

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
2015, 2016 & 2017**

Semester: III

Course No.: BH-301

Duration of Exam: 3hrs

Title: Hospitality Marketing

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

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

- UNIT I: Introduction to Marketing:** Definition, difference in selling/ marketing; core marketing concepts; production, product, selling, marketing social concept; Marketing environment.
- UNIT II: 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 III: Pricing:** Concept of Price, pricing Objectives, Factors in influencing Pricing decisions, Price setting methods. Pricing policies and strategies.
- UNIT IV: Channel types and functioning:** Evaluating channel alternatives; Developing Channel members; Channel Dynamics; Retailing, Wholesaling and Market Logistics; Web Marketing; Sales Force Decisions.
- UNIT V: Sales Promotion and Market Research:** Advertising and Sales Promotion; Public relations; Personal selling; Definition of Market Research; Suppliers of Market Research; Process; Forecasting and Demand Measurement.

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Marks
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. Marketing for Hospitality and Tourism, Philip Kotler, John T Bowen, James C Makens, Pearson Education, 6th Edition, 2013.
2. Tourism Marketing, Manjula Chaudhary, Oxford Higher Education, 2011
3. Marketing in Travel and Tourism, Victor T C Middleton, Alan Fyall & Michael Morgan, Butterworth Heinemann, 3rd Edition, 2012.
4. Marketing in the Hospitality Industry, Ronald A. Nykiel, EI-AH& LA, USA, 5th Edition, 2012.
5. Global Marketing Strategies, Jeannet, Jean Pierre, Jaico Publishing House, Delhi, 6th Edition, 2005.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: III

Course No.: BH-302

**Title: Human Resource and
Organizational Behaviour**

Duration of Exam: 3hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: To familiarize the students with basic concepts and current issues related to human resource management and organization Behavior. The emphasis would be related to issues and challenges in tourism and hospitality sector.

UNIT I: Human Resource Management: Concept, Scope and Significance. HR Functions; Contribution of HR functions towards the success of an organization. Human Resource Development: Mechanism and Outcome.

UNIT II: Human Resource Planning: Concept & Process; Recruitment and Selection, Induction, Training; Techniques; Career Management

UNIT III: Performance Appraisal: Qualitative & Quantitative Methods, 360 Degree; Comprehensive and Benefit Management, Employee benefit and services, Indian Labour Laws in Hospitality Industry.

UNIT IV: Organisational Behavior: Concept and significance. Motivation: Maslow's theory and two factor theory of Herzberg; Application of motivation concepts in organization.

UNIT V: Personality: Determinants, Psychoanalytic & Trait theory; Leadership: Trait Theory and Situational theory; Organizational Culture.

Note for paper setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Marks
(iii)Snap/ Class Test	:	05 marks

Books Recommended:

1. A Framework for HR Management, Gary Dessler & Biju Varkkey, Pearson Edn India, 7 Edition, 2012.
2. Human Resource Management, Saiyadain S.Mirza ,TMH, New Delhi. Human Resources, 4th Edition, 2009.
3. Management in Hospitality, Malay Biswas, Oxford University Press, 2012.
4. Human Resources Management, K Aswathappa, McGraw Hill, 7th Edition(2013).
5. Human Resources Management, Pattanayak, Prentice Hall of India, 3rd Edition, 2005.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: III

Course No.: BH-303

**Title: Advance Housekeeping
Operations**

Duration of Exam: 3hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: To provide knowledge of housekeeping in accommodation operations, standard cleaning methods, procedure manual and mechanical, manpower planning for housekeeping department.

UNIT I: Manpower planning for housekeeping department, Managing housekeeping personnel, Housekeeping inventories, Supervision in housekeeping ; Recycled & Non-recycled items

UNIT II: Types of flooring-hard, soft, semi-hard, characteristics, cleaning methods; Linen and laundry operations, Interior designing: types, elements and principles; Contract services-advantages & disadvantages

UNIT III: Keys-types and their control, Lost and found procedures, Sewing room, Dealing with emergencies, Standard operating procedures; Cleaning agents; Room report; Refurbishing and Renovation.

