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# Postgraduate programme

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Master in Tourism and Travel  
Management (MTTM)

2018-20

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Department of Tourism,  
Hotel, Hospitality and  
Heritage Studies

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**Jamia Millia Islamia, New Delhi**

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This document outlines the details of the Master in Tourism and Travel Management Programme offered by Department of Tourism, Hotel, Hospitality and Heritage Studies of Jamia Millia Islamia. This document is an effort to outline the process for the convenience of aspirants. However, in case of a doubt/dispute the relevant Ordinances and Regulations of the University shall prevail.



## Master of Tourism and Travel Management

### Department of Tourism, Hotel, Hospitality and Heritage Studies

#### Jamia Millia Islamia

Tourism is increasingly becoming important to the national and regional economy with a projected 10% contribution to the GDP by 2030. It is also expected to contribute almost 10% to the total employment by this time. Tourism is a priority with most provincial governments because of its ability to create jobs locally and therefore effect an equitable distribution of wealth so generated. An important challenge before the country is to create employable youth who can closely meet the expectations of the industry, the employer. It is therefore envisaged that the MTTM programme of the university shall focus on Activity Based Learning (ABL). The programme shall therefore have a large component of practical exposure so as to narrow the gap between what is expected by the industry and what is taught on the programme. The programme will create opportunities for the learners to work as closely as possible with the industry and be able to get back to the class (learning spaces) to reflect on their learning experiences.

Programme acknowledges the fact that the postgraduates shall be working as executives in the tourism and allied sectors who should be ready to shoulder supervisory responsibilities within a span of three to four years. Alternatively, they may also decide to raise their own ventures.

Entrepreneurship will be a cherished value of the programme.

It is also acknowledged that graduates from different streams of learning will join this programme with little or no prior knowledge of tourism. The programme will therefore include the following:

1. Courses on basic understanding of tourism and its operations
2. Courses on that will help manage a tourism company
3. Courses that will serve as a foundation to # 2 above
4. Courses to impart personal and professional skills those are considered important for this sector
5. Business leadership skills

Some considerations in designing the programme include the following:

- A. The DTHHHS proposes to have a professional post graduate programme on lines of CBCS.
- B. The MTTM programme at JMI is proposed for 108 credits.
- C. It is also understood that some companies in the tourism sector handle Indian customers traveling abroad where the companies help them with frontier formalities and the executive of such companies must be able to sell international destination and itineraries. This is external tourism (or out bound tourism). On the other hand, there are companies that facilitate travel of international visitors to India (Inbound tourism). Such companies must be expert in local destinations and travel. Similarly, some other companies deal with domestic travellers. The last two categories can be clubbed as Internal Tourism. The MTTM programme at JMI will focus on these two segments and accordingly allow students to choose from among these two specialisations.
- D. The first semester is devoted to building a conceptual base. There are foundation courses in both tourism (101, 103, and 105) and Business Management (102, 106) there will one CBCE course (101). One of the important skills required for this sector are the interpersonal skills. The semester has one courses dedicated to this (107). The second semester will focus on the three functional areas of business management (201, 202 and 203). There will one CBCE course (201).



Towards the end of first academic year of study the students would be evaluated for their overall understanding of tourism as they ready themselves to go for 6 to 8-week internship between the II and III semesters of study. Third semester is devoted to integration and consolidation. Based on industry feedback and immediate requirement (employability) three courses are placed in this semester (301, 302, and 303). While there is an advanced course on Foreign Language (309). There will one CBCE course (304) and one AECC (306) The fourth semester will be devoted to on-the-job training and reporting. The students having undergone summer internship will present their reports in the fourth semester. Students will also prepare and present the report of their on-the-job-training. Students are also expected to undertake a study tour during the II or III semester and will submit a detailed report during the IV semester.



Nomenclature	<b>MASTER IN TOURISM AND TRAVEL MANAGEMENT</b>
Department	Department of Tourism, Hotel, Hospitality and Heritage Studies
Faculty	Faculty of Humanities and Languages
Type	Postgraduate programme
Level	Level 8 and 9
Duration	Two-year full time, a four-semester programme
Evaluation	Semester
Credits	108 credits
Intake	30
Background	The objective of the course is to prepare professionals to shoulder managerial responsibilities in tourism and allied sector. Learners would also be empowered to raise their own enterprises.
Eligibility	Graduates with at least 45% marks.
Admission	Based on admission test (60%) and personal interview (20%) and Group discussion (20%)
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers. They should love travelling and interacting with people.



## Programme structure Admission 18-19

<i>Course</i>		<i>L-T-P</i>	
<b>Semester I</b>		<b>Credits</b>	
MTM 101	<b>Introduction to Tourism and Transportation</b>	4	3-0-1
MTM 102	Management Concepts and Organisation Behaviour	4	3-0-0
MTM 103	Tourism Geography	4	3-0-0
MTM 104	Travel Agency Management and Tour Operations	4	3-0-0
MTM 105	Heritage and Tourism Resources of India	4	3-0-0
MTM 106	Communication Skills Laboratory	4	0-2-1
MTM 107	Seminar	4	0-0-3
<i>Total</i>		<b>28</b>	
<b>Semester II</b>			
MTM 201	Human Resource Management	4	3-0-0
MTM 202	Accounting and Finance for Tourism	4	3-0-0
MTM 203	Tourism Marketing	4	3-0-0
MTM 204	E-Tourism and Digital Marketing	4	3-0-0
MTM 205	Foreign Language (I)	4	3-0-1
MTM 206	Itineraries of India	4	3-0-0
MTM 207	Viva-Voce	4	0-4-1
<i>Total</i>		<b>28</b>	
<b>Semester III</b>			
MTM 301	Meetings, Incentives, Conventions and Exhibitions	4	3-0-0
MTM 302	Tour Leadership and Management	4	3-0-0
MTM 303	Tourism Planning and Strategy	4	3-0-0
MTM 304	<b>Entrepreneurship and Small Business Management</b>	4	1-2-2
MTM 305	Destinations of the World	4	0-4-1
MTM 306	Airfare ticketing and documentation	4	3-0-0
MTM 307	Foreign Language (II)	4	3-0-0
<i>Total</i>		<b>28</b>	
<b>Semester IV</b>			
MTM 401	Summer Internship and Report (Presentation) (4+2)	6	0-25-1
MTM 402	On the Job Training and Report (Presentation) (8 + 2)	10	0-25-2
MTM 403	Study Tour (Adventure Tour) and Report on (Presentation)	4	0-25-1
MTM 404	Comprehensive Viva Voce	4	



Total 24

**Grand Total 108**

Notes:

1. 6 to 8-week internship/ training under supervision is equivalent to 4 credits while preparation of the report is 2 credits. The two-month summer internship is equivalent to 6 credits.
2. 1 Credit of Theory is equal to 1 hour per week; 1 Credit of Tutorial is equal to 1 hour/ week; and, 1 Credit of Practical is equal to 2 hour/ week.
3. Courses 106,107, 203,206,207,305,401,402,403, 404 are practical courses and there shall not be an external written exam. External exams for 75% grades in these courses will be based on viva, presentations, reports, business plan, etc. to be evaluated by an external examiner. For all other courses there will be a written semester end examination.
4. Students will move to industry for On-the-job training after the III Semester. There will be 6-8 weeks of Internship after the II Semester. And there will be a study tour during II or III semester and students would submit a report during the IV semester.
5. Courses 101, 201 and 304 are being offered as CBCS courses of 4 credits each.




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 Master of Tourism and Travel Management (MTTM)
 

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 MTM 101/ Sem I      **INTRODUCTION TO TOURISM AND TRANSPORTATION**

 4 Credits              Discipline Specific Core Course (DSC)  
                                  This course will also be offered as CBCS course
 

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**Description of the course**

This course shall introduce the learner to the basics of tourism phenomenon. The course also highlights the role of tourism as an economic intervention and its significance in the economy; course discusses the constituents of tourism with a global outlook. The course appreciates the socio-economic, environmental impacts of tourism and also focuses on giving the initial ideas of tourism industry linkages.

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**Learning outcomes**

After completing this course, the student should be able to:

1. To realize the interrelationship between tourism and its constituent segments.
  2. To understand the stages of growth and development of Tourism and Transportation.
  3. To know various modes of Transportation through which tourism operates.
  4. To realize the socio-cultural & economic impacts generated out of tourism.
  5. To realize the functions of various International & National Tourism Organizations and its operations
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**Unit I      *Overview of Tourism***

Introduction to tourism; Importance of tourism; Concepts and terms in tourism; Concept of tourism demand, trends in tourism demand; Tourism supply; National and international organisations relevant for tourism.

***Tourism supplies***

Tourist destinations, 5As of tourism, the Butler sequence; Attractions- types, management of attractions; Accommodation; Transportation

**Unit II      *The Business of tourism***

Travel and tour operations- introduction, tour operators and their types, FIT vs GIT, developing tour packages, negotiations and contracting, tour costing and pricing; DMC, travel agencies, MICE, etc.; Tourism marketing- 7Ps framework, Destination marketing and branding, marketing mix elements for tourism.

**Unit III      *Impacts of Tourism***

Impacts of tourism- economic, social, environmental; Sustainable development- concepts of development and sustainability, Agenda 21, Responsible Tourism, Code for Safe and Honourable Tourism; Climate change and tourism; Contemporary trends in tourism- use of ICT, social media, accessibility issues, etc.

**Unit IV      *Surface transport***

Major international tourist networks, EU rail and Indian Railways. Interstate highway system, Express ways and Highways. Importance of golden triangle, green triangle and golden Quadrilateral of India; Nature and operating economies of rail and road transport, importance of rail transport in tourism, luxury trains and rail based tour packages; Introduction and concepts of Rent - A- Cab Scheme, identification features, marketing of Rent- A- Cab

**Unit V      *Air and water transportation***

Growth and development of air transport industry and freight industry. Freedoms of



air, Bermuda convention, Chicago Convention, Warsaw Convention Roles and functions of DGCA, IAT A and ICAO; Relevance and importance of cargo industry, General Introduction to Cargo Agency. Air craft cargo configuration, capacity familiarization, limitations of weight and special loads.

Main ports and international passenger ferry routes identified; Operating economies of sea transport, major types of sea transport for tourism – passenger ferries (and major crossing areas), cruise ships (and major cruise circuits); Inland waterways in India and categories of national waters

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<b>Main text</b>	Vasudevan, V., Vijay Kumar, B. and Saroop Roy, B.R. (2017). <i>An Introduction to the Business of Tourism</i> . New Delhi: Sage Publication. Singh, Ratandeep (2008). <i>Tourism and Transport Management: Practice and Procedures</i> . New Delhi: Kanishka Publisher
<b>Reference books</b>	Holloway, J. C. (1994). <i>The Business of Tourism</i> , Pitman Publishing, London. “(L)” Swan, Sampad Kumar, and Mishra, Jitendra Mohan (2013). <i>Tourism Principles and Practices</i> , Oxford Higher Education. Sharma, K. (2014). <i>Introduction to Tourism Management</i> , Mc Graw Hill Education. New Delhi. Roday, Sunetra, Biwal, Archana and Joshi, Vandana (2013). <i>Tourism Operations and Management</i> . New Delhi: Oxford. Medlik, S. (1997). <i>Understanding Tourism</i> , Butterworth-Heinemann, Oxford. Hayward, Peter (2000). <i>Leisure and Tourism, Heinemann GNVQ Intermediate</i> , Heinemann Educational Publishers.
<b>Pedagogical approach</b>	Lectures, class room discussions, student presentations. T-P-T: 3-0-0.
<b>Evaluation</b>	75 % External evaluation, 25% Internal Evaluation.

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 Master of Tourism and Travel Management (MTTM)
 

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 MTM 102/ Sem I      **MANAGEMENT CONCEPTS AND ORGANISATION BEHAVIOUR**

 4 Credits              Discipline Specific Core Course (DSC)
 

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**Description of the course**

This is a program of business management for students of tourism who are expected to contribute to tourism businesses. They must, therefore, be able to appreciate all subsequent academic inputs in the context of organizing tourism activities as a business.

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**Learning outcomes**

After completing this course, the student should be able to:

1. Understand the role and concept of business
  2. Appreciate business as a value adding proposition
  3. Understand how the concept of value is reflected in satisfaction for the customer (Quality concept)
  4. Visualize how business organization is modeled
  5. What is management? The process of management and functional Management
  6. Understand the concept of organizational behaviour, changing scenario of organizations about individual and group behaviour in the organizations.
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**Unit I      *Introduction to management concepts***

*Management*: Nature, meaning, and significance of management; evolution of management thought;

*Making Decisions*: The decision-making process, Management decisions, Types of decisions and decisions making styles

**Unit II      *Planning***

The What and Why of Planning, Goals and Plans, Setting Goals and Developing Plans, Contemporary Issues in Planning ; Strategic management and strategic management process,

**Unit III      *Organising***

Designing Organizational Structure, Mechanistic and Organic structure, Traditional and Contemporary organizational designs, Importance of HRM, Process, Groups and group development, work group performances and satisfaction, work teams, challenges in managing teams

**Unit IV      *Leading***

Nature and Function of Communication, Understanding and managing individual behaviour- Focus and goals of OB, Attitudes and job performance, personality, perception, learning; Motivation- Early and contemporary theories of motivation; Being and effective leader

**Unit V      *Controlling***

Importance of controlling, The control process, organisational and employee performance, tools for measuring performance

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**Main text**      Griffins, R.W. (2011). *Management*, New Delhi: Cengage India Learning Pvt. Ltd.

Robbins, S. (2009). *Management*. New Delhi: Pearson Education.



**Reference books** Luthans, F. (2010). *Organizational Behaviour*. New Delhi: McGraw-Hill Education, Asia.  
Stoner, Freeman and Gilbert Jr. (2008). *Management*. New Delhi: Prentice Hall of India. (L)  
Prasad, L.M. (2014). *Organizational Behaviour*. New Delhi: Sultan Chand & Sons.

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**Pedagogical approach** Lectures, case discussions, assignments.  
T-P-T: 2-1-1

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**Evaluation** 75 % External evaluation, 25% Internal Evaluation

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**Master of Tourism and Travel Management**

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<b>MTM 103/ Sem I</b>	<b>TOURISM GEOGRAPHY</b>
<b>4 Credits</b>	Type of course Discipline Specific Core Course (DSC)

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**Description of the course**

Tourism Geography covers a wide range of interests including the human creation of tourism destinations from physical, biological and the cultural environments, and establishing interrelations among them with their distributions.

The present curriculum is intended, directed and focused to make students well acquainted with different aspects of Tourism Geography at India and Global levels so that they can easily understand the vitality, significance and richness of Geography in Tourism.

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**Learning outcomes**

After completing this course, the learner would be able to:

- Understand the core concepts of geography and its interrelationship with tourism.
  - Recognize the characteristics and worldwide distributions of geography specific tourisms.
  - Familiar with the role of geography of India in determining its major tourist destinations and their distributions.
  - Acquainted with the global geographical characteristics and their significance in shaping world's major tourist destinations across the continents, and their accessibility to tourists.
  - Plan tour itineraries of various destinations at domestic and global levels.
  - Recognize the significance of geography of space, place and experience as influential factors in tourism.
  - Appreciate the value of geography in tourism.
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**Unit I      *Core issues in tourism geography***

Core concepts of geography; Domain of geography in tourism, Geographical coordinates; Time and day calculations; Natural, cultural and political divisions of world, and impacts of these divisions on tourism generation and tourists' mobility.

**Unit II      *Geographic specific tourism***

Concept, principle and practices of Ecotourism and Geo-tourism; Classification of Geo-tourism with brief descriptions of Mountain tourism, Desert tourism, Coastal-marine tourism and Island tourism; Global distribution of prominent Ecotourism and Geotourism destinations, and their locations on map.

**Unit III      *Domestic tourism geography***

Geographical divisions of India: Natural, cultural and political; Geographical significance in the evolution and development of tourism in major geographical regions/divisions with their popular tourist destinations and attractions, and their locations on the map of India

**Unit IV      *Global tourism geography***

Major tourism generating regions in the world with their responsible geographical characteristics in the evolution and development of tourism, and case studies of selected countries from these regions; worldwide popular tourist destinations and their locations on world map.

**Unit V      *Geography of space, place and experience***

Concept and functions of Space, Place, Sense and Experience in the evolution, growth and development of Tourist destination; Tourist destination life cycle and its



significance in the management of tourist destinations from geography perspective;  
Basics of Geo-spatial technology and its application in tourism.

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<b>Main text</b>	Ramesh, M. (2013) <i>International tourism: Countries and Their Attractions</i> . New Delhi: ABD Publications Nelson, V. (2015). <i>An Introduction to The Geography of Tourism</i> . Jaipur: Rawat Publication. Husain, M. (2015). <i>World Geography</i> . New Delhi: Amazon Publication.
<b>Reference books</b>	Lew, A., Hall, M. Timothy, D.J. (2014). <i>World Geography of Travel and Tourism: A Regional Approach</i> , New York: Amazon Publication. Dixit, N.K. (2016). <i>Tourism Geography of India</i> . Delhi: Vista International Publication. Cooper, C., Boniface, B. and Cooper, R. (2016). <i>Worldwide Destinations: The Geography of Travel and Tourism</i> . New York: Routledge Publication. Chen, A., and Lu, Y. (2015). <i>The Principles of Geotourism</i> , New York: Springer.
<b>Pedagogical approach</b>	Lectures, cases studies, class discussions, map work etc. T-P-T: 3-0-0
<b>Evaluation</b>	75 % External evaluation, 25 % Internal evaluation.

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**Master of Tourism and Travel Management**

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**MTM 104/ Sem I TRAVEL AGENCY MANAGEMENT AND TOUR OPERATIONS****4 Credits** Discipline Specific Core Course (DSC)

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**Description of the course**

Planning a trip is a time-consuming and complicated process. Travel agents simplify this process for their customers in addition to providing consultation services and entire travel packages. They may book flights, cruises, rental cars and hotels, as well as resort stays and events. Hence this course aims to skill the students in developing a skill for travel agency operator.

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**Learning outcomes**

After doing this course, the learner will be able to:

1. To familiarize the historical background of the travel agency business
  2. To understand broadly the functions of a retail travel agency
  3. Identify various resources for planning travel itineraries.
  4. To realize the meaning of inbound tour management and differentiate it from an outbound tour
  5. To understand the nature and meaning of an outbound tour and understand handling of outbound tourist
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**Unit I *Travel Agency –Historical Growth***

Introduction to travel agency, Meaning, Nature, Scope and Characteristics of Travel Agency. Historical evolution or Origin of travel trade in the world and in India, Evolution of Cox & Kings and Thomas Cook Travel Company, Wholesale and retail travel agency and their difference, changing scenario of travel trade in present time. Role and Importance of travel agency.

The origin of the packaged tour, Growth in the packaged vacations, mass market operations, Specialised tour operators, Domestic operators, Incoming operators, Types of packaged tours, Customised tours and excursions, planning a tour package, Pricing a tour etc

**Unit II *Functions, Structure and Types of Travel Agency and Tour Operator***

Types of Travel agency, Destination management companies (DMC), OTA (Online travel agencies), and Tour Operators. Functions and role of travel agency and tour operators, Linkages of Travel agency, principle suppliers of tourism services, Role of technology in travel agency operation and management, Sources of revenue for travel agency and tour operators. Organisational Structure of a travel agency, various departments of a travel agency and their functions,

**Unit III *Setting-up of Travel agency and Tour Operation Business***

Setting up of travel agency, approval procedure for travel agency and tour Operators, Sources of Income for a travel agency, client handling, Tour itinerary Planning, sources for Itinerary Planning, Types of itinerary, components of tour itinerary.

**Unit IV *Tour Costing and Itinerary Preparing***

Introduction to costing, Methods of costing, components of costing – Transport,



Accommodation Guide/Escort, Airfare, Train fare monument entrance fee, supplement costs, courtesy services, meal rate, meal plan, sightseeing, entertainment, light and sound show, amusement/theme park, mark-up, taxes etc. Itinerary of various destinations for Inbound/domestic tourism- Golden Triangle Tour, Kerala tour, Rajasthan tour, J & K tour, and Himachal Pradesh tour itinerary and costing.

**Unit V** *International Organisations and their role in tourism promotion and development*

Forms of Travel Associations, Major International Travel Associations, The Aims and functions of various international / national organisation, UNWTO, ASTA, PATA, UFTAA, ICAO, IATA, and WTTC .

<b>Main text</b>	Chand, M. (2007). <i>Travel Agency Management: An Introductory Text</i> . New Delhi: Anmol Publication.
<b>Reference books</b>	Singh, R. (2015). <i>Flight Reservation and Tour Operation</i> . New Delhi: Kanishka. Singh, R. (2010). <i>Aviation management: Global and National Perspectives</i> . New Delhi: Kanishka. Andrews, S. (2007). <i>Introduction to Tourism and Hospitality Industry</i> . Tata McGraw Hill. Laurence, S. (1990). <i>Guide to Starting and Operating Successful Travel Agency</i> . New York: Delmar Publishers Inc.
<b>Pedagogical approach</b>	Classroom instruction with assignments and case studies. T-P-T: 3-0-0
<b>Evaluation</b>	75 % External evaluation, 25% internal evaluation.



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**Master of Tourism and Travel Management**

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**MTM 105/ Sem I      HERITAGE AND TOURISM RESOURCES OF INDIA****4 Credits              Discipline Specific Core Course (DSC)**

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**Description of the course**

A thorough knowledge about the various product offered in tourism is a must for a tourism professional who shall be, in the future involved in the sales and marketing of the tourism product.

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**Learning outcomes**

Upon successful completion of the course students will learn:

1. Provide a comprehensive view of tourism products. To understand reasonably the culture-tourism relationship, the Indian culture and heritage shall be taught with the purpose of application of the same in tourism
  2. To understand reasonably the culture- tourism relationship, the Indian culture and heritage shall be taught with the purpose of application of the same in tourism
  3. The need for conservation of tourism product and heritage as well as various aspects related to it.
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**Unit I              *Tourism products***

Definition, concept, characteristics and classification; difference between tourism resources and products;

**Heritage** – Meaning, types of heritage tourism; heritage management organizations – UNESCO, ICOMOS, ASI, INTACH; The Ancient Monuments and Archaeological Sites and Remains Act 1958; Wildlife (Protection) Act 1972.

**Unit II              *Glimpses of Indian history***

Ancient, medieval and modern; Indian society and culture- structure, customs and rituals, sacred texts, varna, ashrama and purushartha, caste system in India, main characteristics of Indian culture, unity in diversity.

**Unit III              *Architectural heritage of India***

Rock-cut architecture, Buddhist architecture, Hindu temple architecture, Indo-Islamic architecture and Colonial architecture; World Heritage Sites in India

**Unit IV              *Religions of India***

Their basic tenets- Hinduism, Buddhism, Jainism, Sikhism, Islam and Christianity. Popular religious shrines and centres; Hindu- Char Dham Yatra, Chota Char Dham- Badrinath, Kedarnath, Gangotri, Yamunotri; Kamakhya temple (Assam), Vaishno devi, Varanasi, Gaya, Ayodhya, Mathura–Virndavan, Allahabad, Ujjain, Hardwar, Nasik, Gangasagar, Tirupati; Buddhist- Lumbini, Bodhgaya, Sarnath, Kushinagar, Sharavasti, Sankisa, Vaishali, Rajgir, Kapilvastu, Nalanda, Sanchi, Ajanta; Jains- Kashi, Pavapuri, Shatrunjaya, Girnar, and Dilwara (Mt. Abu), Sharavanbelgola, Palitana; Muslims- Ajmer Sharif, Nizamuddin (Delhi), Fatehpur Sikri, Hazrat Bal (Kashmir), Haji Ali ki Dargah (Mumbai), Bada Imambara (Lucknow); Sikhs- Hemkund Sahib, Anandpur Sahib, Patna Sahib, Golden Temple (Amritsar), Damdama Sahib, Poanta Sahib, Manikaran; Christianity- Churches and convents of Goa

**Unit V              *Arts of India***

**Performing art:** Classical dances, folk dances and folk culture;

**Handicrafts and textiles:** Important handicraft objects and centres, craft melas, souvenir industry; Important museums, art galleries and libraries of India



*Fairs and festivals: Social, religious and commercial fairs of tourist significance*

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<b>Main text</b>	Himanshu Prabha Ray (2007). <i>Monuments (Incredible India)</i> . New Delhi: Department of tourism, Ministry of Culture, Government of India, New Delhi.
<b>Reference books</b>	Dixit, Manoj and Yadav, Charu Sheela (2006): <i>Tourism Products of India</i> , Lucknow: Royal Publishers Jacob, R. (2007). <i>Indian Tourism Products</i> . New Delhi: Abhijeet Publications. Gupta, S.P. (2002). <i>Cultural Tourism in India</i> . New Delhi: Indraprastha Museum of Art and Archaeology.
<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and Case study analysis and field work, discussion T-P-T: 3-0-0
<b>Evaluation</b>	75% external evaluation. 25% internal evaluation

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 Master of Tourism and Travel Management
 

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MTM 106/ Sem I      COMMUNICATION SKILLS LABORATORY AND NEGOTIATIONS

 4 Credits      Discipline Specific Core Course (DSC)
 

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**Description of the course**

Tourism is a contact intensive service industry. One of the first things that customers and therefore employers look for in tourism professional is his/ her ability to communicate. This course is organized as a laboratory where learners will have an opportunity to hone their communication skills.

Every tourism company needs a strong sales team to effect sales. They look for professionals who are adept on selling. This course will also enable learners to understand the nuances of sales

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**Learning outcomes**

After completing this course, the learners should be able to:

1. Communicate effectively in business situations
  2. Present self
  3. Present their ideas well within a business set up
  4. Write professionally
  5. Appreciate professional courtesies
  6. Create win-win scenarios that have their customers coming back for more
  7. Have a plan to ensure they are set-up for success
  8. Increase their personal influence, persuasive power and charisma
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<b>Course outline</b>	Written Communication CV writing Letter writing Writing an email Memo writing Report writing Verbal communication Public speaking Presentation skills Interview skills Etiquettes and manners Customer care Effective customer care Handling customer complaints Handling difficult customers <i>Workshop on Selling techniques</i>
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<b>Main text</b>	Guffey, M,E. & Loewy, D. (2010). <i>Business Communication: Process and Product</i> , Cengage Learning Raman, Singh, M. & Prakash (2012). <i>Business Communication</i> , Oxford University Press India. Sharma R.C. and Mohan K. (2005). <i>Business Report Writing and Correspondence</i> , New Delhi, Tata McGraw Hill. Jobber and Lancaster (2009). <i>Selling and Sales Management</i> , 8/e, Pearson Education. Still, Cundiff and Govoni (1998). <i>Sales Management: Strategies and Cases</i> . New
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Delhi: Prentice Hall of India.

<b>Reference books</b>	Lehman,C. & DuFrene, D.(2010). <i>Business Communication</i> , Cengage Learning Bovee, Thill & Schatzman (2003). <i>Business Communication Today</i> , Pearson, New Delhi.
<b>Pedagogical approach</b>	Demonstration, practice, case studies, simulation. T-P-T: 0-4-1
<b>Evaluation</b>	Course will have 100 % practical evaluation. 25 % internal evaluation will be through a battery of class work and assignments. 75% weightage for external evaluation.

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Master of Tourism and Travel Management

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**MTM 107/ Sem I      SEMINAR**  
**4 Credits              Discipline Specific Elective (DSE)**

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**Description of the course**

The purpose of this course is to enable the learner to present his/ her perspective on a subject of contemporary interest. The students would be expected to work independently to contribute to a seminar on the chosen themes.

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**Learning outcomes**

The group would learn from the presentations and discussion during the seminar. The focus of this course would be to develop an understanding of the contemporary tourism environment. The Course leader (teacher) would encourage students to present their papers in a seminar on chosen of contemporary interest.

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**Seminar rollout**

Faculty of the programme in consultation with programme chairperson would organize a 5-7 student seminar on issues of contemporary interest. The teacher will release a calendar for the seminars.

The concerned faculty would announce the subjects and require students to enrol for the seminar. The students would be distributed on an equitable basis for each of the seminars.

Every student is expected to work independently on some aspects of the chosen subject and develop a technical paper for the seminar. He/she would also make a presentation during the seminar. Students are expected to work closely with the teacher/s allocated for the purpose through the semester.

Student must refer to and cite at least 10 to 15 references for the development of the technical paper.

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**Reference**    To be provided by the instructor

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**Pedagogical approach**    Presentations, technical paper, discussions, seminar.  
    T-P-T: 0-4-1

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**Evaluation**

External 75%

    i.) Final Presentation - 50 points

    ii.) Technical paper- 25 points

Internal 25%

    Based on attendance in seminarsand participation

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Master of Tourism and Travel Management

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**201/ Sem II**                      **HUMAN RESOURCE MANAGEMENT**

**Credits 4**                      Type of course  
 Discipline Specific Core Course (DSC) This course will be offered as CBCS

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**Description of the course**

Tourism’s characteristics highlight a number of features that have important ramifications for people within this sector and the role that human resource development plays in supporting enhanced productivity and quality at all levels within organisations, destinations and countries. Tourism is a ‘multiproduct’ industry and the different sectors of tourism offer a wide range of occupations with a diversity of human capital requirements. This course also aims to provide deep insight to learners how to attract and manage the most important assets of any organisation specially tourism i.e. Human resource.

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**Learning outcomes**

The objective of this course is to sensitize students to the various facets of managing people and to create and understanding of various policies and practices of human resource management.

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- Unit I**                      ***Introduction***  
 Concept of HRM, need and importance of HRM; Scope of HRM, strategic and functional aspects of HRM; Role of human resource management in our competitive business environment.
  
  - Unit II**                      ***HRM Process***  
 Human Resource Planning, Job analysis, Employee recruitment and selection, interviews, Induction.
  
  - Unit III**                      ***Training and Development***  
 Identification of training, need and importance of training, techniques of training; Internal mobility, Quality of work life.
  
  - Unit IV**                      ***Performance Management***  
 Concept of Performance Appraisal, Need and importance of performance appraisal, techniques of performance appraisal, Potential appraisal.
  
  - Unit V**                      ***Industrial relations***  
 Concept of Industrial relations and Collective bargaining, Grievance handling and discipline; Future trends in HRM.
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**Main text**                      Aswathappa, K. (1997). *Human Resources and Personnel Management*. Tata McGraw Hill, New Delhi.

**Reference books**                      Dressler, G. (2000). *Human Resource Management*. Prentice Hall of India, New Delhi.

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**Pedagogical approach**                      Lectures, presentations, Assignment, group activities and Case study analysis and field work, discussion  
 T-P-T: 3-0-0

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**Evaluation**                      75% external evaluation. 25% internal evaluation

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Master of Tourism and Travel Management

**MTM 202/ Sem II      ACCOUNTING AND FINANCE FOR TOURISM**

**Credits 4                      Discipline Specific Core Course (DSC)**

**Description of the course**

This course provides an introduction to the fundamentals of accounting and finance and develops an understanding of the strategic roles that financial analysis and finance play in internal management decision-making.

**Learning outcomes**

After completing this course, the student should be able to:

1. To understand application of fundamental concepts of accounting and financial management in the tourism industry
2. To read and understand the components of Income Statement and Balance Sheet
3. To perform various financial statement analyses including horizontal and vertical analysis, and financial ratio analysis
4. Understand various cost concepts and implement CVP analysis
5. To prepare budgets and implement forecasting techniques

**Unit I                      *Introduction to Accounting***

Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies (capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.

**Unit II                      *Recording of Transactions and Secondary Books***

Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance

**Unit III                      *Final Accounts***

Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries, Trading account, profit and loss account and balance sheet, practical problems.

**Unit IV                      *Depriciation***

Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)

**Unit V                      *Introduction to Financial Management***

Meaning and definition of Financial Management, Type of finance, Objective of Financial Management, Approaches of Financial Management, Role, Function and Scope of Financial Management, Financial Planning (short, Medium and long), Capital structure and source of finance.

