

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Hospitality Management) (3 Years)
Semester: V
Syllabus with Effect from: June 2017

Paper Code: UM05CBBH07	Total Credit:3
Title Of Paper: EVENT MANAGEMENT	

Unit	Description in Detail	Weightage (%)
1	Introduction to Event Management & Concept & Design <ul style="list-style-type: none"> • Size of Events • Types of Events • Developing the concept • Analyzing the Concept • Designing the Event 	25%
2	Feasibility & Event Marketing <ul style="list-style-type: none"> • Keys to Success • Nature of Event Marketing • Process of Event Marketing • The Marketing Mix • Sponsorship 	25%
3	Promotion <ul style="list-style-type: none"> • Image / Branding • Advertising • Publicity • Public Relation 	25%
4	Staging & Event Proposal <ul style="list-style-type: none"> • Choosing the Event Site • Developing the Theme • Conducting Rehearsals • Providing Services 	25%

Reference Books:

1. Event Management : Lynn Van Der Wagen & Brenda R Carlos,Pearson Education
2. Event Management and Event Tourism: Getz D.,Cognizant Communication Corporation
3. Best Practices in Modern Event Management,Goldblatt,John Wiley and Sons

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Paper Code: UM05CBBH08	Total Credit:3
Title Of Paper: Hotel Law	

Unit	Description in Detail	Weightage (%)
1	Business Laws Applicable in Hospitality Industry <ul style="list-style-type: none"> • Introduction to Indian hospitality industry and its essential characteristics • Challenges for general manager in 21 century. • Importance of studying hotel law, its definition & classification. • Definition of contract and types of contract. • Hotel insurance, legal principles of insurance, Insurance coverage commonly availed by hotels • Consumer protection act 1986 	25%
2	Food And Liquor Laws <ul style="list-style-type: none"> • Prevention of food Adulteration Rules 1954 • Food Safety & Standards Act 2006 • Liquor licensing, on-site/on premises, off-site/off premises, on premises/off site license. • Mandatory compliances of a liquor license, alcohol content in various beverages. • Salient features of the dram Shop Act 1872 • Law on Sale of Cigarettes and Tobacco. 	25%
3	Central & State Laws Related To Operations <ul style="list-style-type: none"> • Hotel Licenses and regulations, role of district administration • Concessions given by central and state government to hospitality industry during project stage • Documents required for securing building permission. • Licenses required to operate a hotel • Licenses required for food and beverage operations, finance & personal department 	25%
4	Public Health And Safety And Labour Laws <ul style="list-style-type: none"> • Labour laws: Definition, Scope, Categorization of labour laws. • Working conditions and welfare measures. • Classification of employees, law defining relationship between employers and trade unions, discharge of employees. • Laws related to equality and empowerment of women. • Swimming Pool , Smoke-Free Environments Act 1990 • Cyber Law 	25%

Reference Books:

1. Introduction to Law – N D Kapoor
2. Commercial Law – N D Kapoor
3. Reserve Bank of India Guidelines
4. Ethical, Legal and Regulatory aspect of Tourism Business. By Satyendra Singh Malik: Indian Tourism Act 1992, (Govt. of India)

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Paper Code: UM05CBBH09	Total Credits: 6
Title of Paper: ADVANCE FOOD & BEVERAGE PRODUCTION - II	

Unit	Description in Detail	Weightage (%)
1	Western Plated Food <ul style="list-style-type: none"> • Introduction • The Concepts of Plate Presentations Merging of Flavours, Shapes, and Textures on the Plate. • Emerging trends in the Food Presentation 	25 %
2	Concepts of Health Food <ul style="list-style-type: none"> • Introduction • Types of Nutrients • Balanced Diet and Nutritional Analysis • Principles of Healthy Cooking 	25 %
3	Production Management <ul style="list-style-type: none"> • Introduction • Kitchen Organization • Allocation of Work-Job Description, Duty Rosters • Production Planning and Scheduling • Production Quality and Quantity Control • Forecasting and Budgeting • Yield Management 	25 %
4	Research and Product Development <ul style="list-style-type: none"> • Introduction • Testing New Equipments • Developing New Recipes • Food Trials • Evaluating a recipe 	25 %