UNIT IV: Flower arrangements- Equipment and material required for flower arrangement, Principles, types, various flowers and foliage, Types of arrangements in different areas of hotels, Principles of design as applied to flower arrangement.

UNIT V: Pest control management- common pest and control, Pest control procedures, Waste disposal management; PMS handling related to house-keeping; Eco-friendly practices in house-keeping

Note for paper setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Marks
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. Hotel Housekeeping operations and management, G.Raghubalan, Oxford Publications, 2nd Edition, 2009.
2. Housekeeping Operations , Malini singh, Jaico Publishing House, 2008.
3. Hotel Housekeeping Management & Operations, Sudhir Andrews, McGraw-Hill Publishing Company, 2007.
4. Hotel Housekeeping Training manual , Sudhir andrews, McGraw-Hill Publishing Company, 13th Edition, 2006.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: III

Course No.: BH-304

**Title: Basics of Food and
Beverage Production**

Duration of Exam: 3hrs

**Total Marks: 100
Theory Examination: 80
Internal Assessment: 20**

Objective: *This course is designed to give the knowledge of Food and Beverage production.*

UNIT I: Aims and objective, cooking art or science, different kitchen equipments, care and maintenance and its use, Attitude towards work, western and culinary terms, Personnel grooming, Hygiene and Uniform.

UNIT II: Hierarchy & Department Staffing: Classical Brigade, Modern staffing in various category hotels, Role of Executive Chef Duties & Responsibilities of various chef, Co-operation with other Departments .

UNIT III: To understand the functioning of food production department, organization structure, layout, Duties and Responsibilities of staff, Inter- department relations, the methods of Preparation, Mis-en-place, Method of mixing. To understand the texture of Cooked Food products, various texture, faults & remedies.

UNIT IV: Composition of different ingredients and the action of heat on fat, carbohydrates, classification of cooking factors, fats, raising agents, sweetening agents, eggs, liquid/stock, flavouring & seasoning.

UNIT V: Kitchen Organization & Lay Out: General layout of kitchen in various organization, Layout of Receiving Areas, Layout of storage Area, Layout of service and wash up, Various Fuels used, Advantages & Disadvantages of each.

Note for paper setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Marks
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. Basic Baking, Dubey S C, The Society of Indian Bakers, 2005.
2. Catering College Delights, Chakarvarti.B.K, CBS Publications, 1999.
3. Step By Step Baking, Farrow&Joanna, Ted Smart Publications, 2010.
4. Modern Cookery, Thangam.E.Philip, Orient Black Swan, 2004.
5. The New Larousse Gastronomique, Prosper Montagne, Crown Publishers, 2003.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: III

Course No.: BH-305

**Title: Advanced Course in
Front office Operations**

Duration of Exam: 3hrs

Total Marks: 100

Theory Examination: 80

Internal Assessment: 20

Objective: This course is designed to give knowledge of key concepts of front office management

UNIT I: Departure procedure in fully automated systems, Mode of settlement of bills, Potential check-out problems and solutions, Late check outs.

UNIT II: 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.

UNIT III: Computer applications in front office-PMS, Different modules of PMS, Different PMS, Methods of measuring hotel performance-occupancy ratios, ADR, ARR, REVPAR

UNIT IV: 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.

UNIT V: Safety and security in hotel- security staff and system; Role of front office in safety and security; Handling unusual events and emergency situations bomb, Robbery, Drunken guest etc; first aid.

