



UNIVERSITY OF CALICUT

Abstract

General and Academic - Faculty of Commerce and Management Studies - Revised Scheme and Syllabus of Bachelor of Hotel Administration Honours (BHA Hons.) Programme, in tune with the Modified CUFYUGP Regulations 2024, with effect from 2025 Admission onwards - Approved by exercising the powers of the Academic Council - Implemented - Orders Issued

G & A - IV - E

U.O.No. 13402/2025/Admn

Dated, Calicut University.P.O, 24.09.2025

*Read:-*1. U.O.No. 3103/2024/Admn dated 22.02.2024
2. U.O No.13839/2024/Admn Dated 10.09.2024
3. U.O.No. 10062/2024/Admn dated 26.06.2024
4. U.O No.10114/2025/Admn dated 14.07.2025
5. Email dtd. 19.09.2025 from the Chairperson, BoS in Hotel Management
6. Remarks of the Dean, Faculty of Commerce & Management Studies, dtd. 20.09.2025
7. Orders of the Vice Chancellor in File of even No. dated 22.09.2025.

ORDER

1. The Regulations of the Calicut University Four Year UG Programmes (CUFYUGP Regulations 2024) for Affiliated Colleges, were implemented with effect from 2024 admission onwards, vide paper read (1) above.
2. The scheme and syllabus of Bachelor of Hotel Administration Honours (BHA Hons.) programme in tune with CUFYUGP Regulations 2024 was implemented with effect from 2024 admn. onwards, vide paper read (2) above and the same was modified vide paper read (4) above.
3. CUFYUGP Regulations-2024 for Affiliated Colleges, were modified, vide paper read (3) above.
4. Accordingly, the Chairperson, Board of Studies in Hotel Management submitted the modified Syllabus of Bachelor of Hotel Administration Honours, vide reference cited (5) above.
5. The Dean, Faculty of Commerce and Management Studies, vide paper read (6) above, approved the modified Syllabus of Bachelor of Hotel Administration Honours programme submitted by the Chairperson, Board of Studies in Hotel Management.
6. Considering the urgency, sanction has been accorded by the Vice Chancellor to implement the modified Syllabus of Bachelor of Hotel Administration Honours programme in tune with the modified CUFYUGP Regulations 2024 with effect from 2025 Admission onwards, by exercising the powers of the Academic Council conferred under Section 10 (13) of the Calicut University Act 1975.
7. The revised Scheme and Syllabus of the Bachelor of Hotel Administration Honours (BHA Hons.) programme in tune with the Modified CUFYUGP Regulations 2024 is, therefore, implemented with effect from 2025 Admission onwards.
8. Orders are issued accordingly. (Syllabus appended)

Arsad M

Deputy Registrar

To

1.The Principals of all Affiliated Colleges 2. The Director, CDOE
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UNIVERSITY OF CALICUT

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

**SYLLABUS & MODEL QUESTION PAPERS w.e.f. 2025
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

2025-26 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 realworld 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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At the end of the graduate programme at Calicut University, a student would:

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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.
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 Credit s	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

Seme ster	Course Code	Course Title	Total Hours	Hours / Week	Credits	Marks		
						Inter nal	Exter nal	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	75	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	60	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	5	4	30	70	100
	BHA5CJ303	Core Course 10 in Major – Hotel Hygiene and Safety Management	60	4	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	-	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 – Travel and 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 / 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
Minor

2. Major with Multiple Disciplines 3. Major with

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	5	4
	BHA5CJ303	Core Course 10 in Major – Hotel Hygiene and Safety Management	4	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 / BHA8MN321	Core Course 12 in Major – Advanced Hotel Housekeeping Operations	5	4
	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)			
	BHA8CJ449	Project (in Honours programme)	13	12
	BHA8CJ499	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)			
	BHA8CJ489	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	Seme ster	Total Hrs	Hrs/ Week	Cre dits	Marks		
								Inte rnal	Exte rnal	Total
1		Tourism Management								
	1	BHA5EJ 301(1)	Fundamentals of Tourism	5	60	4	4	30	70	100
	2	BHA5EJ 302(1)	Travel Agency & Tour Operation Business	5	60	4	4	30	70	100
	3	BHA6EJ 301(1)	Travel Geography	6	60	4	4	30	70	100
	4	BHA6EJ 302(1)	Tourism Products	6	60	4	4	30	70	100
2		Catering Management								
	1	BHA5EJ 303(2)	Facility Planning	5	60	4	4	30	70	100
	2	BHA5EJ 304(2)	Banquet Management	5	60	4	4	30	70	100
	3	BHA6EJ 303(2)	Outdoor Catering Management	6	60	4	4	30	70	100
	4	BHA6EJ 304(2)	Transport Catering	6	60	4	4	30	70	100

ELECTIVE COURSES IN BHA WITH NO SPECIALISATION

Sl. No.	Course Code	Title	Seme ster	Total Hrs	Hrs/ Week	Cre dits	Marks		
							Inte rnal	Exte rnal	Total
1	BHA8EJ4 01	Elective Course 5 Technology and Innovation for Tourism	8	60	4	4	30	70	100
2	BHA8EJ4 02	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

GROUPING OF MINOR COURSES IN BHA

(Title of the Minor: **HOSPITALITY BUSINESS ADMINISTRATION**)

(For students across all disciplines other than the major discipline)

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 other than the major discipline) A1: Hospitality Operations								
	1	BHA1MN101	Fundamentals of Tourism and Hospitality Industry	1	75	5	4	30	70	100
	2	BHA2MN101	Hospitality Business Marketing	2	75	5	4	30	70	100
	3	BHA3MN201	Management Principles for Hospitality Business	3	60	4	4	30	70	100
	4	BHA8MN304	Food & Beverage Operations	8	75	5	4	30	70	100
		TITLE OF THE MINOR: (GROUP A) HOSPITALITY BUSINESS ADMINISTRATION (For students across all disciplines other than the major discipline) A2: Hospitality Management								
	1	BHA1MN102	Tourism and Hospitality Entrepreneurship	1	75	5	4	30	70	100

2	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	BHA8MN3 05	Room Division Management	8	75	5	4	30	70	100

DISTRIBUTION OF GENERAL FOUNDATION COURSES IN BHA

Sem ester	Course Code	Course Title	Total Hours	Hours/ Week	Cre dits	Marks		
						Inter nal	Exter nal	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

- 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	Internal Marks for the Theory Part of a Major / Minor Course of 4-credits	
		Theory Only	Theory + Practical

	Course	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	-
Total		20	10	10	20*
		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	
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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 firsthand 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

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 (Ci) with the grade points (Gi) 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,

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

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	$3 \times 6 = 18$
I	Course 4	3	O	10	$3 \times 10 = 30$
I	Course 5	3	C	5	$3 \times 5 = 15$
I	Course 6	4	B	6	$4 \times 6 = 24$
	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
MAJOR COURSES

HOTEL FRONT OFFICE OPERATIONS

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA1CJ101/BHA1MN100				
Course Title	Hotel 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)				

Detailed syllabus

Module	Unit	Content	Hrs (75)	Marks (70)
I	Introduction to the hotel world and tourism industry.		12	15
	1	Classification of hotels		
	2	Front office organisation, layout and organization chart of the front office,		
	3	Attributes for Front Office Staff		
	4	Duties and Responsibilities of Front Office staff,		
	5	Functions of Front Office		
II	Tariff and guest cycle.		10	20
	5	Room Tariff		
	6	Meal plans		
	7	Basic terminology used in the front office of a hotel.		
	8	Guest cycle in hotels, introduction to guest cycle phases.		
	9	Coordination between the front office and the other departments.		
III	Reservations and registration procedures.		13	20
	9	Types and modes of reservations.		
	10	Reservation sources and channels.		
	11	Reports and significance of reservation data.		
	12	Registration processes.		
	13	Pre-registration requirements and forms.		
	14	Handling passport, visa, and registration records.		
	15	Check-in procedures.		
	16	Individual, group, and crew arrival processes.		
	17	Special considerations for VIP guests.		
IV	Guest services and check-out.		10	15
	18	Handling guest communication, mail, and message handling protocols		
	19	Guest paging and safe deposit locker management.		
	20	Guest room services, room change procedures and left luggage handling, wake-up call services, and key custody control.		
	21	Managing guest complaints, understanding types of guest complaints, and effective handling of guest issues and resolutions.		
	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.		
V	Practical Module		30	
	1	a) Reservation system demonstration in PMS lab, overview and navigation of reservation software, booking procedures, and manage-		

		ment 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 profiles. Telephones usage and practical session, handling phone operations in a hotel setting, practical exercises on managing calls and guest inquiries. d) Housekeeping operations demo in PMS lab, housekeeping module navigation and functionalities within PMS, coordination between front desk and housekeeping departments. e) Daily transactions handling demo in PMS lab, simulation of daily transactional processes using PMS, practice in managing routine operational tasks within the system.		
	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	Situation handling: practical exercises, handling real-time situations in a simulated front office setting, applying problem-solving skills and decision-making in different scenarios		
REFERENCES				
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 Bhatnagar 4 Training manual for front office operations MrSudhir Andrews 5 Managing front office operations Mr Michael L Kasavana				

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			✓	

HOTEL HOUSEKEEPING OPERATIONS

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA2CJ101 / BHA2MN100				
Course Title	Hotel Housekeeping Operations				
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	3	-	2	75
Pre-requisites					
Course Summary	The four-year Bachelor's Degree in Hotel Administration, 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	Explain the fundamental roles and organizational structure of housekeeping within the hospitality industry.	U	F	Written Exams
CO2	Identify and differentiate between various cleaning procedures, guest room management practices, and housekeeping equipment.	R	F	Written Exams
CO3	Apply effective cleaning techniques and principles to maintain different surfaces and manage guest room operations.	Ap	P	Application in Practical's
CO4	Analyze safety, security, and emergency procedures relevant to housekeeping, and evaluate potential hazards and appropriate response measures.	An	C	Written Exams
CO5	Assess and implement first aid, fire safety, hygiene measures, and crime prevention strategies within a housekeeping context.	E	P	Application in Practical's
CO6	Create and manage advanced housekeeping operations, including flower arrangements and interior designing, demonstrating practical and creative 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 (75)	Marks (70)
I	Introduction to Housekeeping Operations and Organizational Structure		10	20
	1	Introduction to Housekeeping: Role in Hospitality Operations		
	2	Types of Rooms, Room Status & Terminologies		
	3	Personality Traits of Housekeeping Staff, Housekeeping Organizational Structure (Small, Medium and Large)		
	4	Duties and Responsibilities of Housekeeping Staff		
	5	Interdepartmental Relationships in Housekeeping		
II	Cleaning Procedures and Guest Room Management		12	15
	6	Importance & Principles of Cleaning, Methods and Frequency of Cleaning, Housekeeping Cleaning Agents & Equipment		
	7	Various Surface Cleaning Techniques (silver, brass, copper, steel, glass, wood, carpet, leather, plastic)		
	8	Sequence of Guest Room Cleaning, Second Service, Turndown Service, Guest Floor Practices.		
	9	Key & Key Control Procedures, Lost & Found, Public Area Cleaning		
III	Safety, Security, and Emergency Procedures in Housekeeping		12	20
	10	Concept and importance of safety		
	11	Potential Hazards in Housekeeping		
	12	Types of Fire, Fire Safety Procedures		
	13	First Aid Procedures, Hygiene and Safety Measures, Crime Prevention Measures,		
	14	Steps to be taken in the event of an accident		
	15	Flower arrangement, Types of flowers and containers used Types of flower arrangements		
	16	Interior designing, Objectives of interior design, Basic types of design Elements of design, Principles of design.		
IV	Basic Housekeeping Practical		11	15
	17	Identification of Cleaning equipment's,		
	18	Cleaning Agents, Cleaning Different Surface		
	19	Bed Making Practical		
	20	Periodical Cleaning and Special Cleaning, Public Area Cleaning,		
	21	Guest Room Inspection		
	22	Flower Arrangement		
V	Practical Module		30	
	1	Discuss advanced housekeeping techniques and trends		
	2	Practical training in Housekeeping		

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.
John C. Bronson and Margaret Lennox Hotel Hostel Hospital Housekeeping-5 th edition– Edward

Mapping of COs with PSOs and POs :

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

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	III				
Academic Level	200 - 299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	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.				

