



SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25)
Syllabus with effect from the Academic Year 2022-2023

PROGRAMME STRUCTURE
Bachelor of Business Administration (BBA- HM) Semester: III

Programme Outcome (PO) - For BBA Programme	<ol style="list-style-type: none">1. To understand business functions and management practices leading to development of business acumen among students.2. To develop critical and analytical thinking abilities3. To improve Communication and interpersonal skills4. To develop social sensitivity and ethical considerations leading to sustainable business practices5. To demonstrate global perspective and entrepreneurship acumen6. To get exposure of industrial world through company visits and interaction with experts7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For BBA(HM)	<ol style="list-style-type: none">1. Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.2. Comprehend and articulate written and oral communication as appropriate for hospitality environments.3. Understand the concepts and application of managerial, financial, computer and technical skills that are needed to be successful within the hospitality industry.4. Demonstrate ability to apply strategies for managing diverse, multicultural hospitality.5. Demonstrate clear understanding and necessity of professional and ethical responsibility in all aspects of conduct6. Prepare hospitality undergraduate candidates for entry level management positions with a specific focus on individual, social and environmental perspectives.7. Demonstrate an ability to manage the professional preparation, presentation, and service of quality food.8. Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations
To Pass	<ol style="list-style-type: none">(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal & External Assessment.(ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.





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Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total	Total	Total
Ability Enhancement Course (Any One)	UM03ABBH71	Business Etiquettes & Managerial Communication	T+P	3	3	30	70	100
Generic Elective (Any One)	UM03GBBH71	Hotel Engineering & Maintenance	T	3	3	30	70	100
Core Courses (Any Four)	UM03CBBH71	Front Office Operation-II	T+P	3	3	30	70	100
	UM03CBBH72	Quantity Food & Beverage Production	T+P	3	3	30	70	100
	UM03CBBH73	Basic Food & Beverage Service-II	T+P	3	3	30	70	100
	UM03CBBH74	House Keeping Operation-II	T+P	3	3	30	70	100
Discipline Specific Elective(Any One)	UM03DBBH71	Marketing Management for H & T	T	3	3	30	70	100
Skill Enhancement Elective Course (Any One)	UM03SBBH71	Corporate Citizenship	T	3	3	30	70	100
	UM03SBBH72	Time Management	T	3	3	30	70	100





BBA (HONS') (Hospitality Management) (3 Years)
 (Under Choice Based Credit System Based on UGC Guidelines)
 Semester - III

Course Code	UM03ABBH71	Title of the Course	Business Etiquettes & Managerial Communication
Total Credits of the Course	03	Hours per Week	03

Course Objectives:	<ul style="list-style-type: none"> To understand and learn the importance of Business Etiquettes and written communication skills in service sectors such as; Hotel and Tourism industry To build ability to make publicity of the products and to develop interview skills.
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Course Content		
Unit	Description	Weightage* (%)
1.	Business Etiquettes <ul style="list-style-type: none"> Business Etiquettes: Concept and importance Etiquettes for: <ul style="list-style-type: none"> Meetings Telephone / Cell Phone Conversation Etiquettes at Work Place (Internal – superiors, peers and subordinates) Etiquettes with Stakeholders (External – suppliers and customers) 	25%
2.	Publicity <ul style="list-style-type: none"> Meaning and definition of Publicity Types of Mass Media Functions of Mass Media Communicating with media 	25%
3.	Correspondence For Career Building <ul style="list-style-type: none"> Application Letter Covering Letter Resume Building 	25%
4.	Interview Skills <ul style="list-style-type: none"> Types of Interview Selection Interview Appearing in Interviews 	25%

PRACTICAL

NO.	TOPIC	Weightage (%)
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1.	Group Presentation	25%
2.	Publicity Material	25%
3.	Publicity Material Presentation (Individual Presentation)	25%
4.	Selection Interview	25%

Teaching-Learning Methodology	Theory lectures, PPT, Practical
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	To develop written communication skill
2.	To develop good personality with etiquettes
3.	To perform better in the selection interview

Suggested References:	
Sr. No.	References
1.	David Robinson: Business Etiquettes, Kogan Page India Private Limited.
2.	Rajendra Pal & J.S.Korlahalli: Essentials of Business Communication, Sultan Chand & Sons.
3.	Developing Communication Skills – Krishna Mohan & Meera Banerjee





On-line resources to be used if available as reference material

<https://toggl.com/track/business-etiquette-rules/>

<https://www.americanexpress.com/en-us/business/trends-and-insights/articles/15-vital-business-etiquette-rules/>





BBA HONS' HOSPITALITY MANAGEMENT – 03Years
BBA Hospitality Management Semester - III

Course Code	UM03GBBH71	Title of the Course	Hotel Engineering & Maintenance
Total Credits of the Course	03	Hours per Week	3

Course Objectives:	To understand and explain an importance of maintenance & engineering in Hospitality Industry, organization of maintenance & engineering department and Fires and fire Hazards in a hotel.
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Course Content		
Unit	Description	Weightage * (%)
1.	Hotel Maintenance Department Introduction. Flowchart To Indicate Functioning Of Maintenance Department In A Hotel. Organization And Set Up Of Maintenance Department, Organizations Chart. The Staff – Duties And Responsibilities. Types Of Maintenance –Preventive And Break Down Maintenance-Their Comparison. Contract Maintenance. Types Of Contract-Service Contract	25%
2.	Equipment Replacement Policy Terms And Condition. Inadequacy Obsolescence-Excessive Maintenance-Declining Efficiency. Replacement Policy Of Equipment Which Gradually Deteriorate-Economic Replacement Cycle For Abruptly Falling Equipment. Replace When Current Annual Cost Is Equal To Average Annual Cost To Date	25%
3.	Water Management & Sanitary System Sources Of Water, Method Of Removal Of Hardness, Water requirement in Hotels Sinks, Basin, Water Closet, Bidets And Their Fittings, Use Of Water Traps And Water Seals	25%
4.	Fire Prevention & Protection Different Types Of Fires, Fire Fighting Systems- (Fire Alarms, Extinguishers And Their Maintenance), Fire Hazard (Go through the online and access the knowledge of cruise hospitality)	25%





Teaching-Learning Methodology	Lecture, project and assignment, E- learning and case study.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	To learn about maintenance department of hotel.
2.	To learn about types of maintenance.
3.	To get knowledge of removing hardness of water.
4.	To learn the knowledge of types of fire and firefighting equipments in hotel.

