

SARDAR PATEL UNIVERSITY
PROGRAMME: BBA (HONS') (Hospitality Management) (3 Years)
(Under Choice Based Credit System Based on UGC Guidelines)
SEMESTER – III
Syllabus with effect from: June-2020

Paper Code: UM03ABBH51	Total Credits: 2+1
Title of Paper: Business Etiquettes and Managerial Communication (T+P)	
Objectives: To Understand And Learn The Importance Of Business Etiquettes And Communication Skills In Service Sector Such As ; Hotel And Tourism Industry .	

THEORY

Unit	Description in detail	Weightage (%)
1.	Business Etiquettes <ul style="list-style-type: none"> • Business Etiquettes: Concept and Importance • Etiquettes for: <ul style="list-style-type: none"> • Meetings • Telephone/Cell phone conversations • Etiquettes at Workplace (Internal - superiors, peers and subordinates) • Etiquettes with Stakeholders (External - suppliers and customers) 	25 %
2.	Publicity <ul style="list-style-type: none"> • Meaning and definition of Publicity • Types and functions of Mass media • Communicating with media 	25 %
3	Correspondence For Career Building <ul style="list-style-type: none"> • Application letter • Covering letter • Resume building 	25 %
4	Interview Skills <ul style="list-style-type: none"> • Types of Interview • Selection Interview • Appearing in Interviews 	25 %

PRACTICAL

Unit	Description in detail
I	Group Presentation
II	Publicity Material
III	Publicity Material Presentation (Individual Presentation)
IV	Selection Interview

Basic Text & Reference Books

- David Robinson: Business Etiquettes, Kogan Page India Private Limited.
- Rajendra Pal & J S Korlahalli: Essentials of Business Communication, Sultan Chand & Sons
- Developing Communication Skills – Krishna Mohan & Meera Banerjee

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Paper Code: UM03CBBH51	Total Credit: 3
Title of Paper: Front Office Operation-II (T+P)	
Objectives: The objective of this paper is to help students to acquire conceptual and practical knowledge of the Front Office Operation and PMS, 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	Reservation & Handling Group : Definition Of Group Complimentary Policy Formulation Of Group Rate Role of Travel Companies : Travel Agency & Tour Operator Coordinating With Escort & Tour Leader Negotiating With Travel Agents Taking Group Reservation & Issuing Confirmation Group Arrival & Handling Through Group Coordinating Desk	25 %
II	Procedure of Arrival Welcoming & Greeting of Guest Baggage Handling & Delivery Procedure Arrival Notification & Group Movement Scanty Baggage Procedure Guest History Card Black Book Arrival List Steps Of Arrival Procedure In Brief	25 %
III	Registration & Check-In Procedure of Guest Introduction Registration and Check In Process (Manual And Computerized) Various formats used in Operations Check-Out Procedure of Guest Guest's Account Settlement Foreign Currency Exchanging Procedure (FC/TC) Collecting Keys & Guest's Feed back	25 %
IV	COMPUTER APPLICATION IN FRONT OFFICE OPERATION Role of information technology in the hospitality industry Functions of PMS In Hotel Factors for need of a PMS in the hotel Factors for purchase of PMS by the hotel Introduction to Various Softwares used in Front Office Operations Culinary Terms and Foreign Currencies	25 %

Practical

Unit	Description in detail
I	Group Handling
II	Arrival Procedure
III	Registration & Check-In
IV	Departure Procedure and Settlement of Bills

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.

Journal will be evaluated by 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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Syllabus with effect from: June-2020

Paper Code: UM03CBBH52	Total Credits: 3
Title of Paper: Quantity Food & Beverage Production (T+P)	
Objective: At the end of the semester the students will be able-To know the handling meat, purchasing, caring and different cutting like boneless, parts etc.,To understand about the volume catering establishments and To know the philosophy of Indian food and Eating habits as well.	