Note for paper setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Marks
(iii)Snap/ Class Test	:	05 marks

Books Recommended:

1. Front Office Management, J.R Tewari, Oxford Publications, 2009.
2. Check-In & Check-out, Gary k. Vallen & Jerome J. Vallen, Pearson Publications, 8th Edition, 2009.
3. Front office Management, S K Bhatnagar, Frank Bros& company, 8th Edition, 2011.
4. Professional Hotel Management, Jagmohan Negi, S Chand & Company Pvt Ltd.
5. Font office management & operation, Sudhir Andrews, McGraw -Hill Companies, 2007.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: IV

Course No.: BH-401

**Title: Nutrition and Food
Science**

Duration of Exam. : 3Hrs

**Total Marks:100
Theory Examination: 80
Internal Assessment :20**

Objective :

This course is designed to give the knowledge of food science and its nutrition & nutrients.

UNIT 1 : Introduction to nutrition: Definitions, types of nutrition, 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, RDA'S For different groups, 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. Glycemic Index. 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.

UNIT 5 : Malnutrition, food borne diseases, habits and abuses, Method of Food Preservation, Need and importance, methods of dietary survey, Interpretation - concept of consumption unit, individual and total distribution of food in family, adequacy of diet in respect to RDA, concept of family food security.

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks: 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Marks
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. Advances in Food Science and Nutrition, Visakh P.M., Laura B. Iturriaga, Pablo Daniel Ribotta, John Wiley & Sons , 2013.
2. Statistics in Food Science and Nutrition , Are Hugo Pripp, Springer, 2013.
3. Bendersø Dictionary of Nutrition and Food Technology, D A Bender, Woodhead Publishing , 8th Edition, 2006.
4. Handbook of Nutrition and Food, Carolyn D. Berdanier, Johanna T. Dwyer, Elaine B, Feldman CRC Press, 2nd Edition, 2007.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: IV

Course No.: BH-402

**Title: Hotel Engineering and
Facilities Planning**

Duration of Exam. : 3Hrs

Total Marks:100

Theory Examination: 80

Internal Assessment :20

Objective:

To understand the concept of projects and facility planning and functions of Engineering department and its integration in the overall operation and management of hotel.

UNIT 1: Concept objectives and significance of project, planning and project planning in the context of hotels, basic consideration in planning and operations of a hotel project, feasibility study and types, feasibility reports and demand forecasting.

UNIT 2: Architecture and interior designers' role in hotel planning control measures, marketing campaign, project cost analysis, sources of finance, financial pattern, tariff structure, profitability and depreciation.

UNIT 3: Role and importance of maintenance department in the hotel industry with emphasis on its relation with other departments of the hotel, organisation chart, duties and responsibilities of maintenance department.

UNIT 4: Preventive and breakdown maintenance, comparisons, types of fuels used in hospitality industry, calorific value, comparative study of different fuels, pollution related to hotel industry, legal requirements.

UNIT 5: Classes of fire, types of fire extinguishers, fire detectors and alarms, legal requirements, water distribution systems in hotels.

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Marks
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. Hotel Maintenance, Dr. K.C Arora & Dr. N.C Goyal, Standard Publishers Distributors, 2006.
2. Management of maintenance & Engineering Systems in Hospitality Industries, Frank D. Borsenik, John Willey & Sons, 4th edition, 1997.
3. Hotel Renovation Planning and Design, Frederic Knapp, McGraw-Hill, 1995.
4. Hotel Facility Planning, Tarun Bansal, Oxford Publications, 2010.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: IV

Course No.: BH-403

**Title: Advanced Food and
Beverage Operations**

Duration of Exam. : 3Hrs

**Total Marks:100
Theory Examination: 80
Internal Assessment :20**

Objective:

This course is designed to give the knowledge of latest Food & Beverage Service Operations.

UNIT 1 : Room Service/ In room dining service- Introduction, general principles , Cycle of Service, scheduling and staffing, Forms and Formats, Order Taking, Suggestive Selling, breakfast cards , Time management- lead time from order taking to clearance.

UNIT 2 :Banquets - Organization structure, Duties & Responsibilities of banquetting staff, Administrative Procedures, Formats Maintained , Banquet Function Prospectus , Types of Function (Formal and Informal), Menu Planning (Indian, Continental, Theme, conference, cocktail, others), Seating Arrangements, Off Premise/ Out door catering, Air line/ Railway/ Sea Catering.

