



# UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A ++' GRADE' UNIVERSITY)  
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

Email: [academicsectionju14@gmail.com](mailto:academicsectionju14@gmail.com)

## NOTIFICATION (26/June/Adp./24)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Academic Council, is pleased to authorize the adoption of the Syllabi and Courses of Study of the subject of **Bachelor of Business Administration in Hotel Management (BBA-HM)** for semester I and II for Four Year Under Graduate Programme as per NEP-2020 (as given in annexure) for the examinations to be held in the years as per details given below:-

Semester	For the examinations to be held in the year
Semester-I	December 2026, 2027 and 2028
Semester-II	May 2027, 2028 and 2029

The Syllabi of the courses are also available on the University website: [www.jammuuniversity.ac.in](http://www.jammuuniversity.ac.in).

Sd/-  
DEAN ACADEMIC AFFAIRS

No. F. Acd/II/26/2808-30  
Dated: 11/06/2026

### Copy for information and necessary action to:

1. Dean, Faculty of **Business Studies**
2. Director/Convener, Board of Studies in Hospitality and Tourism Management
3. Sr. P.A. to the Controller of Examinations
4. All members of the Board of Studies
5. C.A. to the Controller of Examinations
6. Joint Registrar/Deputy Registrar/Asst. Registrar (Conf. /Exam. UG/Exams. Non. Prof.)
7. Director, Computer Centre, University of Jammu
8. Guard File

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JOINT REGISTRAR (ACADEMIC)

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11/6/26

SHTM



**School of Hospitality and Tourism Management  
Faculty of Business Studies  
University of Jammu**

**Course Structure and Syllabus of  
Bachelor's of Business Administration in  
Hotel Management (BBA-HM)  
Four Year Under Graduate Programme (FYUGP)  
as per National Education Policy (NEP) 2020  
Academic Session 2026 – 27 onwards**

**COURSE FRAMEWORK OF BACHELOR'S OF BUSINESS ADMINISTRATION IN HOTEL MANAGEMENT (BBA-HM) IN  
ACCORDANCE WITH THE  
FOUR YEAR UNDERGRADUATE PROGRAMME (FYUGP) UNDER NEP 2020**

Semester->	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
	UG Certificate		UG Diploma		BBA (HM) Degree		BBA (HM) Hons / Research	
Major	UMJHMT101 [4-Credits]	UMJHMT201 [4-Credits]	UMJHMT301 [4-Credits]	UMJHMT401 [4-Credits]	UMJHMT501 [4-Credits]	UMJHMT601 [4-Credits]		
	*	*	UMJHMT302 [4-Credits]	UMJHMT402 [4-Credits]	UMJHMT502 [4-Credits]	UMJHMT602 [4-Credits]		
	*	*		UMJHMT403 [4-Credits]	UMJHMT503 [4-Credits]	UMJHMT603 [4-Credits]		
	*	*		UMJHMT404 [4-Credits]	UMJHMT504 [2-Credits]	UMJHMT604 [4-Credits]		
Minor	UMIHMT102 [4-Credits]	UMIHMT202 [4-Credits]	UMIHMT303 [4-Credits]	UMIHMT405 [4-Credits]	UMIHMT505 [4-Credits]	UMIHMT605 [4-Credits]		
Multidisciplinary	UMDHMT103 [3-Credits]	UMDHMT203 [4-Credits]	UMDHMT304 [3-Credits]	*				
Ability Enhancement	UAEHMT104 [3-Credits]	UAEHMT204 [3-Credits]	UAEHMT305 [3-Credits]	*				
Skill Enhancement	USEHMT105 [3-Credits]	USEHMT205 [3-Credits]	USEHMT306 [3-Credits]	*	USEHMT506 [2-Credits]			
Value Added	UVAU1T101 [2-Credits]	UVAEV1T205 [2-Credits]	UVACET301# [2-Credits]	UVASPT401 # [2-Credits]				
	UVAEV1T105 [2-Credits]	UVADTT203 [2-Credits]	UVANCT302 # [2-Credits]	UVACLT402 # [2-Credits]				
	*	*	UVANST303# [2-Credits]	UVAYET403 # [2-Credits]				
Total Credits	21-Credits	21-Credits	21-Credits + 2 Credits optional	20-Credits + 2 Credits optional	20-Credits	20-Credits		

# Select any of the value added course of 2 credits



To be decided later

**COURSE STRUCTURE OF BACHELOR'S OF BUSINESS ADMINISTRATION IN  
HOTEL MANAGEMENT (BBA-HM)**

S.No.	Course No.	Course Title	Credits	Course Type
<b>SEMESTER I [TOTAL CREDITS = 21]</b>				
1	UMJHMT-101	Introduction to Hospitality Management	4	Major
2	UMIHMT-102	Basics of Tourism	4	Minor
3	UMDHMT-103	Principles and Practices of Management	3	Multidisciplinary
4	UAEHMT-104	Business Communication	3	Ability Enhancement
5	USEHMT-111	Applied Hotel Operations - I	3	Skill Enhancement
6	UVAU1T-101	Understanding India	2	Value Added
7	UVAEVT-105	Environmental Education- I	2	Value Added
<b>SEMESTER II [TOTAL CREDITS = 21]</b>				
1	UMJHMT-201	Foundation Course in Food Production - I	4	Major
2	UMIHMT-202	Tourism Resources of India	4	Minor
3	UMDHMT-203	Financial Accounting	3	Multidisciplinary
4	UAEHMT-204	Innovation & Entrepreneurship	3	Ability Enhancement
5	USEHMT-211	Applied Hotel Operations - II	3	Skill Enhancement
6	UVAEVT-205	Environmental Education- II	2	Value Added
7	UVADTT-203	Digital Technology	2	Value Added

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# First Semester

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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme:</b> Bachelor's of Business Administration in Hotel Management (BBA-HM)	
<b>Semester:</b> I (First)	<b>Course Type:</b> Major
<b>Course Code:</b> UMJHMT101	<b>Course Credits:</b> 4
<b>Course Title:</b> Introduction to Hospitality Management	
<b>Maximum Marks:</b> 100 [Theory: 75 Marks; Practical / Tutorial: 25 Marks]	
For the examination to be held in December 2026, 2027, 2028	

### Course Objective

This course is designed to familiarize the students to gain a comprehensive understanding of the hospitality industry by exploring its key operational areas including hotel management, front office operations, housekeeping, and food and beverage services.