Suggested References:	
Sr. No.	References
1.	Frank D. - The Management of Maintenance and Engineering Systems in Hospitality Industry, publisher-Wiley publication
2.	Tarun Bansal- Hotel engineering,- Aman publication.
3.	Prof. R.C Gupta-Textbook of Hotel Engineering Maintenance – Aman publication





On-line resources to be used if available as reference material

On-line Resources

www.ihmnotessite.net

www.ihmnotes.blogspot.com

<https://ihmstudymaterial.blogspot.com/p/hotel-engineering-notes-for-hotel.html>





BBA HONS' HOSPITALITY MANAGEMENT – 03Years
BBA Hospitality Management Semester - III

Course Code	UM03CBBH71	Title of the Course	Front Office Operation-II (T+P)
Total Credits of the Course	03	Hours per Week	3

Course Objectives:	<ul style="list-style-type: none">• To acquire conceptual and practical knowledge of the Group handling• To impart skills for the operations of front office department in a hotel• To get the knowledge of cruise hospitality
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Course Content		
Unit	Description	Weightage * (%)
1.	Group Handling Definition Of Group, Complimentary Policy, types of group and group Rate. Role of Travel Companies: Travel Agency & Tour Operator & Tour Leader. Negotiating With Travel Agents. Taking Group Reservation & Issuing Confirmation. (Self-learning- about national and international travel agencies).	25%
2.	Procedure of Guest's Arrival Steps Of Arrival Procedure In Brief, Welcoming & Greeting of Guest, Baggage Handling(Role of bell boy), Procedure of Guest Check-In Check In Process (Manual And Computerized) brief, Registration and documentation, Various formats used in Operations, Scanty Baggage Procedure, Guest History Card, Black Book, (Self learning - SOPs of guest welcoming).	25%
3.	Check-Out Procedure of Guest- Guest check out procedure briefly, Express check out, Guest's Account Settlement, Foreign Currency Exchanging Procedure, Guest's Feedback, Role of bell desk during guest check out. Computer Application In Front Office Operation- Functions of PMS In Hotel, Factors for need of a PMS in the hotel, Factors for purchase of PMS by the hotel, Various Software used in Front Office Operations (Self-study about group and late checkout)	25%
4.	Front Office Operations in CRUISE Front Office Section of cruise ship	25%





	Services & facilities provided by cruise liner Staffing at cruise Layout Challenges of Front Office Staff in Cruise Duties and responsibilities	

PRACTICAL		
Sr. No.	Description in details	Weightage
1.	Role of bell desk	25%
2.	Guest Arrival, Registration & Check in	25%
3.	Check out and bill settlement procedure	25%
4.	Prepare boarding pass for cruise traveller	25%

Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and case study.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	To learn about group handling.
2.	To learn about guest check in and checkout process.
3.	To know about importance of information technology in hotel.





4.	To learn about cruise industry and cruise hospitality.
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Suggested References:

Sr. No.	References
1.	Sudhir Andrews- Text Book of Front Office Management & Operation, Publisher McGraw Education
2.	S. K Bhatnagar- Front office management, Publisher Frank Bros
3.	Philip Gibson- Cruise Operation Management: hospitality perspective, publisher Routledge

On-line resources to be used if available as reference material

On-line Resources

www.ihmnotessite.net

www.ihmnotes.blogspot.com

www.revfine.com/cruise-industry/.com





BBA HONS' HOSPITALITY MANAGEMENT- 3Years
BBA Hospitality Management Semester- III

Course Code	UM03CBBH72	Title of the Course	Quantity Food & Beverage production (T+P)
Total Credits of the Course	03	Hours per Week	3

Course Objectives:	<ul style="list-style-type: none">• To know the handling meat products, purchasing, carving and different cuttings, the volume catering establishments.• To know the philosophy of Indian food and Eating habits as well.
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Course Content		
Unit	Description	Weightage* (%)
1.	<p>Non Veg Commodities</p> <p>1. Introduction to Meats</p> <ul style="list-style-type: none">• Physical and Chemical Characteristics of Meats• Processing of a Whole Animal• Classification of Meats <p>I. Lamb II. Beef III. Pork IV. Poultry</p> <p>2. Introduction to Fish and Shellfish</p> <ul style="list-style-type: none">• Classification of Fish• Classification of Shellfish• Cuts of Fish• Selection and Storage of Fish• Common Cooking methods used for Fish	25%





2.	Types of volume catering establishments <ul style="list-style-type: none">• Institutional and industrial catering• Types of Industrial and Institutional Establishments• Industrial Catering• Army Mess• Hospital Catering• Off-premises catering• Theme banquets• Central Processing Units• Airline Catering• Railway Catering• Marine Catering	25%
3.	Purchasing and indenting for volumes <ul style="list-style-type: none">• Principles of Indenting for Volume Feeding• Purchase systems and specifications• Storage for bulk• Inventory Control in Stores• Control procedures to check pilferage and spoilage• Portion sizes for volume feeding• Portion control of Food• Modifying Recipe for Volume Catering• Challenges of Volume Catering	25%
4.	Introduction to Indian Cooking <ul style="list-style-type: none">• Introduction• Philosophy of Indian Food• Influence of the Invaders and Travelers on Indian Cuisine• Regional And Religious Influences on Indian Cuisine• Equipment Used in Indian Cooking• Techniques Employed in Indian Cooking• Indian Sweets	25%

Practical :-

To formulate menus (Most Popular in Star Categorized Hotels) from the respective regions (Veg. and Non Veg.)





Mughal/Awadh Bengal Punjab Goa Maharashtra Gujarat (Kathiyawadi) South India	Note: 1 or 2 set up of most popular menu in Hotels can be formulated by the concerned faculty, along with the given regions.
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Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and training manual
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	To differentiate types of meats.
2.	To calculate different aspects of volume catering.
3.	To carry out purchasing and indenting for volume catering.
4.	To know the history of Indian cuisine

Suggested References:	
Sr. No.	References
1.	Modern Cookery for Teaching and the Trade – Thangam E.Philip Published by Mumbai, Orient Longman





2.	The Theory of Cookery – K.Arora, Published by Frank Bros. & Co Classical Recipes of the World – Henry Smith Published by Barron's Educational Series
3.	Chef's Manual of Kitchen Management – John Fuller Le Repertoire De La Cuisine – L.Saulnier
4.	Food Production Operations – Parvinder S. Bali Published by Oxford

On-line resources to be used if available as reference material
On-line Resources
www.Hm.hub.com