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)				

Detailed Syllabus;;

Module	Unit	Content	Hrs (75)	Marks (70)
I	Introduction to Cookery		12	15
	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; Various textures, Basic Culinary terms		
	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	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		
	4	Classification of vegetables- Effects of heat on vegetables- Cuts of vegetables Classification of fruits- Uses of Fruit in Cookery Salads & Salad dressing		
II	Basic Principles of Food Production		12	20
	5	Stocks- Definition of Stock- Types of Stocks- Preparation of stock, Storage of Stocks Uses of Stocks		
	6	Soups - Classification of soups with examples- Basic recipes- Consommés- Garnishes and accompaniment for Soups		
	7	Sauces -Classification of Sauces- Recipes for mother Sauces- Derivatives		
	8	Meat; Introduction- Cuts of Beef/Veal- Cuts of Lamb/Mutton-Cuts of Pork - Variety meats (Offal).		
	9	Fish; Classification of fish with examples - Cuts of fish - Selection fish and & shellfish, Cooking of fish.		
III	Egg, Rice & pulses		11	20

	10	Egg; Introduction of Egg Cookery- Structure of an egg- Selection of egg, Uses of egg in Cookery		
	11	Rice; Introduction - Classification and Identification - Cooking of rice, cereals & pulses - Varieties of rice & other cereals.		
	12	Various Methods of Cooking -Roasting, Grilling, Frying, Baking, Broiling, Poaching, Boiling, steaming, Blanching, Braising, Stewing.		
	13	Basic Commodities; Flour; Types of wheat- Types of flour -. Uses of flour in food production		
	14	Shortening- Role of shortening- Varieties of shortenings- Advantages & Disadvantages of using different shortenings Fats & Oil - Types, varieties		
IV	Methods of Cooking Food		10	15
	15	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.		
	16	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		
	17	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		
	18	Cheese; Processing of cheese- Types of cheese, Classification of cheese- Cooking of cheese- Uses of cheese. Uses of herbs and wines in cookery.		
V	Practical Module		30	
	1	Identification and cuts of vegetables, Preparation of stocks – White, Brown and Fish		
	2	Preparation of Sauces & Soups		
	3	Preparation of Eggs & Fishes		
	4	Preparation of Meat & Poultry		
	5	Preparation of Potatoes & Vegetable		
	6	Preparation of Salads , sandwiches & Indian Dishes		

REFERENCE BOOKS

- 1.1 Modern cookery (Vol-I) - Philip E.Thangam,publisher- orient longman
- 1.2 Art of Indian cookery- Rocky Mohan,& Roli Prasad.
- 1.3 The complete guide to the Art of Modern Cookery - Escoffier
- 1.4 The professional baking by Wayne Gisslen
- 1.5 Kitchen planning and management - John Fuller & David Kirk
- 1.6 Theory of cookery - Krishna Arora
- 1.7 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			✓	

BASICS OF FOOD AND BEVERAGE SERVICE

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA3CJ202/BHA3MN200				
Course Title	Basics of Food and Beverage Service				
Type of Course	Major				
Semester	III				
Academic Level	200-299				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	75
Pre-requisites	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	Understand the structure, scope, and functions of the hotel and catering industry.	U	C	Written Exams
CO2	Identify and classify various types of food service areas and styles of service.	R, U	F, C	Written Exams, Assignments
CO3	Describe and distinguish between different types of F&B service equipment and their uses.	U, Ap	F, P	Practical Tests, Viva Voce
CO4	Explain the concept, types, and planning of menus used in food and beverage service.	U, An	C	Assignments, Written Exams
CO5	Demonstrate basic practical skills in table setup, order taking, and	Ap	P	Practical Evaluation, Observation Sheets

	service techniques.			
CO6	Apply mise-en-place and mise-en-scene principles in F&B service operations through hands-on training.	Ap, C	P, M	Practical Test, Internal Project
* - 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 (75)	Marks (70)
I	The Hotel & Catering Industry		12	15
	1	Introduction to the hotel industry, Travel and tourism industry, Role and classification of catering industry		
	2	Sectors of food service industry - Welfare (Industrial, Institutional), Commercial (Hotels, Restaurants, Pubs, Clubs etc).		
	3	Organisation Hierarchy of Food & Beverage service department		
	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		
II	Food Service Areas		12	20
	1	Restaurants – Speciality, Multi - cuisine, Ethnic, Destination, Fine dining, Coffee Shop, Fast food and Quick service restaurants (QSR)		
	2	Banquets, Bar, Pub and discotheque, Bistro, Brassiere, Steak house, Drive in, Drive thru, Vending machine.		
	3	Table service – Silver/English, Family, Plate/American, Butler/French, Gueridon, bar counter. Assisted service – Carvery. Self-service – Counter, Free flow, Echelon, Supermarket, Cafeteria		
	4	Single point service – Take away (Drive thru, Fast food), Vending, Kiosks, Food court, Bar		
	5	Specialized service (In Situ) – Tray, Trolley, Home delivery, Lounge, Room, Drive-in. Specialised service – In Room Dining.		
	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.		
III	F & B Service Equipment		10	20
	1	Tableware – Flatware, Cutleries, and Hollowware – sizes, brand names		
	2	Glassware – Sizes and brand names		
	3	Crockeries, Chinaware and Silverware.		
	4	Other equipment used in Food & Beverage Service (Furniture, Linen, Buffet equipment, Disposables etc.)		

	5	Furniture and Special equipment – Trolleys, trays etc.		
	6	Personal equipment of service staff		
IV	Introduction to menu		11	15
	1	Menu – History, Origin of menu		
	2	Classers of menu – Table d hote, A la Carte, Function, Cyclic, Du Jour – Carte du jour, plat du jour		
	3	Other menus – Take away, Room service, Room service tray setup		
	4	Mise-en-Scene and Mise-en-place		
	5	Menu Planning		
V	Practical Module		30	
	1	Identification of equipment		
	2	Table set up – Table d’ hote, Ala carte		
	3	Greetings and seating, water service – Normal, mineral		
	4	Order taking procedures, menu compiling – in English		
	5	Service of soup, main course, dessert		
	6	Side station arrangement, mise-en-place and mise-en-scene.		

Reference books:

Lilicrap- 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			✓	

ADVANCED 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	3	-	2	75
Pre-requisites	1. A positive attitude and eagerness to learn about the food and beverage production 2. A basic knowledge of food production, and an understanding of the hospitality industry, such as hotels, restaurants, and even management, can be beneficial.				
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	(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 (75)	Marks (70)
I	INDIAN COOKERY & EQUIPMENT		10	15
	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	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	EQUIPMENT- Quality of equipment used. Specification of equipment. Care & maintenance of equipment. Heat and cold generating equipment.		
	4	Heat and cold generating equipment. Modern developments in equipment manufacturing.		
II	MENU PLANNING		10	20
	5	Basic menu planning – recapitulation. Special emphasis on quantity food production. Planning of menus for various categories, such as; School/college students.		
	6	Planning of menus for Industrial Workers. Planning of menus for Hospital canteens. Planning of menus for outdoor, party’s theme dinners.		
	7	Planning of menus for Transport/mobile catering. Parameters for quantity food menu planning.		
	8	INDENTING: Principles of indenting -Quantities/portions for bulk production - Translation of recipes for indenting - Practical difficulties involved in indenting.		
III	INTERNATIONAL CUISINE, SANDWICHES, CHARCUTIERE, APPETIZERS&GARNISHES		15	20
	9	British, Middle East, Spanish Menus.		
	10	French, Italian, Oriental and Mexican Menus.		
	11	SANDWICHES: Parts, Filling, Spreads and Garnishes, Types, Making and Storing.		
	12	CHARCUTIERE; - Sausages – Force-meats.		
	13	Marinades, Cures, Brines		
	14	Bacon, Ham, Gammon		
	15	Galantines - Pates and Terrines - Mousses and Mousselines		
	16	ChaudFroid - Aspic Jelly - Non-Edible Displays		
	17	APPETIZERS AND GARNISHES; - Classification - Examples, Different Garnishes.		
IV	BAKERY		10	15
	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.		
	19	BREADS; Principles of bread making - Simple yeast breads.		
	20	Role of each ingredient in bread making – Baking temperature and its		

		importance.		
	21	PASTRY CREAM; Basic pastry creams. Uses in confectionery.		
	22	ICING AND TOPPINGS, FORZEN DESSERTS.		
V	Practical Module		30	
	MENU 1; Consommé Carmen- Poulet Sauté Chasseur- Pommes Lorette-Haricots Verts- Salade de Betterave- Briocce- Baba au Rhum MENU 2: Bisque D'ecrevisse- Escalope De Veau Viennoise- Pommes Battaille- Courge Provencale- Epinards au Gratin- Gateau De Peche MENU 3: Crème Dubarry- Darné De Saumon Grille- Sauce Poloise- Pommes Fondant- Petits Pois- A La Flammande- French Bread- Tarte au fruit MENU 4; Velouté Dame Blanche Cote- De Pore Charcuterie Pommes- De Terre A La Crème - Carottes Glacées, Au Gingembre- Salade Verte- Harlequin Bread- Chocolate Cream Puffs MENU 5: Cabbage Chowder- Poulet A La Rex- Pommes Marquise- Ratatouille- Salade De Carottes et Celeri- Clover Leaf Bread- Savarin Des Fruits MENU 6: Barquettes Assorties- Stroganoff De Boeuf- Pommes Persilles- Salade De Chou-Cru, Garlic Rolls- Crepe Suzette MENU 7: Duchesse Nantua- Poulet Maryland- Croquette Potatoes- Salade Nicoise- Brown Bread- Pate Des Pommes MENU 8: Kromeskies- Filet De Sole Walveska- Pommes Lyonnaise- Funghi Mariratti- Bread Sticks- Soufflé Milanaise MENU 9: Vol-Au-Vent De Volaille et Jambon- Homard Thermidor- Salade Waldorf- Vienna Rolls- Mousse Au Chocolate MENU 10: Crabe En Coquille- Quiche Lorraine- Salade de Viande- Pommes Parisienne- Focaccia- Crème Brulée			

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	PSO 4	PSO 5	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			✓	

ADVANCED FOOD & BEVERAGE SERVICE

Programme		BACHELOR OF HOTEL ADMINISTRATION				
Course Code		BHA4CJ204				
Course Title		Advanced Food and Beverage Service				
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	3	-	2	75	
Pre-requisites	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 (75)	Marks (70)
I	Module 1. Introduction to Non-Alcoholic and Alcoholic Beverages		12	15
	1	Classification (Nourishing, Stimulating and Refreshing beverages- Juice, Squashes, Syrups, Mock-tails)		
	2	Water - Spring Water, Mineral Waters, Aerated Water. Tea (Origin, Tea producing countries, Manufacture, Types & Brands).		
	3	Coffee& Tea (Origin, Coffee and tea producing countries, Manufacture, Types & Brands,		
	4	Cocoa & Malted Beverages (Origin& Manufacture). Other still room beverages – Syrups, Juices etc		
	5	Introduction & Definition, Classification-Fermented, Brewed and Distilled, Production of alcohol-Fermentation and Distillation process. Other alcoholic beverages-Toddy, Sake, Cider and Perry.		
II	Wine and Beer		12	20
	6	Wine-Introduction, Definition & History, Factors affecting quality of wine, Basic classification of wine-Table, Sparkling, Fortified and Aromatized wines.		
	7	Viticulture and Vinification process.		
	8	Champagne, production		
	9	Aromatized and fortified wines		
	10	Beer-Introduction, definition, types, and classification		
	11	Production method of beer, National and international beer		
III	Spirits, Liqueurs and Tobacco		11	20
	12	Introduction, Definition and classification of Alcoholic Beverages.		
	13	Production of Spirit - Pot-still and Patent still method. Proof – Different proof systems		
	14	Whisky, Brandy, Rum, Tequila, Gin, Vodka, - Types, production methods and brand names (National and International)		
	15	Liqueurs – definition, history, types, method of preparation. Favouring and sweetening of spirits		
	16	Tobacco –Curing methods, Processing for cigarettes, pipe tobacco & cigars, Cigarettes – Types and Brand names.		
IV	Bar Operations and Cocktails		10	15
	17	Introduction to bar. Types of Bar- Cocktail, Lounge, Dispense, Discotheque, Service bar, Portable Bar, Pub.		
	18	Area of Bar - Front Bar, Back Bar, Side bar/ Under bar, Bar floor, Under Bar (Speed Rack, Garnish Container, Ice well etc.).		

	19	Opening and closing duties. Forms and Formats maintained and bar setup.		
	20	Cocktails- History - Introduction, parts (base, modifier, minor, garnish and glass),		
	21	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.		
V	Practical Module		30	
	1	Service of non alcoholic beverages – Tea, Coffee, water, Juice		
	2	Service of Wine – Red, white, rose		
	3	Service of Champagne/Sparkling wine		
	4	Service of Beer, Liqueurs		
	5	Service of Cigar and Cigarette		
	Reference books: Lillicrap- D.-& Cousins- J.A <i>Food and Beverage Service</i> : ELBS Delhi. Ninemeier- J.D.- <i>Food and Beverage Management</i> : 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						

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			✓	

INFORMATION TECHNOLOGY IN HOTEL INDUSTRY

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA4CJ205				
Course Title	INFORMATION TECHNOLOGY IN HOTEL INDUSTRY				
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	3	-	2	75
Pre-requisites	1. Proficiency in using computers and common software applications 2. Fundamental knowledge of how the hospitality industry operates is preferable				
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	<i>Cognitive Level (Bloom's Taxonomy)*</i>	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	CONTENT	Hrs (75)	Marks (70)
I		Introduction to IT in the Hotel Industry	10	18
	1	Overview of IT in the hotel industry: Importance, scope, and applications.		
	2	Basic IT terminologies and concepts relevant to hospitality.		
	3	Historical development and evolution of IT in hotels.		
	4	Current trends and future directions in hospitality IT.		
	5	Legal and ethical considerations in the use of IT in hotels.		
II		Hotel Information Systems	12	18
	6	Property Management Systems (PMS): Functions and benefits.		
	7	Central Reservation Systems (CRS): Integration and management.		
	8	Point of Sale (POS) systems: Usage in food and beverage services.		
	9	Customer Relationship Management (CRM) systems: Enhancing guest experience.		
	10	Housekeeping Management Systems (HMS): Streamlining operations.		
III		IT Applications in Hotel Operations	12	18
	12	Front Office Management: IT applications and automation.		
	13	Reservations and booking systems: Online and offline integration.		
	14	Food and Beverage Management: IT tools for inventory and service management.		
	15	Housekeeping operations: IT solutions for efficiency and effectiveness.		

	16	Maintenance and Engineering: Use of IT for preventive maintenance.		
	17	Event Management: IT in organizing and managing events.		
IV		Enhancing Guest Services through IT	11	16
	18	In-room technology: Smart rooms, entertainment systems, and guest control interfaces.		
	19	Guest communication and engagement: Mobile apps, kiosks, and digital signage.		
	20	Feedback and review management systems: Collecting and analyzing guest feedback.		
V		Practical Module	30	
	1	Practical sessions on using PMS: Reservations, check-ins, and check-outs.		
	2	Hands-on training with POS systems: Managing orders and payments.		
	3	CRM system demonstrations: Managing guest data and communication.		

