

SARDAR PATEL UNIVERSITY
Programme: BBA. Hons (Hospitality Management) (3 years)
Semester: IV
(Under Choice Based Credit System Based on UGC Guidelines)
Syllabus with effect from: November/December 2020

Paper Code: UM04ABBH51	Total Credits: 3
Title of Paper: E-Commerce	
Objective : The objective of this course is to learn foundation and importance of E-commerce including various business models, E-Payment, E-CRM and preparation of website.	

Unit No.	Description in Detail	Weightage
1	<p>Introduction to E-Commerce</p> <ol style="list-style-type: none"> 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 transaction 5. Seven Unique features of E-Commerce 	25%
2	<p>E-Commerce Business Models</p> <ol style="list-style-type: none"> 1. Introduction 2. Eight Key Ingredients of a Business Model <ol style="list-style-type: none"> i. Value Proposition ii. Revenue Model iii. Market Opportunity iv. Competitive Environment v. Competitive Advantage vi. Market Strategy vii. Organizational Development viii. Management Team 3. Major B2C Business Models <ol style="list-style-type: none"> i. Portal ii. E-tailer iii. Content Provider iv. Transaction Broker v. Market Creator vi. Service Provider vii. Community Provider 	25%

<p>3</p>	<p>E-Marketplace, E- Payments & CRM</p> <ol style="list-style-type: none"> 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 and E-Check system 4. CRM: Definition, Types, Benefits and Limitations of CRM 	<p>25%</p>
<p>4</p>	<p>Launching a Successful On-Line Business</p> <ol style="list-style-type: none"> 1. Introduction of Business Formation and the Process in brief 2. Classification of Websites 3. Building the website and its process and evaluation 4. Website Hosting (options, contract, domain name and its features) 5. Content Creation, Delivery and Management 6. Web Site Design 7. Website Construction 8. Website Promotion 	<p>25%</p>

Reference Books:

- Electronic Commerce : A Managerial Perspective (2006), 4th Edition by Efraim Turban, David King, Dennis Viehland, Jae Lee, Pearson Education
- Electronic Commerce : A Managerial Perspective by Efraim Turban, Jae Lee, David King, H Michael Chung, Pearson Education
- E-Commerce – Business, Technology, Society by Kenneth C Laudon, Carol Guercio Traver, Pearson Education

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Paper Code: UM04CBBH51	Total Credit: 3
Title of Paper: Front Office Management – I (T+P)	
Objectives: The objective of this paper is to help students to acquire conceptual and practical knowledge of the Front Office Management-I and to impart skills for the development of them to build a career in front office department as a Hospitality Industry.	

Theory

Unit	Description in detail	Weighting (%)
I	Handling of Mail and Message <ul style="list-style-type: none"> • Definition : Mail • 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 • Message slip and message handling procedure. 	25 %
II	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 	25 %
III	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 	25 %

IV	Room Status, Key Control & Occupancy Ratio <ul style="list-style-type: none"> • Room Status Report • Key Control Procedure • Types of Keys & Locking System (Manual and Automated) • Discrepancy Report • Occupancy, Percentage, Foreigners' Occupancy Percentage) 	25 %
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Practical

Unit	Description in detail	Weighting (%)
I	Mail and Message Handling	
II	Upselling and Upgrading	
III	Budget Making	
IV	Front Office Reports and Summary	

Laboratory:

Practicing the real Guest cycle, Case studies, Situations and other procedures of the subject area and same would be recorded in as theory in the prescribed format in the journals. Guest Interaction, Negotiating Skills, Service Skill, Knowledge of Software (HMS/PMS)

The journals will be evaluated by the concerned teacher.

Basic Text & Reference Books:

- Sudhir Andrews- Text Book of Front Office Operation & Management
- Daniel Foster - Rooms at Inn: Front Office Operation and Administration
- Grey K. Vallen & J.K. Vallen -Check-in & Check-out
- Ahmad Ismail- Front office operation and Management

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Paper Code: UM04CBBH52	Total Credits: 3
Title of Paper: Advance Food & Beverage Production – I (T+P)	
Objectives: At the end of the semester students would be able to-Learn and explain about the technique of advance skill in food production, Have a basic knowledge of Larder Section and cold kitchen, Know larder, its functions, food prepare in larder, ingredients used & their names Also got the knowledge of food and wine Harmony.	

