



SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

NAAC 'A' Grade (10-01-2023 To 09-01-2028)

NEP-2020 aligned Curriculum with effect from Academic Year 2026-27

Bachelor of Business Administration in Hospitality Management (BBA-HM)

Semester – VIII

Course Code	UM08HMA BBH01	Title of the Course	Hospitality Marketing and Brand Management
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	1. To develop strategic marketing competencies specific to the hospitality industry.
	2. To enable students to develop and manage a hospitality brand using contemporary branding frameworks.
	3. To understand the application of digital and social media platforms for hospitality marketing.
	4. To formulate marketing strategies and evaluate their effectiveness using quantitative and qualitative measures.
	5. To understand customer relationship management and loyalty strategies in hospitality.

Course Content		
Unit	Description	Weightage* (%)
1.	Foundations of Hospitality Marketing – Nature and scope of hospitality marketing – The hospitality marketing mix: 7Ps (Product, Price, Place, Promotion, People, Process, Physical Evidence) – Consumer behaviour in hospitality: motivation, perception, and buying process – Market Segmentation, Targeting and Positioning (STP) framework – Competitive analysis and SWOT in hospitality context – Marketing research methods for hotels and restaurants	25%
2.	Brand Management in Hospitality – Brand identity, brand image, and brand equity concepts – Hotel branding: global chains vs. boutique and independent brands – Brand standards and consistency across multiple properties – Brand extensions and co-branding strategies – Rebranding and repositioning: case studies from the hospitality industry – Storytelling and emotional branding in hospitality	25%

3.	Digital & Social Media Marketing – Digital marketing channels: SEO, SEM, email marketing, content marketing – Social media strategies: Instagram, Facebook, YouTube, and emerging platforms – Online Travel Agents (OTAs) and metasearch engines: Booking.com, Expedia, TripAdvisor – Online reputation management: monitoring, responding to reviews – Influencer marketing and user-generated content (UGC) – Analytics tools: Google Analytics, hotel CRM dashboards, RevPAR metrics	25%
4.	Sales Strategy & Revenue Marketing – Revenue management as a strategic marketing tool – Sales channels: direct booking, corporate accounts, MICE, travel agents – Loyalty programmes and Customer Relationship Management (CRM) strategy – Event marketing and MICE (Meetings, Incentives, Conferences, Events) promotion – Marketing budget planning, campaign management, and ROI measurement – Emerging trends: AI-driven personalisation, experiential marketing, metaverse hospitality	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 to –	1. Apply marketing principles and the hospitality marketing mix to real-world hospitality scenarios.
	2. Develop and manage a hospitality brand using contemporary branding frameworks.
	3. Effectively use digital and social media platforms for hospitality marketing campaigns.
	4. Formulate marketing strategies and evaluate their effectiveness for hospitality businesses.

Suggested References:	
Sr. No.	References
1.	Marketing for Hospitality and Tourism – Philip Kotler, John Bowen & James Makens
2.	Hotel Marketing – Andrew Lockwood & Peter Jones
3.	Brand Management – Kevin Lane Keller
4.	Digital Marketing for Hospitality – Dr. Vijay Bhat
5.	Revenue Management – Sheryl Kimes

On-line resources to be used if available as reference material
www.hmhelp.in
www.hmhub.me
www.hospitalitynet.org
SlideShare.net



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Bachelor of Business Administration in Hospitality Management (BBA-HM)

Semester – VIII

Course Code	UM08HMA BBH02	Title of the Course	Tourism Products, Design and Development
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	1. To develop students' ability to conceptualize, design, package, and manage tourism products.
	2. To understand the components, classification, and life cycle of tourism products.
	3. To evaluate tourism destination development frameworks and the role of stakeholders.
	4. To design tour packages for diverse market segments with appropriate pricing strategies.
	5. To assess sustainability considerations and emerging trends in tourism product design.

Course Content		
Unit	Description	Weightage* (%)
1.	Tourism Product Concepts – Definition and components of tourism products: attractions, accessibility, amenities, activities – Classification of tourism products: natural, cultural, built, event-based – Product life cycle in tourism (Butler's TALC model) – Tangible vs. intangible elements of tourism products – Tourist typologies and their product preferences – Role of UNWTO, Ministry of Tourism (India), and State Tourism Boards	25%
2.	Product Design & Packaging – Principles of tourism product design and customer experience – Package tour components: transportation, accommodation, meals, activities, guides – Itinerary planning: principles, tools, and best practices – Fixed departure tours vs. tailor-made / FIT packages – Pricing strategies for tour packages: cost-plus, competition-based, value-based – Tour operating process: contracting, costing, vouchers, documentation	25%

