

## **BBA (HM) 1<sup>st</sup> SEMESTER**

**Course Title: Fundamentals of Management**

**Course Credits: 6**

**Course code: UBHTC101**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

**The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.**

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**Objective:** To familiarize the students with concepts, progresses and current issues related to Management. The emphasis would be on issues and challenges related to tourism and hospitality sector.

### **UNIT I**

Meaning, functions and principles of management, levels of management, management skills, evolution of management, Planning: Meaning, nature, importance and steps of planning, types of plans, Management by Objectives (MBO) Decision making: meaning, types, process, and models. Organization: Meaning, Characteristics and Importance, Types of Organization Structure.

### **UNIT II**

Directing and Controlling: Direction- meaning, importance and principles; Organization Culture; Corporate social responsibility; Motivation – Motives – Characteristics – Motivation Theories; Leadership Styles & Approaches; Control Process – Nature, Need, Methods, Tools and Techniques.

### **UNIT III**

Organizational Behavior: meaning, nature and relevance; Historical evolution of OB; Opportunities and Challenges of OB in Hospitality and Tourism sector; Determinants of Individual Behavior

## **UNIT IV**

Personality: Determinants, Theories and relevance in OB; Perception: Process and Factors affecting perception, relevance in OB; Attitudes: Nature, Components, Functions; Group Dynamics: Types, Group Development, and Determinants of Group Behavior.

### **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Prasad, L. M. (2013). *Principles and practice of management*. Chand.
- Koontz, H., O'Donnell, C., & Weihrich, H. (2012). *Essentials of management*. McGraw-Hill.
- Rao, V. S. P., & Krishna, V. H. (2009). *Management: Text and Cases*. Excel Books India.
- Stoner, J., Freeman, E., & Gilbert, D. (2009). *Management*. (6\* ed.). *Prentice Hall, Englewood Cliffs NJ, 267, 268.*

- Aswathappa, K. (2007). *Organizational Behaviour. Text Cases Games*.
- Robbins, S., Judge, T. A., Millett, B., & Boyle, M. (2013). *Organisationalbehaviour*. Pearson Higher Education AU.

## **BBA (HM) 1<sup>st</sup> SEMESTER**

### **Course Title: Travel and Tourism Management**

**Course Credits: 6**

**Course code: UBHTC102**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

**The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018**

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

#### **UNIT I:**

Overview of Travel and Tourism Industry: The nature and Characteristics of travel and tourism industry; Tourism typology; Tourism Product; Characteristics and Elements of tourism product; Travel agencies and tour operators; factors of travel motivations, Tourism paradise.

#### **UNIT II:**

Impact of Tourism: Tourism Impacts an overview – Physical impact of tourism development and from tourism activities; Impact of tourism on Economy of Regional, National and local levels; Social impacts (Positive and Negative); Cultural impacts (Positive and Negative); Environmental impacts (Positive and Negative)

#### **UNIT III:**

Tourism Planning, Policy and Development: Planning and its significance in tourism; Tourism Policy 1982; National Tourism Policy and its Evaluation; National Action Plan 1992; National Tourism Policy 2002; Sustainable Development and perspective plans; Growth and development of tourism; Major issues and concerns to development of tourism; Scope of career opportunities.

#### **UNIT IV:**

Travel Organizations: Travel organization – aims, objectives, functions and activities of The Ministry of Tourism (MOT), IATA, FHRAI, UFTTA, PATA, IATA, IATO, and UNWTO. Travel industry fairs – ITB, WTM, SMTV, FITUR, and PATA TRAVEL MART.

## **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 4) Mid Semester Test: 10 marks
- 5) Assignments: 05 marks
- 6) Presentations: 05 marks

### **Suggested Readings:**

- Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.
- Kamra, K. K. (1997). *Tourism: theory, planning, and practice*. Indus Publishing.
- Rastogi, P. (2004). Sustainable Tourism Planning and Development. *Tourism Recreation Research*, 29(2), 111-112.

## **BBA (HM) 1<sup>st</sup> SEMESTER**

### **Course Title: Tourism Resources of India**

**Course Credit: 6**

**Course code: UBHTC103**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

**The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.**

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**Objective:** This course introduces the students to the historical, religious, culture and natural tourist destinations of India.

#### **UNIT I**

Cultural heritage of India: Ancient Monuments and Buildings: Taj Mahal, Khajuraho, Konak, Ajanta, Ellora, Elephanta Caves, museums of India, Heritage sites (UNESCO Sites)

#### **UNIT II**

Culture Tourism Resources: Performing arts of India: Dance, Music and Theater, Living Heritage, Handicraft, Fair and Festivals, Ethnic Tourism- meaning, Difference between Culture and Ethnic Tourism.

#### **UNIT III**

Pilgrimage Tourism: meaning and nature, Popular Religious Centres: **Hindu-** Char Dham, jyotirling, Mathura, Vrindavana, Varanasi, **Buddhist-** Lumbini, Bodhgaya, sarnath, sanchi, **Jain-** Kashi, Girnar, Mt Abu, **Sikh-** Amritsar, Patna, Nanded, **Muslim:** Jama Masjid, Ajmer Sharif, Fatehpur Sikri, **Christian-** Churches of Goa and Kerala.

#### **UNIT IV**

Natural Tourism and Tourist Circuits: wildlife, Sanctuaries and National Parks, Deserts, Tourist resource potential in mountain with special reference to Himalaya: Forests, Hill station, Lakes, Rivers, Golden Triangle- Delhi, Agra, Jaipur, Southern Triangle- Mahabalipuram, Kanchipuram, Maduri, Green Triangle- Guwahati, Shilong and Kaziranga.

## **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 7) Mid Semester Test: 10 marks
- 8) Assignments: 05 marks
- 9) Presentations: 05 marks

### **Suggested Readings:**

- Boniface, B., Cooper, R., & Cooper, C. (2016). *Worldwide destinations: the geography of travel and tourism*. Routledge.
- Robinson, H. (1976). *A geography of tourism*. MacDonald & Evans.
- Wells, N. A., & Dorr, J. A. (1987). Shifting of the Kosi river, northern India. *Geology*, 15(3), 204-207.
- Sinha, P. C. (1998). *Geography and Structure of Tourism and Travel*. Anmol Publications.
- National Atlas of India – Government of India Publication.

## **BBA (HM) 1<sup>ST</sup> SEMESTER**

**Course Title: Communication- I**

**Course Credit: 2**

**Course code: UBHTS104**

**Contact Hours: 30**

**Duration of Exam: 1 hrs. 30 min**

**Maximum marks: 50**

**End Semester Assessments: 40**

**In Semester Assessment: 10**

**The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.**

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### **Objective:**

To develop oral and written communication skills so as to enable the participants to present their ideas logically and effectively

### **UNIT 1**

Introduction to Communication: Meaning; Nature; Types and Scope of Communication; Barriers to Effective Communication; Active Listening Skills

### **UNIT 2**

Effective Presentation Skills; Preparing and Delivering Presentations; Elements of Effective Presentations; Non Verbal Communication; Body Language; Gestures and Hand Movements.

### **UNIT 3**

Principles of Business Communication; Forming Paragraphs; Memos; Emails; Letters

### **Note for paper setting**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10

marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

### **Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 05 marks
- 2) Assignments: 2.5 marks
- 3) Presentations: 2.5 marks

### **Suggested Readings**

- Dwyer, J., & Boyd, A. (2003). *The business communication handbook*. Prentice Hall.
- Putnam, L. L., Roberts, K. H., & Porter, L. W. (1987). *Handbook of organizational communication: An interdisciplinary perspective* (pp. 679-740). Newbury Park, CA: Sage.
- DeVito, J. A., & DeVito, J. (1986). *The communication handbook: A dictionary* (Vol. 14). New York: Harper & Row.
- McCroskey, J. C., & Richmond, V. P. (1995). *Fundamentals of human communication: An interpersonal perspective*. Waveland Pr Inc.

## **BBA (HM) 1<sup>ST</sup> SEMESTER**

### **Course Title: Environmental Sciences I**

**Course Credit: 2**

**Course code: UBHTS105**

**Contact Hours: 30**

**Duration of Exam: 1 hrs. 30 min**

**Maximum marks: 50**

**End Semester Assessments: 40**

**In Semester Assessment: 10**

**The syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018**

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#### **Objectives:**

The course is aimed to introduce the basic concepts of environmental concerns in hospitality sector to the beginners and to serve as a comprehensive resource for the seasoned professional.

#### **UNIT-I**

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over- exploitation/over-utilization of various resources and consequences; role of an tourism in conservation of natural resources; equitable use of resources for sustainable hospitality services

#### **UNIT-II**

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems

#### **UNIT-III**

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, ozone layer depletion, Wasteland reclamation, Green consumerism and waste management system in hospitality sector.