BBA HONS' HOSPITALITY MANAGEMENT- 3Years
BBA Hospitality Management Semester- III

Course Code	UM03CBBH73	Title of the Course	Basic Food and Beverage Service – II (T+P)
Total Credits of the Course	03	Hours per Week	3

Course Objectives:	<ul style="list-style-type: none">To learn a comprehensive knowledge and develop technical skills in the basic aspects of food and beverage service operations in the Hotel Industry.To enhance the students Product Knowledge in Culinary field.
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Course Content		
Unit	Description	Weightage* (%)
1.	Cigar- <ul style="list-style-type: none">Structure of Cigar, Terms Used to Refer to Colour of the Wrapper, Shapes and Sizes of Cigars, Brands of Havana Cigar, Service of Cigar. IceCream- <ul style="list-style-type: none">Ice-cream Categories and Storage. Culinary Terminology <ul style="list-style-type: none">Menu terminology for different courses A-Z including common Sauces.	25%
2.	Room Service- Introduction, Types of Room Service Equipment, Room Service Procedure, Room Service forms and formats Gueridon Service <ul style="list-style-type: none">Origin and definitionTypes of Trolleys and layout Special equipmentService ProceduresService of important classical dishes	25%
3.	Non Alcoholic and Alcoholic Beverages <ul style="list-style-type: none">Non – Alcoholic Beverages - ClassificationHot Beverages Tea: Definition, Types, Storage, Making & ServiceCoffee: Definition, Types, Storage, Making & Service of CoffeeCold Beverages – Types of Juices, Mineral water, Squash, Syrup	25%





	<ul style="list-style-type: none">Alcoholic Beverages Definition ,Classification of Alcoholic Beverages (Preliminary Knowledge)	
4.	Bar Operation & Management <ul style="list-style-type: none">Definition and Types of BarBar Design ,Bar Control and Bar Regulations	25%

Practical:-

Unit	Description in Detail
I	Basic Technical skills: Holding Service Gear Different aspects of carrying trays Using Service Salver Clearing methods
II	Basic Serving skills Offering menu card Taking of an order Expedition of order Service of water
III	Practice of menu compilation Refer 3 course menu and practice of service of the same
IV	Preparation of different types of mock tails.

Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and training manual
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%





Course Outcomes: Having completed this course, the learner will be able

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| 1. | To know about aspects of Room Service in F&B department. |
| 2. | To be familiar with Bar equipments, parts and its operation. |
| 3. | To classify the alcoholic and non-alcoholic beverages. |
| 4. | To learn the Gueridon Service. |

Suggested References:

Sr. No.	References
1.	Dennis Lillicrap Food and Beverage Service Published by Hodder Education
2.	S N Bagchi Textbook of Food and Beverage Service Published by Aman Publications
3.	Bobby George Food & Beverage Service Published by Jaico Publishing House
4.	Food and Beverage Service – R. Singaravelavan Published By Oxford

On-line resources to be used if available as reference material

On-line Resources

WWW.hmhub.me

WWW.hmhelp.in





BBA HONS' HOSPITALITY MANAGEMENT- 3Years
BBA Hospitality Management Semester- III

Course Code	UM03CBBH74	Title of the Course	Housekeeping Operation-II (T+P)
Total Credits of the Course	03	Hours per Week	3

Course Objectives:	<ul style="list-style-type: none"> • To understand operation of housekeeping department in 5 star hotels • To provide knowledge of Desk control and its duties for departmental coordination.
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Course Content		
Unit	Description	Weightage* (%)
1.	Desk Control and Record Keeping <ul style="list-style-type: none"> • Various Housekeeping reports- Room occupancy report, discrepancy Reports, room status report. • Handling VIP's in the hotel, amenities for VIP's. • Establishing Par stock. • Housekeeping inventory. • Discards management. (Self-study of guest room's amenities and supply.) 	25%
2.	Laundry Operation- <ul style="list-style-type: none"> • Definition. Types of laundry. • Laundry Layout. Laundry cycle, • Laundry Equipments & Cleaning Agents. • Advantage and disadvantage of laundries. • Duty and responsibilities of laundry manager. (Self-learning-SOP's of laundry operation) 	25%
3.	Textiles <ul style="list-style-type: none"> • Classification of fibers and fabrics • Characteristics, uses and examples of commonly used fabrics • Finishing process given to the fabric (Self-learning- Soft furnishing and upholstery)	25%
4.	Housekeeping Supervision <ul style="list-style-type: none"> • Importance of supervision • Duty rosters • Special cleaning program- Daily, weekly, fortnightly, and monthly cleaning • Types of key and key handling Housekeeping contract basis cleaning & services-	25%





	Types of contract services in housekeeping, advantage and disadvantage of contract services. New trends in hotel industry.	
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Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and training manual
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PRACTICAL		
Sr. No.	Description in details	Weightage
1.	Store inventory	25%
2.	Operating laundry equipment	25%
3.	Bed making- Single and Double	25%
4.	Supervision of Guest's room and premises	25%

Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	To know about Housekeeping sub department and operation.
2.	To be familiar with laundry equipments and its procedure.
3.	To know about staff's duty roaster.





4.	to know about types of fibers and fabrics.
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Suggested References:

Sr. No.	References
1.	G. Raghubalan and Smritee Raghubalan- Hotel Housekeeping, Publisher Oxford university press
2.	Sudhir Andrews- Housekeeping A Training Manual, publisher McGraw Hill Education
3.	Aleta Nitschke and William D. Frye- Managing Housekeeping Operation, Publisher Educational Inst of the Amer hotel

On-line resources to be used if available as reference material

On-line Resources

WWW.hmhub.me

WWW.hmhelp.in





BBA (HONS') (Hospitality Management)
(3 Years) (Hospitality Management) Semester (III)
(Under Choice Based Credit System Based on UGC Guidelines)

Course Code	UM03DBBH71	Title of the Course	Marketing Management for Hospitality & Tourism
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	To learn the Marketing Management skills for the Hospitality and Tourism industry.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Marketing and Marketing Management <ul style="list-style-type: none">• Meaning & Concept of Marketing and Marketing Management• Importance• Scope of Marketing (10 entities)• Company Orientations towards the marketplace (Six Competing Concepts)	25%
2.	Marketing Mix and Product Life-Cycle <ul style="list-style-type: none">• Four P Components of Marketing Mix in detail Product Life-Cycle <ul style="list-style-type: none">• Introduction• Growth• Maturity• Decline	25%
3.	Segmentation and Targeting and Positioning <ul style="list-style-type: none">• Geographic• Demographic• Psychographic• Behavior Targeting and Positioning <ul style="list-style-type: none">• Market Targeting (Effective segmentation criteria), Measurable, Substantial, Accessible, Differentiable, Actionable Positioning	25%





