmortem changes, tenderizing meat, effect of heat on meat.	1
	7.	Egg – Egg white foams – stages and factors affecting, role of egg in cookery.	1
V. Practical Applications in Nutrition and Food Science			3

	1.	Analyze and critique sample meal plans from institutions, suggesting improvements.	1
	2.	Conduct a dietary assessment of a chosen individual and propose a tailored nutritional plan.	1
	3.	Innovate new recipes and food items that maintain or enhance nutritional content.	1

Reference Books

1. B.Srilakshmi, Food Science, 2010, fifth edition, New Age International Ltd Publishers, New Delhi.
2. Jovancy Mathew, Food Science and Nutrition, 2013, seventh edition, V Publishers, Kottayam.
3. Divya Choudhry, Applied Nutrition and Dietetics for Nurses, 2023 fourth edition, Paras Medical Books, Hyderabad.
4. Sunetra Roday, Food Science and Nutrition, Second Edition, 2014, Oxford University Press

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	3	1	2	2	1	1	2	2	1	2	3
CO 2	3	3	2	2	1	3	3	1	2	2	2	2
CO 3	3	3	2	3	3	3	2	2	2	3	2	2
CO 4	3	3	2	3	3	3	3	1	3	1	3	3
CO 5	3	3	1	3	2	3	3	1	3	3	3	2
CO 6	3	3	3	3	3	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

(Please note that these evaluation rubrics serve as illustrative examples within the context of a Data Structure course and are not intended to be definitive or prescriptive. Suggested methods of formative/summative assessment are listed in the latest version of the guidelines to BoS.)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓

CO 4		✓		✓
CO 5	✓		✓	
CO 6			✓	

BHA5CJ302 ADVANCED FRONT OFFICE OPERATIONS

Programme	BACHELOR OF HOTEL ADMINISTRATION.				
Course Code	BHA5CJ302				
Course Title	FRONT OFFICE OPERATIONS MANAGEMENT - II				
Type of Course	Major				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5		2	75
Pre-requisites	Front Office Management include a foundational understanding of hotel operations, customer service skills, knowledge of front office procedures, and familiarity with housekeeping and maintenance practices.				
Course Summary	Front Office Management explores the principles and practices of front office operations and revenue management to effectively manage hotel accommodations and guest services				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Recall the proficiency in utilizing reservation systems, analyzing revenue metrics, and enhancing guest experiences to effectively contribute to front office revenue generation in the hospitality industry.	(R)	(F)	Written Exams
CO2	Summarize how through experiential learning, students will understand, comprehend, and explain the complexities involved in designing and implementing strategies to enhance guest experiences.	(U)	(F)	Application in Practical's
CO3	Apply analytical skills to assess hospitality data sets, utilizing data-driven decision-making and creating effective revenue management strategies	(Ap)	(C)	Application in Practical's
CO4	Discover how, with a deep understanding of front office accounting principles, students will analyze financial transactions critically, ensuring precision and adherence to industry standards.	(An)	(C)	Written Exams and Application in Practical's
CO5	Evaluate night audit procedures and financial control mechanisms, ensuring	(E)	(P)	Application in Practical's

	accuracy and effectiveness in managing financial aspects of the hospitality industry.			
CO6	Adapting hands-on training, students will creatively navigate Property Management Systems (PMS), showcasing operational competency in creating reservations, managing check-ins, and executing other key PMS functions	(C)	(M)	Application in Practical's
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs
I	Front office revenue basics.		10
	1.	Introduction to front office revenue. Understanding the role of front office in revenue generation. Importance of front office operations in hospitality management. Key Performance Indicators (KPIs) for Front office revenue.	2
	2.	Reservation systems and revenue optimization. Reservation process: Booking channels and systems. Yield management techniques for front office operations. Pricing strategies: Rate structures and segmentation. Managing No-shows, cancellations, and overbooking.	3
	3.	Revenue reporting and analysis. Revenue reporting tools and systems. Analysing revenue performance metrics. Forecasting and budgeting for front office revenue. Identifying trends and opportunities for revenue growth.	3
	4.	Guest experience and revenue maximization. Importance of guest satisfaction in revenue generation. Upselling and cross-selling techniques at the front desk. Loyalty programs and repeat business. Enhancing revenue through effective communication and service.	2
II	Revenue management and key metrics		10
	1.	Revenue management strategies Principles of revenue management in hospitality.	3
	2.	Pricing strategies and yield management.	3
	3.	Key Performance Indicators (KPIs) in Front Office RevPAR, ADR, and Occupancy Percentage Analysis	2
	4.	Calculations and application of revenue metrics.	2
III	Tools, systems, and practical applications.		15
	1.	Front office Management Systems (FOMS)	2
	2.	Property Management Systems (PMS) Overview	2
	3.	Application of FOMS in revenue management.	1
	4.	Data analytics and reporting tools.	2
	5.	Utilizing data for decision making.	2
	6.	Reporting and analysing front office performance.	2
	7.	Case studies.	1

	8.	Practical applications.	1
	9.	Analysing real-life revenue management scenarios	2
IV	Front Office Accounting in Hospitality		10
	1	Introduction to Front office accounting Overview Role and significance of front office accounting in hospitality Importance of accuracy and transparency in accounting practices	2
	2	Types of accounts in front office. Account classification: Understanding different types of accounts (Guest, Non-Guest, City Ledger) Significance and management of each account type.	1
	3	Vouchers and documentation. Documentation process: Introduction to vouchers in front office accounting. Types of vouchers and their significance in record-keeping.	1
	4	Folios, ledgers, and chart of accounts Accounting records: Folio creation and management for guest accounts Ledger entries and organization in front office accounting. Establishing a chart of accounts for efficient record-keeping.	2
	5	Front office accounting cycle. Accounting procedures: Understanding the front Office accounting cycle. Steps involved in recording transactions and balancing accounts.	2
	6	Night audit process and financial controls Night audit procedures: Importance of night audit in front office accounting. Conducting night audit and verification of accounts. Implementing financial controls and compliance measures.	2
V	PMS in practical applications		30
	1.	Introduction to Property Management Systems (PMS), Overview of PMS and its role in hotel operations, Importance of PMS in modern hospitality management PMS Navigation and user interface, practical exploration of PMS interface Navigating through different functionalities and modules. Reservation management in PMS, Hands on practice in making reservations within the PMS, managing bookings, cancellations, and modifications. Check-in and Check-out Procedures, simulated check-in and check-out processes using PMS mishandling guest arrivals, departures, and related documentation. Guest profile and history management, creating and managing guest profiles within the PMS, understanding and utilizing guest history functionalities Housekeeping Module in PMS, exploring housekeeping functionalities within PMS, coordinating front desk operations with housekeeping via the system Billing and Invoicing in PMS, generating bills, invoices, and receipts using PMS, understanding billing processes and payment handling through the system	20

	2.	Reporting and analytics tools in PMS, exploring reporting features and analytics available in PMS, utilizing data for decision-making and strategic planning Troubleshooting and System Maintenance, identifying common issues and problem-solving within PMS, basic system maintenance and user support practices	3
	3.	Integration and interface management. Understanding interfaces between PMS and other hotel systems, Practical application and management of system integration	7

Reference Books

- 1 Hotel front office operations and management Jatashankar. R.Tewari
- 2 Hospitality reception and front office procedures and systems Dr. Jagmohan Negi
- 3 Front office management S.k. Bhatnagar
- 4 Managing front office operations Michael. L. Kasavana
- 5 Soft skills for hospitality Amitabh Devendra
6. Training manual for front office operations Mr Sudhir Andrews
- 7 Managing front office operations Mr Michael L Kasavana
- 8 Hotel front office operations and Management Mr Jatashankar R Tewari
- 9 Hospitality Reception and front office procedures and System Dr. Jagmohan Negi
- 10 Front office Management Mr S K Bhatnagar
- 11 Hotel Front office training manual Sudhir Andrews

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	3	2	3	3	2	3	3	2	3	3	2
CO 2	3	3	2	3	2	2	2	2	3	2	3	2
CO 3	3	3	2	2	3	2	3	2	2	3	2	2
CO 4	3	2	2	3	2	3	3	3	2	3	2	3
CO 5	3	3	2	3	2	3	2	3	3	3	2	3
CO 6	2	3	2	2	3	2	2	3	3	2	3	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

(Please note that these evaluation rubrics serve as illustrative examples within the context of a Data Structure course and are not intended to be definitive or prescriptive. Suggested methods of formative/summative assessment are listed in the latest version of the guidelines to BoS.)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓		✓	
CO 6			✓	

BHA5CJ303 HOTEL HYGIENE AND SAFETY MANAGEMENT

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA5CJ303				
Course Title	Hotel Hygiene and Safety Management				
Type of Course	Major				
Semester	V				
Academic Level	300 - 399.				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	75
Pre-requisites	1. Adequate proficiency in English, as the course involves legal terminology and documentation. 2. Prior knowledge or coursework in hotel management fundamentals, providing a context for applying legal concepts within the hospitality industry and genuine interest in exploring the legal aspects of hotel management.				
Course Summary	This course explores the legal framework governing the hospitality industry in this foundational Hotel Laws course focusing on key Rules and Regulations.				

Course Outcomes (CO): -

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will gain a deep understanding of micro-organisms, their role in food safety and hygiene	(E)	(F)	Instructor created Exams/Quiz

CO2	Students will learn essential principles and practices of food hygiene, including contamination prevention, sanitation techniques, and the application of food additives to maintain food safety.	(U)	(P)	Instructor created Exams/Quiz
CO3	Students will develop proficiency in maintaining personal hygiene, recognizing and preventing foodborne illnesses, and understanding the significance of proper handwashing techniques and food adulteration detection.	(An)	(C)	Written Exams
CO4	Students will acquire knowledge of food safety regulations, standards, and management systems ensuring compliance and implementation in food production environments.	(U)	(C)	Written Exams
CO5	Students will apply theoretical knowledge to practical scenarios, including analyzing contaminants, implementing hygiene protocols, developing food safety management plans, and investigating foodborne illness outbreaks to propose preventive measures.	(Ap)	(P)	Written Exams
CO6	Students will demonstrate proficiency in conducting hygiene audits, implementing food safety protocols, and effectively communicating findings and recommendations to enhance food safety practices in various food handling and production settings	(Ap)	(M)	Seminar and Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus

Module	Unit	Content	Hours
I Basic Food Microbiology			12
	1.	Defenition – Micro-Organisms, Microbiology, Food Safety, Food Hygiene	1
	2.	Common Micro-Organisms in food – Bacteria, Virus, Mould, Algae, Parasite	2
	3.	Factors affecting microbial growth – extrensic and intrinsic factors	2
	4.	Role of Micro-Organisms in food industry – fermentation of bread, alcoholic beverages, cheese, vinegar, curd, fermented vegetables	3
	5.	Food spoilage – Causes and types.	1

	6.	Defenition, objectives, principles, and methods of food preservation	3
II		Food Hygiene and Sanitation Practices	
	1.	Importance of Hygiene and Sanitation in food sector	1
	2.	Food contamination – Contaminants, Types and routes of contamination, prevention of contamination	3
	3.	7 Cs of food Hygiene	1
	4.	Hygiene and Sanitation practices before and after food production	1
	5.	Disinfection and sterilization	1
	6.	Equipment hygiene and work area hygiene	3
	7.	Garbage disposal	2
III		Personal Hygiene	
	1.	Importance of personal hygiene	1
	2.	Foodborne illnesses – causes, symptoms, any 4 foodborne diseases	3
	3.	Differences between food poisoning and food infection	1
	4.	Rules for maintaining personal hygiene.	1
	5.	Proper handwashing techniques	2
	6.	Hygiene practices for food handlers	2
	7.	Food adulteration – definition, types, common adulterants in food and its detection	2
IV		Food Safety Management Systems	
	1.	PFA	1
	2.	GHP, GMP	3
	3.	HACCP	4
	4.	FSSAI	2
	5.	SSOP	2
V		Practical Applications in Food Safety and Hygiene	
	1.	Examine contaminants, routes of contamination, and methods for prevention in a food catering unit.	3
	2.	Implement rules for maintaining personal hygiene and proper handwashing techniques in food handling.	3
	3.	Develop and present a food safety management plan incorporating HACCP principle.	3
	4.	Investigate and report on a case study of a foodborne illness outbreak, analyzing causes and preventive measures.	3

Reference Books

1. Sunetra Roday, Food Hygiene and Sanitation, Second Edition 2014, Oxford University Press
2. FC William, Food Microbiology, Third Edition
3. A Kumar, Fundamentals of food hygiene and safety, IK International Publishers Pvt ltd
4. Manay NS, Foods Facts and Principles, New age International Publishers

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	3	3	3	2	2	2	1	1	1	2	2
CO 2	3	3	3	3	2	2	1	1	2	1	3	2
CO 3	3	3	3	2	3	3	2	2	3	1	2	2
CO 4	3	3	3	3	3	3	1	1	1	2	2	2
CO 5	2	2	3	3	2	2	1	2	2	1	2	2
CO 6	3	2	2	2	3	3	1	1	3	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)
-

(Please note that these evaluation rubrics serve as illustrative examples within the context of a Data Structure course and are not intended to be definitive or prescriptive. Suggested methods of formative/summative assessment are listed in the latest version of the guidelines to BoS.)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓		✓	
CO 6			✓	

BHA6CJ304 BUSINESS REGULATORY FRAMEWORK FOR HOTELS

Programme	B.H. A				
Course Code	BHA6CJ304/BHA8MN320				
Course Title	Business regulatory framework for hotels				
Type of Course	Major				
Semester	VI				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	<p>1. Adequate proficiency in English, as the course involves legal terminology and documentation.</p> <p>2. Prior knowledge or coursework in hotel management fundamentals, providing a context for applying legal concepts within the hospitality industry and genuine interest in exploring the legal aspects of hotel management.</p>				
Course Summary	This course explores the legal framework governing the hospitality industry in this foundational Hotel Laws course focusing on key Rules and Regulations.				

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the definitions and significance of information, recognizing its quality and value in the context of hospitality and Demonstrate knowledge of data processing concepts and their relevance in managing information in the hospitality sector.	(U)	(F)	Application in Practical's
CO2	Evaluate the uses and features of hardware devices, such as data entry and output devices, in the context of hospitality operations.	(U)	(F)	Written Exams
CO3	Navigate the graphical user interface (GUI) of Windows, understanding its features and functionalities, specifically in the context of hospitality applications.	(Ap)	(C)	Application in Practical's
CO4	Explain the types of networks (LAN, MAN, WAN), their configurations, and relevant hardware components in the hospitality industry.	(AP)	(C)	Written Exams
CO5	Apply spreadsheet concepts using MS Excel, including data entry, basic formulas, formatting, and printing in the context of hospitality operations.	(AP)	(P)	Application in Practical's

CO6	Create and deliver effective presentations using MS PowerPoint, incorporating relevant content for the hospitality industry.	(C)	(M)	Application in Practical's
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the key provisions of the Indian Contract Act and their application in the hotel industry.	U	C	Instructor-created exams / Quiz
CO2	Analyze the legal framework governing hotels, including liabilities, responsibilities, and rights.	Ap	C	Instructor-created exams / Home Assignments
CO3	Identify and comprehend the various licenses required for operating a hotel business.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Interpret and apply labor laws relevant to the hotel industry, ensuring compliance in staffing and employment practices.	U	C	Instructor-created exams / Home Assignments
CO5	Evaluate legal aspects of hotel operations, including property rights, contracts, and dispute resolution.	Ap	P	One Minute Reflection Writing assignments
CO6	Demonstrate a comprehensive understanding of hotel laws, with a specific emphasis on the Consumer Protection Act, to effectively navigate legal challenges in the hospitality industry.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Indian Contract Act 1872		10
	1	Indian Contract Act 1872 – Overview	1
	2	Contract – Nature and Classification of Contracts – offer and acceptance – consideration	3
	3	Capacities of Parties – Free Consent – Coercion – Undue Influence Misrepresentation- Fraud – Mistake – Void Agreements –	3
	4	Discharge of Contract – Breach Of Contract And Remedies- Contingent Contract - Quasi Contracts.	3
II	Contracts		10

	5	Special Contracts – Contract of Indemnity – meaning – nature – right of indemnity holder – and indemnifier	3
	6	Contract of Guarantee- Meaning – nature - and	3
	7	Contracts - Features- surety and courtesy	2
	8	Contracts - Rights and liabilities- discharge of surety from his liabilities.	2
III	Hotel laws		25
	9	Hotel laws – Introduction	2
	10	Shops & establishment act.	3
	11	Establishment and Commissioning of Hotels	3
	12	Licenses required for opening a hotel	4
	13	Rights of Innkeeper & tenant	1
	14	Various laws pertaining to hotel Industry	3
	15	The Consumer Protection Act, 1986 - Overview	1
	16	The Consumer Protection Act, 1986 - Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers	4
	17	Consumer Protection Council & Consumer Disputes Redressal Agencies.	4
IV	Labour Laws		10
	18	Labour Laws: Concept, Origin, Objectives & Classification.	2
	19	Laws for Labour Welfare and Social Security, Social Security Legislation: An Overview	3
	20	The Employees’ State Insurance Act, 1948, C. The Maternity Benefit Act, 1961	2
	21	The Workmen’s Compensation Act, 1923, B., D. The Employee’s Provident Fund and Miscellaneous Provision Act, 1952	2
	22	The Payment of Gratuity Act, 1972.	1
V	Open Ended Module: Mastering Hashing for Efficient Data Handling		20
	1	Case studies Open-Ended Exploration and Assessment Group Assignment Group Presentation	20

Reference Books:

Mercantile law: M.C Kunhal,
 Mercantile law: Gary and Chawla,
 Business Law: Tulsian
 Business Law: Gary and Chawla.