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	✓	✓	✓	✓	✓	✓

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	3		2	75
Pre-requisites	There are no specific prerequisites for this course. However, a basic understanding of biology and general science will be beneficial for better comprehension of nutritional concepts and food science principles.				
Course Summary	This course provides an in-depth understanding of the fundamental principles of nutrition and food science. It explores the composition and functions of essential nutrients such as carbohydrates, fats, proteins, vitamins, and minerals, and their role in maintaining health. Students will also learn the principles of menu planning and the specific nutritional needs across different life stages and conditions.				

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	(E)	(C)	Written Exams

	value of cereals, pulses, nuts, and oilseeds, including the effects of various cooking methods and the role of these foods in culinary applications.			
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)				

Detailed Syllabus

Module	Unit	Content	Hours (75)	Marks (70)
I. Introduction to Nutrition			10	15
	1.	Defenition in terms of nutrition, malnutrition, food science and health.		
	2.	Nutrients and their classifications		
	3.	Food – Classifications, Functions		
	4.	Food and its relation to health		
	5.	Factors affecting food and nutrition		
II. Nutrients			12	20
	6.	Carbohydrates – Composition, classification functions, sources, unit, RDA, problems of deficient and excessive intake		
	7.	Fat - Composition, classification, fatty acids – classifications, functions, sources, RDA, problems of deficient and excessive intake		
	8.	Protein - Composition, classification, amino acids – classification, functions, sources, RDA, problems of deficient and excessive intake		
	9.	Vitamins – Classification, functions, sources and deficiency		
	10.	Minerals - Classification, functions, sources and deficiency (Calcium, Sodium, Pottasium, Iron, Iodine, Fluorine)		
III. Menu Planning			11	20

	11.	Definitions – Balanced diet, food groups, food pyramid, RDA		
	12.	Principles of menu planning and factors affecting energy requirements, BMR – factors affecting BMR		
	13.	Nutritional requirements of adolescent, sedentary working adult, pregnant lady, lactating mother and elderly		
	14.	Diet planning – Definition, objectives, factors, high and lowcalorie diet, high and low protein diet, high fiber diet		
IV. Food science (Part 1)			12	15
	15.	Cereals – Structure, composition and nutritive value, effect of moist and dry heat on starch, fermented cereal products –		
	16.	Pulses – Nutritive value, germination, fermentation, toxic constituents in pulses, role of pulses in cookery.		
	17.	Nuts and oil seeds – Nutritive value, hydrogenation, rancidity, role of fat in cookery.		
	18.	Fruits and vegetables – Pigments – effects of cooking on pigments, loss of nutrients during cooking and its prevention, browning reaction and its prevention.		
	19.	Milk – Composition, nutritive value, effect of heat and acid on milk, processing of milk, fermented and non fermented milk products.		
	20.	Flesh food (Meat) – Postmortem changes, tenderizing meat, effect of heat on meat.		
	21.	Egg – Egg white foams – stages and factors affecting, role of egg in cookery.		
V. Practical Module			30	
	1.	Analyze and critique sample meal plans from institutions, suggesting improvements.		
	2.	Conduct a dietary assessment of a chosen individual and propose a tailored nutritional plan.		
	3.	Innovate new recipes and food items that maintain or enhance nutritional content.		

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 Choudhary, 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			✓	

ADVANCED FRONT OFFICE OPERATIONS

Programme	BACHELOR OF HOTEL ADMINISTRATION.				
Course Code	BHA5CJ302				
Course Title	Advanced Front Office Operations				
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	3		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				

ADVANCED FRONT OFFICE OPERATIONS

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Explain modern trends, technologies, and automation in front office management.	(R)	(F)	Written Exams
CO2	Analyze guest handling techniques, communication strategies, and service recovery methods..	(U)	(F)	Application in Practical's
CO3	Apply financial and security procedures to ensure effective front office operations.	(Ap)	(C)	Application in Practical's
CO4	Evaluate the role of Property Management Systems (PMS) and digital tools in enhancing front office efficiency.	(An)	(C)	Written Exams and Application in Practical's
CO5	Demonstrate practical knowledge in managing reservations, check-ins, check-outs, and guest interactions.	(E)	(P)	Application in Practical's
CO6	Develop problem-solving skills through case studies, real-world scenarios, and hands-on front office training.	(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)				

Detailed Syllabus

Module	Unit	Content	Hrs (75)	Marks (70)
I		Modern Front Office Operations	12	15
	1	Latest trends in front office management and technology		
	2	Revenue management: Overbooking, pricing strategies, and occupancy control		
	3	Guest profiling and customer relationship management (CRM)		
	4	The role of automation: Self-check-in, mobile keys, and chatbots		
	5	How the front office improves guest experience and hotel reputation		
II		Guest Handling and Communication	10	20
	1	Understanding different types of guests and their expectations		
	2	Personalizing guest services using customer data		
	3	Handling complaints, difficult guests, and service recovery		
	4	Cultural sensitivity and communication in a global hotel environment		
	5	Ethical and legal responsibilities of front office staff		
III		Financial and Security Aspects	13	20
	1	Managing revenue and forecasting in front office operations		
	2	Detecting and preventing fraud in hotel transactions		
	3	Night audit process: Checking accounts and balancing records		
	4	Security procedures: Handling emergencies and guest safety		
	5	Risk management and protecting guest information		
IV		Technology in Front Office Management	10	15
	1	Property Management Systems (PMS) and their importance		
	2	Cloud-based hotel management and online bookings		
	3	Digital check-in and keyless entry solutions		
	4	Social media and online guest feedback management		
	5	Cybersecurity and data protection in hotel front office		
V		Practical Module	30	
		Guest Lectures: Industry professionals share real-world insights		
		Case Studies: Learning from successful hotel brands		
		Hands-on PMS Training: Using hotel software for reservations and billing		
		Crisis Management Drills: Simulating emergency response in hotels		
		Mini Project: Creating an efficient front office management plan		
REFERENCES				
1. <i>Front Office Management in Hotels</i> – S.K. Bhatnagar 2. <i>Hospitality Front Office Operations</i> – Sue Baker 3. <i>Revenue Management for Hotels</i> – David K. Hayes 4. <i>Technology in Hospitality Management</i> – Peter Jones 5. <i>Hotel Front Office Operations</i> – Jatashankar R. Tewari				

Mapping of COs with PSOs and POs:

	PSO 1	PSO 2	PSO 3	PSO4	PSO5	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			✓	

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	-	-	60
Prerequisites	There are no specific prerequisites for this course. However, a basic understanding of biology and general science concepts will be helpful in understanding the microbiological and safety aspects of food handling and hygiene.				
Course Summary	This course provides foundational knowledge in food microbiology and food safety essential for working in the food service and hospitality sectors. It introduces students to various micro-organisms affecting food, including their roles in fermentation and spoilage. The course emphasizes hygiene and sanitation practices, both personal and environmental, to ensure food safety. Students will learn about foodborne diseases, food adulteration, and methods of food preservation.				

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	(U)	(C)	Written Exams

	implementation in food production environments.			
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	Hrs (60)	Marks
I Basic Food Microbiology			12	15
	1.	Defenition – Micro-Organisms, Microbiology, Food Safety, Food Hygiene		
	2.	Common Micro-Organisms in food – Bacteria, Virus, Mould, Algae, Parasite		
	3.	Factors affecting microbial growth – extrensic and intrinsic factors		
	4.	Role of Micro-Organisms in food industry – fermentation of bread, alcoholic beverages, cheese, vinegar, curd, fermented vegetables		
	5.	Food spoilage – Causes and types.		
	6.	Defenition, objectives, principles, and methods of food preservation		
II Food Hygiene and Sanitation Practices			12	20
	7.	Importance of Hygiene and Sanitation in food sector		
	8.	Food contamination – Contaminants, Types and routes of contamination, prevention of contamination		
	9.	7 Cs of food Hygiene		
	10.	Hygiene and Sanitation practices before and after food production		
	11.	Disinfection and sterilization		
	12.	Equipment hygiene and work area hygiene		
	13.	Garbage disposal		

III Personal Hygiene			12	20
	14.	Importance of personal hygiene		
	15.	Foodborne illnesses – causes, symptoms, any 4 foodborne diseases		
	16.	Differences between food poisoning and food infection		
	17.	Rules for maintaining personal hygiene.		
	18.	Proper handwashing techniques		
	19.	Hygiene practices for food handlers		
	20.	Food adulteration – definition, types, common adulterants in food and its detection		
IV Food Safety Management Systems			12	15
	21.	PFA		
	22.	GHP, GMP		
	23.	HACCP		
	24.	FSSAI		
	25.	SSOP		
V Open Ended			12	
	1.	Examine contaminants, routes of contamination, and methods for prevention in a food catering unit.		
	2.	Implement rules for maintaining personal hygiene and proper handwashing techniques in food handling.		
	3.	Develop and present a food safety management plan incorporating HACCP principle.		
	4.	Investigate and report on a case study of a foodborne illness outbreak, analyzing causes and preventive measures.		

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			✓	

BUSINESS REGULATORY FRAMEWORKS FOR HOTELS

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA6CJ304/BHA8MN320				
Course Title	Business Regulatory Frameworks for Hotels				
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	3	-	2	75
Pre-requisites	There are no specific prerequisites for this course. However, a basic understanding of hotel management fundamentals will help to provide a context for applying legal concepts within the hospitality industry.				
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	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 (75)	Marks (70)
I	Introduction to Indian Contract Act 1872		10	15
	1	Indian Contract Act 1872 – Overview		
	2	Contract – Nature and Classification of Contracts – offer and acceptance – consideration		
	3	Capacities of Parties – Free Consent – Coercion – Undue Influence Misrepresentation- Fraud – Mistake – Void Agreements –		
	4	Discharge of Contract – Breach Of Contract And Remedies- Contingent Contract - Quasi Contracts.		
II	Contracts		10	20
	5	Special Contracts – Contract of Indemnity – meaning – nature – right of indemnity holder – and indemnifier		
	6	Contract of Guarantee- Meaning – nature - and		
	7	Contracts - Features- surety and courtesy		
	8	Contracts - Rights and liabilities- discharge of surety from his liabilities.		
III	Hotel laws		15	20
	9	Hotel laws – Introduction		
	10	Shops & establishment act.		
	11	Establishment and Commissioning of Hotels		
	12	Licenses required for opening a hotel		
	13	Rights of Innkeeper & tenant		
	14	Various laws pertaining to hotel Industry		
	15	The Consumer Protection Act, 1986 - Overview		
	16	The Consumer Protection Act, 1986 - Definition – consumer – complainant – goods – service – complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers		
	17	Consumer Protection Council & Consumer Disputes Redressal Agencies.		
IV	Labour Laws		10	15
	18	Labour Laws: Concept, Origin, Objectives & Classification.		
	19	Laws for Labour Welfare and Social Security, Social Security Legislation: An Overview		
	20	The Employees' State Insurance Act, 1948, C. The Maternity Benefit Act, 1961		
	21	The Workmen's Compensation Act, 1923, B., D. The Employee's Provident Fund and Miscellaneous Provision Act, 1952		
	22	The Payment of Gratuity Act, 1972.		

V	Practical Module		30	
	1	Case studies Open-Ended Exploration and Assessment Group Assignment Group Presentation		

Reference Books:

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

ADVANCED HOTEL HOUSEKEEPING OPERATIONS

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA6CJ305/ BHA8MN321				
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	3	-	2	75
Pre-requisites	Basic Hospitality Industry Knowledge: Understanding of hotel operations and guest service standards.				
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 explain the functions of modern housekeeping operations including budgeting, task management, and departmental coordination.	U	C	Written test, group presentation
CO2	Students will demonstrate the procedures for daily cleaning, deep cleaning, and public area maintenance as per hygiene and safety standards.	Ap	P	Simulated cleaning tasks, observation checklist
CO3	Students will operate mechanized cleaning equipment and apply microfibre and RFID systems in hospitality housekeeping tasks.	Ap	P	Practical demonstrations, viva voce
CO4	Students will apply advanced techniques in VIP room setups and guestroom inspections, focusing on hygiene and personalized service.	Ap	P	Role play, room setup evaluation
CO5	Students will evaluate guest preferences and suggest improvements in housekeeping operations using digital and automated tools.	E	M	Case study analysis, peer evaluations

CO6	Students will design and present a comprehensive housekeeping management plan incorporating staffing, budgeting, and quality control.	C	P	Group projects, 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 (75)	Marks (70)
I	The Housekeeping Department		11	15
	1.	Housekeeping roles in modern hospitality settings		
	2.	Budgeting and cost control in housekeeping		
	3.	Daily housekeeping reports and logbooks		
	4.	Task management using PMS and mobile apps		
	5.	Departmental coordination and supervision		
II	Hotel Guestrooms		12	20
	6.	Standard daily cleaning procedures		
	7.	Deep cleaning: procedures, frequency, and scheduling		
	8.	Public area cleaning: lobbies, elevators, restrooms, corridors		
	9.	Cleaning of delicate and high-touch surfaces		
	10.	Safe handling and disposal of cleaning waste		
III	Cleaning Guestrooms		12	20
	11.	Mechanized cleaning equipment (scrubbers, steamers)		
	12.	Color coding and microfibre cloth systems		
	13.	Automated linen and inventory tracking (RFID)		
	14.	Robotic vacuums and UV disinfection devices		
	15.	Mechanized cleaning equipment (scrubbers, steamers)		
IV	Linen and Uniform room management		10	15
	16.	VIP guest room setup and personalized touches		
	17.	Advanced turndown service and seasonal décor		
	18.	Guest room hygiene and surface sanitization		
	19.	Inspection techniques using checklist systems		
	20.	Handling guest preferences and complaints		
V	Practical Module		30	