UNIT 3: Buffets- Definition, Types of buffets, Buffet equipment, tables set-up, factors affecting buffet layout, layout of buffet, buffet menu planning.

UNIT 4: Bar Operations- Definition & origine of bar, organization structure of bar, Types of bars, Layout of American bar (parts of the bar) , Bar equipments, bar documentations, bar control, factors affecting bar operation, duties & responsibilities of bar staff, liquor laws and licences.

UNIT 5 : Gueridon Service- Origin and definition, Types of Trolleys and layout, Special equipment , Service Procedures, Service of important classical dishes, gueridon equipments, Mise-en-place for gueridon, gueridon food preparation, introduction to carving, methods for carving, equipments used in carving.

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

- | | | |
|-------------------------------|---|----------|
| (i) Mid Semester Test | : | 10 marks |
| (ii) Assignment/ Presentation | : | 05 Marks |
| (iii) Snap/ Class Test | : | 05 marks |

Books Recommended:

1. Food and Beverage service, Sudhir Andrews, Tata McGraw Hill. 3rd Edition, 2013.
2. Food and Beverage service, Lillicrap D R , Hodder Education, 8th Edition, 2011.
3. Food & Beverage Service, Vijay Dhawan, Frank Bros & Co, 2nd Edition, 2008.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: IV

Course No.: BH-404

**Title: Entrepreneurial
Development**

Duration of Exam. : 3Hrs

**Total Marks:100
Theory Examination: 80
Internal Assessment :20**

Objective:

The objective of this course is to recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism industry. The basic aim of the course is to expose the students to the basic concepts of entrepreneurship and small business management.

UNIT 1: Definition of an entrepreneur, entrepreneurial competencies, characteristics and qualities of an entrepreneur, skills required by an entrepreneur, classification of entrepreneurs, functions of entrepreneurs, role of entrepreneurs, women entrepreneurship

UNIT-2: Concept of entrepreneurship, entrepreneurship environment, Meaning of entrepreneurial culture, subcultures of entrepreneurship, meaning, importance and objectives of entrepreneurship training, designing an entrepreneurship training programme.

UNIT-3: Meaning of project, project objectives, characteristics of a project, project cycle- search for a business idea, project identification, project formulation, project implementation, project evaluation.

UNIT-4: Types of finance, sources of finance- internal and external, financial institutions helping entrepreneurs and enterprises, concept, features, functions and advantages of venture capital, problems of entrepreneurship, problems of women entrepreneurs in India.

UNIT-5: 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 equipments.

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Marks
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. The dynamics of entrepreneurial development & Management: Vasant Desai, Himalaya Publishing House., 2009
2. Food and Beverage Service, Sudhir Andrews, Tata Mcgraw Hill, 3rd Edition, 2013.
3. Entrepreneurship, Wojciech W. Gasparski, Transaction Publishers , 2011.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: IV

Course No.: BH-405

Title: Business Laws

Duration of Exam. : 3Hrs

Total Marks:100

Theory Examination: 80

Internal Assessment :20

Objectives:

To understand the basic principal of various Laws, Codes, rule and regulation related to tourism administration and to assist the tourist.

UNIT 1:The companies act.1956, Meaning and nature of company, classification of companies, formation of companies, Memorandum and Articles of association, Prospectus, membership in a company, company management.

UNIT 2:Indian Contract act 1872, Definition of contract offer and acceptance, Essentials of a valid contract, Void agreements, Performance of contract, Discharge of contract, Remedies for Breach of contract.

UNIT 3:Consumer Protection Act 1986, Definitions; central & state consumer Protection council, Consumer disputes Redressal Agencies: District Forum, State commission, National Consumer Disputes Redressal Commission.

UNIT 4:The Foreign Exchange Management Act 1999- Definitions, Regulation & management of Foreign Exchange, Authorized Person, contravention & Penalties, adjudication and Appeal, Directorate of Enforcement.