#### **Note for paper setting**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no

choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

### **Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 4) Mid Semester Test: 05 marks
- 5) Assignments: 2.5 marks
- 6) Presentations: 2.5 marks

### **Suggested Readings:**

- Benny, J. (2009). *Environmental Studies*. Tata McGraw Hill Publishing Company Ltd., New Delhi
- Boersema, J. J., &Reijnders, L. (2009). *Principles of environmental sciences*. J. Bertels, & H. Bezemer (Eds.). Dordrecht: Springer.
- Kaushik, A. (2006). *Perspectives in Environmental Studies*. New Age International.
- Kumar, A. (2004). *A Text Book of Environmental Science*. APH Publishing.
- Sloan, P., Legrand, W., & Chen, J. S. (2013). *Sustainability in the Hospitality Industry 2nd Ed: Principles of Sustainable Operations*. Routledge.

## **BBA (HM) 1<sup>ST</sup> SEMESTER**

### **Course Title: Introduction to the Indian Cookery**

**Course Credit: 4**

**Course code:UBHTE106**

**Contact Hours: 60**

**Duration of Exam: 3 hrs**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

**The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.**

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**Objective:** This course is designed to make the students aware about the various aspects of Indian cookery.

#### **UNIT I**

Indian Cooking: - Introduction, Philosophy of Indian Food, The great Indian Cuisine – Key features, Regional influences on Indian Food, Popular foods of India (At least one simple three course menu from each region of India , North, East, South, West and Central India its salient features and cooking).

#### **UNIT II**

Condiments, Herbs and Spices Used in India Cuisine: Introduction, Condiments, Herbs and Spices used in Indian Cuisine (Allspice, Ajowan, Aniseed, Asafoetida, Bay leaf, Cardamom, Cinnamon, Cloves, Coriander seeds, Cumin, Chilli, Fenugreek, Mace, Nutmeg, Mustard, Pepper, Poppy Seeds, Saffron, Tamarind, Turmeric, Celery, Curry Leaf, Marjoram, Pomegranate Seeds, Stone Flowers, Basil, Betel Root, Black Salt, Red Chilli, Rock Salt) Various ways of using spices, their storage and usage tips.

#### **UNIT III**

Masalas, Pastes and Gravies in Indian cooking: Masalas and Pastes: Introduction, Types, Blending of Spices, Concept of Dry and Wet Masalas, Pastes used in Indian Cooking, Purchasing, Storing Considerations. Basic Indian Gravies: Introduction, Gravies and Curries, Regional Gravies, Gravy Preparations.

#### **UNIT IV**

Commodities and their usage in Indian Kitchens: Introduction, Souring Agents, Colouring Agents, Thickening Agents, Tendering Agents, Flavouring and Aromatic Agents, Spicing Agents in Indian Kitchens

### **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

#### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

#### **Suggested Readings:**

- Bali, P. S. (2009). *Food Production Operations*. Oxford University Press.
- Leto, M. J., & Bode, W. K. H. (2006). *The Larder Chef*. Routledge.
- Philip, T. E. (2003). *Modern Cookery: For Teaching and the Trade*. Orient Blackswan.

## **BBA (HM) 1<sup>ST</sup> SEMESTER**

### **Course Title: Quantitative Techniques**

**Course Credit: 4**

**Course code: UBHTE107**

**Contact Hours: 60**

**Duration of Exam:3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

**The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.**

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**Objective:** To appraise the student with various statistical and research methods and their relevance and application with special reference to hospitality and tourism.

#### **UNIT I**

Statistics – Meaning and significance. Secondary and Primary data, Measures of central tendency-mean, partition values- median, quartile, docile and percentile- mode

#### **UNIT II**

Measure of Dispersion- meaning, quartile deviation, standard deviation, coefficient of variation, skewness meaning, karlpearson's method and Bowley's method.

#### **UNIT III**

Correlation -Concepts, Karl Pearson's method, Rank correlation, Spearman's method. Regression Concept, Regression equation, Regression coefficient and their properties. Index number concept, Laspleyre's, pasche's and Rishs index number, Test of consistency- time reversal test and factorial reversal test

#### **UNIT IV**

Time series concept, components of time series, significance of each concept of time series, forecasting using time series, least square method for calculating trend and moving average. Research meaning and its utility in tourism and hospitality.

## **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 4) Mid Semester Test: 10 marks
- 5) Assignments: 05 marks
- 6) Presentations: 05 marks

### **Suggested Readings:**

- Gupta, S. P., & Gupta, M. P. (2010). *Business Statistics*. Sultan Chand & Sons.
- Saxena, R., & Khandelwal, P. K. (2010). Sustainable development through green marketing: The industry perspective.



## **BBA(HM) 2<sup>ND</sup> SEMESTER**

### **Course Title: HOTEL ACCOUNTING**

**Course Credit: 6**

**Course code:UBHTC201**

**Contact Hours: 60**

**Duration of Exam: 3 hrs**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

**The Syllabus is for the Examination to be held in May 2017, May 2018,and May 2019**

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**Objective:** To provide basic knowledge about accounting procedures and understanding the tools and techniques for planning decision making and control.

#### **UNIT I:**

Meaning nature & need for accounting, scope and usefulness of financial accounting branching of accounting, end users of accounting information, accounting concept and conventions, Basic accounting procedures: journalizing transactions, ledger, trial balance, financial statement: trading a/c, profit & loss a/c and balance sheet.

#### **UNIT II:**

Depreciation: Nature, causes, basic factors and methods of depreciation (straight line and written down value method); Reserves and Provisions: Meaning, Types of Provisions and Reserves, difference between Reserves and Provision.

#### **UNIT III:**

Concept of cost, Classification of costs, concept of cost sheet, Preparation of Cost Sheet, CVP analysis

#### **UNIT IV:**

Financial Management: Finance Functions, Sources of Finance: Long Term Sources- Shares, Debentures, Term Loans; Short Term Sources- Bank Finance (Cash Credit and Overdraft), TFCI- Aims, Objectives and Functions

## **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Narayanaswamy, R., & Accounting, F. A managerial perspective Prentice Hall India Pvt. Ltd., New Delhi.
- Nagar, A. Hand Book M. Com.-Commerce Five Year Integrated Course With effect from 2013-2014.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (1993). *Financial Accounting*. Vikas Publishing House.
- Maheshwari, S. N., & Mittal, S. N. (1983). *Cost Accounting: Theory and Problems*. Shree Mahavir Book Department.
- Khan, M. Y., & Jain, P. K. (2002). *Cost Accounting and Financial Management*.

## **BBA (HM) 2<sup>ND</sup> SEMESTER**

**Course Title: Accommodation & Front Office Operations Foundation –I**

**Course Credit: 6**

**Course code: UBHTC202**

**Contact Hours: 60  
80**

**Duration of Exam: 3 Hrs**

**Maximum marks: 100**

**End Semester Assessments:**

**In Semester Assessment: 20**

**The syllabus is for the Examination to be held in May 2017, May 2018, and May 2019.**

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**Objective:** To appraise the students with the basics of accommodation operations and front office operations in hotels.

### **UNIT I**

Accommodation Sector: - Introduction, Concept, and its importance; Types & Classification of Hotels on different basis; Star Categorization, Heritage Hotels and others in India, Organisation Structure of Hotels; Origin, growth and development of Hotel Sector in India.(ITC, The Taj Group, The Oberoi Group), Foreign Hotel Chains in India ó Hilton, Marriott, Hyatt

### **UNIT II**

The Guest Accommodation: Guest Rooms, Types, Layouts, Salient Features, Description, Guest Room amenities, supplies and services, Floors, Room Name List Patterns, Guest Elevators, Floor Pantries, Guest Safety on Floors, Guest Safety Procedures during Fire, emergencies

### **UNIT III**

Hotel Front Office : Front Office Introduction, Functions and its importance, Different sections of the front office department and their layout and importance ó Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intra- department coordination. Organisation structure of Front Office, Key Responsibilities, Job Descriptions, Attributes of Front Office Personnel, Uniform and Grooming Standards.

### **UNIT IV**

Hotel Housekeeping: Introduction, Meaning and definition Importance of Housekeeping, Sections of Housekeeping, Responsibilities of the Housekeeping department, a career in the Housekeeping department. Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Roleø of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff ó skills

of a good Housekeeper, Inter departmental Coordination with more emphasis on Front office and the Maintenance department, Hygiene and Grooming Standards of Housekeeping Personnel

### **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Andrews, S. (2008). Hotel Housekeeping Management & Operations.
- Raghubalan, G., & Raghubalan, S. (2009). Hotel Housekeeping: Operations and Management. Oxford University Press.
- Andrews, S. (2013). Hotel front office: a training manual. Tata McGraw-Hill Education.
- Kasavana, M. L., & Brooks, R. M. (1998). Managing front office operations. Educational Institute of American Hotel & Motel Association.
- Bhatnagar, S. K. (2011). Front office management. Frank Brothers.

## **BBA (HM) 2<sup>ND</sup> SEMESTER**

**Course Title: Food and Beverage Service Foundation-I**

**Course Credit: 6**

**Course code: UBHTC203**

**Contact Hours: 60**

**Duration of Exam:3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

**The Syllabus is for the Examination to be held in May 2017, May 2018, and May 2019.**

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**Objective:** This course is designed to make the students acquainted with basics of food and beverage services operations.