Theory

Unit	Description in Detail	Weightage (%)
I	Non Veg Commodities 1. Introduction to Meats <ul style="list-style-type: none"> • Physical and Chemical Characteristics of Meats • Processing of a Whole Animal • Classification of Meats <ol style="list-style-type: none"> I. Lamb II. Beef III. Pork IV. Poultry 2. Introduction to Fish and Shellfish <ul style="list-style-type: none"> • Classification of Fish • Classification of Shellfish • Cuts of Fish • Selection and Storage of Fish • Common Cooking methods used for Fish 	25 %
II	Types of volume catering establishments <ul style="list-style-type: none"> • Institutional and industrial catering • Types of Industrial and Institutional Establishments • Industrial Catering • Army Mess • Hospital Catering • Off-premises catering • Theme banquets • Central Processing Units • Airline Catering • Railway Catering • Marine Catering 	25 %
III	Purchasing and indenting for volumes <ul style="list-style-type: none"> • Principles of Indenting for Volume Feeding • Purchase systems and specifications • Storage for bulk • Inventory Control in Stores • Control procedures to check pilferage and spoilage • Portion sizes for volume feeding • Portion control of Food • Modifying Recipe for Volume Catering • Challenges of Volume Catering 	25 %

IV	Introduction to Indian Cooking <ul style="list-style-type: none"> • Introduction • Philosophy of Indian Food • Influence of the Invaders and Travelers on Indian Cuisine • Regional And Religious Influences on Indian Cuisine • Equipment Used in Indian Cooking • Techniques Employed in Indian Cooking • Indian Sweets 	25 %
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Practical-1

Demonstration practical& simple application by students

To formulate menus (Most Popular in Star Categorized Hotels) from the respective regions (Veg. and Non Veg.):	
Mughlai/Awadh Bengal Punjab Goan Maharastra Gujarat (Kathiawad)	Note: 1 or 2 set up of most popular menu in Hotels can be formulated by the concerned faculty, along with the given regions.

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.

Basic Text & Reference Books:

- Modern Cookery for Teaching and the Trade – Thangam E.Philip (Mumbai, Orient Longman)
- The Theory of Cookery – K.Arora, Frank Bros. & Co.
- Chef’s Manual of Kitchen Management – John Fuller
- Le Repertoire De La Cuisine – L.Saulnier
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Syllabus with effect from: June 2020

Paper Code: UM03CBBH53	Total Credit: 3
Title Of Paper: Basic Food and Beverage Service – II (T+P)	
Objective- The course will give the students a comprehensive knowledge and develop technical skills in the basic aspects of food and beverage service operations in the Hotel Industry. It also enhances the students Product Knowledge in Culinary field.	

THEORY

UNIT	DESCRIPTION IN DETAILS	WEIGHTAGE
I	Cigar- Structure of Cigar, Terms Used to Refer to Colour of the Wrapper, Shapes and Sizes of Cigars, Brands of Havana Cigar , Service of Cigar IceCream- Icecream Categories and Storage. Culinary Terminology Menu terminology for different courses A-Z including common Sauces	25%
II	Room Service- Introduction, Types of Room Service Equipment, Room Service Procedure, Room Service forms and formats Gueridon Service Origin and definition Types of Trolleys and layout Special equipment Service Procedures Service of important classical dishes	25%
III	Non Alcoholic and Alcoholic Beverages Non – Alcoholic Beverages Classification , Hot Beverages Tea: Definition, Types, Storage, Making & Service Coffee: Definition, Types, Storage, Making & Service of Coffee Cold Beverages – Types of Juices, Mineral water, Squash, Syrup Alcoholic Beverages Definition , Classification of Alcoholic Beverages (Preliminary Knowledge)	25%
IV	Beer Introduction Ingredients used Production Types and Brands – Indian and International Other fermented and brewed beverages – Sake, Cider, Perry	25%

PRACTICAL

UNIT	DESCRIPTION IN DETAILS	WEIGHTAGE
I	Basic Technical skills: Holding Service Gear Different aspects of carrying trays Using Service Salver Clearing methods	25%
II	Basic Serving skills Offering menu card Taking of an order Expedition of order Service of water	25%
III	Practice of menu compilation Refer 3 course menu and practice of service of the same	25%
IV	Service of Non alcoholic beverages Beer	25%

Laboratory:

Practicing Menu compilation and Guest service procedure, 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.

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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SEMESTER – III

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Paper Code: UM03CBBH54	Total Credit:3
Title of Paper: Housekeeping Operation-II (T+P)	
Objective: The objective of syllabus is to aware students about operation of Housekeeping department in 5- star hotel.	