UNIT 5:Food Adulteration Act- Principles of food laws, regulating prevention of food adulteration 1954,Definition, authorities under the act, Essential commodities and AGMARK, Licenses & Permits for Hotels and Catering establishment, Procedures for Procurement , Bye laws of Hotels & Restaurants under municipal Corporation, Renewal, suspension and termination of licenses.

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

- | | | |
|-------------------------------|---|----------|
| (i) Mid Semester Test | : | 10 marks |
| (ii) Assignment/ Presentation | : | 05 Marks |
| (iii) Snap/ Class Test | : | 05 marks |

Books Recommended:

1. Elements of Mercantile law, Kapoor N D, Sultan Publishers, 31ST Edition, 2009.
2. Hotel and Tourism law, Jagmohan Negi, Frank Bros & Co., 2001.
3. Manual Business Law, Dr. S.N.Maheshwari & Dr. S.K.Maheshwari, Himalayan Publishers. 3Rd Edition, 2008.
4. Company Law, Vijay Gupta, K. Garg, Kalyani Publishers, 2005.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
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Semester: IV

Course No.: BH-406

**Title: Foreign Language-II
(INTERNAL)**

Duration of Exam. : 1.5 Hrs

Total Marks: 50

Objective

To develop oral and written basic skills on Foreign Language so as to enable the students to know the basics of Foreign Language.

Unit-1 Tenses (present, past), Foreign Language Phrases, Contractive Articles.

Unit-2 Tenses Future, Foreign Language Phrases.

Unit-3 Foreign Language Phrases, Phrases.

Note for paper setter

The question paper will contain questions from all 3 Units of the syllabus prescribed with atleast 2 questions from each unit to be attempted by the candidate.

Internal Assessment (Total Marks : 50)

The marks shall be distributed as under:-

- | | | |
|-------------------------------|---|----------|
| (i) Written Test | : | 40 marks |
| (ii) Assignment/ Presentation | : | 10 Marks |

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years,
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Semester: V

Course No.: BH-501

Title: Financial Management

Duration of Exam. : 3Hrs

Total Marks:100
Theory Examination: 80
Internal Assessment :20

Objective:

To acquaint the student with the underlying concept, issue and broad framework of financial management.

UNIT1:Concept of finance and financial management; organisation of finance function; finance and related disciplines; scope of financial management; goals of financial management; risk & return trade off; Time value of money.

UNIT2:Nature of investment decisions; importance of investment decisions; investment evaluation criteria; capital budgeting techniques- NPV, IRR, Payback and accounting rate of return.Meaning and significance of the cost of capital; The concept of opportunity cost of capital; determining component costs of capital:- cost of debt, cost of equity capital, cost of preference capital; weighted average cost of capital.

UNIT 3:Meaning of capital structure; factors influencing capital structure; theories of capital structure:- NI, NOI, MM and traditional approach; Leverages: Meaning and types:- operating and financial leverage; EBIT- EPS Analysis; concept of combined leverage.

UNIT4:Concept of working capital; need for working capital; determinants of working capital; computation of working capital; an elementary knowledge of components of working capital management:- cash management, receivables management and inventory management.

UNIT5 : Concept of equity share capital, preference share capital, term loans, debentures; venture capital; meaning and forms of dividend; factors determining dividend policy of a firm

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

- | | | |
|-------------------------------|---|----------|
| (i) Mid Semester Test | : | 10 marks |
| (ii) Assignment/ Presentation | : | 05 Mark |
| (iii) Snap/ Class Test | : | 05 marks |

Books Recommended:

1. Financial Management ,I.M. Pandey (IMP),Vikas Publishing house, 10th Edition, 2010.
2. Financial Management- Theory and Practice ,Prasanna Chandra, Tata McGraw Hill. 8th Edition, 2012.
3. Financial Management- Text and Problems ,M.Y.Khan & P.K. Jain , Tata McGraw Hill Publishing co. Ltd., 6th Edition, 2011.
4. Management Accounting- Principles and Practice, R.K. Sharma and Shashi K. Gupta, Kalyani publishers., 12th Edition, 2013.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years,
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Semester: V

Course No.: BH-502

**Title: Convention and Event
Planning**

Duration of Exam. : 3Hrs

**Total Marks:100
Theory Examination: 80
Internal Assessment :20**

Objective:

To familiarize the students with basic concepts and current issues related to event management.