THEORY

Unit	Description in Detail	Weightage (%)
I	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 %
II	Charcuterie <ul style="list-style-type: none"> • Introduction • Sausage • Gallontines, Ballontines and Dodines • Ham Bacon And Gammon • Pates and terrines • Truffle • Aspic/ Gelee 	25 %
III	Sandwiches <ul style="list-style-type: none"> • Introduction • Parts of Sandwich • Types of Sandwich • Making Sandwich • Storing Sandwich • Modern Approach to Sandwiches in Hotels Uses of Herbs and Wines in Cooking <ul style="list-style-type: none"> • Introduction • Herbs • Popular Herbs Used in Cooking • Wines used in Cooking 	25 %

IV	Appetizers and Garnishes <ul style="list-style-type: none"> • Classification of Appetizers • Garnishing Hors D'oeuvres • Modern Plated Appetizers International Cuisines (Special Ingredients, Equipments and the Popular Dishes in Each Area/cuisines)	25 %
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Practical

Demonstration practical & 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.

Laboratory:

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

The journals will be evaluated by the concerned teacher.

References:-

- Modern Cookery for Teaching and the Trade – Thangam E. Philip (Mumbai, Orient Longman)
- The Theory of Cookery – K. Arora, Frank Bros. & Co.
- A Professional Text to Bakery and Confectionary by John Kingslee, New Age International Publishers
- Easy Cooking Baking, Star Fire books London.
- 5. 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: UM04CBBH53	Total Credit: 3
Title Of Paper: Food and Beverage Service Management (T+P)	
Objectives- The courses will give a comprehensive knowledge of the various alcoholic beverage used in the Hospitality Industry. It will give an insight into their history, manufacture, classification, and also to develop technical and specialized skills in the service of the same.	

Theory

UNIT	Description in Details	Weightage
I	Wine 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%
II	Spirits Definition of Distillation Methods of manufacturing of Spirits 1) Pot still 2) Patent still Rum, Gin, Vodka, Whisky, Brandy, Tequila (production, brands, service)	25%
III	Types of Bitters and Aperitifs Introduction to Liqueurs Manufacturing methods, Brands of liqueurs with Base Spirit, flavor and country Cocktails and Mocktail Introduction, Methods of Mixing cocktails Rules of mixing cocktails Classic Cocktails- Recipes, innovative cocktails & mock tails (at least 5 from each base) Cocktail Bar Equipment, garnishes	25%
IV	Bar Operation & Management Definition and Types of Bar Bar Design ,Bar Control and Bar Regulations	25%

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

The journals will be evaluated by the concerned teacher.

Basic Text & Reference Books:

Dennis Lillicrap Food and Beverage Service
S N Bagchi Textbook of Food and Beverage Service
Bobby George Food & Beverage Service

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Paper Code: UM04CBBH54	Total Credit: 3
Title of Paper: Accommodation Management (T + P)	
Objective: The objective of this syllabus is to empowered students with management skill as well as operation of accommodation section of 5-star hotel.	

Theory

UNIT	DESCRIPTION IN DETAILS	WEIGHTAGE
I	<p>Managing housekeeping personnel</p> <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 	25%
II	<p>Budgeting for housekeeping expenses</p> <ul style="list-style-type: none"> • Types of budget • Housekeeping expenses • Budget planning process • Income statement of room division <p>Controlling Expenses</p> <ul style="list-style-type: none"> • Controlling operating expenses • Cost control in specific area • Linen room • Inventory control and stock taking • Principles of purchasing • Stages of purchasing, Types of purchasing 	25%
III	<p>Safety Measures in a luxury hotel</p> <ul style="list-style-type: none"> • Types of Fire • Fire prevention and fire fighting equipments • Accidents, Staff Training for controlling fire • How to minimize the fire for constructing the building • Causes and prevention <p>Pest Control</p> <ul style="list-style-type: none"> • Pest control • Common pest and their control • Integrated pest management • Waste disposal 	25%

IV	Managing Landscaping of a luxury hotel <ul style="list-style-type: none"> • Indoor and outdoor plants • Gardening • Bonsai 	25%
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Practical

UNIT	Description in Details
I	Familiarization with different laundry equipment
II	Operation of laundry
III	Bed making
IV	Managing lodging operation

Laboratory:

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

The journals will be evaluated by the concerned teacher.

Basic Text & Reference Books:

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

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Paper Code:UM04DBBH51	Total Credit: 3
Title of Paper: Financial Management	
Objective: To provide the students a basic knowledge of Financial Management concepts and analyzing the investment proposals to take investment decisions.	