Theory

UNIT	DESCRIPTION IN DETAILS	WEIGHTAGE
I	Desk Control and Record Keeping Various Housekeeping reports Room occupancy report Checking discrepancy Reports VIP's in the house Unusual incidents Maintaining linen records(includes par stock and Inventory) Equipment records such as purchase record Maintenance, revaluation and servicing.	25%
II	Commercial Laundry Layout of Commercial Laundry Familiarization with Commercial Laundry Equipments & Cleaning Agents Procedure of Dry Cleaning Commercial Laundry Operations	25%
III	Textiles Classification of fibers and fabrics Characteristics, uses and examples of commonly used fabrics Finishing process given to the fabric	25%
IV	Housekeeping Supervision Duty roaster Cleaning frequency New trends in hotel industry Contract cleaning Definition Advantage and disadvantage Different types of contract	25%

Practical

UNIT	DESCRIPTION IN DETAILS	WEIGHTAGE
I	Inspection of guest room, public area by using check list for inspection of the above mentioned work –Practice	25%
II	Polishing of mirror,brass and wooden surfaces – Practice	25%
III	Bed making – Single and double	25%
IV	Over all supervision of the premises	25%

Laboratory:

Preparation of maintenance report, check list 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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Syllabus with effect from: June-2020

Paper Code:	UM03DBBH51	Total Credit: 3
Subject Title:	Marketing Management for Hospitality & Tourism	
Objectives: The Study of Marketing Management is important in the Students of Management and Commerce and hence, for the students of Hospitality and Tourism Management, it becomes imperative to have subject knowledge. Keeping in mind the nature of both the industries, we propose to give them an exposure to the subject which is relevant to the respective industries.		

Unit	Description in Detail	Weightage (%)
I	Introduction to Marketing and Marketing Management <ul style="list-style-type: none"> • Meaning & Concept of Marketing and Marketing Management • Importance • Scope of Marketing (10 entities) • Company Orientations towards the market place (Six Competing Concepts) 	25%
II	Marketing Mix and Product Life-Cycle <ul style="list-style-type: none"> • Four P Components of Marketing Mix in detail Product Life-Cycle <ul style="list-style-type: none"> • Introduction • Growth • Maturity • Decline 	25%
III	Segmentation and Targeting and Positioning <ul style="list-style-type: none"> • Geographic • Demographic • Psychographic • Behavior Targeting and Positioning <ul style="list-style-type: none"> • Market Targeting (Effective segmentation criteria), Measurable, Substantial, Accessible, Differentiable, Actionable Positioning 	25%
IV	Introduction to Services Marketing <ul style="list-style-type: none"> • What is a service? • Why Services Marketing? • Services Dominate the Modern Economy • Intangibility, Inseparability, Variability, Perishability • Management Strategies for Service Businesses • Managing Differentiations, Service Quality, Tangibilizing the product • Managing Physical Surroundings • Managing Employees as a part of the product and managing consistency. 	25%

Reference Books:

- Marketing Management by Philip Kotler
- Marketing Management by S. A. Sherlekar
- Marketing Management by Arun Kumar & N. Meenak
- Services Marketing (People, technology, Strategy) -Christopher Lovelock, WirtZ and Jayanta Chatterjee-PEARSON
- Services Marketing –Text and Cases - Harsh Verma- P EARSON
- Services Marketing , K.RMR – PEARSON
- Marketing for H and T – Philip Kotler, John T. Bowen, James C. Makens

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Paper Code: UM03GBBH51	Total Credit:3
Title of Paper: Hotel Engineering & Maintenance	
Objective: At the end of the semester students will be able to understand and explain- <ul style="list-style-type: none"> - Importance of maintenance & engineering in Hospitality Industry. - Duties and responsibilities of a chief engineer. - Organization of maintenance & engineering department in a hotel. - Maintenance procedure in the hotel - Fires and fire Hazards 	

Theory

Unit	Description in detail	Weighting (%)
I	Hotel Maintenance Department Introduction. Flowchart To Indicate Functioning Of Maintenance Department InA Hotel. Organization And Set Up Of Maintenance Department, Organizations Chart. The Staff – Duties And Responsibilities. Types Of Maintenance –Preventive And Break Down Maintenance-Their Comparison. Contract Maintenance. Types Of Contract-Service Contract	25 %
II	Equipment Replacement Policy Terms And Condition. Inadequacy Obsolescence-Excessive Maintenance-Declining Efficiency. Replacement Policy Of Equipment Which Gradually Deteriorate-Economic Replacement Cycle For Abruptly Falling Equipment. Replace When Current Annual Cost Is Equal To Average Annual Cost To Date	25 %
III	Water Management & Sanitary System Sources Of Water, Method Of Removal Of Hardness, Water requirement in Hotels Sinks, Basin, Water Closet, Bidets And Their Fittings, Use Of Water Traps And Water Seals	25 %
IV	Fire Prevention & Protection Different Types Of Fires, Fire Fighting Systems- (Fire Alarms, Extinguishers And Their Maintenance), Fire Hazard	25 %

Tutorial

The Students Would Be Noting Down The Important Factors, Issues, Consequences And Their Related Case Studies In The Journals.