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<b>Main text</b>	Maheshwari, S.N. (2008). <i>Financial Accounting</i> . New Delhi: Vikas Publication House (L) Chandra, Prassana (2008). <i>Financial Management</i> . New Delhi: Tata McGraw Hill. (L)
<b>Reference books</b>	Pandey I.M. (2004). <i>Financial Management</i> . New Delhi: Vikas Publication House. (L) Khan M.Y. and Jain P.K. (2008). <i>Management Accounting</i> . New Delhi: Tata McGraw Hill (L)
<b>Pedagogical approach</b>	Outline pedagogical strategy here. Also detail the T-P-T structure here.
<b>Evaluation</b>	Outline the approach to evaluation here.

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Master of Tourism and Travel Management

**MTM 203 / Sem II    TOURISM MARKETING**

**4 credits                      Discipline Specific Core Course (DSC)**

**Description of the course**

Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling. The objective of this course is to acquaint the participants with concepts and techniques used in marketing both at micro and macro levels.

**Learning outcomes**

After completing this course, the learner would be able to:

1. Appreciate the concepts of marketing and their application to tourism
2. Apply the concept of 7Ps to tourism.
1. Understand the concepts and value of research and its methodologies.
3. Application of research methodologies in tourism.

- Unit I                      *Marketing***  
Introduction to marketing and its role in competitive business. Concept of Tourism marketing and its uniqueness. SWOT and STP (Segmentation, Targeting and Positioning) analysis and their significance. Marketing mix. Demand forecasting: Concept, need and methods. Consumer behaviour analysis and its significance. Types of markets in tourism.
- Unit II                      *Marketing research for service***  
Service marketing: Concept and characteristics of services. SERVQUAL model and Gaps analysis in services deliveries. Service triangle. Marketing Research for service: Concept, types of research, elements and tools of research, and process of marketing research. Functions, significance and limitations of marketing research.
- Unit III                      *Product and service issues***  
Nature and type of tourism products. Managing the tourism product. Product / service decisions and product formulation. New product development. Branding and packaging decisions. Tourism product life cycle.
- Unit IV                      *Price, Place, and Promotion strategy***  
Pricing: Concept, strategies and practices. Place (Service logistics): Concept and Distribution channels in travel and tourism. Promotional mix. The meaning and importance of integrated marketing communication approach. Marketing Information Systems (MKIS).
- Unit V                      *Process, People, and Physical evidence***  
Process: Concept and Process mix. Physical evidence: Concept and roles of physical evidence in marketing, dominant and peripheral goods as physical evidence. People mix, managing people in marketing.

**Main text**    Chaudhary, Manjula (2010), Tourism Marketing, Oxford University Press, New Delhi.  
Chowdhary, Nimit and Prakash, Monika (2005), A Textbook of Marketing of Services, Macmillan India Limited, New Delhi:  
Dasgupta, Devashish (2010), Tourism Marketing, Pearson Education, New Delhi.  
N. Meenakshi and Arun Kumar(2018),Marketing Management, Vikas Publication,

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	New Delhi
	Kothari, C.R. (2011). <i>Research Methodology: Methods and Techniques</i> . New Delhi: New Age International Publishers.
<b>Reference books</b>	Middleton, Victor (2001). <i>Marketing in Travel and Tourism</i> , 3/e. New Delhi: Butterworth-Heinemann.
	Kotler, Philip, Bowen, John and Makens James (2009). <i>Marketing for Hospitality and Tourism</i> . New Delhi: Prentice Hall/ Pearson Education.
<b>Pedagogical approach</b>	Lectures, cases studies, class discussions. T-P-T: 3-0-0
<b>Evaluation</b>	75 % External evaluation, 25 % Internal evaluation.

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Master of Tourism and Travel Management

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**MTM 204/ Sem II**      **E-TOURISM AND DIGITAL MARKETING**

**4 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

The purpose of this course is to enable students to understand basics of e-tourism. This module will introduce the learners to the concepts of e-commerce and examine some elementary terms.

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**Learning outcomes**

After completing this module, the students should be able to:

1. Appreciate the importance of e-business and e-tourism.
  2. Understand basics concepts of internet, e-business, m-business.
  3. Understand tools of marketing of tourism products through internet/ website.
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<b>Unit I</b>	<p><b><i>e-Tourism</i></b> Introduction, concepts, evolution; e-tourism- demand and supply; Brief outline of e-tour operators/e-travel agencies, airlines, e-hospitality.</p>
<b>Unit II</b>	<p><b><i>Digital marketing</i></b> Introduction, concept, advantages, methods; Digital Marketing vs Traditional Marketing; Digital Marketing platforms; Digital marketing framework; The consumers of digital marketing</p>
<b>Unit III</b>	<p><b><i>Social media marketing</i></b> Introduction to SMM - What is Social Media?; SMM Vs. SMO; Benefits of using SMM; Facebook Marketing; Facebook Advertising</p>
<b>Unit IV</b>	<p><b><i>Search engine optimisation</i></b> Basics of search marketing: Keyword Research and Competition; organic &amp; paid search results; Overview of Google AdWords; Keyword research and analysis; Tracking the success of SEM; Search Engine Optimization techniques; On-page &amp; Off-page optimization</p>
<b>Unit V</b>	<p><b><i>E-mail &amp; web analytics</i></b> What is Analytics? Importance of Analytics for Business; Popular Analytics Software's; Key Performance Metrics [KPI] in Analytics; Introduction to Google Analytics <b><i>Email marketing:</i></b> Email Marketing ;What is Email Marketing? Importance of Email Marketing; Popular Email Marketing Software's; Introduction to Mail Chimp</p>

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**Main text**      Buhalis, Dimitrios (2003), *e-Tourism*, Prentice Hall Pauline

**Reference books**      Internet Marketing (2011), Mary Lou Roberts, Cengage Learning , New Delhi, ISBN-81-315-0788-2  
 Search Engine Marketing, Inc.: Driving Search Traffic to Your Company's Web Site (2008), Mike Moran, Bill Hunt, Pearson Education  
 eMarketing excellence (2008), David Chaffey, P R Smith, Elsevier

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<b>Pedagogical approach</b>	Lectures, project and assignments, tutorials. T-P-T: 1-1-1
<b>Evaluation</b>	25 % internal practical exam, 75% semester end practical exam.

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Master of Tourism and Travel Management

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**MTM 205/ Sem II**      **FOREIGN LANGUAGE I**  
**4 Credits**              Discipline Specific Core Course (DSC)

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**Description of the course**

This course is designed to help students understand and learn the growing importance of Spanish language in modern world. This course will also help students to analyse and understand cultural considerations as motivators for an effective tourism support and engagements.

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**Learning outcomes**

After completing the basic course in Spanish, the learners would be able to-

1. Understand alphabets and basic pronunciation
  2. Basic vocabulary- numbers, dates, time, nouns, verbs
  3. Communicate elementary for travel
  4. Start forming basic sentences
- 

- Unit I**              ***Beginner***  
 History & Culture, Spanish reach and population, Opportunities and how it Impacts you? Efficient learning guide and considerations; Salutations and pronunciations
- Unit II**              ***Alphabets and numbers***  
 Continuation of salutations and pronunciations, alphabets, numbers, audio exercises; Case example with class interaction
- Unit III**              ***Basic grammar and vocabulary***  
 Introduction to nouns; Introduction to verbs; Date and time; simple sentences and vocabulary; Interactive AV Demo
- Unit IV**              ***Travel survival kit***  
 Revision of Previous exercises; Travel survival kit- greetings, modes of travel and guides, airport, taxi, accommodation, hotels, ordering food, understanding addresses, asking directions, and shopping; Key guides.
- Unit V**              ***Writing sentences***  
 Revision of previous exercises; Role play exercises with AV demo; Sentence formations, writing small paragraphs, letters, emails, student leads on key topics, links for further studies
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**Main text**      Espanyol sin Fronteras ESF – I (Goyal Publishers)

**Reference books**      AulalInternacional-1 (Goyal Publishers)

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**Pedagogical approach**      Lectures, practice, talks and videos. T-P-T: 1-0-2

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**Evaluation**              25% Internal, 75% External

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**Reference books**      Give 4 to 5 reference book. Give really good books. Remember these are under graduate students. Cite the reference properly.

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Master of Tourism and Travel Management

**MTM 206/ Sem II**

**ITINERARIES OF INDIA**

**4 Credits**

Discipline Specific Elective (DSE)

**Description of the course**

Tourism industry always appreciates individuals who have good knowledge of tourist destinations of India. One of the basic jobs in the industry is to counsel potential customers and help them finalize a destination to visit. Visitors will often have queries regarding the destinations. A good travel professional would be able to empathize with the customers and virtually take them through the destination as if the professional has been to the destination and is conversant with every nook and corner of the destination.

The professional during a negotiation/ discussion should appear comfortable with the place and its elements.

This course is about making learners aware about the destinations of India. A multipronged learning approach is deployed in this course to discuss India as a destination and their attractions.

**Learning outcomes**

The course just not focuses on where is the destination and what is there at the destination, but it endeavours to instil an understanding of the place in question with respect to demand and supply for tourism, features of the destinations in India especially its resources, products and cultural norms.

After completing this course, the student should be able to:

1. Learn about popular destinations of India
2. Learn about popular circuits of India
3. Learn about important service providers and transporters at the destinations
4. Prepare itineraries for Indian destinations with costing
5. Understand how to convert tourist 's idea of holiday into a tour package.

**Course rollout**

In this course theoretical and practical inputs related with types of itineraries, itinerary preparation and designing process, costing and pricing of itinerary, hotel vouchers and pax docket preparations will be imparted.

The course is a 100 % internally evaluated course. Broadly, the activities assessed in this course are as follows:

**Itinerary workshops**

Creativity, feasibility and presentation skills will be the main criteria for evaluation of the itinerary presentation. Each itinerary has to be submitted in PowerPoint and a written assignment.

**Documentation**

Student will prepare dummy hotel vouchers, pax docket, costing sheet, passport form etc.

**Quiz**

Four quizzes will be organized. Three best scores out of four will be considered. Each quiz is of 15 points

<b>New Itinerary Development</b>	Students will develop innovative itineraries for a new attraction, new circuit, new destination in form of a consumable itinerary.
<b>Destination specific lectures</b>	Lectures by embassy tourism desks/ DMCs. Students must attend these lectures. Their participation in these lectures during Sem II and Sem III is worth 10 points.

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<b>Pedagogical approach</b>	Activity based learning' is the key pedagogical approach that we use. Learning would be facilitated through presentations, itinerary workshops, quizzes, etc. T-P-T: 0-4-1
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<b>Evaluation</b>	Internal evaluation of 25 % will be based on Average of two quizzes for 10 marks (10%). Remaining 15 % will be based on above exercises. External evaluation of 75% will be based following: <table> <tr> <td>Quiz</td> <td>15%</td> </tr> <tr> <td>Sessional file</td> <td>20%</td> </tr> <tr> <td>Itinerary development exercise</td> <td>20%</td> </tr> <tr> <td>Viva and presentation</td> <td>20%</td> </tr> </table>	Quiz	15%	Sessional file	20%	Itinerary development exercise	20%	Viva and presentation	20%
Quiz	15%								
Sessional file	20%								
Itinerary development exercise	20%								
Viva and presentation	20%								

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Master of Tourism and Travel Management

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MTM 207/ Sem II      VIVA VOCE

4 Credits              Skill Enhancement Course (SEC)

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**Description of the course**

This is the last part of the first half of the programme where learner would be evaluated for knowledge acquired and his/ her analytical abilities to synthesize learning and apply to real world situations.

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**Evaluation**

This course aims at testing the understanding of student of the course learnt throughout the first two semesters of the programme with emphasis on evaluating his development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management. A student will be evaluated out of 100 points by an panel comprising of an Internal and an External member.

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Master of Tourism and Travel Management

**MTH 301/ Sem III**      **MEETINGS, INCENTIVES, CONVENTIONS AND EXHIBITIONS**  
**4 Credits**                      Discipline Specific Elective (DSE)

**Description of the course**

The purpose of this course is to give students an overview of the MICE (Meetings, Incentive, Conventions and Events/Exhibitions) sector of the tourism industry. The scope of this course is to familiarize students with an in-depth knowledge about the specialized field of "MICE industry" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a MICE context.

**Learning outcomes**

After doing this course, the learner will be able to:

1. Have necessary domain knowledge and skills for event management careers
2. Understand the potential of MICE and Event Tourism and to enable the students to use case studies of successful events
3. Demonstrate on how managers can improve their effectiveness and efficiency in producing successful events

- Unit I**                      ***Introduction to Events studies***  
 Scope- nature and importance, types of events; Event tourism; Event terminology; Typology of planned events
- Unit II**                      ***The dynamics of event planning***  
 Site planning, operations and logistics- Project planning and management, the strategic plan (including force-field analysis); Planning the venue or site; Planning for green and sustainable events.
- Unit III**                      ***Destination planning for event tourism***  
 Planning MICE, event- tourism planning and policy, Components of the conference market, characteristics of conferences and conventions, MICE as a supplement to tourism, the nature and demand of conference markets; Research for event tourism planning.
- Unit IV**                      ***The event experience, programming and quality management***  
 Programme planning, Developing a program portfolio, the program life cycle, the quality of events and quality management
- Unit V**                      ***Safety, health, risk and security management***  
 Special hazards and threads associated with events; the comprehensive health and safety plan; The comprehensive risk management plan, crowd management and control, legal issues.

**Main text**                      Fenich, G. (2011). *Meetings, Expositions, Events, and Conventions*, India: Pearson Education Inc.

**Reference books** Wagen, L.V.D. and Carlos, B.R. (2008). *Event Management*. Delhi: Dorling Kindersley Pvt. Ltd.  
 Charles Bladen, James Kennell, Emma Abson and Nick Wilde (2012). *Event Management: An Introduction*. New York: Routledge.  
 Joe Gold Blatt (1997). *Special Events: Best Practices in Modern Event Management*. New York: John Wiley and Sons.

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**Pedagogical approach** Classroom instruction with assignments and case studies.  
 T-P-T: 3-0-1

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**Evaluation** 75 % External evaluation, 25% internal evaluation.

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Master of Tourism and Travel Management

**MTM 302/ Sem III    TOUR LEADERSHIP AND MANAGEMENT**

**4 Credits                    Discipline Specific Elective (DSE)**

**Description of the course**

The idea behind introducing this course is to orient the students about the scope of tour escorting as a career option. This course will help the students to appreciate better what the profession of tour escorting is all about by giving them a practical experience of how to practice escort in real life situations. It will also orient them to the nitty-gritties of this profession. This course also intends to deliver key skills.

**Learning outcomes**

After completing this course, the student should be able to:

1. Understand the nature and challenges of a tour manager's job.
2. Understand the role of a tour manager in different situations- at airport, on the coach, at the hotel, etc.
3. Manage and handle the group of tourists and address their common problems
4. Help visitors negotiate the destination and enjoy the trip.

**Unit I                    *Tour Leadership***

Introduction to tour leadership, Characteristics of tour escorting profession, difference between tour escorting and tour guiding, Advantages and disadvantages of choosing tour escorting as a profession. Tour management in India and abroad, Skills and competencies required to be a tour manager, presenting oneself, Challenges faced by a tour manager

**Unit II                    *Roles and duties***

Pre-trip Duties / Preparation; Understanding tour client profile, Tour Escort File-checklist at the point of departure  
*Responsibilities at the Airport-* Meet & Greet; Airport Check-In Procedures, Customs and Immigration; Group Clearance- Luggage  
*Responsibilities at the hotel-* Check In, Check out, Rooming List, Meal requests  
*Responsibilities during sight-seeing tours-* On-Tour Operation / Conduct; Organising Commentary- Commentary / Storytelling; Destination Briefing, Time Schedule; Points of Interests; Getting a "Mental Picture" of Routing & Landmarks; Handling microphone, Operating Instructions/ Routing, Computing Time / Distance / Routing Technology; Map Reading; Luggage Handling, Familiarisation of coach, working with the local driver; Gratuities; Working with the Local Guide

**Unit III                    *Responsibilities on a train/cruise***

Embarkation; Initial Briefing/Duties Aboard Ship / Train; Disembarkation;

**Unit IV                    *Group management and situation handling***

Why people go on tours, Group control and Setting Limits, Handling difficult tourists, Communication Skills; Typical Day-to-Day Problems; Listening Skills; Conflict Resolution; Keeping your Cool; Creativity; Tips to keep group happy; Ethical and Professional Considerations, Handling emergency situations

**Unit V**      ***Other roles and responsibilities***

Other functions: The Professional Daily Briefing, Dealing with FAQ's; Taking care of logistics: Dine Around, Shopping / Commissions / Ethics; Safety of guests, Arrival preparations: Briefing instructions and Reconfirming Flights; Tour Conclusion and feedback, Tools of the trade for the tour manager, Understanding cross cultural differences

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<b>Main text</b>	Chowdhary, Nimit (2013). <i>Handbook for Tour Guides</i> . New Delhi: Matrix Publishers. (L)
<b>Reference books</b>	Mitchell, G.E. (2005). <i>How to Start a Tour Guiding Business</i> . Charleston: The GEM Group Ltd. Pond, K.L. (1993). <i>The Professional Guide</i> . New York: Van Nostrand Reinhold. (L)
<b>Pedagogical approach</b>	All credits for practice. T-P-T: 2-0-1
<b>Evaluation</b>	25 % practical exam, 75% semester end exam.

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Master of Tourism and Travel Management

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**MTM 303/ Sem III**      **TOURISM PLANNING AND STRATEGY**

**4 Credits**                      Disciple effective Core Course (DSC)

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**Description of the course**

This is an integrative course. The course helps learner develop a larger comprehensive view of the tourism. Having done so learners will be exposed to tools to analyse the competitive position of a firm vis-a-vis its business environment. This will help learner strategize the tourism efforts.

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**Learning outcomes**

After completing this course, the student should be able to:

1. Develop an understanding of the basic concepts of tourism policy and planning for public and private sector community;
  2. Understand the tourism policy initiative taken in India;
  3. Understand problems related to tourism development in India;
  4. Understand the importance of sustainable tourism planning & development;
  5. Explore the interrelationships between resource management and tourism planning and development.
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**Unit I                      Introduction**

Concept, need, objective, institutional framework and the principal lines of public tourism policy; The role of government, public and private sector in formulation of tourism policy; Role of international, national, state and local tourism organisations in carrying out tourism policies.

Future World Tourism Policy Issues-safety and security, impact of world's economy on tourism, utilizing e-commerce tools in tourism, emerging tourism markets, quality tourism products and experiences, partnerships and strategic alliances in tourism.

**Unit II                      Policy initiatives in India**

Historical background of tourism policy and planning in India- An outline of Sergeant Committee (1945), L.K. Jha Committee (1963), National Tourism Policy (1982), National Action Plan on Tourism (1992), The latest tourism policy of Ministry of Tourism, Govt. of India. Investment opportunities and government policy for investment in hotel/tourism industry. Sources of funding.

**Unit III                      *Tourism planning***

Origin, concept, approaches and process of tourism planning; Techniques of plan formulation; Levels and types of Tourism Planning-International, National, Regional, Development Area Land Use Planning, Facility Site Planning, Facility Design.

**Unit IV                      *Introduction to strategy and strategic process***

Meaning, process, elements and importance of strategy, Levels of strategic decisions; Vision, Mission and Objectives; Concept of strategic analysis, choice and implementation; PEST analysis; external environment (competition), Porter's five

forces analysis, destination competitiveness; internal environment (capability), performance monitoring and control, product evaluation, SWOT analysis.

**Unit V** **Tourism destination strategy-** objectives, methods, steps and factors influencing planning; Tourism Planning for destinations- Cities, Rural sites, Protected Areas, Beach resorts and Mountain Resorts. Destination life cycle concept and its applicability in planning. Tourism and Five-year Plans in India with special reference to current Five Year Plan. Make in India Initiatives for Tourism.

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**Main text** Inskeep, E. (1991), *Tourism Planning: An Integrated and Sustainable Development Approach*, New York: John Wiley & Sons.  
 Murthy, E.K. (2008). *Tourism Planning: Concepts, Approaches & Techniques*, New Delhi: ABD Publishers.  
 Tribe, John (2010). *Strategy for Tourism*. Oxford: Goodfellow Publishers Limited.

**Reference books** Edgell, David L and Swanson, J.R. (2013). *Tourism Policy and Planning*, New York: Routledge.  
 Bezbaruah M.P. *Indian Tourism Beyond the Millennium*, New Delhi  
 Gunn. Clare A. *Tourism Planning*, New York: Taylor & Francis.  
 Murphy, Peter E. *Tourism: A Community Approach*, New York: Methuen.  
 Lindberg, K., Hawkins, D.E. (1993), *Ecotourism A Guide for Planners and Managers*, North Bennington, Vermont, USA: The Ecotourism Society.  
 Dredge D. and Jenkins, J. (2006). *Tourism Planning and Policy*, Brisbane: John Wiley & Sons.

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**Pedagogical approach** All credits for practice. T-P-T: 3-0-0

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**Evaluation** 25 % internal exam, 75% semester end exam.

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Master of Tourism and Travel Management

**MTM 304/ Sem III    ENTREPRENEURSHIP AND SMALL BUSINESS MANAGEMENT**

**4 Credits**                      Skill Enhancement Course (SEC)  
    This course is also offered as CBCS course

**Description of the course**

Tourism is one sector which offers plenty of opportunities for entrepreneurship. Experience of the tourism industry suggests that many of youngsters sooner or later take to entrepreneurship. Raising new enterprises is not only important from a job creation point of view, but it is a prime intervention for the development of a destination.

**Learning outcomes**

This course will therefore help students with:

1. Searching for feasible business ideas.
2. Convert ideas into business propositions.
3. Understand the mechanics of developing a business plan

A tangible outcome of this course will be development of a bankable business plan.

- Unit I                      *Introduction***  
 Introduction to entrepreneurship; tourism industry and business ideas; business strategy- understanding customers and analyzing competition.
- Unit II                    *Functional area management***  
 Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.
- Unit III                   *Organisation and business***  
 Form of organisation and legal considerations; networking and collaboration; good business practices.
- Unit IV                   *Business plan development***  
 Feasibility; Writing a business plan- marketing, financial, operations, people, etc. planning.
- Unit V                    *Setting up a tourism enterprise***  
 Steps, procedures, licenses, registration etc.

**Main text**    Chowdhary, Nimit and Prakash, Monika. (2010). *Managing Small Tourism Business*, New Delhi: Matrix Publishers. (L)  
 Prakash, Monika and Chowdhary, Nimit (2010). *Starting a Tourism Company*, New Delhi: Matrix Publishers. (L)

**Reference books**    Mohanty, Sangram Keshari (2005). *Fundamentals of Entrepreneurship*, New Delhi: Prentice Hall of India.  
 Sido-online. *Portal of MSME*, Government of India ([www.smallindustryindia.com](http://www.smallindustryindia.com))  
 Scarborough, N.M. and Zimmer, T.W. (1996), *Effective Small Business Management*, 5/e, New York: Prentice Hall, Inc.  
 IGNOU MTM-8 (2005, Reprint). *Managing Entrepreneurship and Small Business in Tourism*.

**Pedagogical approach**            All credits for practice. T-P-T: 1-4-1

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**Evaluation** 25 % internal practical exam, 75% semester end practical exam based on development of a bankable business plan.

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Master of Tourism and Travel Management

**MTM 305/ Sem III**

**DESTINATIONS OF THE WORLD**

**4 Credits**

Disciple Specific Elective Course (DSE)

**Description of the course**

This is not a simple course on where is the destination and what is there at the destination. The Course endeavours to instil an understanding of the place in question with respect to demand and supply for tourism, features of the destinations especially its resources, products and cultural norms, access and entry requirements.

**Learning outcomes**

After completing this course, the student should be able to:

1. Learn about popular global and domestic destinations
2. Learn about popular circuits and
3. Learn about important service providers and transporters at the destinations
4. Prepare itineraries with costing
5. Understand how to convert tourist 's idea of holiday into a tour package.

**Course roll out**

In this course theoretical and practical inputs related with types of itineraries, itinerary preparation and designing process, costing and pricing of itinerary, documentation preparations will be imparted.

The course is a 100 % practical course. Broadly, the activities assessed in this course are as follows:

**Itinerary workshops** Creativity, feasibility and presentation skills will be the main criteria for evaluation of the itinerary presentation. Each itinerary has to be submitted in PowerPoint and a written assignment.

**Documentation** Hotel Vouchers, Pax Docket, Visa Form and Passport Form will be prepared.

**Quiz** Four quizzes will be organized. Three best scores out of four will be considered. Each quiz is of 15 points

**Destination specialist certificates** Every learner is strongly advised to complete and acquire as many destination specialist certificates as possible. Each such certificate is worth 3 points. In this category, the learner can earn as many as 15 points.  
Learner must engage in these certifications from Semester I itself.

**Destination specific lectures** Lectures by embassy tourism desks/ DMCs.  
Students must attend these lectures. Their participation in these lectures during Sem I through Sem III is worth 10 points.

**Pedagogical**

'Activity based learning' is the key pedagogical approach that we use.

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<b>approach</b>	Learning would be facilitated through presentations, itinerary workshops, acquiring destination specialist certifications, quizzes, etc. T-P-T: 0-4-1
<b>Evaluation</b>	25 % internal exam based on Destination specialist certificates- 15 % Average to two quizzes- 10%  75% semester end practical exam will comprise of Itinerary workshop and presentations- 35 % One quiz- 15% Documentation file- 15% Attendance and participation in Destination Specialist lectures- 10%

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Master of Tourism and Travel Management

**MTM 306/ Sem III      AIRFARE TICKETING AND DOCUMENTATION**

**4 Credits                      Ability Enhancement compulsory course (AECC)**

**Description of the course**

Interpreting fare rules and e-ticket data elements is the key to satisfying and retaining customers. With the abundance and complexity of today's fare options, travel customers expect you to provide a service that is accurate, quick and affordable. This course teaches the language of fare construction and fare rules so you provide your customers with the best advice and the lowest fare for their air itinerary

**Learning outcomes**

After completing this course, the student should be able to:

1. Understand the world and IATA geography
2. Familiarize with the travel conventions and organizations and able to formulate with the calculation of fares
3. Understand the documentation and other requirement for international air travel

**Course rollout**

Course is essentially a laboratory work. However, during the course, following should be covered:

- **Introduction to airline industry:** Growth and distribution of airlines and air traffic around the world, factors affecting airline operating costs; concept of flying time and grounding time.
- **Familiarisation with OAG:** 3 letters city code and airport code, airline designated code, country and currency codes, minimum connecting time, global indicator; familiarisation with Air Tariff; NUC Conversion factors and general rules; IATA Bill Settlement Plan.
- **Planning itinerary by Air:** Itinerary terms; journeys and its types; types of fares; introduction to fare construction, international mileage and routing systems, mileage principles, fare construction with Extra Mileage Allowance (EMA), Extra Mileage Surcharge (EMS). Higher Intermediary Points (H.I.P); Circle Trip Minimum Checks (CTM); Backhaul Minimum Check, and Open jaw.
- **Documentation:** Passport, VISA, Currency Regulations, Custom Regulations, Health Regulations, Immigration Formalities at Airport and TIMATIC.
- **CRS:** Introduction to the Amadeus GDS and its features; basic AMEDEUS commands -signing in and signing out of Amadeus, agent work areas; encode and decode cities, airports, airline names, aircraft equipment, countries; availability commands and scrolling elements; important status code ;flight information; five mandatory elements of PNR; optional elements command in PNR; other service information command; PNR retrieval & display commands; PNR modifications commands; split bookings commands; elementary commands for fare quote display.

**Main text**    Gee, Y.C., Boberg, B.K., Choy, J.L.D., and Makens, C.J., (1990), *Professional Travel Agency Management*, New Jersey: Prentice Hall.

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IATA/UFTAA, *Travel and Tourism Foundation Modules 1.1,1.2,1.3* Oxford/London School Atlas

**Reference books** World Map Atlas, Oxford/London School Atlas yearly published by IATA  
 Official Airlines Guide(OAG), IATA Publication yearly published by IATA  
 Passenger Airlines Guide(OAG), IATA Publication yearly published by IATA  
 Passenger Air Tariff(PAT), IATA Publication yearly published by IATA  
 Travel Information Manual (TIM), IATA Publication yearly published by IATA  
 Semer-Purzycki, Jeanne, (1997), *International Travel, Fares, and Ticketing*, New Jersey: Prentice Hall.  
 Thompson-Smith, Jeanie M. (1988), *Travel Agency Guide to Business Travel*, London: Delmar Publishing Inc.

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**Pedagogical approach** This is entirely a training module. All credits for practice. T-P-T: 0-4-0

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**Evaluation** 25 % internal practical exam, 75% semester end practical exam.

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Master of Tourism and Travel Management

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**MTM 307/ Sem III FOREIGN LANGUAGE II**  
**4 Credits** Disciple Specific Elective Course (DSE)

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**Description of the course**

This course is designed to help students to read / write / describe in details in Spanish language. This course will also help students to have conversations with focus on Grammar and describe cultural variations.

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**Learning outcomes**

After completing this intermediate level (II) course in Spanish, the learners would be able to-

1. Appreciate basic tenses
  2. Use basic expressions
  3. Give and take information about leisure activities and places
  4. Some advancement in vocabulary
  5. Understand and use grammar
- 

- Unit I**      *Basic tenses*  
Revision of basic course; Tense formations- past tense, present tense, future tense; Hobbies / Habits- learn about different hobbies / habits of companions; Yes/no reflexive words
- Unit II**      *Expressions*  
Expressions / definitions- define personality, probabilities, expression of excitement/ empathy/ guilt/ surprise.
- Unit III**      *Information about leisure*  
Knowing places, cultures, cities, villages; talking about sites / services of the places available; Ask and give information of cultural characters; Describe variations of information among places.
- Unit IV**      *Grammar*  
Past perfect, imperfect and undefined; Verbs with prepositions; Verbs for changes of expression; Subjective tense
- Unit V**      *Grammar and conversations*  
This / that expressions, prepositions and could / should / would; Conversations- time markers, discussion connectors, quantifiers, exclamations and comparatives / Oral constructions.
- 

**Main text**      Espanyol sin Fronteras ESF – I (Goyal Publishers)

**Reference books**      Aula Internacional -1 (Goyal Publishers)

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**Pedagogical approach**      Lectures, practice, talks and videos. T-P-T: 1-1-2

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**Evaluation**      25% Internal, 75% External

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Master of Tourism and Travel Management

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**MTM 401/ Sem IV**    **SUMMER INTERNSHIP AND REPORT**

**6 Credits**                      Ability Enhancement Compulsory Course (SEC)

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**Description of the course**

This course is about sharing learning during the summer internship. Learners would be expected to make a presentation of their work and learning during the summer internship. They would be partially evaluated on this.

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**Internship outline**    Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Therefore, students must undertake a 6 to 8-week summer internship project with some reputed tourism business organisation and learn the business nuances. Students must try to learn how businesses organize themselves, relate to their business contexts, and structure themselves. Students must participate and experience work cultures/ environments. Students must work on projects assigned to them as part of their internships. Students must prepare at least three copies of summer internship report and submit one to the concerned organisation, one to the institute (on dates specified by chair) and keep one for self.  
Details of the summer internship are available separately from the Department.

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**Pedagogical approach**    All credits for practice. T-P-T: 0-25-0  
Student must spend at least 25 hour a week with the company.

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**Evaluation**                      Faculty of the programme in consultation with programme chairperson would organize student presentations based on their summer projects. Presentations would be organized weekly according to a predetermined schedule. Teachers (a panel of preferably two) would evaluate the presentations, draft reports and participation out of 50 points during the III Sem. They would give students feedback on their research projects. Out of these 50 points, 10 points are for attendance (attending the presentations of summer internship). Based on feedback, students would submit a final project report which would be evaluated by an external examiner, nominated by the institute, out of 50 points.

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Master of Tourism and Travel Management

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**MTM 402/ Sem IV ON THE JOB TRAINING AND REPORT**

**10 Credits** Ability Enhancement Compulsory Course (SEC)

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**Description of the course**

This course is about sharing learning during the on-the-job training at the end of third semester. Learners would be expected to make a presentation of their work and learning during the on-the-job training. They would be partially evaluated on this.

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**Internship outline** Students must earn a feel of real life working in business enterprises so that they may appreciate class room business discourses. Therefore, students must undertake at least 16-week on-the-job training project with some reputed tourism business organisation and learn the business nuances. Students must try to learn how businesses organize themselves, relate to their business contexts, and structure themselves. Students must participate and experience work cultures/ environments. Students must work on projects assigned to them as part of their internships. Students must prepare at least three copies of On-the-job Training report and submit one to the concerned organisation, one to the institute (on dates specified by chair) and keep one for self.