BHA6CJ305/ BHA8MN321 ADVANCED HOTEL HOUSEKEEPING OPERATIONS

Programme	BACHELOR OF BACHELOR OF HOTEL ADMINISTRATION (BHA)
Course Code	BHA 6CJ 305
Course Title	Advanced Hotel Housekeeping Operations
Type of Course	Major
Semester	VI
Academic Level	300 - 399

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	1. Completion of Hotel Housekeeping Operations Management- Foundational knowledge and skills from the introductory course. 2. Basic Hospitality Industry Knowledge: Understanding of hotel operations and guest service standards. 3. Housekeeping Experience: Practical experience through internships, part-time jobs, or relevant coursework.				
Course Summary	Advanced course on managing hotel housekeeping, covering team leadership, efficiency strategies, quality control, budgeting, and integration of technology to enhance guest satisfaction and operational excellence.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Students will be able to recall key housekeeping terminology and the fundamental principles of hotel operations.	R	F	Multiple-choice quizzes
CO2	Students will explain the roles and responsibilities of housekeeping staff and the importance of maintaining cleanliness and guest satisfaction.	U	C	Group discussions and reports
CO3	Students will demonstrate the ability to apply standard cleaning procedures and the use of housekeeping equipment in real-world scenarios.	A	P	Simulated housekeeping tasks
CO4	Students will analyze housekeeping workflows to identify areas for efficiency improvement and waste reduction.	A	C	Case studies
CO5	Students will evaluate the effectiveness of different housekeeping strategies and technologies to enhance operational performance and guest satisfaction.	E	M	Peer review assignments
CO6	Students will design comprehensive housekeeping management plans that integrate staffing, budgeting, and quality control measures to optimize hotel operations.	C	P	Management plan presentations
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	The Housekeeping Department		10
	1	Introduction, Importance of Housekeeping, Responsibilities of Housekeeping Department, Organizational Structure.	2
	2	Personal Attributes of Housekeeping Staff, Coordination with Other Departments.	2
	3	Housekeeping in Other Institutions, Hospitals, Hostels, Universities, Residential Homes, Aircrafts, Cruise Ships, Art Galleries, Museums, Libraries, and Archives, Offices, Facilities Management Companies.	2
	4	Layout of the Department	4
II	Hotel Guestrooms		10
	1	Introduction to Hotel Guestrooms.	2
	2	Importance of the Guestroom to a Guest.	2
	3	Types of Guestrooms.	2
	4	Guestroom Status.	2
	5	Guest Floor Rules - Guest-floor Reportable, Guest Corridors	2
III	Cleaning Guestrooms		15
	1	Introduction, Cleaning Process	3
	2	Types of Soil.	3
	3	Nature of Soil.	3
	4	Standards of Cleaning.	3
	5	The Science of Cleaning -Terminology of Cleaning, Principles of Cleaning, Cleaning Procedures, Frequency of Cleaning, Organization of Cleaning, Features that Ease Cleaning.	3
IV	Linen and Uniform room management		10
	1	Layout, responsibilities of linen room supervisor, and attendant.	2
	2	Type's storage and exchange of linen, par stock and linen control.	2
	3	Purchase of Linen.	2
	4	Issue and exchange procedures of linen.	2
	5	Advantages of providing staff uniforms.	2
V	Hands-on Data Structures: Practical Applications, Case Study and Course Project		30
	1	Cleaning procedure in housekeeping department I. Identification of Cleaning equipment's II. Cleaning Agents and dilution level III. Cleaning different surfaces IV. Maid's cart, different types of trolley V. Bed making VI. Turn down service VII. Daily cleaning of Guest room VIII. Public area cleaning IX. Fire drill	20
	2	I. Layout of housekeeping department II. Stock taking and Inventories	3
	3	III. Application of computers in housekeeping IV. Case study on guest floor practice	7

Reference Books:

- 1 Hotel Housekeeping Operations & Management G.Raghubalan, SmarteeRaghubalan
- 2 Housekeeping Theory & Practices Dr. Jagmohan Negi
- 3 Professional Management of Housekeeping Operations Robert. J. Martin
- 4 Hotel Housekeeping Milani Singh
- 5 Hotel Housekeeping Training Manuel Sudhir Andrews
- 6 Accommodation Operation Management S. K .Kaushal, S N Gautham

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PSO 5	PSO 6	PO 1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	1	2	1	1	1	3	1	2	1	1	1	1
CO 2	2	3	2	1	1	2	2	3	2	1	1	2	1
CO 3	2	2	3	1	1	1	2	2	3	1	1	1	1
CO 4	2	1	2	3	3	2	2	1	2	3	3	2	1
CO 5	3	2	2	3	3	2	3	2	2	3	3	2	2
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓	✓	✓
CO 3	✓	✓	✓	✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6	✓	✓	✓	✓

BHA6CJ306/ BHA8MN322 FOOD AND BEVERAGE MANAGEMENT

Programme	Bachelor of Hotel Administration
Course Code	BHA6CJ306
Course Title	Food and Beverage Management
Type of Course	Major

Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	0	60
Pre-requisites	<ol style="list-style-type: none"> 1. Awareness of ethical considerations in the food and beverage industry, including responsible sourcing and sustainability. 2. Strong verbal and written communication skills are essential for interacting with customers, staff, and other stakeholders in the food and beverage industry 3. Familiarity with point-of-sale (POS) systems and other relevant software can be advantageous. 				
Course Summary	This course provides a comprehensive understanding of the principles and practices involved in the management of food and beverage operations. Students will explore various aspects of the industry, from menu planning and customer service to financial management and legal considerations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To understand the current trends and developments in the food and beverage industry.	U	C	Instructor-created exams
CO2	To Understand the importance of accurate and timely data entry in the sales control system.	U	F	Calculation based on subject/ Assignment
CO3	To design and implement efficient bar layouts to enhance workflow.	Ap	C	Seminar Presentation / Group Tutorial Work
CO4	Understand the psychology of menu design and layout and to create operational plans for efficient day-to-day management	U	C	Seminar Presentation
CO5	Develop budgeting skills to ensure financial sustainability.	Ap	F	Instructor-created exams
CO6	Develop skills in planning and organizing day-to-day operations.	Ap	F	Instructor-created exams
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Module 1: Planning & Operating Various Food and Beverage Outlets		10
	1	Physical layout of functional and ancillary areas, Layout-Definition and Objectives	2
	2	Steps in planning-factors to be considered, Calculating space requirement for outlets.	2
	3	Modes of seating in restaurant-Free standing and fixed. Planning staff requirement for outlets.	2
	4	Menu planning – Objectives and, Constraints.	2
	5	Heavy duty and light equipment used in F&B outlets, Suppliers & manufacturers. Planning Décor.	2
II	Module 2: Sale Control System		14
	1	Importance of control system in food and beverage service.	2
	2	KOT/Bill Control System (Manual & Electronic),	4
	3	Triplicate Checking System, Duplicate Checking System, Single Order Sheet, Quick Service Menu & Customer Bill,	2
	4	Various modes of payment-New trends,	2
	5	Cash handling equipment,	2
	6	Duties and responsibilities of Restaurant Cashier.	2
III	Module 3: Advanced Bar Operations		12
	1	Bar Control-Definition	2
	2	Bar Staffing-Hierarchy & Responsibilities,	2
	3	Legal regulations and licensing,	3
	4	Bar Stock-Stock control methods, Spillage allowance, Breakage and Spoilage,	3
	5	Bar Frauds-Practices and how to deal with them	2
IV	Module 4: Managing Food & Beverage Outlets and menu merchandising		12
	1	Supervisory skills, Staffing-Duty Roaster,	2
	2	Developing efficiency, Standard Operating Procedure.	2
	3	Planning & Operating Food & Beverage Outlets	2
	4	Planning of layout of the restaurant, day to day operations, staffing pattern, and menu.	2
	5	Menu Control Menu Structure, Menu as a Marketing tool	2
	6	Layout Constraints of Menu Planning, Pricing of menu	2
V			12
	1		
	2		
	3		
	4		
	5		

Reference Books:

1. Lillicrap- D.-& Cousins- J.A *Food and Beverage Service*: ELBS Delhi.
2. Ninemeier- J.D.-*Food and Beverage Management*: Educational Institute- AH&LA.
3. Food & Beverage Service Training Manual

4. Sudhir Andrews, Tata Mc Graw Hill
5. Modern Restaurant Service–John Fuller, Hutchinson

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	3	2	3	-	-						
CO 2	2	3	2	-	-	2						
CO 3	3	2	2	-	-	-						
CO 4	-	-	3	3	2	2						
CO 5	-	1	1	3	-	-						
CO 6	2	2	-	3	3	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment/Presentation	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2		✓		✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6	✓			✓

BHA7CJ401 HOSPITALITY ORGANISATION BEHAVIOUR

Programme	Bachelor of Hotel Administration
Course Code	BHA7CJ401
Course Title	Hospitality Organisation Behaviour
Type of Course	Major
Semester	V
Academic Level	400 - 499

Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	0	75
Pre-requisites	<ol style="list-style-type: none"> 1. Awareness of ethical considerations in the food and beverage industry, including responsible sourcing and sustainability. 2. Strong verbal and written communication skills are essential for interacting with customers, staff, and other stakeholders in the food and beverage industry 3. Familiarity with point-of-sale (POS) systems and other relevant software can be advantageous. 				
Course Summary	This course provides a comprehensive understanding of the principles and practices involved in the management of food and beverage operations. Students will explore various aspects of the industry, from menu planning and customer service to financial management and legal considerations.				

Course Outcomes (COs):

CO	CO Statement	Cognitive Level (Bloom's Taxonomy)*	Knowledge Category#	Evaluation Tools Used
CO1	Recall and explain the fundamental concepts and theories of organizational behaviour and their relevance to the hotel industry.	R	Factual Knowledge (F)	Written Exams
CO2	Understand the impact of individual differences, perception, and learning on behaviour in the hospitality workplace.	U	Conceptual Knowledge (C)	Written Exams, Discussions
CO3	Apply motivational theories and practices to enhance employee performance and satisfaction in hotels.	Ap	Procedural Knowledge (P)	Role Plays, Case Studies
CO4	Analyse group dynamics and the role of team effectiveness in achieving organizational goals in the hotel industry.	An	Conceptual Knowledge (C)	Case Studies, Group Projects
CO5	Evaluate leadership styles and their influence on organizational culture and employee behavior in hotels.	E	Procedural Knowledge (P)	Practical Applications, Written Exams
CO6	Create strategies to manage organizational change and development, fostering a positive and productive work environment in the hotel industry.	C	Metacognitive Knowledge (M)	Projects, Practical Applications

Detailed Syllabus:

MODULE	UNIT	CONTENT	HOURS	MARKS
I		Introduction to Organizational Behaviour	12	15
	1	Definition, scope, and importance of organizational behaviour in the hotel industry.	3	
	2	Key concepts and theories of organizational behaviour.	3	
	3	Historical development and evolution of organizational behaviour.	3	
	4	The role of organizational behaviour in hospitality management.	3	
II		Individual Behavior in Organizations	15	20
	1	Personality traits and their impact on behavior at work.	3	
	2	Perception and its influence on decision-making.	3	
	3	Learning theories and their application in the workplace.	3	
	4	Attitudes, values, and job satisfaction.	3	
	5	Managing stress and work-life balance.	3	
III		Group Dynamics and Teamwork	15	20
	1	Understanding group behavior and dynamics.	3	
	2	Stages of group development.	3	
	3	Team building and team performance.	3	
	4	Managing and leading teams effectively.	3	
	5	Conflict management and resolution in teams.	3	
IV		Organizational Culture and Change	15	20
	1	Defining and understanding organizational culture.	3	
	2	The impact of organizational culture on performance.	3	
	3	Strategies for developing a positive organizational culture.	3	
	4	Managing organizational change and development.	3	
	5	Case studies on organizational change in the hotel industry.	3	
V		Practical Applications	18	
	1	Role play exercises: organizational behavior scenarios, simulated scenarios for role-playing various roles, practical application of skills and procedures in different scenarios.	5	
	2	Situation handling: practical exercises, handling real-time situations in a simulated hotel setting, applying problem-solving skills and decision-making in different scenarios.	5	
	3	Project work: developing organizational behavior strategies, group projects focused on	5	

		creating strategies and solutions for common challenges in the hospitality industry.		
	4	Role play exercises: organizational behavior scenarios, simulated scenarios for role-playing various roles, practical application of skills and procedures in different scenarios.	3	

Reference Books

- "Organizational Behavior" by Stephen P. Robbins and Timothy A. Judge
- "Organizational Behavior in the Hospitality Industry" by Florence Berger and Judi Brownell
- "Hospitality Management and Organizational Behavior" by Laurie J. Mullins
- "The Culture Map: Breaking Through the Invisible Boundaries of Global Business" by Erin Meyer
- "Essentials of Organizational Behavior" by Stephen P. Robbin

Mapping of COs with POs and PSOs:

COs	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3	2	3	2	3	2	3	2	3	1	3	2	2
CO2	2	3	3	2	3	2	2	3	3	1	2	3	2
CO3	2	3	2	2	3	2	2	3	3	2	3	3	3
CO4	3	2	3	3	3	2	3	2	3	1	3	3	2
CO5	2	3	3	2	3	3	2	3	3	2	3	3	3
CO6	3	2	2	3	3	2	3	2	3	2	3	3	3

Assessment Rubrics:

Assessment Type	CO1	CO2	CO3	CO4	CO5	CO6
Quiz / Assignment				✓		
Midterm Exam	✓	✓	✓	✓	✓	✓
Project Evaluation	✓					
End Semester Examination	✓	✓	✓	✓	✓	✓

BHA7CJ402 FINANCIAL MANAGEMENT IN HOTELS

Programme	Bachelor of Hotel Administration				
Course Code	BHA7CJ402				
Course Title	Financial Management in Hotels				
Type of Course	Major				
Semester	V				
Academic Level	400 - 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	0	75
Pre-requisites	Understanding of fundamental accounting principles and financial statements. Ability to analyze financial data and perform calculations accurately.				

	Knowledge of how various departments within a hotel operate financially.
Course Summary	This course delves into the financial aspects of hotel management, covering key areas such as budgeting, forecasting, and financial analysis. Students will learn to manage hotel finances effectively, including cost control, revenue management, and financial reporting. Emphasis is placed on practical applications, equipping students with the skills to optimize financial performance and make informed financial decisions in a hotel setting.

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools Used
CO1	Students will understand and apply basic financial accounting principles in the context of the hotel industry.	U, Ap	C, P	Instructor-created exams / Quiz
CO2	Students will develop and manage budgets for hotel operations.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Students will analyze financial statements to assess the financial health of a hotel.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Students will implement strategic financial planning and forecasting for hotel businesses.	Ap	P	Instructor-created exams / Home Assignments
CO5	Students will evaluate investment opportunities and their financial implications for hotel projects.	Ap, E	P	One Minute Reflection Writing assignments
CO6	Students will integrate ethical financial practices and sustainability principles in financial decision-making.	Ap	P	Viva Voce

	UNITS	CONTENT	HOURS	MARKS
	1	Definition and scope of financial management in the hotel industry.	2	10
	2	Financial objectives and goals of hospitality businesses.	2	
	3	The role of financial managers.	2	
	4	Importance of financial management in hotel operations.	2	
	5	Overview of the financial environment and key financial concepts.	2	
	1	Basics of financial accounting: Principles and concepts.	3	
	2	Understanding financial statements: Income statement, Balance sheet, Cash flow statement.	3	
	3	Hotel-specific accounting practices: Uniform System of Accounts for the Lodging Industry (USALI).	3	
	4	Revenue recognition and expense matching in hotels.	3	
	5	The role of audits in financial accounting.	3	
	1	Types of budgets: Operating budget, Capital budget, Cash budget.	3	20
	2	Techniques for budget preparation: Incremental budgeting, Zero-based budgeting, Rolling budgets.	3	
	3	Forecasting methods: Qualitative and quantitative techniques.	3	
	4	Application of budgeting and forecasting in hotel management.	3	
	5	Variance analysis and budgetary control.	3	
	1	Ratio analysis: Liquidity, profitability, and solvency ratios.	3	
	2	Performance metrics in the hotel industry: RevPAR, ADR, GOPPAR, and occupancy rate.	3	
	3	Benchmarking and financial performance comparison.	2	
	4	Cash flow analysis and management.	3	
	5	Break-even analysis and cost-volume-profit analysis.	2	
	6	Use of financial dashboards and key performance indicators (KPIs).	2	
		OPEN ENDED		

Reference Books:

1. Mc Shukla, TS Grewal and SC Gupta , Advanced Accounts, S.Chand & Co New Delhi.
2. S.N Mahesweri and SK Mahashweri , Financial Accounting
3. Jain And Narang , Financial Accounting , Kalayani Publishers
4. R.L Gupta and Radhaswamy , Advanced Accounting , Sulthan Chand & Sons , New Delhi .