### **UNIT I**

Introduction: Various outlets of the Food and Beverage department, various sectors of the Food and Beverage department. Organisational Structure of Food & Beverage department. Various Food and beverage Equipments. Side Stations.

### **UNIT II**

F&B Service Personnel- Staff Organisation, Basic Etiquettes for catering staff, Duties & Responsibilities of Service staff, Attitude & Attributes of F&B Service Personnel. Coordination of F&B Service with various departments. Lay out of Table.

### **UNIT III**

F&B Service Areas in hotel- Restaurants & their subdivisions-coffee shop, Room service, Bars, Banquets, Discotheques, Grill Room, Snack Bar, Night Club, Back Areas-Still room, Wash-up, hot-plate, plate room, kitchen stewarding. Classification of Glass Wares: Glasses used for Beverages.

### **UNIT IV**

F&B Service Methods- Table-service: Silver/English, Family, American, Butler/French, Russian  
Self-Service: Buffet, Cafeteria Service, Specialised Service, Gueridon trolley, Room single point

service: Takeaway, Vending, Kiosks, Food Courts, Bars. Types of beverages, Introduction, Emerging trends in Food and Beverage Services

### **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 4) Mid Semester Test: 10 marks
- 5) Assignments: 05 marks
- 6) Presentations: 05 marks

### **Suggested Readings:**

- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). *Food and beverage management*. Routledge.
- Lillicrap, D. R., & Cousins, J. A. (2010). *Food and beverage service*. Hodder Education.

## **BBA (HM) 2<sup>nd</sup> SEMESTER**

### **Course Title: Communication- II**

**Course Credit: 2**

**Course code: UBHTS204**

**Contact Hours:30**

**of Exam: 1 hrs. 30 min**

**Maximum marks: 50**

**End Semester Assessments: 40 Duration**

**In Semester Assessment: 10**

**The syllabus is for the Examination to be held in May 2017, May 2018, and May 2019**

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**Objective:**To develop oral and written communication skills so as to enable the participants to present their ideas logically and effectively

#### **UNIT 1**

Group Communication; Team Building; Importance of Working in a team; Corporate Dressing; Goal Setting

#### **UNIT 2**

Business English; Vowel sounds; Consonants Sounds; Rate of Speech; Structure of Speech

#### **UNIT 3**

Electronic Messages; Blogs; Websites; WebPages; Business Letters; Business Proposals

### **Note for paper setting**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

#### **Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 05 marks

- 2) Assignments: 2.5 marks
- 3) Presentations: 2.5 marks

## **Suggested Readings**

- Dwyer, J., & Boyd, A. (2003). *The business communication handbook*. Prentice Hall.
- Putnam, L. L., Roberts, K. H., & Porter, L. W. (1987). *Handbook of organizational communication: An interdisciplinary perspective* (pp. 679-740). Newbury Park, CA: Sage.
- DeVito, J. A., & DeVito, J. (1986). *The communication handbook: A dictionary* (Vol. 14). New York: Harper & Row.
- McCroskey, J. C., & Richmond, V. P. (1995). *Fundamentals of human communication: An interpersonal perspective*. Waveland Pr Inc.

## **BBA (HM) 2<sup>nd</sup> SEMESTER**

**Course Title: Environmental Sciences II**

**Course Credit: 2**

**Course code: UBHTS205**

**Contact Hours: 45**

**Duration of Exam: 1 hrs. 30 min**

**Maximum marks: 50**

**End Semester Assessments: 40**

**In Semester Assessment: 10**

**The syllabus is for the Examination to be held May 2017, May 2018, and May 2019.**

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**Objective:** The course is aimed to introduce the basic concepts of environmental concerns in hospitality sector to the beginners and to serve as a comprehensive resource for the seasoned professional.

### **UNIT I**

Environmental impacts of tourism- Type of impacts, Environmental quality factors. Environment planning of tourism attraction, Environmental impact control measure; Environmental Impact Assessment & sustainable development, indicator of sustainable conditions,

### **UNIT II**

Environmental Pollution ó Definition, cause, effects and control measures of different types of pollutions ó air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management ó causes, effects and control measures of urban and industrial wastes; role of an hospitality sector in pollution control

### **UNIT-III**

Environmental legislation ó Environment Protection Act; Air (prevention and control of pollution) Act; Water (prevention and control of pollution) Act; Wildlife Protection Act, Forest Conservation Act. Green Hotel practices; Ecotels; Ecolabeling LEED certification

### **Note for paper setting**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

### **Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 4) Mid Semester Test: 05 marks
- 5) Assignments: 2.5 marks
- 6) Presentations: 2.5 marks

### **Suggested Readings:**

- EUHOFA International, International Hotel & Restaurant Association, United Nations Environment Programme. Division of Technology, & Economics. (2001). *Sowing the Seeds of Change: An Environmental Teaching Pack for the Hospitality Industry*. UNEP/Earthprint.
- Kumar, A. (2004). *A Text Book of Environmental Science*. APH Publishing.
- Mohammad Naseem. (2011). *Environmental Law in India*. Kluwer Law International.
- Singh, L. K. (2008). *Ecology, environment and tourism*. Gyan Publishing House.

## BBA (HM) 2<sup>ND</sup> SEMESTER

**Course Title: Hospitality Marketing**

**Course Credit: 4**

**Course code: UBHTE206**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The syllabus is for the Examination to be held in May 2017, May 2018, and May 2019

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**Objective:** The course aims at understanding the tools and techniques of marketing in general; and their application with specific reference to hospitality.

### UNIT 1

Introduction to Marketing: Definition, difference in selling/marketing; core marketing concepts; production, product, selling, marketing, social concept; Marketing Environment.

### UNIT 2

New Product Development: Product level; Classification; Product mix and its development; Branding; Product positioning; Product launching strategies; Identifying Marketing segment and selecting target markets.

### UNIT 3

Pricing: Concept of Price, Pricing Objectives, Factors in influencing Price decisions, Price setting methods, Price policies and strategies.

### UNIT 4

Sales Promotion and Market Research: Advertising and sales Promotion; Public relations; Personal selling; definition of market research, suppliers of market research; forecasting and demand measurement.

**Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 7) Mid Semester Test: 10 marks
- 8) Assignments: 05 marks
- 9) Presentations: 05 marks

### **Suggested Readings**

- Thieu, B. T. (2015). Marketing Mix Framework and its Influences on Purchase Decision: An Empirical Re Chaudhary, M. (2010). *Tourism marketing*. Oxford University Press. search on Apple in Hanoi, Vietnam. 義守大學企業管理學系學位論文, 1-69
- . Chaudhary, M. (2010). *Tourism marketing*. Oxford University Press.
- Go, F. M., & Haywood, M. I. C. H. A. E. L. (2003). Marketing of the service process: State of the art in the tourism, recreation and hospitality industries. *Aspects of Tourism: Classic Reviews in Tourism*, 87-114.

## **BBA (HM) 2<sup>ND</sup> SEMESTER**

### **Course Title: Ethics and Corporate Social Responsibility**

**Course Credit: 4**

**Course code: UBHTE207**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

**The Syllabus is for the Examination to be held in May 2017, May 2018, and May 2019.**

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**Objective:**The course aims at understanding the tools and techniques of ethics in general and their application in businesses.

#### **UNIT I**

INTRODUCTION-Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethics; Code of conduct.

#### **UNIT II**

ETHICS THEORY AND BEYOND-Ethical theories in Relation to Business; Personal Values & Ethical Decision making; Role of Corporate governance in ensuring ethics at workplace; Code of ethics; HR related Ethical Issues.

#### **UNIT III**

ETHICS IN CORPORATIONS- Media and Business Ethics; Ethics in Advertising; Role of Government agencies in Ensuring Ethical Practices; HR related Ethical Issues

#### **UNIT IV**

CORPORATE SOCIAL RESPONSIBILITY- Definition- Evolution- Need for CSR; Theoretical perspectives; Scope and Advantages of CSR; Corporate Governance; Major Areas of Corporate Governance

## **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. In each course, external component will have semester end examination of 80 marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each. For the internal evaluation, there shall be one test of 10 marks, one assignment and one presentation of 5 marks each.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 10) Mid Semester Test: 10 marks
- 11) Assignments: 05 marks
- 12) Presentations: 05 marks

### **Suggested Readings**

- Fernando, A. C. (2009). *Business Ethics: An Indian Perspective*. Pearson Education India.
- Velasquez, M. G., & Velazquez, M. (2002). *Business ethics: Concepts and cases* (Vol. 111). Upper Saddle River, NJ: Prentice Hall.
- Frederick, W. C. (1988). *Business and society: Corporate strategy, public policy, ethics*. McGraw-Hill Companies.
- De George, R. T. (2011). *Business ethics*. Pearson Education India.