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**Pedagogical approach** All credits for practice. T-P-T: 0-25-0  
A student must spend at least 25 hours a week in the company.

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**Evaluation** Faculty of the programme in consultation with programme chairperson would organize student Viva –voce based on their on-the-job training. Students are also expected to submit a report. Students would submit a final project report which would be evaluated by an external examiner, nominated by the university, out of 100 points.

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Master of Tourism and Travel Management

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**MTM 403/ Sem IV    STUDY TOUR AND REPORT**

**4 Credits                    Ability Enhancement Compulsory Course (SEC)**

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**Description of the course**

One of the important learning interventions at DTHHHS at Jamia Millia Islamia is *learning by doing*. Studies are advised to go on a study tour. Beside this, students are also advised to travel and explore as much as they can. However, such travel must be preceded by learning objectives. Every student must consciously analyse the tourism eco-system at the destination/s that he/she travels to, and reflect on the same. This should be presented as tour report. This would help learner apply the theoretical knowledge to practice. His analysis and understanding should be presented as a report. This will also help them with learn how to write a report.

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- Tour outline**
- Every student of the programme must undertake a one-week study tour. Normally, the tour will be organised in consultation with students. The students must bear the cost of the tour. In case a student misses a tour
    - A. The student not going a study tour may do so only in case of a medical exigency where a doctor certifies that the concerned student may not travel. Such student may not only submit a medical certificate to this effect but also a detailed medical report along with bills. University will have the right to constitute a medical board and the student must present self before this board if asked to do so.
    - B. The students shall be evaluated out 80 marks instead of 100 marks towards the study tour and report.
    - C. Such a student will however have to go on a study tour on his/ her own costs and submit a report. The duration of such a tour will be at least one -week and not less than 150 kms away from Delhi NCR.
    - D. The student must contact the Programme Advisor before proceeding on tour and get approved the objectives of study for the tour. The study tour can be organised around 5 A's of that destination/ tourism products available there/ SWOT analysis of that destination/ Impact study of the destination/ etc.
    - E. Student is also expected to produce evidence of tour like photographs/ tickets/ stay vouchers/ etc.

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**Pedagogical approach**            All credits for practice. T-P-T: 0-25-0  
 A student must spend at least 25 hours a week on the tour.

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**Evaluation**                    The study tour and report will be evaluated. The study tour will be evaluated on the performance of the candidate on activities assigned during the tour. Students would be evaluated internally by the mentor for 50 points on the tour report submitted by them. They would be evaluated externally for 50 points based on presentation and report.

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Master of Tourism and Travel Management

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**MTM 404/ Sem IV**    **COMPREHENSIVE VIVA VOCE**

**4 Credits**                      Ability Enhancement Compulsory Course (SEC)

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**Description of the course**

This is the last part of the programme where learner would be evaluated for knowledge acquired and his/ her analytical abilities to synthesize learning and apply to real world situations.

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**Evaluation**                      This course aims at testing the understanding of student of the course learnt throughout the programme with emphasis on evaluating his development of skills in analysing and interpreting practical business problems through the application of theory, concepts and techniques of management. There will be two components of this. The student will be evaluated out of 100 points by a panel of two teachers – one internal and the other external who will be nominated by the university.  
Internal 25%, External 75 %.

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# Undergraduate Programme

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Bachelor of Hotel  
Management (BHM)

2018-22

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Department of Tourism,  
Hotel, Hospitality and  
Heritage Studies

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**Jamia Millia Islamia,  
New Delhi**

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This document outlines the details of the BHM programme offered by Department of Tourism, Hotel, Hospitality and Heritage Studies of Jamia Millia Islamia. This document is an effort to outline the process for the convenience of aspirants. However, in case of a doubt/dispute the relevant Ordinances and Regulations of the University shall prevail.





## EXIT LEVEL OUTCOMES

- Bachelor of Hotel Management is a four-year intensive programme which exposes the student to the diversity of hospitality industry and enrich them with intellectual & leadership capabilities.
- The program is blended with value education inputs and emphasis on holistic development of the students.
- The course study enables the candidate to gain adequate managerial and hospitality skills to meet the ever-growing demands of the hotel and tourism industry.
- The course will train the students to move into diverse managerial roles in prestigious national & international hospitality organisations.
- The programme will provide students with an in depth understanding of the operational aspects and knowledge of the underlying principles of the hospitality industry.
- The course will prepare graduates for management careers in hospitality sectors such as Hotels, Resorts, Cruise Liners, Restaurant and Catering Organisations.
- The course offers adequate entrepreneurial flair and commercial insight in candidates to start up their own ventures.

There are innumerable openings in hotel management career. Some of the career options are found in the following areas:

- Hotel and Allied Industry
- Hospitality Executives
- Kitchen Management
- House and Institutional Catering Supervisors/Assistants
- Faculty in Hotel Management/Food Craft Institutes
- Cabin Crew in National and International Airlines
- Catering Officers in Cruise lines/Ships
- Marketing/Sales Executives in Hotel/Multinational Companies
- Customer Service Executives in Banking /Insurance and other Service Sectors
- Managers/Supervisors in Tourism Development Corporations
- Entrepreneurship opportunities

The programme therefore envisage delivering a set of knowledge, skill, attitudes, values. An illustrative list is as follows:

<b>Knowledge</b>	Knowledge of Basic Principles of cooking
	Knowledge of Food & Beverage Service styles
	Knowledge of Taking Room Reservations
	Knowledge of Interior Decoration & Aesthetic
	Knowledge of Property Management System Software
	Understanding the Significance of Food and Nutrients in the Food
	Knowledge of Guest retention and recovery
	Knowledge of Order Taking & In Room Dining Process
	Knowledge of Standard Operating Procedures
	Knowledge of Standard recipes of Indian and Foreign Cuisines



**Skills**

**Soft skills**

Interpersonal skills

Handling Guests

Meet and greet

Handling groups

Handling grievances and complaints

Team working

Language skills- Writing Presentation skills

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**Technical skills**

Cooking Skills

Office filing and documentation

Dinning & Food Service skills

Organizing events and conferences

Foreign language skills

Technical writing- reports

Basic accounting

Software Skills (Fidelio, Opera, Micros, GDS)

Bar Tending Skills

Flower arrangement & Aesthetic Skills

**Attitudes**

Customer Relationship Management

Service attitude

Entrepreneurial

Complaint Handling

**Values**

Integrity, Diplomacy, Empathy, Anticipation of Guest Need, Patience, Courteous.



Nomenclature	<b>BACHELOR OF HOTEL MANAGEMENT</b>
Department	Department of Tourism, Hotel, Hospitality and Heritage Studies
Faculty	Faculty of Humanities and Languages
Type	Undergraduate programme
Level	Level 5 to 8
Duration	Four-year, Eight semester programme
Evaluation	Semester end exams
Credits	160 credits
Intake	40
Background	Hospitality industry is growing at a fast pace. Industry is a varied industry ranging from 5-star hotels to service providers in the unorganized sector. Government has estimated a skill gap of 81 lakhs trained manpower. This course is a step towards training youth for skills that will allow them an opportunity to work for the hospitality sector in general and hotels and restaurants in particular.
Eligibility	At least 45% in XII class
Admission	Based on admission test (70%) and interview (30%)
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers.

**PEDAGOGY**

Looking to the long-standing demand of the corporate for industry-ready human power, the Jamia's BHM programme is envisaged to use Activity Based Learning (ABL) with a large industrial exposure and training component. The pedagogy prefers active learning (rather than passive learning) through projects, case discussions, role-plays, student-led events, and extensive co-curricular events. Department will try to create as many as possible opportunities to allow learners an exposure to real-time events. Invited lectures by practitioners and entrepreneurs will be organized regularly.

**COURSES**

The University as per the guidelines of UGC proposes a 4-year BHM programme under CBCS. The programme structure envisages 5 types of courses to be offered- 11-Discipline Specific Core Courses (DSC), 1 Ability Enhancement Compulsory Courses (AECC), 1-Skill Enhancement Courses (SEC), 5-Choice Based Courses Elective(CBCE),14 Discipline Specific Elective Courses (DSE)and two papers (1-Compulsory and 1- Qualifying). UGC also allows universities to include more options to choose from for students in DSC and DSE. Given the four job roles as Exit Level Outcome for the BHM Programme will be achieved through the following courses.

**Discipline Specific Core (DSC) Courses**

There will be 11 DSC courses distributed over first four semesters. Each course is worth 4 credits. The DSC courses will comprise of basic courses in hospitality, foundation courses and functional courses.

<i>Code</i>	<i>Type</i>	<i>Nomenclature</i>
BHM 101	DSC(S)	Food Production Foundation – I
BHM 102	DSC	Food & Beverage Service Foundation – I
BHM 103	DSC	Front Office Foundation –I
BHM 201	DSC	Food Production Foundation – II
BHM 202	DSC(S)	Food & Beverage Service Foundation – II
BHM 203	DSC	Accommodation Foundation –II
BHM 301	DSC	Food Production Operations Industry Exposure-I Food &Beverage Service Operations Industry exposure-I Accommodation Operation Industry Exposure-I Front Office Operations Industry Exposure-I Personality Skills for Hospitality- Learning from Industry-I
BHM 401	DSC	Food Production Operation
BHM 402	DSC	Food & Beverage Service Operation
BHM 403	DSC(S)	Accommodation Operation
BHM 404	DSC	Accounting Skills for Hospitality



A Student of BHM programme at Jamia Millia Islamia will have the option to choose 13 Discipline Specific Elective (DSE) courses. Each course is 4 credits. Students will have further choices to make in courses 503, 603 and 703. However, the Department reserves the right not to offer an elective, given its resource constraints.

<i>Code</i>	<i>Type</i>	<i>Nomenclature</i>
BHM 501	DSE	Regional Cuisines of India – I
BHM 502	DSE(S)	Front Office Operation
BHM 503A	DSE	Environmental Science
BHM 503B	DSE	Nutrition and Food Science
BHM 504	DSE	Foreign Language –I
BHM 601	DSE(S)	Regional Cuisines of India – II
BHM 602	DSE	Front Office Management
BHM 603A	DSE	Human Resource Management
BHM 603B	DSE	Hospitality Laws
BHM 604	DSE	Foreign Language-II
BHM 701	DSE(S)	Foreign Cuisine
BHM 702	DSE	Accommodation Management
BHM 703A	DSE	Hotel Engineering and Operation
BHM 703B	DSE	Bakery Management
BHM 704	DSE	Food & Beverage Service Management
BHM 801	DSE	On the Job Training (Industry Exposure) Human Resource Practices (Industry Exposure) Safety, Security and Travel Documentation Facilitation Management Practices (Industry Exposure) Practices in Bakery Management (Industry Exposure) Practices in Laundry Management (Industry Exposure) Writing Skills for Hospitality (writing of Industrial reports)

The students admitted to the programme shall further have choice to select one (1) course in each semester from a wide range of courses offered by various departments of the University as per their interest and as guided by Student Advisor under CBCS programme followed by the University. The coding and the name of the courses will be as per selection. However following pattern has to be followed under CBCS programme:

Semester I, II, V, VI	Choice Based Courses Elective (CBCE)
Semester IV	Ability Enhancement Compulsory Course (AECC)
Semester VII	Skill Enhancement Courses (SEC)



The students enrolled under the BHM programme have to study one (1) Qualifying Paper (General Urdu and Islamiyat /IRC/HRC) which is not to be counted in merit/credit in Semester -I and Semester – II.

Further there is one (1) Compulsory paper (English) of 4 credits (4 hours) in Semester -I and Semester – II. However, those students who have secured >75% in English in the qualifying exam can opt one language other than English.

#### BHM PROGRAMME STRUCTURE

<b>Code</b>	<b>Type</b>	<b>Nomenclature</b>	<b>Credits</b>	<b>Hrs/ Wk</b>
<b>Semester I</b>				
BHM 101	DSC(S)	Food Production Foundation – I	4	6
BHM 102	DSC	Food & Beverage Service Foundation – I	4	6
BHM 103	DSC	Front Office Foundation – I	4	6
		<b>Total (Offered by the Department)</b>	<b>12</b>	<b>18</b>
	CC	English/ Other Language	4	4
	CBCE	(To be offered by other departments)	4	4
	QC	General Urdu and Islamiyat/IRC/HRC	-	-
		<b>Total</b>	<b>20</b>	<b>26</b>
<b>Semester II</b>				
BHM 201	DSC	Food Production Foundation – II	4	6
BHM 202	DSC(S)	Food & Beverage Service Foundation – II	4	6
BHM 203	DSC	Accommodation Foundation – II	4	6
		<b>Total (Offered by the Department)</b>	<b>12</b>	<b>18</b>
	CC	English/ Other Language	4	4
	CBCE	(To be offered by other departments)	4	4
	QC	General Urdu and Islamiyat/IRC/HRC	-	-
		<b>Total</b>	<b>20</b>	<b>26</b>
<b>Semester III</b>				
BTM 301	DSC	Food Production Operations Industry Exposure-I	4	5 Weeks
		Food & Beverage Service Operations Industry	4	5 Weeks



		exposure-I		
		Accommodation Operation Industry Exposure-I	4	5 Weeks
		Front Office Operations Industry Exposure-I	4	5 Weeks
		Personality Skills for Hospitality- Learning from Industry-I	4	2 weeks
		<b>Total</b>	<b>20</b>	<b>22Weeks</b>

Semester IV				
BHM 401	DSC	Food Production Operations	4	6
BHM 402	DSC	Food & Beverage Service Operations	4	6
BHM 403	DSC(S)	Accommodation Operations	4	6
BHM 404	DSC	Accounting Skills for Hospitality	4	4
		<b>Total (Offered by the Department)</b>	16	22
	CBCE	(To be offered by other departments)	4	4
		<b>Total</b>	<b>20</b>	<b>26</b>
Semester V				
BHM 501	DSE	Regional Cuisine of India – I	4	6
BHM 502	DSE(S)	Front Office Operations	4	6
BHM 503A	DSE	Environmental Science	4	4
BHM 503B	DSE	Nutrition and Food Science	4	4
BHM 504	DSE	Foreign Language -I	4	4
		<b>Total (Offered by the Department)</b>	16	20
	CBCE	(To be offered by other departments)	4	4
		<b>Total</b>	<b>20</b>	<b>24</b>
Semester VI				
BHM 601	DSE(S)	Regional Cuisines of India – II	4	6
BHM 602	DSE	Front Office Management	4	6
BHM 603A	DSE	Human Resource Management	4	4
BHM 603B	DSE	Hospitality Laws	4	4
BHM 604	DSE	Foreign Language-II	4	4



		<b>Total (Offered by the Department)</b>	16	20
	CBCE	<i>(To be offered by other departments)</i>	4	4
		<b>Total</b>	<b>20</b>	<b>24</b>
<b>Semester VII</b>				
BHM 701	DSE(S)	Foreign Cuisine	4	6
BHM 702	DSE	Accommodation Management	4	6
BHM 703A	DSE	Hotel Engineering and Operation	4	4
BHM 703B	DSE	Bakery Management	4	6
BHM 704	DSE	Food & Beverage Service Management	4	6
		<b>Total (Offered by the Department)</b>	16	22-24
		<i>CBCE (To be offered by other departments)</i>	4	4
		<b>Total</b>	<b>20</b>	<b>26-28</b>
<b>Semester VIII</b>				
BHM 801	DSE	Human Resource Practices (Industry Exposure)	6	6 Weeks
		Safety, Security and Travel Documentation Facilitation Management Practices(Industry Exposure)	6	6 Weeks
		Practices in Bakery Management (Industry Exposure)	3	4 Weeks
		Practices in Laundry Management (Industry Exposure)	3	4 Weeks
		Writing Skills for Hospitality(writing of Industrial reports)	2	2 Weeks
		<b>Total</b>	<b>20</b>	<b>22 Weeks</b>
		<b>Grand Total</b>	<b>160</b>	





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**Bachelor of Hotel Management**

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**BHM 101/ Sem I      FOOD PRODUCTION FOUNDATION -I****4 Credits              Discipline Specific Core Course (DSC)**

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**Description of the course**

The course enables the students to know the history of cooking and its modern developments. Further, it develops the sense of understanding about the professional requirements of kitchen personnel and the importance of hygiene.

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**Learning outcomes**

Upon the successful completion of this course the students will be able to know the insight of Kitchen organisation, duties and responsibilities of kitchen staff, workflow and kitchen equipment. The subject also emphasizes on the basic knowledge of standard recipes of stocks, soups, sauces and salads.

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**Unit I              *Introduction To Cookery***

Introduction, definition and its importance; Objectives Of Cooking; Personal & kitchen Hygiene; Uniform & Protective Clothing; Modern Staffing in various hotels; Duties & Responsibilities of various Chefs in kitchen; Coordination of Kitchen with other departments; Kitchen Layout ( Main Kitchen, Show Kitchen, Garde Manger)

**Unit II              *Kitchen Equipment, Fuels And Safety***

Kitchen Equipment: Classification, Description, Usage, Upkeep & Storage, Care & Maintenance; Fuels: Types , Usage & Precautions; Fire: Introduction, Types, Handling Fire & Usage of Extinguishers; Basic First Aid: Burns, Scalds, Cuts.

**Unit III              *Methods Of Cooking Food***

Introduction, Definition and Importance; Types (Baking, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Roasting, Frying, Sautéing, Braising) ; Cooking with different modes like Microwave, Ovens, Gas, Induction Plates etc; HACCP Standards for Kitchen.

**Unit IV              *Understanding Commodities And Their Usage In Kitchen***

Introduction; Souring Agents; Colouring Agents; Thickening Agents; Tenderizing Agents; Flavouring & Aromatic Agents; Spicing Agents.

**Unit V              *Basic Principles Of Food Production-I  
Vegetable And Fruit Cookery***

Introduction- Classification of vegetables; Pigments and colour changes; Effect of heat on vegetables; Cuts of vegetables; Classification of fruits; Uses of Fruits in Cookery; Salads & Salad dressings

***Stock, Sauces And Soups***

Stocks ( Introduction, classification ,usage & Preparation); Sauces (Introduction, Classification, Usage, Thickening Agents, Preparation of Mother Sauces, Understanding their derivatives ,Propriety Sauces) ; Soups (Introduction,



Classification, Preparation, Care & Precaution, Soup Presentation)

**Practical**

- Understanding Personal Hygiene & Kitchen Hygiene
- Grooming for Kitchen Staff
- Understanding Kitchen Layouts
- Fuels( Usage & Precautions)
- Familiarization with Kitchen equipment& tools
- Kitchen First Aid
- Familiarization & Identification of commonly used ingredients in Kitchen
- Preparation of Stocks
- Preparation of Salads

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**Main text** Bali,Parvinder (2014). *Food Production Operations*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann(2010)*Modern Cookery*.Orient Longman.

**books** Arora,K(2008). *Theory of Cookery* . Frank Brothers.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 102/ Sem I**      **FOOD & BEVERAGE SERVICE FOUNDATION – I**  
**4 Credits**              Discipline Specific Core Course (DSC)

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**Description of the course**

The course enables the students to have an in-depth insight of F&B Service industry. The subject focuses upon various types of operations in F&B Outlets and their distinguishing features

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**Learning outcomes**

Upon the successful completion of the course the students will be able to learn about different types of cutleries, crockery, glassware and heavy equipment's, table layout and different types of food services.

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**Unit I      *The Hotel And Catering Industry***

Introduction to the Hotel Industry and Growth of the hotel industry in India; Role of Catering establishment in the tourism industry; Types of F&B Operations; Classification of Commercial, Residential /Non-residential Catering; Welfare Catering- Industrial/ Institutional/ Transport.

**Unit II      *Departmental Organisation And Staffing***

Organization of Food and Beverage department; Duties & Responsibilities of various F&B Service staff ; Uniform & Grooming Standards; Attributes of Food and Beverage Staff; Inter departmental coordination.

**Unit III      *Food And Beverage Outlets***

Speciality Restaurants; Coffee Shop; Cafeteria; Grill Room; Banquets; Bar; Vending Machines; Discotheque; Fast Food (Quick Service Restaurant).

**Unit IV      *Ancillary Departments***

Introduction; Pantry; Food pick-up area; Store; Linen Room; Kitchen Stewarding.

**Unit V      *Food And Beverage Service Equipment***

Familiarization & Selection factors of:

- Cutlery
- Crockery
- Glassware
- Flatware
- Hollowware
- Dummy Waiter/ Side Board

**Practical**

- Understanding Personal Hygiene & Food Service Hygiene
- Grooming standards required for a F&B Professional (Male/ Female)
- Understanding Food Service Outlets.



- Familiarization with Food Service equipment and tools
- Acquaintance with various Fire Safety Equipment's, Fixtures, Manuals used in hotel
- Handling Fire and Emergency Procedures
- Familiarization & Identification of Crockery, Cutlery, Hollowware, Flatware and Tableware in F&B Outlets
- Understanding Service Methods, Setting up of Side Station, Table Layouts, Napkin Folding and Presenting Menus

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**Main text** Singaravelavan,R.(2016).*Food and Beverage Service*. New Delhi: Oxford University Press.

**Reference books** Dennis R.Lillicrap & John A. Cousine(2006). *Food and Beverage Service*.ELBS.  
Andrews,Sudhir(2013).*Food & Beverage Service Training Manual*.Tata Mc Graw Hill.  
Dhawan,Vijay(2008).*Food & Beverage Service* .Frank Brothers & Company Pvt Ltd.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 103 / SEM I**      **FRONT OFFICE FOUNDATION– I**  
**4 Credits**              Discipline Specific Core Course (DSC)

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**Description of the course**

The Student will be aware / learn about Tourism, Hospitality and Hotel Industry and Basic Foundation of the Front Office Department.

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**Learning outcomes**

1. Origin and Growth of the Hospitality Industry in World and in India.
  2. Meaning, Important, Objectives and Functions of the Front Office in the Hotel.
  3. Qualities and Attributes of the Front Office Personnel and their Duties and Responsibilities.
  4. Types of Equipment, Rooms and Rates used in Front Office Department.
  5. Classification of Hotels on Different Basis and Others Accommodation.
- 

**Unit I**      ***Introduction to the Tourism, Hospitality And Hotel Industry***

Travel and Tourism Industry and its Dimension; Origin & Growth of Hospitality Industry; Lodging Industry and Its Dimension; Hotels, their evolution and growth; Origin, growth and development of Hotel Sector in India; (ITC, The Taj Group, The Oberoi Group), Foreign Hotel Chains in India( Hilton, Starwood, Marriott, Hyatt, Ramada ,Imperial); Ministry of Tourism, State Tourism Board, DOT, FHRAI, HRACC.

**Unit II**      ***Introduction of Front Office***

Introduction, Functions and Importance of Front Office Department; Components of the Front Office Department; Layout of Front Office Department; Organization Structure of Front Office ( Large/ Medium /Small Hotel) and functions of each section; Organization Structure of Hotel and Various Functional Division of the Hotel; Coordination with other Departments

**Unit III**      ***Front Office Personnel***

Qualities & Attributes of the Front Office Personnel, Uniform and Grooming Standards; Duties & Responsibilities of Front Office Staff (Front Office Manager, Lobby Manager, Reservation Manager, Reception, Telephone Manager, Cashier, Night Auditor, Concierge, Bell Desk, etc.), What Do and What Not Do by the Employees in the Front Office.

**Unit IV**      ***Types of Equipment, Rooms And Rates Used in Front Office***

Equipment used in Front Office (Manual equipment, Automated and Semi-Automated Equipment) ; Types of Rooms (Single, Double, Parlor, Studio, Cabana, Lanai, Duplex, Suite and Penthouse Suits etc.) and Rates (Rack Rate, Discount Rate, Seasonal Rate and Types of Discounted Rate) used in the Hotel Industry; Various Types of Meal Plans used in Lodging Industry; Room Tariff and Room Tariff Card

**Unit V**      ***Classification of Hotels***

Types & Classification of Hotels on different basis of Size, Location, Type of Clientele, Length of Stay, Levels of Service, Ownership of Guests, Management and Affiliation; Star Categorization and Heritage Hotels; Supplementary and Intermediate Accommodation (Youth Hostels, Circuit Houses, Railways/Airport Retiring Rooms, Dak Bungalow, Dormitories, Tourist Bungalows and Forest Lodges etc.); Intermediate Accommodation (Eurotel, Apart Hotel, Sanitaria, Villas / Chalet Bungalows etc.)

**Practical**

- Understanding Personal Hygiene Grooming Standards
- Understanding Front Office Layout & Hierarchy of the Five Star Hotel
- Classification of Hotels and Supplementary Accommodation
- Familiarization with Equipment and Tools of the Front Office
- Do's and Don't Do by the Employees in the Front Office
- Hotel Terminology
- Star Categorization

**Main text**

Tewari, Jatashankar R(2017). *Hotel Front Office Operations & Management*. New Delhi: Oxford University Press

**Reference books**

Bhatnagar,S.K.(2013).*Front Office Management*.New Delhi: Frank Bros. & Co. (Publisher) Ltd.  
 Ghosh, Suvradeep(2005).*Hotel Front Training Manual*.New Delhi: Jindal Book Services  
 Andrews, Sudhir.(2012).*Front Office Management & Operations*.New Delhi: Tata McGraw-Hill Publishing Company Limited  
 Andrews,Sudhir(2011).*Hotel Front Office (A Training Manual)*.New Delhi: Tata McGraw-Hill Publishing Company Limited

**Pedagogical approach**

Lectures, Cases Studies, Class Discussions and Practical Exposure  
 T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation**

External Examination – 50% (Theory)  
 Practical Examination – 50% (Practical)



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**Bachelor of Hotel Management**

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**BHM 201/Sem II      FOOD PRODUCTION FOUNDATION –II****4 Credits                      Discipline Specific Core Course (DSC)**

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**Description of the course**

The course highlights various heads of cooking like Vegetable Cookery, Meat Cookery, Poultry Cookery, Fish Cookery and Egg Cookery. The subject also highlights various practical elements like cuts of Vegetables / Meat/ Fish.

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**Learning outcomes**

Towards the end of the course the students will be able to learn about Egg, Meat, Fish and Vegetable Cookery. Also the students will be able to explore various emerging trends in cooking and implement the same during their practical sessions.

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**Unit I                      *Vegetables And Fruit Cookery***

Introduction, Classification of vegetables; Pigments and colour changes; Effects of heat on vegetables; Cuts of vegetables; Classification of fruits; Uses of fruits in cookery.

**Unit II                      *Egg Cookery***

Eggs :Introduction, Usage in Kitchen, Structure of an Egg, Classification, Grading of Eggs, Types, Selection, Storage and preparation of breakfast dishes with eggs.

**Unit III                      *Poultry & Game***

Introduction, Classification, Selection Criterion, Cuts of Poultry, Yield and simple Indian preparations, Storage and Handling.

**Unit IV                      *Fish Cookery***

Introduction to fish cookery ; Classification of fish with examples; Cuts of fish; Selection of fish; Purchasing & Storing Considerations; Popular Species of Fish, Classical Preparations of Fish, ;Cooking of fish (effects of heat); Common cooking methods used for sea foods.

**Unit V                      *Meat Cookery***

Introduction; Characteristics; Selection and Grading; Classification (Bovines, Ovines and Swines); Categories; Cuts of Meat; Storage and Handling.

**PRACTICAL**

- Understanding Eggs and their simple Breakfast Preparations:



- Hard & soft boiled eggs.
- Fried eggs.
- Poached eggs.
- Scrambled eggs.
- Omelets (Plain, Spanish, Stuffed)
- Cuts of vegetables • Julienne • Jardiniere • Dices • Cubes • Macedoine • Paysanne • Shredding • Mire- poix
- Blanching of Tomatoes and Capsicum.
- Cooking vegetables: Boiling (potatoes, peas) , Frying (Aubergine, Potatoes) , Steaming (Cabbage) , Braising (Potatoes) , Braising (Onions, cabbage)
- Cuts of meat
- Cuts of fish
- Cuts of poultry

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<b>Main text</b>	Bali, Parvinder (2014). <i>Food Production Operations</i> . Oxford University Press.
<b>Reference books</b>	Philip E. Thangam, Heinemann (2010). <i>Modern Cookery</i> . Orient Longman. Arora, K. (2008). <i>Theory of Cookery</i> . Frank Brothers.
<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)
<b>Evaluation</b>	External Examination – 50% (Theory) Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 202/ Sem II      FOOD & BEVERAGE SERVICE FOUNDATION – II****4 Credits                      Discipline Specific Core Course (DSC)**

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**Description of the course**

The course will help the student to gain a basic understanding of Meals & Menu Planning. The subject focuses upon various types of F&B Service Operations in a five star hotel. The paper also imparts the knowledge of various Food Service Procedures, Order Taking & Billing Procedures.

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**Learning outcomes**

Upon the successful completion of the course the students will learn about different types of Food Services. The students will also be equipped with the knowledge about various procedures like Order Taking, Bill methods and Room Service of the food in a five star hotel.

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**Unit I                      *Meals And Menu Planning***

Origin of Menu; Objectives of Menu Planning; Types of Menu; Courses of French Classical Menu; French Names of Dishes; Types of meal (Early Morning Tea, Breakfast, Brunch, Lunch, High Tea, Dinner, Supper.

**Unit II                      *Food Service***

*Preparation for service*

- a) Organising Mise-en-scene
- b) Organising Mise-en place

*Type of food service*

- a) Silver Service
- b) Pre-Plated Service
- c) Cafeteria Service
- d) Room Service
- e) Buffet Service
- f) Gueridon Service
- g) Lounge Service

**Unit III                      *Food Service Procedure***

Introduction; Rules to be observed while waiting at the table; Service procedure for A' la Carte Lunch; Service procedure for Table d' hote menu; Do's and Don'ts during the Services.

**Unit IV                      *Order Taking and Billing Methods***

Introduction; Checking System in Food Service Operations; Methods of taking Food Order, Billing, Records & Documentation

**Unit V                      *Room Service/ In Room Dining***

Introduction, Concept of Room Service/ In Room Dining; Salient Features of room service; Understanding Guest expectations in Room Service; Room Service Equipment's; Set up of Trays & Trolleys; Upkeep and Storage; Service Tools; Clearance; Presentation of Bill; Mini Bar Management in Guest Rooms.



**Practical**

- Breakfast Services: Types, Breakfast Layouts, Menu Knowledge, Table Services, Clearance & Acknowledging guests.
- Familiarisation with Food Service in Restaurants ( Receiving Guests, Table Layouts, Complimenting them, Presentation of Bills, Dealing with in house/ residential guests)
- Table Layouts, Presenting Menus, Food Pickup Procedures, Clearance and Dishwashing Procedures.
- Room Service Practical, Taking of Orders, Delivery of Food Services, Identifying Room Service Equipment, Importance of Menu Knowledge for Order-taking (RSOT functions/procedures), Room service Layout Knowledge, Laying of trays for various orders, Pantry Elevator Operations, Clearance Procedure in Dishwashing area, Room service Inventories and store requisitions.

**Main text** Singaravelavan,R(2016).*Food and Beverage Service*. New Delhi: Oxford University Press.

**Reference** Dennis R.Lillicrap. & John A. Cousine(2006). *Food and Beverage Service*.ELBS.

**books** Sudhir Andrews(2013).*Food & Beverage Service Training Manual*.Tata Mc Graw Hill.

Dhawan Vijay(2008).*Food & Beverage Service*.Frank Brothers & Company Pvt Ltd.

**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure

T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation** External Examination – 50% (Theory)

Practical Examination – 50% (Practical)



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**Bachelor of Hotel Management**

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**BHM 203 / Sem II      ACCOMMODATION FOUNDATION– II****4 Credits                      Discipline Specific Core Course (DSC)**

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**Description of the course**

The Student will get knowledge about the Daily Task, Cleaning of the Guestroom and Public Areas, Standard Amenities Placed in the Guestroom and Supervision of the Control Desk of the Housekeeping Department.

