

SARDAR PATEL UNIVERSITY
Programme: BBA (Honours) (Hospitality Management) (3 years)
Semester: V
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: June 2021

Paper Code: UM05ABBH51	Total Credit – 2+1
Title of Paper: Entrepreneurship Theory and Practice (T+P)	
Objective: To understand basic concept of Entrepreneurship and Project Management.	

Unit	Description in detail	Weightage (%)
	Theory	Credit 2
1	Fundamentals of Entrepreneurship <ul style="list-style-type: none"> • Concept of entrepreneur & entrepreneurship • Functions of Entrepreneur • Types of Entrepreneur • Qualities of successful entrepreneur • Rural & Women Entrepreneurship (Conceptual clarity only) • Role of entrepreneurs in Indian economic development 	25%
2	Entrepreneurial Motivation <ul style="list-style-type: none"> • Need -Motivating factors (Internal & external) • Theories of entrepreneurial motivation (Need Hierarchy Theory) • McClelland’s Acquired Theory • Achievement motivation (Including Kakinada Experiment) 	25%
3	Entrepreneurship Development <ul style="list-style-type: none"> • Concept & need of EDP • Phases of EDP • Process of EDP • Role of government • Role of EDII & CED 	25%
4	Project Management <ul style="list-style-type: none"> • Sources of business idea and preliminary screening • Concept and types of project • Project feasibility analysis • Role of funding agencies (GSFC, IDBI and SIDBI) 	25%
	Practical	Credit 1
	To give first hand exposure & experience, students are expected to visit / participate in an entrepreneur organization /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

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Paper Code: UM05CBBH51	Total Credits: 2+1+3
Title of Paper: Patisserie	
Objective: At the end of the semester students will be able to - Acquire knowledge of bakery and confectionary products. - Project works will emphasis mainly on broader aspects of Bakery, confectionary and entrepreneurial skills.	

Theory: Credit - 2

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; 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	25 %

Practical- Credit1

	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	

PROJECT : Credit - 3

Project work on bakery and confectionary products

- Cream rolls
- Vegetable puff
- Chocolates
- Frozen desserts

Project:

Major project will be allotted to students individually for evaluation of the student's concepts including planning and execution of a business related to Bakery and confectionary products. The students will be allotted the topic and the students will prepare the project report and the same will be evaluated internally constituted subject experts and externally by the affiliating university.

Laboratory:

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

Basic Text & Reference Books:

- Modern Cookery for Teaching and the Trade – Thangam E.Philip
- The Theory of Cookery – K.Arora, Frank Bros. & Co.
- Chef's Manual of Kitchen Management – John Fuller
- Le Repertoire De La Cuisine – L.Saulnier
- Classical Recipes of the World – Henry Smith

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Paper Code: UM05CBBH52	Total Credits: 2+1+3
Title of Paper: Advance Food & Beverage Production - II	
Objective: At the end of the semester will be able to- understand the concept of western plate presentation, health food and nutrition. - Have knowledge of production management and research development - Project work will emphasis mainly on broader aspects of food specialists and entrepreneurial skills	

Theory: Credit 2

Unit	Description in Detail	Weightage (%)
I	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 %
II	Concepts of Health Food <ul style="list-style-type: none"> • Introduction • Types of Nutrients • Balanced Diet and Nutritional Analysis • Principles of Healthy Cooking 	25 %
III	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 %
IV	Research and Product Development <ul style="list-style-type: none"> • Introduction • Testing New Equipments • Developing New Recipes • Food Trials • Evaluating a recipe 	25 %

Practical: Credit - 1

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.

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

Project:

Major project will be allotted to students individually for evaluation of the student's concepts including planning and execution of a business related to food production and its related services. The students will be allotted the topic and the students will prepare the project report and the same will be evaluated internally constituted subject experts and externally by the affiliating university.