## **BBA (HM) 3<sup>rd</sup> SEMESTER**

### **Course Title: Food Production Foundation-I**

**Course Credits: 6**

**Course Code: UBHTC301**

**Maximum Marks: 100**

**Contact Hours: 60**

**End Semester Assessment: 80**

**Duration of Exam: 2 hrs. 30 mins**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2017, 2018 and 2019**

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**Objective:** To familiarize the students with concepts, progresses and current issues related to food production. The emphasis would be on issues and challenges related to tourism and hospitality sector.

#### **UNIT 1**

**Stocks and Salads:** Introduction to stocks, classification of stocks, uses of stocks, types of stocks–fish stock, white chicken stock, brown beef stock, vegetable stock, poaching liquor, Indian yakhni stock, Japanese dashi stock. Salads–introduction to the salads, composition of the salads, salad dressing, various types of lettuce used in salads

#### **UNIT 2**

**Soups:** Introduction to the soups, classification of soups, preparation and techniques of making a good soup, types of soups–minestrone, consommé, cream of mushroom, puree of pumpkin, gazpacho, chicken veloute, clam chowder, making of a good soup, modern trends of presenting soups.

#### **UNIT 3**

**Sauces:** Introduction to the sauces, uses of sauces, thickening agents used in sauces, components of sauces, mother sauces, preparation of mother sauces, béchamel veloute, espagnole, tomato sauce, hollandaise, mayonnaise, modern trends of making sauces, derivatives of mother sauces and their uses. Proprietary sauces.

#### **UNIT 4**

**Methods of cooking and Menu Planning:** Introduction to the various methods of cooking, blanching, poaching, boiling, steaming, stewing braising, roasting, grilling, sautéing, frying. Basic Menu Planning: Introduction, types of menu, Menu balancing. Functions of the menu, Menu used as control tool. Menu Engineering Grid.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Bali, P.S. (2014). *Food Production Operations*. Oxford University Press.
- Philip, T. E. (2003). *Modern Cookery: For Teaching and the Trade*. Orient Blackswan.
- Bali, P. S. (2012). *International Cuisine and Food Production Management*. Oxford University Press.
- Resh, H. M. (2012). *Hydroponic food production: a definitive guidebook for the advanced home gardener and the commercial hydroponic grower*. CRC Press.
- Jayaraman, S. (2013). *Behind the kitchen door*. Cornell University Press.

## BBA (HM) 3<sup>rd</sup> SEMESTER

### Course Title: Financial Management

**Course Credits: 6**

**Course code: UBHTC302**

**Contact hours: 60**

**Duration of Exam: 2 hrs. 30 mins**

**Maximum marks:100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2017, 2018 and 2019**

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**Objective:** To acquaint the students with the underlying concepts, issues and broad framework of financial management.

#### UNIT 1

**Financial Management:** An overview- forms of business organization, financial decision in a firm, goal of financial management, the fundamental principle of finance, building blocks of modern finance, risk return tradeoff, agency problem, business ethics and social responsibility, organization of the finance function, relationship of finance to economics and accounting, emerging role of the financial manager in India.

#### UNIT 2

**Investment Decision:** Nature of investment decision, importance of investment decision, investment evaluation criteria, capital budgeting process, capital budgeting techniques- NPV, IRR, Benefit cost ratio, payback and accounting rate of return; cost of capital-meaning, concept and significance of the cost of capital, opportunity cost, determine component of cost of capital.

#### UNIT 3

**Financing and Dividend Decision:** Sources of finance, assumption and definition of capital structure, factors influencing capital structure, theories of capital structure-NI,NOI,MM and traditional approaches venture capital, introduction of dividend, aspects of dividend policy, forms of dividend.

#### UNIT 4

**Working Capital Management:** Meaning, concept and need of working capital, operating and cash cycle conversion cycle, determinants of working capital, issues of working capital, components of working capital-introduction of cash management, introduction of receivables management, and introduction of inventory management.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Chandra, P. (2011). *Financial management*. Tata McGraw-Hill Education Private Limited .
- Mishra, R.C., Pandey, R. S.(2010).*Fundamentals of Financial Management*. Global Vision Publishing House.
- Chandra, Prasanna,(2010).*Fundamentals of Financial Management- Fifth Edition*. Tata McGraw Hill Education Private Limited.
- Pandey, IM, (2009).*Financial management-ninth edition*. Vikas Publishing House Pvt Ltd
- Pandey, IM, (2011).*Financial management-ninth edition*. Vikas Publishing House Pvt Ltd.

## BBA (HM) 3<sup>rd</sup> SEMESTER

### Course Title: Human Resource Management

**Course Credits: 6**

**Course Code: UBHTC303**

**Contact Hours: 60**

**Duration of Exam: 2 hrs. 30 mins**

**Maximum Marks: 100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2017, 2018 and 2019**

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**Objective:** To generate understanding of the human resource management and impart knowledge of the function.

#### UNIT 1

**Process and Importance of Human Resource Management:** Meaning, Nature and Scope, Concept of human resource management, human resource management practices in India, Functions and Role of HR Manager ó Advisory and service function to other Department ó HRM function planning ó objectives and policies, organizing the HRM Department.

#### UNIT 2

**Procurement and Development Functions:** Organization structure, Line Authority, Staff Authority, Job Analysis, Job description, Writing a Job Description, Job Design, job Specification, job enrichment recruitment, selection, placement, orientation and induction and socialization,

#### UNIT 3

**Training and Development:** Concept and Significance of Training, Training Needs, Training Methods, Types of Training ó career planning and development, Induction promotion, demotion, transfer, separations, Job Design, Job evaluation, Employee grievances and their redressal, suggestion schemes.

#### UNIT 4

**Motivation, Audit and Control Function:** Motivation Theories, Performance appraisal ó Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal purpose, factors, methods, Management by Objective approach - definition, concept, advantages and disadvantages, Stress Management and JOB Satisfaction, human resource accounting.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Desai, K., & Jayakrishnan, K. (2014). Drivers of Human Resource Development Climate: OCTAPAC Culture (Openness, Confrontation, Trust, Autonomy, Proactiveness, Authenticity, Collaboration) A Study of Selected IT Companies, Bangalore. *Sumedha Journal of Management*, 3(3), 73.
- Rao, P. L. (2008). *International Human Resource Management: Text and Cases*. Excel Books India.
- Ehnert, I., Harry, W., & Zink, K. J. (Eds.). (2013). *Sustainability and human resource management: Developing sustainable business organizations*. Springer Science & Business Media.
- Koontz, H., O'Donnell, C., & Wehrich, H. (1986). *Essentials of management*. McGraw-Hill.
- Michael, A. (2006). *A handbook of human resource management practice*. London and Sterling VA.

## **BBA (HM) 3<sup>rd</sup> SEMESTER**

### **Course Title: Food and Beverage Service Foundation-II**

**Course Credits: 6**

**Course Code: UBHTC304**

**Contact Hours: 60**

**Duration of Exam: 2 hrs. 30 mins**

**Maximum Marks: 100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2017, 2018 and 2019**

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**Objective:** This course is designed to make the students acquainted with various aspects of advance food and beverage services operations.

#### **UNIT 1**

**Knowledge of Menu:**Origin, functions and types of menu, French Classical Course menu (various courses), French Terms related to food and beverage services, Menu Planning-Introduction, consideration, competition, Various types of Menus ( cyclic, buffet, fixed), Types of covers ( ala carte, table de hote) Breakfast ( Indian, continental, English).

#### **UNIT 2**

**Order Taking and Beverages:** Introduction, Methods of taking order, methods of taking food order, KOT's, alcoholic beverage order's, alcoholic (fermentation and distillation, proof, alcoholic strength and non- alcoholic beverages ( coffee, tea, squashes, juices etc.), Liqueurs ( production and history), Service of alcoholic beverages. Various Brands

#### **UNIT 3**

**Beverage Controls:** Cellar (location, temperature and storage procedures), beverage requisition, credit memo, purchase order, equipments required in beer storage , bin cards, ullages, types of bar, design, bar operation procedures, bar frauds, bar routine.

#### **UNIT 4**

**Customer Relationship Management:**Introduction, Importance of customer relations,Guest satisfaction (consistency in quality of dishes), Food Safety and Hygiene, Complaint Handling, suggestions by guests, regular guests and occasional guests, attitude of staff.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). Food and beverage management.
- Routledge.Lillicrap, D. R., & Cousins, J. A. (2010). Food and beverage service. Hodder Education.
- Singaravelavan, R. (2012). Food and Beverage Service. Oxford University Press.
- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). Food and beverage management. Routledge.
- Andrews, S. (2013). Food and Beverage Service: A Training Manual. Tata McGraw-Hill Education.

## **BBA (HM) 3<sup>rd</sup> SEMESTER**

**Course Title: Application of Computers in Hospitality & Tourism**

**Course Credits: 2**

**Course Code: UBHTS305**

**Contact Hours: 45**

**Duration of Exam: 1hr. 30 min**

**Maximum Marks: 50**

**End Semester Assessment: 40**

**In Semester Assessment: 10**

**The Syllabus is for the examination to be held in Dec 2017, 2018 and 2019**

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**Objective:** The course is aimed to introduce the basics of computers to the students.