Mapping of COs to POs and PSOs:

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO1	3		2		2		3		2		2		
CO2	3		3		3		3		3		2	1	
CO3	3		3		3		3		3	2	2	2	
CO4	3		3		3		3		3	2	2	2	
CO5	3		3		3		3		3	2	2	2	2

CO6	3		3	2	3		3		2		2	3	
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Assessment Rubrics:

CO	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO1	✓	✓		✓
CO2	✓	✓		✓
CO3	✓		✓	✓
CO4	✓		✓	✓
CO5	✓		✓	✓
CO6	✓	✓		✓

BHA7CJ403 EVENT MANAGEMENT

Programme	Bachelor of Hotel Administration				
Course Code	BHA7CJ403				
Course Title	Event Management				
Type of Course	Major				
Semester	VII				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	1. Proficiency in verbal and written communication & foundational understanding of communication principles to interact professionally with clients, vendors, and team members. 2. Basic computer skills, including word processing and spreadsheet use				
Course Summary	This course equips students with expertise in planning, coordinating, and executing events, ensuring a comprehensive understanding of the dynamic field of event management within the hospitality industry				

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Learn the basics of event management. Develop and organise an event Understand the fairs, conventions and exhibitions in and around the world. Understanding the Travel Industry Fares.	U	C	Instructor-created exams / Quiz
CO2	Acquire specialized knowledge in Meetings, Incentives, Conferences, and Exhibitions (MICE), honing skills essential for planning and executing diverse and successful events.	Ap	P	Assignment / Observation of Skills

CO3	Gain proficiency in navigating travel industry fares, enhancing the ability to strategize cost-effective travel arrangements for events, complementing the overall management and coordination skills.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Cultivate comprehensive skills in planning, organizing, and marketing events.	U	C	Instructor-created exams / Home Assignments
CO5	Develop expertise in coordinating various aspects of events, ensuring smooth execution and optimal participant satisfaction.	Ap	P	One Minute Reflection Writing assignments
CO6	Enhance leadership capabilities specific to event management, fostering the ability to guide teams effectively and make strategic decisions in the dynamic and fast-paced environment of event planning and execution.	Ap	P	Viva Voce/Seminar
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Module	Unit	Content	Hrs	Marks
I	Introduction to Event management		12	20
	1	Events-Event management – definition	2	
	2	Broad classification of Events (types).	4	
	3	Event planning, Five C's of event management - Conceptualization, Costing, Canvassing, Customization, Carrying out	3	
	4	Role of events in promotion of tourism.	3	
II	MICE		12	15
	5	Introduction to MICE– Meeting – Incentives – Conference – Convention – Exhibition –	3	
	6	Trade shows and fairs	3	
	7	Leisure Events, Sports Events – organizers – sponsorship	3	
	8	Event management as a profession.	3	
III	Event Planning, Organizing and Marketing		20	20
	9	Event Planning Process	2	
	10	Event organizing	2	
	11	Problem Solving & Crisis Management	2	
	12	Participants & Venue Management	2	
	13	Time &Infrastructure Management.	2	
	14	Human Resource Management	3	
	15	Event Marketing & Customer care	2	
	16	Marketing equipment and tools –	3	
17	Promotion, Media Relations Publicity	2		

IV	Event Co-ordination & Travel Industry Fairs		17	15
	18	Event Co-ordination,	3	
	19	Visual and Electronic Communication–	3	
	20	Leadership	4	
	21	Event Evaluation & Event Presentation	4	
	22	Travel Industry Fairs – Benefits of Fairs	3	
V	Open-ended Unit		14	
	1	Case Studies of events.	8	
	2	Design Event Proposal – Group Assignment	3	
	3	Event Proposal Presentation – Group Presentation	3	

Reference Books

1. Event marketing and management – Sanjaya Singh Gaur,
2. Event management and event tourism – Gelz,
3. Hospitality marketing and management – J.m.mathews
4. Event and entertainment marketing, Avrichbarry (1994), Vikas,Delhi.
5. Event management, Bhatia a.k. (2001), Sterling Publishers, New Delhi.
6. Event management in leisure and tourism, David c. Watt (1998), Pearson, UK.
7. Event planning 2nd edn.By Allen, Judy, 1952- the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events / Judy Allen.ISBN 978-0-470-15574-5.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	0	1	1	0	1	3	0	2	1	1	0	0
CO 2	2	3	2	2	3	2	3	2	2	2	2	2	2
CO 3	3	2	3	3	3	3	3	2	3	3	2	3	3
CO 4	3	2	3	3	3	3	3	2	3	3	3	3	3
CO 5	3	2	3	3	3	3	3	2	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar

- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓		✓
CO 6	✓	✓	✓	✓

BHA7CJ404 TRAVEL AND TOURISM MANAGEMENT

Programme	BHA				
Course Code	BHA7CJ404				
Course Title	TRAVEL AND TOURISM MANAGEMENT				
Type of Course	Major				
Semester	1				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	2	75
Pre-requisites	1Proficiency in the language of instruction and strong communication skills, both written and verbal, are often prerequisites for the course.				
Course Summary	The Travel and Tourism course equips students with a solid foundation in industry essentials, including destination management, customer service, and marketing. Through practical skill development and a focus on ethical practices, graduates emerge well-prepared for versatile roles in the dynamic and evolving realm of travel and tourism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Acquire a solid understanding of basic principles and concepts in travel and tourism.	R	C	Instructor-created exams / Quiz
CO2	Comprehensive understanding of industry dynamics, trends, and operational practices, enhancing knowledge and opening doors to diverse career opportunities.	U	F	Practical Assignment / Observation of Practical Skills

CO3	Developing the proficiency in tour operation and travel formalities, empowering individuals to skillfully plan, coordinate, and execute travel experiences, while adeptly navigating the complexities of international travel regulations.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Comprehensive knowledge of tourism products in India, equipping individuals to curate and enhance travel experiences, promoting diverse destinations and contributing to the sustainable development of the tourism industry.	U	F	Instructor-created exams / Home Assignments
CO5	Develop adaptability to stay current with industry trends, technological advancements, and changing customer preferences.	Ap	C	One Minute Reflection Writing assignments
CO6	Improved understanding of key concepts, critical analysis skills, and practical application of knowledge through seminar participation, assignments, and case studies in the field of travel and tourism.	An	M	Assignment Seminar Case study
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I	Introduction to Travel and Tourism		9	15
	1	Understanding the concept of tourism, Meaning, Definitions, its historical development, and its role in the global economy.	3	
	2	Travel components. Accessibility, Accommodation, Attraction, Amenities	2	
	3	Tourist, Excursionist, Tourism planning, Tourism policies.	2	
	4	Types of tourism. Wellness Tourism, Sustainable Travel Practices.	2	
II	Tourism Organizations		10	20
	5	International Tourism Organizations, UNWTO, IATA, IHRA, PATA, GSTC, WTTC, ICCA.	3	
	6	National Tourism boards, Regional or state Tourism boards, Destination marketing Organization. (DMOs)	2	
	7	Tourist Information Centres, Tour Operators Associations, Tourism Research institutes.	2	
	8	Role and importance of Tourism Organizations	3	
III	Tour Operation & Travel Formalities.		15	20
	9	Tour Operator, Types, Role and functions of Tour Operators	2	
	10	Travel Agency Concept, Functions and Types of Travel Agency	2	
	11	OTAs, Online Travel Agents	1	

	12	Virtual concepts in Travel and Tourism	2	
	13	Virtual tours, Virtual Reality (VR), Augmented Reality (AR) Travel Apps	2	
	14	Virtual Travel Agents, Online Travel Expos and Events	2	
	15	Passport, Types of Passport, Types of VISA,	2	
	16	Various health related documents.	1	
	17	Travel Insurance and safety standards.	1	
IV	Tourism Products in India		12	15
	18	Historical Monuments and Heritage Sites; Cultural and Spiritual Tourism.	3	
	19	Wild Life Tourism; Beaches and Coastal Tourism; Adventure Tourism.	3	
	20	Culinary Tourism; Ayurveda and Wellness Tourism.	2	
	21	Festivals & Events	2	
	22	Luxury Tourism, Cruise Tourism	2	
V	Open Ended Unit: Seminar, Assignment, Case Study		12	
	1	Seminar: Impact of technology in Travel Planning. Impact of Global Events on Tourism. Culinary Tourism's Influence on Destination Appeal.	4	
	2	Assignment: Impact of climatic change on Tourism. The role of Social Media in Destination Marketing. Itinerary Planning.	4	
	3	Case study: Rural Tourism Development. Tourism and Cultural Heritage Preservation. Effectiveness of Destination Marketing Campaigns	4	

Reference Books

1. Bhatia, A.K., (2019), Tourism Development Principles and Practices. New Delhi :Sterling Publishers Pvt.Ltd.
2. Robinson, P., Lück, M., & Smith, S. L. (2013). Tourism. Wallingford, Oxfordshire: CABI.
3. Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
4. Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education
5. Reports of UNWTO, WTTC and Tourism Ministry, Govt of India for Tourist trends and statistics.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	1	-	-	-	-	-						
CO 2	2	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	-	2	3	-	-						
CO 5	-	1	-	-	-	-						
CO 6	-	-	-	3	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

BHA7CJ405 BAKERY AND CONFECTIONARY

Programme	Bachelor of Hotel Administration				
Course Code	BHA7CJ405				
Course Title	Bakery and Confectionary				
Type of Course	Major				
Semester	VII				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	Basic understanding of cooking is preferable.				
Course Summary	The course "Bakery and Confectionery" aims to provide students with comprehensive knowledge and skills in the art of baking and confectionery. The course covers a wide range of topics, including the fundamentals of baking, types of baked products, and the techniques used in confectionery. Practical sessions are designed to give hands-on experience in preparing various bakery and confectionery items.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
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CO1	Understand the organizational hierarchy, aims, objectives, and basic equipment used in bakery and confectionery.	U	F	Written Exams
CO2	Identify and describe the raw materials and methods used in bread and cake making.	R	F	Written Exams
CO3	Demonstrate knowledge of different pastry types and the preparation of cookies and biscuits.	Ap	P	Practical Assignments
CO4	Apply principles of confectionery, including the use of sugar and basic sauces.	Ap	P	Practical Assignments
CO5	Analyze the factors affecting the quality of bakery products and how to address common faults.	An	C	Assignments
CO6	Create a variety of bakery and confectionery products using appropriate techniques and tools.	C	P	Practical Assignments
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Detailed Syllabus:

Module	Unit	Content	Hrs (40 +35)	Marks (70)
I	Introduction to Bakery and Confectionery		10	15
	1	Organizational hierarchy of bakery department	3	
	2	Aims and objectives of baking	2	
	3	Duties and responsibilities of baker and confectioner	2	
	4	Introduction to basic equipment and tools used in bakery and confectionery	3	
II	Bread and Cake Making		15	20
	5	Raw materials required for bread making (Flour, Water, Yeast, Salt, Sugar, Milk & Fats)	1	
	6	Yeast - Role of yeast in the fermentation of dough	2	
	7	Different methods of bread making: Straight dough method, Delayed salt method, No time method, Sponge and dough method	3	
	8	Characteristics of breads, bread faults and their remedies	1	

	9	Raw materials required for cake preparation (Flour, Sugar, Shortening, Eggs)	2	
	10	Equipment and tools used for cake making	2	
	11	Cake making methods: Sugar batter, Flour batter, Genoese method, Blending, and Rub in method	2	
	12	Types of Icing & Icing equipment	2	
	Pastry and Basic Pastes in Bakery		10	25
III	13	Principles of pastry making and its derivatives	2	
	14	Short crust paste, Choux paste, Puff paste, Flaky paste	2	
	15	Preparation of cookies and biscuits	2	
	16	Factors affecting quality of cookies & biscuits	2	
	17	Faults in preparation of cookies and biscuits	2	
	Study of Confectionery		10	10
IV	18	Ingredients used and their derivatives	2	
	19	Stages of sugar and its uses	2	
	20	Products made from sugar: Sugar syrup, Marshmallows, Candies, Fondant	2	
	21	Ingredients for sugar work	2	
	22	Introduction to basic sauces used in confectionery	2	
	Open Ended- Practical		30	30
V	The Open-Ended Module should focus on practical training relevant to food			
	23	Preparation of bread: Bread roll, Bread stick, Hot cross bun, Fruit bun, Chelsea bun, French bread, etc.	8	
	24	Preparation of cakes: Sponge, Banana bread, Muffins, Dundee cake	10	
	25	Preparation of pastry: Puff pastry, Choux pastry, Short crust & Sweet pastry	10	
	26	Preparation of cookies	8	

References;

Arora, K. (2012). Theory of Cookery. Frank Bros & Co.
Philip Thangam E. (2010). Modern Cookery for Teaching and Trade, Vol 1 & 2. Orient Blackswan.
Ceserani, V., & Kinton, R. (2008). Practical Cookery. Hodder Education.
Pal, R. (2016). Food Production Operations. Oxford University Press.
R. Gisslen (2018). Professional Baking. Wiley.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	2	1	1	1	2	1
CO 2	3	1	1	1	2	1	2	1	1	1	2	1

CO 3	1	2	2	2	1	1	2	2	2	2	2	2
CO 4	1	2	2	2	1	2	2	2	2	2	2	2
CO 5	1	2	2	2	1	2	2	2	2	2	2	2
CO 6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Practical
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Practical/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4	✓			✓
CO5		✓	✓	
CO6			✓	

DETAILED SYLLABUS- ELECTIVE COURSE

BHA5EJ 301 FUNDAMENTALS OF TOURISM AND HOSPITALITY

Programme	Bachelor of Hotel Administration				
Course Code	BHA5EJ301				
Course Title	Fundamentals of Tourism and Hospitality Industry				
Type of Course	Elective				
Semester	1				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	4	-	-	60
Pre-requisites	It is a basic course in tourism and hotel management domain. No essential pre requisites needed.				
Course Summary	The Fundamentals of Tourism and Hospitality Industry course introduces the history, development, and contemporary aspects of tourism and hospitality. Students will explore the evolution of tourism, types of tourism, and the basic components and characteristics of the tourism industry. The course also covers the history and organizational structure of the hospitality industry, classifications of hotels, and supplementary accommodations. Students will learn about various travel motivations and theories, as well as the economic, environmental, and socio-cultural impacts of tourism. The course includes an overview of major tourism organizations and their roles in the industry. A special focus on the Kerala tourism scenario through practical field visits, case studies, and interactions with industry experts provides students with a comprehensive understanding of local tourism dynamics.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical evolution and development of the tourism industry.	U	F	Written Exams
CO2	Define and differentiate between various types of tourism and the basic components and characteristics of the tourism industry.	R	F	Written Exams
CO3	Explain the history, evolution, and organizational structure of the hospitality industry and classify different types of hotels.	U	F	Written Exams
CO4	Analyze various travel motivation theories and the impacts of tourism on the economy, environment, and socio-cultural aspects.	An	C	Written Exams

CO5	Identify and describe the roles of major tourism organizations and their contributions to the tourism industry.	R	F	Written Exams
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Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I	Exploring Tourism: Past to Present		15	15
	1	Introduction to Tourism industry,	1	
	2	Historical Evolution and Development of Tourism (Travel Through Ages- Early and Medieval Period of Travel, Grand Tour, Industrial Era, Modern Era).	3	
	3	Meaning and definitions- (Traveller, Visitor, Tourist, Excursion, Visitor), Types of Tourism- International tourism (in bound tourism & out bound tourism)-domestic tourism	3	
	4	Basic components of tourism- elements of tourism	3	
	5	Characteristics of Tourism industry.	2	
II			10	20
	1	Introduction to Hospitality Industry, History and Evolution of Hotel	2	
	2	Hotel- Meaning and Definition, Hotel Brands (India and International)	1	
	3	Departments in Hotel, Organizational structure of a five star Hotel	3	
	4	Classification of Hotels (by Size, Location & Target Market, Ownership, Duration of stay, Degree Service),	2	
III	Travel Motivations & Impacts		16	20
	1	Travel Motivations- Concept and Definition	1	
	2	Dann's Theory of Push and Pull Factors	2	
	3	Gray's Travel Motivation Theory	2	
	4	Cohen's Types of Tourist Theory	2	
	5	McIntosh and Goeldner Categorisation of Travel Motivation	3	
	6	Economic Impact of Tourism	2	
	7	Environmental Impact of Tourism	1	
	8	Socio- Cultural Impacts of Tourism	1	
IV	Tourism Organisations		10	15
	1	UNWTO,	1	
	2	WTTC	1	
	3	IATA	1	
	4	PATA	1	
	5	ICAO	1	
	6	ITDC	1	
	7	KTDC	1	
	8	IATO	1	
	9	TAAI	1	
	10	FHRAI		
V	Open Ended Module: Kerala Tourism Scenario		9	

		The Open Ended Module on "Kerala Tourism Scenario" should focus on providing students with a comprehensive understanding of the tourism landscape in Kerala. Instructors can choose activities and topics that are relevant to the current trends and developments in Kerala's tourism industry. This module encourages hands-on learning through field visits, case studies, and practical analysis of real-world scenarios. Guest lectures from industry experts and interaction with local tourism authorities can also be included to enhance students' knowledge and experience.		
Reference Books				
		1. Pran Seth: Successful tourism Management (Vol. 1 & 2) 2. A.K Bhatia: International Tourism 3. A.K Bhatia: Tourism Management & Marketing. 4. Christopher.J. Hollway; Longman ; The Business of Tourism 5. Check in and Checkout- Jerome Vallen 6. Hotel front office training manual- Sudhir Andrews 7. Principles of Hotel front office operations- Sue Baker, P. Brady, J. Huyton		