	1	Cleaning procedure in housekeeping department I Bed making II Turn down service III Daily cleaning of Guest room IV Public area cleaning Application of computers in housekeeping IV. Case study on guest floor practice		
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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	✓	✓	✓	✓

FOOD AND BEVERAGE MANAGEMENT

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA6CJ306/ BHA8MN322				
Course Title	Food and Beverage Management				
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	4	-	0	60
Pre-requisites	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
* - 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 (60)	Marks
I	Module 1: Planning & Operating Various Food and Beverage Outlets		12	18
	1	Physical layout of functional and ancillary areas, Layout-Definition and Objectives		
	2	Steps in planning-factors to be considered, Calculating space requirement for outlets.		
	3	Modes of seating in restaurant-Free standing and fixed. Planning staff requirement for outlets.		
	4	Menu planning – Objectives and, Constraints.		
	5	Heavy duty and light equipment used in F&B outlets, Suppliers & manufacturers. Planning Décor.		
II	Module 2: Sale Control System		14	18
	6	Importance of control system in food and beverage service.		
	7	KOT/Bill Control System (Manual & Electronic),		
	8	Triplicate Checking System, Duplicate Checking System, Single Order Sheet, Quick Service Menu & Customer Bill,		
	9	Various modes of payment-New trends,		
	10	Cash handling equipment,		
	11	Duties and responsibilities of Restaurant Cashier.		
III	Module 3: Advanced Bar Operations		12	18
	12	Bar Control-Definition		
	13	Bar Staffing-Hierarchy & Responsibilities,		
	14	Legal regulations and licensing,		
	15	Bar Stock-Stock control methods, Spillage allowance, Breakage and Spoilage,		
	16	Bar Frauds-Practices and how to deal with them		
IV	Module 4: Managing Food & Beverage Outlets and menu merchandising		10	16
	17	Supervisory skills, Staffing-Duty Roaster,		
	18	Developing efficiency, Standard Operating Procedure.		
	19	Planning & Operating Food & Beverage Outlets		
	20	Planning of layout of the restaurant, day to day operations, staffing pattern, and menu.		
	21	Menu Control Menu Structure, Menu as a Marketing tool		
	22	Layout Constraints of Menu Planning, Pricing of menu		
V	Open Module- utor designed module		12	
	References: 1. Lillicrap- D.-& Cousins- <i>J.A Food and Beverage Service</i> : ELBS Delhi. 2. Ninemeier- J.D.- <i>Food and Beverage Management</i> : Educational Institute-			

	AH&LA. 3. Food & Beverage Service Training Manual 4. Sudhir Andrews, Tata Mc Graw Hill 5. Modern Restaurant Service–John Fuller, Hutchinson		
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Reference Books:

6.1 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	✓			✓

HOSPITALITY ORGANISATIONAL BEHAVIOUR

Programme	Bachelor of Hotel Administration				
Course Code	BHA7CJ401				
Course Title	Hospitality Organisational Behaviour				
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	There are no specific prerequisites for this course. However, a basic understanding of human behaviour and communication skills will be beneficial for better engagement with organizational dynamics and workplace interactions.				
Course Summary	This course offers a comprehensive understanding of Organizational Behaviour (OB) with a specific focus on its application in the hospitality and hotel industry. It explores how individuals and groups act within organizations and how their behavior affects organizational performance. The course covers foundational topics such as personality, perception, motivation, team dynamics, organizational culture, and change management. Emphasis is placed on practical relevance through simulations, case studies, and role-plays that reflect real-life situations in hospitality settings.				

Course Outcomes (COs):

CO	CO Statement	<i>Cognitive Level (Bloom's Taxonomy)*</i>	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	Hrs (75)	Marks
I	Introduction to Organizational Behaviour		10	17
	1	Definition, scope, and importance of organizational behaviour in the hotel industry.		
	2	Key concepts and theories of organizational behaviour.		
	3	Historical development and evolution of organizational behaviour.		
	4	The role of organizational behaviour in hospitality management.		
II	Individual Behavior in Organizations		12	17
	5	Personality traits and their impact on behavior at work.		
	6	Perception and its influence on decision making.		
	7	Learning theories and their application in the workplace.		
	8	Attitudes, values, and job satisfaction.		
	9	Managing stress and work-life balance.		
III	Group Dynamics and Teamwork		11	18
	10	Understanding group behavior and dynamics.		
	11	Stages of group development.		
	12	Team building and team performance.		
	13	Managing and leading teams effectively.		
	14	Conflict management and resolution in teams.		
IV	Organizational Culture and Change		12	18
	15	Defining and understanding organizational culture.		
	16	The impact of organizational culture on performance.		
	17	Strategies for developing a positive organizational culture.		
	18	Managing organizational change and development.		
	19	Case studies on organizational change in the hotel industry.		
V		Practical Module	30	
	1	Role play exercises: organizational behavior scenarios, simulated scenarios for roleplaying various roles, practical		

		application of skills and procedures in different scenarios.		
	2	Situation handling: practical exercises, handling real-time situations in a simulated hotel setting, applying problem-solving skills and decision-making in different scenarios.		
	3	Project work: developing organizational behavior strategies, group projects focused on		
	4	creating strategies and solutions for common challenges in the hospitality industry.		

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	✓	✓	✓	✓	✓	✓

HOTEL FINANCE MANAGEMENT

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA7CJ402				
Course Title	Hotel Finance Management				
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	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

Detailed Syllabus;

MODULE	UNITS	CONTENT	HOURS (75)	Marks (70)
I.	Fundamentals of Financial Management in the Hotel Industry			
	1	Definition and scope of financial management in the hotel industry.	10	17
	2	Financial objectives and goals of hospitality businesses.		
	3	The role of financial managers.		
	4	Importance of financial management in hotel operations.		
	5	Overview of the financial environment and key financial concepts.		
II.	Financial Accounting in Hospitality			
	6	Basics of financial accounting: Principles and concepts.	12	18
	7	Understanding financial statements: Income statement, Balance sheet, Cash flow statement.		
	8	Hotel-specific accounting practices: Uniform System of Accounts for the Lodging Industry (USALI).		
	9	Revenue recognition and expense matching in hotels.		
	10	The role of audits in financial accounting.		
III.	Budgeting and Forecasting			
	11	Types of budgets: Operating budget, Capital budget, Cash budget.	12	18
	12	Techniques for budget preparation: Incremental budgeting, Zero-based budgeting, Rolling budgets.		
	13	Forecasting methods: Qualitative and quantitative techniques.		
	14	Application of budgeting and forecasting in hotel management.		
	15	Variance analysis and budgetary control.		
IV.	Financial Analysis and Performance Evaluation			
	16	Ratio analysis: Liquidity, profitability, and solvency ratios.	11	17
	17	Performance metrics in the hotel industry: RevPAR, ADR, GOPPAR, and occupancy rate.		
	18	Benchmarking and financial performance comparison.		
	19	Cash flow analysis and management.		
	20	Break-even analysis and cost-volume-profit analysis.		
	21	Use of financial dashboards and key performance indicators (KPIs).		
V.	Practical Module		30	
		Some hints for the Open-ended modules; Case Studies and Real-World Applications Industry Interactions and Expert Sessions Hands-on project: Develop a mini financial plan for a hotel startup.		
	Reference Books:		84	

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

Assessment Rubrics:

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

EVENT MANAGEMENT

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA7CJ403				
Course Title	Event Management				
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	Proficiency in verbal and written communication & foundational understanding of communication principles to interact professionally with clients, vendors, and team members.				
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.	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 / 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	Ap	P	Viva Voce/Seminar

	decisions in the dynamic and fast-paced environment of event planning and execution.			
* - 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 (75)	Marks
I	Introduction to Event management		10	15
	1	Events-Event management – definition		
	2	Broad classification of Events (types).		
	3	Event planning, Five C's of event management - Conceptualization, Costing, Canvassing, Customization, Carrying out		
	4	Role of events in promotion of tourism.		
II	MICE		10	20
	5	Introduction to MICE– Meeting – Incentives – Conference – Convention – Exhibition –		
	6	Trade shows and fairs		
	7	Leisure Events, Sports Events – organizers – sponsorship		
	8	Event management as a profession.		
III	Event Planning, Organizing and Marketing		15	20
	9	Event Planning Process		
	10	Event organizing		
	11	Problem Solving & Crisis Management		
	12	Participants & Venue Management		
	13	Time &Infrastructure Management.		
	14	Human Resource Management		
	15	Event Marketing & Customer care		
	16	Marketing equipment and tools –		
	17	Promotion, Media Relations Publicity		
IV	Event Co-ordination & Travel Industry Fairs		10	15
	18	Event Co-ordination,		
	19	Visual and Electronic Communication–		
	20	Leadership		
	21	Event Evaluation & Event Presentation		
	22	Travel Industry Fairs – Benefits of Fairs		
V	Practical Module		30	
	1	Case Studies of events.		
	2	Design Event Proposal – Group Assignment		
	3	Event Proposal Presentation – Group Presentation		

Reference Books

Event marketing and management – Sanjaya Singh Gaur,

- 1.1 Event management and event tourism – Gelz,
- 1.2 Hospitality marketing and management – J.m.mathews
- 1.3 Event and entertainment marketing, Avrichbarry (1994), Vikas, Delhi.
- 1.4 Event management, Bhatia a.k. (2001), Sterling Publishers, New Delhi.
- 1.5 Event management in leisure and tourism, David c. Watt (1998), Pearson, UK.
- 1.6 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	PSO 2	PSO 3	PSO4	PSO 5	PSO 6	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	✓	✓	✓	✓

TRAVEL AND TOURISM MANAGEMENT

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA7CJ404				
Course Title	Travel and Tourism Management				
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	1 Proficiency 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 (75)	Marks (70)
I	Introduction to Travel and Tourism		10	15
	1	Understanding the concept of tourism, Meaning, Definitions, its historical development, and its role in the global economy.		
	2	Travel components. Accessibility, Accommodation, Attraction, Amenities		
	3	Tourist, Excursionist, Tourism planning, Tourism policies.		
	4	Types of tourism. Wellness Tourism, Sustainable Travel Practices.		
II	Tourism Organizations		11	20
	5	International Tourism Organizations, UNWTO, IATA, IHRA, PATA, GSTC, WTTC, ICCA.		
	6	National Tourism boards, Regional or state Tourism boards, Destination marketing Organization. (DMOs)		
	7	Tourist Information Centres, Tour Operators Associations, Tourism Research institutes.		
	8	Role and importance of Tourism Organizations		
III	Tour Operation & Travel Formalities.		12	20
	9	Tour Operator, Types, Role and functions of Tour Operators		
	10	Travel Agency Concept, Functions and Types of Travel Agency		
	11	OTAs, Online Travel Agents		
	12	Virtual concepts in Travel and Tourism		
	13	Virtual tours, Virtual Reality (VR), Augmented Reality (AR) Travel Apps		
	14	Virtual Travel Agents, Online Travel Expos and Events		
	15	Passport, Types of Passport, Types of VISA,		
	16	Various health related documents.		
	17	Travel Insurance and safety standards.		

IV	Tourism Products in India		12	15
	18	Historical Monuments and Heritage Sites; Cultural and Spiritual Tourism.		
	19	Wild Life Tourism; Beaches and Coastal Tourism; Adventure Tourism.		
	20	Culinary Tourism; Ayurveda and Wellness Tourism.		
	21	Festivals & Events		
	22	Luxury Tourism, Cruise Tourism		
V	Practical Module		30	
	1	Seminar: Impact of technology in Travel Planning. Impact of Global Events on Tourism. Culinary Tourism's Influence on Destination Appeal.		
	2	Assignment: Impact of climatic change on Tourism. The role of Social Media in Destination Marketing. Itinerary Planning.		
	3	Case study: Rural Tourism Development. Tourism and Cultural Heritage Preservation. Effectiveness of Destination Marketing Campaigns		

Reference Books

- 1.1 Bhatia, A.K., (2019), Tourism Development Principles and Practices. New Delhi :Sterling Publishers Pvt.Ltd.
- 1.2 Robinson, P., Lück, M., & Smith, S. L. (2013). Tourism. Wallingford, Oxfordshire: CABI.
- 1.3 Sampad Kumar Swain and Jitendra Mohan Mishra (2011). Tourism: Principles and Practices, Oxford University Press. New Delhi
- 1.4 Cooper, C, Fletcher J, Gilbert D, Stephen Wanhill, Fyal, 2004, Tourism Principles and Practices, Pearson Education
- 1.5 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	PSO5	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
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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%)

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			✓	

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
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
* - 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 Bakery and Confectionery		10	15
	1	Organizational hierarchy of bakery department		
	2	Aims and objectives of baking		
	3	Duties and responsibilities of baker and confectioner		
	4	Introduction to basic equipment and tools used in bakery and confectionery		
II	Bread and Cake Making		15	20
	5	Raw materials required for bread making (Flour, Water, Yeast, Salt, Sugar, Milk & Fats)		
	6	Yeast - Role of yeast in the fermentation of dough		
	7	Different methods of bread making: Straight dough method, Delayed salt method, No time method, Sponge and dough method		
	8	Characteristics of breads, bread faults and their remedies		
	9	Raw materials required for cake preparation (Flour, Sugar, Shortening, Eggs)		
	10	Equipment and tools used for cake making		
	11	Cake making methods: Sugar batter, Flour batter, Genoese method, Blending, and Rub in method		
	12	Types of Icing & Icing equipment		
III	Pastry and Basic Pastes in Bakery		10	20
	13	Principles of pastry making and its derivatives		
	14	Short crust paste, Choux paste, Puff paste, Flaky paste		
	15	Preparation of cookies and biscuits		
	16	Factors affecting quality of cookies & biscuits		
	17	Faults in preparation of cookies and biscuits		
IV	Study of Confectionery		10	15
	18	Ingredients used and their derivatives		
	19	Stages of sugar and its uses		
	20	Products made from sugar: Sugar syrup, Marshmallows, Candies, Fondant		
	21	Ingredients for sugar work		
	22	Introduction to basic sauces used in confectionery		