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**Learning outcomes**

1. Daily work Task and Planning of the Housekeeping Operation
  2. Cleaning of the Guestroom and Public Areas
  3. Bed Making, Turndown Service and Second Service of the Guest Room
  4. Standard Amenities and Special Arrangements in the Guestroom
  5. Important Terminology of the Housekeeping
  6. Important, Role and Function of the Supervisors
  7. Meaning, Important, Role and Function of Control Desk
  8. Procedure and Steps of Transfer the Guestroom
  9. Handling and Solves the Housekeeping Problems
  10. Control and Manager the Internal Environment of the Hotel
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**Unit I                      *Daily Routines And Planning of Housekeeping Operation***

Daily Routine and System: Introduction, The Housekeeping Day (Opening The House, Morning Shift, Afternoon/Evening Shift, Night Shift) Role of the Night Supervisor and Night GRA; Planning Housekeeping Operations: Introduction, The Planning Process (Division of Work Document, Area Inventory Lists, Frequency Schedules, Performance Standards, Equipment and Operating Supply Inventory Level, Work Schedules)

**Unit II                      *Hotel Guest Rooms And Standard Contents of a Guestroom***

Hotel Guestrooms: Introduction and Types of Guestroom, Important of the Guestroom to a Guest, Guestroom Status, Guest Floor Rules; Standard Contents of a Guestroom: Introduction, Guest Furniture (Selection and Type of Furniture, Common Furniture Items in Guestrooms); Furniture Arrangement (Principle and Elements of Design, Furniture Arrangement in Guestroom); Guestroom Fixture and Fittings and its Types; Beds, Mattresses and Bedding; Soft Furniture and its Types; Guestroom Accessories; Placement of Guest Supplies.

**Unit III                      *Cleaning of Guestrooms And Public Areas***

Introduction, Types and Nature of Soil, Standards of Cleaning, The Science of Cleaning (Terminology and Principle of Cleaning, Cleaning Procedure, Frequency and Organization of Cleaning); The Cleaning Process (Bed-making, Procedure for Traditional Bed-making, Daily Cleaning of a Guestroom, Turndown and Second Service, Closing Down after Cleaning); Cleaning Public Areas: Introduction, Entrances, Lobbies, Front Desk, Elevators, Staircases, Guest Corridors, Public Restrooms, Banquet Halls, Dining Rooms, Leisure Areas.

**Unit IV                      *Supervision And Control Desk of Housekeeping***

Supervision in Housekeeping: Introduction, Role of Supervisor, Specific Functions of



Supervisors; Housekeeping Control Desk: Introduction, Forms, Formats, Records and Registers; Coordination with Other Departments; Gate Pass Procedure; Handling Telephone Calls; Paging Systems and Methods; Handling Difficult Situation and Room Transfers.

**Unit V**     ***Internal Environment***

Introduction; Meaning of Noise and its Control; Air-conditioning; Meaning of Odours and its Control; Light (Measurement of Light or Illumination, Lighting in Hotels, Light Switches).

**Practical**

- Basic Cleaning Procedure in Guest Room
- Cleaning of Check-out Room, Occupied Room and Vacant Room
- Evening Service / Turndown Service
- Procedure for Bed Making (Day Bed and Night Bed)
- Procedure for Cleaning Bathrooms
- Cleaning and Upkeep of Public Areas
- Supervisor and Control of Housekeeping Desk
- Preparing Gest Rooms and Checking through Check Lists
- Preparing Rooms for Special Occasions / Guests / VIP etc.
- Designing Rooms for Different Categories of Guest (Handicapped, Children and VIP etc.)
- Public Area Cleaning Programmed
  - (a) Regular (Daily)
  - (b) Periodical (Weekly)
  - (c) Special (Spring)

**Main text**

Raghubalan G. & Raghubalan Smritee (2017), *Hotel Housekeeping Operations & Management*, New Delhi: Oxford University Press

**Reference books**

Andrew Sudhir (2013), *Hotel Housekeeping*, New Delhi: Tata McGraw-Hill Publishing Company Limited  
 Branson Joan C. & Lennox Margaret (2013), *Hotel, Hostel & Hospital Housekeeping*, Britain: The Bath Press

**Pedagogical approach**

Lectures, Cases Studies, Class Discussions and Practical Exposure  
 T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation**

External Examination – 50% (Theory)  
 Practical Examination – 50% (Practical)



## INDUSTRIAL EXPOSURE- I (SEMESTER III)

### **BHM 301 (DSE)**

#### **Duration of Exposure: 20-22 weeks**

Leave Formalities: 1 weekly off and festivals and national holidays given by the hotel 15 days medical leaves supported by a medical certificate. Leave taken must be made up by doing double shifts or working on weekly offs. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 120-130 working days (20 weeks x 6 days = 120 days). Students who are unable to complete a minimum of 80 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 80 days of industrial exposure but are unable to complete minimum 120 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results. The training in III semester necessarily needs to be in an approved hotel equivalent to three star or above/ Heritage or other such good property. Prior written approval needs to be taken from the programme coordinator/ Convener/ H.O.D for Industrial exposure from parent Institute.

Total weeks: 20-22 weeks. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills while acquainting the learners with skills of trade. It may please be noted that for this semester the number of credits assigned is 20. Being practical oriented the number of hours input per week comes as 40 hours per week.

#### **Academic Credits for training shall be based on following**

Log books and attendance, Appraisals, Report and presentation, as applicable

All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in all four departments in III semester on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has been learned/ observed. (*Refer to What to Observe Sheets for more details.*)

#### **The Training Report will be submitted in the form specified as under:**

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

#### **Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:**

1. Logbook.;
2. Appraisal;
3. A copy of the training certificate.
4. IT Report in all four Departments.
5. Power Point presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card.



*The learners are suggested to make the following observations in the departments of internship:*

### **Food Production Operations Practices (Industry Exposure)**

#### **WHAT TO OBSERVE**

##### **Food Production**

1. Area & Layout of the Kitchen
2. Study of Standard Recipes
3. Indenting, Receiving & Storing
4. Preparing of batters, marinations and seasonings
5. All cuts of meat and butchery items (Mutton, poultry, beef, fish etc.)
6. Daily procedure of handover from shift to shift
7. Recipes and methods of preparation of all sauces
8. Quantities of preparation, weekly preparations and time scheduling
9. Stock preparation and cooking time involved
10. Cutting of all garnishes
11. Temperatures and proper usage of all equipment
12. Plate presentations for all room service and a la cart orders
13. Cleaning and proper upkeep of hot range
14. Cleanliness and proper upkeep of the kitchen area and all equipment
15. Yield of fresh juice from sweet lime / oranges
16. Storage of different mise-en-place – (Raw, Semi-Processed)
17. Bulk preparations
18. Finishing of buffet dishes
19. Recipes of at least 10 fast moving dishes
20. Mise-en-place for: A la Carte Kitchen & Banquet Kitchen
21. Rechauffe/ Leftover Cooking

### **Food and Beverage Service Operations Practices (Industry Exposure)**

#### **WHAT TO OBSERVE**

##### **Food & Beverage Service**

##### **BANQUETS**

1. What is banqueting – the need to have banquet facilities, scope purpose, menus and price structures
2. Types of banquet layouts
3. Types of banquet equipment, furniture and fixtures
4. Types of menus and promotional material maintained
5. Types of functions and services
6. To study staffing i.e. number of service personnel required for various functions.
7. Safety practices built into departmental working
8. Cost control by reducing breakage, spoilage and pilferage
9. To study different promotional ideas carried out to maximize business
10. Types of chaffing dish used- their different makes sizes
11. Par stock maintained (glasses, cutlery, crockery etc)
12. Store room – stacking and functioning



## **RESTAURANTS**

1. Taking orders, placing orders, service and clearing
2. Taking handover form the previous shift
3. Laying covers, preparation of mise-en-place and arrangement and setting up of station
4. Par stocks maintained at each side station
5. Functions performed while holding a station
6. Method and procedure of taking a guest order
7. Service of wines, champagnes and especially food items
8. Service equipment used and its maintenance
9. Coordination with housekeeping for soil linen exchange
10. Physical inventory monthly of crockery, cutlery, linen etc.
11. Equipment, furniture and fixtures used in the restaurant and their use and maintenance
12. Method of folding napkins
13. Note proprietary sauces, cutlery, crockery and the timely pickup

## **BAR**

1. Bar setup, Mise-en-place preparation, Storage facilities inside the bar, Decorative arrangement to liquor bottles
2. Types of glasses used in bar service and types of drinks served in each glass
3. Liaison with f & b controls for daily inventory
4. Spoilage and breakage procedures
5. Handling of empty bottles
6. Requisitioning procedures
7. Recipes of different cocktails and mixed drinks
8. Provisions of different types of garnish with different drinks
9. Dry days and handling of customers during the same
10. Handling of complimentary drinks
11. Bar cleaning and closing
12. Guest relations and managing of drunk guests
13. Inter bar transfer and service accessories maintained, and preparation of the same before the bar opens
14. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens
15. To know the different brands of imported and local alcoholic and non-alcoholic beverages
16. Bar salesmanship
17. KOT/BOT control
18. Coordination with kitchen for warm snacks
19. Using of draught beer machine
20. Innovative drink made by the bar tender

## **ROOM SERVICE/INROOM DINNING**

1. Identifying Room Service Equipment
2. Importance of Menu Knowledge for Order-taking (RSOT functions/procedures)
3. Food Pickup Procedure
4. Room service Layout Knowledge
5. Laying of trays for various orders
6. Pantry Elevator Operations
7. Clearance Procedure in Dishwashing area
8. Room service Inventories and store requisitions
9. Floor Plan of the guest floors



10. Serving Food and Beverages in rooms

11. Operating dispense Bars

## Accommodation Operation Practices (Industry Exposure)

### WHAT TO OBSERVE

#### ACCOMMODATION OPERATIONS

##### ROOMS

1. Number of rooms cleaned in a shift

2. Time taken in making bed

3. Thoroughly observe the cleaning equipments and detergents / any other cleaning supplies used

4. Observe all guest supplies kept in guestroom bathroom. Understand the procedure for procurement and replenishment of guest supplies.

5. Study the systematic approach in cleaning a room and bathroom and the various checks made of all guest facilities e.g. telephone, channel music, A/C, T.V.etc

6. Study the Housekeeping cart and all items stocked in it. Note your ideas on its usefulness and efficiency

7. Observe how woodwork, brass work are kept spotlessly clean and polished

8. Observe procedure for handling soiled linen & Procurement of fresh linen

9. Observe the procedure for Freshen up and Turn down service

10. Observe room layout, color themes and furnishings used in various categories and types

11. Carpet brushing and vacuum cleaning procedure

12. Windowpanes and glass cleaning procedure and frequency

13. Observe maintenance of cleaning procedure and frequency

14. Understand policy and procedure for day-to-day cleaning

15. Observe methods of stain removal

16. Understand the room attendant's checklist and other formats used

17. Observe handling of guest laundry & other service (like shoe shine etc.)

##### THE CONTROL DESK

1. Maintenance of Log Book

2. Understand the functions in different shifts

3. Observe the coordination with other departments

4. Observe the area & span of control

5. Observe the handing of work during peak hours

6. Observe the formats used by department and study various records maintained

##### PUBLIC AREA

1. Observe the duty and staff allocation, scheduling of work and daily briefing

2. What to look for while inspecting and checking Public Area

3. Importance of Banquets function prospectus

4. Observes tasks carried out by the carpet crew, window cleaners and polishers

5. Note Maintenance Order procedure

6. Study the fire prevention and safety systems built into the department

7. Observe coordination with Lobby Manager, Security and other departments

8. Observe the pest control procedure and its frequency

9. Study the equipment and operating supplies used the procedure for its procurement

10. Observe Policy and procedures followed for various cleaning





## Front Office Operation Practices (Industry Exposure)

### WHAT TO OBSERVE

#### Front Office

1. Greeting, meeting & escorting the guest
2. Total capacity and tariffs of the rooms
3. Location and role of status board, different types of status's maintained
4. Special rates and discounts applicable to groups, business houses, airlines, VIP's etc.
5. Identification of kind, mode and type of reservation
6. Filing systems and follow-up on reservations
7. Types of plans and packages on offer
8. Forms and formats used in the department
9. Meaning of guaranteed, confirmed and waitlisted reservations
10. Reports taken out in the reservations department
11. Procedure of taking a reservation
12. Group reservations, discounts and correspondence
13. How to receive and room a guest
14. Room blockings
15. Size, situations and general colour schemes of rooms and suites
16. Discounts available to travel agents, tour operators, FHRAI members etc
17. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones
18. Guest registration, types of guest folios, arrival slips, c-forms and their purpose
19. How to take check-ins and check-outs on the computer
20. Various reports prepared by reception
21. Key check policy
22. Mail & message handling procedures
23. Percentage of no-shows to calculate safe over booking
24. Group and crew rooming, pre-preparation and procedures
25. Scanty baggage policy
26. Handlin of room changes / rate amendments/ date amendments/ joiners/ one person departure/allowances/ paid outs and all formats accompanying them
27. Requisitioning of operating supplies
28. Handling of special situations pertaining to guest grievance, requests etc
29. BELL DISK / CONCIERGE FUNCTIONS: luggage handling during check-in & check-out, left luggage procedures, wake-up call procedure, scanty baggage procedure, handling of group baggage, maintenance of records, Errands made, briefings etc.
30. TRAVEL DESK: coordination, booking, transfers etc.

## ***Personality Skills for Hospitality – Learning from Industry***

### **WHAT TO OBSERVE**

#### **(a) Personality Enrichment**

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

#### **(b) Etiquettes & Manners**

Social & Business Dining Etiquettes, Social & Travel Etiquettes

#### **(c) Personality Development Strategies**

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of 'Small Talk' before serious business

#### **(d) Interpersonal Skills**

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. at work place

#### **(e) Group Discussion**

Team Behavior, how to effectively conduct yourself during GD, do's and don'ts, clarity of thoughts and its expression

#### **(f) Telephone conversation**

Thumb rules, voice modulation, tone, do's & don'ts, manners and accent

#### **(g) Presentation**

Presentation skills, seminars skills role – plays

#### **(h) Electronic Communication Techniques: E mail, Fax,**



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**Bachelor of Hotel Management**

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**BHM 401/ Sem IV      FOOD PRODUCTION OPERATION – I****4 Credits                      Discipline Specific Core Course (DSC)**

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**Description of the course**

This course imparts the knowledge of various commodities required for food production, their selection, storage and use. Also the paper focuses on the usage of various food production equipment and techniques. The course also delivers the standard recipes of various Basic Gravies used in Indian Cuisine.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to understand the utility of various food production equipment and will develop culinary skills through the basic understanding of various food production techniques. The students will also be able to learn the production of various Basic Gravies used in Indian cuisine.

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**Unit I                      *Introduction To Indian Cooking***

Introduction; Philosophy of Indian Food; Features of Indian Cuisine; Regional influences on Indian Food; Equipment used in Indian Cooking; Techniques employed in Indian Cooking; Concept of Slow Food and Organic Food.

**Unit II                      *Condiments, Herbs And Spices Used In India Cuisine***

Introduction; Herbs and Spices used in Indian Cuisine (Allspice, Ajowain, Aniseed, Asafoetida, Bay leaf, Cardamom, Cinnamon, Cloves, Coriander seeds, Cumin, Chilli, Fenugreek, Mace, Nutmeg, Mustard, Pepper, Poppy Seeds, Saffron, Tamarind, Turmeric, Celery, Curry Leaf, Marjoram, Pomegranate Seeds, Stone Flowers, Basil, Betel Root, Black Salt, Red Chilli, Rock Salt); Various ways of using spices; Storage and Usage tips for Spices.

**Unit III                      *Masalas And Pastes Used In Indian Cuisine***

Introduction; Types; Blending of Spices and concept of masalas; Concept of Dry and Wet Masalas; Pastes used in Indian Cooking; Purchasing and Storing Considerations.

**Unit IV                      *Understanding Commodities And Their Usage In Indian Kitchen***

Introduction; Souring Agents; Colouring Agents; Thickening Agents; Tenderizing Agents; Flavouring & Aromatic Agents; Spicing Agents.

**Unit V                      *Basic Indian Gravies***

Introduction; Gravies and Curries (Onion Tomato Masala, Makhni Gravy, White Gravy, Hariyali Gravy); Regional Gravies ( Kadhai Gravy , Achari Gravy, Malai Kofta Gravy, Yakhni Gravy, Mughlai Yellow Gravy, Rajasthani Yellow Gravy, Korma Gravy, Salan Gravy);Preparation of Gravy.

- PRACTICAL**
- Understanding Indian Cooking and Preparation of simple popular foods of India (At least one simple three course menu from each region of India ,



- North, East, South, West and Central India).
- Use of Condiments, Herbs & Spices in Indian Kitchen.
  - Understanding Preparations of Masalas, Pastes and Gravies in Indian Kitchen
    - (i) Makhni Gravy
    - (ii) Green Gravy
    - (iii) White Gravy
    - (iv) Lababdar Gravy
    - (v) Kadhai Gravy
    - (vi) Achari Gravy
    - (vii) Malai Kofta Gravy
    - (viii) Yakhni Gravy
    - (ix) Yellow Gravy
    - (x) Korma Gravy
  - Familiarisation with, commodities and their usage in Indian Kitchens with the help of simple dishes preparations indicating their usage.

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**Main text** Bali, Parvinder (2014). *Food Production Operations*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann (2010) *Modern Cookery*. Orient Longman.

**books** Arora, K. (2008). *Theory of Cookery*. Frank Brothers.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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 Bachelor of Hotel Management
 

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**BHM 402/ Sem IV      FOOD & BEVERAGE OPERATIONS**
**4 Credits                      Discipline Specific Core Course (DSC)**


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**Description of the course**

The course enables the students to have an in-depth insight of F&B Service industry. The subject focuses upon production and service of various non- alcoholic and alcoholic beverages. The paper also discusses about Bar Operations & Control.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to learn about the service of various alcoholic and non-alcoholic beverages. Also the course imparts the practical knowledge of mocktail and cocktail preparation to the student.

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**Unit I                      *Non–Alcoholic Beverages***

Introduction; Classification of beverages( Alcoholic and Non-Alcoholic); Coffee; Tea; Milk-based drinks ; Aerated drinks; Squashes; Juices; Natural Mineral Water ; Syrups.

**Unit II                      *Alcoholic Beverages***

Introduction; Methods of Preparing Alcohol (Fermentation & Distillation);Classification of Alcoholic Beverages( Fermented, Brewed and Distilled); Production of different Alcoholic Beverages (Beer, Whisky,Rum,Brandy, Gin,Tequila, Vodka,Aperitifs)

**Unit III                      *Wines***

Definition & History ; Classification of wines with examples ; Production of Wines; Old World wines (Principal wine regions, wine laws, grape varieties, production and brand names) ; New World Wines (Principal wine regions, wine laws, grape varieties, production and brand names) ; Food & Wine Pairing; Storage of wines ;Wine terminology (English & French)

**Unit IV                      *Cocktails And Mocktails***

Introduction; Components of Cocktail; Methods of making cocktails; Equipment and tools required for making cocktails; Glassware for mixed drinks; Points to note while making cocktails and mixed drinks; Cocktails and their base; Mocktails or Non-Alcoholic Mixed Drinks.

**Unit V                      *Bar Operations And Control***

Introduction; Types of Bar( pubs, Lounge Bar, Wine Bar, Cocktail Bar, Banquet Bar, Dispense Bar); Bar Design (Parts of Bar and Shapes of Bar); Bar Operations procedures; Bar Records and Control; Bar frauds.

**Practical**                      ▪ Service of non –alcoholic beverages (Tea, Coffee, Juices & Aerated drinks)



- Service of Wines (Champagne, Red & White wines)
- Service of Spirits & Liqueurs
- Cocktail & Mocktail Preparation, Presentation and Service
- Service of Cigars & Cigarettes.
- Service of Beer and Other Fermented & Brewed Beverages
- Service of Sparkling, Aromatized, Fortified, Still Wines.
- Bar setup and operations

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**Main text** Singaravelavan,R(2016).*Food and Beverage Service*. New Delhi: Oxford University Press.

**Reference books** Dennis R.Lillicrap. & John A. Cousine(2006). *Food and Beverage Service*.ELBS.  
Andrews,Sudhir(2013).*Food & Beverage Service Training Manual*.Tata Mc Graw Hill.  
Dhawan,Vijay(2008).*Food & Beverage Service* .Frank Brothers & Company Pvt Ltd.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 403 / Sem IV      ACCOMMODATION OPERATION****4 Credits                      Discipline Specific Core Course (DSC)**

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**Description of the course**

The Student will get knowledge about the Housekeeping Terminology and Different Important Sub-Department of the Housekeeping Department in the Hotel, Segregation and Disposal of Waste Management.

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**Learning outcomes**

1. Introduction, Storage, Exchange , Control, Quality, Life Span and Discards of the Linen
  2. Laundry and their Types, Laundry Equipment and Agents used in Housekeeping
  3. Process of Stain Removal, Dry Cleaning and Handling Guest Laundry
  4. Introduction, Storage, Issuing and Exchange of Uniforms
  5. Activities and Equipment use in Swing Room
  6. Awareness of Safety and Security in the Hotel and their Control
  7. Meaning and Types of Pest Control, Common Pests and their Control
  8. Introduction, Process and Different Section of Waste Management
  9. Different kind of Flowers and their Different Arrangement in the Hotel
  10. Introduction, Components and Indoor Plantation of the Horticulture.
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**Unit I                      *Linen And Laundry Operation***

Introduction; The Linen and Uniform Room; Storage of Linen; Linen Exchange; Par Stock; Linen Control; Linen Quality and Lifespan; Discards and Their Reuse; The Laundry, Types of Laundries, Laundry Equipment; Laundry Agents or Aids, The Laundry Process; Stain Removal; Dry-Cleaning; Handling Guest Laundry.

**Unit II                      *Uniforms And Sewing Room***

Uniform: Introduction, Selection and Design of Uniforms (Points to be Considered while Designing Uniforms, Uniform Management in Hotels); Establishing Par Levels for Uniforms; Storage of Uniforms; Issuing and Exchanging of Uniforms; Advantages of Providing Staff Uniforms; Trends in Hotel Uniforms; Sewing Room: Introduction, Activities in the Sewing Room; Job Specification of a Seamstress/Tailor; Sewing Area and Equipment; Basic Hand Stitches; Fasteners

**Unit III                      *Safety And Security***

Introduction, Work-environment Safety and Job Safety Analysis; Potential Hazards in Housekeeping Operations; Safety Awareness and Accident Prevention; Concept of Safeguarding Assets; Fire Prevention and Fire-Fighting; First-Aid; Crime Prevention; Dealing with Emergencies; Keys and Their Control; Scanty Baggage; Guest and Employee Thefts; Sickness and Death; Lost-and-Found Articles.

**Unit IV                      *Pest Control And Waste Management***

Introduction, Pest Control, (Types of Pests, Pest Control Goals, Threshold Levels); Common Pests and Their Control; Integrated Pest Management, (Method of Pest Control, Avoiding the Harmful Effects of Pest Control); Waste Management: Introduction, Segregation of Waste; Collection, Segregation and Disposal of Waste; Recycling; Biogas Plants; Sewage Treatment Plant (STP); Effluent Treatment Plant (ETP).

**Unit V** *Flower Arrangement and Horticulture*

Introduction, Flower Arrangement in Hotels and Its Basics; Designing Flower Arrangements, Common Flowers and Foliage; Horticulture: Introduction; Essential Components of Horticulture; Landscaping; Indoor Plants; Bonsai in Hotel Properties

**Practical**

- Emphasize on under mentioned while working with Linen
  - (a) Storage, (b) Stock Taking, (c) Making and Monogramming, (d) Functioning – Clerical Jobs in the Linen Room and Uniform Room
- Laundry: (a) Identification and Operation of Different Equipment (Standards Operating Procedures for Care While Operating the Equipment)
  - (b) Laundry Cleaning Agents
  - (c) Flow Process in Industrial Laundry – Layout, Planning and Operation
  - (d) Dry Cleaning Method
- Stain Removal: Identification and Removal of the Stains using the Special Methods and Reagents
- Identification and Sampling of Different Fabrics
- Sewing Room – Mending and Use of Sewing Kit
- Visit to Hotel Laundry / Commercial Laundry
- Horticulture (a) Identification of Different Tools in Gardening
  - (b) Different Ways of Gardening
  - (c) Different Flowers
- Flower Arrangement: (a) Identification of Equipment and Material Required for Arrangement
  - (b) Practice of Different Styles of Flowers Arrangements
- To Prepare Checklist for Public and Non-Public Areas

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**Main text** Raghubalan ,G. (2017).*Hotel Housekeeping Operations & Management*.New Delhi: Oxford University Press

**Reference books** Andrew,Sudhir(2013).*Hotel Housekeeping*.NewDelhi:Tata McGraw-Hill Publishing Company Limited  
Branson,Joan & Lennox,Margaret (2013).*Hotel, Hostel & Hospital Housekeeping*.Britain: The Bath Press

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 404/Sem IV      ACCOUNTING SKILLS FOR HOSPITALITY****4 Credits              Discipline Specific Core Course (DSC)**

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**Description of the course**

Accounting provides information for decision making. Almost every business and organisation needs accountants to measure performance and provide information for decisions. The course is designed to provide the students with the basic knowledge of the Accounting skills.

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**Learning outcomes**

The learner shall be able to understand the basic principles and techniques of preparing and presenting the financial accounts for the use of the end users.

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**Unit I              *Introduction to Financial Accounting***

Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies (capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.

**Unit II              *Recording of Transactions and Secondary Books***

Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance

**Unit III              *Final Accounts***

Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries.  
Trading account, profit and loss account and balance sheet, practical problems.

**Unit IV              *Depreciation***

Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)

**Unit V              *Joint Stock Company***

Importance, meaning and definition of a company, characteristics and kinds of companies, formation of a company.  
Shares and share capital, under subscription, oversubscription, calls in advance, calls in arrears, issue of shares at premium and discount, buy back of share, surrender of shares.  
Debentures: classification, issue, terms of issue, writing off loss on issue of debentures.  
Company final accounts: introduction to company final accounts, profit & loss accounts, balance sheet, basics of preparation of simple company final accounts.



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**Main text** Maheshwari, S.N. and Maheshwari, S. K (2013).*An Introduction to Accountancy*. New Delhi: Vikas Publishing House.

**Reference books** Sofat, Rajni and Hiro, Preeti(2014). *Basic Accounting*. Delhi: PHI Learning Pvt.Ltd.  
Monga, J.R and Ahuja Girish (NA). *Financial Accounting*.Delhi: Mayoor Paper backs.  
Sharma, D.G.(NA).*Financial Accounting*.New Delhi: Taxmann Allied Services Pvt.Ltd.

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**Pedagogical approach** Two credits are allotted to two lectures in a week for classroom discussion and problems solving related to accounts. Theories of accounting shall be followed by numerical.  
T-P-T: 3-0-1

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**Evaluation** Internal Assessment – 25 %  
Written Examination –75 %

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**Bachelor of Hotel Management**

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**BHM 501/Sem V REGIONAL CUISINES OF INDIA – I****4 Credits** Discipline Specific Elective Course (DSE)**Description of the course**

The course enables the students to know the history, geographical perspectives, brief historical background, characteristics, key ingredients, popular food and special equipments of different cuisines. The course also equips the student with standard recipes of each menu of different cuisines.

**Learning outcomes**

Upon the successful completion of the course the students will be able to know about the various speciality foods and salient features of different cuisines of India. Also the practical element of the course will enable the students to prepare various dishes of different cuisines following the standard recipe and appropriate methods of cooking.

**Unit I Cuisines Of Kashmir, Himachal And Uttarakhand**

Introduction; Geographical Perspectives; Brief Historical Background; Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special Equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods

**Unit II Cuisines of Punjab, Haryana And Delhi**

Introduction; Geographical Perspectives; Brief Historical Background; Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods

**Unit III Cuisine of Rajasthan**

Introduction; Geographical Perspectives; Brief Historical Background ; Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods

**Unit IV Cuisine Of Gujarat**

Introduction; Geographical Perspectives; Brief Historical Background; Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods.

**Unit V Cuisines Of Maharashtra And Goa**

Introduction; Geographical Perspectives; Brief Historical Background ; Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods.

**Practical**

- Two Menus comprising of 5 dishes per menu per state

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**Main text** Bali, Parvinder (2014). *Food Production Operations*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann (2010) *Modern Cookery*. Orient Longman.

**books** Arora, K. (2008). *Theory of Cookery*. Frank Brothers.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 502 / Sem V      FRONT OFFICE OPERATIONS****4 Credits                      Discipline Specific Elective Course (DSE)**

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**Description of the course**

The Students will be aware / learn about Guest Cycle and Services, Safety and Security, Front Office Communication Process and Others Important Sub-Departments of the Front Office.

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**Learning outcomes**

1. Meaning, Important, Types and Process of Communication
  2. Seven C's and Barriers of Communication and Inter-Department Communication
  3. Meaning and Four Steps of Guest Cycle and Various Guest Services
  4. Important, Function and Process of Cashier and Night Auditor
  5. Meaning, Important and Function performed by Bell Desk
  6. Role and Objective of the Front Office Safety and Security in the Hotel
  7. Front Office Operation by Different Section
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**Unit I                      *Front Office Communication***

Introduction, Important, Types and Process of Communication; Seven Cs of Communication; Flow of Communication; Barriers of Communication; Interdepartmental Communication; Office Automation: E.P.B.A.X/ Console, Fax, SMS, Internet (email), Wireless, Pager

**Unit II                      *Guest Cycle And Services***

Guest Cycle: Introduction, 4 Steps of Guest Cycle; Guest Services: Introduction and Various Guest Services of the Front Office Department (Handling Guest Mails, Message Handling and Its Procedure, Custody and Control of Keys, Guest Room Change and Its Procedure, Left Luggage Handling and Its Procedure, Walk-up call etc.); Guest Complaints (Types and Handling Guest Complaints)

**Unit III                      *Front Office Casher And Night Audit Section***

Introduction, Location, Important and Functions of Cash Section; Introduction and Important of Night Auditing;  
Process of Night Auditing: Hierarchy and Duties and Responsibility of Cash Section Personnel (Job Description of Cashier and Night Auditor); Modes of Settlement of Bills: (Cash, Credit Card, Debit Card & Travellers Cheque etc.); Departure Procedure, Departure in Fully Automated System

**Unit IV                      *Bell Desk in Front Office***

Introduction, Location and Important Functions Performed by the Bell Desk; Types of Formats and Records to be Maintained in the Bell Desk; Left Luggage Procedure at the Bell Desk; Hierarchy and Duties and Responsibility of Bell Desk Personnel (Job Description of Bell Captain and Bell Boy)

**Unit V                      *Hotel Safety And Security***

Introduction, Role of Front Office, Security and Control of Room Keys, Fire Safety, (Classification of Fire and Procedure in the Event of Fire); Accidents in Hotel and Its Reasons; First Aid (Introduction, First Aid Box, First Aid for Some Common Problems.



Handling Unusual Events and Emergency Situations (Terrorist Activities and Bomb Threat, Robbery and Theft, Guest in Drunken State)

**Practical**

- Shift Hand-Over Procedure
- Planning for following Days Arrivals and Departures
- Handling Various Types of Enquires and Providing Information at the Front Desk Information Section
- Message and Mail Handling Procedure
- Bell Desk Activities at the Time of (Check-in, Check-Out and Room Change)
- Electric Key Handling System
- Telephone Handling (Various Types of Inquires)
- Wake-up Calls / Paging System
- Handling Modern Communication Activities
- Foreign Currency Exchange Procedure
- Function of Night Auditor
- Safety and Security by Front Office in the Hotel

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<b>Main text</b>	Tewari, Jatashankar (2017). <i>Hotel Front Office Operations &amp; Management</i> . New Delhi: Oxford University Press
<b>Reference books</b>	<p>Bhatnagar, S.K. (2013). <i>Front Office Management</i>. New Delhi: Frank Bros. &amp; Co. (Publisher) Ltd</p> <p>Ghosh, Suvradeep (2005). <i>Hotel Front Training Manual</i>. New Delhi: Jindal Book Services</p> <p>Andrews, Sudhir (2012). <i>Front Office Management &amp; Operations</i>. New Delhi: Tata McGraw-Hill Publishing Company Limited</p> <p>Andrews, Sudhir (2011). <i>Hotel Front Office (A Training Manual)</i>. New Delhi: Tata McGraw-Hill Publishing Company Limited</p>
<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)
<b>Evaluation</b>	External Examination – 50% (Theory) Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 503A/Sem V ENVIRONMENTAL SCIENCE****4 Credits** Discipline Specific Elective Course (DSE)

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**Description of the course**

The environment impacts our way of life in many aspects. Adverse impacts to this environment affect the well-being of humans and other living organisms. Therefore, it is essential that students understand natural environmental systems, physical and social causes of environmental problems, and strategies to mitigate or manage these issues.