### Course Specific Outcomes

<b>CSO1</b>	To understand the scope, structure, and historical development of the hotel industry
<b>CSO2</b>	To explain the staff roles, responsibilities and essential skills of front office department
<b>CSO3</b>	To understand the housekeeping functions, accommodation types and sustainable practices
<b>CSO4</b>	To recognize the F&B operations, food safety standards, and emerging career opportunities

### Unit-1

Concept and Overview of the Hotel Industry: Scope, Importance, Historical Significance; Classification (on the basis of price, function, location and market segment) and star Categorization of Hotels; Hotel Organizational Structures - small, medium and large hotels; Dimensions of the hotel investment decision; Economics of the hotel business; Emerging paradigms: Motels, Hostels, Bed And Breakfast, Cruise, Camping and Glamping, Resorts, Airport Hotels, Full Service Hotels, Boutique Hotels, Extended-stay hotels and Serviced Apartments; Hotel Industry Associations -FHRAI (Federation of Hotel and Restaurant Associations of India), HAI (Hotel Association of India), IHHA (Indian Heritage Hotels Association)

### Unit-2

Introduction to Front office - Different sections & layouts of front office and their importance; Coordination of front office with other departments; Front office organization and hierarchy; Duties and responsibilities of principal staff and their job description (Front Office Manager, Duty Manager, Lounge Manager, Cashier, Bell Captain, Bell Boy, Guest Relations Executive, and Concierge); Introduction to Bell Desk Operations; Attributes, Qualities, Telephone manners and standard phrases required for Front Office Staff



**UNIVERSITY OF JAMMU**  
**Under Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme:</b> Bachelor's of Business Administration in Hotel Management (BBA-HM)	
<b>Semester:</b> I (First)	<b>Course Type:</b> Major
<b>Course Code:</b> UMJHMT401	<b>Course Credits:</b> 4
<b>Course Title:</b> Introduction to Hospitality Management	
<b>Maximum Marks:</b> 100 [Theory:75 Marks; Practical / Tutorial:25 Marks]	
For the examination to be held in December 2026, 2027, 2028	

**Unit-3**

Housekeeping Operations - Scope and importance of housekeeping in hospitality; Core competencies of housekeeping professionals, Key responsibilities and interdepartmental coordination; Organizational structure of housekeeping department- small, medium and large hotels; Energy conservation methods & latest trends in housekeeping

**Unit-4**

Food and Beverage Operations and Production - Overview of the restaurant business- types of restaurant formats (chain, independent, franchised), restaurant industry organization, and onsite food service models.

Kitchen Organization Structures: Hierarchy in small, medium, and large hotel kitchens; Attributes of a professional chef; Food safety standards and regulations: Implementation of HACCP in hospitality food production areas, FSSAI; Career opportunities in culinary arts: Emerging roles as food stylists, R&D chefs, Nutrition-focused chefs.

**Suggested Readings**

- Walker, J. R. (2021). *Introduction to Hospitality* (9th ed.) Pearson.
- Rutherford, D. G., & O'Fallon, M. J. (2024). *Hotel Management and Operations* (6th ed.) Wiley.
- Barrows, C. W., Powers, T., & Reynolds, D. (2023). *Introduction to Management in the Hospitality Industry* (13th ed.) Wiley.

Vaidhan



**UNIVERSITY OF JAMMU**  
**Under Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: I (First)</b>	<b>Course Type: Major</b>
<b>Course Code:UMJHMT101</b>	<b>Course Credits:4</b>
<b>Course Title:Introduction to Hospitality Management</b>	
<b>Maximum Marks:100 [Theory:75 Marks; Practical / Tutorial:25 Marks]</b>	
<b>For the examination to be held in December 2026, 2027, 2028</b>	

**Scheme of Examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>A</b>	<b>Theory</b>		<b>75 marks</b>
	Mid Term Assessment Test	1.5 hours	15 marks
	<b>End Semester Exam</b>	3 hours	60 marks
	<b>Section A</b> shall consist of Four (4) short answer questions having one question from each unit. The students are required to attempt all questions. Each question shall be of 3 marks.		
	<b>Section B</b> shall consist of Eight (8) long answer questions having two questions from each unit. The students are required to attempt one question from each unit. Each question shall be of 12 marks.		
<b>B</b>	<b>Practical/Tutorial</b> shall comprise of activities related to the course including group-based projects, case studies, role play, field visits etc.		<b>25 Marks</b>
	Continuous Assessment (Report submission etc)		10 Marks
	Viva-voce/ Presentation/ Practical test, etc		15 marks

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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme:</b> Bachelor's of Business Administration in Hotel Management (BBA-HM)	
<b>Semester:</b> I (First)	<b>Course Type:</b> Minor
<b>Course Code:</b> UMIHMT102	<b>Course Credits:</b> 4
<b>Course Title:</b> Basics of Tourism	
<b>Maximum Marks:</b> 100 [Theory:75 Marks; Practical / Tutorial:25 Marks]	
For the examination to be held in December 2026, 2027, 2028	

**Course Objective:** This course has been designed to familiarize the students with basic concepts and principles of tourism, its linkages with key organizations, impacts, growth, and emerging trends in industry.

**Course Specific Outcomes**

<b>CSO1</b>	To understand the key concepts of travel and tourism, types and forms of tourism and the theories of tourism system.
<b>CSO2</b>	To describe the nature of different tourism products and provide insights into the process of developing and managing various tourism products
<b>CSO3</b>	To understand the concept of tourism demand and supply, and the impacts of tourism development
<b>CSO4</b>	To understand the role and functions of national and international tourism organizations and their contribution to the growth and development of the tourism industry.

**Unit 1**

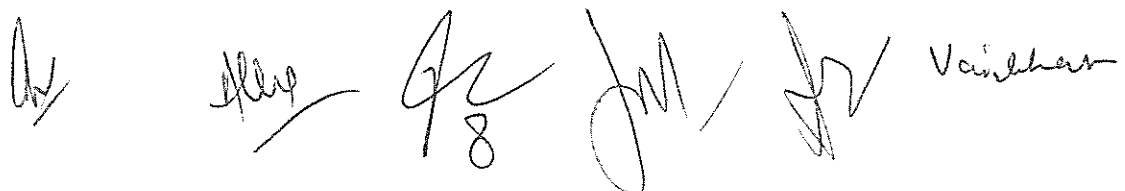
**History and Concepts of Tourism** – Tourist: Definition, distinction between Traveler, Visitor, Tourist, Excursionist, and Transit Visitor; Elements, Nature, and Historical Development of Tourism; Typology of Tourism – Classification of Tourists; Approaches to Tourism; Leiper's Geospatial Model; Tourism Area Life Cycle (TALC); Doxey's Irridex Index; Travel Motivations; Modern Tourist Behavior- Millenials, Gen Z, Solo Travlrs, Remote workers.

**Unit 2**

**Tourism Product** – Features of Tourism Product; Types of Tourism Product; Tourism Industry – Elements, Components; Operating Sectors of the Tourism Industry and their Linkages; Emerging Areas of Tourism – Rural, Eco, Medical, MICE, Wellness, Film, Alternate Tourism; Emerging Tourism Paradigms – Culinary, Dark, Doom, Space, Border, and Avi tourism.

**Unit 3**

**Tourism Impacts** – Socio-cultural, Economic, Environmental, and Political Impact Assessment; Positive and Negative Impacts of Tourism; Carrying Capacity of Destinations; Tourism Demand and Supply – Introduction, Meaning, Factors Affecting Demand, Determinants of Supply; Tourism Circuits – Concept, Importance, and Types. Risk and Crisis Management in Tourism- Pandemic response, Natural disasters and Geo-Political Risks.