V	Practical Module		30	
	1	Preparation of bread: Bread roll, Bread stick, Hot cross bun, Fruit bun, Chelsea bun, French bread, etc.		
	2	Preparation of cakes: Sponge, Banana bread, Muffins, Dundee cake		
	3	Preparation of pastry: Puff pastry, Choux pastry, Short crust & Sweet pastry		
	4	Preparation of cookies		
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	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			✓	

**DETAILED SYLLABUS-
ELECTIVE COURSE**

FUNDAMENTALS OF TOURISM

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA5EJ301(1)				
Course Title	Fundamentals of Tourism				
Type of Course	Major (Elective)				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	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, Hoand 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	An	C	Written Exams

	socio-cultural aspects.			
CO5	Identify and describe the roles of major tourism organizations and their contributions to the tourism industry.	R	F	Written Exams

Detailed Syllabus:

Module	Unit	Content	Hrs (60)	Marks (70)
I	Exploring Tourism: Past to Present		13	17
	1	Introduction to Tourism industry,		
	2	Historical Evolution and Development of Tourism (Travel Through Ages- Early and Medieval Period of Travel, Grand Tour, Industrial Era, Modern Era).		
	3	Meaning and definitions- (Traveller, Visitor, Tourist, Excursion, Visitor), Types of Tourism- International tourism (in bound tourism & out bound tourism)-domestic tourism		
	4	Basic components of tourism- elements of tourism		
	5	Characteristics of Tourism industry.		
II	Introduction to Hotel and Hospitality Industry		14	18
	6	Introduction to Hospitality Industry, History and Evolution of Hotel		
	7	Hotel- Meaning and Definition, Hotel Brands (India and International)		
	8	Departments in Hotel, Organizational structure of a five-star Hotel		
	9	Classification of Hotels (by Size, Location & Target Market, Ownership, Duration of stay, Degree Service),		
	10	Supplementary Accommodation units		
III	Travel Motivations & Impacts		13	18
	11	Travel Motivations- Concept and Definition		
	12	Dann's Theory of Push and Pull Factors		
	13	Gray's Travel Motivation Theory		
	14	Cohen's Types of Tourist Theory		
	15	McIntosh and Goeldner Categorization of Travel Motivation		
	16	Economic Impact of Tourism		
	17	Environmental Impact of Tourism		
	18	Socio- Cultural Impacts of Tourism		
IV	Tourism Organisations		10	17
	19	UNWTO,		
	20	WTTC		

	21	IATA		
	22	PATA		
	23	ICAO		
	24	ITDC		
	25	KTDC		
	26	IATO		
	27	TAAI		
	28	FHRAI		
V	Open Ended Module: Kerala Tourism Scenario		10	
		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			✓	

TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA5EJ302(1)				
Course Title	Travel Agency and Tour Operation Business				
Type of Course	Major (Elective)				
Semester	V				
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	Instructorcreated 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	Instructorcreated 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
* - 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 (60)	Marks (70)
I	Travel Trade and Intermediaries		12	18
	1	Historical Perspectives		
		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		
	3	Benefits of Intermediaries		
	4	Functions of Intermediaries		
II	Travel Agency		15	18
	5	Travel Agency concept and Perspectives		
	6	Types of Travel Agencies		
	7	Functions and Activities		
	8	Income sources of a travel agent		
	9	Organization Structure-		
	10	Setting up of a Travel Agency		
	11	Online Travel Agencies		
III	Tour Operators		13	18
	12	Tour operation-Concept-Definition		
	13	Departments of tour operation		

	14	Types of Tour Operators		
	15	Tour Classification- GIT and FIT		
	16	Functions and Activities		
		Travel Trade Organizations and Associations	10	16
IV	17	Need and significance of travel trade association –		
	18	Role and contribution of PATA		
	19	IATA		
	20	UNWTO		
	21	TAAI		
	22	Thomas Cook and Cox & Kings		
V		Open Ended Module	10	
		The syllabus for this fifth module designated as open-ended. In this openended 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:		
	1	Short Internship with relevant travel industry organisations and observes day to day operations 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.		

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			✓	

TRAVEL GEOGRAPHY

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA6EJ301(1)				
Course Title	Travel Geography				
Type of Course	Major (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 (60)	Marks (70)
I	Introduction to Travel Geography		12	16
	1	Tourism and Geography: Role of Geography in Tourism		
	2	IATA Traffic Areas (ITCS): Countries, Capital Cities, and Codes		
	3	Airports and Codes, Currencies, Currency Codes		
II	Time Calculations and Map		12	18
	4	Time Calculation: Flying Time Calculation, Time Zones		
	5	Daylight Saving Time, International Date Line		
	6	Marking of Cities on Outline Maps		
III	Geography of Asia-Pacific		12	18
	7	Physical Geography of Asia-Pacific Regions: Tourist Destinations, Attractions, and Accessibilities		
	8	Major Countries: India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief)		
IV	Geography of Africa, Middle East, Europe, and the Americas		12	18
	9	Africa & Middle East: Tourist Destinations, Attractions, and Accessibilities		
	10	Major Countries: South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief)		
	11	Europe & America: Tourist Destinations, Attractions, and Accessibilities		

	12	Major Countries: France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Caribbean Islands (in brief)		
V	Open Ended Module		12	
	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.			

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
- ☐ 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				✓

TOURISM PRODUCTS

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA6EJ302(1)				
Course Title	Tourism Products				
Type of Course	Major (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	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	Instructor created 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 (60)	Marks (70)
I		Introduction	10	16
	1	Tourism Resources and Products: Meaning and Definition		
	2	Characteristics and Classification of tourism resources in India		
	3	Difference between tourism resources and products.		
	4	Typology of Tourism Resources		
		Natural Tourism Resources of India	14	20
		Physical Tourism Resources		
	5	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		
		6.1 National Parks		
		6.2 Wildlife Sanctuaries		
		6.3 Biosphere Reserves		
	7	Adventure Tourism Resources (Land Based, Water Based, Air Based)		
III		Socio-Cultural Products of India	12	18
	8	Performing Arts of India,		
		8.1 Classical Dances and Dance Styles, Indian Folk Dances		
		8.2 Music and Musical Instruments- Schools of Indian Music		
	9	Handicrafts		
	10	Paintings		
	11	Religion, Fairs and Festivals of India		
	12	Indian Cuisine		
	13	Customs and Costumes		
IV		Major Tourism Circuits in India	12	16
	14	Golden Triangle Circuit		
	15	Buddhist Circuit		
	16	Himalayan Circuit		
	17	Wildlife Circuit		
	18	Heritage Circuit		

V	Open Ended Module		12	
	The syllabus for this fifth module designated as open-ended. In this openended 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.			
V	Some Suggestions are:			
	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.			
	References Manoj Dixit (2002), TOURISM PRODUCTS, New Royal Book Co. Lucknow. Norman Douglas, SPECIAL INTEREST TOURISM, John Wiley, Australia. Robinet Jacob (2007), INDIAN TOURISM PRODUCTS, Abhijeet Pub, Delhi. Sarina Singh (2008), LONELY PLANET INDIA. Stephen Ball (2007), ENCYCLOPEDEA OF TOURISM RESOURCES IN INDIA,			

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	-	-	-	-						
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			✓	

FACILITY PLANNING

Programme	BACHELOR OF HOTEL ADMINISTRATION				
Course Code	BHA5EJ303(2)				
Course Title	Facility Planning				
Type of Course	Major (Elective)				
Semester	V				
Academic Level	300 - 399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-	-	60
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 (60)	Marks (70)
I		Hotel Design	12	16
	1	Design consideration.		
	2	Blue Print & Types of Blue Print.		
	3	Rules and Guidelines for Space Allocation in Hotels.		
II		Hotel Classification	12	18
	5	Different Types of Hotels.		
	6	Approval Guidelines for Hotel Projects.		
	7	Classification Criteria for Hotels, including Heritage and Apartment Hotels.		
III		Hotel Renovation	12	18
	8	Types of Renovation. Identifying the need for renovation.		
	9	Renovation Process, Subsidiary Process in the renovation.		
	10	Purpose of renovation.		
	11	Prepare guests for Renovation.		
	12	Post Renovation Activities.		
IV		Energy Conservation in the Hotel Industry	12	18

	13	Energy Conservation Strategies.		
	14	Energy Saving Practices in Different Areas of a Hotel.		
	15	Conducting Energy Audits in Hotels.		
V	Open Ended : Project Management in Hotel Planning		12	
	1	Basic Principles of Network Analysis.		
	2	Critical Path Method (CPM) and Program Evaluation Review Technique (PERT).		
	3	Comparative Analysis of CPM and PERT in Hotel Projects.		

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	✓	✓	✓	✓

BANQUET MANAGEMENT

Programme	BACHELOR OF HOTEL MANAGEMENT				
Course Code	BHA5EJ304(2)				
Course Title	Banquet Management				
Type of Course	Major (Elective)				
Semester	V				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	4	-		60

Pre-requisites	Banquet management covers wide range of skill including event planning, customer service, logistics, food and beverage management and budgeting.
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
* - 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 (60)	Marks (70)
I	Introduction to function catering		10	18
	1	Introduction to function catering.		
	2	Banquets.		
	3	Types of functions.		
	4	Function staff.		
	5	Staff requirement calculation.		
II	Function Menu and equipment		10	18
	6	Function Menus.		
	7	Banquet menu planning.		
	8	Wine list.		
	9	Food Service equipment.		
	10	Other function equipment.		
III	Table set-ups and service method		10	16
	11	Table plans.		
	12	Spacing.		
	13	Table set-ups.		
	14	Service during formal functions.		
	15	Service during informal functions.		
IV	Function Booking and organization, Outdoor catering & Buffet		20	18
	16	Booking a function.		
	17	Organizing a function.		
	18	Briefing.		
	19	Procedure for toasts at formal function.		
	20	Introduction to outdoor catering.		
	21	Calculating tables & equipment's required.		
	22	Introduction to Buffet.		
	23	Types of buffet, buffet settings.		
V	OPEN Ended Module		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		
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Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO4	PS O5	PSO 6	PO1	PO2	PO3	PO4	PO5	PO6
CO1	3	2	2	2	1	2	3	2	2	2	1	2
CO2	3	3	3	1	2	-	3	3	3	3	1	2
CO3	3	1	1	2	-	-	3	1	1	2	-	-
CO4	3	3	2	2	2	1	3	3	2	2	2	1
CO5	2	1	2	2	1	-	2	1	2	2	1	-
CO6	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%)

OUTDOOR CATERING MANAGEMENT

Programme	BACHELOR OF HOTEL MANAGEMENT				
Course Code	BHA6EJ303(2)				
Course Title	Outdoor Catering Management				
Type of Course	Major (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	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 students with a comprehensive overview of Catering Management, focusing on the strategic, operational, and practical aspects of managing catering services in various settings. It covers essential topics such as types of catering services, menu planning and development, hygiene and food safety practices, cost control, and sustainability in outdoor events.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
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	Contents	Hrs (60)	Marks (70)
I	Introduction to Catering Management		12	16
	1	Definition and Scope of Catering Management		
	2	Types of Catering Services		
	3	Role and Responsibilities of a Catering Manager		
	4	Key Concepts in Catering Operations		
	5	Trends and Innovations in Catering Industry		
II	Menu Planning and Development		12	18
	6	Principles of Menu Planning		
	7	Types of Menus: A la Carte, Table d'hôte, Buffet, etc.		
	8	Menu Design and Presentation		
	9	Nutritional Considerations in Menu Planning		
	10	Cost Control and Pricing Strategies		
III	Hygiene and Safety in Catering		12	18
	11	Importance of Hygiene and Safety in Catering		
	12	Food Safety Regulations and Standards		
	13	Personal Hygiene and Kitchen Sanitation		
	14	HACCP and Risk Management		
	15	Emergency Procedures and First Aid		
IV	Economic Sustainability		12	18
	16	Planning and Organizing Outdoor Catering Events		
	17	Logistics and Transportation in Outdoor Catering		
	18	Equipment and Set-up for Outdoor Events		
	19	Challenges in Outdoor Catering and Solutions		
	20	Case Studies of Successful Outdoor Events		
V	Open Ended Module		12	
	This is an open ended module. The content can be decided by the tutor. Some suggestions in this module is given below; • Conducting a Mock Catering Event • Menu Planning and Execution • Real-World Applications and Case Studies			

	References; Cousins, J., Lillicrap, D., & Weekes, S. (2014). Food and Beverage Service. Hodder Education. Davis, B., Lockwood, A., Alcott, P., & Pantelidis, I. S. (2018). Food and Beverage Management. Routledge. Singh, Y. K. (2005). Catering Management. APH Publishing. Dittmer, P. R. (2002). Principles of Food, Beverage, and Labor Cost Controls. Wiley. Walker, J. R. (2016). Introduction to Hospitality Management. Pearson. Shiring, S. B., Jardine, R. A., & Mills, P. J. (2001). Introduction to Catering: Ingredients for Success. Cengage Learning..		
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Mapping of COs with PSOs and POs :