4.	Introduction to Services Marketing <ul style="list-style-type: none">• What is a service?• Objectives of Services Marketing• Intangibility, Inseparability, Variability, Perishability• Management Strategies for Service Businesses• Marketing for tourism services• Managing Employees as a part of the product and managing consistency.	25%
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Teaching-Learning Methodology	Theory lecture
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	To understand the different types of services of marketing
2.	To learn about Marketing management and its strategies

Suggested References:	
Sr. No.	References
1.	Marketing Management by Philip Kotler
2.	Marketing for H and T – Philip Kotler, John T. Bowen, James C. Makens
3.	Service Marketing- K Rama Mohana Rao





On-line resources to be used if available as reference material

Online Resources

<https://www.economicdiscussion.net/marketing-management/what-is-marketing-management/31788>

<https://www.smartinsights.com/digital-marketing-strategy/customer-segmentation-targeting/segmentation-targeting-and-positioning/amp/>





BBA (HONS') (Hospitality Management)
(3 Years) (Hospitality Management) Semester (III)
(Under Choice Based Credit System Based on UGC Guidelines)

Course Code	UM03SBBH71	Title of the Course	Corporate Citizenship
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	<ul style="list-style-type: none">• To learn the importance of Commerce and Management• To get familiar with a very important area like Social Responsibility and Social Obligations by the Corporate.
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Course Content		
Unit	Description	Weightage* (%)
1.	Overview of Corporate Citizenship <ul style="list-style-type: none">• Introduction to Corporate Citizenship• Theoretical Justification of Corporate Citizenship • What is Corporation Expected to do?• Models for implementation of CSR• Corporate Citizenship & Indian Companies	25%
2.	Business Ethics <ul style="list-style-type: none">• Introduction• Principles of Personal Ethics• Principles of Professional Ethics• Features of Ethics, Nature and objectives of ethics• Meaning of business ethics• Need for business ethics• Factors influencing business ethics• How Corporations observe Ethics in their Organizations?	25%
3.	Environmental Concerns and Corporations <ul style="list-style-type: none">• Introduction	25%





	<ul style="list-style-type: none"> • Environmental Concerns • History of Environmentalism and Environmental Philosophy • Role of Corporate in Environmental Management • Innovative Business Responses to Environmental Regulations • Waste Management and Pollution Control • Key Strategies for Industrial Pollution Prevention 	
4.	Social Responsibility Accounting <ul style="list-style-type: none"> • Introduction • Need & Importance • Practice • Reporting Standards • TWO CSR Reports 	25%
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Teaching-Learning Methodology	Lecture method and discussions
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	To identify the Environmental concepts
2.	To learn the business ethics





Suggested References:

Sr. No.	References
1.	Corporate Governance, A C Fernando, Published by Pearson Publication
2.	Business Ethics by A C Fernando, Published by Pearson Publication
3.	Business Ethics and Corporate Governance workbook by ICFAI Uni

On-line resources to be used if available as reference material

On-line Resources

<https://www.investopedia.com/terms/c/corporatecitizenship.asp>

https://www.tutorialspoint.com/business_ethics/business_ethics_introduction.htm





BBA (HONS') (Hospitality Management)
(3 Years) (Hospitality Management) Semester (III)
(Under Choice Based Credit System Based on UGC Guidelines)

Course Code	UM03SBBH72	Title of the Course	Time Management
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	To be able to deal with heavy work pressure for effective performance and achieving targets in the emerging era of Globalization and to develop the seriousness among students towards Time Management in every sphere of life.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to Time Management <ul style="list-style-type: none">• Meaning, Characteristics, and Objectives of Time Management• Significance of Time Management• Ingredients of Time• Basic Principles	25%
2.	Time management in the Hospitality industry <ul style="list-style-type: none">• Overview of time management in the hospitality industry• How to save time?• Planning Components of time management –objective, policy, program, strategy, schedule• Tools of time management• Ways to overcome time waster	25%
3.	Typical Time wasters <ul style="list-style-type: none">• Office environment• Meetings and telephone calls• Poor delegation• Inability to say no• Emotional blocks to time management	25%
4.	Application of time management <ul style="list-style-type: none">• Learning time management ideas• Practical experience and games on;• Goal setting	25%





	<ul style="list-style-type: none">• Prioritizing• Weekly plan• Creative time management ideas	
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Teaching-Learning Methodology	Theory lecture
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	To learn about what is the importance of time management in the hospitality industry.
2.	To understand about how to manage and utilize time.

Suggested References:	
Sr. No.	References
1.	The seven habits of effective people by Stephen R. Covey Simon, chuster Publishers,1990
2.	Managing Time for a Competitive Edge by Bharti R.L., S.Chand
3.	Graham Roberts- Phelps, Handbook of Time Management Working Smarter, New Delhi, Crest Publishing Huuse,2003

On-line resources to be used if available as reference material





Online Resources

<https://slideplayer.com/amp/7827802/>

https://en.m.wikipedia.org/wiki/Time_management





PROGRAMME STRUCTURE

Bachelor of Business Administration (BBA)(HM) Semester: IV

Programme Outcome (PO) - For BBA Programme	<ol style="list-style-type: none">1. To understand business functions and management practices leading to development of business acumen among students.2. To develop critical and analytical thinking abilities3. To improve Communication and interpersonal skills4. To develop social sensitivity and ethical considerations leading to sustainable business practices5. To demonstrate global perspective and entrepreneurship acumen6. To get exposure of industrial world through company visits and interaction with experts7. To get exposure and guidance for appearing in competitive examinations in management such as CAT, GMAT etc.
Programme Specific Outcome (PSO) - For BBA(HM)	<ol style="list-style-type: none">1. Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.2. Comprehend and articulate written and oral communication as appropriate for hospitality environments.3. Understand the concepts and application of managerial, financial, computer and technical skills that are needed to be successful within the hospitality industry.4. Demonstrate ability to apply strategies for managing diverse, multicultural hospitality.5. Demonstrate clear understanding and necessity of professional and ethical responsibility in all aspects of conduct6. Prepare hospitality undergraduate candidates for entry level management positions with a specific focus on individual, social and environmental perspectives.7. Demonstrate an ability to manage the professional preparation, presentation, and service of quality food.8. Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations

To Pass	<ol style="list-style-type: none">(i) At least 40% Marks in each paper at the University Examination and aggregate Marks. Internal & External Assessment.(ii) At least 25% Marks in each paper in Internal Assessment and 35% marks aggregate marks in Internal Assessment.
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SARDAR PATEL UNIVERSITY
Vallabh Vidyanagar, Gujarat
(Reaccredited with 'A' Grade by NAAC (CGPA 3.25))
Syllabus with effect from the Academic Year 2022-2023

Course Type	Course Code	Name of the Course	T / P	Credit	Exam Duration in hrs	Component of Marks		
						Internal	External	Total
						Total	Total	Total
Ability Enhancement Course (Any One)	UM04ABBH71	E-Commerce	T	3	3	30	70	100
Generic Elective (Any One)	UM04GBBH71	Food Science & Nutrition	T	3	3	30	70	100
Core Courses (Any Four)	UM04CBBH71	Front Office Management	T+P	3	3	30	70	100
	UM04CBBH72	Advanced Food & Beverage Production-I	T+P	3	3	30	70	100
	UM04CBBH73	Food & Beverage Services Management	T+P	3	3	30	70	100
	UM04CBBH74	Accommodation Management	T+P	3	3	30	70	100
Discipline Specific Elective (Any One)	UM04DBBH71	Financial Management	T	3	3	30	70	100
Skill Enhancement Elective Course (Any One)	UM04SBBH71	Leadership Skills Development	T	3	3	30	70	100
	UM04SBBH72	Cultural Heritage of India	T	3	3	30	70	100





BBA (HONS')(Hospitality Management)
(3 Years) (Hospitality Management) Semester (IV)

Course Code	UM04ABBH51	Title of the Course	E-Commerce
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	To learn the foundation and importance of E-commerce including various business models, E-Payment, and preparation of the website.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to E-Commerce 1. Definition: Communication Perspective, Business Process Perspective, Service Perspective, Commercial Perspective, Learning Perspective, Collaborative Perspective, and Community Perspective. 2. Framework of E-Commerce 3. Benefits & Limitations of E-Commerce 4. Classification of EC by nature of the transaction	25%
2.	E-Commerce Business Models 1. Introduction 2. Seven Unique Features of E-Commerce Ubiquity Global Reach Universal Standard Richness Interactivity Information Destiny Personalization/ Customisation 3. Eight Key Ingredients of a Business Model	25%
3.	E-Marketplace, E- Payments & CRM 1. Electronic Marketplaces and Market space Components 2. Types of E-Marketplaces 3. Electronic Payment Systems: Electronic Credit Card System(Players & Process) Debit Card Smart Card E-Check system	25%





4.	Launching a Successful On-Line Business 1. Classification of Websites 2. Building the website <ul style="list-style-type: none">• Process of Building the website• Evaluation of website 3. Website Hosting (options, domain name, and its process) 4. Content Creation, Delivery, and Management	25%
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Teaching-Learning Methodology	Theory lecture
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	to learn about e-commerce and e-business.
2.	to learn the basic electronic payment system.





Suggested References:

Sr. No.	References
1.	E-Commerce – Business, Technology, Society by Kenneth C Laudon, Carol Guercio Traver, Pearson Education
2.	Electronic Commerce: A Managerial Perspective (2006), 4th Edition by Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education
3.	Electronic Commerce: A Managerial Perspective by Efraim Turban, Jae Lee, David King, H Michael Chung, Pearson Education

On-line resources to be used if available as reference material

Online Resources

<https://www.economicdiscussion.net/business/e-commerce/31868>





BBA HONS' HOSPITALITY MANAGEMENT- 3Years
BBA Hospitality Management Semester- III

Course Code	UM04GBBH51	Title of the Course	Food Science And Nutrition
Total Credits of the Course	03	Hours per Week	

Course Objectives:	To learn the importance of Nutrients and hygiene for the healthy growth of human beings.
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Course Content		
Unit	Description	Weightage* (%)
1.	Food Science <ul style="list-style-type: none">• Definition and scope of food science• Classification of Nutrients and its characteristics• Importance of Nutrition and interrelationship with health	25%
2.	Food Processing <ul style="list-style-type: none">• Definition• Objectives• Types Of Treatment• Effect Of Factors Like Heat, Acid, Alkali On Food Constituents• Emulsions• Theory Of Emulsification• Types Of Emulsions• Emulsifying Agents• Role Of Emulsifying Agents In Food Emulsions	25%
3.	Basic Aspects <ul style="list-style-type: none">• Definition Of The Terms Health, Nutrition And Nutrients• Importance Of Food – (Physiological, Psychological And Social Function Of• Food) In Maintaining Good Health.• Classification Of Nutrients	25%





4.	Energy <ul style="list-style-type: none">• Definition Of Energy And Units Of Its Measurement (Kcal)• Energy Contribution From Macronutrients (Carbohydrates, Proteins And Fat)• Factors Affecting Energy Requirements• Concept Of BMR, SDA• Dietary Sources Of Energy• Concept Of Energy Balance And The Health Hazards Associated With• Underweight, Overweight	25%
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Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and training manual
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	to know about the nutritional aspect of food.
2.	to be familiar with food processing and their application in food and beverage production department.
3.	to know about the human requirement for energy and how to maintain it.
4.	to know importance of food Physiological, Psychological and social function of food.





Suggested References:

Sr. No.	References
1.	Food Science by Potter & Hotchkiss Published by CBS Publishers & Distributers Pvt Ltd
2.	Principles of Food Science by Borgstrom Published by Macmillon
3.	Food Chemistry by Fennima Published by CRC press

On-line resources to be used if available as reference material

On-line Resources

WWW.hmhub.me

WWW.hmhelp.in





BBA HONS' HOSPITALITY MANAGEMENT – 03Years
BBA Hospitality Management Semester - IV

Course Code	UM04CBBH51	Title of the Course	Front Office Management-I (T+P)
Total Credits of the Course	03	Hours per Week	