References:-

1. Modern Cookery for Teaching and the Trade – Thangam E. Philip (Mumbai, Orient Longman)
2. The Theory of Cookery – K. Arora, Frank Bros. & Co.
3. A Professional Text to Bakery and Confectionary by John Kingslee, New Age International Publishers
4. Easy Cooking Baking, Star Fire books London.
5. Chef's Manual of Kitchen Management – John Fuller
6. Le Repertoire De La Cuisine – L. Saulnier
7. Classical Recipes of the World – Henry Smith

PRACTICAL

Demonstration practical & simple application by students

To formulate menus from the respective regions:	
Mexican cuisine Chinese cuisine Japanese cuisine Thai cuisine	Note: 1 or 2 set up of most popular menu in Hotels can be formulated by the concerned faculty apart from the given Cuisines.

Laboratory:

Calculation of nutritional information and costing of the recipes and same would be recorded in the prescribed format in the journals

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

PROJECT : Credit - 3

Project work on developing Restaurant Business

- Designing an outlet
- Utilizing the space for an outlet
- Set up of kitchen and dining area
- Equipment
- Menu planning
- Understanding the concept of franchise

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Paper Code: UM05CBBH10		Total Credits: 6
Title of Paper: PATISSERIE		
Unit	Description in Detail	Weightage (%)
I	Basic Commodities Used in Bakery and pastry Introduction Flour Structure of wheat grain Types of flours Gluten free flour Raising agents Fats and oils Usage of fats and oils in cooking and baking Rendering the fat Clarifying butter Milk and dairy products Creams Sweeteners	25 %
II	Bread fabrication Introduction Understanding baking Ingredients used in bread making Principles behind bread making Basic faults in bread making Equipment used in bread making Breads of the world	25 %
III	Basic sponges and cakes Introduction Pastry techniques and principles Sifting Creaming Whisking Rubbing in Folding in Docking Blind baking Pinning or rolling Piping Laminating Icing Ingredients used in sponge making Principles behind making of sponge Baking and cooling of sponges Basic sponges Points to be kept in mind while making sponges and cakes Equipment used in sponge and cake making	25 %
IV	Pastes, Creams, Fillings, and Sauce Introduction Pastes	25 %

Short crust paste Sweet paste Choux paste Marzipan Almond paste Touille paste Puff pastry Creams Ganache Sauces Adding flavor to the pastry sauces Common faults in sauce making Laminated Pastries Methods of making puff pastry Inverted puff pastry Uses of puff pastry Preparation of puff pastry Common faults in laminated pastries	
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References:-

1. Modern Cookery for Teaching and the Trade – Thangam E. Philip (Mumbai, Orient Longman)
2. The Theory of Cookery – K. Arora, Frank Bros. & Co.
3. A Professional Text to Bakery and Confectionary by John Kingslee, New Age International Publishers
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PRACTICAL

Demonstration practical & simple application by students

	Description in details	Note
1	Yeast raised bread: white, brown, French bread & Loaf, Bread Rolls, Bread sticks	1 or 2 most popular Bakery or Confectionary preparation in Hotels can be Demonstrated by the concerned faculty. (apart or based on the given bases.)
2	Biscuit/cookies	
3	Short crust	
4	Basic Cake Demonstration: Sponge: Genoise, Fatless, Swissroll	
5	Decorated Cakes: vanilla cake, pineapple cake, white forest, black forest, truffle cake	
6	Brownie, fruit cake, chocolate cake	

Laboratory:

Calculation of nutritional information and costing of the recipes and same would be recorded in the prescribed format in the journals

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

PROJECT : Credit - 3

Project work on bakery and confectionary products

- Cream rolls
- Vegetable puff
- Chocolates
- Frozen desserts

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Paper Code: UM05CBBH11	Total Credit:3
Title Of Paper: FOOD & BEVERAGE CONTROL	