3.	Destination Development – Destination concept and lifecycle: Butler's TALC model in practice – Destination Management Organizations (DMOs): functions, structure, examples – Infrastructure development for tourism: roads, airports, accommodation, signage – Heritage tourism: UNESCO World Heritage Sites and cultural preservation – Ecotourism and responsible tourism destination planning – Tourism Master Plans: national and state-level examples from India	25%
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4.	Niche & Emerging Tourism Products – Medical, wellness, and spa tourism: global and Indian context – Adventure and sports tourism products: trekking, water sports, mountain biking – MICE (Meetings, Incentives, Conferences, Events) tourism planning – Culinary tourism and agri-tourism products – Dark tourism, film tourism, and literary tourism – Digital tourism products: virtual tours, AR/VR experiences, metaverse travel	25%
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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 to –	1. Understand the components, classification, and life cycle of tourism products.
	2. Design and package tourism products suitable for diverse market segments.
	3. Evaluate destination development frameworks, DMO functions, and stakeholder roles.
	4. Assess sustainability considerations and identify emerging trends in niche tourism.

Suggested References:	
Sr. No.	References
1.	Tourism: Principles, Practices, Philosophies – Goeldner & Ritchie
2.	Package Tour Operations – Arjun Singh
3.	Destination Management – Kester Cosslett
4.	Adventure Tourism Management – Ralf Buckley
5.	Tourism Policy and Planning – David Edgell

On-line resources to be used if available as reference material
www.unwto.org
www.incredibleindia.org
www.hmhub.me
SlideShare.net



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Bachelor of Business Administration in Hospitality Management (BBA-HM)

Semester - VIII

Course Code	UM08HMA BBH03	Title of the Course	Entrepreneurship in Hospitality
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	1. To cultivate an entrepreneurial mindset among students in the hospitality sector.
	2. To equip students with knowledge, tools, and frameworks to conceptualize and plan hospitality ventures.
	3. To enable students to develop a comprehensive business plan for a hospitality enterprise.
	4. To evaluate financing options, funding sources, and financial planning for hospitality startups.
	5. To analyze legal requirements, risk management, and sustainability of hospitality enterprises.

Course Content		
Unit	Description	Weightage* (%)
1.	Entrepreneurship Fundamentals – Concept of entrepreneurship: definition, characteristics, and types – Intrapreneurship and innovation within hospitality organizations – Entrepreneurial opportunities in hospitality: cafes, homestays, food trucks, boutique resorts – Creativity and ideation tools: Design Thinking, SCAMPER, Blue Ocean Strategy – Entrepreneurial ecosystem in India: MSME, DPIIT, Startup India programme – Success stories: Indian hospitality entrepreneurs and their journeys	25%
2.	Business Plan Development – Components of a business plan: executive summary, market analysis, operations plan – Market research methods: primary (surveys, interviews) and secondary (reports, data) – Competitive analysis and unique value proposition – Operational planning: location, layout, staffing structure, and SOPs – Marketing and sales strategy for new hospitality ventures – Business plan presentation and pitching techniques	25%
3.	Financial Planning & Funding – Project cost estimation: capital expenditure and operational expenditure – Break-even analysis and five-year financial projections – Sources of funding: bank loans, angel investors, venture capital, crowdfunding – Government schemes: MUDRA Loan, SIDBI, Tourism Finance Corporation of India (TFCI) – Working capital management for hospitality startups – Financial risk assessment and contingency planning	25%

4.	Legal, Risk & Sustainability – Legal structures for hospitality businesses: sole proprietorship, partnership, LLP, Pvt. Ltd. – Licenses and permits: FSSAI, Fire NOC, Municipal License, GSTIN, Shop Act – Intellectual property in hospitality: trademarks, patents, trade secrets – Risk identification, assessment, and mitigation strategies – Sustainable and responsible business practices in hospitality – Exit strategies: merger, acquisition, franchising, and IPO	25%
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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 to	1. Understand the entrepreneurial ecosystem and identify viable hospitality business opportunities.
	2. Develop a comprehensive and investor-ready business plan for a hospitality venture.
	3. Evaluate various financing options and prepare financial projections for a startup.
	4. Analyze legal requirements, risk mitigation, and sustainability for hospitality enterprises.