### **UNIT 1**

Computer; Characteristics of Computer; Advantages and limitations of a Computer; Computer Generations; Classification of Computer; Application of Computers

### **UNIT 2**

Basic Components of Computers; Primary and Secondary Storage Devices; Input and Output Devices; MIS (Management Information System)

### **UNIT 3**

Software; Types of Softwares; MS Word; Excel; Powerpoint and its features; Meaning and types of networks - LAN, MAN and WAN, Internet, difference between internet and intranet; Mobile Technology; Android and Windows

### **Note for Paper Setting:**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

### **Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 05 marks
- 2) Assignments: 2.5 marks
- 3) Presentations: 2.5 marks

## Suggested Readings

- Sinha, P. K., & Sinha, P. (2010). *Computer Fundamentals* (Vol. 4). BPB publications.
- Miller, M. (2007). *Absolute beginner's guide to computer basics*. Que Publishing.
- Chauhan, S., Saxena, A., & Gupta, K. (2006). *Fundamentals of Computer*. Firewall Media.
- Goel, A. (2010). *Computer fundamentals*. Pearson Education India.
- Das, S. (2010). *A Complete Guide to Computer Fundamentals*. Laxmi Publications, Ltd.
- Kasavana, M. L., & Cahill, J. J. (1997). *Managing computers in the hospitality industry*. Educational Inst of the Amer Hotel.

## **BBA (HM) 3<sup>rd</sup> SEMESTER**

**Course Title: Foreign Language-I (Internal)**

**Course Credits: 2**

**Course Code: UBHTS306**

**Contact Hours: 45**

**Duration of Exam: 1hr. 30 min**

**Maximum Marks: 50**

**End Semester Assessment: 40**

**In Semester Assessment: 10**

**The Syllabus is for the examination to be held in Dec 2017, 2018 and 2019**

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**Objective:** To familiarize the students with the basic French so that they can read and write short, simple texts, the course develops the ability to construct sentences and frame questions.

### **UNIT 1**

Les Articles, Prépositions, Les Adjectifs Qualificatifs, Phrases, Brief introduction of French and Francophonic countries, presenting oneself, getting information about someone else, greeting and taking leave, asking/giving personal information.

### **UNIT 2**

Verbes (Présent), les adjectifs, le corps, l'adjectif possessif, Introduction, Pronouncing and writing numbers in French, Spell and count numbers, telling the time, fixing an hour, place for a meeting, French dialogues (at the bakery, arriving at a hotel).

### **UNIT 3**

Repas, fruits et légumes, describing a person, object and place, describing relation in a family, description of objects, people and places, nationalities, speaking about one's professions, expressing actions using *éer*, *-ir*, *-re*, *-oir* verbs.

### **Note for Paper Setting:**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

### **Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 05 marks
- 2) Assignments: 2.5 marks
- 3) Presentations: 2.5 marks

### **Suggested Readings:**

- G.Mauger, Cours de Langue et de Civilisation Françaises, Goyal Publishers (2011)
- Arun Sharma, French Conjugation, Highbrows publishers (2016)
- Sanjay Kumar, GrammaireFrancaise, langers (2015)
- Jacques pecheur, methode de francais,cle international (2006)
- Esprit 1,langers (2016)

## **BBA (HM) 3<sup>rd</sup> SEMESTER**

**Course Title: Internship Training (Report presentation and Viva-voce)**

**Course Credits: 2**

**Course Code: UBHTE307**

**Total marks: 50**

**Training Report (Internal): 25**

**Presentation and Viva-voce (External): 25**

**The Syllabus is for the examination to be held in Dec 2017, 2018 and 2019**

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**Objective:** The students in the 2<sup>nd</sup> semester shall go for internship training for a period of 4-6 weeks and after completing the Industrial Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.

### **Note for Teacher Concerned:**

1. There shall be a written report of 25 marks on industrial training.
2. There shall be a power point presentation and viva voce of 25 marks on industrial training which will be based on communication skills, grooming, subject knowledge etc.

## **BBA (HM) 3<sup>rd</sup> SEMESTER**

### **Course Title: Entrepreneurship Development**

**Course Credits: 4**

**Course Code: UBHTE308**

**Contact Hours: 60**

**Duration of Exam: 2 hrs 30 mins**

**Maximum Marks: 100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2017, 2018 and 2019**

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**Objective:** The objective of this course is to recognize and appreciate the potential opportunities of becoming an entrepreneur in Tourism and Hospitality industry. The basic aim of this course is to expose the students to the basic concepts of entrepreneurship and business management.

#### **UNIT 1**

**Entrepreneur:** Meaning of Entrepreneur, Characteristics and Qualities of an entrepreneur, Entrepreneurial competencies and Skills required by an entrepreneur, Classification of entrepreneurs, Functions of entrepreneur and Role of entrepreneur, Entrepreneurial motivations, Entrepreneurship opportunities in hospitality and tourism

#### **UNIT 2**

**Entrepreneurship:** Concept of Entrepreneurship, Entrepreneurship environment, entrepreneurial process, entrepreneurial culture, Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements, Women Entrepreneurship, Rural Entrepreneurship.

#### **UNIT 3**

**Project:** Meaning, objectives and characteristics, Project cycle, Project Report Preparation; Types of finance, source of finances, financial institution helping entrepreneurs and enterprises, problems of entrepreneurship.

#### **UNIT 4**

**Setting up a Restaurant:** feasibility study, project planning, capital structure, selection of a site, architectural considerations, operational planning, business planning and strategies, facility planning-objectives, preliminary considerations, restaurant design factors, kitchen design factors, kitchen equipment

### **Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings**

- Arora, R., &Sood, S. K. (2005). *Fundamentals of entrepreneurship and small business*. SK Sood Kalyani Publishers, New Delhi.
- Desai, V. (2008). *Fundamentals of Entrepreneurship and small business management*. Global Media.
- Nandan, H. (2013). *Fundamentals of entrepreneurship*. PHI Learning Pvt. Ltd..
- Alias, A. (2004). *Entrepreneur and Entrepreneurship, Fundamentals of Entrepreneurship*.
- Mohanty, S. K. (2005). *Fundamentals of entrepreneurship*. PHI Learning Pvt. Ltd..

## **BBA (HM) 4<sup>TH</sup> SEMESTER**

### **Course Title: Housekeeping Operations**

**Course Credits: 6**

**Course Code: UBHTC401**

**Contact Hours: 60**

**Duration of Exam: 2hrs 30 mins**

**Maximum Marks:100**

**End Semester Assessment:80**

**In Semester Assessment:20**

**The Syllabus is for the examination to be held in May 2018, 2019 and 2020**

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**Objective:** This course is designed to make the students acquainted with various roles of accommodation department in hospitality sector.

#### **UNIT 1**

**Housekeeping Operations:** Planning housekeeping operations and manpower planning in housekeeping department, Housekeeping inventories, Recycled & Non-recycled items, various types of keys used in hotels and their control, Standard operating procedures, Contract services- advantages & disadvantages. Facility management companies.

#### **UNIT 2**

**Types of Flooring:** Hard, soft, semi-hard, characteristics, cleaning methods; Linen and laundry operations, Interior designing: types, elements and principles, Lost and found procedures, Sewing room, Dealing with emergencies, Cleaning agents; Room report; Refurbishing and Renovation in hotel industry.

#### **UNIT 3**

**Flower Arrangements:** Equipment and material required for flower arrangement, Principles of flower arrangement, types of flower arrangements, various flowers and foliage used in hotel industry, Types of flower arrangements in different areas of hotels, Principles of design as applied to flower arrangement.

#### **UNIT 4**

**Pest Control Management:** common pest and control, Pest control procedures, various pests control goals, Integrated pest management Waste disposal management; disposal of waste, recycling, STP's and ETP's PMS handling related to house-keeping; Eco-friendly practices in house-keeping (concept of ecotels).

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Andrews, S. (2008). Hotel Housekeeping Management & Operations.
- Raghubalan, G., & Raghubalan, S. (2009). Hotel Housekeeping: Operations and Management. Oxford University Press.
- Malini Singh.(2008). Housekeeping Operations. Jaico Publishing House.
- Andrews, S. (2013). Hotel Housekeeping: A Training Manual. Tata McGraw-Hill Education.
- Walker, J. R., & Walker, J. T. (2012). Introduction to hospitality management. Pearson Higher Ed.

## **BBA (HM) 4<sup>TH</sup> SEMESTER**

**Course Title: Hotel Engineering and Facility Planning**

**Course Credits: 6**

**Course Code: UBHTC402**

**Contact Hours: 60**

**Duration of Exam: 2hrs 30 mins**

**Maximum Marks:100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in May 2018, 2019 and 2020**

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**Objective:** This course is designed to make the students acquainted with various functions of maintenance department in hotels and facility management and its scope in hospitality industry.

### **UNIT 1**

**Facility Management:** Facility, levels of facility, scope and nature of facilities, various facilities in hospitality industry, characteristics of the facilities, Introduction to Facility management, evolution of facilities management, factors considered in planning and designing of hospitality facilities, role of a facility manager.