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	2	1	1	1	2	1
CO 2	3	1	1	1	2	1	2	1	1	1	2	1
CO 3	3	1	1	1	2	1	2	1	1	1	2	1
CO 4	1	2	2	2	1	1	2	2	2	2	2	2
CO 5	3	1	1	1	2	1	2	1	1	1	2	1
CO 6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4			✓	✓
CO 5		✓		✓
CO 6			✓	

BHA5EJ 302 TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Programme	BHA				
Course Code	BHA5EJ302				
Course Title	Travel Agency and Tour Operations				
Type of Course	ELECTIVE				
Semester	1				
Academic Level	300- 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	There are no specific prerequisites for this course, although a basic understanding of business principles and the tourism industry would be beneficial				
Course Summary	This course is designed for individuals interested in gaining insight into the historical development and contemporary trends of the travel industry, including the roles of travel agencies, tour operators, and emerging digital platforms.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the historical evolution of travel trade and its key milestones, such as industrialization, emergence of major travel companies, and technological advancements.	U	F	Instructor-created exams / Quiz

CO2	Explain the concept, benefits, and functions of travel intermediaries and their role in the tourism industry.	U	C	Practical Assignment / Observation of Practical Skills
CO3	Describe the structure, types, and functions of travel agencies, including income sources and organizational setup.	U	C	Seminar Presentation / Group Tutorial Work
CO4	Analyze the concept, departments, types, and functions of tour operators, and classify tours into GIT and FIT.	An	P	Instructor-created exams / Home Assignments
CO5	Evaluate the role and contributions of major travel trade organizations and associations, including PATA, IATA, UNWTO, TAAI, and key travel companies.	E	C	Seminar Presentation / Group Discussion
CO6	Apply knowledge to set up and manage a travel agency or tour operation, considering accreditation requirements and online travel agency models.	Ap	P	Project / Viva Voce
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Travel Trade and Intermediaries		12	15
	1	Historical Perspectives	6	
		1.1 Industrialization- Paid Holiday Concept		
		1.2 Emergence of Thomas Cook, Cox and Kings and American Express Company		
		1.3 Opening of Suez Canal		
		1.4 Invention of the Automobile		
		1.5 First Scheduled Airline Flight		
		1.6 Digital Revolution		
	2	Travel Intermediaries – Concept and Definition	2	
3	Benefits of Intermediaries	2		
4	Functions of Intermediaries	2		
II	Travel Agency		15	20
	5	Travel Agency concept and Perspectives	2	
	6	Types of Travel Agencies	2	

	7	Functions and Activities	2	
	8	Income sources of a travel agent	2	
	9	Organization Structure-	2	
	10	Setting up of a Travel Agency	3	
	11	Online Travel Agencies	2	
III	Tour Operators		13	20
	12	Tour operation-Concept-Definition	3	
	13	Departments of tour operation	2	
	14	Types of Tour Operators	2	
	15	Tour Classification- GIT and FIT	2	
	16	Functions and Activities	2	
	Travel Trade Organizations and Associations		15	15
	17	Need and significance of travel trade association –	2	
	18	Role and contribution of PATA	2	
IV	19	IATA	2	
	20	UNWTO	2	
	21	TAAI	2	
	22	Thomas Cook and Cox & Kings	2	
V	Open Ended Module		8	
	<p>The syllabus for this fifth module designated as open-ended. In this opened module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students.</p> <p>Some Suggestions are:</p>			
	1	<p>Short Internship with relevant travel industry organisations and observe day to day operations</p> <p>For this practical activity, facilitate short-term internships for students with relevant travel industry organizations such as travel agencies, tour operators, or destination management companies, where students can observe and participate in day-to-day operations. Assign mentors within each organization to guide students, provide insights into industry practices, and offer hands-on training.</p>		

Books and References:

1. Bhatia, A.K. (2013), The Business of Travel Agency and Tour Operations Management. Sterling Publishers (P) Ltd.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
4. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.
5. Negi, K.S. (2011), Travel Agency Management, Wisdom Press, New Delhi-02

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	3	-	2	-	3	-	-	2	-	-
CO 2	2	-	3	-	3	-	-	3	-	-	2	-
CO 3	2	-	3	-	3	-	-	-	3	-	-	3
CO 4	3	-	3	-	3	-	-	-	3	2	-	-
CO 5	-	3	-	2	3	-	3	-	-	2	3	-
CO 6	3	-	3	3	3	3	-	3	-	3	-	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓	✓	✓
CO 6			✓	

BHA6EJ301 TRAVEL GEOGRAPHY

Programme	BHA				
Course Code	BHA6EJ301				
Course Title	Travel Geography				
Type of Course	ELECTIVE				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4			60
Pre-requisites	Basic understanding of geography, strong interest in travel and tourism, and basic knowledge of world maps and locations.				
Course Summary	The Travel Geography course provides an in-depth understanding of the geographical aspects of tourism. It covers the role of geography in tourism, time calculations, and the physical geography of key regions worldwide. Students will learn about major tourist destinations, their attractions, and accessibilities across various continents. The course includes practical mapping activities to enhance students' geographical skills, preparing them for careers in travel and tourism.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand and explain the role of geography in tourism and the importance of geographical knowledge for tourism professionals.	U	F	Written Exams
CO2	Identify and describe the IATA Traffic Areas, including countries, capitals, airports, and currency codes.	R	F	Written Exams
CO3	Calculate flying times, understand time zones, daylight saving time, and the international date line.	Ap	C	Application in Practical's
CO4	Analyze the physical geography, tourist destinations, attractions, and accessibilities of major countries in the Asia-Pacific region.	An	C	Written Exams
CO5	Evaluate the tourist destinations, attractions, and accessibilities of major countries in Africa and the Middle East.	E	P	Application in Practical's

CO6	Create and manage geographical data for major tourist destinations in Europe and the Americas, showcasing practical mapping skills.	C	M	Application in Practical's / Project Work
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Introduction to Travel Geography		10	15
	1	Tourism and Geography: Role of Geography in Tourism	3	
	2	IATA Traffic Areas (ITCS): Countries, Capital Cities, and Codes	3	
	3	Airports and Codes, Currencies, Currency Codes	4	
II	Time Calculations and Map		14	15
	4	Time Calculation: Flying Time Calculation, Time Zones	3	
	5	Daylight Saving Time, International Date Line	3	
	6	Marking of Cities on Outline Maps	8	
III	Geography of Asia-Pacific		10	20
	7	Physical Geography of Asia-Pacific Regions: Tourist Destinations, Attractions, and Accessibilities	5	
	8	Major Countries: India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief)	5	
IV	Geography of Africa, Middle East, Europe, and the Americas		18	20
	9	Africa & Middle East: Tourist Destinations, Attractions, and Accessibilities	3	
	10	Major Countries: South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief)	3	
	11	Europe & America: Tourist Destinations, Attractions, and Accessibilities	3	
	12	Major Countries: France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief)	3	
	9	Africa & Middle East: Tourist Destinations, Attractions, and Accessibilities	3	
	10	Major Countries: South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief)	3	
V	Open Ended Module		8	

	The Open Ended Module should focus on advanced and current topics relevant to travel geography. Instructors can choose topics that are of interest to the students, such as sustainable tourism, the impact of climate change on travel patterns, or cultural geography of tourism. Practical training, case study analysis, and guest lectures from industry professionals are encouraged.	
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Books and References:

- Lonely Planet.
- Goodman, L., & Jackson, R. (1999). Geography of Travel and Tourism. Delmar.
- Sharma, S. (2007). Emerging International Tourism Markets. Rajat Publications.
- Dhar, P. (2007). International Tourism: Emerging Challenges & Future Prospects. Kanishka Publishers Distributors.
- Lew, A., Hall, C. M., & Timothy, D. J. (2008). World Geography of Travel and Tourism: A Regional Approach. Butterworth-Heinemann.
- Hall, C. M., & Page, S. J. (2014). The Geography of Tourism and Recreation: Environment, Place, and Space. Routledge.
- George, B. P., & Nedelea, A. (2011). International Tourism: World Geography & Development Perspectives. Abhijeet Publications.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	2	1	1	1	2	1
CO 2	3	1	1	1	2	1	2	1	1	1	2	1
CO 3	1	2	2	2	1	1	2	2	2	2	2	2
CO 4	1	2	2	2	1	2	2	2	2	2	2	2
CO 5	1	2	2	2	1	2	2	2	2	2	2	2
CO 6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6				✓

BHA6EJ302 TOURISM PRODUCTS

Programme	BHA				
Course Code	BHA6EJ302				
Course Title	Tourism Products				
Type of Course	ELECTIVE				
Semester	IV				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	A basic understanding of tourism concepts and India's geographical and cultural diversity is required				
Course Summary	This course introduces students to the vast array of tourism resources and products in India, covering natural, physical, bio geographical, adventure, and socio-cultural aspects.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate comprehension of the characteristics and typology of tourism resources in India.	U	F	Instructor created exams / Quiz
CO2	Identifying and evaluating the significance of major natural tourism resources in India.	An	C	Practical Assignment / Observation of Practical Skills
CO3	Understanding of socio-cultural products of India, including performing arts, handicrafts, and cuisine.	U	F	Seminar Presentation / Group Tutorial Work

CO4	Analyze and compare various tourism circuits in India, collaborating with stakeholders to assess their significance in promoting tourism.	An	C	Instructorcreated exams / Home Assignments
CO5	Demonstrate the ability to apply theoretical knowledge to realworld scenarios, fostering critical thinking and practical problem-solving skills.	Ap	P	One Minute Reflection Writing assignments
CO6	Analyze the interplay between tourism resources and products in India.	An	C	Viva Voce

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P)
Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I		Introduction	9	13
	1	Tourism Resources and Products: Meaning and Definition	2	
	2	Characteristics and Classification of tourism resources in India	3	
	3	Difference between tourism resources and products.	2	
	4	Typology of Tourism Resources	2	
II		Natural Tourism Resources of India	14	22
	5	Physical Tourism Resources	6	
		5.1 Mountain & Valleys (Indian Himalayas, Aravalli Mountain Ranges, Western Ghats and Eastern Ghats)		
		5.2 Deserts, Wetlands & Plains		
		5.3 Water Based Resources of India (Beaches, Islands; Rivers and Canals; Lakes, backwaters)		
	6	Bio geographical Tourism Resources	6	
		6.1 National Parks		
		6.2 Wildlife Sanctuaries		
		6.3 Biosphere Reserves		
	7	Adventure Tourism Resources (Land Based, Water Based, Air Based)	2	
III		Socio-Cultural Products of India	14	22
	8	Performing Arts of India,	4	
		8.1 Classical Dances and Dance Styles, Indian Folk Dances		
		8.2 Music and Musical Instruments- Schools of Indian Music		
	9	Handicrafts	2	
	10	Paintings	2	
	11	Religion, Fairs and Festivals of India	2	

	12	Indian Cuisine	2	
	13	Customs and Costumes	2	
IV	Major Tourism Circuits in India		11	13
	14	Golden Triangle Circuit	2	
	15	Buddhist Circuit	2	
	16	Himalayan Circuit	3	
	17	Wildlife Circuit	2	
	18	Heritage Circuit	2	
V	Open Ended Module		12	
	The syllabus for this fifth module designated as open-ended. In this opened module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
V	1	Field Trips: Organizing field trips to familiarize tourism resources in India		
	2	Participation in IITM,TTF,KTM or any other Events Encourage students to participate in tourism trade fairs or travel marts relevant to their academic focus. Guide students in identifying and registering for industry events that showcase a wide range of tourism products and services.		

Books and References:

- 1) "Tourism in India: A Comprehensive Guide" by Parul Mathur and Shalini Singh.
- 2) "Tourism Development: Principles, Practices, and Perspectives" by J. R. Brent Ritchie and Charles R. Goeldner.
- 3) "Tourism Geography of India" by Dr. Manoj Dixit.
- 4) "Indian Tourism: Beyond the Millennium" edited by A.K. Bhatia and Deepak Raj Gupta.
- 5) "Tourism Marketing in India" by K. N. Prabhu.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	-	3	-	-	-	-						
CO 3	-	-	1	-	-	-						
CO 4	-	3	-	-	-	-						

CO 5	-	-	-	-	3	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Group Presentations
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓	✓	✓
CO 5		✓	✓	✓
CO 6			✓	

BHA5EJ 301 HOTEL FACILITY PLANNING

Programme	BACHELOR OF HOTEL ADMINISTRATION (BHA)				
Course Code	BHA 6CJ 301				
Course Title	Hotel Facility planning				
Type of Course	Elective course				
Semester	VI				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75

Pre-requisites	key prerequisites: 1. Foundational Knowledge in Hospitality Management. 2. Basic Understanding of Business and Finance 3. Skills in Design and Architecture Basics
Course Summary	This course explores implementations of layout and planning areas of hotels, procedure for network analysis, energy conservation and energy audit.

Detailed Syllabus:

Module	Unit	Content	Hrs.
I	Hotel Design		15
	1	Design consideration.	5
	2	Blue Print & Types of Blue Print.	5
	3	Rules and Guidelines for Space Allocation in Hotels.	5
II	Hotel Classification		15
	5	Different Types of Hotels.	5
	6	Approval Guidelines for Hotel Projects.	5
	7	Classification Criteria for Hotels, including Heritage and Apartment Hotels.	5
III	Hotel Renovation		15
	8	Types of Renovation. Identifying the need for renovation.	3
	9	Renovation Process, Subsidiary Process in the renovation.	3
	10	Purpose of renovation.	3
	11	Prepare guests for Renovation.	3
	12	Post Renovation Activities.	3
IV	Energy Conservation in the Hotel Industry		15
	13	Energy Conservation Strategies.	5
	14	Energy Saving Practices in Different Areas of a Hotel.	5
	15	Conducting Energy Audits in Hotels.	5
V	Project Management in Hotel Planning		15
	1	Basic Principles of Network Analysis.	5
	2	Critical Path Method (CPM) and Program Evaluation Review Technique (PERT).	5
	3	Comparative Analysis of CPM and PERT in Hotel Projects.	5

Reference Books:

- Systematic layout planning-Richard MutherCahners
- Hotels and resort planning by Fred Lawson
- Foodservice planning-layout and equipment-Lendall H Kotschevar Margret E Tarell
- Hotel facility planning-Tarun Bansal

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6	PO7
CO 1	3	1	2	1	1	1	3	1	2	1	1	1	1

CO 2	3	1	2	2	3	2	3	2	2	2	2	2	2
CO 3	3	2	3	3	3	3	3	2	3	3	2	3	3
CO 4	3	2	3	3	3	3	3	2	3	3	3	3	3
CO 5	3	2	3	3	3	3	3	2	3	3	3	3	3
CO 6	3	3	3	3	3	3	3	3	3	3	3	3	3

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓	✓	✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓		✓
CO 6	✓	✓	✓	✓

BHA5EJ 302 BANQUET MANAGEMENT

Programme	BACHELOR OF HOTEL MANAGEMENT				
Course Code	BHA5EJ 302				
Course Title	Banquet Management				
Type of Course	ECS (Optional)				
Semester	VI				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60

Pre-requisites	<p>4. Banquet management covers wide range of skill including event planning, customer service, logistics, food and beverage management and budgeting.</p> <p>5. Mastering skill can make you versatile and highly valuable in the hospitality sector.</p> <p>6. Expertise in banquet can open doors to various carrier opportunities in the hotel, event planning companies and catering service as managerial positions.</p>
Course Summary	To equip students with the knowledge and skills needed to successfully manage and execute a wide variety of events.