Suggested References:	
Sr. No.	References
1.	Entrepreneurship: New Venture Creation – Robert D. Hisrich
2.	Hospitality Business Development – Ahmed Hassanien & Crispin Dale
3.	The Lean Startup – Eric Ries
4.	Business Model Generation – Alexander Osterwalder & Yves Pigneur
5.	Startup India Action Plan – DPIIT, Government of India

On-line resources to be used if available as reference material
www.startupindia.gov.in
www.msme.gov.in
www.hmhub.me
SlideShare.net



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Semester - VIII

Course Code	UM08HMIBBH01	Title of the Course	Aviation Management
Total Credits of the Course	4	Hours per Week	4

Course Objectives:	1. The objective of this course is to familiarise students with the basic concept of Aviation Management.
	2. The main objective of the programme is to standardise the knowledge of personnel who oversee airport terminals, to maintain the safety and proper functioning of the airports in accordance with international standards.
	3. To develop an understanding of in-flight and airport hospitality service delivery.
	4. To analyse trends, challenges, and career opportunities in aviation management.

Course Content

Unit	Description	Weightage* (%)
1.	Introduction to the Airline Industry – Introduction of Airline Industry: history, scope, and significance – Aviation terminology and IATA codes – Organizational Structure: Airport Authority hierarchy – Types of Airline Personnel and their roles – Duties and Responsibilities of Operations Executives – Grooming standards and work etiquettes in aviation	25%
2.	Aircraft & Airport Emergency Procedures – Types of Aircraft and Parts of Aircraft – Emergency Procedures in Airport: Fully Emergency, Hi-Jack, Bomb Threat, Aircraft Accident – Airport security safety measures and CISF/BCAS/State Police roles – Handling of Terminal Building Emergencies – Role of Customs, Customs Act, and Immigration procedures – Emergency communication and passenger handling during crises	25%
3.	Airside Operations & Definitions – Airside Definition: Runway, Taxiway, Threshold, Aerodrome Beacon, Apron – Movement area, Manoeuvring area, Clearway, Stopway – Instrument Runway, Non-Instrument Runway, Runway End Safety Area, Touchdown Zone – Key Abbreviations: FOD, ACN, PCN, TORA, TODA, LDA, ASDA, RESA, RVR, NDB, VOR, ILS, NOTAM – Ground handling operations: check-in, baggage, boarding, ramp services – Airport revenue streams: aeronautical and non-aeronautical revenue	25%

4.	Safety Management & Airport Operations – Safety Management Systems (SMS): identify hazards, analyse risk, risk assessment, treat risk – Cargo Area and its operations; Back Area and its operations – Terminal Building inspection procedures and maintenance schedules – Procedures for: plane delay, emergency landing, technical fault, hijack, airport announcement – Potential hazards on the apron: vehicles, pedestrians, weather, dangerous goods, FOD, fuel spillages – Sustainable aviation: SAF, carbon offset programmes, digitisation and future trends	25%
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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 to –	1. Understand the global aviation industry structure, regulatory framework, and major stakeholders.
	2. Describe airport and airline operations and safety procedures in detail.
	3. Apply hospitality principles to in-flight service, lounge management, and airport guest experience.
	4. Analyse revenue management, sustainability challenges, and career opportunities in aviation.

Suggested References:	
Sr. No.	References
1.	Aviation Management – Dawna Rhoades
2.	Airline Operations and Management – Gerald N. Cook
3.	Airport Operations – Norman Ashford, Paul Stanton & Clifton Moore
4.	The Airline Business – Rigas Doganis
5.	Introduction to Air Transport Economics – Bijan Vasigh

On-line resources to be used if available as reference material
SlideShare.net
Hotelmanagementnotes.blogspot
Hmhub.me
www.dgca.gov.in



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Semester - VIII

Course Code	UM08HSEBBH01	Title of the Course	On-the-Job Training (OJT)
Total Credits of the Course	6	Hours per Week	—

Course Objectives:	To provide students with continued practical, industry-based experience in real hospitality establishments, consolidating and advancing the skills developed throughout the programme in preparation for professional employment.
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OJT Guidelines & Training Structure

1. Students shall undertake On-the-Job Training (OJT) in an approved hotel, resort, restaurant, airline, cruise line, or allied hospitality establishment for the duration specified by the University.
2. The OJT shall carry 6 credits and is evaluated on the basis of: Employer/Establishment Assessment (40%), OJT Report / Log Book (40%), and Viva Voce / Presentation (20%).
3. Students must submit a final consolidated OJT report reflecting on learning across Semester VII and Semester VIII training experiences, including a comparative analysis of departments worked in.
4. The training supervisor in the establishment shall certify the student's attendance, performance, and professional conduct throughout the training period.
5. Students are encouraged to take up supervisory or management trainee roles as per their competency level at this stage of the programme.
6. Assessment criteria include: leadership quality, problem-solving ability, technical competence, communication skills, professional attitude, and overall industry readiness.

Evaluation Pattern

Sr. No.	Details of the Evaluation	Weightage
1.	Employer / Establishment Assessment	40%
2.	OJT Report / Log Book	40%
3.	Viva Voce / Presentation	20%