### **UNIT 2**

**Project Management:**Introduction, definition, purpose, feasibility study, Process, role of project manager, project purpose, types of projects, Project people, Project constraints, project management tools, Factors affecting project management, choosing the right project, preparing a detailed project plan: step by step.

### **UNIT 3**

**Maintenance Department:** Role and Importance of maintenance department in the hotel industry with emphasis on its relation with other departments of the hotel, organisation chart of maintenance department, duties and responsibilities of maintenance department. Various types of maintenance(Preventive and breakdown maintenance) in the hospitality industry.

### **UNIT 4**

**Types of Fuels:** used in hospitality industry, calorific value, comparative study of different fuels, pollution related to hotel industry, legal requirements. Classes of fire, types of fire extinguishers, fire detectors and alarms, water distribution systems in hotels. Various ways of saving energy in hospitality industry.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Hassanien, A., & Dale, C. (Eds.). (2013). Facilities Management and Development for Tourism, Hospitality and Events. CABI
- Knapp, F. (1995). Hotel renovation planning & design. McGraw-Hill.
- Arora, K. C. (2004). Production and Operations Management. Firewall Media.
- Bansal, T. (2014). Hotel: Facility Planning. Oxford University Press.
- Ghosal, S. (2011). Hotel Engineering. Oxford University Press.

## **BBA (HM) 4<sup>th</sup> SEMESTER**

### **Course Title: Event Management**

**Course Credits: 6**

**Course Code: UBHTC403**

**Contact Hours: 60**

**Duration of Exam: 2hrs 30 mins**

**Maximum Marks: 100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in May 2018, 2019 and 2020**

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**Objective:** This course is designed to make the students acquainted with various aspects of Event Management.

#### **UNIT 1**

**Principles and Ethics of Event Management:** Definition of Event, types of Events, need and functions of events, Size & type of event, Event Team, Code of ethics, Principles of event Management, concept & designing. Analysis of concept, Logistics of concept, Major elements of events, role events in hospitality industry.

#### **UNIT 2**

**Planning and Designing of Events:** Concept and features of event planning, planning process-steps, Marketing of events, marketing mix for events, event financial management, raising sponsorship, setting the event programme, Advance Aspects of Event Management.

#### **UNIT 3**

**Marketing and Promotion of Events:** Risk Management, marketing plan, identifying the target markets, building audience, developing marketing strategy, media advertising, promoting the event, Feasibility, Keys to success, SWOT Analysis.

#### **UNIT 4**

**Components of Events:** Aim of event, develop a mission, Establish Objectives Preparing event proposal, Use of planning tools, Meetings, incentives, conference and exhibitions (MICE), its key players, types of meetings, meeting planning, venue for meetings and conventions, components of conference market, trade fairs-GITB, TTF, IITT, OTM.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Gaur, S. S., & Saggere, S. V. (2003). *Event Marketing and Management*. Vikas Publishing House.
- Shone, A., & Parry, B. (2004). *Successful event management: a practical handbook*. Cengage Learning EMEA.
- Wagon, L. V. D., & Carlos, B. R. (2004). *Event Management*. Pearson.
- Getz, D. (1997). *Event management & event tourism* (pp. 212-215). New York: Cognizant Communication Corporation.
- Watt, D. C. (1998). *Event management in leisure and tourism*. Addison Wesley Longman Ltd.

## **BBA (HM) 4<sup>th</sup> SEMESTER**

**Course Title: Nutrition and Food Science**

**Course Credits: 6**

**Course Code: UBHTC404**

**Maximum Marks: 100**

**Contact Hours: 60**

**End Semester Assessment: 80**

**Duration of Exam: 2hrs 30 mins**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in May 2018, 2019 and 2020**

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**Objective:** This course is designed to give the knowledge of nutrition & nutrients.

### **UNIT 1**

**Introduction to nutrition:** Definitions, types of nutrition, Malnutrition, importance of nutrition, principles of nutrition, nutrients and its types, Application of Food Sciences and Nutrition in different aspects, Food and its functions.

### **UNIT 2**

**Proteins:** Introduction, proteins structure, Composition and Classification, Functions and Imbalances of proteins, principles of proteins, Minerals: Introduction, Classification and Functions. Distribution, Sources, Functions, Imbalance.

### **UNIT 3**

**Carbohydrates:** Sources, daily requirements, functions. Effects of too high - too low carbohydrates on health. Digestion & Absorption. Blood glucose and effect of different carbohydrates on blood glucose. Functional role of Sugars in food, Fermentation of Sugar.

### **UNIT 4**

**Vitamins:** Classification, Fat soluble Vitamins, Water soluble Vitamins, Study of few minerals, Bacteria and Yeast, Vitamins-Bio-Chemical and Physiological Role Physiological role, bio-availability and requirements, sources, deficiency & excess.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Pripp, A. H. (2013). Statistics in food science and nutrition. In *Statistics in Food Science and Nutrition* (pp. 1-5). Springer New York.
- Dwyer, J. T., Tolstoi, L. G., Yu, W., & Bermudez, O. I. (2007). Dietary Guidelines around the World. In *Handbook of Nutrition and Food, Second Edition* (pp. 429-449). CRC Press.
- Visakh, P. M., Iturriaga, L. B., & Ribotta, P. D. (Eds.). (2013). *Advances in Food Science and Nutrition* (Vol. 2). John Wiley & Sons.
- Akoh, C. C., & Min, D. B. (2008). *Food lipids: chemistry, nutrition, and biotechnology*. CRC press.
- Souci, S. W., Fachmann, W., & Kraut, H. (2000). *Food composition and nutrition tables* (No. Ed. 6). Medpharm GmbH Scientific Publishers

## **BBA (HM) 4<sup>th</sup> SEMESTER**

### **Course Title: Personality Skills for Hospitality**

**Course Credits: 2**

**Course Code: UBHTS405**

**Contact Hours: 45**

**Duration of Exam: 1hr 30 min**

**Maximum Marks: 50**

**End Semester Assessment: 40**

**In Semester Assessment: 10**

**The Syllabus is for the examination to be held in May 2018, 2019 and 2020**

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#### **Objective:**

The objective of this course is to introduce the students to the concept and components of personality, thereby to apply the acquired knowledge to themselves and to march towards excellence in their respective academic careers.

#### **UNIT 1**

**Introduction to Personality Development:** Definition of Personality, Determinants of Personality- Biological, Psychological, Environmental and Socio- Cultural factors, Need for Personality Development, Dressing and Personality, Theories of personality development- A. Maslow, S. Freud, G.W. Allport, E. Erickson, Carl Rogers.

#### **UNIT 2**

**Understanding Self:** Introspection ó Self Assessment ó Self Appraisal ó Self Development- Self Introduction, Self-awareness - meaning, components (SWOT analysis), the Johari window, improving self-awareness, Building Confidence, building one's self esteem, managing self-talk ó positive attitude.

#### **UNIT 3**

**Ideal Personality:** Effective communication & its key aspects, Body language, Conflict & stress management, decision making skills, Leadership & qualities of successful leader, Teamwork-Importance of working in a team, team building, professionalism in service industry, short-term and long term goals, Time management.

**Note for Paper Setting:**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

**Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 05 marks
- 2) Assignments: 2.5 marks
- 3) Presentations: 2.5 marks

**Suggested Readings:**

- Mitra, B. K. (2011). *Personality development and soft skills*. Oxford University Press.
- Kirzan, Merrier, Logan, and Williams (2011), *Effective Business Communication*. Cengage Learning.
- Masters, A., & Wallace, H. R. (2010). *Personal development for life and work*. Cengage Learning.
- Thill, J. V., Bovée, C. L., & Cross, A. (1991). *Excellence in business communication*. New York etc: McGraw-Hill.
- Calvin S Hall; Gardner Lindzey, [1957] *Theories of Personality*, New York: Wiley.

## **BBA (HM) 4<sup>th</sup> SEMESTER**

### **Course Title: India's Diversity and Business**

**Course Credits: 4**

**Course Code: UBHTE406**

**Contact Hours: 60**

**Duration of Exam: 2hrs 30 mins**

**Maximum Marks: 100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in May 2018, 2019 and 2020**

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**Objective:**The objective of the paper is to understand the bases of India's diversity and its linkages with the people, livelihood, occupational diversity and socio-economic challenges. Further, it aims at understanding the diversity and its implications for the business.

#### **UNIT 1**

**Recognizing India's Diversity:** Concept, Meaning & Definition of diversity; Dimensions and Layers of diversity - Diversity Wheel and the Four Layers of Diversity; Introduction to the Indian Diversity - Geographical diversity, Religious diversity, Cultural diversity, Unity in Diversity.

#### **UNIT 2**

**People, Livelihood and Occupational Diversity:**Social diversity in India: Peopling , demography, languages, castes, ethnicity, religions, sects, family, kinship and social institutions; socio-cultural regions;Livelihood and occupational diversity of India - Traditional livelihoods of India (Rural and urban).