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To Understanding the structure and functions of the banquet, types of catering and staff calculations.	U	C	Instructor-created exams
CO2	Understanding different types of menu, and gain skill in planning and designing menus and types of equipment's.	U	C	Assignment
CO3	Understand the setup of tables for different types of service including the specific procedures and protocols for each style.	U	C	Theoretical knowledge
CO4	To understand the steps involves planning and organizing various types of events and how to effectively consult with clients' needs and preference.	U	C	Theoretical knowledge
CO5	Students will learn the basic of outdoor catering, including the types of outdoor events, calculations of staffs and equipment requirements.	An	F	Theoretical knowledge
CO6	The course will cover skills and knowledge necessary to design, organizing and manage buffet style dining experience.	Ap	P	Practical/buffet setup
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to function catering		10
	1	Introduction to function catering.	2
	2	Banquets.	2
	3	Types of functions.	2
	4	Function staff.	2
	5	Staff requirement calculation.	2

II	Function Menu and equipment		10
	1	Function Menus.	2
	2	Banquet menu planning.	2
	3	Wine list.	2
	4	Food Service equipment.	2
	5	Other function equipment.	2
III	Table set-ups and service method		10
	1	Table plans.	2
	2	Spacing.	2
	3	Table set-ups.	2
	4	Service during formal functions.	2
	5	Service during informal functions.	2
IV	Function Booking and organization, Outdoor catering & Buffet		20
	1	Booking a function.	2
	2	Organizing a function.	2
	3	Briefing.	2
	4	Procedure for toasts at formal function.	2
	5	Introduction to outdoor catering.	3
	6	Calculating tables & equipment's required.	3
	7	Introduction to Buffet.	3
	8	Types of buffet, buffet settings.	3
V	OPEN		10

Reference Books:

Food and Beverage Service - R. Singaravelavan-Oxford university press

Food & Beverage Service - Vijay Dhawan-Frank Bros & Co

Text book of Food and Beverage Management - Sudhir Andrews-The McGraw-Hill companies

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	2	1	2	3	2	2	2	1	2
CO 2	3	3	3	1	2	-	3	3	3	3	1	2
CO 3	3	1	1	2	-	-	3	1	1	2	-	-
CO 4	3	3	2	2	2	1	3	3	2	2	2	1
CO 5	2	1	2	2	1	-	2	1	2	2	1	-
CO 6	2	1	2	2	-	1	2	1	2	2	-	1

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6			✓	

BHA6EJ 301 OUTDOOR CATERING MANAGEMENT

Programme	BHA				
Course Code	BHA6EJ301				
Course Title	Outdoor Catering Management				
Type of Course	Elective				
Semester	6				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	75
Pre-requisites	There are no specific prerequisites for this course, although a basic understanding of business principles and marketing concepts would be beneficial.				
Course Summary	This course provides a comprehensive overview of the tourism industry, covering topics such as the definition and concept of tourism, historical development, types of tourism, components of the industry, tourism motivation and demand, tourism statistics, and career opportunities in the field.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
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CO1	Understand the fundamental principles and importance of catering management.	U	F	Written Exams
CO2	Identify and describe different types of catering services and their applications.	R	F	Written Exams
CO3	Analyze menu planning principles and develop effective menus for different types of catering services.	An	C	Assignments
CO4	Apply hygiene and safety regulations in catering operations.	Ap	P	Practical Assignments
CO5	Evaluate the logistical and equipment requirements for successful outdoor catering events.	E	P	Project/Field Evaluation
CO6	Implement practical catering management techniques through hands-on experience in organizing mock events.	C	P	Practical Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus

Module	Unit	sContent	Hrs 75	Marks (70)
I	Introduction to Catering Management		15	
	1	Definition and Scope of Catering Management	3	
	2	Types of Catering Services	3	
	3	Role and Responsibilities of a Catering Manager	3	
	4	Key Concepts in Catering Operations	3	
	5	Trends and Innovations in Catering Industry	3	
II	Menu Planning and Development		15	
	6	Principles of Menu Planning	3	
	7	Types of Menus: A la Carte, Table d'Hôte, Buffet, etc.	3	
	8	Menu Design and Presentation	3	
	9	Nutritional Considerations in Menu Planning	3	
	10	Cost Control and Pricing Strategies	3	
III	Hygiene and Safety in Catering		15	
	11	Importance of Hygiene and Safety in Catering	3	
	12	Food Safety Regulations and Standards	3	
	13	Personal Hygiene and Kitchen Sanitation	3	

	14	HACCP and Risk Management	3	
	15	Emergency Procedures and First Aid	3	
IV	Economic Sustainability		15	
	16	Planning and Organizing Outdoor Catering Events	3	
	17	Logistics and Transportation in Outdoor Catering	3	
	18	Equipment and Set-up for Outdoor Events	3	
	19	Challenges in Outdoor Catering and Solutions	3	
	20	Case Studies of Successful Outdoor Events	3	
V	Open Ended Module		15	30
	<p>This is an open ended module. The content can be decided by the tutor. Some suggestions in this module is given below;</p> <ul style="list-style-type: none"> • Conducting a Mock Catering Event • Menu Planning and Execution • Real-World Applications and Case Studies 			
	<p>References;</p> <p>Cousins, J., Lillicrap, D., & Weekes, S. (2014). Food and Beverage Service. Hodder Education.</p> <p>Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). Food and Beverage Management. Routledge.</p> <p>Singh, Y. K. (2005). Catering Management. APH Publishing.</p> <p>Dittmer, P. R. (2002). Principles of Food, Beverage, and Labor Cost Controls. Wiley.</p> <p>Walker, J. R. (2016). Introduction to Hospitality Management. Pearson.</p> <p>Shiring, S. B., Jardine, R. A., & Mills, P. J. (2001). Introduction to Catering: Ingredients for Success. Cengage Learning..</p>			

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6
CO 1	3	1	1	1	2	1	1	1	1	2	2	1
CO 2	3	1	1	1	2	1	1	1	1	2	2	1
CO 3	1	2	2	2	2	1	1	2	2	2	2	2
CO 4	1	2	2	2	2	2	1	2	2	2	2	2
CO 5	1	2	2	2	2	2	1	2	2	2	2	2
CO 6	1	2	2	2	1	2	-	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	✓

BHA6EJ304 TRANSPORT CATERING

Programme	BHA				
Course Code	BHA6EJ304				
Course Title	TRANSPORT CATERING				
Type of Course	Major (Elective)				
Semester	VII				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	1	75
Pre-requisites	None				
Course Summary	This course provides an in-depth understanding of transport catering within the hospitality industry. It covers the principles and practices of catering for different modes of transport such as railways, airlines, and cruise ships. The course also focuses on the unique challenges and requirements of each type of transport catering				

Course Outcome (COs)

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles and importance of transport catering.	U	F	Written Exams
CO2	Identify and describe the components of planning and organizing transport catering services.	R	F	Written Exams
CO3	Analyze the specific requirements and challenges of railway catering services.	An	C	Assignments
CO4	Develop plans for effective airline catering services, including menu planning and logistics.	C	P	Practical Assignments
CO5	Evaluate the effectiveness of cruise catering management practices.	E	P	Project/Field Evaluation
CO6	Implement practical transport catering management techniques in real-world hospitality settings.	Ap	P	Practical Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus

Module	Unit	Content	Hrs 75	Marks (70)
I	Introduction to Transport Catering		15	
	1	Definition and Scope of Transport Catering	3	
	2	Objectives of Transport Catering	3	
	3	Basic Principles of Transport Catering	3	
	4	Role of Transport Catering Manager in Hospitality Industry	3	
	5	Trends and Innovations in Transport Catering	3	
II	Railway Catering		15	
	6	Introduction to Railway Catering	3	
	7	Menu Planning and Dietary Considerations for Railway Passengers	3	
	8	Logistics and Supply Chain Management for Railway Catering	3	
	9	Safety and Hygiene Practices in Railway Catering	3	
	10	Case Studies of Successful Railway Catering Operations	3	
III	Airline Catering		15	
	11	Introduction to Airline Catering	3	

	12	Menu Planning and Dietary Considerations for Airline Passengers	3	
	13	Logistics and Supply Chain Management for Airline Catering	3	
	14	Safety and Hygiene Practices in Airline Catering	3	
	15	Case Studies of Successful Airline Catering Operations	3	
	Cruise Catering		15	
IV	16	Introduction to Cruise Catering	3	
	17	Menu Planning and Dietary Considerations for Cruise Passengers	3	
	18	Logistics and Supply Chain Management for Cruise Catering	3	
	19	Safety and Hygiene Practices in Cruise Catering	3	
	20	Case Studies of Successful Cruise Catering Operations	3	
V	Open Ended Module		15	30
	This open-ended module allows instructors to incorporate their own ideas and perspectives on contemporary issues and innovative practices in transport catering. Hands-on learning through field visits, case studies, and practical analysis of real-world scenarios are encouraged			
	References; Cousins, J., Lillicrap, D., & Weekes, S. (2014). Food and Beverage Service. Hodder Education. Cracknell, H.L., Nobis, G. (1989). Transport Catering. In: Mastering Restaurant Service. Macmillan Master Series. Palgrave, London. https://doi.org/10.1007/978-1-349-19827-6_16 Catering Management by Nancy Loman Scanlon - Wiley. "Airline Catering: The Comprehensive Guide" by Peter Jones - Altitude Publishing "Cruise Ship Tourism" edited by Ross Dowling - CABI Publishing "Railway Catering in India" by V. V. Rampal - APH Publishing			

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	2	1	1	1	1	2	2	1
CO2	3	1	1	1	2	1	1	1	1	2	2	1
CO3	1	2	2	2	2	1	1	2	2	2	2	2
CO4	1	2	2	2	2	2	1	2	2	2	2	2
CO5	1	2	2	2	2	2	1	2	2	2	2	2
CO6	1	2	2	2	1	2	-	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	✓

ELECTIVE COURSES WITH NO SPECIALISATION

BHA8EJ401 TECHNOLOGY AND INNOVATION FOR HOSPITALITY

Programme	BTHM				
Course Code	THM8EJ401				
Course Title	Technology and Innovation for Tourism				
Type of Course	Major (Elective)				
Semester	VIII				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic understanding of the tourism and hospitality industry.				
Course Summary	This course explores how technology has revolutionized the travel and tourism industry, from the emergence of global distribution systems (GDSs) to the latest trends in artificial intelligence (AI), metaverse, and extended reality (XR). It also discusses the challenges and opportunities that technology brings for tourism stakeholders, such as travelers, businesses, and destinations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	To introduce the students to the role and impact of technology on the tourism and Travel industry.	R	F	Seminar Presentation / Group Tutorial Work
CO2	To familiarize the students with the various types of technology used in tourism and Travel operations, marketing, and management.	U	C	Practical Assignment / Observation of Practical Skills
CO3	To develop the students' skills and competencies in using technology for enhancing tourism and Travel services and experiences.	C	P	Instructor- created exams / Quiz
CO4	To enable the students to analyze the current and emerging trends and challenges of technology in tourism.	An	F	Home Assignments
CO5	To identify the key technology trends and innovations that will shape the future of tourism	Ap	M	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	INTRODUCTION TO TECHNOLOGY AND TOURISM		10
	1.	Definition and concept of technology and tourism, Automation in the tourism industry, The need for information, Information as a resource	1
	2.	Evolution and development of technology in tourism,	3
	3.	Benefits and drawbacks of technology in Tourism	3
	4.	Ethical and social issues of the application of technology in tourism	3
II	TECHNOLOGY IN TOURISM AND TRAVEL OPERATIONS		10
	1.	Application of Technology for front office, housekeeping, food and beverage, and security operations	3
	2.	Latest Technology for reservation, booking, ticketing and payment (case of UPI, NFC & Other contactless) systems,	3
	3.	Technology for travel intermediaries and distribution channels	2
		Technology for transportation, accommodation, and attraction sectors	
III	TECHNOLOGY IN TOURISM AND TRAVEL MARKETING AND MANAGEMENT		15
	1.	Technology and digital platforms for market research and consumer behavior analysis	2
	2.	Digital marketing and e-commerce as a branch of E-Tourism	2
	3.	Integration of Technology for social media and online reputation management, Technology for customer relationship management and loyalty programs	1
	4.	Technology for strategic planning, decision making, innovation and entrepreneurship	2
IV	FUTURE OF TECHNOLOGY AND TOURISM		10
	1.	Role of Tourism in the spread of Technology, Tourism 4.0, Smart Tourism: Emerging Global Digital Ecosystem, Accessibility Sustainability, Digitalisation, Robotics,	2
	2.	Virtual Tourism: Application of Technology through augmented and virtual reality: the case of Metaverse and Google Map - Street View	2
	3.	Tackling Language barrier in modern tourism: the case of Duolingo and Google translate	2
		Assessing the Technology of blockchain and big data analysis in Tourism	2
V	Hands-on Training Practical Applications, Case Study Suggestions;		15
	1	Visit to Virtual Tour lab equipped with the softwares like Meta Quest 31, Sony PlayStation VR22, Valve Index VR Kit3, and HTC Vive Pro 24	10
	2	Training to use with V R headsets and controllers with buttons, triggers, joysticks, and sensors that track students hand movement and position and also VR accessories like Oculus Quest 2 Elite Strap, Valve Index VR Cover, and Cyber Shoes etc.	5
References			
Belén Vidal, Tourism and Technology: How Tech is Revolutionizing Travel (https://www.wearemarketing.com/blog/tourism-and-technology-how-tech-is-revolutionizing-travel.html)			
Impact of technology on travel and tourism - statistics & facts by Statista Research Department(https://www.statista.com/topics/7844/impact-of-technology-on-travel-and-tourism/)			

Technology in tourism by World Tourism Organization (UNWTO), (<https://www.e-unwto.org/doi/epdf/10.18111/9789284414567>)
 Digital Transformation by UNWTO, (<https://www.unwto.org/digital-transformation>)
 Revfine, 15 Key Technology Trends Emerging in the Travel Industry in 2024, (<https://www.revfine.com/technology-trends-travel-industry/>)
 Gretzel, et.al, (2015) Smart tourism: foundations and developments, Journal of Electronic Markets(https://www.researchgate.net/publication/280719315_Smart_tourism_foundations_and_developments)

Mapping of COs with PSOs and POs :

	PS O1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	1	-	-						
CO 2		2	-	-	-	1						
CO 3	-	-	1	-	3	-						
CO 4	-	-	2	1	-	-						
CO 5	-	1	-	2	2	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

BHA8EJ402 SUSTAINABLE PRACTICES IN HOSPITALITY BUSINESS

Programme	BHA				
Course Code	BHA8EJ402				
Course Title	Sustainable Practices in Tourism and Hospitality Business				
Type of Course	Major (Elective)				
Semester	VIII				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	75
Pre-requisites	Basic understanding of the tourism and hospitality industry.				
Course Summary	The course on Sustainable Practices in Tourism and Hospitality Business provides students with a comprehensive understanding of sustainability principles and their application within the tourism and hospitality industry. Students will explore sustainable tourism development, environmental stewardship, socio-cultural responsibility, and economic sustainability. The course includes practical insights and case studies to help students implement sustainable practices in real-world scenarios, preparing them for responsible roles in the industry.				

Course Outcomes (Cos)

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles of sustainability and their importance in tourism and hospitality.	U	F	Written Exams
CO2	Identify key environmental challenges and sustainable practices to mitigate their impact.	R	C	Written Exams
CO3	Apply sustainable tourism development strategies to enhance environmental and socio-cultural benefits.	Ap	P	Application in Practical's
CO4	Analyze the role of stakeholders in promoting sustainable tourism and hospitality practices.	An	C	Project Work / Case Studies
CO5	Evaluate economic sustainability practices and their impact on local communities and businesses.	E	P	Application in Practical's
CO6	Develop comprehensive sustainability plans for tourism and hospitality businesses,	C	M	Project Work / Case Studies

	incorporating environmental, social, and economic aspects.			
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Introduction to Sustainability in Tourism and Hospitality		12	20
	1	Definition and principles of sustainability	3	
	2	Importance of sustainability in tourism and hospitality	3	
	3	Historical evolution of sustainable tourism	3	
	4	Global sustainable tourism initiatives	3	
II	Environmental Sustainability		13	20
	1	Key environmental challenges in tourism and hospitality	3	
	2	Sustainable practices to reduce environmental impact	3	
	3	Energy conservation and waste management	3	
	4	Water conservation in hotels	3	
III	Socio-Cultural Responsibility		10	15
	1	Understanding socio-cultural sustainability	3	
	2	Community involvement and benefits	3	
	3	Preservation of cultural heritage and local traditions	3	
	4	Case studies on successful socio-cultural sustainability initiatives	3	
IV	Economic Sustainability		12	15
	1	Economic impacts of tourism and hospitality	3	
	2	Sustainable economic practices and local sourcing	3	
	3	Fair trade and ethical business practices	3	
	4	Case studies on economic sustainability in tourism and hospitality	3	
V	Open Ended Module		13	30
	<p>The Open Ended Module on "Contemporary Issues in Sustainable Tourism and Hospitality" should focus on providing students with a comprehensive understanding of current trends and developments in sustainability within the tourism and hospitality industry. Instructors can choose activities and topics that are relevant to the evolving landscape of sustainability. This module encourages hands-on learning through case studies, practical analysis, and guest lectures from industry experts. Interaction with sustainability professionals and analysis of real-world examples can also be included to enhance students' knowledge and experience.</p> <p>Some Suggestions are:</p>			

<ul style="list-style-type: none"> • Discuss the current trends, challenges, and opportunities in sustainable tourism and hospitality • Analyze the impact of global events and economic factors on sustainability practices • Conduct practical case studies on successful sustainable practices in tourism and hospitality 		
<p>References;</p> <p>Weaver, D. (2006). Sustainable Tourism: Theory and Practice. Butterworth-Heinemann.</p> <p>Dodds, R., & Butler, R. (2010). Barriers to Implementing Sustainable Tourism Policy in Mass Tourism Destinations. CAB International.</p> <p>Honey, M. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? Island Press.</p> <p>Edgell, D. L. (2016). Managing Sustainable Tourism: A Legacy for the Future. Routledge.</p> <p>Singh, L. K. (2012). Ecology, Environment and Tourism. Gyan Publishing House.</p> <p>Timothy, D. J., & Boyd, S. W. (2003). Heritage Tourism. Pearson Education.</p>		

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	2	1	1	1	1	2	2	1
CO2	3	1	1	1	2	1	1	1	1	2	2	1
CO3	1	2	2	2	2	1	1	2	2	2	2	2
CO4	1	2	2	2	2	2	1	2	2	2	2	2
CO5	1	2	2	2	2	2	1	2	2	2	2	2
CO6	1	2	2	2	1	2	-	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation

- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	✓

BHA8EJ403 HOSPITALITY LAW AND ETHICS.

