

SARDAR PATEL UNIVERSITY
Programme: BBA (Hospitality Management)
Semester: VII
Syllabus with effect from: June-2013 (Batch 2010)

Theory (Credit-2)

Paper Code: UM07EBBH03	Total Credit: 4
Title Of Paper: Accommodation Management - I	

Unit	Description in detail	Weightage (%)
I	<p>Interior Decoration Introduction: Definition, Concept, Importance Principles of design Element of design Planning of Guest Room Size of guest room as per classification of norms Layout of guest room to the scale Furniture size and arrangement Bathroom fixtures and amenities Planning of service area</p>	25%
II	<p>Refurnishing and redecoration Importance of definition Factors Snagging list Textile Yarn manufacturing Textural process Characteristics and uses of various fabrics Selection of fabrics</p>	25%
III	<p>Planning of a lobby and front desk Layout of Front desk, Back office, Equipment Lobby atrium and other types Designing of brochures and tariff card Pertaining to Size, Colour, Content, Cost Meeting Incentives Convention Exposition (MICE) Concept Importance of MICE Planning of MICE</p>	25%
IV	<p>Training Method Importance of training Trainee and trainer Sales and marketing Organizational chart Roles of sales and marketing department Coordination with front office Making of sales marketing and advertising plan</p>	25%



Practical (Credit-2)

	Description in detail	
1	Study the layout and models preparation (S,D,H/CR)	
2	Planning and designing of a lobby (A)	
3	Assignment on floor furnishing, wall covering, curtains (samples to be collected)	
4	Designing a brochure for A heritage hotel Business hotel Resort	
5	Collect five different examples of hotel advertisement	
6	Comparative study of any two MICE destination	
7	Workout a model marketing plan for five star hotel	

Evaluation: The journals will be evaluated by the concerned teacher.

Basic Text & Reference Books:-

- Georgina Tucker, Schneider, Mary Scoviet – Professional Housekeeper
- Matt A. Casado – Professional management of housekeeping operation
- Linsley Deneaur, Marcel Escoffer – Front office management and operation
- Gary Vallen, Jereme Vallen – Check in Cherk out
- Michael Kasavana, Richard M. Brook – Managing front office operation