#### **UNIT 3**

**Linkages between Diversity and India's Socio-economic challenges:**Socio-economic challenges in Indian Society - Food insecurity, Economic inequalities and poverty, Gender discrimination, Child labor, Communalism, Environmental degradation and Sustainable development; Regional variations in terms of Geographic and Socio-economic factors- trends and emerging options.

#### **UNIT 4**

**Diversity and Business:**Diversity at Workplace - Workforce diversity and Management, effects of Workforce Diversity on the Organization; Indian Consumers and marketing - Rural and Urban context; Diversity and Innovation; Globalization and its effects on India's diversity.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Kumar, T. S. (1992). *India: Unity in Diversity*. South Asia Books.
- Kosambi, D. D. (1965). *The culture and civilisation of ancient India in historical outline*. Routledge and K. Paul.
- Gama, N. (2009). *Culture wise India: the essential guide to culture, customs & business etiquette*. Survival Books.
- Robinson, G., & Dechant, K. (1997). Building a business case for diversity. *The Academy of Management Executive*, 11(3), 21-31.
- Epelde, K. (2004). Travel guidebooks to India: a century and a half of orientalism.



## BBA (HM) 5<sup>TH</sup> SEMESTER

**Course Title: Accommodation and Front Office Operations Foundation-II**

**Course Credits: 6**

**Course Code: UBHTC501**

**Contact Hours: 60**

**Duration of Exam: 2hrs. 30 mins**

**Maximum Marks:100**

**End Semester Assessment:80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2018, 2019 and 2020**

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**Objective:** To appraise the students with advanced front office and housekeeping management operations in hospitality sector.

### UNIT 1

**Interior Decoration:** Introduction, Colour (dimensions, prang's colour system), Lighting (importance, types, plans), Wall coverings (types, selection, maintenance), Facilities Planning and management, stages in developing hospitality property, Ergonomics in housekeeping, latest trends in housekeeping.

### UNIT 2

**Budgeting for Housekeeping and Departure Procedures:** Types of budgets (various categorisations), housekeeping expenses, Income statement of the room divisions, Departure procedure in fully automated systems, mode of settlement of bills, potential check-out problems and solutions in hotel industry, late check outs.

### UNIT 3

**Front Office Accounting-**types of accounts; front office accounting cycle -creation, maintenance and settlement; night auditing-night audit, duties and responsibilities of night auditor, process of night auditing, Computer applications in front office-PMS, different modules of PMS, different Property management systems (examples).

### UNIT 4

**Yield Management and Forecasting:** Measuring yield in the hotel industry, yield management in hotel industry, elements of yield management; Forecasting- challenges, benefits of forecasting, measuring yield. Methods of measuring hotel performance-occupancy ratios, ADR, ARR, REVPAR, market share index measurement, occupancy percentage.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Andrews, S. (2008). Hotel Housekeeping Management & Operations.
- Raghubalan, G., & Raghubalan, S. (2009). Hotel Housekeeping: Operations and Management. Oxford University Press.
- Malinisingh .(2008). Housekeeping Operations. Jaico Publishing House.
- Kasavana, M. L., & Brooks, R. M. (1998). Managing front office operations. Educational Institute of American Hotel & Motel Association.
- Bhatnagar, S. K. (2011). Front office management. Frank Brothers

## **BBA (HM) 5<sup>th</sup> SEMESTER**

### **Course Title: Safety, Security and Travel Documentation**

**Course Credits: 6**

**Course Code: UBHTC502**

**Contact Hours: 60**

**Duration of Exam: 2hrs. 30 mins**

**Maximum Marks: 100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2018, 2019 and 2020**

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**Objective:** To familiarize the students with the concepts, progresses and current issues related to Safety, Security and Travel documentation in Tourism and Hospitality sector.

#### **Unit 1**

**Hotel Security:** concept, importance, Type, Organization structure, Application of security in Hotels, scope and trends. First Aid, The First Aid box, Handling Burns & scalds, bleeding, fainting, fractures, heart attack, sprain, and shock. Handling Emergency procedures: Fire, Bomb threat, Theft, Death, Terrorism, and Natural Calamity.

#### **Unit 2**

**Risk Management & Safety Security:** Process of risk Management and standards for Risk Management. Emergency Response plan, Occupation Safety and Health Act, Safety & Security in Rooms Division, Work environment safety, Job Safety Analysis, Safety Awareness & Accident Prevention, Case Studies

#### **Unit 3**

**Travel Documentation I:** Passport, requirements, checklists, types, changes, procedure, tatkal scheme And fees, passport act and penalties under section 12 (1)B, Visas Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, Refused or Pending Visas, Destination Departure Records.

#### **Unit 4**

**Travel documentation II:** Rules and regulations about eligibility, quantum and documentation Required for Travel Out of India Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits Travel Into India Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency, Destinations Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Brossman, C. (2016). Building a Travel Risk Management Programme: Traveler Safety and Duty of Care for Any Organisation. Butterworth-Heinemann.
- Savage, P.V. (1999). The Safe Travel Book. Lexington Books.
- Clifton, D. (2012). *Hospitality security: Managing security in today's hotel, lodging, entertainment, and tourism environment*. CRC Press
- Chon, K. S., Pizam, A., & Mansfeld, Y. (1999). Consumer Behavior in Travel and Tourism: Routledge.
- Hall, C. M., Timothy, D. J., & Duval, D. T. (2012). *Safety and security in tourism: relationships, management, and marketing*. Routledge.

## **BBA (HM) 5<sup>th</sup> SEMESTER**

### **Course Title: Food Service Management**

**Course Credits: 6**

**Course Code: UBHTC503**

**Contact Hours: 60**

**Duration of Exam: 2hrs. 30 mins**

**Maximum Marks: 100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2018, 2019 and 2020**

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### **Objectives**

Understand the basic principles of management in food service establishments

### **UNIT 1**

**Function Catering and Spirits:** Introduction, Banquets, Types of functions, Staff requirement, function equipment function menus, service equipments required, table set ups, outdoor catering ( off premises catering, advantages and disadvantages), spirits ( whisky, rum, vodka, gin, rum, tequila), beer (various brands).

### **UNIT 2**

**Preparing a Restaurant Before and After Service:** Introduction, Mise en Place, Mise en Scene, Pantry, still room, hot plate, cover laying procedures, Points to be observed while laying the cover, cutlery, glassware, crockery, linen, rules to be observed while waiting at the table, briefing, Do's and Don'ts during service.

### **UNIT 3**

**Mocktails and Cocktails:** Introduction, Types, components of cocktail ( base, modifier, flavourings), Preparation and Service Techniques, brands, methods of making cocktails, equipments and tools, glassware's, points to be noted while making a cocktails, tobacco origin and various brands.

### **UNIT 4**

**Wines:** Definition, Classification with examples, - Table/Still/Natural, Sparkling, Fortified, Aromatized, Production of each classification, Principal wine regions: France, Germany, Italy, Spain and New world wines brand names, food and wine harmony, wine terminology, faults in wine, wine tasting, factors influencing the character of wines.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). Food and beverage management.
- Routledge.Lillicrap, D. R., & Cousins, J. A. (2010). Food and beverage service. Hodder Education.
- Singaravelavan, R. (2012). Food and Beverage Service. Oxford University Press.
- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). Food and beverage management. Routledge.
- Andrews, S. (2013). Food and Beverage Service: A Training Manual. Tata McGraw-Hill Education.

**Course Title: Foreign Language-II (Internal)**

**Course Credits: 2**

**Course Code: UBHTS504 Maximum Marks: 50**

**Contact Hours: 45**

**End Semester Assessment:40**

**Duration of Exam:1hr. 30 min**

**In Semester Assessment:10**

**The Syllabus is for the examination to be held in Dec 2018, 2019 and 2020**

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**Objective:** To familiarize the students with the basic French so that they can read and write short, simple texts, the course develops the ability to construct sentences and frame questions.

**UNIT 1**

L'heure, les articles contractés, le jour, le mois, les saisons, l'adjectif démonstratif, explanation of the usage and conjugation of pronominal(reflexive) verbs in present tense, giving a positive or negative reply, asking questions, French dialogues(at the post office, at the fast food).

**UNIT 2**

Phrases, introduction, les articles partitifs, make a reservation, describe the weather, adverbs-simple adverbs of time, place,quantity, prepositions-simple prepositions (place, time),interrogation-interrogative words, interrogative phrases, inversion, give directions

**UNIT 3**

Pays, métiers, les sports, Verbs-conjugation of regular and irregular verbs(affirmative and negative) in the following tenses(indicative mood)-present, present continuous, simple future)

**Note for Paper Setting:**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

### **Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 05marks
- 2) Assignments: 2.5 marks
- 3) Presentations: 2.5 marks

### **Suggested Readings:**

- G.Mauger, Cours de Langue et de Civilisation Françaises, Goyal Publishers (2011)
- Arun Sharma, French Conjugation, highbrows publishers (2016)
- Anuradha karkun, On y va, langers (2016)
- Esprit 2, langers (2006)
- Nikita Desai, Apprenons la grammaire ensemble, langers (2014)

## **BBA (HM) 5<sup>th</sup> SEMESTER**

### **Course Title: Hospitality Laws**

**Course Credits: 4**

**Course Code: UBHTE505 Maximum Marks: 100**

**Contact Hours: 60**

**End Semester Assessment: 80**

**Duration of Exam: 2hrs. 30 mins**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2018, 2019 and 2020**

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**Objective:** To understand the basic principal of various laws, codes, rule and regulation related to hospitality industry

#### **UNIT 1**

**Introduction of Hospitality Industry:** Introduction, Indian Hotel Industry, Challenges of the 21<sup>st</sup> Century; Introduction of Hotel Laws- Introduction, Role of the Legislative, Executive, and Judiciary, Classification of Laws, Origins of Hotel Laws, The judicial Process, Hospitality Contract, Hotel Licenses and Regulation.