UNIT	Description in Details	Weightage
1	An Introduction to Food & Beverage Control: Cost control, Objective and Advantages Food and Beverage control cycle	25%
2	Purchase & Receiving Control: Purchase Control: Aims, Staffing, Standard Purchase Specification, Selection of supplier, Receiving Control: Aims, Receiving staffs, Documents.	25%
3	Storage & Inventory Control Aims, Types of stores Storing Procedures, Record Keeping, Issuing Inventory control	25%
4	Production & Sales Control Production Control: Meat Tag, Standard Recipe, Yield Management Sales Control: Sales documents-KOT, Bill, and Sales Summary	25%

Basic Text & Reference Books:

- Food & Beverage Service Dennis Lilicrap.
- Text Book by S N Bagchi.
- F & B Service Training Manual by Sudhir Andrew.
- Food & Beverage by Bobby George.
- Larrouse Gastronomique.
- Australian Bartender.

PRACTICAL

UNIT	Description in Details	Weightage
1	Menu Compilation & Practices Three Course French Classic Menu Course & Its Practices (with an alternate choice within courses)	25%
2	Managing Mock Bar Operation Preparation & Service of three basic mock tails using different preparation methods	25%
3	Organizing Special Occasion Creation of a theme based occasion – Product display, pricing, service of two course menu	25%
4	Exposure to specialized services Practice of Food Service automation / Lounge Service / Butler service etc. (any one thrust area)	25%

Laboratory:

Recording of the standard procedures of the operational need as per subject requirement, strictly adhering the grooming norms with standard practical kit require for the practices. Recording the same in the journal as far as applicable apart from maintaining other necessary prescribed formats (applicable from time to time, as per prevailing standard industry practices)

Evaluation: The Journals will be evaluated by the concerned faculty member.

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Paper Code: UM05CBBH12	Total Credit:3
Title Of Paper: ROOM DIVISION MANAGEMENT	

UNIT	Description in Details	Weightage
1	Managing interior design elements The housekeeper's role in interior design Flower arrangement Different types of flower arrangement, Conditioning of flower material Points to be observed to make a good arrangement Arrangement to suit various sites and occasion in the hotel Introduction to furnishing and décor Colour and light Window and window treatment Wall finishes, Floor finishes, Floor covering, Carpet	25%
2	Room Division Management Guest's selection of a hotel Guest's arrival at the hotel Guest's stay at the hotel Guest's departure the hotel	25%
3	HR Practices in Room Division Motivation Performance appraisal Promotion and renewal Disciplinary action Dismissal procedure	25%
4	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	25%

Basic Text & Reference Books:

- Branson Hotel, Hostel, Hospital Housekeeping
- Sudhir Andrews Housekeeping Training Manual
- Raghubalan Hotel Housekeeping

PRACTICAL

UNIT	Description in Details	Weightage
1	Designing a brochure for A heritage hotel Business hotel Resort	25%
2	Collect five different examples of hotel advertisement Comparative study of any two MICE destination	25%
3	Study of Ecotel and Eco-friendly measures adopted in hotels	25%
4	Student should have knowledge of use of software for hotel operation	25%

Laboratory:

Preparation of maintenance report, check sheets and inventory reports of the building and would be reporting in the journals.

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

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Paper Code: UM05EBBH02	Total Credit:3
Title Of Paper: DISCOVERY OF INDIA	

Unit	Description in Detail	Weightage (%)
1	THE DISCOVERY OF INDIA <ul style="list-style-type: none"> • The Indus Valley Civilization • The Coming of Aryans • The Vedas and Upanishads • The Epics, History, Tradition, and Myth (A brief overview) 	25%
2	LIFE AND WORK IN ANCIENT INDIA <ul style="list-style-type: none"> • Introduction • Mahavira & Buddha • Buddha's Teaching • The Buddha Story Buddhist Philosophy • Ashoka • How did Hinduism absorb Buddhism in India? (In brief) • Chandragupta and Chanakya: The Maurya Empire Established 	25%
3	THROUGH THE AGES <ul style="list-style-type: none"> • India and Iran, Greece and China: A brief outline • India's Foreign Trade Indian Colonies • Culture in South-East Asia • The Arabs and the Mongols 	25%
4	THE LAST PHASE <ul style="list-style-type: none"> • The Mughals' Era • Coming of the Europeans and its impact • The British Raj • The Freedom Struggle 	25%