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<b>Semester:</b> I (First)	<b>Course Type:</b> Minor
<b>Course Code:</b> UMIHMT102	<b>Course Credits:</b> 4
<b>Course Title:</b> Basics of Tourism	
<b>Maximum Marks:</b> 100 [Theory:75 Marks; Practical / Tutorial:25 Marks]	
For the examination to be held in December 2026, 2027, 2028	

**Unit 4**

**Tourism Organizations** – Role and Functions of UN Tourism, World Travel & Tourism Council (WTTC); India Tourism Development Corporation (ITDC), , Indian Heritage Academy (IHA), Travel Agents Association of India (TAAI), Indian Association of Tour Operators (IATO), Jammu and Kashmir Tourism Development Corporation (JKTDC), Directorate of Tourism Jammu and Kashmir, Patnitop Development Authority (PDA), Surinsar Mansar Development Authority (SMDA), Shri Mata Vashno Devi Shrine Board (SMVDSB), Shri Amarnathji Shrine Board (SASB), Katra Development Authority (KDA).

**Suggested Reading**

- Goeldner, C. R., & Ritchie, J. R. B. (2023). *Tourism: Principles, Practices, Philosophies* (13th ed.). John Wiley & Sons, Inc.
- Dileep, M. R. (2023). *Tourism: Concepts, Theory and Practice* (revised ed.). I. K. International Pvt. Ltd.
- Roday, S., Biwal, A., & Joshi, V. (2022). *Tourism Operations and Management* (2nd ed.). Oxford University Press.
- Shalija Sharma (2021). *Introduction to Tourism*. Sage publications.
- Walker, J. R., & Walker, J. T. (2023). *Tourism: Concepts and Principles* (Latest ed.). Pearson Education.
- Swain, S. K., & Mishra, J. M. (2020). *Tourism: Principles and Practices* (2nd ed.). Oxford University Press.

V. K. Verma



**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
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<b>Programme:</b> Bachelor's of Business Administration in Hotel Management (BBA-HM)	
<b>Semester:</b> I (First)	<b>Course Type:</b> Minor
<b>Course Code:</b> UMIHMT102	<b>Course Credits:</b> 4
<b>Course Title:</b> Basics of Tourism	
<b>Maximum Marks:</b> 100 [Theory:75 Marks; Practical / Tutorial:25 Marks]	
For the examination to be held in December 2026, 2027, 2028	

**Scheme of Examination**

		<b>Time Allotted</b>	<b>TotalMarks (100)</b>
<b>A</b>	<b>Theory</b>		<b>75 marks</b>
	Mid Term Assessment Test	1.5 hours	15 marks
	<b>End Semester Exam</b>	3 hours	60 marks
	<b>Section A</b> shall consist of Four (4) short answer questions having one question from each unit. The students are required to attempt all questions. Each question shall be of 3 marks.		
	<b>Section B</b> shall consist of Eight (8) long answer questions having two questions from each unit. The students are required to attempt one question from each unit. Each question shall be of 12 marks.		
<b>B</b>	<b>Practical/Tutorial</b> shall comprise of activities related to the course including group-based projects, case studies, role play, field visits etc.	<b>25 Marks</b>	
	Continuous Assessment	10 Marks	
	Final Examination	15 marks	

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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme:</b> Bachelor's of Business Administration in Hotel Management (BBA-HM)	
<b>Semester:</b> I (First)	<b>Course Type:</b> Multidisciplinary
<b>Course Code:</b> UMDHMT103	<b>Course Credits:</b> 3
<b>Course Title:</b> Principles and Practices of Management	
<b>Maximum Marks:</b> 75 [ <b>End Term:</b> 60 Marks; <b>Mid Semester:</b> 15 Marks]	
For the examination to be held in December 2026, 2027, 2028	

### Course Objective

This course aims to provide a basic understanding of management principles, including planning, decision-making, directing and controlling. It covers organizational structures, leadership styles, motivation, teamwork and control techniques. The course also introduces Organizational Behaviour, with a focus on its relevance to the hospitality and tourism sector.

### Course Specific Outcomes

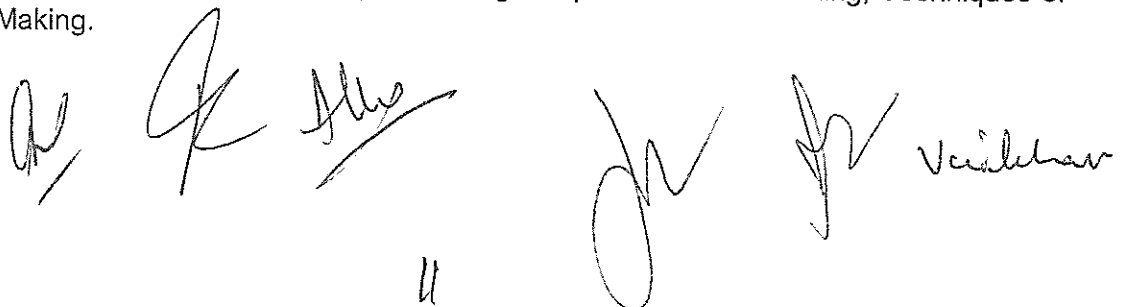
<b>CSO1</b>	To describe fundamental concepts, nature and principles of Management
<b>CSO2</b>	To explain the role and responsibilities of managers.
<b>CSO3</b>	To apply various tools that would facilitate the decision-making process in the business.
<b>CSO4</b>	To develop peer-based learning and working in groups and teams.

### Unit 1

Management - Meaning, Definitions, Nature and Scope, Functions of Management, Levels of Management. Managerial Roles and Skills. Evolution of Management Thoughts: Classical and New Classical Systems, Contingency Approaches, Scientific Management. Planning- Meaning, Nature, Importance and Functions, Steps of Planning, Types of Plans; Management by Objective (MBO) - Meaning, Types, Process and Models.

### Unit 2

Directing - Meaning, Importance and Principles. Organization - Meaning, Characteristics and Importance, Types of Organization Structure. Forms Of Different Organizations - Sole Proprietorship, Partnership and Joint Stock Company. Organizational Culture - Corporate Social Responsibility. Decision Making - Meaning, Steps in Decision Making, Techniques of Decision Making.





**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme:</b> Bachelor's of Business Administration in Hotel Management (BBA-HM)	
<b>Semester:</b> I (First)	<b>Course Type:</b> Multidisciplinary
<b>Course Code:</b> UMDHMT103	<b>Course Credits:</b> 3
<b>Course Title:</b> Principles and Practices of Management	
<b>Maximum Marks:</b> 75 [End Term: 60 Marks; Mid Semester: 15 Marks]	
For the examination to be held in December 2026, 2027, 2028	

**Unit 3**

Leadership Styles and Approaches in Hospitality- Meaning, Types, Traits and Contemporary Approaches; Teamwork– Meaning, Types and Stages of Team Building; Motivation – Concept, Motives, Characteristics, And Theories. Control Process - Nature, Need, Methods, Tools and Techniques, Process and Types of Control, Significance and Span of Control. Direct Control V/S Preventive Control.