Course Objectives:	To acquire conceptual and practical knowledge of the Mail and message handling and to acquaint skills for the operations of front office department in a hotel, creating and maintaining guest's account and to learn about Front Office budget and night audit.
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Course Content		
Unit	Description	Weightage * (%)
1.	Handling of Mail and Message Definition : Mail <ul style="list-style-type: none">• Difference between Registered & Ordinary Mail• Category of Mail (Incoming and Outgoing)• Classification of Mail• Sorting of Mails• Allocation of Mails• Types of Registers for Mail Handling• Flow chart of Mail Handling Definition : Message <ul style="list-style-type: none">• Message slip and message handling procedure. (Self learning of national and International courier services and procedure).	25%
2.	Guest Account Cycle And System <ul style="list-style-type: none">• Definition of Guest Folio & Ledger• Opening Procedure of Guest Account• Types of Folio• Types of Guest Ledger• Introduction to Guest Account Cycle• Posting Procedure & Circumstances• Types of Vouchers and posting procedure• Manual & Automated System of Accounting• Maintenance of Guest Accounts• Monitoring Guest Account Balance• Floor Limit & House Limit• High Balance Report. (Self reading of various reports in front office operation).	25%





3.	Budgeting and Yield Management <ul style="list-style-type: none">• Types of budget & budget cycle• Making front office budget• Factors affecting budget planning• Capital & operations budget for front office• Refining budgets, budgetary control• Forecasting room revenue• Advantages & Disadvantages of budgeting• Yield Management and night audit• (Self study of control expenses in front office).	25%
4.	Front Operations in Aviation <ul style="list-style-type: none">• Structure of Front Office in Airlines• National and international airlines and code• Types of Air plane (Air lines)• National and International airport and code• Staffing in Airlines• Career in aviation• Challenges of front office in aviation industry• (Go through the online and access the Aviation and airlines industry.)	25%

PRACTICAL

Sr. No.	Description in details	Weightage
1.	Mail and message handling	25%
2.	Budget making and maintain guest account cycle	25%
3.	Gust interaction in Aviation industry.	25%
4.	Front office report and bill summary	25%

Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and case study.
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Evaluation Pattern

Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%





3.	University Examination	70%
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Course Outcomes: Having completed this course, the learner will be able

1.	To learn the process of handling incoming & outgoing mail.
2.	To learn about types of ledger, folio and voucher.
3.	To prepare the front office budget.
4.	To learn about cruise industry and cruise hospitality.

Suggested References:

Sr. No.	References
1.	Sudhir Andrews- Text Book of Front Office Management & Operation, Publisher McGraw Education
2.	S. K Bhatnagar- Front office management, Publisher Frank Bros
3.	Shailendra Sengar- Aviation and Hospitality hardcover- Anmol Publisher

On-line resources to be used if available as reference material

On-line Resources

www.ihmnotessite.net

www.ihmnotes.blogspot.com

<https://www.revfine.com/airline-industry/>





BBA (HONS')(Hospitality Management) 3Years
BBA Hospitality Management Semester- IV

Course Code	UM04CBBH52	Title of the Course	Advance Food & Beverage Production-i (T+P)
Total Credits of the Course	03	Hours per Week	

Course Objectives:	To learn the technique of advance skills in food production particularly in Larder Section and cold kitchen and the food and wine Harmony.
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Course Content		
Unit	Description	Weightage* (%)
1.	Larder or Cold Kitchen <ul style="list-style-type: none">• Introduction• Larder Work• Section and Functions• Layout of the Larder Kitchen• Sections of the Garde Manger• Larder Equipments• Knives and Shears• Hierarchy of Larder Staff• Duties and Responsibilities of Larder Staff	25%
2.	Charcuterie <ul style="list-style-type: none">• Introduction• Sausage• Gallontines, Ballontines and Dodines• Ham Bacon And Gammon• Pates and terrines• Truffle• Aspic/ Gelee	25%





3.	<p>Sandwiches</p> <ul style="list-style-type: none"> • Introduction • Parts of Sandwich • Types of Sandwich • Making Sandwich • Storing Sandwich • Modern Approach to Sandwiches in Hotels <p>Uses of Herbs and Wines in Cooking</p> <ul style="list-style-type: none"> • Introduction • Herbs • Popular Herbs Used in Cooking • Wines used in Cooking 	25%
4.	<p>Appetizers and Garnishes</p> <ul style="list-style-type: none"> • Classification of Appetizers • Garnishing Hors D'oeuvres • Modern Plated Appetizers <p>International Cuisines (Special Ingredients, Equipments and the Popular Dishes in Each Area/cuisines)</p>	25%

Practical:-

Demonstration practical and simple application by students

To formulate menus from the respective regions:	
Italian cuisine Continental cuisine Mediterranean cuisine Scandinavian cuisine	Note: 1 or 2 set up of most popular menu in Hotels can be formulated by the concerned faculty, Apart from the given Cuisine.

Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and training manual
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able to	
1.	To know about Larder department and its operation.
2.	To be familiar with charcuterie and other cold meat processing's.
3.	To find out the importance of different types of Herbs and Wines used in F&B Production department.

Suggested References:	
Sr. No.	References
1.	Modern Cookery for Teaching and the Trade – Thangam E.Philip Published by Mumbai, Orient Longman
2.	The Theory of Cookery – K.Arora, Published by Frank Bros. & Co.
3.	A Professional Text to Bakery and Confectionary Published by John Kingslee, New Age International Publishers
4.	International Cuisine & Food Production Management – Parvinder S. Bali Published By Oxford Publications

On-line resources to be used if available as reference material
On-line Resources
WWW.hmhub.me
WWW.hmhhelp.in





BBA HONS' HOSPITALITY MANAGEMENT- 3Years
BBA Hospitality Management Semester- IV

Course Code	UM04CBBH53	Title of the Course	Food And Beverage Service Management
Total Credits of the Course	03	Hours per Week	

Course Objectives:	To obtain comprehensive knowledge of the various alcoholic beverage used in the Hospitality Industry and their history, manufacturing and classification.
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Course Content		
Unit	Description	Weightage* (%)
1.	Wine <ul style="list-style-type: none">• Definition• Vine species-factors affecting quality, grape varieties• Types of wine• Fermentation & wine production(white, red, rose)• Different methods for production of Sparkling wine, Terroir• Wine terminology• Wine producing countries(France, Italy, Spain, Portugal, Germany)	25%
2.	Spirits <ul style="list-style-type: none">• Definition of Distillation• Methods of manufacturing of Spirits 1) Pot still 2) Patent still Rum, Gin, Vodka, Whisky, Brandy, Tequila (production, brands, service)	25%
3.	Beer <ul style="list-style-type: none">• Introduction• Ingredients used• Production• Types and Brands – Indian and International• Other fermented and brewed beverages – Sake, Cider, Perry	25%
4.	Types of Bitters and Aperitifs <ul style="list-style-type: none">• Introduction to Liqueurs :	25%