Reference Books:

1. Jawaharlal Nehru: The Discovery of India by Sunil Khilnani, Published by Penguin Group
2. Doordarshan Production: Bharat Ek Khoj directed by Shyam Benegal.
3. Indian History: R.C. Majumdar

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Paper Code: UM05EBBH03	Total Credits: 3
Title of Paper: STRESS MANAGEMENT	

Unit No.	Description in Detail	Weightage
1	Stress <ul style="list-style-type: none"> • Meaning & Definition of stress • Characteristics of stress • Main Areas of stress • Types of stress: • Potential Sources of Stress <ul style="list-style-type: none"> - Environmental Factors - Organizational Factors - Individual Factors 	25%
2	Causes Of Stress <ul style="list-style-type: none"> • Individual Stress • Group Stressor • Organizational Stress • Extra Organizational Stressors • Effects of Stress 	25%
3	Stress Management <ul style="list-style-type: none"> • Stress and Coping Mechanism • Individual Coping Strategies <ul style="list-style-type: none"> - Physical Exercise - Relaxation - Work Home Transition - Cognitive Therapy - Net Working • Organizational Coping Strategies <ul style="list-style-type: none"> - Supportive Organizational Climate - Job Enrichment - Organizational Role Clarity - Career Planning and Counseling - Stress Control workshop & Employee Assistance programmes 	25%

4	<p>Counseling</p> <ul style="list-style-type: none"> • Meaning (Concept) • Functions of Counseling <ul style="list-style-type: none"> - Advice - Reassurance - Communication - Release of Emotional Tension - Clarified Thinking - Reorientation • Types of Counseling <ul style="list-style-type: none"> - Directive Counseling - Participative Counseling - Non-directive Counseling - Stress Management Based On Indian Philosophy 	25%
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Reference Books:

- Principles and Practice of Management: S. Sachdeva, Laxmi Narain Agrawal , Agra.
- Organizational Behavior: L. M. Prasad Sultan Chand & Sons.

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Paper Code: UM05FBBH02	Total Credit:3
Title Of Paper: ENTREPRENEURSHIP THEORY AND PRACTICES	

Theory:

Unit	Description in Detail	Weightage (%)
1	ENTREPRENEUR <ul style="list-style-type: none"> • Evolution and concept of Entrepreneur • Types of Entrepreneurs • Qualities of an Entrepreneur • Role of Entrepreneurs in Economic development. • Entrepreneur vs. Intrapreneur 	25%
2	ENTREPRENEURSHIP <ul style="list-style-type: none"> • Emerging areas of Entrepreneurship • Theories of Entrepreneurship • Factors influencing Entrepreneurship Growth • Causes of slow Growth of Entrepreneurship in India • Recent Trends in Entrepreneurship 	25%
3	ENTREPRENEURIAL MOTIVATION & DEVELOPMENT <ul style="list-style-type: none"> • Maslow's Need Hierarchy Theory • McClelland's Acquired Theory • Motivating factors (Internal & external) • Concept & role of EDP 	25%
4	PROJECT MANAGEMENT <ul style="list-style-type: none"> • Concept and project classification • Sources of business idea • preliminary screening • Project cycle • Project feasibility analysis 	25%

Practical:

To give first hand exposure & experience, students are expected to visit / participate in an entrepreneur organisation /innovation on or off the campus. This should be followed by a brief report, evaluation and viva-voce.

Reference Books:

1. Entrepreneurship Development by S.S. Khanka
2. Entrepreneurship Development and Project Management by Neeta Baporikar
3. Entrepreneurial Development in India by Gupta and Shrinivasan.
4. Dynamics of Entrepreneurial development & Management by Vasant Desai, Himalaya Publications.
5. Entrepreneurship by Robert Hisrich, Michael Peters ,Dean Shepherd