**Unit 4**

Organizational Behaviour (OB) - Meaning, Nature and Relevance in Hospitality; Historical Evolution Of OB; Opportunities and Challenges of OB In Hospitality and Tourism Sector; Determinants of Individual Behaviour and Emotional Intelligence. Personality: Determinants(Stress, Diversity), Theories and Relevance in OB; Perception and Attitude in Hotels, Group Dynamics and Team Development: Types, Group Development Determinants of Group Behaviour. Contemporary Issues: Cultural Intelligence, Gen-Z Workforce, Technology Impact

**Suggested Readings**

- Prasad, L.M (2025), Principles and Practice of Management, (11th Ed). Sultan Chand & Sons
- Koontz, H., Weihrich, H., Cannice, M.V. (2020), Essentials of Management. (11th Ed). McGraw Hill
- Robbins, S.P., Coulter, M., Randel, A., Vishwanathan, R. (2022), Management. (15th Ed). Pearson Education
- Ramasamy, T. (2019). Principles of Management. (8th Ed), Himalaya Publishing

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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme:</b> Bachelor's of Business Administration in Hotel Management (BBA-HM)	
<b>Semester:</b> I (First)	<b>Course Type:</b> Multidisciplinary
<b>Course Code:</b> UMDHMT103	<b>Course Credits:</b> 3
<b>Course Title:</b> Principles and Practices of Management	
<b>Maximum Marks:</b> 75 [End Term: 60 Marks; Mid Semester: 15 Marks]	
For the examination to be held in December 2026, 2027, 2028	

**Scheme of Examination**

		<b>Time Allotted</b>	<b>Total Marks (75)</b>
	<b>Theory</b>		<b>75 marks</b>
	Mid Term Assessment Test	1.5 Hrs	15 marks
	End Semester Exam <b>Section A</b> shall consist of Four (4) short answer questions having one question from each unit. The students are required to attempt all questions. Each question shall be of 3 marks.  <b>Section B</b> shall consist of Eight (8) long answer questions having two questions from each unit. The students are required to attempt one question from each unit. Each question shall be of 12 marks.	3 hours	60 marks

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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: I (First)</b>	<b>Course Type: Ability Enhancement</b>
<b>Course Code: UAEHMT104</b>	<b>Course Credits: 3</b>
<b>Course Title: Business Communication</b>	
<b>Maximum Marks: 75 [End Term: 60 Marks; Mid Semester: 15 Marks]</b>	
For the examination to be held in December 2026, 2027, 2028	

### Course Objective

To enhance students' verbal and non-verbal communication skills essential for the hospitality industry and develop proficiency in professional, intercultural, and digital communication across various business contexts.

### Course Specific Outcomes

<b>CS01</b>	To understand the fundamentals and types of communication in a business context.
<b>CS02</b>	To apply verbal and non-verbal communication techniques in professional settings.
<b>CS03</b>	To draft and deliver effective written communication for business and hospitality scenarios.
<b>CS04</b>	To demonstrate effective presentation and interpersonal communication skills.

### Unit 1

**Communication**-Definition, Process, and Objectives; Types of Communication - Verbal and Non-verbal communication; Formal & Informal; Barriers to Communication; Principles of effective communication including 7 Cs; Importance of Communication in the Hospitality Industry.

### Unit-II

**Interpersonal and Non-verbal Communication**-Interpersonal Communication: Listening, Feedback; Body language, facial expressions, gestures, eye contact, posture, proxemics, paralanguage, Appearance & Grooming.

### Unit III

**Written Communication** - Business Correspondence: Emails, Notices, Business letters, Reports; Resume Writing and Cover Letters; Complaint Handling and Guest Communication; Social Media Etiquette and Digital Communication

### Unit IV

**Oral and Presentation Skills**- Public Speaking, Voice Modulation, and Clarity, Making Professional Presentations: Structure and Delivery; Telephonic and Virtual Communication Skills and Group Discussions

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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: I (First)</b>	<b>Course Type: Ability Enhancement</b>
<b>Course Code: UAEHMT104</b>	<b>Course Credits: 3</b>
<b>Course Title: Business Communication</b>	
<b>Maximum Marks: 75 [End Term: 60 Marks; Mid Semester: 15 Marks]</b>	
For the examination to be held in December 2026, 2027, 2028	

**Suggested Readings**

- Bovee, C. L., & Thill, J. V. (2025). *Business Communication Today* (16th ed.). Pearson.
- Cardon, P. W. (2024). *Business Communication: Developing Leaders for a Networked World* (5th ed.). McGraw-Hill Education.
- Sinha, K. K., & Mohindra, R. S. (2023). *Business communication: Comprehensive guide featuring lucid presentation, real-life situation-based examples, leading case studies etc., for managerial students*. Taxmann Publications.
- Curtis, K. (2022). *Zero to mastery in business communication: This book covers A-Z business communication concepts* (2024 latest ed.). Vayu Education of India.
- Rentz, K., Lentz, P., & Das, A. (2020). *Business communication: A problem-solving approach*. McGraw Hill Education.

**Scheme of Examination**

	<b>Time Allotted</b>	<b>Total Marks (75)</b>
<b>Theory</b>		<b>75 marks</b>
Mid Term Assessment Test	1.5 Hrs	15 marks
End Semester Exam <b>Section A</b> shall consist of Four (4) short answer questions having one question from each unit. The students are required to attempt all questions. Each question shall be of 3 marks.  <b>Section B</b> shall consist of Eight (8) long answer questions having two questions from each unit. The students are required to attempt one question from each unit. Each question shall be of 12 marks.	3 hours	60 marks

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## UNIVERSITY OF JAMMU

Four Year Under Graduate Programme (FYUGP)  
As per National Education Policy (NEP) 2020

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: I (First)</b>	<b>Course Type: Skill Enhancement</b>
<b>Course Code: USEHMT-111</b>	<b>Course Credits: 3</b>
<b>Course Title: Applied Hotel Operations- I</b>	
<b>Maximum Marks :75</b>	
For the examination to be held in December 2026, 2027, 2028	

### Course Objective

This course is designed to equip students with fundamental practical knowledge and skills across key hotel operations, including food production, food & beverage service, front office, and housekeeping. It emphasizes skill development, professional grooming, and service etiquette in line with industry standards.

### Course Specific Outcomes

<b>CO1:</b>	Apply principles of kitchen hygiene, grooming, and safety practices in food production areas.
<b>CO2:</b>	Demonstrate knowledge of kitchen layouts, equipment, tools, fuels, and ingredient identification.
<b>CO3:</b>	Perform basic food production skills, including preparation of stocks, sauces, and standard vegetable cuts.