Programme	BHA				
Course Code	BHA8EJ403				
Course Title	Hospitality Law and Ethics				
Type of Course	Major (Elective)				
Semester	VIII				
Academic Level	400-499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
Pre-requisites	Basic understanding of the tourism and hospitality industry.				
Course Summary	The course on Hospitality Law and Ethics provides students with a comprehensive understanding of the legal and ethical issues in the hospitality industry. Students will explore various laws, regulations, and ethical standards that impact the operation of hospitality businesses. The course includes practical insights and case studies to help students navigate legal challenges and make ethical decisions in real-world scenarios, preparing them for responsible roles in the hospitality industry				

Course Outcomes;

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles of law and their importance in the hospitality industry.	U	F	Written Exams
CO2	Identify the key legal issues and challenges faced by hospitality managers.	R	C	Written Exams
CO3	Apply legal knowledge to navigate regulations related to hotel premises, planning, and operations.	Ap	P	Application in Practical's
CO4	Analyze the role of international regulations in ensuring food safety, quality, and security in hospitality.	An	C	Project Work / Case Studies
CO5	Evaluate ethical issues and apply ethical analysis in decision-making processes in hospitality management.	E	P	Application in Practical's
CO6	Develop comprehensive legal and ethical plans for starting and operating a hospitality business.	C	M	Project Work / Case Studies
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Hospitality Law		10
	5.	Introduction	2
	6.	Objective	2
	7.	Law (Definition)	2
	8.	Historical Origins of Law	2
	9.	The Future Hospitality Manager and the Legal Environment	2
II	Legal Perspective		12
	4.	Laws Relating to Hotel Premises	3
	5.	Laws related to Planning & Designing	3
	6.	International Regulations for Hotels & Guests	3
	7.	International Laws for Food Safety, Quality & Security	3
III	Key Issues and Legal Procedures		15
	5.	Key Considerations for Starting a Hotel Business	3
	6.	Formation of a Hotel Company	3
	7.	Legal requirements at the time of doing Hotel Business	3
	8.	Business Contracts: Essentials and Types	3
	9.	Steps to Follow When Drawing Up Contracts	3
IV	Legal Aspects of Starting and Running a Hotel Business		11
	4.	Legal Procedure: The Journey of a Case through the Courts	4
	5.	The Law & Ethics	3
	6.	Preventive Legal Management & Contract	4
V	Open Ended Module		12
		Suggestions to discuss; Discuss the current trends, challenges, and opportunities in hospitality law. Analyze the impact of global events and economic factors on hospitality legal practices Conduct practical case studies on successful legal management practices	20
References			
Devendra, A. (2019). Hotel Laws. Oxford University Press.			
Negi, J. (2018). Hotel & Tourism Laws. Kanishka Publishers.			
Bharath, S. (2020). Hospitality Law: Managing Legal Issues in the Hospitality Industry. Wiley Publication.			
Related Guidelines & Reports from Ministry of Tourism, Govt. of India.			

Mapping of COs with PSOs and POs :

	PS O1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	-	-	1	-	-						
CO 2		2	-	-	-	1						
CO 3	-	-	1	-	3	-						
CO 4	-	-	2	1	-	-						
CO 5	-	1	-	2	2	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

MINOR PROGRAMMES

HOSPITALITY OPERATIONS

BHA1MN101 FUNDAMENTALS OF HOSPITALITY INDUSTRY

Programme	Bachelor of Hotel Administration				
Course Code	BHA1MN101				
Course Title	FUNDAMENTALS OF HOSPITALITY INDUSTRY				
Type of Course	Minor				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5		2	75
Pre-requisites	<p>1. A basic knowledge of customer service, communication skills, and an understanding of the hospitality industry, such as hotels, restaurants, and event management, can be beneficial.</p> <p>2. A foundational understanding of business principles and cultural awareness may enhance your grasp of hospitality.</p>				
Course Summary	<p>Introduction to Hospitality" covers the foundational aspects of the hospitality industry, including key concepts in lodging, food service, travel, and tourism. Topics may include customer service, hotel management, restaurant operations, and an overview of the global hospitality landscape. Students often gain insights into the various sectors, industry trends, and the importance of providing exceptional guest experiences."</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level *	Knowledge Category#	Evaluation Tools used
CO1	Foundational Knowledge: Gain a comprehensive understanding of the fundamental concepts and principles in the hospitality industry, including customer service, hotel management, and food and beverage operations.	U	C	Instructor-created exams / Quiz
CO2	Communication Skills: Develop effective communication skills to interact professionally with guests, colleagues, and management, fostering a positive and welcoming environment.	Ap	P	Assignment /Seminar
CO3	Problem-solving Abilities: Acquire the ability to identify and resolve challenges commonly faced in the hospitality sector, demonstrating critical thinking and adaptability.	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Cultural Competence: Cultivate an appreciation for diverse cultures and backgrounds, enhancing the ability to provide	U	C	Instructor-created

	inclusive and culturally sensitive services in a global hospitality setting.			exams / Home Assignments
CO5	Team Collaboration: Demonstrate teamwork and leadership skills by actively participating in group projects, simulations, and real-world scenarios, reflecting the collaborative nature of the hospitality industry.	Ap	P	Practical/viva voce
CO6	Industry Ethics and Professionalism: Understand and adhere to ethical standards and professional conduct within the hospitality field, ensuring high standards of service and accountability.	Ap	P	Viva Voce/Presentation
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus: Introduction to Hospitality

Module	Unit	Hrs	
I	Introduction to the Hospitality industry	15	
	1	History of travel -Evolution and growth of hotel industry in India.	4
	2	Definition and scope of Hospitality industry, Various sectors with in hospitality industry.	4
	3	Basis of classification of hotels: resorts, commercial hotels, floating hotels, casino hotels, time share, condominiums, boutique hotels	4
	4	Grooming standards for Hotel professionals.	3
II	History of Hotels ,Resorts and Motels	15	
	5	Inns of early times	4
	6	History of hotels in America	4
	7	History of motels and it's features	4
	8	Advent of hotel chains	3
III	Types of hotels, Hotel Organization and Job Description	15	
	9	Small, medium and Large hotels	2
	10	Revenue Departments	2
	11	Non revenue departments	1
	12	Minor revenue departments	2
	13	Hospitality ethics and standards.	2
	14	What is customer service Who is the customer	2
	15	Why is customer service is important	1
	16	Creating excellent mindset.	1
17	Customer relationship management.	2	
IV	Practical Applications	15	
	18	Grooming,	3
	19	Personal Hygiene, Hand washing techniques.	3
	20	Customer service skills-Practicing effective communication and problem solving to enhance guest satisfaction.	3
	21	Induction various operation departments	3
	Time management: efficiently managing time in a fast paced hospitality environment.	3	

V	Implement the following		15
	22	Industrial visit.	10
		Case study-communication gap, slow response time ,in consistent service	3
		Industrial visit report	2

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	3	2	-						
CO 2	1	2	-	2	1	-						
CO 3	1	1	1	1	2	-						
CO 4	2	-	2	3	2	-						
CO 5	3	1	-	2	1	-						
CO 6	-	-	-	-	-	-						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		
CO 2	✓			
CO 3				
CO 4		✓		
CO 5	✓		✓	✓
CO 6			✓	

REFERENCE BOOK

1. Introduction to tourism &hospitality industry- Sudhir Andrews
 2. Introduction to Hospitality" by John R. Walker
 3. "Hospitality Management Accounting" by Martin G. Jagels
- "Hospitality Strategic

BHA2MN101 HOSPITALITY MARKETING

Programme	BHA				
Course Code	BHA2MN101				
Course Title	HOSPITALITY MARKETING				
Type of Course	Minor				
Semester	III				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	Nil				
Course Summary	This course aims to familiarize the students on the fundamentals of tourism and hospitality marketing and enable them to recognize the importance of effective marketing strategies in the success of tourism and hospitality businesses.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the basic concepts of marketing in the tourism and hospitality industry	U	C	Instructor-created exams / Quiz
CO2	Analyse the factors that influence the tourism marketing environment.	An	P	Problem solving questions
CO3	Understand the consumer behaviour and marketing strategies	U	C	Instructor-created exams / Quiz
CO4	Analyse the components of marketing mix	An	P	Seminar Presentation, Assignments
CO5	Examine the product life cycle and strategies for effective product development, including branding, packaging, and features.	E	P	Seminar Presentation, Assignments
CO6	Analyse the digital marketing and relation marketing initiatives	An	P	Instructor-created exams Assignments
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs
I	Introduction to Hospitality Marketing		18
	1	Marketing : Meaning and definition, Marketing process	2
	2	Understanding the five core customer and marketplace concepts: <ul style="list-style-type: none"> • Needs, wants, and demands 	5

		<ul style="list-style-type: none"> Marketing offerings (tangible products, services, and experiences) Value and satisfaction Exchanges and relationships Markets. 	
	3	Marketing management orientations	3
	4	Service marketing triangle, Characteristics of service marketing	4
	5	Influences on the tourism marketing environment	4
II	Consumer Buying Behaviour and Target Marketing Process		15
	6	Model of Consumer Behaviour	2
	7	Personal characteristics affecting consumer behaviour: Cultural factors, Social factors, personal factors, Psychological factors	4
	8	Buyer decision process	3
	9	Target marketing process- Market Segmentation, Market targeting, Market positioning	6
III	Marketing Mix		15
	10	Marketing Mix: Meaning and components	2
	11	Product: Product levels, Product life cycle, Branding , New product development	4
	12	Pricing: Factors determining pricing decisions, Pricing approaches, Pricing strategies	3
	13	Place: Distribution channels- Nature and types of distribution channels, Functions	3
	12	Promotion: Promotion mix- Advertising, Sales promotion, Personal selling, Public relation, Direct and digital marketing; Crisis management	3
IV	Digital and Relationship Marketing		12
	13	Digital age marketing : Online marketing- Social media marketing- Mobile marketing	3
	14	Relationship Marketing: Benefits of customer relationship management, Loyalty programmes	3
	15	Digitalization of word of mouth- eWOM	3
	16	Social Media Metrics and Analysis	3
V	Open Ended Module:		15
	1	Case studies	15

Reference Books:

- Kotler, P., Bowen, J., Makens, J. C., & Baloglu, S. (2017). *Marketing for Hospitality and Tourism* (7th ed.). Harlow, Essex, England: Pearson.
- Minazzi, R. (2015). *Social media marketing in tourism and hospitality*. Cham: Springer.
- Hudson, S. (2008). *Tourism and hospitality marketing : a global perspective*. London: Sage.

Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	2	2	1	2	2	2						

CO 2	2	3	3	2	3	3						
CO 3	3	3	2	3	3	2						
CO 4	3	2	2	3	2	3						
CO 5	2	3	2	3	2	2						
CO 6	2	3	3	3	2	2						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4	✓	✓		✓
CO 5	✓	✓		✓
CO 6	✓	✓		

**BHA3MN201 MANAGEMENT PRINCIPLES AND PRACTICES FOR
HOSPITALITY ORGANISATIONS**

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA3MN201				
Course Title	Management Principles and Practices for Hospitality Organisations				
Type of Course	Minor				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	7. Comprehensive understanding of the hospitality sector, its unique characteristics and its various segments.				

	<p>8. Emphasis on understanding and prioritizing customer satisfaction and experience is important in the hospitality industry.</p> <p>9. Proficiency in business management principles and operational procedures specific to the hospitality industry.</p>
Course Summary	To equip students with a deeper comprehension, it's pivotal to underscore that the crux of effective management lies in prioritizing outstanding customer service, guaranteeing operational effectiveness, and cultivating robust leadership strategies. Proficiency in these domains empowers managers to adeptly guide their teams, streamline business processes, and craft unforgettable guest experiences, thus fortifying their capacity to excel in the hospitality industry

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate effective management principles as outlined in selected text learning objectives.	U	R	Written Exam
CO2	Demonstrate a comprehensive understanding of the planning, organizing, staffing, and directing functions of management.	U	R	Seminar/Group Work
CO3	Understand of various leadership styles and motivation theories, and apply them effectively in hotel management.	U	R	Presentation and Seminar
CO4	To understand the complexities of organizational structures, job design, strategic planning, and SWOT analysis within the hospitality industry	U	R	Written Exam
CO5	Identify emerging trends and strategically respond to future challenges and opportunities, ensuring sustainable growth and a competitive edge in the hospitality industry	U	R	Writing assignments
CO6	Identify and adapt to emerging trends and technologies in the hospitality industry, including AI, machine learning, IoT, and robotics. Formulate strategies to increase revenue through cross-selling and upselling, and address future challenges and opportunities in the sector.	U	R	Writing Assignment
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)				

- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Module	Unit	Content	Hrs
I	Basics in Management		18
	1	Definition of Management, Evolution of Management, Schools of management thought	4
	2	F.W.Taylor and Henry Fayol - - Management as a science and an art	4
	3	Principles of Management	5
	4	Management process: Planning, Organizing, Controlling, Directing, Staffing	5
II	Management Process		19
	5	Functions of Management: Planning: Types of plans - Planning process	5
	6	Organizing: Span of control - Line and staff functions - Centralization and decentralization, Delegation	5
	7	Staffing: Manpower planning: Recruitment - Selection and placement	4
	8	Directing. Principles of direction – Co-coordinating and controlling.	5
III	Leadership in Hospitality		17
	9	Leadership and motivation: leadership styles	5
	10	Theories of motivation	3
	11	MBO - Management of performance	3
	12	Team Management. Team Creation and Management	3
	13	Characteristics of work group - Work group behaviour and productivity	3
IV	Organizational Structure and Strategic Planning in Hospitality Industry		11
	15	Organizational structure in Hospitality	2
	16	Job design, Job Description and Job Specification	3
	17	Strategic planning and Goal setting	3
	18	SWOT Analysis in hospitality industry	3
V	Case Studies		10

Reference Books:

1. Essential of Management – *Harold Koontz & Heinz Weirich*
2. Management – *H. Koontz & Cyrill O'Donnell*.
3. Management Theory – *Jungle, H. Koontz*.
4. Principles of Management – *Peter F. Drucker*.
5. Management Concepts – *V.S.P. Rao, Konark Publishers*
6. Principles & Practice of Management – *L.M. Prasad, S. Chand*.
7. Organization & Management – *R. D. Agarwal, Tata McGraw Hill*.
8. Modern Business Administration – *R.C., Pitman*.
9. Human Resource Management – *Railey M., Butterworth Heinemann*
10. Hospitality Management: A Capstone Course" by *Matt A. Casado*
11. Principles of Management for the Hospitality Industry" by *Dana Tesone*

Mapping of COs with PSOs and POs:

	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	2	2	1	2	2	2	3	2	2	2	2
CO 2	3	2	3	3	2	3	3	3	3	3	3	2
CO 3	3	3	3	2	3	3	2	2	3	2	2	3
CO 4	3	3	2	2	3	2	3	3	2	2	3	2
CO 5	1	2	3	2	3	2	2	3	3	3	2	2
CO 6	3	2	3	3	3	2	2	2	2	3	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Quiz/ Discussion / Seminar
- Midterm Exam
- Programming Assignments (20%)
- Final Exam (70%)

(Please note that these evaluation rubrics serve as illustrative examples within the context of a Data Structure course and are not intended to be definitive or prescriptive. Suggested methods of formative/summative assessment are listed in the latest version of the guidelines to BoS.)

Mapping of COs to Assessment Rubrics :

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1		✓		✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5	✓		✓	
CO 6			✓	

BHA8MN304 FOOD AND BEVERAGE OPERATIONS

Programme	Bachelor of Hotel Administration
Course Code	BHA8MN304
Course Title	Food and Beverage Operations
Type of Course	Major
Semester	8

Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	1	75
Pre-requisites	Basic understanding of the hospitality industry, interest in food and beverage services, and basic culinary skills.				
Course Summary	The Food & Beverage Operations course provides a comprehensive overview of the operational aspects of food and beverage service and food production. The course is designed to equip students with the knowledge and skills required for effective food and beverage management within the hospitality industry. Students will learn about the organization and functions of the F&B department, service techniques, menu planning, and basic culinary operations. The course includes practical training to enhance students' hands-on experience, preparing them for various roles in food and beverage operations.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the organization and functions of the Food & Beverage (F&B) department in a hotel.	U	F	Written Exams
CO2	Identify the roles and responsibilities of F&B staff and the attributes of effective service personnel.	R	F	Written Exams
CO3	Familiarize with various F&B service equipment and different types of food service areas and outlets.	Ap	C	Application in Practical's
CO4	Analyze the different types of menus and meals, including the procedures for laying a table and serving a meal.	An	C	Written Exams
CO5	Demonstrate basic technical skills required for food and beverage service, such as holding service spoons and forks, carrying trays, and laying tablecloths.	E	P	Application in Practical's
CO6	Conduct practical training in an in-house restaurant or F&B lab to apply theoretical knowledge in real-world settings.	C	M	Application in Practical's / Project Work
<p>* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)</p>				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Introduction to F&B Department		13	15
	1	Overview of the Food & Beverage Industry	2	
	2	Organization Structure of the F&B Department	3	
	3	Roles and Responsibilities of F&B Staff	3	
	4	Inter-departmental Relationships within a Hotel	2	
	5	Attributes of Effective Service Personnel	3	
II	Food & Beverage Service Basics		16	20
	1	Types of Food Service Establishments (Restaurants, Cafes, Banquets, etc.)	3	
	2	F&B Service Equipment and Their Uses	3	
	3	Mise en Place and Mise en Scene	3	
	4	Menu Planning and Types of Menus	4	
	5	Types of Meals and Service Styles (A la Carte, Table d'hote, Buffet, etc.)	3	
III	Food Production Basics		18	25
	1	Introduction to Food Production	2	
	2	Kitchen Organization and Layout	3	
	3	Roles and Responsibilities of Kitchen Staff	3	
	4	Basic Cooking Methods and Techniques	4	
	5	Kitchen Safety and Hygiene Practices	3	
	6	Basics of Menu Planning and Food Costing	3	
IV	Practical Skills in F&B Operations		16	10
	1	Holding and Using Service Spoons and Forks	2	
	2	Carrying a Tray and Serving Plates	3	
	3	Laying and Changing a Table Cloth	2	
	4	Setting Up a Dining Table	3	
	5	Service of Food	3	
	6	Food Presentation Techniques	3	
V	Open Ended- Practical		11	
	The Open-Ended Module should focus on practical training relevant to food and beverage service. Instructors can choose activities that allow students to apply theoretical knowledge in real-world settings, such as conducting practical sessions in an in-house restaurant or F&B lab. This module encourages hands-on experience and skill development.			