Journal Shall Be Evaluated By The Concerned Teacher.

Basic Text & Reference Books:

- The Management of Maintenance and Engineering Systems in Hospitality Industry By Frank D.
- Borsenik & Alan T. Stutts, Published: John Willey & Sons Inc NY
- Textbook of Hotel Maintenance – N.C.Goyal & K.C.Goyal

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Paper Code: UM03SBBH51	Total Credits: 3
Title of Paper: Corporate Citizenship	
Objectives: In the emerging era of Globalization, it is very important for the students of Commerce and Management to get familiar with a very important area like Social Responsibility and Social Obligations by the Corporate.	

Unit No.	Description in Detail	Weightage
1	Overview of Corporate Citizenship <ul style="list-style-type: none"> • Introduction to Corporate Citizenship • Theoretical Justification of Corporate Citizenship • What is Corporation Expected to do? • Models for implementation of CSR • Corporate Citizenship & Indian Companies 	25%
2	Business Ethics <ul style="list-style-type: none"> • Introduction • Principles of Personal Ethics • Principles of Professional Ethics • Features of Ethics, Nature and objectives of ethics • Meaning of business ethics • Need for business ethics • Factors influencing business ethics • How Corporations observe Ethics in their Organizations? 	25%
3	Environmental Concerns and Corporations <ul style="list-style-type: none"> • Introduction • Environmental Concerns • History of Environmentalism and Environmental Philosophy • Role of Corporate in Environmental Management • Innovative Business Responses to Environmental Regulations • Waste Management and Pollution Control • Key Strategies for Industrial Pollution Prevention 	25%
4	Social Responsibility Accounting <ul style="list-style-type: none"> • Introduction • Need & Importance • Practice • Reporting Standards • TWO CSR Reports 	25%

Reference Books:

- Corporate Governance, A C Fernando, Published by Pearson Publication
- Business Ethics by A C Fernando, Published by Pearson Publication
- Business Ethics and Corporate Governance workbook by ICAI University Press.
- Corporate Governance by Devi Singh & Subhash Garg, Excel books.
- A handbook of Corporate Governance & Social Responsibility by David Crowther & Guler Ares, Published by Gower Publishing Ltd

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Paper Code: UM03SBBH52	Total Credits: 3
Title of Paper: Time Management	
Objectives: In the emerging era of Globalization, there exists heavy pressure of performance and targets. It is observed that at a very elementary level the seriousness towards Time Management is every sphere of life is very important.	

Unit No.	Description in Detail	Weightage
1	Introduction to Time Management <ul style="list-style-type: none"> • Meaning, Characteristics and Objectives of Time Management • Significance of Time Management • Ingredients of Time • Basic Principles 	25%
2	Typical Time Wasters <ul style="list-style-type: none"> • Office Environment • Meetings – Telephone Calls • Visitors – Poor Delegation • Inability to say “No” • Internet – Televisions • Emotional blocks to Time Management 	25%
3	Time Management Tools <ul style="list-style-type: none"> • Ways to overcome Time Wasters • Planning Components and Time Management – objective, policy, programmes, schedule, strategies • TIME TECH System • Budget – Best Tools for Time Management • How to save time? 	25%
4	Application of Time Management <ul style="list-style-type: none"> • Learning Time Management • Practical Experience and games on; • Goal Setting • Prioritizing • Weekly Plan • Creative Time Management Idea 	25%

Reference Books:

- The seven habits of effective people by Stephen R. Covey Simon, chuster Publishers,1990
- Managing Time for a Competitive Edge by Bharti R.L., S.Chand
- Graham Roberts- Phelps, Handbook of Time Management Working Smarter, New Delhi, Crest Publishing Huuse,2003
- Dr. Jan Yager, Creative Time Management for the New Millennium, Mumbai, Jaico Publishing,2001
- Gary kroehnert, Taming Time, New Delhi, Tata McGraw Hill Publishing Company Ltd,2004