In this semester, students will get practical exposure to the following domains:

### 1. FOOD SERVICE MANAGEMENT

S NO	TOPIC
01	Fundamental Vegetable Cutting Techniques (Julienne, Jardinière, Dice, Cube, Macedoine, Paysanne, Shredding, Mirepoix) and preparation of Basic Salads (Fruit Salad, Green Salad, Greek Salad, Waldorf Salad, etc.)
02	Preparation of Simple Sandwiches and Basic Vegetable Dishes (Boiled, Glazed, and Fried Vegetables)
03	Handling and Familiarization with F&B Service equipment

### 2. FRONT OFFICE

S NO	TOPIC
01	Development of Professional Grooming Standards and Hospitality Etiquettes
02	Practical Role Play on Reservation Procedures (Walk-in, Group, and Corporate Guests)
03	Training in Professional Telephone Handling and Communication Skills



## UNIVERSITY OF JAMMU

Four Year Under Graduate Programme (FYUGP)

As per National Education Policy (NEP) 2020

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: I (First)</b>	<b>Course Type: Skill Enhancement</b>
<b>Course Code: USEHMT-111</b>	<b>Course Credits: 3</b>
<b>Course Title: Applied Hotel Operations- I</b>	
<b>Maximum Marks :75</b>	
For the examination to be held in December 2026, 2027, 2028	

### 3. HOUSEKEEPING

S NO	TOPIC
01	Fundamentals of Cleaning Procedures (Dusting, Sweeping, and Mopping)
02	Basic Bed Making Techniques and Guest Room Supply Management
03	Identification and Proper Use of Cleaning Tools and Cleaning Agents

#### Scheme of Examination

- Students shall maintain a practical record (notebook) for all three domains as per the syllabus: evaluation will be based on completeness, presentation, and submission of the practical file.
- Students shall appear for a practical examination (domain test) in all three domains: assessment based on skill, procedure, hygiene, and performance.
- There shall be an end-term viva-voce, which shall be conducted by an industry expert, to assess subject knowledge, practical understanding, and communication skills.

There will be no end term examination in this course, and the evaluation shall be done based on internal assessment.

S NO	DISTRIBUTION OF MARKS	Total Marks
01	Practical File	30
02	Demonstration	30
03	Viva-Voce	15

# Second Semester

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*Vaishnav*

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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Major</b>
<b>Course Code: UMJHMT201</b>	<b>Course Credits: 4</b>
<b>Course Title: Foundation Course in Food Production - I</b>	
<b>Maximum Marks: 100 [Theory: 75 Marks; Practical / Tutorial: 25 Marks]</b>	
<b>For the examination to be held in May 2027, 2028, 2029</b>	

### Course Objective

To provide students with an understanding of the evolution of cookery, professional kitchen operations, hygiene standards, staff roles, cooking methods, raw materials, and the use of fruits, vegetables, stocks, and sauces in culinary practices.

### Course Specific Outcomes

<b>CSO1</b>	Understand the origin and evolution of cookery and identify the structure and functions of kitchen organization.
<b>CSO2</b>	Identify hygiene practices, uniform standards, and safety procedures; and apply proper handling of kitchen equipment and fuels.
<b>CSO3</b>	Apply basic cooking methods using appropriate tools, techniques, and heat sources.
<b>CSO4</b>	Identify various kitchen commodities and understand their culinary uses in food preparation.
<b>CSO5</b>	Understand the types and uses of stocks and sauces and apply standard methods in their preparation.

### Unit 1

Introduction to Indian Cookery- Overview of Indian food philosophy, evolution, key features, classification of foods, and regional diversity of Indian cuisine; Professional Kitchen & Cooking: - Personal & Kitchen Hygiene, Uniform, Protective clothing; Kitchen Layouts - Basic, Bulk and Show kitchens; Hierarchy of Kitchen Department, Classical Kitchen Brigade, Modern Staffing in various hotels; Duties & Responsibilities of various chefs in kitchen, their attributes; Coordination of kitchen with other departments.

### Unit 2

Kitchen Equipment - Classification of heavy and light kitchen equipment used in food production; study of their functions, usage, cleaning, storage, care, and maintenance; Fuels-Introduction to fuels used in food production, classification into solid, liquid, and gaseous fuels, their uses in kitchen operations, safety measures and precautions in handling and storage; Fire - Introduction, Types(Class A, B, C, K/F), Handling Fire & Usage of Extinguishers; Basic First Aid - Introduction to first aid for common kitchen injuries such as burns, scalds, and cuts; immediate treatment methods and safety measures in food production areas.

### Unit 3

Basic Methods of Cookery - Introduction, Definition and Importance; Types - Baking, Broiling, Grilling, Frying, Stewing, Poaching, Roasting, Frying, Sautéing, Braising; Cooking with different modes like Microwave, Ovens, Gas, Induction Plates, Air Fryer; Hazard Analysis and Critical Control Points (HACCP) Standards for Kitchen.



**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Major</b>
<b>Course Code: UMJHMT201</b>	<b>Course Credits: 4</b>
<b>Course Title: Foundation Course in Food Production - I</b>	
<b>Maximum Marks: 100 [Theory: 75 Marks; Practical / Tutorial: 25 Marks]</b>	
<b>For the examination to be held in May 2027, 2028, 2029</b>	

**Unit 4**

Commodities and Their Usage in Kitchen - Souring Agents; Colouring Agents; Thickening Agents; Tenderizing Agents; Flavouring & Aromatic Agents; Spicing Agents. Vegetable and Fruit Cookery - Classification of vegetables; Pigments and colour changes; Effect of heat on vegetables; Cuts of vegetables; Classification of fruits; Uses of Fruits in Cookery; Salads & Salad dressings; Stocks - classification, usage, preparation; Sauces - introduction, classification, Usage, preparation of mother sauces, understanding their derivatives, propriety sauces, making of good sauce.

**Suggested Readings**

- The Culinary Institute of America. (2024). The professional chef (10th ed.). Wiley.
- Bali, P. S. (2021). Food production operations (3rd ed.). OUP India.
- Bali, P. S. (2017). Theory of cookery (2nd ed.). Oxford University Press.
- Philip, T. E. (2011). Modern cookery for teaching and the trade (6th ed., Vols. 1 & 2). Orient BlackSwan.
- Arora, K. (2008). Theory of cookery (Revised ed.). Frank Brothers.
- Kinton, R., Ceserani, V., & Foskett, D. (1999). The theory of catering (9th ed.). Hodder & Stoughton Educational.

**Scheme of Examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>A</b>	<b>Theory</b>		<b>75 marks</b>
	Mid Term Assessment Test	1.5 hours	15 marks
	<b>End Semester Exam</b>	3 hours	60 marks
	<b>Section A</b> shall consist of Four (4) short answer questions having one question from each unit. The students are required to attempt all questions. Each question shall be of 3 marks.		
	<b>Section B</b> shall consist of Eight (8) long answer questions having two questions from each unit. The students are required to attempt one question from each unit. Each question shall be of 12 marks.		
<b>B</b>	<b>Practical/Tutorial</b> shall comprise of activities related to the course including group-based projects, case studies, role play, field visits etc.		<b>25 Marks</b>
	Continuous Assessment		10 Marks
	Final Examination		15 marks

Vaidyanathan



**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Minor</b>
<b>Course Code: UMIHMT202</b>	<b>Course Credits: 4</b>
<b>Course Title: Tourism Resources of India</b>	
<b>Maximum Marks: 100 [Theory: 75 Marks; Practical / Tutorial :25 Marks]</b>	
For the examination to be held in May 2027, 2028, 2029	

### Course Objective

This course is designed to familiarize students with the diverse tourism resources of India, including its heritage, culture, and natural assets. It aims to develop an understanding of the significance of tourism products and equip students with applicable knowledge for the travel and hospitality industry.

### Course Specific Outcomes

<b>CSO1</b>	To define and classify tourism resources and explain their role in destination development.
<b>CSO2</b>	To identify key pilgrimage sites in India and their religious significance.
<b>CSO3</b>	To describe major cultural and heritage tourism assets of India.
<b>CSO4</b>	To recognize India's natural tourism resources and their tourism potential.
<b>CSO5</b>	To understand the role of organizations in promoting and preserving tourism resources.