	PSO 1	PSO 2	PSO 3	PSO 4	PS O 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

Page 65 of 238 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
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CO1	✓			✓
CO2	✓			✓
CO3	✓			✓
CO4			✓	✓
CO5		✓		✓
CO6	✓		✓	✓

TRANSPORT CATERING

Programme	BACHELOR OF HOTEL MANAGEMENT				
Course Code	BHA6EJ304(2)				
Course Title	Transport Catering				
Type of Course	Major (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	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 (60)	Marks (70)
I	Introduction to Transport Catering		12	16
	1	Definition and Scope of Transport Catering		
	2	Objectives of Transport Catering		
	3	Basic Principles of Transport Catering		
	4	Role of Transport Catering Manager in Hospitality Industry		
	5	Trends and Innovations in Transport Catering		
II	Railway Catering		12	18
	6	Introduction to Railway Catering		
	7	Menu Planning and Dietary Considerations for Railway Passengers		
	8	Logistics and Supply Chain Management for Railway Catering		
	9	Safety and Hygiene Practices in Railway Catering		
	10	Case Studies of Successful Railway Catering Operations		
III	Airline Catering		12	18
	11	Introduction to Airline Catering		
	12	Menu Planning and Dietary Considerations for Airline Passengers		
	13	Logistics and Supply Chain Management for Airline Catering		
	14	Safety and Hygiene Practices in Airline Catering		
	15	Case Studies of Successful Airline Catering Operations		
IV	Cruise Catering		12	18
	16	Introduction to Cruise Catering		
	17	Menu Planning and Dietary Considerations for Cruise Passengers		
	18	Logistics and Supply Chain Management for Cruise Catering		
	19	Safety and Hygiene Practices in Cruise Catering		
	20	Case Studies of Successful Cruise Catering Operations		
V	Open Ended Module		12	
	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		
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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	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
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	✓		✓	✓

TECHNOLOGY AND INNOVATION FOR TOURISM

Programme	BACHELOR OF HOTEL MANAGEMENT				
Course Code	BHA8EJ401				
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	Instructorcreated 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 (60)	Marks (70)
I	INTRODUCTION TO TECHNOLOGY AND TOURISM		12	16
	1	Definition and concept of technology and tourism, Automation in the tourism industry, The need for information, Information as a resource		
	2	Evolution and development of technology in tourism,		
	3	Benefits and drawbacks of technology in Tourism		
	4	Ethical and social issues of the application of technology in tourism		
II	TECHNOLOGY IN TOURISM AND TRAVEL OPERATIONS		12	18
	5	Application of Technology for front office, housekeeping, food and beverage, and security operations		
	6	Latest Technology for reservation, booking, ticketing and payment (case of UPI, NFC & Other contactless) systems,		
	7	Technology for travel intermediaries and distribution channels		
	8	Technology for transportation, accommodation, and attraction sectors		
III	TECHNOLOGY IN TOURISM AND TRAVEL MARKETING AND MANAGEMENT		12	18
	9	Technology and digital platforms for market research and consumer behavior analysis		
	10	Digital marketing and e-commerce as a branch of E-Tourism		
	11	Integration of Technology for social media and online reputation management, Technology for customer relationship management and loyalty programs		
	12	Technology for strategic planning, decision making, innovation and entrepreneurship		
IV	FUTURE OF TECHNOLOGY AND TOURISM		12	18
	13	Role of Tourism in the spread of Technology, Tourism 4.0, Smart Tourism: Emerging Global Digital Ecosystem, Accessibility Sustainability, Digitalisation, Robotics,		
	14	Virtual Tourism: Application of Technology through augmented and virtual reality: the case of Metaverse and Google Map - Street View		
	15	Tackling Language barrier in modern tourism: the case of Duolingo and Google translate		
	16	Assessing the Technology of blockchain and big data analysis in Tourism		
V	Hands-on Training, Practical Applications, Case Study Suggestions;		12	

	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		
	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.		

References

- Belén Vidal, Tourism and Technology: How Tech is Revolutionizing Travel
- (<https://www.wearemarketing.com/blog/tourism-and-technology-how-tech-is-revolutionizingtravel.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.eunwto.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_foundation_s_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%)

SUSTAINABLE PRACTICES IN TOURISM AND HOSPITALITY BUSINESS

Programme	BACHELOR OF HOTEL MANAGEMENT				
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	-	-	60
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 (60)	Marks (70)
I	Introduction to Sustainability in Tourism and Hospitality		12	16
	1	Definition and principles of sustainability		
	2	Importance of sustainability in tourism and hospitality		
	3	Historical evolution of sustainable tourism		
	4	Global sustainable tourism initiatives		
II	Environmental Sustainability		12	18
	5	Key environmental challenges in tourism and hospitality		
	6	Sustainable practices to reduce environmental impact		
	7	Energy conservation and waste management		
	8	Water conservation in hotels		
III	Socio-Cultural Responsibility		12	18
	9	Understanding socio-cultural sustainability		
	10	Community involvement and benefits		
	11	Preservation of cultural heritage and local traditions		
	12	Case studies on successful socio-cultural sustainability initiatives		
IV	Economic Sustainability		12	18
	13	Economic impacts of tourism and hospitality		
	14	Sustainable economic practices and local sourcing		
	15	Fair trade and ethical business practices		
	16	Case studies on economic sustainability in tourism and hospitality		
V	Open Ended Module		12	

	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. Some Suggestions are: • 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 References; Weaver, D. (2006). Sustainable Tourism: Theory and Practice. ButterworthHeinemann. Dodds, R., & Butler, R. (2010). Barriers to Implementing Sustainable Tourism Policy in Mass Tourism Destinations. CAB International. Honey, M. (2008). Ecotourism and Sustainable Development: Who Owns Paradise? Island Press. Edgell, D. L. (2016). Managing Sustainable Tourism: A Legacy for the Future. Routledge. Singh, L. K. (2012). Ecology, Environment and Tourism. Gyan Publishing House. Timothy, D. J., & Boyd, S. W. (2003). Heritage Tourism. Pearson Education.
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Mapping of COs with PSOs and POs :

	PSO1	PSO2	PSO3	PSO4	PSO 5	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
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	✓		✓	✓

HOSPITALITY LAW AND ETHICS.

Programme	BACHELOR OF HOTEL MANAGEMENT				
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 (60)	Marks (70)
I	Introduction to Hospitality Law		12	15
	1	Introduction		
	2	Objective		
	3	Law (Definition)		
	4	Historical Origins of Law		
	5	The Future Hospitality Manager and the Legal Environment		
II	Legal Perspective		12	20
	6	Laws Relating to Hotel Premises		
	7	Laws related to Planning & Designing		
	8	International Regulations for Hotels & Guests		
	9	International Laws for Food Safety, Quality & Security		
III	Key Issues and Legal Procedures		12	20
	10	Key Considerations for Starting a Hotel Business		
	11	Formation of a Hotel Company		
	12	Legal requirements at the time of doing Hotel Business		
	13	Business Contracts: Essentials and Types		
	14	Steps to Follow When Drawing Up Contracts		
IV	Legal Aspects of Starting and Running a Hotel Business		12	15
	15	Legal Procedure: The Journey of a Case through the Courts		
	16	The Law & Ethics		
	17	Preventive Legal Management & Contract		
V	Open Ended Module		12	
	Suggessions 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			
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%)

RESEARCH METHODOLOGY IN HOSPITALITY MANAGEMENT

Programme	BACHELOR OF HOTEL MANAGEMENT				
Course Code	BHA8CJ489				
Course Title	Research Methodology in Hospitality Management				
Type of Course	Major				
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	Students should have a basic understanding of research terminology.				
Course Summary	Research Methodology provides students with a comprehensive understanding of the research process, from conceptualization to report writing. It covers various research approaches, methods, data analysis techniques, and interpretation methods.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Demonstrate Understanding of Research Principles- the meaning, objectives, and significance of research, categorize different types of research, and differentiate between ontology and epistemology.	U	F	Instructorcreated exams / Quiz
CO2	Apply Research Methodologies and Techniques to choose appropriate research approaches, methods, and techniques for a given research problem, construct research instruments such as questionnaires, and design a research proposal.	Ap	P	Practical Assignment / Observation of Practical Skills
CO3	Evaluate research designs, sampling techniques, and data collection methods.	E	C	Seminar Presentation / Group Tutorial Work
CO4	Analyze data using qualitative and quantitative approaches.	An	P	Instructor created exams / Home Assignments
CO5	Create and communicate research findings effectively.	C	C	One Minute Reflection Writing assignments
CO6	Demonstrate creativity and innovation by exploring diverse perspectives within the field of research methodology.	C	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 (60)	Marks (70)
I	Introduction to Research Methodology		11	15
	1	Introduction: Meaning, Objectives and Significance of Research		
	2	Ontology and Epistemology		
	3	Types of Research		
	4	Research approaches – Research methodology and Research Methods		
	5	Research Process		
	6	Structure and Steps of Preparing Research Proposal		
II	Preliminary Research Steps		13	20
	7	Review of literature		
	8	Research questions, Variables and Concepts		
	9	Hypothesis – Conceptualizing a research design		
	10	Constructing research instruments for data collection - Questionnaire design – Schedule –Scale development		
	11	Sampling Design and Data Collection		
		11.1 Sample design and choice of sampling techniques, sample size, sampling & non-sampling errors. 11.2 Methods of collecting primary data, observation method, interviews method		
III	Data Analysis and Interpretation		14	20
	12	Classification and Tabulation of Data		
	13	Qualitative Approaches		
		13.1 Qualitative methods of data collection: In-depth Interviews - Focused Group Technique- Narrative methods- Observation		
		13.2 Ethnography, Case Study, Phenomenology, Narrative methods, Grounded Theory		
		13.3 Projective Technique - Content Analysis- Historical Analysis - Preparation of Field Notes.		
	14	Quantitative Techniques		
		14.1 Measures of Central Tendency and Dispersion - Normal Distribution		
		14.2 Correlation, Regression Analysis		
		14.3 Testing of Hypothesis - Type-I and Type-II Errors		
		14.4 Parametric and Non- Parametric Test - Multivariate Analytical Techniques		
		14.5 Use of SPSS.		
	15	Interpretation Techniques		
IV	Report Writing		10	15
	16	Written and oral presentations		

	17	Report writing tips - Scientific writing styles		
	18	Art of writing research paper		
	19	Art of citing references.		
V	Open Ended Module:		12	
	The syllabus for this fifth module designated as open-ended. In this open-ended module, The Hotel 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:			
	• Review of Different Research Theses. • Provide hand-on experience in applying the concepts and methods learned in research methodology to a research article/paper. • Familiarize SPSS.			
<u>References;</u> • Dawson, Catherine, 2002, Practical Research Methods, New Delhi, UBS Publishers • Kothari, C.R.,1985, Research Methodology-Methods and Techniques, New Delhi, • Kumar, Ranjit, 2005, Research Methodology-A Step-by-Step Guide for Beginners, (2nd.ed), Singapore, Pearson Education • The Foundations of Social Research: Meaning and Perspective in the Research Process by Michael Crotty. • Social Research Methods: Qualitative and Quantitative Approaches by W. Lawrence Neuman • <i>A Manual for Writers of Research Papers, Theses, and Dissertations</i> by Kate L. Turabian • <i>Writing Research Papers: A Complete Guide</i> by James D. Lester				

Mapping of COs with PSOs and POs :

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

**DETAILED SYLLABUS
MINOR COURSES**

FUNDAMENTALS OF TOURISM AND HOSPITALITY INDUSTRY

Programme	Bachelor of Hotel Administration				
Course Code	BHA1MN101				
Course Title	Fundamentals of Tourism and 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	3	-	2	75
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

Detailed Syllabus:

Module	Unit	Content	Hrs (75)	Marks (70)
I	Exploring Tourism: Past to Present		12	20
	1	Introduction to Tourism industry,		
	2	Historical Evolution and Development of Tourism (Travel Through Ages- Early and Medieval Period of Travel, Grand Tour, Industrial Era, Modern Era).		
	3	Meaning and definitions- (Traveller, Visitor, Tourist, Excursion, Visitor), Types of Tourism- International tourism (in bound tourism & out bound tourism)-domestic tourism		
	4	Basic components of tourism- elements of tourism		
	5	Characteristics of Tourism industry.		
II	Introduction to Hospitality Industry		12	20
	6	Introduction to Hospitality Industry, History and Evolution of Hotel		
	7	Hotel- Meaning and Definition, Hotel Brands (India and International)		
	8	Departments in Hotel, Organizational structure of a five-star Hotel		
	9	Classification of Hotels (by Size, Location & Target Market, Ownership, Duration of stay, Degree Service),		
	10	Supplementary Accommodation units		
III	Travel Motivations & Impacts		11	15
	11	Travel Motivations- Concept and Definition		
	12	Dann's Theory of Push and Pull Factors		
	13	Gray's Travel Motivation Theory		
	14	Cohen's Types of Tourist Theory		
	15	McIntosh Categorization of Travel Motivation		
	16	Economic Impact of Tourism		
	17	Environmental Impact of Tourism		
	18	Socio- Cultural Impacts of Tourism		
IV	Tourism Organisations		10	15
	1	UNWTO,		
	2	WTTC		
	3	IATA		
	4	PATA		
	5	ICAO		
	6	ITDC		
	7	KTDC		
	8	IATO		
	9	TAAI		
	10	FHRAI		
V	Practical Module		30	
	The Practical 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 Kera-			

	la'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			✓	

TOURISM AND HOSPITALITY ENTREPRENEURSHIP

Programme	Bachelor of Hotel Administration				
Course Code	BHA1MN102				
Course Title	Tourism and Hospitality Entrepreneurship				
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	3	-	2	75
Pre-requisites	There are no specific prerequisites for this course, but a basic understanding of business principles and an interest in entrepreneurship, innovation, and the tourism and hospitality industry would be beneficial				
Course Summary	This course covers the fundamentals of entrepreneurship with a focus on its significance, skills, traits, and role in economic development. It delves into creativity, innovation, and their application in the tourism and hospitality business, as well as the process of opportunity identification, new product development, and feasibility analysis				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Identify the key concepts and principles of entrepreneurship in the context of the tourism industry.	U	F	Instructorcreated exams / Quiz
CO2	Analyze the process of creativity and innovation and their role in fostering entrepreneurship within the tourism sector.	An	C	Practical Assignment / Observation of Practical Skills
CO3	Evaluate various sources of ideas and opportunities for tourism entrepreneurship, and demonstrate the ability to develop new products and business plans.	E	P	Seminar Presentation / Group Tutorial Work
CO4	Examine the challenges and opportunities associated with start-up ventures in tourism, including financial considerations and government support mechanisms.	An	C	Instructorcreated exams / Home Assignments
CO5	Apply entrepreneurial skills and knowledge to real-world scenarios through practical exercises.	Ap	P	One Minute Reflection Writing assignments