Unit	Description	Weightage
1	Introduction to Financial Management: (Theory only) <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) • Risk – Return trade off (concept only) • 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, Retained Earnings, 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	Long term Investment Decision (Capital Budgeting): (50% Theory & 50% Examples) <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. NOTES: (1) Examples should be based only on SLM methods of depreciation. (2) Replacement decisions are excluded.	25%

Basic Text & Reference Books:

- Financial Management : Text & Cases By : I. M. Pandey
- Financial Management : Theory & Practice By : M. Y. Khan & P. K. Jain
- Financial Management : By : P. V. Kulkarni & S. P. Jain
- Financial Management : By : Shrinivas & Shrivastva
- Financial Management : By : M. R. Agrawal
- Financial Management: By : S.N.Maheshwari
- Financial Management: Theory and Practices - Prasanna Chandra

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Paper Code: UM04GBBH51	Total Credit: 3
Title of Paper: Food Science and Nutrition	
Objective: The objective of this syllabus is to clear importance of Nutrients in growth and development of human beings.	

UNIT	Description in Details	Weightage
I	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%
II	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%
III	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%
IV	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%

The journals will be evaluated by the concerned teacher.

Reference Books:

- Food Science by Potter & Hotchkiss
- Principles of Food Science by Borgstrom and Macmillon
- Food Chemistry by Fennima

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Paper Code: UM04SBBH51	Total Credit: 3
Title of Paper: Leadership Skills Development	
Objectives: Management leadership is a key requirement in today's Corporate environment. At the Undergraduate level understanding the glimpses of Skills required in a Leader is very important for the students of Commerce and Management.	

Unit	Description in detail	Weighting (%)
1	Basic Approaches to Leadership <ul style="list-style-type: none"> • What is Leadership? • Leadership Differs from Management • The Role & Activities of Leadership <ul style="list-style-type: none"> ➤ 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 <ol style="list-style-type: none"> 1. Autocratic or Authoritative Style 2. Democratic or Participative Style 3. Laissez Faire or Free – Rein Style <ul style="list-style-type: none"> ⇒ What makes Leadership Effective? 	25%
2	Leadership Theories (A) Traditional Theories (A Brief Overview) <ol style="list-style-type: none"> 1. Trait Theory 2. Behavioral Theories 3. Fiedler's Contingency Model 4. Path – Goal Leadership Theory 5. The Managerial Grid (B) Modern Theories <ol style="list-style-type: none"> 1. Charismatic Leadership 2. 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 • Organizational Politics • Reasons for Organizational Politics • Managing Organizational Politics 	25%

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%
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Basic Text & Reference Books:

- ⇒ Organizational Behaviour: S. S. Khanka. S. Chand
- ⇒ Organizational Behaviour: Fred Luthans, Mc Graow-Hill International Edition (Twelfth Edition)
- ⇒ Leadership in Organizations: Gray Yukl, Pearson Education (Sixth Edition)

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Paper Code: UM04SBBH52	Total Credits: 3
Title of Paper: Cultural Heritage of India	
Objective: The objective of this paper is to help students to acquire conceptual & practical knowledge of the Cultural Heritage of India and to impart skills for the development of them to build a career in Hospitality Tourism Industry.	

Unit No.	Description in Detail	Weightage
1	Indian Culture- An Introduction 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.	25%
2	Indian Architecture and Cultural Heritage 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.	25%
3	Architecture and Paintings Indo - Islamic Architecture - Moghul Architecture. Indus Valley Architecture. Indian Painting Tradition: ancient, medieval, modern indian painting and odishan painting tradition.	25%
4	Indian Music & Dance Performing Arts: Divisions of Indian classical music: Hindustani and Carnatic, Dances of India: Various Dance forms: Classical and Regional.	25%

Reference Books:

- 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.
- Chaudhuri, Kirti N.: Trade and Civilisation in the Indian Ocean, CUP, Cambridge, 1985.
- Malekandathil, Pius: Maritime India: Trade, Religion and Polity in the Indian Ocean, Primus Books, Delhi, 2010.
- McPherson, Kenneth: The early Maritime Trade of the Indian Ocean, in: ib.: The Indian Ocean: A History of People and The Sea, OUP, 1993, pp. 16-75.
- Christie, J.W., 1995, State formation In early Maritime Southeast Asia, BTLV