### Unit 1

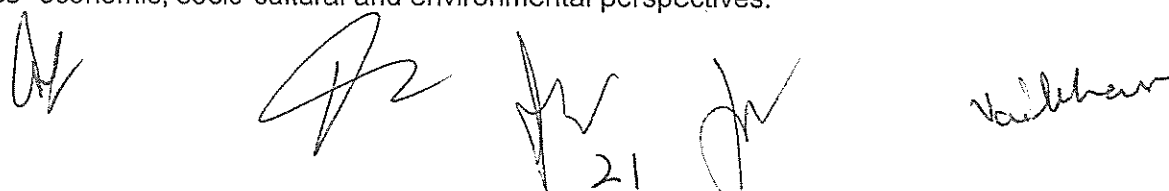
**Introduction to Tourism Resources:** Concept, Nature and classification; Importance of tourism resources in destination development; Overview of India's tourism product diversification; Role of government and organizations (ASI, INTACH, UNESCO) in promoting tourism. Overview of J&K tourism product diversification, Tourism marketing and branding strategies- why destinations succeed/fail; Gulmarg Tourism vs underdeveloped destinations of J&K; Impact of Terror Attacks or disasters on J&K Tourism destinations.

### Unit 2

**Natural Tourism Resources-** Major Hill Stations (Gulmarg, Pahalgam, Sonamarg, Kullu & Manali, Shimla, Nainital, Coorg & Ooty); Beaches and Islands; Wildlife Sanctuaries & National Parks (Jim Corbett, Ranthambore, Kanha, Bandhavgarh, Gir, Periyar & Manas, Dachigam); Waterfalls; Major Treks of India; Major Treks of J&K ( Kashmir Great Lakes Trek, Kishtwar Kailash Trek). Tourism Challenges in natural areas- human wildlife conflict, preservation issues and overcrowding.

### Unit 3

**Cultural and Heritage Tourism Resources:** Ancient Monuments and Buildings: Taj Mahal, Khajuraho, Konark, Ajanta, Ellora, Elephanta Caves, Mubarak Mandi, Amar Palace, Bahu Fort museums of India; Living Culture of India and J&K-Fairs & festivals; Performing arts: music, dances and theatre; Handicrafts; Regional cuisines of India and J&K; Impact of Tourism on Local Communities- economic, socio-cultural and environmental perspectives.





**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

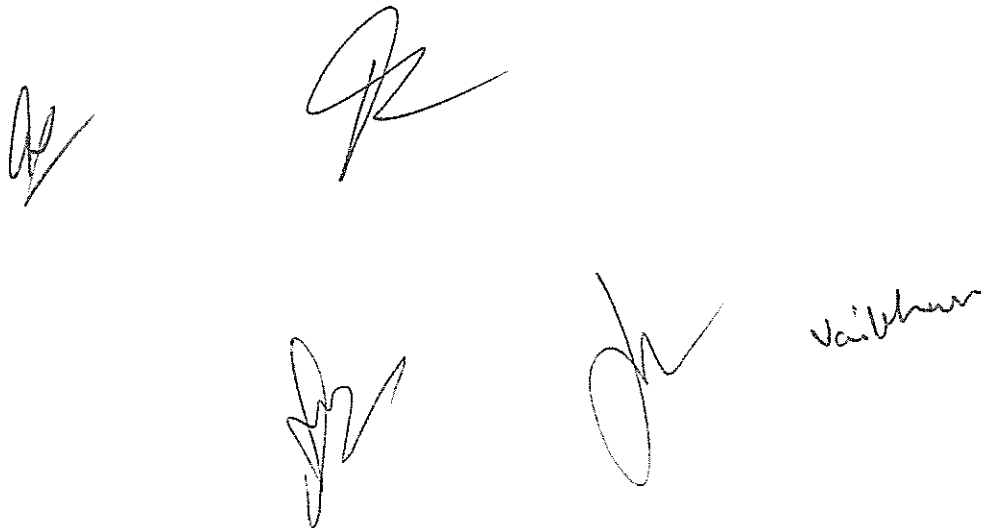
<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Minor</b>
<b>Course Code: UMIHMT202</b>	<b>Course Credits: 4</b>
<b>Course Title: Tourism Resources of India</b>	
<b>Maximum Marks: 100 [Theory: 75 Marks; Practical / Tutorial: 25 Marks]</b>	
For the examination to be held in May 2027, 2028, 2029	

**Unit 4**

Pilgrimage Tourism - Meaning and nature, Popular religious centres: Hinduism- Char Dham, Jyotriling, Temples of Mathura, Vrindavana, Varanasi, Vashno Devi, Shri Amarnathji; Buddhism- Lumbini, Bodhgaya, Sarnath, Sanchi, Jainism- Dilwara Temples & Vaishali ,Sikhism – Golden Temple, Patna Sahib, Hazur Sahib, Anandpur Sahib, Damdama Sahib; Islamism -Jama Masjid (New Delhi), Hazratbal (Kashmir) Ajmer Sharif, Haji Ali Dargah, Shahdra Sharif Christianity- Churches of Goa and Kerala. Role of these pilgrimage sites in promoting communal harmony in India and J&K.

**Suggested Reading**

- Goeldner, C. R., & Ritchie, J. R. B. (2023). *Tourism: Principles, Practices, Philosophies* (13th ed.). John Wiley & Sons, Inc.
- Dileep, M. R. (2023). *Tourism: Concepts, Theory and Practice* (revised ed.). I. K. International Pvt. Ltd.
- Roday, S., Biwal, A., & Joshi, V. (2022). *Tourism Operations and Management* (2nd ed.). Oxford University Press.
- Shalija Sharma (2021). *Introduction to Tourism*. Sage publications.
- Walker, J. R., & Walker, J. T. (2023). *Tourism: Concepts and Principles* (Latest ed.). Pearson Education.
- Swain, S. K., & Mishra, J. M. (2020). *Tourism: Principles and Practices* (2nd ed.). Oxford University Press.





**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Minor</b>
<b>Course Code: UMIHMT202</b>	<b>Course Credits: 4</b>
<b>Course Title: Tourism Resources of India</b>	
<b>Maximum Marks: 100 [Theory: 75 Marks; Practical / Tutorial: 25 Marks]</b>	
For the examination to be held in May 2027, 2028, 2029	

**Scheme of Examination**

		<b>Time Allotted</b>	<b>Total Marks (100)</b>
<b>A</b>	<b>Theory</b>		<b>75 marks</b>
	Mid Term Assessment Test	1.5 hours	15 marks
	<b>End Semester Exam</b>	3 hours	60 marks
	<b>Section A</b> shall consist of Four (4) short answer questions having one question from each unit. The students are required to attempt all questions. Each question shall be of 3 marks.		
	<b>Section B</b> shall consist of Eight (8) long answer questions having two questions from each unit. The students are required to attempt one question from each unit. Each question shall be of 12 marks.		
<b>B</b>	<b>Practical/Tutorial</b> shall comprise of activities related to the course including group based projects, case studies, role play, field visits etc.		<b>25 Marks</b>
	Continuous Assessment (File & Presentation)		10 Marks
	Final Examination		15 marks

Vaidhyan



**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester:II (Second)</b>	<b>Course Type: Multidisciplinary</b>
<b>Course Code:UMDHMT203</b>	<b>Course Credits:3</b>
<b>Course Title:Financial Accounting</b>	
<b>Maximum Marks:75 [End Term: 60 Marks; Mid Semester: 15 Marks]</b>	
For the examination to be held in May 2027, 2028,2029	

### Course Objective

To familiarize the students with the foundational principles and practices of financial accounting. It aims to develop the students' ability to understand, record, and report business transactions accurately, and to prepare and analyze key financial statements in accordance with standard accounting principles.