Laboratory:

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

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

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Paper Code: UM05CBBH53	Total Credits: 2+1
Title of Paper: Food & Beverage Control	
Objective: The paper would emphasis more on control aspects of a food and beverage personnel, which is applicable in hospitality , and various catering industries	

Theory: Credit - 2

Unit	Description in Detail	Weightage (%)
I	An Introduction to Food & Beverage Control: <ul style="list-style-type: none"> • Cost control, • Objective and Advantages • Food and Beverage control cycle 	25 %
II	Purchase & Receiving Control: <ul style="list-style-type: none"> • Purchase Control • Aims, Staffing • Standard Purchase Specification, Selection of supplier, • Receiving Control: Aims, Receiving staffs, Documents. 	25 %
III	Storage & Inventory Control <ul style="list-style-type: none"> • Aims, Types of stores • Storing Procedures, Record Keeping, Issuing • Inventory control 	25 %
IV	Production & Sales Control <ul style="list-style-type: none"> • Production Control: • Meat Tag, Standard Recipe, Yield Management • Sales Control: • Sales documents-KOT, Bill, and Sales Summary 	25 %

Practical- Credit1

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

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

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Paper Code: UM05CBBH54	Total Credit:2+1
Title Of Paper: Room Division Management	
Objective: The objective of this paper is to aware the students about managing the interiors of five star hotel and handling of human resources in room division.	

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. Designing of brochures and tariff card Pertaining to Size, Colour, Content, Cost Meeting Incentives Convention Exposition (MICE) Concept Importance of MICE Planning of MICE in Hotels	25%

PRACTICAL

UNIT	Description in Details	Weightage
1	Designing a brochure for A heritage hotel Business hotel Preparation of three dimensional structure of different types of rooms	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.

Basic Text & Reference Books:

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

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Paper Code: UM05DBBH51	Total Credit:3
Title Of Paper: Event Management	
<p>Objective: Anyone wishing to enter the rapidly growing field of event management some basic knowledge is must. Successful event managers realize that special skills are require for the planning of these expensive and often one-time occasions. From the subject the student will learn how to design, plan, market and stage an event.</p>	

Unit	Description in Detail	Weightage (%)
1	<p>Introduction to Event Management & Concept & Design</p> <ul style="list-style-type: none"> • Size of Events • Types of Events • Developing the concept • Designing the Event 	25%
2	<p>Feasibility & Event Marketing</p> <ul style="list-style-type: none"> • Keys to Success • The Marketing Mix • Sponsorship 	25%
3	<p>Promotion</p> <ul style="list-style-type: none"> • Image / Branding • Advertising • Publicity • Public Relation 	25%
4	<p>Staging & Event Proposal</p> <ul style="list-style-type: none"> • Choosing the Event Site • Developing the Theme • 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: UM05GBBH51		Total Credits: 3
Title of Paper: Hotel Law		
Objective: The paper aims at providing basic understanding of various laws applicable for hospitality professionals		
Unit	Description in Detail	Weightage (%)
I	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 %
II	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 %
III	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 %
IV	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, trade unions, discharge of employees. • Laws related to equality and empowerment of women. • Swimming Pool , Smoke-Free Environments Act 1990 • Cyber Law 	25 %

Basic Text & 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:

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Paper Code: UM05SBBH51	Total
Title of Paper: Conflict Management	Credits: 3
<p>Objective: Conflict has always been that conflict in any form is harmful and should be avoided at all cost. However, modern scholar and the corporate world at large are fast realizing that conflict is not as lethal as considered to be and if maintained within certain parameters. It can actually boost a company's growth. This course is designed for the postgraduate students of management as well as those pursuing similar professional courses. Besides, professionals and anyone keen on learning the various aspects of conflict and its management will find this book immensely useful.</p>	