	<ul style="list-style-type: none"> • Manufacturing methods, • Brands of liqueurs with Base Spirit, flavor and country <p>Cocktails and Mocktail</p> <ul style="list-style-type: none"> • Introduction, Methods of Mixing cocktails • Rules of mixing cocktails • Classic Cocktails- Recipes, innovative cocktails & mocktails (at least 5 from each base) • Cocktail Bar Equipment, garnishes 	

Practical:

Unit	Description in Details
I.	Service of Special Hors D Oeuvre: Caviar, Snail, Oyster, Asparagus, Pate, Smoked salmon etc (minimum 8 food items)
II.	Practice of lay-out of Breakfast Cover English Breakfast & Continental Breakfast
III.	Service Alcoholic beverage Spirits, Aperitifs and bitters and liqueurs
IV.	Service of Wines Basic Service of White, Red, Sparkling wines

Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and training manual
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%





Course Outcomes: Having completed this course, the learner will be able

- | | |
|----|---|
| 1. | to know about the different types of alcoholic beverages and their production method. |
| 2. | to be familiar with the service methodology associate with the particular alcoholic beverage. |
| 3. | to know about various types of cocktails and mock tails. |

Suggested References:

Sr. No.	References
1.	Dennis Lillicrap Food and Beverage Service Published by Hodder Education
2.	S N Bagchi Textbook of Food and Beverage Service Published by Aman Publications
3.	Food And Beverage Service – R.Singaravelavan Published by Oxford Publications

On-line resources to be used if available as reference material

On-line Resources

WWW.hmhub.me

WWW.hmhelp.in





BBA HONS' HOSPITALITY MANAGEMENT- 3Years
BBA Hospitality Management Semester- IV

Course Code	UM04CBBH54	Title of the Course	Accommodation Management (T+P)
Total Credits of the Course	03	Hours per Week	

Course Objectives:	To understand about staffing pattern, types of shift and employee welfare, Housekeeping budget, fire fighting equipments and indoor - outdoor plants.
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Course Content		
Unit	Description	Weightage* (%)
1.	Managing housekeeping personnel <ul style="list-style-type: none">• Documents for personal management• Determining staff strength• Time and motion studies• Employee welfare and discipline• Housekeeping Staffing Pattern• Different types of shift• Staffing Matrix• Criteria for work load (Self study of National and international Flowers).	25%
2.	Budgeting for housekeeping expenses <ul style="list-style-type: none">• Types of budget• Housekeeping expenses• Budget planning process• Income statement of room division Controlling Expenses <ul style="list-style-type: none">• Controlling operating expenses• Cost control in specific area• Linen room's cost control• Principles of purchasing• Stages of purchasing, Types of purchasing (Self learning- SOP's of laundry operation)	25%
3.	Safety Measures in a luxury hotel <ul style="list-style-type: none">• Definition, Fire triangular, Types of Fire• Fire prevention and fire fighting equipments• Staff Training for controlling fire Pest Control <ul style="list-style-type: none">• Pest control• Common pest and their control• Integrated pest management• Waste disposal (Self learning- Soft furnishing and upholstery)	25%





4.	Managing Landscaping of a luxury hotel <ul style="list-style-type: none">• Indoor and outdoor plants• Gardening• Bonsai (Self study of International bonsai)	25%
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PRACTICAL		
Sr. No.	Description in details	Weightage
1.	Making the chart of types of shifts.	25%
2.	Use gardening equipments and manage gardening.	25%
3.	Use types of fire fighting equipments.	25%
4.	Metal polish	25%

Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning and training manual
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	to know about Staffing and staff welfare in hotels.
2.	to be able to know about Housekeeping budget and cost controlling.
3.	to learn about types of fire and controlling various types of fire in hotel.
4.	to know about various type of indoor, outdoor and bonsai for hotel.





Suggested References:

Sr. No.	References
1.	G. Raghubalan and Smritee Raghubalan- Hotel Housekeeping, Publisher Oxford university press
2.	Sudhir Andrews- Housekeeping A Training Manual, publisher McGraw Hill Education
3.	Aleta Nitschke and William D. Frye- Managing Housekeeping Operation, Publisher Educational Inst of the Amer hotel

On-line resources to be used if available as reference material

On-line Resources

WWW.hmhub.me

WWW.hmhelp.in





BBA (HONS') (Hospitality Management)
(3 Years) (Hospitality Management) Semester (IV)
(Under Choice Based Credit System Based on UGC Guidelines)

Course Code	UM04DBBH51	Title of the Course	Financial Management
Total Credits of the Course	3	Hours per Week	3

Course Objectives:	To obtain a basic knowledge of Financial Management concepts and to be able to analyze the investment proposals to take investment decisions.
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Course Content		
Unit	Description	Weightage* (%)
1.	Introduction to financial management <ul style="list-style-type: none">• Meaning, Scope, and Importance of financial management• Objectives/Goals of Financial Management.• Finance functions and its classification (Managerial and Routine functions)• Role of financial manager	25%
2.	Financial Planning: (Theory only) <ul style="list-style-type: none">• Meaning, Factors affecting financial planning, limitations of financial planning.• Capitalization: Meaning & Types of Capitalization.• Under Capitalization- Meaning, causes, effects, and remedies• Over Capitalization- Meaning, causes, effects, and remedies	25%
3.	Sources of Finance and Stock Exchange: (Theory only) <ul style="list-style-type: none">• Sources of Long-term finance: Equity, Preference, Debentures, Public Deposits (Meaning & features) Stock Exchange: <ul style="list-style-type: none">• Meaning, Importance of Stock Exchanges• Functions Of SEBI• An Overview of Bombay Stock Exchange (BSE) And National Stock Exchange (NSE)	25%





4.	<p>Long term Investment Decision (Capital Budgeting): (50% Theory & 50% Examples)</p> <ul style="list-style-type: none"> • Basics of Capital Budgeting: Meaning, Features, Significance, Types, and factors affecting capital budgeting; • Examples based on: Pay Back Period, Accounting Rate of Return, Net Present Value, Profitability Index, and Internal Rate of Return. <p>NOTES:</p> <ol style="list-style-type: none"> 1) Examples should be based only on SLM methods of depreciation. 2) Replacement decisions are excluded. 	25%
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Teaching-Learning Methodology	Theory lecture
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	to learn about financial management, sources of finance, and its planning





Suggested References:

Sr. No.	References
1.	Financial Management: Text & Cases By: I. M. Pandey
2.	Financial Management: Theory & Practice By: M. Y. Khan & P. K. Jain
3.	Financial Management:By: P. V. Kulkarni & S. P. Jain

On-line resources to be used if available as reference material

Online Resources

<https://www.economicdiscussion.net/financial-management/introduction-to-financial-management/33281>

https://www.zigya.com/study/book?class=12&board=cbse&subject=Business+Studies&book=Business+Studies+II&chapter=Financial+Management&q_type=&q_topic=Financial+Decisions+&q_category=&question_id=BSEN12111755





BBA (HONS') (Hospitality Management)
(3 Years) (Hospitality Management) Semester (IV)
(Under Choice Based Credit System Based on UGC Guidelines)

Course Code	UM04SBBH51	Title of the Course	Leadership Skills Development
Total Credits of the Course	3	Hours per Week	3
Course Objectives:	To be acquainted with the glimpses of Skills required in a Leader in the hospitality industries.		

Course Content		
Unit	Description	Weightage* (%)
1.	Basic Approaches to Leadership <ul style="list-style-type: none">• What is Leadership?• Leadership Differs from Management• The Role & Activities of Leadership Activities of Successful and Effective Leaders: The Real Managers Study <ul style="list-style-type: none">⇒ What do Managers do?⇒ What do Successful Managers do?⇒ What do Effective Managers do? Functions of Leadership Leadership Style <ul style="list-style-type: none">1. Autocratic or Authoritative Style 2. Democratic or Participative Style 3. Laissez Faire or Free – Rein Style⇒ What makes Leadership Effective?	25%
2.	Leadership Theories (A) Traditional Theories (A Brief Overview) <ul style="list-style-type: none">1. Trait Theory2. Behavioral Theories3. Fiedler's Contingency Model4. Path – Goal Leadership Theory5. The Managerial Grid (B) Modern Theories <ul style="list-style-type: none">1. Charismatic Leadership2. Transactional and Transformational Leadership 3. Substitutes for Leadership	25%
3.	Power and Politics <ul style="list-style-type: none">• Meaning Power• Distinction between Power & Authority • Bases or Sources of Power• Acquisition of Power• Symbols of Power and Powerlessness	25%





	<ul style="list-style-type: none">• Organizational Politics• Reasons for Organizational Politics• Managing Organizational Politics	
4.	Developing Leadership Skills <ul style="list-style-type: none">• What Skills do Leaders Need?• Leadership Training Programs• Designing Effective Training• Special Techniques of Leadership Training: Behavior Role Model, Case Discussion and Business Games & Simulation.	25%

Teaching-Learning Methodology	Theory lecture
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	to learn about leadership skills.
2.	to learn how to develop skills with training.
3.	to know about power and politics about organisation





Suggested References:

Sr. No.	References
1.	Organizational Behaviour: S. S. Khanka.S.Chand
2.	Organizational Behaviour: Fred Luthans, Mc Graow-Hill International Edition (Twelfth Edition)
3.	Leadership in Organizations: Gray Yukl, Pearson Education (Sixth Edition)

On-line resources to be used if available as reference material

On-line Resources

<https://searchcio.techtarget.com/definition/leadership-skills?amp=1>

<https://hbr.org/amp/1970/05/power-and-politics-in-organizational-life>





BBA HONS' HOSPITALITY MANAGEMENT- 3Years
BBA Hospitality Management Semester- IV

Course Code	UM04SBBH52	Title of the Course	Cultural Heritage of India
Total Credits of the Course	03	Hours per Week	

Course Objectives:	To acquire conceptual and practical knowledge of the Cultural Heritage of India and to build a career in Hospitality Tourism Industry.
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Course Content		
Unit	Description	Weightage* (%)
1.	Indian Culture- An Introduction <ul style="list-style-type: none">• Significance of Geography on Indian Culture.• Society in India through ages- Ancient period- varna and jati, Contemporary period; caste system and communalism.• Religion and Philosophy in India: Ancient Period: Pre-Vedic and Vedic Religion, Buddhism and Jainism, Indian philosophy. (Self study of changes in Indian traditional culture).	25%
2.	Indian Architecture and Cultural Heritage <ul style="list-style-type: none">• Indian Art & Architecture: Gandhara School and Mathura School of Art; Indian Temples - Nagara - Dravida - Vesara Styles.• Hindu Temple Architecture, Buddhist Architecture, Medieval Architecture and Colonial Architecture. (Self study on western culture)	25%
3.	Architecture and Paintings <ul style="list-style-type: none">• Indo - Islamic Architecture - Moghul Architecture.• Indus Valley Architecture.• Indian Painting Tradition: ancient, medieval, modern indian painting and odishan painting tradition. (Self study on Lost painting arts.)	25%
4.	Indian Music & Dance <ul style="list-style-type: none">• Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic• Dances of India: Various Dance forms: Classical and Regional. (Self study of India's dance school).	25%





Teaching-Learning Methodology	Lecture, Practical learning, project and assignment, E- learning.
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Evaluation Pattern		
Sr. No.	Details of the Evaluation	Weightage
1.	Internal Written / Practical Examination (As per CBCS R.6.8.3)	15%
2.	Internal Continuous Assessment in the form of Practical, Viva-voce, Quizzes, Seminars, Assignments, Attendance (As per CBCS R.6.8.3)	15%
3.	University Examination	70%

Course Outcomes: Having completed this course, the learner will be able	
1.	to know about Indian civilization.
2.	to know about various form of architecture school.
3.	to learn about types of Mughal painting.
4.	to know about various form of Indian dance and music.

Suggested References:	
Sr. No.	References
1.	Chakravarti, Ranabir: Merchants, Merchandise & Merchantmen, in: Prakash, Om (ed.): The Trading World of the Indian Ocean, 1500-1800 (History of Science, Philosophy and Culture 361 in Indian Civilization, ed. by D.P. Chattopadhyaya, vol. III, 7), Pearson, Delhi, 2012, pp. 53-116.
2.	Chaudhuri, Kirti N.: Trade and Civilization in the Indian Ocean, CUP, Cambridge, 1985.
3.	Malekandathil, Pius: Maritime India: Trade, Religion and Polity in the Indian Ocean, Primus Books, Delhi, 2010.





On-line resources to be used if available as reference material

On-line Resources

<https://www.worldhistory.org/article/1152/caste-system-in-ancient-india/>

<http://ccrtindia.gov.in/indoislamicarchitecture.php>