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**Learning outcomes**

The student will be able to define the Environmental Studies as a concept, state instructional objectives in terms of learning outcomes in the Environmental Studies classes, apprise the status of Environmental Studies content in the critical manner and relate the theory with the practical experiences.

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**Unit I *Introduction to Environmental Studies***

Multidisciplinary nature of Environmental Studies; Scope and importance; Concept of sustainability and sustainable development

**Unit II *Ecosystems***

Meaning of ecosystem; structure and function of ecosystem; Energy flow in an ecosystem: food chains, food webs and ecological succession. Case studies of the following ecosystems: Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

**Unit III *Natural Resources: Renewable And Non-renewable Resources***

Land resources and land use change; Land degradation, soil erosion and desertification;

Energy resources: Renewable and non-renewable energy sources, use of alternate energy sources, growing energy needs, case studies;

Water: Use and over-exploitation of surface and ground water, floods, droughts, conflicts over water (international & inter-state);

Deforestation: Causes and impacts due to mining, dam building on environment, forests, biodiversity and tribal populations.

**Unit IV      *Biodiversity And Conservation***

Levels of biological diversity: genetic, species and ecosystem diversity Biogeographic zones of India; Biodiversity patterns and global biodiversity hot spots ; Endangered and endemic species of India; Threats to biodiversity: Habitat loss, poaching of wildlife, man-wildlife conflicts, biological invasions;

Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity; Ecosystem and biodiversity services: Ecological, economic, social, ethical, aesthetic and Informational value.

**Unit V      *Environmental Pollution And Environmental Policies & Practices***

Environmental pollution: types, causes, effects and controls; Air, water, soil and noise pollution; Nuclear hazards and human health risks; Solid waste management: Control measures of urban and industrial waste;

Climate change, global warming, ozone layer depletion, acid rain and impacts on human communities and agriculture;

Environment Laws: Environment Protection Act; Air (Prevention & Control of Pollution) Act; Water (Prevention and control of Pollution) Act; Wildlife Protection Act; Forest Conservation Act; Nature reserves, tribal populations and rights, and human wildlife conflicts in Indian context.

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**Main text**      Rajagpalan, R. (2016), *Environmental Studies- From Crisis to Cure*, APH Publishing House, New Delhi.

**Reference books**      Kumar, A. (2008), *A Text Book of Environmental Science*, APH Publishing House, New Delhi.

Bharucha, Ecach (2013), *A Text Book of Environmental Sciences for UG*, Orient BlaskSwan, New Delhi.

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**Pedagogical approach**      The lectures will comprise of classroom session which includes project, problem solving sessions, case studies and presentations.  
T-P-T: 3-0-1

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**Evaluation**      Internal Assessment      – 25 %  
External Examination      – 75%

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Bachelor of Hotel Management

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**BHM 503B/ Sem V    NUTRITION AND FOOD SCIENCE**

**4 Credits**                      Discipline Specific Elective Course (DSE)

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**Description of the course**

The course focuses upon various aspects of food, beginning with various components of food and ending with aspects related to consumption of food like Menu Planning ,Balance Diet etc. The course also helps to understand the significance of food and nutrients in the nourishment of the body.

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**Learning outcomes**

Through the completion of the course the students will be able to ;

- Classify foods on the basis of major dietary components.
  - Evaluate the dietary sources, roles and functions of key nutrients.
  - Evaluate the role of digestion, absorption and metabolism of nutrients in human health.
  - Calculate food and energy requirements based on Recommended Dietary Allowances (RDA) for nutrient requirements and physical activity levels.
- 

***Introduction To Nutrition And Food Science***

Introduction ; Relation of Food and Health; Food and its functions; Factors affecting food; Classification of nutrients; Recommended Dietary Allowances; Digestion, Absorption and Metabolism of Food; Need for Convenience Food

***Macro And Micro Nutrients***

Definition; Classification; Food Sources & Function of:

- Carbohydrates
- Lipids
- Proteins
- Vitamins
- Minerals

***Balance Diet***

Introduction; Recommended Dietary Allowances; RDAs for specific Nutrients; Basic food Groups; Guidelines for using the Basic Food Group; The Food Pyramid.

***Menu Planning And Mass Food Production***

Introduction ; Factors affecting Meal Planning; Planning Balanced Meal; Calculating the nutritive value of a recipe; Special Nutritional Requirements; Effect of Quantity Cooking and Processing on Nutrients; Common Food Processing Techniques.

***New Trends In Food***

Introduction; Need for introducing nutritionally balanced and health specific meals; Soya Food; Food Fads; Organic Foods; Health Foods; Natural Foods; Live foods; New Trends in Packaging.

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**Main text** Roday,Sunetra (2012).*Food Science and Nutrition* .New Delhi: Oxford University Press.

**Reference** Suri, *Malhotra*(2013).*Food Science, Nutrition and Safety*. Pearson Education India

**books** Joshi A Shubhangi(2017). *Nutrition and Dietetics*. McGraw Hill Education

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions  
T-P-T : 3-0-1

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**Evaluation** Internal Assessment – 25 %  
Written Examination – 75 %

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## Bachelor of Hotel Management

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**BHM 504/ SEM V      HOTEL FRENCH**  
**4 Credits                      Discipline Specific Elective Course (DSE)**

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### Description of the course

The course will provide the students with elementary competence in the French language. This course focuses on teaching participants how to communicate simply and effectively at basic level, deal with the grammatical structures needed, pronounce words properly and utilise hospitality related vocabulary in their daily duties.

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### Learning outcomes

Upon the successful completion of the course the students will be able to :

- Learn the basics of French
  - Communicate effectively at basic level
  - Understand the grammatical structures
  - Learn the pronunciation of words
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|-----------------|---|
| <b>Unit I</b>   | Introducing oneself and others, greeting people, formal and informal uses of the language, giving simple information about oneself. Countries and Nationalities, Adjectives used in day to day conversation.                |
| <b>Unit II</b>  | Introduction to hospitality vocabulary-different areas of the hotel( Front and Back area of the hotels)   |
| <b>Unit III</b> | The two parts of a restaurant – dining area utensils & kitchen equipment. Taking simple orders in the bar/restaurant/café/replying to room service orders.  |
| <b>Unit IV</b>  | Culinary terms – the food groups, methods of preparing and cooking food. Looking at recipes. Talking about food – favorite dishes, typical dishes of France.  |
| <b>Unit V</b>   | A focus on pronunciation – listening and speaking. Communicating over the phone – taking bookings, filling in forms. Talking about one’s routine- the time, tasks and responsibilities at work, running errands and chores. |
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**Main text**      S.Bhattacharya(2011).*French for Tourism and Hotel Industry*.Franc Bros.

**Reference books**      Thomas,Bruno(2017).*French for Beginners*.kindle edition.

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**Pedagogical approach**      Lectures, Class Discussions and Practical Exposure, Audio visual aids.  
T-P-T : 3-0-1 (One Practical Credit is equal to Two hours)

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**Bachelor of Hotel Management**

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**BHM 601/ Sem VI REGIONAL CUISINES OF INDIA – II****4 Credits** Discipline Specific Elective Course (DSE)

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**Description of the course**

The course enables the students to know the history, geographical perspectives, brief historical background, characteristics, key ingredients, popular food and special equipments of different cuisines. The course also equips the student with standard recipes of each menu of different cuisines

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**Learning outcomes**

The course enables the students to know the history, geographical perspectives, brief historical background, characteristics, key ingredients, popular food and special equipments of different cuisines. The course also equips the student with standard recipes of each menu of different cuisines

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- Unit I** *Cuisines Of Andhra Pradesh, Tamil Nadu And Kerala*  
Introduction; Geographical Perspectives; Brief Historical Background ;Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods
- Unit II** *Cuisines Of Bengal And Orissa*  
Introduction; Geographical Perspectives; Brief Historical Background ;Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods
- Unit III** *Cuisines Of Awadh And Madhya Pradesh*  
Introduction; Geographical Perspectives; Brief Historical Background ;Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods
- Unit IV** *Cuisines Of North Eastern States*  
Introduction; Geographical Perspectives; Brief Historical Background;Characteristics & Salient Features of Cuisine; Key Ingredients; Popular Foods; Seasonal Foods; Special equipment; Staple Diets; Specialties during Festivals and Other Occasions; Community Foods
- Unit V** *Indian Sweets & Desserts*  
Introduction;Geographical Perspectives; Brief Historical Background; Characteristics & Salient Features; Key Ingredients;Popular Sweets;Seasonal Sweets;Special equipment; Specialties during Festivals and Other Occasions.
- Practical** Two Menus comprising of 5 dishes per menu per state.

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**Main text** Bali, Parvinder (2014). *Food Production Operations*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann (2010) *Modern Cookery*. Orient Longman.

**books** Arora, K. (2008). *Theory of Cookery*. Frank Brothers.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 602 / Sem VI FRONT OFFICE MANAGEMENT****4 Credits** Discipline Specific Elective Course (DSE)

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**Description of the course**

The Student will be aware / learn about the Macro Aspects of Front Office like CRS and PMS. Methods of Measuring Hotel Performance, Human Resource Management and Environment in the Hospitality Industry.

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**Learning outcomes**

1. Meaning and Application of Property Management System in the Front Office and Different others Property Management System (PMS)
  2. Methods of Evaluating Hotel Performance in Different Section
  3. Meaning, Measuring and Benefits of Yield Management and Forecasting
  4. Meaning, Planning and Development of Human Resource Management
  5. Human Resources Challenges in the Hospitality Industry.
  6. Meaning & Important of Environmental Management and Environmental Pollution
  7. Meaning and Benefits of Total Quality Management.
- 

**Unit I Computer Application in Front Office**

Introduction of Property Management System, PMS Application in Front Office (Reservation Module, Front Desk Module, Rooms Module, Cashier Module, Night Audit Module, Set-up Module, Reporting Module, Back Office Module); PMS Interface with Stand-Alone Systems; Different Property Management System;

**Unit II Evaluating Hotel Performance**

Methods of Measuring Hotel Performance (Occupancy Ratios, Average Daily Rate, Average Room Rate, Revenue per Available Room (Rev-Par) etc

**Unit III Yield Management And Forecasting**

Introduction, Measuring Yield in the Hotel Industry, Yield Management in the Hotel Industry, Elements of Yield Management, Benefits of Yield Management, Yield Management Strategies, Challenges or Problems in Yield Management; Forecasting: Benefits of Forecasting, Date Required for Forecasting

**Unit IV Human Resource Management**

Introduction, Human Resource Planning, Human Resource Development (Job Analysis, Recruitment, Selection and Orientation); Human Resource Challenges in the Hospitality Industry (Employee Retention and Motivation)

**Unit V Environmental and Total Quality Management**

Introduction of Environment, Environment and Ecology, Environmental Pollution, Environmental Management, Environmental Management in the Hospitality Industry; Introduction of Total Quality Management, Benefits of Total Quality Management

**Practical**

- Recapitulation of the All Previous Semester – Practical
  - Room Key Rack Management
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- Handling Area Management and Various Types of Inquires
- Basic Training of Property Management System (Opera)
- Preparation of Bills at Front Desk
- Computerized Billing System
- Checking Out Guest and Accepting Payments
- Starting and Ending Work Shift at Front Office Staff
- Handling Situations
- Different Types of Reports in Front Office Department
- Presentation Program of Property Management System (Opera)

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<b>Main text</b>	Tewari, Jatashankar, R. (2017). <i>Hotel Front Office Operations &amp; Management</i> . New Delhi: Oxford University Press
<b>Reference books</b>	<p>Bhatnagar, S.K. (2013). <i>Front Office Management</i>. New Delhi: Frank Bros. &amp; Co. (Publisher) Ltd</p> <p>Ghosh, Suvradeep (2005). <i>Hotel Front Training Manual</i>. New Delhi: Jindal Book Services</p> <p>Andrews, Sudhir (2012). <i>Front Office Management &amp; Operations</i>. New Delhi: Tata McGraw-Hill Publishing Company Limited</p> <p>Andrews, Sudhir (2011). <i>Hotel Front Office (A Training Manual)</i>. New Delhi: Tata McGraw-Hill Publishing Company Limited</p>
<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)
<b>Evaluation</b>	External Examination – 50% (Theory) Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 603A/Sem VI HUMAN RESOURCE MANAGEMENT****4 Credits** Discipline Specific Elective Course (DSE)

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**Description of the course**

The objective of this course is to endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect. It will help the students to build up and refine decision making skills so that they can help organizations effectively conduct personnel management and employee relations.

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**Learning outcomes**

The students will be able to synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change, demonstrate knowledge of laws that impact behavior in relationships between employers and employees that ultimately impact the goals and strategies of the organization and understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.

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**Unit I Introduction to Human Resource Management**

Nature of Human Resource Management, Scope, functions and importance of Human Resource Management, Human Resource Management vs. Human Resource Development, Strategic Human Resource Management: Introduction, characteristics and scope of Strategic Human Resource Management, Strategic Human Resource Management vs. Conventional Human Resource Management, Barriers to strategic Human Resource Management, Linking HR strategy with business strategy, Human Resource Management linkage with Total Quality Management & productivity.

**Unit II Human Resource Planning And Recruitment**

Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring- Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.

**Unit III Training And Development**

Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.





**Unit IV      *Compensation Management And Employee Relations***

Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations.

**Unit V      *Employee Safety, Health and Ethics in Human Resource Management***

Ethics definition and its principles, Importance of ethics in work place, Ethics of human resource and its impact towards organizational success, measures and policies for employee safety at work

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**Main text**      Dessler, Varket (2016) *Human Resource Management*. Pearson. New Delhi

**Reference books**      Aswathappa, K. (2007). *Human Resources and Personnel Management*. Tata McGraw Hill, New Delhi.

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**Pedagogical approach**      The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.  
T-P-T: 3-0-1

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**Evaluation**      Internal Assessment – 25 %  
Written Examination – 75 %

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 Bachelor of Hotel Management
 

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**BHM 603B / SEM VI      HOSPITALITY LAWS**
**4 Credits**                      Discipline Specific Elective Course (DSE)
 

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**Description of the course**

The Student will be aware / learn about the Indian Hospitality & Hotel Laws in India, Laws Related to Hotel Operations, Employees, Guests, Food and Beverage and Public Health and Safety.

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**Learning outcomes**

1. Introduction, Indian Hotel Industry — An Overview
  2. Introduction and Meaning to Hotel Laws, Role of the Legislative, Classification of Laws, Origins of Hotel Laws
  3. Introduction of “How to do Business in India” and Rules & Regulations of Hotel License and their Insurance.
  4. Introduction and Meaning of Hospitality Law and Introduction, Rules and Laws related with Labour Law.
  5. Introduction, Rules and Laws related with Food and Beverage and Introduction of Liquor License and their Procedure.
  6. Introduction, Rules and Laws related to Public Health and Safety.
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**Unit I      *Introduction to Indian Hospitality And Hotel Laws in India***

Introduction, Indian Hotel Industry — An Overview

Introduction to Hotel Laws, Meaning of Law, Role of the Legislative, Executive and the Judiciary, Classification of Laws, Origins of Hotel Laws, The Judicial Process

**Unit II      *Laws Related to Hotel Operations in India***

**Doing Business in India:** Introduction, Starting a Business, Promotion Stage, Partnership, Private Limited Companies, Public Limited Companies, Branch Office, Project Office, Foreign Exchange Management Act, 1999 and Foreign Direct Investment

**Business Contracts:** Introduction, Indian Contract Act--1872, Essential Elements of a Contract, Different Between Void, Voidable and unenforceable Contracts, Types of Contracts, Hospitality Contracts

**Hotel Licenses and Regulations:** Introduction, General Hotel Operation Licenses, Food and Beverage Operations, Personnel Department, Accounts Department

**Hotel Insurance:** Introduction, Meaning of Insurance, Types of Insurance Policies, Insurance Coverage Commonly Availed by Hotel

**Unit III      *Laws Related to Employees And Guests***

**Labour Laws:** Introduction, Constitutional Provisions, Categorization of Labour Laws, Categorization of Industry, Classification of Employees

**Hospitality Law:** Introduction, Meaning of Hotel and Guest, Duties of a Hotelier Towards Guests

**Unit IV      *Laws Related to Food And Beverage***

**Food Legislation:** Introduction, Indian Scenario, Food Safety and Standards Act—2006, Comparison between the Prevention of Food Adulteration Act—1954 and the Food Safety and Standards Act—2006, Licensing and its Process, Role of the Adjudicating Officer and Important Rules, Recommended Food Safety Management Plan

**Liquor Licensing:** Introduction, Alcoholic And Non-Alcoholic Beverages, Liquor



Legislation in India, Liquor Licensing Procedures, Procedure for Acquiring a Liquor License, Sale of Cigarettes and Tobacco

**Unit V**     ***Laws Related to Public Health And Safety***

**Battle for a Healthy Environment:** Introduction, Designing a Waste Management Programme, Preparing a Waste Reduction Programme, Making a Commitment to Manage Waste, Implementing the Programme

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<b>Main text</b>	Hotel Law by Amitabh Devendra , Oxford University Press Hotel & Tourism Laws by Jagmohan Negi
<b>Reference books</b>	Related Guidelines & Reports from Ministry of Tourism, Govt. of India
<b>Pedagogical approach</b>	Lectures, Cases Studies and Class Discussions T-P-T : 3-0-1
<b>Evaluation</b>	Internal Assessment – 25 % Written Examination – 75 %

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 Bachelor of Hotel Management
 

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**BHM 604/SemVI**      **FOREIGN LANGUAGE II**
**4 Credits**              Discipline Specific Elective Course (DSE)
 

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**Description of the course**

This course is designed to help students to read / write / describe in details in Spanish language. This course will also help students to have conversations with focus on Grammar and describe cultural variations.

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**Learning outcomes**

After completing the intermediate level course in Spanish, the learners would be able to appreciate basic tenses, use basic expressions, give and take information about leisure activities and places, some advancement in vocabulary, understand and use grammar

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**Unit I**      **Basic Tenses**

Revision of basic course; Tense formations- past tense, present tense, future tense; Hobbies / Habits- learn about different hobbies / habits of companions; Yes/no reflexive words

**Unit II**      **Expressions**

Expressions / definitions- define personality, probabilities, expression of excitement/empathy/ guilt/ surprise.

**Unit III**      **Information about Leisure**

Knowing places, cultures, cities, villages; talking about sites / services of the places available; Ask and give information of cultural characters; Describe variations of information among places.

**Unit IV**      **Grammar**

Past perfect, imperfect and undefined; Verbs with prepositions; Verbs for changes of expression; Subjective tense

**Unit V**      **Grammar and Conversations**

This / that expressions, prepositions and could / should / would; Conversations- time markers, discussion connectors, quantifiers, exclamations and comparatives / Oral constructions.

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**Main text**      Aula Internacional -1 (Goyal Saab Publisher)

**Reference books**      Español sin Fronteras ESF – 1 (Goyal Saab Publishers)
 

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**Pedagogical approach**      Lectures, Cases Studies, Class Discussions  
 T-P-T : 3-0-1
 

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<b>Evaluation</b>	Internal Assessment – 25 %
	Written Examination – 75 %

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 Bachelor of Hotel Management
 

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**BHM 701/Sem VII      FOREIGN CUISINES**
**4 Credits                      Discipline Specific Elective Course (DSC)**


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**Description of the course**

The course introduces the student to the international cuisines such as French, Italian, Spanish, German, Greek, Mexican, English, Japanese, Chinese and Thai. Also, the course helps the students to understand the art and science behind plating Western food. The paper also covers the latest trends of healthy eating and various elements that constitute healthy food.

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**Learning outcomes**

Upon the successful completion of this course the students will be able to know about the various speciality foods and salient features of different Foreign Cuisines. Also the practical element of the course will enable the students to prepare various dishes of different cuisines following the standard recipe and appropriate methods of cooking.

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**Unit I                      *Western Cuisines***

Introduction; Italian Cuisine; Mediterranean Cuisine; Mexican Cuisine

**Unit II                      *European Cuisines***

Introduction ; French Cuisine; Cuisine of the UK; Scandinavian Cuisine, German Cuisine

**Unit III                      *Oriental Cuisines***

Introduction; Chinese Cuisine; Japanese Cuisine, Thai Cuisine

**Unit IV                      *Western Plated Food***

Introduction; The Concept of Plate Presentations; Merging of Flavors, Shapes and Textures on the Plate; Emerging Trends in Food Presentations

**Unit V                      *Concept Of Health Food***

Introduction; Types of Nutrients; Balanced Diet and Nutritional Analysis; Principles of Healthy Cooking

**PRACTICAL**

- One Menu comprising of 5 dishes per Cuisine

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**Main text**      Bali,Parvinder (2012). *International Cuisine & Food Production*. Oxford University Press.

**Reference books**      Philip E. Thangam, Heinemann(2010)*Modern Cookery*.Orient Longman.  
 Arora,K(2008). *Theory of Cookery*. Frank Brothers.
 

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<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)
<b>Evaluation</b>	External Examination – 50% (Theory) Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 702 / Sem VII      ACCOMMODATION MANAGEMENT****4 Credits                      Discipline Specific Elective Course (DSE)**

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**Description of the course**

The Student will get knowledge about the Budgeting for Housekeeping Expenses, Facilities Planning and Facilities Management, Interior Designing and Decoration and Changing Trends in Housekeeping.

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**Learning outcomes**

1. Meaning and Types of Budgets and Housekeeping Expenses
  2. Inventory Control and Stock-Taking and Purchasing
  3. Meaning, Objective, Types, Elements and Principles of Interior Designing
  4. Introduction, Types, Important, Objective and Characteristic of Interior Decoration
  5. Meaning, Role, Objective, Stages and Components of Facilities Planning and Management
  6. Meaning and Definition of Ecotels and their Important Aspects
  7. New Changing Trends in Housekeeping like Hygiene, Training and Motivation, Eco-Friendly Amenities, Products and Process and New Scientific Techniques etc.
  8. Advance Important Terminology of the Housekeeping
- 

**Unit I                      *Budgeting for Housekeeping Expenses***

Introduction, Types of Budgets, Housekeeping Expenses (Operating Expenses and Capital Expenses); Budget-Planning Process; Income Statement of the Rooms Division; Controlling Expenses (Controlling Operating Expenses and Cost Control in Specific Areas); Inventory Control and Stock-Taking; Purchasing (Principle, Stages and Types of Purchasing; Annual Purchases of Guestroom Supplies, Cleaning Supplies and Linen)

**Unit II                      *Interior Designing and Interior Decoration***

Interior Designing: Introduction, Objectives of Interior Design; Basis Types of Design; Elements of Design; Principles of Design; Units of Design; Designing for the Physically Challenged; Interior Decoration: Introduction; Colour; Lighting; Floor Coverings and Finishes; Types, Characteristics and Cleaning of Floor Coverings; Carpets; Important of Floor Maintenance; Ceilings and Their Maintenance; Wall Coverings; Windows and Window Treatments; Accessories.

**Unit III                      *Facilities Planning and Facilities Management***

Introduction, Factors Considered in Planning and Designing of Hospitality Facilities; Stages in Developing Hospitality Property; Facilities Management: Introduction, Role of Facilities Manager; Common Services Provided by Facilities Management Companies; Components of Facilities Management

**Unit IV                      *Ecotels***

Introduction, Ecotel Certification, Choosing and Eco-friendly Site; Hotel Design and Construction; Energy Conservation; Energy Conservation; Water Conservation; Waste Management: Environment-Friendly Housekeeping.

**Unit V                      *Changing Trends in Housekeeping***

Introduction, Hygiene; Outsourcing; Training and Motivation (Training and





Motivating); Trends (Women’s-only Floors, Design Trends, Amenity Trends, Process Trends); Eco-Friendly Amenities, Products and Processes; New Scientific Techniques (Work Studies, Ergonomics and Scientific Equipment).

**Practical**

- Recapitulation of the All Previous Semester – Practical
- To Coordinate with Hotel for Learning Purchase, Storage and Inventory Control System
- Dealing with Emergency: (a) Event of Fire and Smoke, (b) Events of Fumes, (c) Events of Gas Leakage
- First Aid: (a) Treatment for Minor Cut, Burns and Scars Unconsciousness, Drunkenness, Sun Burn, Minor Wounds, Choking, Fainting Shock and Nose Bleeding  
(b) Dressing for Minor Wounds and Cuts
- Interior Decoration: (a) Making and Display of Different miniature of Wall Covering and Floor, (b) Covering, Light Arrangements using Flip Charts, (c) Setting of Interiors and Placements of Accessories
- Ecotels and Changing Trends in Housekeeping Department

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**Main text** Raghubalan, G. (2017).*Hotel Housekeeping Operations & Management*.New Delhi: Oxford University Press

**Reference books** Andrew,Sudhir.(2013).*Hotel Housekeeping*.New Delhi: Tata McGraw-Hill Publishing Company Limited  
Branson,C. & Lennox ,Margaret (2013).*Hotel, Hostel & Hospital Housekeeping*.Britain: The Bath Press

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 703A/Sem VII HOTEL ENGINEERING AND OPERATION****4 Credits** Discipline Specific Elective Course (DSE)

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**Description of the course**

This primary objective of this course is to provide students with a basic knowledge of building-structures, their component mechanical, electrical and plumbing systems and related staff and service functions as they affect operations, expenditures and resources of the property.

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**Learning outcomes**

Upon successful completion of this course students should be able to:

- Explain the goals and objectives of Hotel Engineering Management.
  - Describe theoretical aspects of utility systems, energy conservation, mechanical equipment, building systems.
  - Identify resource conservation methods for water, energy and waste management in hotels.
  - Describe the organization and management of the maintenance department and types of maintenances.
- 

**Unit I Hospitality Industry And Engineering Systems**

Introduction; Engineering systems in hospitality industry; Facilities under the Scope of Civil Engineering; Facilities under the Scope of Mechanical Engineering ; Facilities under the Scope of Electrical and Electronics Engineering.

**Unit II Maintenance Management**

Introduction; Role and Importance of Maintenance Department; Types of Maintenance Procedures in Hospitality Industry; Maintenance Management Policy; Contract Maintenance.

**Unit III Safety And Security**

Introduction; Safety in hotels and its management; Fire Safety; Safety issues in hotels; Security in hotels and its management; Security measures at different areas of the property; General Administration of Security.

**Unit IV Fire – Prevention And Control**

Introduction; Classes of Fire; Fire Protection and Extinguishers; Fire Prevention; Care and Maintenance of Fire Control Equipments; Regulatory requirements.

**Unit V Waste Disposal And Pollution Control**

Introduction; Solid and liquid waste; Disposal of solid waste; Sewage treatment; Pollution related to hotel industry; Pollution Control Boards and Pollution Norms.

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**Main text** Ghosal ,Sujit (2011).*Hotel Engineering* .New Delhi: Oxford University Press.



**Reference** Gupta, R (2015). *Text Book Of Hotel Engineering* . New Delhi .Aman Publications.  
**books** Bansal,Tarun (2011). *Hotel Engineering*. New Delhi .Aman Publications.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions  
T-P-T : 3-0-1

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**Evaluation** Internal Assessment – 25 %  
Written Examination –75 %

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**Bachelor of Hotel Management**

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**BHM 703B/ Sem VII BAKERY MANAGEMENT****4 Credits**                      Discipline Specific Elective Course (DSE)**Description of the course**

The course introduces the basics of Bakery Management to the students, highlighting the basic ingredients and Equipment used in Bakery. The paper discusses the features and production method of various bakery products like breads, rolls, cakes, pastries, Chocolates, Cookies & Biscuits.

**Learning outcomes**

Upon the successful completion of this course the students will be able to know to the basic ingredients and equipment used in bakery, the production method and types of Chocolates. The students can also process various bakery items like Breads, Rolls, Cakes, Pastries, Chocolates, Biscuit and cookies.

**Unit I                      *Introduction to Bakery***

Introduction; Basic Ingredients: Sugars; Shortenings; Eggs; Wheat and Flours; Milk and Milk Products; Yeast; Chemical Leavening Agents; Salt, Spices, and Flavorings; Cocoa and Chocolate; Fruits; Professional Bakery Equipment & Tools.

**Unit II                      *Breads and Rolls***

Overview of Production; Common Problems; White Pan Bread ; French and Italian Breads and Rolls; Egg Bread and Rolls; Hard Roll Varieties; Soft Roll Varieties; Rye Bread Varieties; Cornmeal Bread; Whole Wheat Bread; Raisin Bread; Cheese Bread; Indigenous Breads of India; Middle Eastern Pita Bread

**Unit III                      *Cakes and Pastries***

Introduction; Classical Cakes and Pastries; Modern Trends in Cake and Pastry Making; Types of Cakes and their Classification; Approach to Cake Decoration and Serving; Writing and Piping on Cakes; Cake Serving

**Unit IV                      *Chocolate***

Introduction; History of Chocolate; Chocolate Production; Types of Chocolate; Melting Chocolate; Tempering of Chocolate and its Application; Cooling Chocolate; Uses of Chocolate; Tools and Equipment; Storage of Chocolate.

**Unit V                      *Cookies and Biscuits***

Introduction; Preparation of Simple Cookies; Types of Cookies; Uses of Cookies; Common Faults in Cookie Preparation

**PRACTICAL**

- Bakery Layout
- Equipment and Tools used in Bakery Operations
- Hygiene Management in Bakery Operations



- Bakery products preparation (Bread, Rolls, Cakes, Pastries, Chocolate, Biscuits, Cookies)

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<b>Main text</b>	Bali, Parvinder (2014). <i>Food Production Operations</i> .New Delhi: Oxford University Press.
<b>Reference books</b>	Philip E. Thangam, Heinemann(2010) <i>Modern Cookery</i> .Publisher: Orient Longman. K ,Arora(2008). <i>Theory of Cookery</i> .Publisher: Frank Brothers. Bali, Parvinder (2012). <i>International Cuisine &amp; Food Production</i> . Oxford University Press.
<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 2-2-0 (One Practical Credit is equal to two hours)
<b>Evaluation</b>	External Examination – 50% (Theory) Practical Examination – 50% (Practical)

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**Bachelor of Hotel Management**

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**BHM 704/Sem VII      FOOD & BEVERAGE SERVICE MANAGEMENT****4 Credits                      Discipline Specific Elective Course (DSC)**

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**Description of the course**

The course imparts the knowledge of Function Catering and Outdoor Catering Services. It also focuses upon the significance of Customer Relation Management and highlights various supervisory functions for the smooth Food & Beverage Operations. The paper also discusses various Food Safety & Environmental Concerns.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to do the following activities:

- Booking & Organizing of banquet events
  - Procedure for organizing an outdoor catering
  - Briefing & De-briefing of catering staff
  - Complaint Handling through Role plays
- 

**Unit I                      *Function Catering***

Introduction; Banquets; Types of Functions; Function Staff; Function Menus; Service Methods; Function Equipment; Juices; Table Plans; Function Booking & Organization ; Organizing the function; Outdoor Catering

**Unit II                      *Supervisory Function***

Introduction; Supervisory Functions in Food Service Operations (Briefing, Allocation of tables, Checking the mise en place & mise en scene, Handling tips, Stock Taking, Requisition; Sales analysis, Cost analysis; Breakeven Point Calculations; Handling Complaints; Training the Staff

**Unit III                      *Food Cost Control***

Advantages of Food Cost Control; Food Cost control- Tools and Procedures; Food Cost Reporting; Hurdles in Food Cost Control; Reasons for increased and low food cost; Factors affecting Food Cost Control; Point of sale system.

**Unit IV                      *Customer Relationship Management***

Introduction; Importance of Customer Relations( Regular guests, Occasional guests, first time visitors); Guest Satisfaction ( Menu, Consistency in the quality of dishes and Service, Food Safety & Hygiene , Attitude of Staff, Complaint Handling; Suggestions by Guests.

**Unit V                      *Food Safety And Environmental Concerns***

Introduction; Food Poisoning; Controlling Bacterial Growth; Prevention of Bacterial



Food Poisoning; Food Safety Activities; Environmental Concerns; Hotel Waste Management.