### Course Specific Outcomes

<b>CSO1</b>	To understand and apply basic accounting concepts, principles and standards.
<b>CSO2</b>	To record business transactions using the double-entry bookkeeping system.
<b>CSO3</b>	To prepare, analyze and interpret financial statements to assess an organization's financial health.
<b>CSO4</b>	To apply the accounting cycle from journal entries to final accounts.

### Unit-I

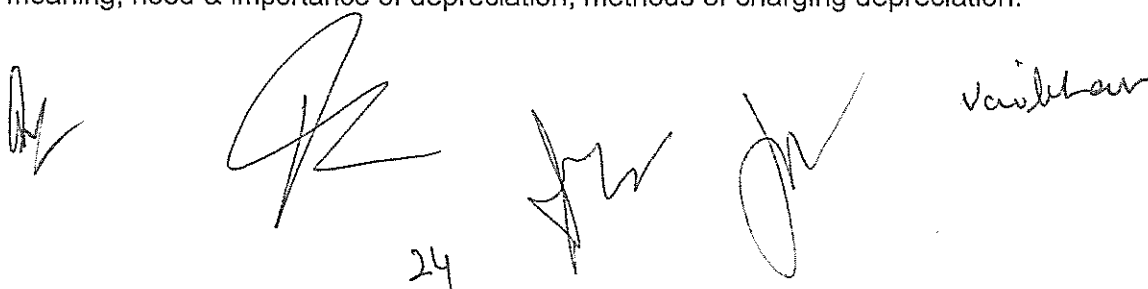
Accounting - concept, meaning, objectives, importance, advantages and limitations; types of accounting information; terms and terminologies used in accounting; role of accounting in business; users of accounting information; System and process of accounting; Basis of accounting – cash basis, accrual basis; Accounting Concepts and Conventions

### Unit-II

Vouchers and Transactions; rules of debit and credit; double entry system- meaning and significance; Recording of transactions; concept and preparation of Journal and Ledger, posting from journal; balancing of accounts.

### Unit-III

Trial Balance – Meaning, objective and preparation; Rectification of Errors; Error Types – errors of omission, errors of commission, errors of duplication, errors of principles and compensating errors; Depreciation -meaning, need & importance of depreciation, methods of charging depreciation.

  
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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester:II (Second)</b>	<b>Course Type: Multidisciplinary</b>
<b>Course Code:UMDHMT203</b>	<b>Course Credits:3</b>
<b>Course Title:Financial Accounting</b>	
<b>Maximum Marks:75 [End Term: 60 Marks; Mid Semester: 15 Marks]</b>	
For the examination to be held in May 2027, 2028,2029	

**Unit-IV**

Financial Statements – meaning and uses; Distinction between capital expenditure and revenue expenditure; Trading and Profit & Loss Account- gross profit, operating profit, net profit; Balance Sheet - need, grouping, assets and liabilities; Adjustments (Only four): Closing stock, Pre-paid Income and Expenses, Outstanding Income and Expenses, Depreciation; Preparation of Profit and Loss and Balance sheet in case of a sole proprietorship firm.

**Suggested Readings**

- Juneja, C. Mohan, Arora, J.S. and Chawla, R. C. (2026), Elements of Book Keeping (30<sup>th</sup> Edition), Kalyani Publishers.
- Gupta, R. L., & Gupta, V. K. (2025). *Financial accounting-I*. Sultan Chand & Sons.
- Gupta, R. L., & Gupta, V. K. (2025). *Financial accounting-II*. Sultan Chand & Sons.
- Grewal, T. S., & Gupta, S. C. (2014). *Introduction to accountancy*. S. Chand Publishing.

**Scheme of Examination**

		<b>Time Allotted</b>	<b>Total Marks (75)</b>
	<b>Theory</b>		<b>75 marks</b>
	Mid Term Assessment Test	1.5 Hrs	15 marks
	End Semester Exam <b>Section A</b> shall consist of Four (4) short answer questions having one question from each unit. The students are required to attempt all questions. Each question shall be of 3 marks.  <b>Section B</b> shall consist of Eight (8) long answer questions having two questions from each unit. The students are required to attempt one question from each unit. Each question shall be of 12 marks.	3 hours	60 marks

Vaishnav



**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Ability Enhancement</b>
<b>Course Code: UAEBHT204</b>	<b>Course Credits: 3</b>
<b>Course Title: Innovation and Entrepreneurship</b>	
<b>Maximum Marks: 75 [End Term: 60 Marks; Mid Semester: 15 Marks]</b>	
For the examination to be held in May 2027, 2028, 2029	

### Course Objective

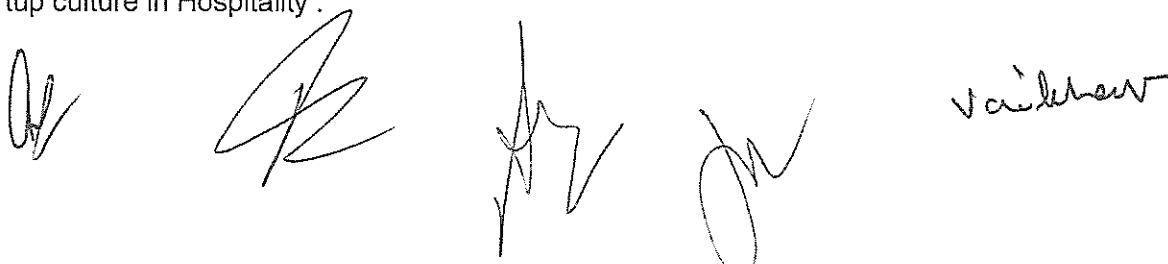
The objective of this course is to equip the students with foundational Knowledge and practical skills in innovation and entrepreneurship. It aims to foster an entrepreneurial mindset, encourage creative problem-Solving, and enable students to identify, evaluate, and develop innovative business opportunities.

### Course Specific Outcomes

<b>CSO1</b>	Understand the fundamental concepts of innovation, entrepreneurship, and the startup ecosystem.
<b>CSO2</b>	Identify opportunities for innovation and analyze market needs, customer problems, and emerging trends.
<b>CSO3</b>	Apply creativity techniques and design thinking principles to generate innovative ideas and solutions.
<b>CSO4</b>	Evaluate the feasibility of an entrepreneurial idea in terms of technical, market, and financial viability.
<b>CSO5</b>	Recognize ethical, legal, and social responsibilities of entrepreneurs in the innovation process.