References;

Food & Beverage Service– Lillicrap & Cousins, ELBS
Food & Beverage Service Training Manual
Practical cookery- David Fosket, Neil Rippington

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	2	1	1	1	2	1
CO 2	3	1	1	1	2	1	2	1	1	1	2	1
CO 3	1	2	2	2	1	1	2	2	2	2	2	2
CO 4	1	2	2	2	1	2	2	2	2	2	2	2
CO 5	1	2	2	2	1	2	2	2	2	2	2	2
CO 6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Practical
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Practical/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4				✓
CO5		✓	✓	✓
CO6			✓	

HOSPITALITY MANAGEMENT

BHA1MN102 HOSPITALITY ENTREPRENEURSHIP

Programme	BHA				
Course Code	BHA1MN102				
Course Title	HOSPITALITY ENTREPRENEURSHIP				
Type of Course	Minor				
Semester					
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-		75
Pre-requisites	<p>Basic knowledge of hospitality industry operations and management principles.</p> <p>Understanding of basic business concepts such as marketing, finance, and organizational behavior.</p> <p>Skills in customer interaction and service delivery within hospitality settings.</p>				
Course Summary	<p>This course provides a comprehensive overview of entrepreneurship within the hospitality industry, focusing on the unique challenges and opportunities. Students will learn to develop business plans, identify market needs, and create innovative hospitality ventures. Emphasis is placed on practical applications, case studies, and the development of strategic thinking skills to succeed in a competitive market.</p>				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Differentiate the various types of entrepreneurship.	U	C	Instructor-created exams / Quiz
CO2	Describe the skill sets of Entrepreneur	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	To highlight the role of innovations in Hospitality Industry	Ap	P	Seminar Presentation / Group Tutorial Work
CO4	Analyze the role of values and attitudes in entrepreneurial success.	U	C	Instructor-created exams / Home Assignments
CO5	Describe how service innovations contribute to better guest satisfaction..	Ap	P	Presentation

CO6	Demonstrate critical thinking and problem-solving skills by applying data structures and algorithms to address complex computational challenges.	Ap	P	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I	Fundamentals of Entrepreneurship		21	20
	1	Entrepreneurship & entrepreneur - Definition & concept	2	
	2	Tips for starting entrepreneur	2	
	3	Entrepreneurship-types, characteristics and importance	3	
	4	Types of business activities and businesses	3	
	4	Entrepreneur and society	2	
	5	Functions of an entrepreneur-entrepreneurial-promotional - managerial-commercial	3	
	6	Role and importance of entrepreneurs	2	
	7	Myths of entrepreneurship & entrepreneurship as a career	2	
	8	Qualities of a successful entrepreneur & benefits of entrepreneurship	2	
II	Hospitality Entrepreneurship		9	10
	5	Meaning, characteristics and types of Hospitality Entrepreneurship	5	
	6	Importance of Entrepreneurship in hospitality industry	2	
	7	Qualities of hospitality Entrepreneur	2	
III	Entrepreneurship Development			20
	10	Entrepreneurship development process	3	
	11	Steps of starting a business	3	
	12	Process of Entrepreneurship development	4	
	13	Incorporation of a company in India using SPICe+ webform	2	
	14	Entrepreneurial motivation- Entrepreneurial values and attitude	3	
IV	Innovation and creativity in Entrepreneurship			20
	15	Concept and process of Innovation using real life cases	4	
	16	4Ps of Innovation and Innovation process	3	
	17	New trends and innovation in Hospitality industry- Case Studies	3	
	18	Service innovations in hospitality industry- Case Studies	3	
	19	Creativity in Entrepreneurship- definition, role & Case Studies	2	
V	Practical Exercises			
	20	Demonstrate the role of creativity in entrepreneurship using real life cases (Presentation/Role Play)	5	
	21	Present the applications of various innovations in hospitality industry for better guest satisfaction (Presentation/Seminar)	5	
	22	Qualities of hospitality Entrepreneur (Presentation/Seminar/Assignment)	5	

Reference Books

- Levent Altınay and Zaid Alrawadieh (2022), Entrepreneurship in Hospitality and Tourism (Chapter), edited by Dmitri Buhaalis(2022), Encyclopaedia of Tourism and Marketing, Edward Elgar Publishing
- Levent Altınay and Zaid Alrawadieh (2022), Entrepreneurship in Hospitality and Tourism (Chapter) edited by Dmitri Buhaalis(2022), Encyclopaedia of Tourism and Marketing, Edward Elgar Publishing.
- Vanessa Ratten (editor)(2021),Entrepreneurship in Indonesia: From Artisan and Tourism to Technology-based Business Growth, Routledge
- Marios Sotiriadis(2023), The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality : Skills for Successful Venture

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	1	2	3	2	3	1	2	1	1	1
CO2	2	3	2	2	3	2	1	2	3	2	2	2	2
CO3	2	3	3	2	2	3	2	2	3	2	2	2	3
CO4	2	2	2	2	3	3	2	1	2	3	2	3	2
CO5	3	2	2	2	3	3	3	2	2	3	2	3	2
CO6	2	2	3	2	3	3	2	2	2	2	3	3	3

Assessment Rubrics:

COs	Quiz/Assignment/Discussion/Seminar	Midterm Exam	Project Evaluation	Final Exam
CO1		✓		✓
CO2	✓	✓		✓
CO3	✓	✓		✓
CO4			✓	✓
CO5	✓			✓
CO6		✓	✓	✓

BHA2MN101 HUMAN RESOURCE MANAGEMENT IN HOSPITALITY INDUSTRY

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA2MN102				
Course Title	Human Resource Management in Hospitality Industry				
Type of Course	Minor				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	5	-	-	75
Pre-requisites	10. Comprehensive understanding of the human resources in hospitality sector. 11. Emphasis on understanding and prioritizing human resources important in the hospitality industry.				

	12. Proficiency in organizational management human resource principles and operational procedures specific to the hospitality industry.
Course Summary	This course provides an in-depth understanding of human resource management (HRM) practices in the hotel industry. Students will learn about recruitment, training, performance management, employee relations, and legal aspects of HRM. The course emphasizes the application of HRM principles to improve employee performance and satisfaction in a hospitality

Syllabus: Human Resource Management in the Hotel Industry

Course Outcomes (COs)

CO	CO Statement	Cognitive Level (Bloom's Taxonomy)*	Knowledge Category#	Evaluation Tools Used
CO1	Recall and explain the fundamental concepts and theories of organizational behaviour and their relevance to the hotel industry.	R (Remembering)	F (Factual Knowledge)	Written Exams
CO2	Understand the impact of individual differences, perception, and learning on behaviour in the hospitality workplace.	U (Understanding)	C (Conceptual Knowledge)	Written Exams, Discussions
CO3	Apply motivational theories and practices to enhance employee performance and satisfaction in hotels.	Ap (Applying)	P (Procedural Knowledge)	Role Plays, Case Studies
CO4	Analyse group dynamics and the role of team effectiveness in achieving organizational goals in the hotel industry.	An (Analyzing)	C (Conceptual Knowledge)	Case Studies, Group Projects
CO5	Evaluate leadership styles and their influence on organizational culture and employee behavior in hotels.	E (Evaluating)	P (Procedural Knowledge)	Practical Applications, Written Exams
CO6	Create strategies to manage organizational change and development, fostering a positive and productive work environment in the hotel industry.	C (Creating)	M (Metacognitive Knowledge)	Projects, Practical Applications

Course Content:

MODULE	UNIT	CONTENT	HOURS	TOTAL HOURS
I		Introduction to HRM in the Hotel Industry		15
	1	Definition, scope, and importance of HRM.	4	

	2	Unique challenges of HRM in the hospitality sector.	2	
	3	Role of HRM in achieving organizational goals.	3	
II	Recruitment and Selection, Training and Development			20
	1	Job analysis and job descriptions.	4	
	2	Recruitment strategies and sources.	4	
	3	Selection process and techniques.	4	
	4	Legal and ethical considerations in recruitment and selection.	4	
	5	Importance of training and development.	4	
	6	Designing effective training programs.	4	
	7	Evaluation of training effectiveness.	4	
	8	Career development and succession planning.	4	
III	Performance Management.			15
	1	Objectives of performance management.	2	
	2	Techniques for appraising employee performance.	2	
	3	Strategies for improving performance.	3	
	4	Handling performance issues and employee grievances.	3	
IV	Employee Relations and Motivation			20
		Importance of good employee relations.	3	
		Strategies for fostering a positive work environment.	3	
		Motivation theories and their application.	2	
		Employee engagement and retention strategies.	2	
V	Open ended		14	

References Books

1. Dessler, G. (2020). Human Resource Management. Pearson.
2. Walker, J. R. (2020). Introduction to Hospitality Management. Pearson.
3. Nickson, D. (2017). Human Resource Management for the Hospitality and Tourism Industries. Routledge.

COs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6
CO1	3	2	3	1	2	3	2	3	1	2	1	1	1
CO2	2	3	2	2	3	2	1	2	3	2	2	2	2
CO3	2	3	3	2	2	3	2	2	3	2	2	2	3
CO4	2	2	2	2	3	3	2	1	2	3	2	3	2
CO5	3	2	2	2	3	3	3	2	2	3	2	3	2
CO6	2	2	3	2	3	3	2	2	2	2	3	3	3

Assessment Rubrics:

COs	Quiz/Assignment/Discussion/Seminar	Midterm Exam	Project Evaluation	Final Exam
CO1	✓			✓
CO2	✓	✓		✓
CO3	✓	✓		✓
CO4		✓		✓
CO5			✓	✓
CO6			✓	✓

BHA3MN201 REVENUE MANAGEMENT IN HOSPITALITY BUSINESS

Programme	BHA				
Course Code	BHA3MN202				
Course Title	Revenue Management in Hospitality Business				
Type of Course	Minor				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	1	75
Pre-requisites	Basic understanding of the hospitality industry operations				
Course Summary	The Revenue Management in Hospitality Business course provides students with an understanding of the strategies and techniques used to maximize revenue in the hospitality industry. The course covers key concepts such as pricing strategies, demand forecasting, inventory control, and distribution channel management. Practical case studies and real-world examples are used to enhance students' analytical and decision-making skills, preparing them for revenue management roles in the hospitality sector.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the basic principles and importance of revenue management in the hospitality industry.	U	F	Written Exams
CO2	Identify various pricing strategies and their application in maximizing revenue.	R	C	Written Exams

CO3	Apply demand forecasting techniques to predict customer demand and optimize inventory management.	Ap	P	Application in Practical's
CO4	Analyze the role of distribution channels in revenue management and develop effective channel management strategies.	An	C	Project Work / Case Studies
CO5	Evaluate different revenue management systems and tools used in the hospitality industry.	E	P	Application in Practical's
CO6	Develop and implement comprehensive revenue management strategies to enhance profitability in hospitality businesses.	C	M	Project Work / Case Studies
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Introduction to Revenue Management		11	15
	1	Definition, scope, and importance of revenue management in hospitality	3	
	2	History and evolution of revenue management	3	
	3	Key concepts and terminology in revenue management	3	
	4	Role of revenue management in achieving business objectives	2	
	Pricing Strategies		12	20
II	1	Overview of pricing strategies	2	
	2	Dynamic pricing and rate parity	2	
	3	Price segmentation and differentiation	3	
	4	Psychological pricing and discounting strategies	3	
	5	Case studies on pricing strategies in hospitality	2	
	Demand Forecasting and Inventory Management		14	20
III	1	Fundamentals of demand forecasting	2	
	2	Quantitative and qualitative forecasting methods	3	
	3	Inventory control techniques	3	
	4	Overbooking and capacity management	3	
	5	Case studies on demand forecasting and inventory management	3	
IV	Employee Relations and Motivation		11	15
	1	Overview of distribution channels in hospitality	3	
	2	Role of online travel agencies (OTAs)	2	
	3	Direct vs. indirect distribution channels	2	

	4	Channel management strategies	2	
	5	Case studies on effective distribution channel management	2	
V	Open Ended Module:		12	
	The Open-Ended Module on "Contemporary Issues in Revenue Management" should focus on providing students with a comprehensive understanding of current trends and developments in revenue management within the hospitality industry. Instructors can choose activities and topics that are relevant to the evolving landscape of revenue management. This module encourages hands-on learning through case studies, practical analysis, and guest lectures from industry experts. Interaction with revenue management professionals and analysis of real-world examples can also be included to enhance students' knowledge and experience. Some Suggestions are:			
	Discuss the current trends, challenges, and opportunities in revenue management Analyze the impact of global events and economic factors on revenue management practices Conduct practical case studies on successful revenue management practices in hospitality			

Reference Books;

Hayes, D. K., & Miller, A. A. (2011). Revenue Management for the Hospitality Industry. Wiley.
 Cross, R. G. (2011). Revenue Management: Hard-Core Tactics for Market Domination. Crown Business.
 Phillips, R. (2005). Pricing and Revenue Optimization. Stanford Business Books.
 Forgacs, G. (2010). Revenue Management: Maximizing Revenue in Hospitality Operations. American Hotel & Lodging Educational Institute.
 Ivanov, S., & Zhechev, V. (2012). Hotel Revenue Management: From Theory to Practice. Zangador.
 Tranter, K. A., Stuart-Hill, T., & Parker, J. (2009). An Introduction to Revenue Management for the Hospitality Industry: Principles and Practices for the Real World. Pearson.

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	2	1	2	1	2	1	2	1	2	1
CO2	2	1	2	1	2	1	1	1	2	1	2	1
CO3	2	2	3	2	2	1	2	2	3	2	3	2
CO4	3	2	3	2	3	1	2	2	3	2	3	2
CO5	2	2	3	2	3	1	2	2	3	2	3	2
CO6	3	2	3	2	3	1	2	2	3	2	3	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low

2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	✓

BHA8MN304 ROOM DIVISION MANAGEMENT

Programme	Bachelor of Hotel Administration				
Course Code	BHA8MN305				
Course Title	Room Division Management				
Type of Course	Minor				
Semester	8				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	1	75
Pre-requisites	Basic understanding of the hospitality industry, interest in hotel operations, and good communication skills.				
Course Summary	The Room Division Management course provides a comprehensive overview of the operational aspects of front office and housekeeping operations within the hospitality industry. The course is designed to equip students with the knowledge and skills required for effective management of the room division in a hotel. Students will learn about the organization and functions of the front office and housekeeping departments, guest handling procedures, room management, and housekeeping operations. The course includes practical training to enhance students' hands-on				

	experience, preparing them for various roles in room division management.
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Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the organization and functions of the front office and housekeeping departments in a hotel.	U	F	Written Exams
CO2	Identify the roles and responsibilities of front office and housekeeping staff and the attributes of effective service personnel.	R	F	Written Exams
CO3	Familiarize with various front office and housekeeping operations, including reservation, check-in/check-out procedures, and room cleaning.	Ap	C	Application in Practical's
CO4	Analyze the different guest handling procedures and the importance of inter-departmental communication within the room division.	An	C	Written Exams
CO5	Demonstrate basic technical skills required for front office and housekeeping operations, such as room management and guest services.	E	P	Application in Practical's
CO6	Conduct practical training in an in-house hotel environment to apply theoretical knowledge in real-world settings.	C	M	Application in Practical's / Project Work
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs (48 +12)	Marks (70)
I	Introduction to Front Office Operations		13	15
	1	Overview of the Front Office Department	2	
	2	Organization Structure of the Front Office	3	
	3	Roles and Responsibilities of Front Office Staff	3	
	4	Front Office Layout and Equipment	2	
	5	Attributes of Effective Front Office Personnel	3	
Front Office Procedures			16	20

II	1	Reservation Procedures and Systems	3	
	2	Check-in and Check-out Procedures	3	
	3	Guest Services and Handling Complaints	3	
	4	Front Office Accounting and Cashiering	3	
	5	Night Audit Procedures	3	
Introduction to Housekeeping Operations			18	25
III	1	Overview of the Housekeeping Department	2	
	2	Organization Structure of the Housekeeping Department	3	
	3	Roles and Responsibilities of Housekeeping Staff	3	
	4	Housekeeping Layout and Equipment	2	
	5	Attributes of Housekeeping Personnel	3	
Housekeeping Procedures			16	10
IV	1	Cleaning Procedures and Schedules	3	
	2	Room Preparation and Inspection	3	
	3	Laundry Operations	3	
	4	Inventory Control and Management	3	
	5	Health and Safety Standards in Housekeeping	3	
Open Ended- Practical			11	
V	The Open-Ended Module should focus on practical training relevant to Front Office and Housekeeping. Instructors can choose activities that allow students to apply theoretical knowledge in real-world settings, such as conducting practical sessions in an in-house lab. This module encourages hands-on experience and skill development.			