**PRACTICAL**

- Booking & Organizing of banquet events
- Procedure for organizing an outdoor catering
- Briefing & De-briefing of catering staff
- Complaint Handling through Role plays

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**Main text** Singaravelavan,R(2016).*Food and Beverage Service*. New Delhi: Oxford University Press.

**Reference books** Dennis R.Lillicrap. & John A. Cousine(2006). *Food and Beverage Service*.ELBS.  
Andrews,Sudhir(2013).*Food & Beverage Service Training Manual*.Tata Mc Graw Hill.  
Dhawan,Vijay. (2008).*Food & Beverage Service* .Frank Brothers & Company Pvt Ltd.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)

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## INDUSTRIAL EXPOSURE - II (On the Job Training) VIII Sem. (20 Credit)

The objective of Industrial Exposure is to facilitate learners with skills & practices of trade so as to supplement their theory and practical inputs of semester VII and enable them to Industry Ready.

### **BHM 801 (DSE)**

**Duration of Exposure:** 20-22 weeks

**Leave Formalities:** One weekly off and festivals and national holidays given by the hotel 10 days medical leave supported by a medical certificate. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 90-100 working days (15 weeks x 06 days = 90 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as "absent" in industrial training and results. The Industry Exposure in VIII semester necessarily needs to be in an approved hotel equivalent to three star or above/ Heritage or other such good property related to Hospitality, Travel, Tourism, Recreation, Leisure or other such organisation. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.

Total weeks: 20-22 weeks. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills to facilitate the learners on Writing Skills for Hospitality (Writing of Industrial Reports/ Hospitality Operation Software Skills/ Trade Presentation Skills, Human Resource Practices Safety, Security and Travel Documentation Facilitation Management Practices while acquainting the learners with skills of trade of their choice. It may please be noted that for this semester the number of credits assigned is 20. Being practical oriented the number of hours input per week comes as 40 hours per week.

Academic Credits for training shall be based on following Log books and attendance, Appraisals, Report and presentation, as applicable

All candidates must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. They are also advised to make a report in accordance to their curriculum for VIII Semester. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. (Refer to What to Observe Sheets for more details.) The Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be A-4 size.





e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

**Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:**

1. Logbook.
2. Appraisal.
3. A copy of the offer letter and industry exposure/ Job Training Certificate.
4. Report in view of requirements of VIII semester.
5. Power Point presentation on a CD, based on the report.
6. Attendance sheet.
7. Leave card.

**The learners are suggested to make the following observations in the departments of Industry:**

### **Human Resource Practices (Industry Exposure)**

#### **WHAT TO OBSERVE**

1. Organization Mission/ Vision/ Values
2. The Human Resource Divisions
3. Human Resource Roles
4. HR Challenges
5. Manpower Planning Process
6. Managing Workers
7. Recruitments Policy & Techniques
8. Group Expectations from New Employees
9. Learning & Development
10. Training Practices & Methods
11. Organizational Culture
12. Managing Employee Performance
13. Employee Motivation
14. Job Satisfaction
15. Organizational Culture
16. Disciplinary Action
17. Innovative Practices in Units/ Group

### **Safety, Security and Travel Documentation Facilitation Management Practices (Industry Exposure)**

#### **WHAT TO OBSERVE**

1. Safety & Security
2. The Structure & Key People
3. Best Practices
4. Security Policy & Guidelines in the Organisation
5. Dealing with Emergencies - Death, Crisis Management, and Disaster Management.



6. Fire Fighting
7. Interacting with Media
8. Any incidents reported

### **Practices in Bakery Management (Industry Exposure)**

#### **WHAT TO OBSERVE**

1. Area/Layout
2. Equipment required
3. Various preparation/Menu
4. Operation hours
5. Standard Recipe
6. Issuing/Receiving Procurements
7. Standard Receiving/sale procedure
8. Waste Management

### **Practices in Laundry Management (Industry Exposure)**

#### **WHAT TO OBSERVE**

1. Types of Laundry- location
2. Operation Timing
3. Equipment used (Brand/ Specification)
4. Chemicals
5. Sources of Material/ Type of Material
6. Standard laundry Procedures
7. Standard Laundry cycle
8. Laundry Collection/ Distribution Channel
9. Standard price
10. Source of Energy/Water
11. Policy for damage



## **INDUSTRIAL EXPOSURE - II (On the Job Training) VIII Sem. (20 Credit)**

The objective of Industrial Exposure is to facilitate learners with skills & practices of trade so as to supplement their theory and practical inputs of semester VII and enable them to Industry Ready.

### **BHM 801 (DSE)**

**Duration of Exposure:** 20-22 weeks

**Leave Formalities:** One weekly off and festivals and national holidays given by the hotel 10 days medical leave supported by a medical certificate. Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 90-100 working days (15 weeks x 06 days = 90 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as "absent" in industrial training and results. The Industry Exposure in VIII semester necessarily needs to be in an approved hotel equivalent to three star or above/ Heritage or other such good property related to Hospitality, Travel, Tourism, Recreation, Leisure or other such organisation. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.

Total weeks: 20-22 weeks. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills to facilitate the learners on Writing Skills for Hospitality (Writing of Industrial Reports/ Hospitality Operation Software Skills/ Trade Presentation Skills, Human Resource Practices Safety, Security and Travel Documentation Facilitation Management Practices while acquainting the learners with skills of trade of their choice. It may please be noted that for this semester the number of credits assigned is 20. Being practical oriented the number of hours input per week comes as 40 hours per week.

Academic Credits for training shall be based on following Log books and attendance, Appraisals, Report and presentation, as applicable

All candidates must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. They are also advised to make a report in accordance to their curriculum for VIII Semester. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. (Refer to What to Observe Sheets for more details.) The Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be A-4 size.



e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

**Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:**

1. Logbook.
2. Appraisal.
3. A copy of the offer letter and industry exposure/ Job Training Certificate.
4. Report in view of requirements of VIII semester.
5. Power Point presentation on a CD, based on the report.
6. Attendance sheet.
7. Leave card.

**The learners are suggested to make the following observations in the departments of Industry:**

### **Human Resource Practices (Industry Exposure)**

#### **WHAT TO OBSERVE**

1. Organization Mission/ Vision/ Values
2. The Human Resource Divisions
3. Human Resource Roles
4. HR Challenges
5. Manpower Planning Process
6. Managing Workers
7. Recruitments Policy & Techniques
8. Group Expectations from New Employees
9. Learning & Development
10. Training Practices & Methods
11. Organizational Culture
12. Managing Employee Performance
13. Employee Motivation
14. Job Satisfaction
15. Organizational Culture
16. Disciplinary Action
17. Innovative Practices in Units/ Group

### **Safety, Security and Travel Documentation Facilitation Management Practices (Industry Exposure)**

#### **WHAT TO OBSERVE**

1. Safety & Security
2. The Structure & Key People
3. Best Practices
4. Security Policy & Guidelines in the Organisation
5. Dealing with Emergencies - Death, Crisis Management, and Disaster Management.



6. Fire Fighting
7. Interacting with Media
8. Any incidents reported

### **Practices in Bakery Management (Industry Exposure)**

#### **WHAT TO OBSERVE**

1. Area/Layout
2. Equipment required
3. Various preparation/Menu
4. Operation hours
5. Standard Recipe
6. Issuing/Receiving Procurements
7. Standard Receiving/sale procedure
8. Waste Management

### **Practices in Laundry Management (Industry Exposure)**

#### **WHAT TO OBSERVE**

1. Types of Laundry- location
2. Operation Timing
3. Equipment used (Brand/ Specification)
4. Chemicals
5. Sources of Material/ Type of Material
6. Standard laundry Procedures
7. Standard Laundry cycle
8. Laundry Collection/ Distribution Channel
9. Standard price
10. Source of Energy/Water
11. Policy for damage

### CHOICE BASED COURSES

Courses on offer under CBCS to students from other Departments:

<i>Code</i>	<i>Type</i>	<i>Nomenclature</i>		
BHM(C)105	CBCE	Accommodation Foundation - I	4	6
BHM(C)205	CBCE	Front Office Foundation - II	4	6
BHM(C)405	AECC	Business Communication in Hospitality	4	4
BHM(C)505	CBCE	Fundamentals of Hospitality Marketing	4	4
BHM(C)605	CBCE	Food & Beverage Control	4	4
BHM(C)705	SEC	Hospitality Operation Software Skills	4	4



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**Bachelor of Hotel Management**

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**BHM 105 / Sem I      ACCOMMODATION FOUNDATION - I****4 Credits                      Choice Based Courses Elective (CBCE)**

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**Description of the course**

The Student will get knowledge about the basic of Housekeeping and Different Equipment, Which is used in the Housekeeping Department in the Hotel Industry.

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**Learning outcomes**

1. An Overview about the Hotel Industry
  2. Meaning, Important, Objectives and Function of the Housekeeping
  3. Organization Structure and Layout of the Housekeeping Department
  4. Duties and Responsibilities of the Housekeeping Department
  5. Coordination with Housekeeping Department with Others Departments in the Hotel
  6. Qualities and Attributes of the Housekeeping Staff
  7. Different Types of Equipment used in the Housekeeping
  8. Composition, Care and Cleaning of Different Surface
- 

**Unit I                      *Hotel Industry – An Overview***

Introduction of Hotel Industry, Classification of Hotels (Based on Location, Target Marketing, Size of Property, Level of Service, Length of Stay and Theme etc.); Star Rating of the Hotels, Different Departments of Hotels

**Unit II                      *Introduction of Housekeeping***

Introduction, Important of Housekeeping, Responsibilities of Housekeeping Department, Organizational Structure, Layout of the Housekeeping Department, Coordination with other Departments (Coordination with Front Office, Maintenance, Security, Food & Beverage, Store, Personnel, Laundry, Purchase and Sales & Marketing Department); Housekeeping in Other Institutions (Hospitals, Hotels, Universities, Residential Homes, Aircrafts, Cruise Ships and Facilities Management Companies)

**Unit III                      *Housekeeping Personnel***

Housekeeping Personnel (Executive Housekeeper, Assistant Housekeeper, Floor Housekeeper, Public Area Supervisors, Night Supervisor, Evening Shift Supervisor, Linen Room Supervisor, Linen Room Attendant, Uniform Room Supervisor, Uniform Room Attendant, Storekeeper, Control Desk Supervisor, Guest Room Attendants, Head House-person, Tailors, Cloakroom Attendant, Gardeners, Florist, Laundry Manager/Supervisor, Dry Cleaner and Laundry Worker etc.) Personal Attributes of Housekeeping Staff; Professional Housekeeper

**Unit IV                      *Housekeeping Inventories***

Introduction, Cleaning Equipment (Manual Equipment, Mechanical Equipment, Storage, Distribution and Control of Cleaning Equipment, Selection of Cleaning Equipment and other Machines); Cleaning Agents (Water, Detergents, Abrasives, Reagents, Organic Solvents, Glass Cleaners, Laundry Aids, Toilet Cleaners, Polishes, Carpet Cleaner); Common Cleaning Agents; Selection, Storage and Issuing of Cleaning Agents; Guest Supplies; Linen (Guestroom, Food & Beverage Linen, Health-club Linen); Uniforms

**Unit V Composition, Care and Cleaning of Different Surfaces**

Introduction, Metals (Protective Finishes on Metals, Commonly Used Metals and Alloys); Glass (Classification of Glass, Cleaning and Polishing procedures for Glass); Plastic (Types, Cleaning and Maintenance Procedures); Wood (Classification of Wood, Protective Treatments for Wood, Maintenance of Wood); Stone, Leather, Rubber (Types, Maintenance and Cleaning Procedures for Rubber)

<b>Practical</b>	<ul style="list-style-type: none"> <li>▪ Understanding Personal Hygiene, Grooming Standards of the Housekeeping</li> <li>▪ Understanding Organisation Structure and Layout of the Housekeeping</li> <li>▪ Familiarisation with Equipment and Tools of Housekeeping</li> <li>▪ Simple Bed Making</li> <li>▪ Rooms Layout and Standard Supplies (Amenities)</li> <li>▪ Introduction, Identification, Use and Care of Hand Tools, Cleaning Equipment and Cleaning Agents</li> <li>▪ Organizing for Completing the Assigned Task, Preparing Work Plan</li> <li>▪ Coordinate with Hotel Purchase System for Ordering</li> <li>▪ Different Metals: (a) Brass Silver and E.P.N.S, Stainless Steel, Cooper, Iron etc. (b) Glass, (c) Plastic, (d) Leather, (e) Ceramic</li> <li>▪ Floor Polishing and Finishing: (a) Different Stores like Granite, Marble, Sand Stone, Other Hard Surfaces, (b) Wooden, (c) Synthetic Flooring, (d) Soft Flooring</li> </ul>
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**Main text** Raghubalan,G. (2017).*Hotel Housekeeping Operations & Management*.New Delhi: Oxford University Press

**Reference books** Andrew,Sudhir(2013), *Hotel Housekeeping*. New Delhi: Tata McGraw-Hill Publishing Company Limited  
Branson,Joan& Lennox, Margaret (2013).*Hotel, Hostel & Hospital Housekeeping*.Britain: The Bath Press

**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation** External Examination – 50% (Theory)  
Practical Examination – 50% (Practical)






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 Bachelor of Hotel Management
 

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**BHM 205 / Sem II      FRONT OFFICE FOUNDATION– II**
**4 Credits                      Choice Based Course Elective Specific (CBCE)**


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**Description of the course**

The Students will be aware / learn about Front Office Terminology and their Important Sub-Departments and Important Front and Back Areas of the Hotel.

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**Learning outcomes**

1. Important Terminology of the Front Office
  2. Meaning, Important, Types, Tools and Function of the Registration Section.
  3. Meaning and Object of Pre-Registration performed by Front Desk
  4. Meaning, Important, Types, Function and Channels/Sources of Reservation
  5. Processing of Individual and Group reservation
  6. Amendments, Cancellation and Overbooking Performed by Reservation
  7. Location and Function of Telephone Exchange, Business Centre and Information Section.
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**Unit I                      *Front Office Terminologies And Reports***

Check-in, Check-Out, In-House, Walk-in, Arrival and Departure Register, Arrival, Expected Arrival, Departure, Expected Departure, Out of Service, Out Of Order, Wake up Call, Do not Disturb, Self check-in, Web Check-in, C Form, No-Show Single / Double Occupancy, Local / /Foreign Guest In-House; Reports of Front Office Department: Occupancy, Month to Date, Year to Date, VIP, Pick-up and Drop, Long Staying, Honeymooners, Arrival and Departure, No-Show, Allowance, Night Audit, Market Share, Market Segment etc.

**Unit II                      *Front And Back Areas of the Hotel***

Front Areas: Lobby, Guest Elevators, Floor Pantries, Gymnasium, Spa, Concessionaire, Banquet halls , Business Centre, Swimming Pool, Gardens, Food and Service Outlets; Back Areas: Offices ( HR, Sales, Training, Purchase), Cafeteria, Staff Lockers, Store rooms; Front Office Department coordination with other Departments

**Unit III                      *Registration Section***

Introduction, Important and Function of Registration Section; Types / Tools of Registration; Essential Steps of Registration; Pre-Registration performed at Front Desk; Processing VVIP, Foreigner and Group Registration; C-Form, Passport & its Types and Visa & its Types, Identity Proof – Documents (Aadhar Card, Voter ID & Driving License etc.), Check list of Reception Functions (Morning, Afternoon/Evening and Night Shift)

**Unit IV                      *Reservation Section***

Introduction, Important and Function of Reservation Section; Modes, Channels or Sources of Reservation; Types of Reservation; Processing Individual and Group Reservation; Amendments, Cancellations and Overbooking;

**Unit V                      *Telephone Exchange, Business Centre And Information Section***

Introduction and Location and Functions of Telephone Exchange; Types of Telephone Exchange; Job Description of Telephone Exchange Personnel; Business Centre: Introduction, Location and Functions Performed by the Business Centre; Information: Introduction and Tools of Information Section; Job Description of Information Staff.



<b>Practical</b>	<ul style="list-style-type: none"> <li>▪ Registration Formats and C' Form</li> <li>▪ Arrival and Departure Register</li> <li>▪ Registration Procedure of Guest: Walk-in and Reserved</li> <li>▪ Familiarization of Reservation Tools</li> <li>▪ Receiving Reservation Requests</li> <li>▪ Finding Room Availability on Advance Letting Chart and Update it</li> <li>▪ Finding Room Availability on Density Control Chart and Update it</li> <li>▪ Updating Hotel Diary and Preparation of Movement List</li> <li>▪ Amendments, Cancellation and Overbooking Performed by Reservation</li> <li>▪ Check List of Reception Function in Different Shifts</li> <li>▪ Allotment of Rooms and Handling Over Keys</li> <li>▪ Post Arrival Activities at the Reception</li> <li>▪ Check-in Procedure for Indian, Foreigner and VIP Guests</li> <li>▪ Groups Check – In           <ul style="list-style-type: none"> <li>○ Greeting and Receiving the Guest</li> <li>○ Receiving Telephone Calls for Reservation</li> </ul> </li> </ul>
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**Main text**      Tewari Jatashankar R. (2017) *Hotel Front Office Operations & Management*, New Delhi: Oxford University Press

**Reference books**      Bhatnagar,S.K(2013).*Front Office Management*.New Delhi: Frank Bros. & Co. (Publisher) Ltd  
 Ghosh,Suvradeep(2005).*Hotel Front Training Manual*.New Delhi: Jindal Book Services  
 Andrews, Sudhir (2012).*Front Office Management & Operations*.New Delhi: Tata McGraw-Hill Publishing Company Limited  
 Andrews ,Sudhir (2011).*Hotel Front Office (A Training Manual)*.New Delhi: Tata McGraw-Hill Publishing Company Limited

**Pedagogical approach**      Lectures, Cases Studies, Class Discussions and Practical Exposure  
 T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation**      External Examination – 50% (Theory)  
 Practical Examination – 50% (Practical)




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 Bachelor of Hotel Management
 

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**BHM 405/Sem IV      BUSINESS COMMUNICATION IN HOSPITALITY**
**4 Credits                      Ability Enhancement Compulsory Course (AECC)**


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**Description of the course**

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions.

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**Learning outcomes**

The students will be able to acquire basic knowledge of comprehension communication and writing skills. Further, it aims to provide exposure of English communication used in the tourism industry by the professionals.

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**Unit I                      *Introduction to Communication***

Meaning, types and levels of Communication; Process of communication; Barriers to communication;

**Unit II                     *Listening Skills***

Meaning and Importance of listening; Reasons for poor listening; Traits of a good listener; Types of listening

**Unit III                    *Speaking Skills***

Basic sounds of English- vowels, consonants, phonetics etc.; Conversation, dialogues, interviews, group communication, public speech.

**Unit IV                    *Reading Skills***

Reading comprehensions; Improving comprehension skills; Techniques for good comprehensions

**Unit V                     *Writing Skills***

Elements of effective writing; Technical reports- Proposals, formal letters, memos and emails

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**Main text** Raman, Meenakshi and Sharma, Sangeeta (2016). *Technical Communication- Principles and Practice*. New Delhi: Oxford Publication.

**Reference books** Kumar, Inderjit & Kumar, Sanjay. (NA). *A Course Book of English Grammar, Composition and Translation*.

Bapna, Anil & Bapna, Raj (2015) *How to Write and Speak Effective, Powerful and Fluent English*.

Murphy, R., & Smalzer, W. R. (2002). *Basic grammar in use: self-study reference and practice for students of English. Student's book*. Ernst Klett Sprachen.

Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2008). *Business communication: Making connections in a digital world*. McGraw-Hill.

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<b>Pedagogical approach</b>	Lectures, presentations, assignment, group activities and case study analysis etc. T-P-T: 3-0-1
<b>Evaluation</b>	Internal Assessment – 25 % External Examination – 75 %

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 Bachelor of Hotel Management
 

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**BHM 505 / SEM V**      **FUNDAMENTALS OF HOSPITALITY MARKETING**
**4 Credits**                      Choice Based Courses Elective (CBCE)
 

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**Description of the course**

Marketing is the core of Hospitality business. It is therefore important for a Hospitality manager to understand the concepts of marketing and refer to same in managing, planning and controlling the hospitality business. The objective of this course is to acquaint the participants with concepts and techniques used in Hospitality marketing both at micro and macro levels.

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**Learning outcomes**

After completing this course, the learner would be able to:

1. Appreciate the concepts of marketing
  2. Apply the concepts of marketing in Hospitality.
- 

**Unit I**      ***Introduction to Marketing***

Concept of marketing; core concepts of marketing: needs, wants and demands; products and services; marketing philosophies: production, product, selling and societal philosophies; marketing process; service characteristics of hospitality and tourism business.

**Unit II**      ***Market Targeting***

Market segmentation, targeting and positioning; types of markets in hospitality; tourist behaviour and its types; consumer behaviour and buying decision process; demand forecasting: marketing mix for tourism.

**Unit III**      ***Product, Pricing and Promotion***

Product and its classification; product life cycle stages; approaches to hospitality service pricing; promotion and distribution channels; nature and importance of distribution channels in hospitality marketing.

**Unit IV**      ***Process, People and Physical Evidence***

Process: hospitality service blueprinting; people: managing people in hospitality marketing; physical evidence: physical evidence and its role in hospitality marketing; dominant and peripheral goods as physical evidence.

**Unit V**      ***Recent Development in Hospitality Marketing***

Social marketing; direct marketing; online marketing; relationship marketing; green marketing and marketing ethics.

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**Main text**                      *Chaudhary, Manjula (2010). Tourism Marketing. New Delhi: Oxford University Press.*

**Reference books**                      *Hudson, Simon (2008). Tourism and Hospitality Marketing. New Delhi: Sage Publication*  
    *Haemoon, Oh ed. (2008). Handbook of Hospitality Marketing Management. Elsevier Ltd.*

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**Pedagogical approach**                      Lectures, cases studies, class discussions.  
    T-P-T: 3-0-1

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<b>Evaluation</b>	Internal Assessment – 25 %
	Written Examination – 75 %

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Bachelor of Hotel Management

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**BHM 605/ Sem VI**      **FOOD & BEVERAGE CONTROLS**

**4 Credits**                      Choice Based Courses Elective (CBCE)

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**Description of the course**

The course focuses on the study of financial principle and controls of food service operation including review of operation policies and procedures. The course also imparts the basic understanding of financial budgeting and cost analysis emphasizing food and beverage labour costs, operational analysis, and internal and regulatory reporting procedures.

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**Learning outcomes**

Upon the successful completion of the course the student will be able to the course the students will be able to

- Calculate food, beverage and labour costs;
  - Develop and construct food service financial statements and other relevant management and government reports;
  - Conduct financial analysis of operating statements, costs and percentages;
  - Explain procedures and controls in food service operations;
  - Demonstrate the ability to use technology in financial operations.
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**Unit I**      ***Food Cost Control And Purchase Control***

Introduction to Cost Control ;Definition of Cost Control ;The Objectives and Advantages of Cost Control; Basic costing; Food costing.

Purchasing Control ;Aims of Purchasing Policy ;Job Description of Purchase Manager/Personnel ;Types of Food Purchase ;Quality Purchasing ; Definition of Standard Purchase Specification ; Advantages of Standard Yield and Standard Purchase Specification ;Purchasing Procedure; Different Methods of Food Purchasing; Sources of Supply ;Purchasing by Contract ;Periodical Purchasing; Open Market Purchasing ;Standing Order Purchasing; Centralised Purchasing; Methods of Purchasing in Hotels; Purchase Order Forms.

**Unit II**      ***Receiving Control***

Aims of Receiving ; Job Description of Receiving Clerk/Personnel ;Equipment required for receiving ;Documents by the Supplier (including format) ;Delivery Notes; Bills/Invoices ;Credit Notes ;Statements ;Records maintained in the Receiving Department ;Goods Received Book ; Daily Receiving Report ; Meat Tags ;Receiving Procedure ; Blind Receiving ;Assessing the performance and efficiency of receiving department ;Frauds in the Receiving Department ;Hygiene and cleanliness of area.

**Unit III**      ***Storing And Issuing Control***

Storing Control; Aims of Store Control ; Job Description of Food Store Room Clerk/personnel ; Storing Control E. Conditions of facilities and equipment;



Arrangements of Food; Location of Storage Facilities; Security ;Stock Control ; Two types of foods received – direct stores (Perishables/non perishables) ;Stock Records Maintained Bin Cards (Stock Record Cards/Books) ;Issuing Control ;Requisitions; Transfer Notes ;Perpetual Inventory Method ; Monthly Inventory/Stock Taking ; Pricing of Commodities ;Stock taking and comparison of actual physical inventory and Book value ; Stock levels ;Practical Problems ;Hygiene & Cleanliness of area.

**Unit IV      *Production Control***

Aims and Objectives; Forecasting; Fixing of Standards Definition of standards (Quality & Quantity);Standard Recipe (Definition, Objectives and various tests); Standard Portion Size (Definition, Objectives and equipment used) ;Standard Portion Cost (Objectives & Cost Cards) ; Computation of staff meals.

**Unit V      *Sales Control***

Sales – ways of expressing selling; Determining sales price; Calculation of selling price; Factors to be considered while fixing selling price ; Matching costs with sales Billing procedure – cash and credit sales ;Cashier’s Sales summary sheet.

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**Main text**      Prakash, J. (2015). *Food and Beverage: Management and Cost control*. New Delhi:Aman Publications.

**Reference books**      Negi.Jagmohan(2006).*Food and Beverage : Management and Cost control* .Kanishka Publishers & Distributors.  
Miller.Jack(2004).*Food and Beverage Cost control* .John Wiley & Sons.

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**Pedagogical approach**      Lectures, Cases Studies, Class Discussions  
T-P-T : 3-0-1

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**Evaluation**      Internal Assessment – 25 %  
Written Examination – 75 %

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Bachelor of Hotel Management

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**BHM 705/ Sem VII      HOSPITALITY OPERATIONS SOFTWARE SKILLS**

**4 Credits      Skill Enhancement Course**

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**Course Objective:**

This introductory course provides an overview of the hospitality and tourism industry, its growth and development, industry segments and their distinguishing characteristics, trends and current





concerns. Students are introduced to career opportunities and the employability skills needed to succeed in specific hospitality fields.

**Unit I Introduction to Hospitality**

Tools used in Hospitality sector.

**Unit II**

OPERA Property Management System (PMS) by Oracle

Oracle Hospitality's OPERA Property is a comprehensive and scalable solution that comes in three levels (Premium, Standard, and Lite) and is also available for both cloud and installed deployment. Any property from boutique to chain hotels can make use of this popular solution.

**Unit III**

**Ezee Front Desk by Ezee Technosys**

EZee Frontdesk is used by boutique hotels, hostels/lodges, resorts, and, of course, small hotels. More than one million daily transactions in 104 countries happen across this hotel property management solution, resulting in 90,000 rooms managed across the globe.

**Unit IV**

**Introduction to CRS**

Special Service requirement codes.

IATA city - code, Airport code, Airline designated code, Currency codes.

**Unit V**

**Software Skills**

Use of the Windows environment, preparation and editing of documents using Microsoft Word.

Using Microsoft Excel.

Using Microsoft PowerPoint.

**Reference books** Philip, Kotler(2016). *Marketing for Hospitality and Tourism*. Pearson UK.  
John, Walker (2017). *Introduction to hospitality*. Pearson UK

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions  
T-P-T : 3-0-1

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**Evaluation** Internal Assessment – 25 %  
Written Examination – 75 %

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# Undergraduate Programme

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Bachelor of Tourism and  
Travel Management (BTTM)

2018-22

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Department of Tourism,  
Hotel, Hospitality and  
Heritage Studies

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**Jamia Millia Islamia, New  
Delhi**

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**EXIT LEVEL OUTCOMES**

BTTM (Bachelor of Tourism and Travel Management) at Department of Tourism, Hotel, Hospitality and Heritage Studies of Jamia Millia Islamia is an 8-semester taught undergraduate programme targeted at preparing learners frontline and supervisor jobs in the tourism industry. In line with the national aspiration of preparing youth with employment ready skills on one hand and with industry’s long-standing requirement of employment ready human resource on the other hand, Jamia’s undergraduate programme is targeted at preparing youth with following job roles-

1. Office Assistants with travel companies (Office assistants, transfer assistants)
2. Tour Managers (Outbound, Inbound, Domestic)
3. Ticketing Agents
4. Event Assistants

Nomenclature	<b>BACHELOR OF TOURISM AND TRAVEL MANAGEMENT (BTTM)</b>
Department	Department of Tourism, Hotel, Hospitality and Heritage Studies
Faculty	Faculty of Humanities and Languages
Type	Undergraduate Programme
Level	Level 5 to 8
Duration	Four-year, Eight semester programme
Evaluation	Semester end exams
Credits	160 credits
Intake	40
Background	A good number of travel agencies and tour operators require individuals to assist the office. A graduate with good communication skills and some basic training is welcome in small and medium sized tourism companies distributed all over the country including Y and Z category cities and towns. Travelling is a cherished value at DTHHHS.
Eligibility	At least 45 % in Class XII.
Admission	Based on admission test (70%) and interview (30%)
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort with using computers.

The programmes therefore envisage delivering a set of knowledge, skill, attitudes, values. An illustrative list is as follows:

**Knowledge**

- Knowledge of concept of business enterprise, values, quality,
- Knowledge of basic principles of management
- Knowledge of functional areas of a business enterprise
- Knowledge of operations and working of a travel company
- Knowledge of the business environments of a tourism company
- Understanding of Indian geography, history and culture
- Knowledge of tourism resources and products of India
- Knowledge of tourism products popular with Indian outbound markets
- Understanding of MICE

**Skills**      **Soft skills**

- Interpersonal skills
  - Handling customers
  - Meet and greet
- Handling groups
- Inter-cultural skills (Cross-cultural sensibilities)
- Handling grievances and complaints
- Team working
- Language skills- writing
- Presentation skills
- Technical skills**
- Ticketing
- Office filing and documentation
- Tour management skills
- Organizing events and conferences
- Foreign language skills
- Technical writing- reports
- Numerical ability
- Basic accounting
- Enterprising



**Attitudes** Customer orientation

Service attitude

Entrepreneurial

**Values** Sustainability, responsible tourism, Swachata (Cleanliness and hygiene), integrity, safe and honorable tourism, gender sensibilities, equity, respect, etc.

Entrepreneurialism

#### PEDAGOGY

Looking to the long-standing demand of the corporate for industry-ready human power, the Jamia's BTM programme is envisaged to use Activity Based Learning (ABL) with a large industrial exposure and training component. The pedagogy prefers active learning (rather than passive learning) through projects, case discussions, role-plays, student-led events, and extensive co-curricular events. Department will try to create as many as possible opportunities to allow learners an exposure to real-time events. Invited lectures by practitioners and entrepreneurs will be organized regularly.

Traveling is a cherished ethic at the department. Students are encouraged to be avid travelers whereby they are keen observers and learn from their won travel experience.

#### COURSES

The University as per the guidelines of UGC proposes a 4-year BTM programme under CBCS. The programme structure envisages 5 types of courses to be offered- 14-Discipline Specific Core Courses (DSC), 1 Ability Enhancement Compulsory Courses (AECC), 1-Skill Enhancement Courses (SEC), 5-Choice Based Courses Elective(CBCE), 14 Discipline Specific Elective Courses (DSE) and two papers (1-Compulsory and 1- Qualifying). UGC also allows universities to include more options to choose from for students in DSC and DSE. Given the four job roles as Exit Level Outcome for the BTM Programme will be achieved through the following courses.

##### Discipline Specific Core (DSC) Courses

There will be 14 DSC courses distributed over first four semesters. Each course is worth 4 credits. The DSC courses will comprise of basic courses in tourism, foundation courses, business courses and functional courses.

<i>Code</i>	<i>Type</i>	<i>Nomenclature</i>
BTM 101(S)	DSC	Introduction to Tourism and Travel Management
BTM 102	DSC	History of India
BTM 103	DSC	Tourism Resources of India
BTM 201	DSC	Management Concepts and Organisation Behaviour
BTM 202	DSC	Basics of Economics
BTM 203(S)	DSC	Travel Agency Management and Tour Operations
BTM 301(S)	DSC	Transport Services in Tourism
BTM 302	DSC	Tourism Geography
BTM 303	DSC	Marketing Management
BTM 304	DSC	Accounting Skills for Tourism Business

BTM 401	DSC	Basics of Statistics
BTM 402	DSC	Human Resource Management
BTM 403(S)	DSC	Sustainable Tourism
BTM 404	DSC	Airline Ticketing and Fare Construction

A Student of BTTM programme at Jamia will have the option to choose 14 Discipline Specific Elective (DSE) courses. Each course is 4 credits. Students will have further choices to make in courses 503, 603 and 703. However, the Department reserves the right not to offer an elective, given its resource constraints.