#### **UNIT 2**

**Laws Related to Employees and Guests:** Labour laws- Introduction, Constitutional provisions, Categorization of labour laws, Categorization of industry, and Classification of employees; Hospitality law- Introduction, What is hotel, The saris act, 1867, Who is a guest ?, Law of Torts or Torts laws or Common laws, Duties of a Hotelier Towards Guests.

#### **UNIT 3**

**Laws Related to Food and Beverage:** Food legislation-introduction, Indian scenario, the prevention of food adulteration act, 1954, important legal terms, food safety and standards act, 2006, recommended food safety management plan; liquor licensing- introduction, non-alcoholic beverages, alcoholic beverages, liquor legislation in India, liquor licensing procedures, service of alcohol beverages.

#### **UNIT 4**

**Laws Related to Public Health and Safety:** Battle for a healthy environment- introduction, designing a waste management programme, preparing a waste reduction programme, making a commitment to manage waste, implementing the programme, feedback on the implementation, and impact of coastal regulation zone on the development of hotel in India.

### **Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

### **Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

### **Suggested Readings:**

- Sherry, J. E. (1994). *Legal Aspects of Hospitality Management, Student Workbook*. Wiley.
- Maheshwari, S. N., & Maheshwari, S. K. (2004). A Manual of Business Laws. *FINANCE INDIA*, 18, 1021-1021.
- Devendra Amitabh . (2013). *Hotel Law*. OXFORD University Press.
- Field, D. (1974). *Hotel and catering law*. Sweet and Maxwell.
- Kapoor, N.D.,(2008). *Element of Company Law*,Sultan chand & Sons.

## **BBA (HM) 5<sup>th</sup> SEMESTER**

### **Course Title: Regional Cuisines of India-I**

**Course Credits: 4**

**Course Code: UBHTE506**

**Contact Hours: 60**

**Duration of Exam: 2 hrs. 30 mins**

**Maximum Marks: 100**

**End Semester Assessment: 80**

**In Semester Assessment: 20**

**The Syllabus is for the examination to be held in Dec 2018, 2019 and 2020**

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**Objective:** This course is designed to familiarize the Students with Regional Cuisines of India.

#### **UNIT-1**

**A Study of Indian Cookery:** Introduction, Philosophy of Indian Food, Equipments used in Indian Cooking, techniques Employed in Indian Cooking, Concepts of Slow food and Organic Food. Introduction to Regional Indian Cuisine, Heritage of Indian Cuisine, Factors that affect eating habits in different parts of the country, Cuisine and its highlights of different states/regions/communities to be discussed under: Geographic location, Historical background, Seasonal availability, Specialty cuisine for festivals and special occasion.

#### **Unit-2**

**Understanding Commodities and their Usage in Indian kitchen:** Flavouring and Aromatic Agents Used in Indian Cooking, Spicing Agents Used in Indian Cooking, Souring Agents Used in Indian Cooking, Colouring Agents Used in Indian Cooking, Thickening Agents used in Indian Cooking, Tenderizing Agents Used in Indian Cooking.

#### **Unit-3**

**Vegetables used in Indian Cookery:** Introduction, vegetables, pigment and colour changes, Effect of heat on Vegetables, Controlling the changes in texture, controlling the changes in Flavours, Controlling nutrition loss, cuts of Vegetables, Some Indian cuts of vegetables, broccoli, cabbage, carrot, Garlic, Onion, Cucumber, Radish, French beans, Mushroom, Ginger, Capsicum, Snake gourd, Okra/Lady's finger, Turnip, Tomato, Asparagus, Artichokes, Beetroot, Drumstick. Regional recipes of Tamil Nadu, Andhra Pradesh, Kerala, Maharashtra.

#### **Unit-4**

**Fruits used in Indian Cookery:** Introduction, Classification of fruits, Apple, Banana, Cheery, Fig, Grape, Gooseberry, Orange, peach, Watermelon, Apricot, Cramberry, Date, Grapefruit,

Guava, Mango, Pineapple, Papaya, Melon, Pomegranate, Dragon Fruit, kiwifruit, Fruits in Cooking. Regional recipes of Punjab, Rajasthan, Jammu and Kashmir.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**Suggested Readings:**

- Philip, T. E. (2003). *Modern Cookery: For Teaching and the Trade*. Orient Blackswan.
- Bali, P. S. (2011). *Quantity Food Production Operations and Indian Cuisine*. Oxford University Press.
- Narayan, U. (1995). Eating cultures: incorporation, identity and Indian food. *Social Identities*, 1(1), 63-86.

**BBA (HM) 5<sup>th</sup> SEMESTER**

**Course Title: Internship Training (Report presentation and Viva-voce)**

**Course Credits: 2**

**Course Code: UBHTE507**

**Total marks: 50**

**Training Report (Internal): 25**

**Presentation and Viva-voce (External): 25**

**The Syllabus is for the examination to be held in Dec 2018, 2019 and 2020**

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**Objective:** The students in the 4th semester shall go for internship training for a period of 4-6 weeks which shall cover and after completing the Industrial Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.

**Note for Teacher Concerned:**

1. There shall be a written report of 25 marks on industrial training.
2. There shall be a power point presentation and viva voce of 25 marks on industrial training which will be based on communication skills, grooming, subject knowledge etc.

**BBA (HM) 6<sup>th</sup> SEMESTER**

**Course Title: Practices in Accommodation Management (Industry Exposure Report)  
(Presentation and Viva-Voce)**

**Course Credits: 2**

**Course Code: UBHTE601**

**Total marks: 50**

**Training Report (Internal): 25**

**Presentation and Viva-voce (External): 25**

**The Syllabus is for the examination to be held in May 2019, 2020 and 2021**

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**Objective:** The students in the 6th semester shall go for industrial training for a period of 14-16 weeks which shall cover accommodation management and after completing the Industrial Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.

**Note for Teacher Concerned:**

1. There shall be a written report of 25 marks on Accommodation management
2. There shall be a power point presentation and viva voce of 25 marks on Accommodation management which will be based on communication skills, grooming, subject knowledge etc.

**BBA (HM) 6<sup>th</sup> SEMESTER**

**Course Title: Practices in Front Office Management (Industry Exposure Report)  
(Presentation and Viva-Voce)**

**Course Credits: 2**

**Course Code: UBHTE602**

**Total marks: 50**

**Training Report (Internal): 25**

**Presentation and Viva-voce (External): 25**

**The Syllabus is for the examination to be held in May 2019, 2020 and 2021**

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**Objective:** The students in the 6th semester shall go for industrial training for a period of 14-16 weeks which shall cover front office management and after completing the Industrial Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.

**Note for Teacher Concerned:**

1. There shall be a written report of 25 marks on front office management
2. There shall be a power point presentation and viva voce of 25 marks on front office management which will be based on communication skills, grooming, subject knowledge etc.

**BBA (HM) 6<sup>th</sup> SEMESTER**

**Course Title: Practices in Food Service Management (Industry Exposure Report)  
(Presentation and Viva-Voce)**

**Course Credits: 2**

**Course Code: UBHTE603**

**Total marks: 50**

**Training Report (Internal): 25**

**Presentation and Viva-voce (External): 25**

**The Syllabus is for the examination to be held in May 2019, 2020 and 2021**

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**Objective:** The students in the 6th semester shall go for industrial training for a period of 14-16 weeks which shall cover Food Service Management (Food Production and Food and Beverage Service Department) and after completing the Industrial Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.

**Note for Teacher Concerned:**

1. There shall be a written report of 25 marks on Food Service Management (Food Production and Food and Beverage Service Department)
2. There shall be a power point presentation and viva voce of 25 marks on Food Service Management (Food Production and Food and Beverage Service Department) which will be based on communication skills, grooming, subject knowledge etc.

### **Important Instructions**

*Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:*

- Logbook
- A copy of the offer letter and
- industry exposure/ Job Training Certificate
- Power Point presentation on a CD, based on the report.

*The Report will be submitted in the form specified as under:*

- The typing should be done on both sides of the paper (instead of single side printing)
- The font size should be 12 with Times New Roman font.
- The Training Report may be typed in 1.5line spacing.
- The paper should be A-4 size.
- one copy meant for the purpose of evaluation submitted to the approved authority.