UNIT-1:Concept of events, types and characteristics of events, need of events, functions of event management, activities in event Management, role of events in hospitality industry.

UNIT-2:Event planning: nature and process of planning, multicultural event planning ó local customs, food, and religious beliefs, Marketing of events, need for marketing, marketing mix for events, concept of event logistics.

UNIT-3:Meaning of Banquet, Banquet organization structure, Banquet policies, Banquet/Event service staff roles, Event administration- event sales, booking and administrative procedures, concept of outdoor catering.

UNIT-4:Menu planning- catering policy, principal contributors to menu planning, pre-menu activity, menu planning concerns, types of menus, managing food for the events, factors affecting food and beverage decisions, food and beverage service methods for various types of events.

UNIT-5:Introduction to meetings, incentives, conference/ conventions and exhibitions (MICE), key players in the MICE industry, types of meetings, meeting planning, venue for meetings and conventions, components of conference market, impact of conventions on local national communities, trade fairs- TTF, OTM, GITB, IITT

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Mark
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. Event marketing and Management, Sanjay Singh Gaur & Sanjay V Saggere, Vikas Publications.1St Edition, 2003.
2. Event Management in leisure and tourism, R. Mittal, Rajat Publications, 2012.
3. Food and Beverage service, Dennis Lillicrop & John Cousins, Book Power., 8Th Edition, 2010.
4. Food and Beverage Management, Sudhir Andrews, Tata Mcgraw Hill.1ST Edition, 2007.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years,
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Semester: V

Course No.: BH-503

**Title: Specialised Catering
Management**

Duration of Exam. : 3Hrs

**Total Marks:100
Theory Examination: 80
Internal Assessment :20**

Objective :

This course is designed to give the knowledge of catering in food industry and its management.

UNIT 1 : Introduction to Catering management, Principles and functions of Catering management. Tools of Catering management, Top management, Middle Management, Line management, Operational Staff.

UNIT 2 : Cost Dynamics: Cost & Cost Accounting Elements of Cost Classification of Cost, Sales Concepts: Various Sales Concept Uses of Sales Concept, Inventory Control: Importance Objective Method Levels and Technique Perpetual Inventory Monthly Inventory Pricing of Commodities Comparison of Physical and Perpetual Inventory, Beverage Control: Purchasing Receiving Storing Issuing.

UNIT 3: Management of resources available to the Catering manager. Planning, Designing, Analysis, Merchandising, Sales Control: Production Control Standard Recipe Standard Portion Size Bar Frauds Books maintained Beverage Control, Sales Control Procedure of Cash Control Machine System ECR NCR Preset Machines POS Reports Thefts Cash Handling.

UNIT 4 :Kitchen Planning: Layout and design, Area selection, Space required, policy formulation, setting of equipments maintenance, Quality of equipment used, Specification of equipment, Care & maintenance of equipment, Heat and cold generating equipment.

UNIT 5 : Food & Beverage Service area: Planning, Layout & Designing, Establishing staffing levels, HRD in Catering Industry, Menu Merchandising, Menu Control, Menu Structure, Planning and Pricing of Menu, Types of Menu, Menu as a Marketing tool, Constraints of Menu Planning.