CO6	Create innovative solutions and strategies to address contemporary challenges and trends in tourism entrepreneurship.	C	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 (75)	Marks (70)
I	Entrepreneurship		12	20
	1	Entrepreneurship: Concept, Meaning and Definition		
	2	Types and Significance of Entrepreneurship		
	3	Entrepreneurship Skills		
	4	Entrepreneurial Traits		
	5	Characteristics of Entrepreneur		
	6	Role of Entrepreneurship in Economic Development		
II	Creativity, Innovation, and Entrepreneurship		12	20
	7	Process of creativity		
	8	Road blocks for creativity		
	9	Types of Innovation		
	10	Role of creativity and innovations in travel and tourism business		
	11	Contemporary trends		
III	Tourism Entrepreneurship		10	15
	12	Opportunity Identification		
	13	Source of Ideas		
	14	New Product Development		
	15	Business Plan		
	16	Feasibility Report		
IV	Start-up and Financial Sources		11	15
	17	Setting up of Business, Licenses and permits, Business Registration, GST Registration		
	18	Sources of Finance and for tourism enterprises.		
	19	Subsidies & Incentives		
	20	Tourism Finance Corporation of India Ltd.		
	21	Role of govt. in promoting entrepreneurship in Tourism		
V	Practical Module:		30	
	The syllabus for this fifth module designated as open-ended. In this practical module, The Hotel 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:			
	1	Conduct a Role-Playing/ Brainstorming Exercise to Stimulate Entrepreneurial Decision		

2	Case Studies- Air BNB, OYO rooms, Make my trip etc		
1. Arthur, S. J., & Hisrich, R. D. (2011). Entrepreneurship through the ages: Lessons learned. Journal of Enterprising Culture, 19(01), 1-40. 2. Bezbaruah, M.P. (2000). Beyond the Millennium. New Delhi: Gyan Pub House. 3. Drucker, P.F. (1985). Innovation & Entrepreneurship. New York: Harper & Row. 4. Jeffrey, T. (1984). New Venture Creation. Illinois: Homewood. 5. Kuratko, D.F. & Hodgets, R.M. (2008), Entrepreneurship. New York: Harcourt College Publishers.			

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	1	1						
CO 2	1	2	1	1	1	1						
CO 3	-	3	3	-	3	1						
CO 4	1	-	2	2	1	1						
CO 5	1	2	1	1	1	1						
CO 6	1	1	1	-	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 Ex- am	Assignment	Project/Field Evalua- tion	End Semester Examina- tions
CO 1	✓	✓		✓
CO 2	✓	✓		✓
CO 3	✓	✓		✓
CO 4	✓	✓	✓	✓
CO 5	✓	✓	✓	✓
CO 6			✓	

HOSPITALITY BUSINESS MARKETING

Programme	Bachelor of Hotel Administration				
Course Code	BHA2MN101				
Course Title	Hospitality Business Marketing				
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	3	-	2	75
Pre-requisites	Basic understanding of the hospitality industry, strong communication skills, customer service experience, basic marketing knowledge.				
Course Summary	The Hospitality Business Marketing course introduces students to fundamental marketing principles and strategies tailored for the hospitality industry. Students will learn to create marketing plans, conduct basic market research, and develop promotional activities. The course covers customer relationship management, digital marketing, and branding. Practical applications and real-world examples are included to equip students with essential marketing skills. This course prepares students for entry-level roles in hospitality marketing, focusing on creativity and basic strategic thinking.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand and explain fundamental marketing principles and their application in the hospitality industry.	U	F	Written Exams
CO2	Identify and describe market research methods and analyze basic data relevant to the hospitality sector.	R	C	Written Exams
CO3	Develop simple marketing strategies and promotional activities for hospitality businesses.	Ap	P	Application in Practical's
CO4	Evaluate basic digital marketing techniques and tools for improving online presence and customer engagement.	E	C	Written Exams
CO5	Assess customer relationship management practices and their impact on guest satisfaction and business growth.	E	P	Application in Practical's
CO6	Create basic marketing campaigns using branding strategies to attract and retain customers.	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 (75)	Marks (70)
I	Introduction to Hospitality Marketing		12	20
	1	Introduction to Hospitality Marketing: Definition and Importance		
	2	Basics of Marketing Environment: Internal and External Factors		
	3	Understanding Consumer Behavior in Hospitality		
	4	Basics of Market Segmentation and Targeting		
	5	Marketing Mix for Hospitality: Product, Price, Place, Promotion, People, Process, Physical Evidence		
II	Basic Market Research		12	20
	6	Basic Market Research Techniques		
	7	Conducting Competitive Analysis		
	8	Developing Simple Marketing Strategies		
	9	Implementing and Monitoring Marketing Plans		
	10	Case Studies: Basic Hospitality Marketing Examples		
III	Digital Marketing		11	15
	11	Introduction to Digital Marketing		
	12	Basics of Email Marketing and Content Creation		
	13	Managing Online Reputation and Customer Engagement		
	14	Introduction to Mobile Marketing and Apps		
IV	Branding and Loyalty		10	15
	17	Building Customer Loyalty and Retention Strategies		
	18	Personalizing Guest Experiences		
	19	Branding in Hospitality: Brand Equity, Brand Positioning, and Brand Communication		
	20	International Hotel Brands		
V	Practical Module		30	
	Some Suggestions are: Discuss basic marketing techniques and trends relevant to the hospitality industry. Practical training and simple case study analysis. Topics can include: experiential marketing, sustainability in marketing, basic crisis communication strategies, etc			
	References; Kotler, P., Bowen, J. T., & Makens, J. C. Marketing for Hospitality and Tourism. Pearson. Morrison, A. M. . Hospitality Marketing. Routledge. Walker, J. R. Introduction to Hospitality Management. Pearson.			

Mapping of COs with PSOs and POs :

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

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	3	-	2	75
Pre-requisites	Basic understanding of the hospitality industry and interest in human resource management principles.				
Course Summary	The Human Resource Management in Hospitality Industry course provides a comprehensive overview of HRM practices and principles tailored to the unique challenges and opportunities within the hospitality sector. Students will learn about recruitment and selection, training and development, performance management, and employee relations. The course includes practical insights and case studies to enhance students' problem-solving and decision-making abilities, preparing them for HR roles in the hospitality industry.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles and scope of HRM in the hospitality industry.	U	F	Written Exams
CO2	Identify the unique challenges and roles of HRM in achieving organizational goals in the hospitality sector.	R	F	Written Exams
CO3	Apply effective recruitment and selection techniques tailored to the hospitality industry.	Ap	P	Application in Practical's
CO4	Design and evaluate training programs to enhance employee performance in hospitality settings.	C	P	Project Work / Case Studies
CO5	Implement performance management strategies to appraise and improve employee performance.	E	C	Application in Practical's
CO6	Develop strategies for fostering positive employee relations and motivation within the hospitality industry.	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 (75)	Marks (70)
I	Introduction to HRM in the Hotel Industry		10	15
	1	Definition, scope, and importance of HRM.		
	2	Unique challenges of HRM in the hospitality sector.		
	3	Role of HRM in achieving organizational goals.		
	Recruitment and Selection, Training and Development		13	20
II	4	Job analysis and job descriptions.		
	5	Recruitment strategies and sources.		
	6	Selection process and techniques.		
	7	Legal and ethical considerations in recruitment and selection.		
	8	Importance of training and development.		
	9	Designing effective training programs.		
	10	Evaluation of training effectiveness.		
	Performance Management		12	20
III	11	Objectives of performance management.		
	12	Techniques for appraising employee performance.		
	13	Strategies for improving performance.		
	14	Handling performance issues and employee grievances.		
IV	Employee Relations and Motivation		10	15
	15	Importance of good employee relations.		
	16	Strategies for fostering a positive work environment.		
	17	Motivation theories and their application.		
	18	Employee engagement and retention strategies.		
V	Practical Module:		30	
	The Practical Module on "Contemporary Issues in HRM in Hospitality" should focus on providing students with a comprehensive understanding of current trends and developments in human resource management within the hospitality industry. Instructors can choose activities and topics that are relevant to the evolving landscape of HRM. This module encourages hands-on learning through case studies, practical analysis, and guest lectures from industry experts. Interaction with HR professionals and analysis of real-world examples can also be included to enhance students' knowledge and experience.			
	The syllabus for this fifth module designated as Practical Module. In this module, The Hotel Administration 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:			
	Discuss the current trends, challenges, and opportunities in HRM within the hospitality industry. Analyze the impact of global events and economic factors on HRM practices in hospitality.			

	Conduct practical case studies on successful HRM practices in the hospitality industry.	
	References; Human Resources in the Food Service and Hospitality Industry; The BC Cook Articulation Committee BCCAMPUS VICTORIA, B.C. https://www.researchgate.net/profile/Slobodan-Cerovic-2/publication/341001937_US_-_Human_resource_management_in_hospitality_industry/links/5ea96fbfa6fdcc705097d1b2/US-Human-resource-management-in-hospitality-industry.pdf Michael John Boella · 2000; Human Resource Management in the Hospitality Industry Human Resources Management in the Hospitality Industry; David K. Hayes, Jack D. Ninemeier · 2009	

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	2	1	1	1	2	1
CO2	3	1	1	1	2	1	2	1	1	1	2	1
CO3	1	2	2	2	1	1	2	2	2	2	2	2
CO4	1	2	2	2	1	2	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	✓		✓	

MANAGEMENT PRINCIPLES FOR HOSPITALITY BUSINESS

Programme	Bachelor of Hotel Administration				
Course Code	BHA3MN201				
Course Title	Management Principles for 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	-	-	60
Pre-requisites	Basic understanding of the hospitality industry, interest in management principles, and good communication skills.				
Course Summary	The Management Principles for Hospitality Business course provides an overview of essential management concepts and practices within the hospitality industry. The course is designed to equip students with the knowledge and skills required for effective management and leadership in hospitality operations. Students will learn about the foundations of management, organizational behavior, strategic planning, and quality management specific to the hospitality sector. The course includes practical training and case studies to enhance students' problem-solving and decision-making abilities, preparing them for leadership roles in hospitality management.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the fundamental principles and functions of management in the context of hospitality operations.	U	F	Written Exams
CO2	Explain the evolution of management thought and its relevance to modern hospitality management.	U	C	Written Exams
CO3	Apply the principles of management, including planning, organizing, staffing, directing, and controlling in hospitality settings.	Ap	P	Application in Practical's
CO4	Analyze various organizational behavior concepts and their application in enhancing team dynamics and employee performance.	An	C	Written Exams
CO5	Evaluate different leadership styles and motivational theories to improve team management and productivity in the hospitality industry.	E	C	Application in Practical's
CO6	Develop strategic planning and decision-making skills to address contemporary issues and challenges in hospitality management.	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 (60)	Marks (70)
I	Foundations of Management		12	20
	1	Introduction to Management: Definition, Importance, and Functions		
	2	Evolution of Management Thought		
	3	Principles of Management: Planning, Organizing, Staffing, Directing and Controlling.		
	4	Roles and Responsibilities of Managers in the Hospitality Industry		
	5	Effective Leadership and Decision-Making		
II	Organizational Behavior		12	15
	6	Concept, Nature and importance of Planning		
	7	Types and process of Planning. Management By Objectives (MBO)		
	8	Decision Making: concepts, process, and types of decisions		
	9	Guidelines for effective decision making		
III	Strategic Planning and Management		12	17
	10	Concept of organizing and organisation		
	11	Organisation Structure and design		
	12	Departmentation, Span of Management, Authority and Responsibility		
	13	Delegation of authority, centralization versus decentralization		
IV	Leadership in Hospitality		12	18
	14	Leadership and motivation: leadership styles		
	15	Theories of motivation		
	16	Team Management. Team Creation and Management		
	17	Characteristics of work group - Work group behaviour and productivity		
V	Open Ended Module		12	
	The Open-Ended Module on "Contemporary Issues in Hospitality Management" should focus on providing students with a comprehensive understanding of current trends and developments in the hospitality industry. Instructors can choose activities and topics that are relevant to the evolving landscape of hospitality management. This module encourages hands-on learning through case studies, practical analysis, and guest lectures from industry experts. Interaction with hospitality professionals and analysis of real-world examples can also be included to enhance students' knowledge and experience. • Discuss the current trends, challenges, and opportunities in the hospitality industry • Analyze the impact of global events and economic factors on hospitality businesses • Conduct practical case studies on successful management practic-			

References;