Unit No.	Description in Detail	Weightage
1	<p>Introduction to Conflict Management</p> <ul style="list-style-type: none"> • Definition and sources of Conflict • Types of Conflict • Aspects of Conflicts (Functional and Dysfunctional Conflict) • Conflict Process (5 Stages) • Conflict Management 	25%
2	<p>Conflict at Work place</p> <ul style="list-style-type: none"> • Need for Conflict (Conflict in Organization, Conflict & Creativity, Idea Generation, Resolving Workplace Disagreements) • Conflict Resolution Techniques 	25%
3	<p>Levels of Conflict</p> <ul style="list-style-type: none"> • Intra-personal Conflict <ul style="list-style-type: none"> - Conflict due to frustration - Conflict due to goal • Interpersonal Conflict <ul style="list-style-type: none"> - Assessing Interpersonal Conflict - Stages of Interpersonal Conflict 	25%
4	<p>Managing Interpersonal, Organizational Conflict & Negotiation</p> <ul style="list-style-type: none"> • Behavioural style and conflict handling, dealing with difficult Subordinates. • Negotiations: <ul style="list-style-type: none"> - Bargaining Strategies - The Negotiation Process • Global Implications: <ul style="list-style-type: none"> - Conflict & Culture 	25%

Reference Books:

- Organizational Behaviour by Stephen P Robbins, Timothy A Judge, Neharika Vohra
- Corporate Conflict Management by Eirene Leela Rout & Nelson Omiko. Published by Pearson Prentice Hall.
- Organizational Behaviour by S S Khanka, S.Chand

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Paper Code: UM05SBBH52	Total Credits: 3
Title of Paper: Knowledge Management	
Objective: To imbibe amongst the students the value of knowledge, and how it should be effectively managed and disseminated for formulating successful business strategies. It also teaches the students the value of time management for effective management.	

Unit	Description in Detail	Weightage (%)
1	INTRODUCTION Data, Information and Knowledge, Definition of Knowledge management, Process of Knowledge management and transformation, Requirement of Successful management of knowledge, Knowledge management Framework : Knowledge Administration, Analysis of knowledge, to identify the nature of knowledge, Knowledge Dissemination, Knowledge refinement, Knowledge enhancement, Knowledge management program	25%
2	STRATEGIC KNOWLEDGE MANAGEMENT Introduction to Strategic Knowledge Management, The knowledge leader Developing and sustaining a knowledge culture, Supporting knowledge management through Human Resource Management Practices Developing a core knowledge framework, Developing and managing knowledge repositories, Developing an effective knowledge service, Evaluating the effectiveness of the knowledge strategy	25%
3	MANAGEMENT OF TIME Concept of time, Significance of time management Fundamental truths about time, Causes of time wastage, Effective use of time Prunning time wasters (Time wasters and Time savers), High-productivity activities, Self management: Balance, Our roles and duties, The mission, My behaviour - reactive or proactive? Freedom of action	25%
4	EXCELLENCE IN MANAGEMENT Organizational effectiveness, Managerial effectiveness, Effectiveness v/s Efficiency, Mckinseys' 7s model (Shared values, Strategy, Structure, Systems, Style, Staff and Skills), Culture of excellent organizations Goal setting: Concept of goal-setting - Importance of goals - Dream Vs Goal, Why goal-setting fails? - SMART (Specific, Measurable, Achievable, Realistic, Time-bound) goals - Art of prioritization - Do's and Don'ts about goals	25%

Reference Books:

1. Management: Theory and Practice-Dr.C B Gupta (7th Edition),Sultan chand and Sons,2004
2. Managing Twenty-first Century Organization,S.G Bhanushali, Himalaya Publication, 2006
3. Brech , E.F.L. : Principles and Practice of Management
4. Drucker , P.F. : Managements , Tasks , Responsibilities , Practices
5. Debowski, Shelda (2007). Knowledge Management; New Delhi: Wiley India
6. Elias M. A. and, Hassan M. G., Knowledge Management, 2004, Pearson Education Inc., Prentice Hall
7. Introduction to knowledge management: principles and practice By Kesheng Wang, Ove Rustung Hjelmervik, Bernt Bremda