<i>Code</i>	<i>Type</i>	<i>Nomenclature</i>
BTM 501	DSE	Basics of Financial Management
BTM 502(S)	DSE	Tour Guiding and Escorting
BTM 503A	DSE	Adventure Tourism (Theory 2 Credits + Tour 2 Credits)
BTM 503B	DSE	Rural Tourism
BTM 504	DSE	Foreign Language –I
BTM 601(S)	DSE	Destinations of India
BTM 602	DSE	Information Technology for Tourism
BTM 603A	DSE	Introduction to Hospitality Industry
BTM 603B	DSE	Air Cargo Management
BTM 604	DSE	Foreign Language-II
BTM 701(S)	DSE	Event Management
BTM 702	DSE	International Tourism Destinations
BTM 703A	DSE	Legal Framework for Tourism
BTM 703B	DSE	Project Work
BTM 704	DSE	Itinerary Costing and Preparation
BTM 801	DSE	On the Job Training (Industry Exposure)
BTM 802	DSE	Comprehensive Viva Voce

The students admitted to the programme shall further have choice to select one (1) course in each semester from a wide range of courses offered by various departments of the University as per their interest and as guided by Student Advisor under CBCS programme followed by the University. The coding and the name of the courses will be as per selection. However following pattern has to be followed under CBCS programme:

Semester I, II, IV, V, VII	Choice Based Courses Elective (CBCE)
Semester III	Ability Enhancement Compulsory Course (AECC)
Semester VI	Skill Enhancement Courses (SEC)

The students enrolled under the BTTM programme have to study one(1) Qualifying Paper (General Urdu and Islamiat/IRC/HRC) which is not to be counted in merit/credit in Semester -I and Semester – II.

Further there is one (1) Compulsory paper (English) of 4 credit (4 hours) in Semester -I and Semester – II. However, those students who have secured >75% in English in the qualifying exam can opt one language other than English. The Department would accommodate students from other departments of the University to attend following courses under subsidiary programme: BTM 101(S), BTM 203(S), BTM 301(S), BTM 403(S), BTM 502(S), BTM 601(S), and BTM 701(S) in each semester with regular students of the Department.

**BTTM PROGRAMME STRUCTURE**

<i>Code</i>	<i>Type</i>	<i>Nomenclature</i>	<i>Credits</i>	<i>Hrs/ Wk</i>
<b>Semester I</b>				
BTM 101(S)	DSC	Introduction to Tourism and Travel Management	4	4
BTM 102	DSC	History of India	4	4
BTM 103	DSC	Tourism Resources of India	4	4
		<b>Total (Offered by the Department)</b>	<b>12</b>	<b>12</b>
	CC	<i>English/ Other Language</i>	4	4
	CBCE	<i>CBCE (To be offered by other departments)</i>	4	4
	QC	<i>General Urdu and Islamiat/IRC/HRC</i>	-	-
		<b>Total</b>	<b>20</b>	<b>20</b>

<b>Semester II</b>				
BTM 201	DSC	Management Concepts and Organisation Behaviour	4	4
BTM 202	DSC	Basics of Economics	4	4
BTM 203(S)	DSC	Travel Agency Management and Tour Operations	4	4
		<b>Total (Offered by the Department)</b>	<b>12</b>	<b>12</b>
	CC	<i>English/ Other Language</i>	4	4
	CBCE	<i>CBCE (To be offered by other departments)</i>	4	4
	QC	<i>General Urdu and Islamiat/IRC/HRC</i>	-	-
		<b>Total</b>	<b>20</b>	<b>20</b>

Semester III				
BTM 301(S)	DSC	Transport Services in Tourism	4	4
BTM 302	DSC	Tourism Geography	4	4
BTM 303	DSC	Marketing Management	4	4
BTM 304	DSC	Accounting Skills for Tourism Business	4	4
		<b>Total (Offered by the Department)</b>	<b>16</b>	<b>16</b>
	AECC	<i>AECC (To be offered by other departments)</i>	4	4
		<b>Total</b>	<b>20</b>	<b>20</b>

Semester IV				
BTM 401	DSC	Basics of Statistics	4	4
BTM 402	DSC	Human Resource Management	4	4
BTM 403(S)	DSC	Sustainable Tourism	4	4
BTM 404	DSC	Airline Ticketing and Fare Construction	4	4
		<b>Total (Offered by the Department)</b>	<b>16</b>	<b>16</b>
	CBCE	<i>CBCE (To be offered by other departments)</i>	4	4
		<b>Total</b>	<b>20</b>	<b>20</b>

Semester V				
BTM 501	DSE	Basics of Financial Management	4	4
BTM 502(S)	DSE	Tour Guiding and Escorting	4	4
BTM 503A	DSE	Adventure Tourism (Theory 4 Credits + Tour 2 Credits)	4	4
BTM 503B	DSE	Rural Tourism	4	4
BTM 504	DSE	Foreign Language –I	4	4
		<b>Total (Offered by the Department)</b>	<b>16</b>	<b>16</b>
	CBCE	<i>CBCE (To be offered by other departments)</i>	4	4
		<b>Total</b>	<b>20</b>	<b>20</b>



Semester VI				
BTM 601(S)	DSE	Destinations of India	4	4
BTM 602	DSE	Information Technology for Tourism	4	4
BTM 603A	DSE	Introduction to Hospitality Industry	4	4
BTM 603B	DSE	Air Cargo Management	4	4
BTM 604	DSE	Foreign Language-II	4	4
		<b>Total (Offered by the Department)</b>	16	16
	SEC	<i>SEC (To be offered by other departments)</i>	4	4
		<b>Total</b>	<b>20</b>	<b>20</b>

Semester VII				
BTM 701(S)	DSE	Event Management	4	4
BTM 702	DSE	International Tourism Destinations	4	4
BTM 703A	DSE	Legal Framework for Tourism	4	4
BTM 703B	DSE	Project Work	4	8
BTM 704	DSE	Itinerary Costing and Preparation	4	4
		<b>Total (Offered by the Department)</b>	4	16-20
	CBCE	<i>CBCE (To be offered by other departments)</i>	4	4
		<b>Total</b>	<b>20</b>	<b>20</b>

Semester VIII				
BTM 801	DSE	On the Job Training (Industry Exposure)	16	4 mths
BTM 802	DSE	Comprehensive Viva Voce	4	-
		<b>Total</b>	<b>20</b>	
		<b>Grand Total</b>	<b>160</b>	

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 101(S)/SEM-I INTRODUCTION TO TOURISM AND TRAVEL MANAGEMENT**

**4 Credits**                      Discipline Specific Core Course (DSC)  
    This course will be offered as a subsidiary

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**Description of the course**

The primary purpose of the paper is to build a framework of tourism concepts, systems and trends. The objective of the course is also to acquaint students with travel and tourism as a global, multi-form industry.

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**Learning outcomes**

The course will familiarise students with basic definitions and with the travel and tourism cluster, enabling them to understand the role of different sectors of travel and tourism industry. The students will also be able to understand the impact of tourism and will be able to orient them towards a sustainable career in tourism industry.

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- Unit I                      *Introduction***  
    Definition of Tourism, The tourism industry, significance of tourism, the tourism system, Five 'As', history of travel and tourism, tourism infrastructure
  
  - Unit II                      *Types of Tourism and Tourism Infrastructure***  
    Purpose of tourism, travel motivators, different types of tourism; tourism infrastructure- accomodation, food and beverage, attractions, telecommunication, essential and other services.
  
  - Unit III                      *Tourist Transport and The Travel Agent***  
    Types of Transport- Air- Road, Rail, Water;  
    The travel agent, types of travel agencies, functions of a travel agency, setting up a TA; The tour operator- types, package tours
  
  - Unit IV                      *Tourism Impact***  
    Environmental, Social, Economic, Cultural, Ecological impact of Tourism, Multiplier Effect, The demonstration effect, measures to regulate tourism impacts, tourism legislations
  
  - Unit V                      *Tourism Organisations***  
    Introduction, International Organisations; Government Organisations, Private Sector Organisations, Non-Government Organisations
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**Main text**      Venu Vasudevan, Vijayakumar B. , Saroop Roy B.R. (2017). *An Introduction to the Business of Tourism*. New Delhi: Sage Publication.  
    Roday, Biwal and Joshi (2016) *Tourism Operations and Management*. New Delhi. Oxford Publications

**Reference books**      Swain Sampad Kumar, Mishra Jitendra Mohan (2011). *Tourism – Principles and Practices*. Oxford University Press

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Sharpley Richard (2006) *Travel and Tourism*. London, Thousand Oaks : SAGE.

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<b>Pedagogical approach</b>	The course requires six classes in a week comprising of lecture and discussion, Role Play, Audio-video aids, seminars, case studies. T-P-T: 3-0-1
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 102/SEM I      HISTORY OF INDIA**

**4 Credits              Discipline Specific Core Course (DSC)**

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**Description of the course**

This paper will provide the developing features of different aspects of India's past such as in political, socio-cultural and economic spheres.

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**Learning outcomes**

The students will be able to understand about different phases of Indian history beginning from formation of land to the contemporary time. With this course students will gather knowledge of different travellers that came to India and how India is being highlighted or depicted in their travelogues.

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- Unit I                      *Geomorphology and The Pre- and Proto Historic Period***  
 Formation of land with special reference to India's identity, Indus valley civilization, early and later Vedic period. The Epic age, domination of Brahmanism, genesis of Jainism and Buddhism and Contribution to Indian Culture.
  - Unit II                     *From Tribal Monarchies to Formation of Empire***  
 Mauryan and Gupta empires, post Gupta period – political developments, the Indian peninsular and emergence of regional kingdoms (Pallavas, Chalukyas and Rashtrakutas).
  - Unit III                   *India Under the Sultans (1200-1500 A.D.), Mughals (1500-1750 A.D.) And Colonial Hegemony (1750-1947 A.D.)***  
 Isbari, (slave) dynasty Khaljis, Tughlaqs, Sayyids and Lodi Sultans, from Lodhi on to confederation to the Mughals, Interregnum –Sher Shah Suri and his successors, Reconfirming power by Humayun, from Akbar to Bahadur Shah Zafar, Causes of the decline of the Mughals and emergence of regional powers, proto war of independence (1857), rise of European Commercial Companies in India and establishment of British Rule in India.
  - Unit IV                   *Period of Struggle for Independent India And Establishment of Democracy***  
 Supremacy of English East India Company, Discrimination of Indians, Drain of wealth to Britain, socio - religious reforms movement in India, socio-political developments towards independence movement and establishment of Democracy.
  - Unit V                     *Travellers In India (Some Case Studies)***  
 Megasthenes – (Greece), Huien- Tsang – (China),Ibn Battuta (Africa) , Alberuni (Arab),Mahmud Bin Amir Wali Balkhi (Persia- Iran), Jean-Baptiste Tavernier(France).
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<b>Main text</b>	<p>Themes of Indian History – Part 1, 2, 3 – NCERT (2013)</p> <p>Jha, D.N (1997) <i>Ancient India: An Introductory Outline</i>, New Delhi.</p> <p>Habib, Irfan (2008) <i>Medieval India: The Study of a Civilization</i>. NBT. New Delhi.</p> <p>Bandyopadhyay (2004) <i>From Plassey to Partition: A History of Modern India</i>, New Delhi.</p>
<b>Reference books</b>	<p>Basham. A.L. (2004) <i>The wonder that was India</i>. Indian edition.</p> <p>Chandra Satish (2007), <i>A History of Medieval India</i>, Orient BlackSwan.</p> <p>Chandra Bipin (2009), <i>History of Modern India</i>, Orient BlackSwan.</p> <p>Chandra Bipin (2000), <i>India Since Independence</i>, Penguin India.</p> <p>Ansari, M.A, (1995), <i>European Travellers under The Mughals(1580-1627)</i>, Delhi,</p> <p>Foster Willam,( 1921), <i>Early Travels in India(1583 1619)</i>, OUP, London</p>
<b>Pedagogical approach</b>	<p>Lectures, presentations, Assignment, group activities and Case study analysis, discussion</p> <p>T-P-T: 3-0-1</p>
<b>Evaluation</b>	<p>Internal Assessment – 25 percent</p> <p>Written Examination – 75 percent</p>

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 103/SEM-I**      **TOURISM RESOURCES OF INDIA**  
**4 Credits**              Discipline Specific Core Course (DSC)

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**Description of the course**

India is a favoured destination worldwide for its abundance of tourism resources as well as for its unity in diversity. The present course is designed to provide a deep study about the variety of cultural and religious resources and their significance in tourism.

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**Learning outcomes**

The course will enable the students to understand, appreciate and know the importance of these resources. This course will enrich them to become a good tourism professional and researcher.

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**Unit I**              ***Definition and Concept***

Meaning and Definition, characteristics. Classification of Resources, significance of Tourism Resources. Conservation of Resources.

**Unit II**              ***Pilgrimage Centres***

Haridwar, Amarnath, Mathura, Rameshwaram, Pushkar, Pavapuri Ranakpur, Sametsikhara, Satrunjaya Bodh Gaya, Sarnath , Sanchi golden temple Anandpur Sahib Paonta Sahib Bangla Sahib Dargah-Qutbudin Bakhtiyar Kaki ( . Pir Haji Ali Shah Bukhari, Dargah Hazrat Nizamuddin Aulia St. Thomas Mount Basilica of Bom Jesus St. James church Kohhran Thianghlim.

**Unit III**              ***Cultural Resources***

Fairs and Festivals (national and regional), Costumes Handicrafts, Cuisine: regional food and Beverages, rituals and customs. and Folk lore.

**Unit IV**              ***Art and Architecture***

Monuments- Forts, Palaces, Havelis, temple architecture, rock cut architecture(Caves, Temples, Stupa), Tombs, War Memorials, performing arts: Dance, Music, Sculpture, Painting etc., literature: Religious and Non-Religious

**Unit V**              ***Natural Resources***

Mountain & Valleys, Western Ghats & Eastern Ghats; Glaciers, Waterfalls, Deserts, Wetlands & Plains, Coastal Lands & Beaches; Islands; Rivers & Canals; Lakes, Flora and Fauna of India; Wild Life Sanctuaries & National Parks.

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**Main text**      Gupta, K.R & Amita Gupta Ed. (2012), *Encyclopaedia of India: Natural And Cultural Tourist Destinations*, Atlantic Publications, Delhi  
 Stephen Ball, *Encyclopaedia of Tourism Resources in India*

**Reference books**      Himanshu Prabha Ray (2007) *Monuments (Incredible India)*, Department of tourism, Ministry of Culture, Government of India, New Delhi  
 Dallen J. Timothy, (2007) *Managing Heritage and Cultural Tourism Resources*, Routledge, England

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**Pedagogical**      Lectures, presentations, Assignment, group activities and Case study analysis,

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<b>approach</b>	discussion on current news and economic issues. T-P-T: 3-0-1
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 201/SEM-II      MANAGEMENT CONCEPTS AND ORGANISATION BEHAVIOUR**

**4 Credits**                      Discipline Specific Core Course (DSC)

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**Description of the course**

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

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**Learning outcomes**

The students should be able to describe and discuss the elements of effective management, ii) discuss and apply the planning, organizing and control processes, iii) describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication, iv) communicate effectively through both oral and written presentation, v) learn basics of organizational behaviour.

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**Unit I                      *Introduction to management***

Organization management; role of managers; evolution of management though; organization and the environmental factors; functions of management; social responsibility of management; environment friendly management.

**Unit II                      *Planning***

Nature and purpose of planning; planning process; types of plans& objectives; managing by objective (MBO) strategies; types of strategies & policies; decision making; types of decision; decision making process; rational decision-making process; decision making under different conditions.

**Unit III                      *Organising***

Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; departmentation; span of control; centralization and decentralization; delegation of authority; staffing; selection and recruitment; orientation; career development; career stages; training; performance appraisal.

**Unit IV                      *Directing and Controlling***

Managing people; communication; hurdles to effective communication; organization culture; elements and types of culture, managing cultural diversity. Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.



**Unit V      *Introduction to Organizational Behaviour***

Concept and nature of organizational behaviour; contributing disciplines to the field of O.B.; O.B. models; need to understand human behaviour; challenges and opportunities. Management of change; management of crisis; total quality management

**Main text**      Dubrin, Andrew J. (2012). *Essentials of Management*. Thomson Southwestern, 9th edition.  
                          Stephen P., Robbins (2013). *Organizational Behaviour*. New Delhi: Prentice Hall of India Pvt. Ltd

**Reference books**      Koontz Harold and Wehrich Heinz. (2012). *Essentials of management: An International & Leadership Perspective*. New Delhi: Tata McGraw-Hill Education.9<sup>th</sup> edition.  
                          Hill Charles W.L and McShane Steven. L. (2007).*Principles of Management*. New Delhi:McGraw Hill Education. Special Indian Edition.  
                          Prasad, L.M. (2014). *Organizational Behaviour*. New Delhi: Sultan Chand & Sons.  
                          Robbins Stephen P, De Cenzo David A. and Coulter Mary. (2012). *Fundamentals of Management*. New Delhi: Prentice Hall of India.  
                          Certo Samuel C. and CertoTervis. (2012). *Modern management: Concepts and Skills*. New Delhi: Pearson Education.12th edition.

**Pedagogical approach**      The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.  
                          T-P-T: 3-0-1

**Evaluation**      Internal Assessment – 25 percent  
                          Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 202/SEM-II      BASICS OF ECONOMICS**

**4 Credits                      Discipline Specific Core Course (DSC)**

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**Description of the course**

This course is designed to expose the students to the basic principles of economic theory. The emphasis will be on thinking like an economist and the course will illustrate how economic concepts can be applied to analyze real-life situations.

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**Learning outcomes**

Students will be able to apply economic reasoning to the analysis of selected contemporary economic problems and present economic arguments in non-quantitative form. They will be able to synthesize the arguments found in both academic and popular economic media

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**Unit I                      *Introduction***

Why study economics? Scope and method of economics; the economic problem: scarcity and choice; The production possibility frontier (PPF) ; science of economics; the basic competitive model; prices, property rights and profits; incentives and information; rationing; opportunity sets; economic systems; reading and working with graphs.

**Unit II                      *Demand and Supply***

Law of demand, determinants of demand, shifts of demand versus movements along a demand curve, market demand, law of supply, determinants of supply, shifts of supply versus movements along a supply curve, market supply, market equilibrium; Applications of demand and supply: price rationing, price floors, consumer surplus, producer surplus; Elasticity: price elasticity of demand, calculating elasticity, determinants of price elasticity.

**Unit III                      *Consumer Theory***

Consumer choice and demand decisions; Utility maximisation and choice; Income and price changes; Deriving demand: ‘The individual demand curve’; Deriving demand: ‘The market demand curve’; Complements and substitutes

**Unit IV                      *Production and Cost***

Production: Behaviour of profit maximizing firms, production process, production functions, law of variable proportions, choice of technology, isoquant and iso-cost lines, cost minimizing equilibrium condition. Costs: costs in the short run, costs in the long run, revenue and profit maximizations, minimizing losses, short run industry supply curve, economies and diseconomies of scale, long run adjustments.

**Unit V      *Forms of market***

Perfect competition: Equilibrium of the market. Long run industry supply: producer and consumer surplus. Applications: effects of taxes and subsidies. Monopoly: Equilibrium; supply; multipoint firm; monopoly power; deadweight loss; price discrimination; bundling; two-part tariffs. Monopolistic Competition: Product differentiation; equilibrium of the firm in the industry-with entry of new firms and with price competition. Comparison with pure competition.

**Main text**      Case, Karl E. & Ray C. Fair (2007). *Principles of Economics*, Pearson Education, Inc., 8th edition.

**Reference books**      Maheshwari Y, (2012) *Managerial Economics*, 3rd Ed. Prentice Hall India Pvt. Ltd., New Delhi  
 Singh, Ramesh (2015). *Indian Economy (7/e)*. New Delhi: Tata McGraw Hill.  
 Tribe, John (2004). *The Economics of Recreation, Leisure and Tourism (4/e)*. Burlington: Elsevier  
 Maier, M.H. and Nelson, J.A. (2007). *Introducing Economics- A Critical Guide for Teaching*. New York: M.E. Sharpe Inc.

**Pedagogical approach**      The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.  
 T-P-T: 3-0-1

**Evaluation**      Internal Assessment – 25 percent  
 Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 203(S)/SEM-II TRAVEL AGENCY MANAGEMENT AND TOUR OPERATIONS\***

**4 Credits**                  Discipline Specific Core Course (DSC)  
This course will be offered as Subsidiary

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**Description of the course**

This course has been designed to familiarize the students about the working of travel agency, its organization and management as well as different operations carried out by it.

The course gives the desired exposure to the prevalent procedures and processing style in aspects of tourism, travel and tour management. It gives details regarding basic procedures adopted by agencies in the specific fields and focuses on the prescribed requirements by the administrative and bureaucratic machinery looking after specific aspects of tourism and allied activities.

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**Learning outcomes**

Students will be able to understand the significance of travel agency and tour operation business, know the current trends and practices in the tourism and travel trade sector and develop adequate knowledge and skills applicable to travel industry.

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**Unit I                  *Introduction to Travel Agency***

Travel agency and tour operator- meaning, concept, Types and importance. Historical growth and development of travel agency and tour operation business. Linkages and interrogations in travel agency & tour operation business. Entrepreneurship in travel operation and Career in travel agency and tour operation business. The future role of Travel Intermediaries.

**Unit II                  *Functions of a Travel Agency***

Travel Agency and Tour Operation Business - Functions of Travel Agency - Setting up a full-fledged Travel Agency - Sources of Income of a travel agency - Diversification of Business - Travel Insurance, Forex, Cargo & MICE – Documentation - IATA Accreditation - Recognition from Government.

**Unit III                  *Tour Packaging and Costing***

Tour Packaging & Costing - Importance of Tour Packaging – Classifications of Tour Packages - Components of Package Tours - Concept of costing - Types of costs - Components of tour cost - Preparation of cost sheet - Tour pricing - Calculation of tour price - Pricing strategies - Tour packages of Thomas Cook, SOTC, Cox & Kings and TCI.

**Unit IV                  *Travel and Tourism Laws***

Tourism bills of Rights, tourism code, Manila declaration, International conventions : Warsaw convention 1924, Chicago convention 1944, Brussels convention 1961 and 1966 International convention on travel contract, , Athens convention 1974, Helsinki accord 1976, The IATA general conditions of carriage (passenger and baggage) Consumer protection law, 1986, and Competition act applicable to the tourist as consumers.

**Unit V**      **Travel and Tourism Organisations**

Role and Responsibility of Travel Trade Associations: Objectives - Roles and functions of UFTAA, PATA, ASTA, TAAI, IATO, ATAIOI, ADTOI, IAAI, FIYTO, TAFI.

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**Main text**      Chand, Mohinder (2009). *Travel Agency Management- An Introductory Text*, 2/e. New Delhi: Anmol Publications Pvt. Ltd. (L)  
 Stevens, L. (1990). *Guide to Starting and Operating a Successful Travel Agency*. New York: Delmar Publishers Inc. (L)  
 Negi, Jagmohan (1998). *Travel Agency and Tour Operation- Concepts and Principles*. New Delhi: Kanishka Publishers, Distributors. (L)  
 Gee, Chuck and Makens, Y. (2000). *Professional Travel Agency Management*, New York: Prentice Hall (L).

**Reference books**      Syratt, Gwenda and Archer, Jane (2003). *Manual of Travel Agency Practice*, 3/e. Burlington: Butterworth-Heinemann. (L)  
 Saffery Alan, Morgan, Michelle and Tulga, Otgonbaatar (2007). *The Business of Inbound Tour Operators*. USAID

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**Pedagogical approach**      The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.  
 T-P-T: 3-0-1

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**Evaluation**      Internal Assessment – 25 percent  
 Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

**BTM 301(S)/SEM-III    TRANSPORT SERVICES IN TOURISM\***

**4 Credits**                          Discipline Specific Core Course (DSC)  
    This course will be offered as Subsidiary

**Description of the course**

The paper will help the students find the clear differences of functions of air, surface and water transportation system in the world vis-à-vis India.

**Learning outcomes**

Learners shall be able to understand the significance and role of various modes of transportation in tourism industry. Knowledge shall also be accumulated on the issues and trends in transport management and working of different modes of transportation.

**Unit I                      *Evolution of tourist transport system***

Importance of transport in tourism. History of different mode of transportation. Introduction to transport system - air, road, rail and water transport. Marketing of passenger transportation: patterns of demand for tourist transportation, characteristics of supply and marketing strategies.

**Unit II                      *Air transport system***

Evolution, present policies, practices and laws pertaining to airlines. Licensing of air carriers. Limitations of weights and capacities. Multinational regulations Including freedoms of air. Functions-ICAO, DGCA, AAI, IATA.

**Unit III                      *Surface transport System***

Approved tourist transport, car hire companies including renter car scheme and tourist-coach companies, Documents connected with road transport viz. Regional Transport Authority, transport and insurance documents, road taxies, fitness certificate, contact carriage, state carriage, All India permits, maxi car, motor car etc.

**Unit IV                      *Rail transport system***

Major Railway System of World, British Rail. Euro Rail, Japanese rail and Amtrak. Efforts made abroad: package offered by British Rail, Amtrak, Steam Trains. Private Railway lines and companies. Cases of orient express Trans Siberian railway or any other interesting train of the world. Indian Railways: Past, present, future types of tours available in India, Inrail pass, special schemes and packages available, palace on wheels, royal orient, fairy queen and toy trains. Planning itineraries on Indian Railways, reservation and cancellation procedures.

**Unit V                      *Water transport system***

Historical past, cruise ships, ferries, hovercraft, river canal boats. Prospects and future growth of water transport in India. Merger and acquisitions within national boundaries, cross border acquisition and allowances patterns. Franchising.

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<b>Main text</b>	Gross, Sand Klemmer, L (2014) <i>Introduction to Tourism Transport</i> . CABI Tourism Texts
<b>Reference books</b>	Ratandeeep Singh (2008), <i>Handbook of Global Aviation Industry and Hospitality Services</i> , Kanishka Publishers, New Delhi.

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<b>Pedagogical approach</b>	The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving. T-P-T: 3-0-1
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<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent
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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 302/SEM-III**

**TOURISM GEOGRAPHY**

**4 Credits**

Discipline Specific Core Course (DSC)

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**Description of the course**

This course structure will enable the students to understand and learn conceptual issues addressed in Geography of Tourism.

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**Learning outcomes**

Students will get a general idea about the nature and characteristics of geography and its role in shaping tourism and formation of tourist attractions /destinations, and tourists' mobility.

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|-----------------|--|
| <b>Unit I</b>   | <p><b><i>Conceptual Issues</i></b><br/>           Concept, nature and scope of Tourism Geography, of latitudes, longitudes, GMT and IDL, and their significance in tourism, Impacts of physiography, flora &amp; fauna, climate, seasonality and weather on tourism.</p>                                   |
| <b>Unit II</b>  | <p><b><i>Nature Based Tourism and Tourism Sustainability</i></b><br/>           Concept, characteristics and significance, Ecotourism and Geo-tourism: Concept, principles, significance and classification.</p>   |
| <b>Unit III</b> | <p><b><i>International Tourism Geography</i></b><br/>           Major natural and political divisions of the world, Climatic pattern and major water bodies, Popular tourist pulling regions with their geographical implications, and their location on map</p>   |
| <b>Unit IV</b>  | <p><b><i>Tourism Geography India</i></b><br/>           Physical divisions and their topographical significance in generating tourist destinations, Climate and seasonality, and its impacts on its tourism and tourists' mobility, Flora &amp; fauna and their role in generating tourism attraction.</p> |
| <b>Unit V</b>   | <p><b><i>Tourism Geography of Delhi</i></b><br/>           Physiographic divisions, climate and seasonality of Delhi, and their impacts on tourist mobility., Geo-cultural tourism resource base and attractions in Delhi, Bio-geographical resource base and attractions in Delhi</p>                     |

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<b>Main text</b>	<p>Husain, M., (2015) <i>World Geography</i>, Amazon Publication, New Delhi            Williams S. W. (2012) <i>Tourism Geography</i>, Routledge</p>
<b>Reference books</b>	<p>Lew, A., Michael Hall and Dallen J. Timothy, <i>World Geography of Travel and Tourism: A Regional Approach</i>, Amazon Publication, 2014            Ramesh, M., <i>International Tourism: Countries And Their Attractions</i>, ABD Publication, New Delhi, 2013            Nelson V., <i>An Introduction to the Geography of Tourism</i>, Rowman &amp;</p>

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Littlefield Publishers, 2013.

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<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and discussion. T-P-T: 3-0-1
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 303/SEM-III      MARKETING MANAGEMENT**

**4 Credits**                      Discipline Specific Core Course (DSC)

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**Description of the course**

Marketing is the core of any business activity today. It is therefore important for a manager to understand the concepts of marketing and refer to same in managing, planning and controlling.

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**Learning outcomes**

To provide an exposure to the students pertaining to the nature and Scope of marketing, which they are expected to possess when they enter the industry as practitioners. The students will be able to understand the basic philosophies and tools of marketing management.

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**Unit I                      *Introduction to marketing***

Introduction to marketing with its nature, scope and importance in business management, Core marketing concepts/philosophies: Production philosophy, Product philosophy, Selling philosophy, Marketing philosophy and Societal philosophy, Marketing Environment: Micro and Macro environment.

**Unit II                      *Market segmentation***

Market Segmentation, Targeting and Product Positioning, Bases for Segmenting consumer and industrial markets, Target market and Product Positioning Tools.

**Unit III                      *New product development***

Concept and characteristics of Product, Levels of Product, Product Life Cycle (PLC) stage, Meaning of a new product, Need and limitations for development of a new Product, Stages in new product development and consumer adoptions process, Concept, characteristics and significance of Services in marketing.

**Unit IV                      *Product and pricing decisions***

Concept of Price and Pricing, Need and significance of Pricing, Pricing mix, Pricing methods and strategies, Concept of Place, Need and significance of Place, Place mix. Distribution: Designing marketing channels and their functions, Types of Intermediaries.

**Unit V                      *Promotion mix***

Concept of Promotion, Promotion mix, Factors determining promotion mix, Promotional Tools –Advertisement, Sales promotion, Public relations, Publicity and Personal Selling.

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**Main text**      Kotler Philip, Gary Armstrong, Prafullay. Agnihotri, EU Haque, (2010). *Principles of Marketing*. Pearson Education Prentice Hall of India

**Reference books** Chaudhary, Manjula (2010), Tourism Marketing, Oxford University Press, New Delhi.,  
 Chowdhary, Nimit and Prakash, Monika (2005), A Textbook of Marketing of Services, Macmillan India Limited, New Delhi:  
 Dasgupta, Devashish (2010), Tourism Marketing, Pearson Education, New Delhi.  
 N.Meenakshi and Arun Kumar(2018),Marketing Management, Vikas Publication, New Delhi.  
 Kothari, C.R. (2011). Research Methodology: Methods and Techniques. New Delhi: New Age International Publishers.  
 Middleton, Victor (2001). Marketing in Travel and Tourism, 3/e. New Delhi: Butterworth-Heinemann.  
 Kotler, Philip, Bowen, John and Makens James (2009). Marketing for Hospitality and Tourism. New Delhi: Prentice Hall/ Pearson Education.

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<b>Pedagogical approach</b>	The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving. T-P-T: 3-0-1
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<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 304/SEM-III      ACCOUNTING SKILLS FOR TOURISM**

**4 Credits                      Discipline Specific Core Course (DSC)**

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**Description of the course**

Accounting provides information for decision making. Almost every business and organisation needs accountants to measure performance and provide information for decisions. The course is designed to provide the students with the basic knowledge of the Accounting skills.

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**Learning outcomes**

The learner shall be able to understand the basic principles and techniques of preparing and presenting the financial accounts for the use of the end users.