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Mark
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. The Professional Caterers' Handbook, Lora Arduser Douglas Robert Brown, Atlantic Publishing Company, 2005.
2. Food and Beverage Management, Bernard Davis Andrew Lockwood Ioannis Pantelidis Peter Alcott, Routledge Publishers. 5Th Edition, 2012.
3. Strategic Questions in Food and Beverage Management, Roy C. Wood , Routledge., 1ST Edition, 2000.
4. Managing Food Safety and Hygiene, Bridget M. Hutter, Edward Elgar Publishing, 2013.
5. Food and Beverage service, Sudhir Andrews, Tata McGraw Hill. 3Rd Edition(2013).
6. Food and Beverage service, Lillicrap D R , Hodder Education. 8th Edition, 2011.
7. Food & Beverage Service, Vijay Dhawan, Frank Bros & Co., 2nd Edition, 2008.

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Semester: V

Course No.: BH-504

**Title: Global Cuisine and
Culture**

Duration of Exam. : 3Hrs

**Total Marks:100
Theory Examination: 80
Internal Assessment :20**

Objective :

This course is designed to give the knowledge of various global cuisine.

- UNIT 1:** Introduction to classical cuisine History of classical cuisine and its relation to the three fundamentals of cooking: tripod, cauldron and rotisserie, Sources of fuel, Development of regional cuisines based on available food supplies, Desire for satiety and variety.
- UNIT 2:** The Cuisine of Italy: Cooking equipment and fuel sources, Usage of tripod and cauldron cooking techniques, Rome's rule of the world and importation of cooking techniques and cuisines, Evolution of Italian cooking during renaissance, Importance of the tomato to Italian cuisine, The question of pastas and red sauces, Regional characteristics of Italian cooking: Rome, piedmont, Naples, and Sicily, Differences in cooking styles between Tuscany and southern Italy
- UNIT 3 :**The Cuisine of France: Cooking equipment and fuel sources, Usage of rotisserie, tripod and cauldron cooking techniques, The influences of the Sun King ó Louis XIV, The desire for satiety and variety International Cuisine 4, The seven regions of France and the influences of geography and indigenous food sources on the particular regional cuisines. The French invasion of other countries and adoption of food dishes, Escoffier's contributions to classical cuisine ó the documentation and development of standards. The usage of food products, condiments, wines and small sauces in French cooking.
- UNIT 4:** The Cuisine of Germany: Cooking equipment and fuel sources, Food products, Influence of invading peoples, Importance of the potato to German cuisine, The marinating and cooking processes, Usage of condiments, spices and other types of seasonings, Laboratory on marinating and usage of cream

UNIT 5 :The Cuisine of Mexico: Cooking equipment and fuel sources, Indigenous food and their influence on European cuisine, Spanish invaders and their contributions to Mexican cuisine, Importance of maize in the early Mexican diet, Importance of peppers and chocolate in Mexican cuisine, Laboratory on spices and usage of dried chilies

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

(i) Mid Semester Test	:	10 marks
(ii) Assignment/ Presentation	:	05 Mark
(iii) Snap/ Class Test	:	05 marks

Books Recommended:

1. Cuisine and Culture, Linda Civitello, John Wiley & Sons, 3rd Edition, 2011.
2. Local Foods Global Foodways, Benjamin N. Lawrance Carolyn de la Peña, Routledge, 2012
3. Empires of Food, Andrew Rimas Evan D. G. Fraser , Random House, 1ST Edition, 2010.
4. Extreme Cuisine, Jerry Hopkins, Tuttle Publishing, 2004.
5. Modern Cookery, Thangam.E.Philip, Orient Black Swan, 6th Edition, 2010.
6. The New Larousse Gastronomique, Prosper Montagne, Crown Publishers, 1988.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years,
2016, 2017 & 2018**

Semester: V

Course No.: BH-505

**Title: Information Technology
in Tourism and Hospitality**

Duration of Exam. : 3Hrs

**Total Marks:100
Theory Examination: 80
Internal Assessment :20**

Objective:

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

UNIT 1: Introduction, Use of IT in hospitality industry, GDS-amadeus,worldspan, sabre, gallileo and PMS-opera,micros, Extranets & Intranets in hospitality industry.