References;

Andrews, S. -Hotel Front Office Training Manual. Tata McGraw-Hill Education.
 Baker, S., Huyton, J., & Bradley, P. Principles of Hotel Front Office Operations. Cengage Learning.
 Jones, T. J. A. . Professional Management of Housekeeping Operations. Wiley.
 Walker, J. R. Introduction to Hospitality Management. Pearson.
 Hotel Housekeeping Operations and Management. Oxford University Press

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	1	1	1	2	1	2	1	1	1	2	1
CO 2	3	1	1	1	2	1	2	1	1	1	2	1
CO 3	1	2	2	2	1	1	2	2	2	2	2	2
CO 4	1	2	2	2	1	2	2	2	2	2	2	2

CO 5	1	2	2	2	1	2	2	2	2	2	2	2
CO 6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Practical
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Practical/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4				✓
CO5		✓	✓	✓
CO6			✓	

GENERAL FOUNDATION COURSES

BHA1FM105 INTRODUCTION TO HOSPITALITY BUSINESS

Programme	BHA				
Course Code	BHA1FM105				
Course Title	Introduction to Hospitality Business				
Type of Course	MDC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	None				
Course Summary	The course "Introduction to Hospitality Business" provides students from various departments with an overview of the fundamental concepts and operations in the hotel industry. This course covers the definition and classification of hotels, types of rooms, meal plans, and the roles and responsibilities of various departments within a hotel. Students will gain a basic understanding of the hospitality business, its structure, and the duties and responsibilities associated with different hotel functions.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Define the basic concepts and terminologies used in the hospitality industry.	R	F	Written Exams
CO2	Describe the various types of hotels, rooms, and meal plans.	U	F	Written Exams
CO3	Identify the key departments within a hotel and their respective functions and responsibilities.	R	C	Assignments
CO4	Explain the roles and duties of staff in different hotel departments.	U	P	Written Exams
CO5	Understand the basic operational aspects of the hospitality business.	U	C	Practical Assignments
CO6	Apply knowledge of hospitality operations to improve guest satisfaction and operational efficiency.	Ap	P	Practical Assignments

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
 # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs (45)	Marks (70)
I	Introduction to Hotel Industry		10	15
	1	Meaning to Hospitality	1	
	2	Definition and Classification of Hotels	2	
	3	Historical Development of the Hospitality Industry	3	
	5	Overview of the Global and Indian Hospitality Industry	2	
	6	Attributes of hotel staffs	2	
	Familiarizing Hotels		10	20
II	1	Classification of Hotels	3	
	2	Departments in hotels	2	
	3	Meal Plans (European Plan, Continental Plan, American Plan, Modified American Plan)	2	
	4	Types of rooms	3	
	Departments in Hotels		12	20
III	1	Front Office Department and Functions	3	
	2	Duties and Responsibilities of Front office personnel	3	
	3	Housekeeping Department and Functions	3	
	4	Duties and Responsibilities of Housekeeping personnel	3	
	Guest Cycle		8	15
IV	1	Guest Cycle	2	
	2	Check in procedures in hotel	2	
	3	Check out procedures in hotel	2	
	5	Different records, log books, forms, etc., used in front Office	2	
V	Open Ended Module:		5	
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are:			
	Arrange a visit to hotel or Teach some hospitality terminologies			

References;

- Walker, J. R. (2016). Introduction to Hospitality Management. Pearson.
- Olsen, M. D., & Zhao, J. (2008). Introduction to the Hospitality Industry. Wiley.
- Raghubalan, G., & Raghubalan, S. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press.
- Baker, S., Huyton, J., & Bradley, P. (2000). Principles of Hotel Front Office Operations. Cengage Learning.
- Andrews, S. (2013). Hotel Front Office: A Training Manual. Tata McGraw Hill

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	1	1	2	1	1	1	1	1
CO2	3	1	1	1	1	1	2	1	1	1	1	1
CO3	1	2	2	2	1	1	2	2	2	2	2	2
CO4	1	2	2	2	1	1	2	2	2	2	2	2
CO5	1	2	2	2	1	2	2	2	2	2	2	2
CO6	1	2	2	2	1	2	2	2	2	2	2	2

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓

CO5		✓		✓
CO6	✓		✓	

BHA2FM106 TOURISM CONCEPTS

Programme	BHA				
Course Code	BHA2FM106				
Course Title	Tourism Concepts				
Type of Course	MDC				
Semester	II				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	There are no specific prerequisites for this course, although a basic understanding of business principles and marketing concepts would be beneficial.				
Course Summary	This course provides a comprehensive overview of the tourism industry, covering topics such as the definition and concept of tourism, historical development, types of tourism, components of the industry, tourism motivation and demand, tourism statistics, and career opportunities in the field.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental concepts and theories of tourism	U, R	C	Instructorcreated exams / Quiz
CO2	Analyze and evaluate different types of tourism, tourism motivations, demand factors, and tourism statistics, applying Maslow's Hierarchy and other relevant theories.	An, Ap	C	Practical Assignment / Observation of Practical Skills
CO3	Identify and assess various job roles within the tourism industry	Ap, An	C,P	Seminar Presentation / Group Tutorial Work
CO4	Apply effective communication strategies and leadership principles in the context of tourism	Ap, An	C	Instructorcreated exams / Home Assignments

CO5	Evaluate tourism planning processes and operational management strategies, synthesizing information from diverse sources to propose sustainable solutions	E	C	One Minute Reflection Writing assignments
CO6	Demonstrate creativity and innovation in designing ethical business practices and sustainable tourism ventures, utilizing digital strategies and technological solutions to enhance tourism experiences and operations.	E,C	P,C	Viva Voce
* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C) # - Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)				

Detailed Syllabus:

Module	Unit	Content	Hrs 45	Marks (70)
I	Basics of Tourism		8	10
	1	Definition and Concept of Tourism	2	
	2	Excursion, Leisure and Recreation; Tourist, Visitor, Traveller	2	
	3	Historical Development of Tourism in India/ Worldwide	4	
		1.3.1 Ancient Period		
		1.3.2 Medieval Period		
		1.3.3 Modern Period		
II	Overview of Tourism		8	15
	4	Types and Forms of Tourism	2	
	5	Components and Elements of Tourism Industry	2	
	6	5A's of Tourism (Attraction, Accessibility, Accommodation, Amenities, Activities)	2	
	7	Characteristics of Tourism Industry	2	
III	Tourism Motivation, Demand and Statistics		8	15
	9	Travel Motivation: Definitions and Theories (Maslow's Hierarchy)	2	
	10	Types of Travel Motivations (Physical, Cultural, Interpersonal, Status, Health)	2	
	12	Determinants of Tourism	1	
	14	Challenges in Measuring Tourism Demand	1	
	15	Tourism Statistics: Types of Tourist Statistics (Volume, Value, Visitor Profiles)	2	
IV	Tourism Organizations and Career Opportunities		10	10

	18	Overview of Job Roles in Tourism Industry	2	
	19	Skills and Qualifications Required	2	
	20	Tourism Organizations - International Bodies (UNWTO, IATA, ICAO, PATA)	2	
	21	National Tourism Organizations (ITDC, DGCA, AAI, IATO, TAAI)	2	
	22	Regional Tourism Development Corporations (KTDC, DTPC)	2	
V	Open Ended Module		11	
	<p>The syllabus for this fifth module designated as open-ended. In this openended module, The Travel and Tourism Management Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students.</p> <p>Some Suggestions are:</p>			
	1	Familiarising the Modern Trends in Tourism Careers (Cruise, Events, Technological Advancement in Tourism)		
	2	AI Based Content Writing (Assignment and Report Writing etc)		
	3	Practical orientation program facilitated by industry experts		
		a) Destination Camping Trip: Organize an overnight camping trip to a nearby tourist destination for orientation training. Choose a location with diverse tourism attractions		
		b) Industry Expert Sessions: Invite professionals from different tourism segments to introduce students to the industry. Experts can discuss career opportunities, industry trends, and challenges.		
		c) Icebreaking Activities: Plan group activities to help students get acquainted with each other. This fosters a supportive learning environment.		
		d) Reflection and Discussion: Allocate time for students to reflect on their experiences and discuss insights gained from industry sessions.		
		e) Feedback Collection: Gather feedback to improve future programs and ensure they meet student needs.		
<p>Books and References:</p> <p>Bhatia, A.K., (2019), Tourism Development Principles and Practices. New Delhi :Sterling Publishers Pvt.Ltd.</p> <p>Robinson, P., Lück, M., & Smith, S. L. (2013). Tourism. Wallingford, Oxfordshire: CABI.</p> <p>Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi</p> <p>Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education</p> <p>Reports of UNWTO, WTTC and Tourism Ministry, Govt of India for Tourist trends and statistics.</p>				

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	3	1	-	-	-	-						
CO 3	-	-	2	-	-	-						
CO 4	-	3	-	-	-	-						
CO 5	-	-	-	1	2	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓

BHA5FS112 LIFE SKILLS FOR HOSPITALITY PROFESSION

Course Outcomes (CO):

Programme	BHA				
Course Code	BHA5FS112				
Course Title	Life Skills for Hospitality Professionals				
Type of Course	SEC				
Semester	V				
Academic Level	100 - 199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	There are no specific prerequisites for this course, although a basic understanding of hospitality skills is desirable.				
Course Summary	The course "Life Skills for Hospitality Professionals" is designed to equip students with essential life skills necessary for personal and professional success in the hospitality industry. The course covers effective communication, emotion and stress management, decision making, and problem-solving skills. Additionally, practical sessions will provide hands-on experience in tour guiding, handling difficult guests, and developing scripts for hospitality scenarios.				

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Differentiate between tour guiding and tour escorting	U	C	Instructor-created exams / Quiz
CO2	Understand the challenges of tour guiding as a profession	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Explain the role of tour guide at a destination	U	C	Seminar Presentation / Group Tutorial Work
CO4	Perform a tour commentary on a selected monument/site/destination	Ap	P	Presentations/ Role Play
CO5	Present how to handle various tourist grievances	Ap	P	Presentations/ Role Play
CO6	Demonstrate critical thinking and problem-solving skills by addressing real life cases.	Ap	P	Viva Voce

Detailed Syllabus;

Module	Unit	Content	Hrs
I	Introduction to Life Skills		5
	1	Concept, definition and importance of Life Skills	2
	3	Main Component of Life Skills	1
	4	Imparting Life Skills and expected Outcomes	2
	5	Essential life skills for Hospitality Professional	

II	Effective Communication		5	
	6	Basic conditions necessary for effective communication	2	
	7	Tips to communicate effectively	1	
	9	Communication Styles	2	
III	Emotion and Stress Management		15	
	10	Managing emotions at workplace	2	
	11	Stress -definition and types	2	
	12	Ways to deal with stress	2	
	13	Stress Reaction	2	
	14	Symptoms of stress	2	
	15	Dealing with stress, anxiety and depression	2	
	16	Relevance of stress management practices in Hospitality Industry	3	
IV	Decision Making and Problem Solving		5	
	20	Decision making process	3	
	21	POWER Model of decision making	2	
V	Open End Module-		15	
	24	Mock tour guiding on selected destinations/monuments/attractions	5	
	25	Role plays on handling awkward guests	5	
	26	Develop mock scripts	5	

REFERENCES

- 1.Shailaja Sharma, Nimit Choudhary(2018), Tour Leadership and Management, Sage Publications (1st Edition)
- 2.Nimit Choudhary , Monika Prakash(2022) Interpretation and Tour Leadership: Principles and Practices of Tour Guiding, Goodfellow Publishers Ltd.

Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO 1	3	-	-	-	-	-						
CO 2	3	1	-	-	-	-						
CO 3	-	-	2	-	-	-						
CO 4	-	3	-	-	-	-						
CO 5	-	-	-	1	2	-						
CO 6	-	-	-	-	-	3						

Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low

2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project Evaluation	End Semester Examinations
CO 1	✓			✓
CO 2	✓			✓
CO 3	✓			✓
CO 4		✓		✓
CO 5		✓		✓
CO 6		✓		

BHA6FS 113 HOSPITALITY CUSTOMER SERVICE

Programme	BHA				
Course Code	THM6FS113				
Course Title	Hospitality Customer Service				
Type of Course	SEC				
Semester	I				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	Proficiency in verbal and written communication for effective interaction with guests. Basic understanding or experience in customer service practices. Ability to understand guest needs and resolve issues effectively.				

Course Summary	The course "Hospitality Customer Service" is designed to enhance the customer service skills of BTHM graduates. The course covers the fundamentals of customer service in the hospitality industry, focusing on effective communication, handling customer complaints, and delivering exceptional guest experiences. Practical sessions and role-playing activities will help students apply theoretical knowledge in real-world scenarios.
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Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles of customer service in the hospitality industry.	U	F	Written Exams
CO2	Identify and apply effective communication techniques to enhance customer interactions.	Ap	P	Practical Assignments
CO3	Analyze different types of customer complaints and develop strategies for effective resolution.	An	C	Case Studies
CO4	Demonstrate the ability to provide exceptional guest experiences through practical applications.	Ap	P	Role Plays
CO5	Evaluate the impact of customer service on business success and guest satisfaction.	E	M	Written Exams
CO6	Develop skills to handle challenging customer service situations with professionalism and empathy.	C	P	Practical Assignments

* - Remember (R), Understand (U), Apply (Ap), Analyse (An), Evaluate (E), Create (C)
- Factual Knowledge(F) Conceptual Knowledge (C) Procedural Knowledge (P) Metacognitive Knowledge (M)

Detailed Syllabus:

Module	Unit	Content	Hrs 45	Marks (70)
I	Introduction to Customer Service		6	15
	1	Definition and Importance of Customer Service	2	
	2	Principles of Excellent Customer Service	2	
	3	Customer Service in the Hospitality Industry	2	
	Effective Communication		12	20
II	1	Verbal and Non-verbal Communication	3	
	2	Active Listening Skills	3	
	3	Interpersonal Skills	3	
	4	Communication Barriers and Overcoming Them	3	

	Handling Customer Complaints		9	20
III	1	Types of Customer Complaints	3	
	2	Steps in Handling Customer Complaints	3	
	3	Techniques for Effective Complaint Resolution	3	
IV	Delivering Exceptional Guest Experiences		8	15
	1	Understanding Guest Expectations	2	
	2	Personalizing Guest Services	2	
	3	Creating Memorable Guest Experiences	2	
	4	Enhancing Guest Loyalty	2	
V	Open Ended Module:		10	
	The syllabus for this fifth module designated as open-ended. In this opened module, The Department of the affiliated college is granted autonomy to incorporate their own ideas and perspectives. It encourages innovation, creativity, and diverse approaches to learning within the framework of the course. This open-ended approach fosters a dynamic and engaging learning environment, enriching the educational experience for students. Some Suggestions are: Role Plays on Handling Different Customer Scenarios Mock Customer Service Desk Case Studies on Exceptional Customer Service Practices			
<p>Walker, J. R. (2016). Introduction to Hospitality Management. Pearson.</p> <p>Olsen, M. D., & Zhao, J. (2008). Introduction to the Hospitality Industry. Wiley.</p> <p>Raghubalan, G., & Raghubalan, S. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press.</p> <p>Baker, S., Huyton, J., & Bradley, P. (2000). Principles of Hotel Front Office Operations. Cengage Learning.</p> <p>Andrews, S. (2013). Hotel Front Office: A Training Manual. Tata McGraw Hill</p>				

Mapping of COs with PSOs and POs:

	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	1	1	1	1	1	2	1	1	1	1	1
CO2	3	1	1	1	1	1	2	1	1	1	1	1
CO3	1	2	2	2	1	1	2	2	2	2	2	2
CO4	1	2	2	2	1	1	2	2	2	2	2	2
CO5	1	2	2	2	1	2	2	2	2	2	2	2

CO6	1	2	2	2	1	2	2	2	2	2	2	2
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Correlation Levels:

Level	Correlation
-	Nil
1	Slightly / Low
2	Moderate / Medium
3	Substantial / High

Assessment Rubrics:

- Quiz / Assignment/ Discussion / Seminar
- Midterm Exam
- Project/Field Evaluation
- Final Exam (70%)

Mapping of COs to Assessment Rubrics:

	Internal Exam	Assignment	Project/Field Evaluation	End Semester Examinations
CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	

**BACHELOR OF
HOTEL ADMINISTRATION (BHA) HONOURS
(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)**

MODEL QUESTION PAPERS

FIRST SEMESTER BHA (CUFYUGP) DEGREE EXAMINATION

Major Course I: BHA1CJ101

Hotel Front Office Operations

(Credits - 4)

Time: 2 Hours

Max. Marks: 70

SECTION-A

(Answer *all* the questions in *one* or *two* paragraphs. *Each* question carries 3 marks.

Maximum ceiling is 24 marks)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

(Max Ceiling- 24 marks)

SECTION-B

(Answer *all* the questions in not exceeding 120 words. Each question carries 6 marks.

Maximum ceiling is 36 marks)

- 11.
- 12.
- 13.
- 14.
- 15.
- 16.
- 17.
- 18.

(Max Ceiling- 36 marks)

SECTION-C

(Answer *any one* question from the following not exceeding **four pages** each. **Each** question carries **10 marks**)

- 19.
- 20.

(1x10 =10 Marks)

FIRST SEMESTER BHA (CUFYUGP) DEGREE EXAMINATION

MDC 1: BHA1FM105

Tourism Concepts

(Credits - 3)

Time: 1.5 Hours

Max. Marks: 50

SECTION-A

(Answer **all** the questions in **one** or **two** sentences. **Each** question carries **2** marks. **Maximum ceiling is 16** marks)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

(Max Ceiling- 16 marks)

SECTION-B

(Answer **all** the questions in not exceeding **120** words. **Each** question carries **6** marks. **Maximum ceiling is 24** marks)

- 11.
- 12.
- 13.
- 14.
- 15.

(Max Ceiling- 24 marks)

SECTION-C

(Answer **any one** question from the following not exceeding **four** pages. **Each** question carries **10** marks)

- 16.
- 17.

(1x10 =10 Marks)