Essential of Management – Harold Koontz & Heinz Weirich
 Management Theory – Jung, H. Koontz.
 Principles of Management – Peter F. Drucker.
 Management Concepts – V.S.P. Rao, Konark Publishers
 Principles & Practice of Management – L.M. Prasad, S. Chand.
 Modern Business Administration – R.C., Pitman.
 Hospitality Management: A Capstone Course" by Matt A. Casado
 Principles of Management for the Hospitality Industry" by Dana Tesone

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	2	1	1	1	2	1
CO2	3	1	1	1	2	1	2	1	1	1	2	1
CO3	1	2	2	2	1	1	2	2	2	2	2	2
CO4	1	2	2	2	1	2	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
- 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	✓		✓	✓

REVENUE MANAGEMENT IN HOSPITALITY BUSINESS

Programme	Bachelor of Hotel Administration				
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	3	-	2	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 (75)	Marks (70)
I	Introduction to Revenue Management		12	20
	1	Definition, scope, and importance of revenue management in hospitality		
	2	History and evolution of revenue management		
	3	Key concepts and terminology in revenue management		
	4	Role of revenue management in achieving business objectives		
	Pricing Strategies		12	18
II	5	Overview of pricing strategies		
	6	Dynamic pricing and rate parity		
	7	Price segmentation and differentiation		
	8	Psychological pricing and discounting strategies		
	Demand Forecasting and Inventory Management		11	17
III	9	Fundamentals of demand forecasting		
	10	Quantitative and qualitative forecasting methods		
	11	Inventory control techniques		
	12	Overbooking and capacity management		
IV	Employee Relations and Motivation		10	15
	13	Overview of distribution channels in hospitality		
	14	Role of online travel agencies (OTAs)		
	15	Direct vs. indirect distribution channels		
	16	Channel management strategies		
V	Practical Module		30	
	Case studies on pricing strategies, Demand Forecasting Employee relation and Revenue management in hospitality			
	References; - Revenue Management for the Hospitality Industry by David K. Hayes and Allisha Miller. - Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy" by Kelly McGuire Revenue Management with Answer Sheet (AHLEI) (AHLEI - Hospitality Sales and Marketing)" by Gabor Forgacs.			

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
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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	✓		✓	✓

FOOD & BEVERAGE OPERATIONS

Programme	Bachelor of Hotel Administration				
Course Code	BHA8MN304				
Course Title	Food & Beverage Operations				
Type of Course	Minor				
Semester	VIII				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	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

* - 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:

Course Syllabus:				
Module	Unit	Content	Hrs (75)	Marks (70)
I	Introduction to F&B Department		11	20
	1	Overview of the Food & Beverage Industry		
	2	Organization Structure of the F&B Department		
	3	Roles and Responsibilities of F&B Staff		
	4	Inter-departmental Relationships within a Hotel		
	5	Attributes of Effective Service Personnel		
II	Food & Beverage Service Basics		12	20
	5	Types of Food Service Establishments (Restaurants, Cafes, Banquets, etc.)		
	6	F&B Service Equipment and Their Uses		
	7	Mise en Place and Mise en Scene		
	8	Menu Planning and Types of Menus		
	9	Types of Meals and Service Styles (A la Carte, Table d’hote, Buffet, etc.)		
III	Food Production Basics		12	20
	10	Introduction to Food Production		
	11	Kitchen Organization and Layout		
	12	Roles and Responsibilities of Kitchen Staff		
	13	Basic Cooking Methods and Techniques		
	14	Kitchen Safety and Hygiene Practices		
	15	Basics of Menu Planning and Food Costing		
IV	Practical Skills in F&B Operations		10	10
	16	Holding and Using Service Spoons and Forks		
	17	Carrying a Tray and Serving Plates		
	18	Laying and Changing a Table Cloth		
	19	Setting Up a Dining Table		
	20	Service of Food		
	21	Food Presentation Techniques		
V	Practical Module		30	
	The Open-Ended Module should focus on practical training relevant to Food & 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 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 Sudhir Andrews, Tata Mc Graw Hill Modern Restaurant Service–John Fuller, Hutchinson				

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			✓	

ROOM DIVISION MANAGEMENT

Programme	Bachelor of Hotel Administration				
Course Code	BHA8MN305				
Course Title	Room Division Management				
Type of Course	Minor				
Semester	VIII				
Academic Level	300-399				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	3	-	2	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.				

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 (75)	Marks (70)
I	Introduction to Front Office Operations		12	18
	1	Overview of the Front Office Department		
	2	Organization Structure of the Front Office		
	3	Roles and Responsibilities of Front Office Staff		
	4	Front Office Layout and Equipment		
	5	Attributes of Effective Front Office Personnel		
II	Front Office Procedures		12	17
	6	Reservation Procedures and Systems		
	7	Check-in and Check-out Procedures		
	8	Guest Services and Handling Complaints		
	9	Front Office Accounting and Cashiering		
	10	Night Audit Procedures		
III	Introduction to Housekeeping Operations		11	18
	11	Overview of the Housekeeping Department		
	12	Organization Structure of the Housekeeping Department		
	13	Roles and Responsibilities of Housekeeping Staff		
	14	Housekeeping Layout and Equipment		
	15	Attributes of Housekeeping Personnel		
IV	Housekeeping Procedures		10	17
	16	Cleaning Procedures and Schedules		
	17	Room Preparation and Inspection		
	18	Laundry Operations		
	19	Inventory Control and Management		
	20	Health and Safety Standards in Housekeeping		
V	Practical Module		30	
	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			✓	

DETAILED SYLLABUS
FOUNDATION COURSES

TOURISM CONCEPTS

Programme	Bachelor of Hotel Administration				
Course Code	BHA1FM105				
Course Title	Tourism Concepts				
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	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	Instructor created 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	Instructor created 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 (50)
I	Basics of Tourism		10	10
	1	Definition and Concept of Tourism		
	2	Excursion, Leisure and Recreation; Tourist, Visitor, Traveller		
	3	Historical Development of Tourism in India/ Worldwide		
		1.3.1 Ancient Period		
		1.3.2 Medieval Period		
		1.3.3 Modern Period		
II	Overview of Tourism		10	15
	4	Types and Forms of Tourism		
	5	Components and Elements of Tourism Industry		
	6	5A's of Tourism (Attraction, Accessibility, Accommodation, Amenities, Activities)		
	7	Characteristics of Tourism Industry		
III	Tourism Motivation, Demand and Statistics		10	15
	9	Travel Motivation: Definitions and Theories (Maslow's Hierarchy)		
	10	Types of Travel Motivations (Physical, Cultural, Interpersonal, Status, Health)		
	12	Travel Agency and Tour Operation Business		
	14	Travel Documents		
	15	Tourism Statistics: Types of Tourist Statistics (Volume, Value, Visitor Profiles)		
IV	Tourism Organizations and Career Opportunities		10	10
	18	Overview of Job Roles in Tourism Industry		
	19	Skills and Qualifications Required		
	20	Tourism Organizations - International Bodies (UNWTO, IATA, ICAO, PATA)		
	21	National Tourism Organizations (ITDC, DGCA, AAI, IATO, TAAI)		
	22	Regional Tourism Development Corporations (KTDC, DTPC)		
V	Open Ended Module		5	
	The syllabus for this fifth module designated as open-ended. In this openended 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:			

	Familiarising the Modern Trends in Tourism Careers (Cruise, Events, Technological Advancement in Tourism) AI Based Content Writing (Assignment and Report Writing etc) 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.
	References; 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

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		✓		✓
CO 5		✓		✓
CO 6		✓		

INTRODUCTION TO HOSPITALITY BUSINESS

Programme	Bachelor of Hotel Administration				
Course Code	BHA2FM106				
Course Title	Introduction to Hospitality Business				
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	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 (50)
I		Introduction to Hotel Industry	10	10
	1	Meaning to Hospitality, Definition of Hotels		
	2	Indian and International of Hotel Brands		
	3	Historical Development of the Hospitality Industry		
	5	Overview of the Global and Indian Hospitality Industry		
	6	Attributes of hotel staffs		
		Familiarizing Hotels	10	15
	1	Classification of Hotels		
	2	Departments in hotels		
II	3	Meal Plans (European Plan, Continental Plan, American Plan, Modified American Plan)		
	4	Types of rooms		
		Departments in Hotels	10	15
	1	Front Office Department and Functions		
	2	Duties and Responsibilities of Front office personnel		
III	3	Housekeeping Department and Functions		
	4	Duties and Responsibilities of Housekeeping personnel		
		Guest Cycle	10	10
	1	Guest Cycle		
	2	Check in procedures in hotel		
IV	3	Check out procedures in hotel		
	5	Different records, log books, forms, etc., used in front Office		
V		Open Ended Module:	5	
		Hotel Visit and Observation: Students will visit a local hotel to observe the operations of various departments, interact with hotel staff, and understand the day-to-day functioning of a hospitality establishment. This experience will include guided tours and Q&A sessions with department heads. Role-Playing and Simulation: Students will participate in role-playing exercises where they assume the roles of front office personnel, housekeeping staff, and guests. This simulation aims to provide practical insights into guest interactions, service delivery, and problem-solving in real-time scenarios.		
		References; 1. Hotel front office operations and Management Mr Jatashankar R Tewari 2. Hospitality Reception and front office procedure and system Dr.JagmohanNegi 3. Front office Management Mr S.K Bhatnagar 4. Hospitality Reception and front office procedures and System Dr.JagmohanNegi 5. Sudhir Andrews Hotel House keeping a Training Manual – 2 nd edition-Tata Mcgraw hill – 2009 6. G.Raghubalan & Smrita Raghubalan Hotel Housekeeping Operations and Management - 2nd edition -Oxford University Press 2009		

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	✓		✓	

LIFE SKILLS FOR HOSPITALITY PROFESSION

Programme	Bachelor of Hotel Administration				
Course Code	BHA5FS112				
Course Title	Life Skills for Hospitality Profession				
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.				

Course Outcomes (CO):

CO	CO Statement	Cognitive Level*	Knowledge Category#	Evaluation Tools used
CO1	Understand the concept, definition, and importance of life skills in personal and professional contexts.	U	F	Written Exams
CO2	Identify and describe the main components and essential life skills as defined by WHO and their relevance to hospitality.	R	C	Assignments
CO3	Apply effective communication techniques in various hospitality scenarios.	Ap	P	Practical Assignments
CO4	Analyze the types and symptoms of stress and emotions at the workplace and implement appropriate management techniques.	An	P	Case Studies
CO5	Employ decision-making and problem-solving models to address issues in the hospitality industry.	Ap	P	Projects/Field Evaluation
CO6	Demonstrate practical skills in tour guiding, handling difficult guests, and developing scripts through role plays.	Ap	M	Mock Sessions
* - 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 (50)
I	Introduction to Life Skills		10	15
	1	Concept, definition and importance of Life Skills		
	2	Main Component of Life Skills		
	3	Ten Essential Life Skills by WHO		
	4	Essential life skills for Hospitality Professional		
II	Effective Communication		8	10
	6	Basic conditions necessary for effective communication		
	7	Tips to communicate effectively		
	9	Communication Styles		
III	Emotion and Stress Management		10	15
	10	Managing emotions at workplace		
	11	Stress -definition and types		
	12	Ways to deal with stress		
	13	Stress Reaction		
	14	Symptoms of stress		
	15	Dealing with stress, anxiety and depression		
	16	Relevance of stress management practices in Hospitality Industry		
IV	Decision Making and Problem Solving		7	10
	20	Decision making process		
	21	POWER Model of decision making		
V	Open End Module- Teachers can make their own module. A model is below		10	
		Training to stress management		
		Role plays on handling awkward guests		
		Communication training		
REFERENCES				
https://www.unodc.org/pdf/youthnet/action/message/escap_peers_07.pdf https://www.unicef.org/azerbaijan/media/1541/file/basic%20life%20skills.pdf "The Art of Communicating" by Thich Nhat Hanh - HarperOne. "Stress Management for Dummies" by Allen Elkin - For Dummies. "Decision Making and Problem Solving Strategies" by John Adair - Kogan Page. - Emotional Intelligence: Why It Can Matter More Than IQ" by Daniel Goleman - Bantam Books.				

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		✓		✓
CO 5		✓		✓
CO 6		✓		

HOSPITALITY CUSTOMER SERVICE

Programme	Bachelor of Hotel Administration				
Course Code	BHA6FS113				
Course Title	Hospitality Customer Service				
Type of Course	SEC				
Semester	VI				
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 "Hospitality Customer Service" is designed to enhance the customer service skills of BHA 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.				

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 (50)
I		Introduction to Customer Service	10	12
	1	Definition and Importance of Customer Service		
	2	Principles of Excellent Customer Service		
	3	Customer Service in the Hospitality Industry		
		Effective Communication	10	14
	1	Verbal and Non-verbal Communication		
	2	Active Listening Skills		
	3	Interpersonal Skills		
	4	Communication Barriers and Overcoming Them		
		Handling Customer Complaints	10	12
	1	Types of Customer Complaints		
	2	Steps in Handling Customer Complaints		
	3	Techniques for Effective Complaint Resolution		
		Delivering Exceptional Guest Experiences	10	12
	1	Understanding Guest Expectations		
	2	Personalizing Guest Services		
	3	Creating Memorable Guest Experiences		
	4	Enhancing Guest Loyalty		
V		Open Ended Module:	5	
		The syllabus for this fifth module designated as open-ended. In this openended 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		
		References; Customer Service for Hospitality and Tourism by Simon Hudson Louise Hudson Beaujean, M., J. Davidson, & Madge, S. (2006). <i>The 'moment of truth' in customer service</i> . https://opentextbc.ca/introtourism/chapter/chapter-9-customer-service/		

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	✓		✓	

**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)