UNIT 2: Applications of computers in Hotels: front office, housekeeping, food & beverage services, food production, application of MS Office-power point, word, excel in Hotels.

UNIT3: Performing front office operations with the help of computers, features of packages used in front office, back office management with the help of Property Management systems.

UNIT 4: Performing F&B service operations with the help of computers, performing housekeeping with the help of computers, cost accounting

UNIT 5 : Application of PMS in HR department, payroll management, payroll management systems, different types of payroll management systems

Note for paper Setter

The question paper shall contain two questions from each unit and a candidate will be required to answer one question from each unit i.e. there will be an internal choice within each unit.

Internal Assessment (Total Marks : 20)

The marks shall be distributed as under:-

- | | | |
|-------------------------------|---|----------|
| (i) Mid Semester Test | : | 10 marks |
| (ii) Assignment/ Presentation | : | 05 Mark |
| (iii)Snap/ Class Test | : | 05 marks |

Books Recommended:

1. Front office management , S K Bhatnagar, Frank Bros& company, 2009.
2. Check-In & Check-out, Gary k. Vallen & Jerome J. Vallen, Pearson Publications, 9Th Edition, 2012.
3. E-commerce & Information Technology In Hospitality and Tourism, Zongging Zhou, Thompson Delmer Learning, 2004.
4. Hospitality information technology, Galen Robert Collins, Hunt Publishing Company, 6Th Edition, 2013.
5. Front Office Management, J.R Tewari, Oxford Publications, 2009.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years,
2016, 2017 & 2018**

Semester: V

Course No.: BH-506

**Title: Foreign Language-III
(INTERNAL)**

Total Marks:50

Duration of Exam. : 1.5 Hrs

Objective:

To develop oral and written basic skills on Foreign Language so as to enable the students to know the basics of Foreign Language.

Unit-1 Tenses (recent, past), Foreign Language Phrases.

Unit-2 Pronominal Verbs, Nouns, Complements of Object.

Unit-3 Tenses (Near Future), Foreign Language Phrases.

Note for paper setter

The question paper will contain questions from all 3 Units of the syllabus prescribed with atleast 2 questions from each unit to be attempted by the candidate.

Internal Assessment (Total Marks : 50)

The marks shall be distributed as under:-

- | | | |
|-------------------------------|---|----------|
| (i) Written Test | : | 40 marks |
| (ii) Assignment/ Presentation | : | 10 Marks |

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
2017, 2018 & 2019**

Semester: VI

Course No.: BH-601

**Title: Food & Beverage Services and
Production (INTERNAL)**

Total Marks:100

Training Report (Internal): 50

Presentation and Viva-voce (External) :50

The students in the 6th semester shall go for industrial training for a period of 15 weeks which shall cover Food & Beverage Services and Production 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 50 marks on Food and Beverage Services and Food and beverage Production.
2. There shall be a power point presentation of 50 marks on Food and Beverage Services and Food and Beverage Production which will be based on communication skills, grooming, subject knowledge etc.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
2017, 2018 & 2019**

Semester: VI

Course Code.: 602

Title: Housekeeping (INTERNAL)

Total Marks:100

Training Report (Internal): 50

Presentation and Viva-voce (External) :50

The students in the 6th semester shall go for industrial training for a period of 15 weeks which shall cover Housekeeping 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 50 marks on Housekeeping.
2. There shall be a power point presentation of 50 marks on Food Housekeeping which will be based on communication skills, grooming, subject knowledge etc.

**Detailed Syllabus of BBA (HM) for the Examinations to be held in the years
2017, 2018 & 2019**

Semester: VI

Course Code.: 603

Title: Front Office (INTERNAL)

Total Marks:100

Training Report (Internal): 50

Presentation and Viva-voce (External) :50

The students in the 6th semester shall go for industrial training for a period of 15 weeks which shall cover Front Office 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 50 marks on Front Office.
2. There shall be a power point presentation of 50 marks Front Office which will be based on communication skills, grooming, subject knowledge etc.