### Unit 1

Entrepreneurs: Characteristics, Traits, and Behavioural Aspects and Role in Hospitality and Tourism; Entrepreneurial Challenges (in Hotels, F&B and Travel Startups); Role of Entrepreneurship in Economic Development; Barriers to Entrepreneurship; Scope of Entrepreneurship (in J&K-Homestay, Adventure, Cloud Kitchen); Entrepreneurial Culture: Definition and Features; Steps to Change Entrepreneurial Culture and Mindset ; Steps to build startup culture in Hospitality .

  
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**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Ability Enhancement</b>
<b>Course Code: UAEBHT204</b>	<b>Course Credits: 3</b>
<b>Course Title: Innovation and Entrepreneurship</b>	
<b>Maximum Marks: 75 [End Term: 60 Marks; Mid Semester: 15 Marks]</b>	
For the examination to be held in May 2027, 2028, 2029	

**Unit 2**

Innovation : Definition and scope of; Types of innovation: product, process, business model, service, digital, social, frugal; Innovation Process & Lifecycle; Creativity vs. innovation; Design Thinking and Human-Centered Innovation.

**Unit 3**

Entrepreneurial Process and Decision-Making; Opportunity Recognition and Assessment; Opportunity Evaluation Frameworks: Feasibility Analysis; Business Idea to Concept Development; Basics of Business Idea and Planning; Generation of simple business ideas; Basic decision-making; Introduction to business plan and its importance; Simple steps to prepare a business plan; Introduction to project report.( Funding Options – JKEDI, Startup India, Mudra for Hotel)

**Unit 4**

National innovation and entrepreneurial eco-system; Government of India Schemes on Innovation and Entrepreneurship; Resource Mobilization and Funding Decisions - Bootstrapping, debt, and equity; Angel investors vs. venture capitalists; Crowd funding; Women in Entrepreneurship; Family Business and Entrepreneurship; Social Entrepreneurship.

**Suggested Readings**

- Making It Big – Femi Otedola, (2025)
- Desai, Vasant (2024), The Dynamics of Entrepreneurial Development and Management: Planning for Future Sustainable Growth, (6th Ed). Himalaya Publishing House.
- Desai, V. (2023), Fundamentals of Entrepreneurship and Small Business Management, (1st Ed.). Himalaya Publishing House.
- Mishra, D.N. (2023), Entrepreneur and Entrepreneurship Development and Planning in India, (2nd Ed). South Asia Books.
- Kuratko, D.F. (2019), Entrepreneurship: Theory, Process, Practice, (11th Ed.). Cengage Learning.
- Drucker, P.F. (2006), Innovation and Entrepreneurship, (Reprint Ed). Harper Business.

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Vas Dehar



**UNIVERSITY OF JAMMU**  
**Four Year Under Graduate Programme (FYUGP)**  
**As per National Education Policy (NEP) 2020**

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Ability Enhancement</b>
<b>Course Code: UAEBHT204</b>	<b>Course Credits: 3</b>
<b>Course Title: Innovation and Entrepreneurship</b>	
<b>Maximum Marks: 75 [End Term: 60 Marks; Mid Semester: 15 Marks]</b>	
<b>For the examination to be held in May 2027, 2028, 2029</b>	

**Scheme of Examination**

		<b>Time Allotted</b>	<b>Total Marks (75)</b>
	<b>Theory</b>		<b>75 marks</b>
	Mid Term Assessment Test	1.5 Hrs	15 marks
	End Semester Exam <b>Section A</b> shall consist of Four (4) short answer questions having one question from each unit. The students are required to attempt all questions. Each question shall be of 3 marks.  <b>Section B</b> shall consist of Eight (8) long answer questions having two questions from each unit. The students are required to attempt one question from each unit. Each question shall be of 12 marks.	3 hours	60 marks

Vaidhyan



## UNIVERSITY OF JAMMU

Four Year Under Graduate Programme (FYUGP)  
As per National Education Policy (NEP) 2020

Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)	
Semester: II (Second)	Course Type: Skill Enhancement
Course Code: USEHMT-211	Course Credits: 3
Course Title: Applied Hotel Operations- II	
Maximum Marks :75	
For the examination to be held in May 2027, 2028, 2029	

### Course Objectives

This course aims to develop basic practical skills in cooking, food service, front office, and housekeeping. It provides hands-on experience, improves communication skills, and builds confidence for entry-level roles in the hospitality industry.

### Course Specific Outcomes

CO1	Perform basic cooking, food preparation, and food service tasks with proper presentation.
CO2	Demonstrate front office operations and effective guest handling and communication skills.
CO3	Apply housekeeping practices such as room inspection, towel folding, and stain removal while maintaining hygiene standards.

In this semester, students will get practical exposure to the following domains:

### 1. FOOD SERVICE MANAGEMENT

S NO	TOPIC
01	Fundamentals of Cooking Techniques & Pre-Preparation – Hands-on practice of basic cooking methods and essential kitchen pre-preparations.
02	Preparation of Mother Sauces – Preparation of Béchamel, Espagnole, Velouté, Hollandaise, Mayonnaise, and Tomato sauces.
03	Egg Cookery – Preparation of boiled, fried, poached, scrambled eggs, and omelettes (plain & varieties).
04	Table Setting & Mise-en-Place – Laying of covers and preparation for service.
05	Napkin Folding & Service Etiquette – Basic napkin folds and guest handling skills.

### 2. FRONT OFFICE

S NO	TOPIC
01	Guest Handling & Communication – Welcoming guests, providing information, handling enquiries, and suggestive selling.
02	Telephone Operations – Managing calls and guest enquiries.
03	Reception Procedures & Documentation – Performing front desk operations and handling forms and records.

  
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## UNIVERSITY OF JAMMU

Four Year Under Graduate Programme (FYUGP)  
As per National Education Policy (NEP) 2020

<b>Programme : Bachelor's of Business Administration in Hotel Management (BBA-HM)</b>	
<b>Semester: II (Second)</b>	<b>Course Type: Skill Enhancement</b>
<b>Course Code: USEHMT-211</b>	<b>Course Credits: 3</b>
<b>Course Title: Applied Hotel Operations- II</b>	
<b>Maximum Marks :75</b>	
For the examination to be held in May 2027, 2028, 2029	

### 3. HOUSEKEEPING

S NO	TOPIC
01	Towel Folding & Presentation – Preparation of basic towel folds and presentation techniques.
02	Room Inspection Procedures – Application of standard guest room inspection procedures.
03	Stain Removal Techniques – Identification and removal of common stains (lipstick, ink, nail polish, paint, grease, tea/coffee, wine, curry, and blood).

#### Scheme of Examination

- Students shall maintain a practical record (notebook) for all three domains as per the syllabus: evaluation will be based on completeness, presentation, and submission of the practical file.
- Students shall appear for a practical examination (domain test) in all three domains: assessment based on skill, procedure, hygiene, and performance.
- There shall be an end-term viva-voce, which shall be conducted by an industry expert, to assess subject knowledge, practical understanding, and communication skills.

There will be no end term examination in this course, and the evaluation shall be done based on internal assessment.

S NO	DISTRIBUTION OF MARKS	Total Marks
01	Practical File	30
02	Demonstration	30
03	Viva-Voce	15