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**Unit I                      *Introduction to Financial Accounting***

Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies (capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.

**Unit II                      *Recording of Transactions and Secondary Books***

Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance

**Unit III                      *Final Accounts***

Introduction, meaning, objectives and characteristics of Final Accounts, adjustment entries before preparation of final accounts, closing entries.  
Trading account, profit and loss account and balance sheet, practical problems.

**Unit IV                      *Depreciation***

Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)

**Unit V                      *Joint Stock Company***

Importance, meaning and definition of a company, characteristics and kinds of companies, formation of a company.  
Shares and share capital, under subscription, oversubscription, calls in advance, calls in arrears, issue of shares at premium and discount, buy back of share, surrender of shares.  
Debentures: classification, issue, terms of issue, writing off loss on issue of debentures.  
Company final accounts: introduction to company final accounts, profit & loss accounts, balance sheet, basics of preparation of simple company final accounts.

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<b>Main text</b>	Maheshwari, S.N. and Maheshwari, S. K (2013). <i>An Introduction to Accountancy</i> . New Delhi: Vikas Publishing House.
<b>Reference books</b>	Sofat, Rajni and Hiro, Preeti (2014). <i>Basic Accounting</i> . Delhi: PHI Learning Pvt.Ltd. Monga, J.R and Ahuja Girish. <i>Financial Accounting</i> .Delhi: Mayoor Paper backs. Sharma, D.G. <i>Financial Accounting</i> .New Delhi: Taxmann Allied Services Pvt.Ltd.
<b>Pedagogical approach</b>	Two credits is allotted to two lectures in a week for classroom discussion and problems solving related to accounts. Theories of accounting shall be followed by numericals. T-P-T: 3-0-1
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 401/SEM-IV      BASICS OF STATISTICS**

**4 Credits**                      Discipline Specific Core Course (DSC)

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**Description of the course**

The course illustrates the importance of statistical methods and tools for today's managers--and teaches students how to apply them to real business problems. It will equip students with statistical tool to be used in various research methodology in industry and academics.

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**Learning outcomes**

The student will be able to develop an understanding of basic statistical tools to apply for management problems and analysis. The tools starting from data gathering , tabulation, presentation and analyzing using basic statistical techniques like measures of central tendency, dispersion, kurtosis, correlation and regression..

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**Unit I                      Introduction**

*Statistics* – Definitions – Statistical methods – Importance and Scope – Limitations – Need for Data – Principals of Measurement – Principals of Secondary data. Tabulation and Presentation:  
*Classification of Data* – Data Array – Frequency Distribution – Methods of data Classification – Types of Frequency Distributions / tabulation of Data – Objectives of Tabulation – Parts and Types of Tables – Graphical Presentation – Functions of Graphs – Advantages and limitations of Graphs – Diagrams – Rules for Drawing Diagrams, One, Two and Three-Dimensional Diagrams – Pictograms, Cartograms, Stem and Leaf Displays.

**Unit II                      Measures of Central Tendencies, Dispersion and Skewness**

*Introduction to Averages*- Requisites for a Measure of Central Tendency, Mean – Combined mean – Weighted mean, Median – Partition values – Quartiles, Deciles and Percentiles, Relationship between Partition values–Mode– Relationship between Mean, Median and Mode. Geometric Mean (GM) – Combined GM, Weighted GM, Harmonic Mean (HM). Relationship between Arithmetic Mean, Geometric Mean and Harmonic Mean –for Grouped and Ungrouped data and Advantages and Disadvantages of all the measures of CT.  
*Measures of Dispersion*- Introduction, significance and requisites of a Measure of dispersion, Range, QD, MD and SD- For Grouped and Ungrouped – Advantages and Disadvantages. Concept of Variation – Coefficient of Variation.  
*Skewness and Kurtosis (SK)*- Introduction, Measures of SK, Relative measures of SK – Advantages and Disadvantages; Moments – concepts –Calculation – Kurtosis.

**Unit III                      Index Number**

Index Numbers: Introduction – Types – Characteristics – Construction weighted and unweighted index numbers – Price and Quantity/Volume index numbers – Tests – time reversal – Factor Reversal and Circular tests – Chain and Fixed base – Changing of base – Combining of two of more overlapping indices consumer price Index –

Problems in Construction.

**Unit IV Probability and Sampling**

*Probability* Concepts – Random Experiment, Sample space – Definitions of probability, Simple Problems on Probability, Addition and Multiplication theorems, conditional, Joint and Marginal Probability.

*Sampling*- Reasons of Sample survey – bias in Survey, Definitions of Population, Sample, Parameter, Statistic – Principles of Sampling, Statistical Regularity, Inertia of Large Numbers, Optimization, Persistence of small numbers – Validity. Probability and non-probability sampling methods – choice of sampling method, sampling distribution and Standard Error (SE).

**Unit V Correlation, Regression and Time Series Analysis**

*Correlation Analysis*- Scatter diagram, Positive and negative correlation, limits for coefficient of correlation, Karl Pearson’s coefficient of correlation, Spearman’s Rank correlation.

*Regression Analysis*- Concept, least square fit of a linear regression, two lines of regression, properties of regression coefficients (Simple problems only)

*Time Series Analysis*- Components, Models of Time Series – Additive, Multiplicative and Mixed models; Trend analysis- Free hand curve, Semi averages, moving averages, Least Square methods (Simple problems only).

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**Main text** Gupta, SC. (2016.) *Fundamental of Statistics*. 7th Ed, Himalaya Publishers House.  
Sharma, J.K. (2014.) *Business Statistics* 4th Edition Pearson Education,

**Reference books** Arora, PN, Arora, Sumeet and Arora, Amit. (2010) *Managerial Statistics*, S. Chand  
Keller Gerald (2014), *Statistics for Management and Economics*, South-Western College Pub.

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**Pedagogical approach** The course focuses on step by step explanation of theory followed by numerical. It uses various mathematical tool like graphs for better understanding.  
T-P-T: 3-0-1

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**Evaluation** Internal Assessment – 25 percent  
Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 402/SEM IV      HUMAN RESOURCE MANAGEMENT**

**4 Credits**                      Discipline Specific Core Course (DSC)

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**Description of the course**

The objective of this course is to endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect. It will help the students to build up and refine decision making skills so that they can help organizations effectively conduct personnel management and employee relations.

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**Learning outcomes**

The students will be able to synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change, demonstrate knowledge of laws that impact behaviour in relationships between employers and employees that ultimately impact the goals and strategies of the organization and understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.

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**Unit I                      *Introduction to Human Resource Management***

Nature of Human Resource Management, Scope, functions and importance of Human Resource Management, Human Resource Management vs. Human Resource Development, Strategic Human Resource Management: Introduction, characteristics and scope of Strategic Human Resource Management, Strategic Human Resource Management vs. Conventional Human Resource Management, Barriers to strategic Human Resource Management, Linking HR strategy with business strategy, Human Resource Management linkage with Total Quality Management & productivity.

**Unit II                      *Human Resource Planning and Recruitment***

Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring- Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.

**Unit III                      *Training and Development***

Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.

**Unit IV                      *Compensation Management and Employee Relations***

Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations.



**Unit V**      ***Employee Safety, Health and Ethics in Human Resource Management***

Ethics definition and its principles, Importance of ethics in work place, Ethics of human resource and its impact towards organizational success, measures and policies for employee safety at work

**Main text**      Dessler, Varket (2016) *Human Resource Management*. Pearson. New Delhi

**Reference books**      Aswathappa, K. (2007). *Human Resources and Personnel Management*. Tata McGraw Hill, New Delhi.

**Pedagogical approach**      The lectures will comprise of classroom session which includes discussion on theories, case studies and problem solving.  
T-P-T: 3-0-1

**Evaluation**      Internal Assessment – 25 percent  
Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 403(S)/SEM-IV      SUSTAINABLE TOURISM**

**4 Credits**                      Discipline Specific Core Course (DSC)  
    This course will be offered as Subsidiary

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**Description of the course**

The course emphasise on nature and scope as well as the significance of sustainable tourism. It provides insights about sustainable development and conservation.

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**Learning outcomes**

Students will get familiar with the various approaches and practices for sustainable tourism development and its implementation.

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**Unit I                      *Definition and principles***

Evolution, nature and scope of Sustainable Tourism, factors affecting tourism sustainability: environmental, social, cultural and economic, interrelationship between sustainable and responsible tourism

**Unit II                      *Environmental impact assessment***

Interrelationship between sustainable and green tourism, evaluation of impact of tourism site - zoning system - carrying capacity

**Unit III                      *Basis for classification of sustainable tourism***

Innovative forms of sustainable tourism and their characteristics, ecotourism, geo-tourism, adventure tourism, agro- tourism and rural tourism.

**Unit IV                      *Understanding the concept and practices***

Eco-camp, eco-hotels, eco-resorts, eco-lodge, eco-marketing and green fuel with respect to tourism sustainability, major eco- tourism destinations of India.

**Unit V                      *Strategies for sustainable tourism***

Community based tourism and sustainability, national policy for sustainable development and sustainable millennium development goals, pro-poor tourism and community participation, future of Sustainable Tourism.

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**Main text**                      Swarbrook, John(1999) *Sustainable Tourism Management*, CABI,UK

**Reference books**                      Mowforth, M. and Munt, I. (2003), *Tourism and Sustainability: Development and New Tourism in the Third World*. Routledge, London.  
    Wahab, S and John J. Pigram, J.J. (1997) *Tourism, Development and Growth: The Challenge of Sustainability*, Routledge, London.

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**Pedagogical approach**                      Lectures, presentations, Assignment, group activities and discussion on current news and issues.  
    T-P-T: 3-0-1

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**Evaluation**                      Internal Assessment – 25 percent  
    Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

**BTM 404/SEM-IV      AIRLINE TICKETING AND FARE CONSTRUCTION**

**4 Credits                      Discipline Specific Core Course (DSC)**

**Description of the course**

This course has been introduced in order to diversify and prepare students for a Management Career in the International travel and tourism industry. With a strong management focus, student will be given a detailed knowledge and understanding of the Travel and the Tourism industry thus, helping to create some distinctive global graduates with the cutting-edge service skills. To understand the structure, dynamics of airline industry, airport and airlines management that includes understanding and learning CRS. To study the international airfares, regulations and formalities to travel, different organizations and their contribution to airlines management.

**Learning outcomes**

Students will acquire a broad range of personal, career planning (academic) and job related skill empowering them to make a positive life changes. The program will enhance an industry potential to enter employment and to proceed with further educational pursuits and be successful in Professional Life.

**Unit I                      *Introduction to Travel Geography***

Introduction to Airline Management- Aviation Geography, IATA areas, sub-areas, sub-regions.  
Coding and decoding technique, Travel terminology: special service requirement codes, Miscellaneous abbreviations, Terms and definitions, Multinational regulations for air transportation and travel industry-freedoms of Air, Chicago, Montreal, and Warsaw conventions, Function of IATA, DGCA and ICAO.

**Unit II                      *Understanding World Geography***

Physical and political geography, Planning itineraries by Air, Time zones: Time calculation, Time difference, Total Transportation time.

**Unit III                      *Travel Formalities***

In- flight services, Baggage Handling, Passport, Visa, tax, customs and currencies, Travel Insurance, Travel information manual: Types of In-flight and aircraft facilities, special passengers, Types of baggage, Baggage allowances, Excess baggage.

**Unit IV                      *Basics of Computerised Reservation System (CRS)***

Introduction to CRS (AMADEUS) Coding and decoding, Flight Booking, PNR construction, changes to a PNR, Special Service Requirement, optional service Information, Fare Quotes, Hotel Booking- Types of rooms, occupancy  
Car Booking-Types, Models, Charges as per Kilometres.

**Unit V**      ***Basic Concepts of Ticketing***

Familiarization of Official Air Guide (OAG) Book, Division of World by IATA. Global indicators and sales indicators

Types of journeys- One Way (OW), Return (RT), Circle Trip (CT), Open Jaw, Round the World, Transfer and Stopovers, Universal Air Travel Plan (UATP), Air Itinerary Planning and practice

Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel, Air fare construction: Mileage Principles, Fare Construction with Extra Mileage Allowance (EMA) Highest Intermediates Point (HIP), Circle Trip Minimum (CTM), Back-haul Check, Add-ons. Miscellaneous Charges, Prepaid Ticket Advice, General Limitations on Indirect Travel, Mixed Class Journeys, Special Fares etc., baggage rules.

Hands-on training using Amadeus: Checking airlines time table and seat availability and procedure to booking seat, Create PNR. Itinerary Planning for passenger.

- Reference books**
1. ABC Worldwide Airways Guide (Red & Blue)
  2. Air Tariff Book 1, Worldwide Fares
  3. Air Tariff Book 1, Worldwide Rules, IT Fares etc.
  4. Jeanne Semer Purzycki, A practical Guide to Fares and Ticketing, Cengage.
  5. Doris S Davidoff, Air Fares and Ticketing, Prentice Hall.

**Pedagogical approach**      Travel Agents' Computer Reservations System are usually known as GDS (Global Distribution System) They are used for booking a range of travel products and services not just airline seats. On this interactive course which turns your PC or MAC into a simulated GDS, you will learn how to check for product availability (airline seats, hotel rooms and car rental vehicles),. You will learn to make and change client bookings, quote airfares, issue e-tickets plus many more travel industry processes – you will actually be doing what Travel Industry Employees do each day while learning a great deal about the airline and agency sectors, including much of the language of travel.  
T-P-T: 1-2-1

**Evaluation**      Based on the practice. 25 % internal, 75% external.

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 501/SEM-V      BASICS OF FINANCIAL MANAGEMENT**

**4 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

Efficient Management of a business enterprise is closely linked with the efficient management of its finances. Accordingly, the objective of the course is to acquaint the students with the overall framework of financial decision- making in a business unit.

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**Learning outcomes**

Describe here what are the exit level outcomes for the learner. What will he/she be able to do after the course.

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**Unit I                      *Introduction to Financial Management***

Meaning, importance and scope of financial management  
 Objectives of Financial Management; Approaches to Financial Management;  
 Functions of Finance Manager; Importance of Financial Management; Sources of finance

**Unit II                      *Financial Statement Analysis***

Meaning and Definition of financial statements; Types of financial statement analysis; Techniques of financial statement analysis; Fund flow and cash flow statement; Ratio Analysis

**Unit III                      *Capitalization and Capital Structure***

Capitalization: Meaning of Capital; Types of capitalization  
 Capital structure: Meaning, importance and determination of capital structure; factors affecting capital structure  
 Trading on equity: Meaning, benefits and risks  
 Leverages: Concept, Types of leverages and their significance  
 Sources of long-term finance: Equity, debentures and preference shares: meaning, advantages and limitations of each.

**Unit IV                      *Working Capital Management***

Meaning, concepts and types of working capital; factors determining working capital requirement; working capital management policy  
 Components of working capital: cash, receivables, inventory, creditors, bank overdraft and others, disadvantages of inadequate working capital.

**Unit V                      *Cost of Capital and Capital Budgeting***

Cost of Capital: Meaning and importance, computation of cost of capital for debentures or bonds, equity and preference capital and retained earnings. Weighted cost of capital.  
 Capital Budgeting: Meaning and characteristics; Capital budgeting process; kinds of capital budgeting decisions; Methods of capital budgeting of evaluation; Risk and uncertainty in capital budgeting.

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<b>Main text</b>	Paramasivan, C. & Subramaniam, T (2010) <i>Financial Management</i> . New Age Publishers
<b>Reference books</b>	Eugene F.B., Houston F.(2015), <i>Fundamentals of Financial Management</i> , South-Western College Pub. Titman, Sheridan. Martin John D. J. Keown, Arthur (2010): <i>Financial Management: Principles and Applications</i> , Prentice Hall.
<b>Pedagogical approach</b>	Lectures, presentations, assignments, case study analysis T-P-T: 3-0-1
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 502(S)/SEM-V    TOUR GUIDING AND ESCORTING\***

**4 Credits**                      Discipline Specific Elective (DSE)  
This course will be offered as Subsidiary

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**Description of the course**

The objective of this course is to orient the students about the scope of tour guiding as a career option. This course will help the students to appreciate better what the profession of tour guiding is all about by giving them a practical experience of how to practice guiding in real life situations. It will also orient them to the nitty-gritties of this profession. This course also intends to deliver key skills

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**Learning outcomes**

After successful completion of this course, students will be able to identify responsibilities, personalities, and roles of tourist guides, understand the limitations of a tourist guide career, Discuss strategies for managing group behavior and apply tactics for smooth interaction with flight attendants, motored-coach drivers, tour leaders.

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- Unit I                      *Introduction***  
Introduction to Tour Guiding; Role of a tour guide; Steps to becoming a tour guide; presentation skills for a tour guide;
  
  - Unit II                      *Guiding a Tourist Group***  
Interpretation- Meaning, components and process; Dynamics of commentary; Mechanics of tour guiding; Tools of the trade.
  
  - Unit III                      *Guiding Scenarios***  
Do's and Don'ts for tour guides; Guiding on walking tours, coach, museum, religious place, archaeological site, nature walks; Helping with transfers
  
  - Unit IV                      *Tricks of the Trade***  
Handling difficult tourists; Handling questions; Handling emergencies; Responsible guiding
  
  - Unit V                      *Practical Information***  
Planning an itinerary; business partners; Setting up a tour guiding business; Code of conduct for tour guides in India (by MoT)
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**Main text**    Chowdhary, Nimit (2013). *Handbook for Tour Guides*. New Delhi: Matrix Publishers. (L)

**Reference books**    Mitchell, G.E. (2005). *How to Start a Tour Guiding Business*. Charleston: The GEM Group Ltd.  
Pond, K.L. (1993). *The Professional Guide*. New York: Van Nostrand Reinhold. (L)

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**Pedagogical**              Lectures, presentations, assignments, case study analysis

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<b>approach</b>	T-P-T: 3-0-1
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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<b>BACHELOR OF TOURISM AND TRAVEL MANAGEMENT</b>	
<b>BTM 503A/ SEM V</b>	<b>ADVENTURE TOURISM</b>
<b>4 Credits</b>	Discipline Specific Elective (DSE)
<b>Description of the course</b>	
The course is about the nature of Adventure and Adventure Tourism. Further it provides knowledge about difference between other types of tourism and the environment of adventure travel business.	
<b>Learning outcomes</b>	
The students will know about the various types of adventure and the relation of adventure in tourism industry. This will make them to work and to indulge into new Adventure Tourism	
<b>Unit I</b>	<b>Meaning and Definition of Adventure Tourism:</b> Meaning, definitions; classification of adventure tourism. Difference between adventure and sports, weather and climate and their relationship with adventure tourism.
<b>Unit II</b>	<b>Land and Air based Adventure Tourism:</b> Mountaineering, rock climbing; repelling, bouldering; trekking; skiing; safaris and its types. The equipment used in land based adventure tourism, popular land based adventure places in India.
<b>Unit III</b>	<b>Water Based Adventure Tourism:</b> Snorkelling; scuba diving; rafting; kayaking; canyoning and surfing. Equipment used in water based adventure tourism. Popular water based adventure places in India.
<b>Unit IV</b>	<b>Air Based Adventure Tourism:</b> Paragliding, sky diving, bungee jumping, hang gliding, ballooning, micro light flying etc. Equipment used in air based adventure tourism. Popular air based adventure places in India. Major Adventure institutions in India, scope and future prospect of adventure tourism in India.
<b>Unit V</b>	<b>Field Tour &amp; Project</b> Students will have to participate in a short tour of 5 to 7-day duration. Cost of such a tour will be borne by the student.
<b>Main text</b>	Negi, J. (2001). <i>Adventure Tourism and Sports – Part- I &amp; II</i> , New Delhi: Kanishka Publishers.
<b>Reference books</b>	Peter Varley, Steve Taylor and Tony Johnston ed (2013) , <i>Adventure Tourism: Meanings, experience and learning</i> , Routledge Buckley, Ralf (2006). <i>Adventure Tourism</i> . CABI International. Malik, S.S. (1997). <i>Adventure Tourism</i> , New Delhi: Rahul Publishing Sharma, K. Jitendra (2008), <i>Types of Tourism and ways of Recreation: Elements, Dimensions and Trends</i> , Kanishka
<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and field study, there will be 4 credits worth of lectures. There will be an adventure tour of a week's duration worth 2 credits. The cost of such a tour will be borne by the students. T-P-T: 2-2-0
<b>Evaluation</b>	Internal Assessment – 25 percent (Based on tour and tour report)

Written Examination – 75 percent

**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

**BTM 503B/SEM-V RURAL TOURISM**

**4 Credits** Discipline Specific Elective (DSE)

**Description of the course**

The course provides some basic concepts and nature of rural tourism as well its social set up. It also deals with various aspects, problems and prospects related to rural tourism.

**Learning outcomes**

Students will become aware of different policies related to the development of Indian rural society. It will help them increasing a practical approach towards it.

**Unit I** *Meaning and Definition*

Rural Tourism, its meaning and definition by scholars, understanding the concept of Urban and Rural areas.

**Unit II** *Nature and Characteristics*

Different classifications of rural tourism, salient features, characteristics of rural tourism, positive and negative impacts of tourism in rural areas.

**Unit III** *Scope and Significance*

Role and significance of rural tourism in India, its scope in Indian social structure and economy, sustainable livelihoods of local communities, enhancement in local quality of life.

**Unit IV** *Rural Tourism Strategies and Its Promotion*

Promotion of rural festivals, agricultural exhibitions and shows, events and programs, training workshops, thematic routes in rural areas and rural cuisines etc. (Government policies to develop rural tourism e.g. Suraj Kund Craft Mela, Agra's Taj Utsav, Desert festival etc.)

**Unit V** *Field Tour & Project*

Students will have to participate in a short tour of 5 to 7-day duration. Cost of such a tour will be borne by the student.

- Main text** Pruthi. R.K, (2006), *Rural Tourism: Challenges and Paradoxes*, Rajat Publications, New Delhi.  
 Sampson. C, (2012), *Rural Tourism*, Hardcover  
 D. Moore, S.A.-Dowling, R. K (2013) *Natural Area Tourism Ecology, Impacts and Management*, Newsome  
 Devesh Nigam (2011), *Rural Tourism: Emerging Issues and Challenges*, Hardcover

**Reference books** Parikshat Singh Manhas and Deepak Raj Gupta (2015), *Strategic Development Policies and Impact: Studies of Sustainable, Rural and Community-based Tourism*, Hardcover

Katherine Dashper (2014), *Rural Tourism: An International Perspective*, Hardcover

Gunjan Saxena (2016) *Marketing Rural Tourism: Experience and Enterprise*, Hardcover

R P. Siva Sankara Reddy (2011) *Rural tourism and promotion of handicrafts in India* Hardcover

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**Pedagogical approach** Lectures, presentations, Assignment, group activities and field study, there will be 4 credits worth of lectures. There will be an adventure tour of a week’s duration worth 2 credits. The cost of such a tour will be borne by the students.  
T-P-T: 2-2-0

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**Evaluation** Internal Assessment – 25 percent (Based on tour and tour report)  
Written Examination – 75 percent

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**Bachelor of Tourism and Travel Management**

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**BTM 504/ SEM V**      **FRENCH-I**  
**4 Credits**              Discipline Specific Elective Course (DSE)

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**Description of the course**

The course will provide the students with elementary competence in the French language. This course focuses on teaching participants how to communicate simply and effectively at basic level, deal with the grammatical structures needed, pronounce words properly and utilise hospitality related vocabulary in their daily duties.

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**Learning outcomes**

The objective of the course is the acquisition of basic comprehension, communication, and writing skills. It aims to provide students a basic understanding of the French language as whole. The overview of this particular course is to give the students exposure of French being used in tourism industry by tourism professionals as a practitioner. The core objectivity of such course for beginners is to create an awareness of the language's structures, and to act as a useful introduction to French and Francophone culture

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- Unit I**              Introduction of the Language to first time beginner  
 Basic introduction of French, The alphabets and their pronunciation, nature and rules of the language , The accents, The Orthographic Signs, the punctuation signs , The numbers in French 0-9 ; Cardinal and ordinal form of number , Greetings
  
  - Unit II**              Basic Vocabularies: (Tourism Based Vocabularies)  
 The days of the week, Months, item narration , Gender specification for the things , the country , city name , time , whether, fruits and vegetable names, the family name, body parts , colors , numbers 10-100 gradual learning ,French phonetics , professions ; all the necessary word meaning used in general and specifically by tourism professionals .
  
  - Unit III**              Basic and Introductory Grammar  
 The Articles, Plural forms of nouns, Gender (Masculine and feminine forms), Definite articles, indefinite articles, Subject Pronouns, verbs and their types ,Principal and auxiliary verbs in French (être and avoir), Verb's groups : First , Second and third group, rule of making ordinal numbers, verbs conjugation in present participle
  
  - Unit IV**              Sentence and Dialogue framing  
 The Affirmative form of the sentences using first, second and third group verbs(Only Present tense), dialogue and phrases from the text book (Situation 1 -7 ) Chapter 1 from text book, verbs Aller, The negative and interrogative form using all types of verbs, rism and Tourist based vocabulary
  
  - Unit V**              French culture and self Presentation Introduction of France and it's culture and, basic Geo-political-economical introduction of France, French History, French (Tourist) habits and introduction of individual in French, Translations of sentences French to English and English to French. Verbal French practice session
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**Main text**      Gupta, Vasanthi ., Gupta, Malini, and Ramachandran, Usha ,Bon Voyage: 1 Method de français l'hôtelier et du tourisme pour les débutants , New Delhi : W. R. Goyal

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Girardet ,Jackey and Cridling, Jean-Marie (Vol 1 )méthodes de français ; Le Nouveau Sans Frontières ,

**Reference books** Lorusse/Collins Pocket Dictionary (Minimum 40000 Translations) Bhattacharya,S. and Bhalerao, Uma Shashi, French for Hotel Management & Tourism Industry ,Frank Bro & CO.

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**Pedagogical approach** Lectures, Class Discussions and Practical Exposure, Audio visual aids.  
T-P-T : 3-0-1 (One Practical Credit is equal to Two hours)

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 601(S)/SEM-VI    DESTINATIONS OF INDIA**

**4 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

The students will be able to know some important destinations of India with their attractions, accommodation and accessibility.

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**Learning outcomes**

Students will be able to identify the importance of a destination in the diverse sectors of tourism industry. They will be able to know how destination exhibits a number of important features of interest to tourists, tourism planners and operators.

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**Unit I                      *Introduction to Tourism Destination:***

Types- Natural and man-made, Characteristics of tourism destinations, Destination Life Cycle model, Concept of destination management and its sustainable growth

**Unit II                      *Major Natural Destinations Of India:***

Natural Tourist destinations with relation to diverse landforms: mountains, deserts, beaches, coastal areas and islands for various tourist activities ranging from recreation to adventurous. Wild life Parks, Sanctuaries & Tiger Reserves in India with case studies of Dachigam National Park, Jim Corbett, Bharatpur Bird Sanctuary, Gir National Park, Hill station: Gulmarg, Pahalgam, Mussoorie, Shimla. Islands: Andaman and Lakshwdeep: beaches: Puri, Mumbai, Goa, Cochin, Kanyakumari, Chennai, Pondicherry.

**Unit III                      *Major Built Destinations of India:***

Historical and Monumental or Architectural destinations: Delhi, Agra, Jaipur, Gwalior, Khajuraho, Nalanda, Ajanta- Ellora, Hampi, Lucknow. Religious Tourist destinations- Buddhist Resources: Bodh Gaya, Kushnagar, Sarnath, Sanchi, Ajanta and Ellora. Islamic destinations: Delhi, Agra, Fatehpuri sikri, Lucknow and Ajmer. Hindu destinations: Bhuvaneswar – Puri- Konark, Rameshwaram, Mahabalipuram, Shirdi, Triupati, Madurai, Vaishno Devi, Amarnath, Char dhams. Sikhism destinations: Amritsar and Patna. Christian destinations: Goa, Kerala and churches of north-east.

**Unit IV                      *Managing Quality of Indian Destinations:***

Destination Promotion and publicity in India, Indian tourism facility and activities planning, Condition of health & hygiene, Sanitation system, Ancillary services development etc.

**Unit V**      ***Emerging Tourism Destinations of India and Destination Mapping:***  
 Destinations for -Ecotourism, Rural Tourism, Golf Tourism, Wine Tourism, Camping  
 Tourism, Medical Tourism - MICE Tourism, plotting of prominent tourist destinations  
 of India.  
**Case Study of any prominent Destination in India (Natural or Manmade) and  
 Project Report**

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**Main text**      Harrill, R. (2011) *Guide to Best Practices in Tourism and Destination Management*,  
 Educational Institute of the American Hotel and Lodging Association.

**Reference books**      Morrison, (2013) A. M., *Marketing and Managing Tourism Destination*, Routledge

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**Pedagogical approach**      Lectures, presentations, Assignment, group activities and Case study analysis,  
 discussions  
 T-P-T: 3-0-1

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**Evaluation**      Internal Assessment – 25 percent  
 Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 602/ SEM VI      INFORMATION TECHNOLOGY FOR TOURISM**

**4 Credits                      Discipline Specific Elective (DSE)**

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**Description of the course**

The demand of Information Technology for travel professional is very high. Information Technology helps open the doors to a rewarding profession that emphasises multiple skill sets and allows the students to support the emerging goals and cultures of the people and the organisations they serve.

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**Learning outcomes**

After studying this course student would have basic understanding of computer and networks. They would be able to handle business situation involving technology and also use Information and Communication Technology to enhance their professional work.

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**Unit I                      *Basic Computer Concepts***

Introduction, Evolution, Different generations of computer hardware, Hardware and software, Programming languages, Basic computer applications; General idea of information and communication technologies.

**Unit II                      *Computer Hardware***

Input and Output devices; Memory (or storage) devices; Central Processing.  
*Computer Software:* Types- System and application.  
*Cyber Crime & Virus:* Computer Virus, Types of Viruses, Use of Antivirus software, Ethical Issues & Cyber Law

**Unit III                      *Introduction to MS Office***

MS-Word: Introduction, Starting MS-Word, MS-Word Screen and its Components, Elementary Working with MS-Word  
 MS-Excel: Introduction, Starting MS-Excel, Basics of Spreadsheet, MS-Excel Screen and Its Components, Elementary Working with MS-Excel  
 MS-PowerPoint: Introduction, Starting MS-PowerPoint, Basics of PowerPoint, MS-PowerPoint Screen and Its Components, Elementary Working with MS-PowerPoint

**Unit IV                      *Computer Networks***

Basic concepts of computer networks; local area networks and wide area networks; switches, hubs, routers, idea of distributed systems.  
**Internet:** Introduction, Internet evolution Working of Internet, Use of Internet Overview of World Wide Web (Web Server and Client)

**Unit V                      *Internet Applications***

Introduction to Search engine. Introduction to Web Browsers, working with E-mail (creation and use of the same), Website layouts and navigations.  
 Technologies: Cloud Computing, Electronic payment system, DBMS, Google Business.

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<b>Main text</b>	<p>Bharihoke, Deepak (2013). <i>Fundamentals of Information Technology</i> (Third Edition), New Delhi: Published by Excel Books</p> <p>Basandra, S. K. (1995). <i>Computers today</i>. Galgotia Publications Pvt Limited.</p> <p>Rajaraman, V., &amp; Adabala, N. (2014). <i>Fundamentals of computers</i>. PHI Learning Pvt. Ltd.</p>
<b>Reference books</b>	<p>Curtin, D. P. (1998). <i>Information Technology: The Breaking Wave</i>. Irwin Professional Publishing.</p> <p>Jerome, K. (2001). <i>Managing with Information</i>.</p>

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<b>Pedagogical approach</b>	<p>The course offers students with classroom discussion, practicals on various computer and mobile applications. The students would be motivated to keep themselves updated with the changing technology.</p> <p>T-P-T: 3-0-1</p>
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<b>Evaluation</b>	<p>Internal Assessment – 25 percent</p> <p>Written Examination – 75 percent</p>
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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 603A/SEM VI    INTRODUCTION TO HOSPITALITY INDUSTRY\***

**4 Credits**                      Discipline Specific Elective Course (DSE)

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**Description of the course**

Purpose of this course is to acquaint the learner with the fundamental concept of Hospitality. After doing this course, the students would be able to appreciate the significance of hospitality industry in economy in general and in tourism industry in particular.

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**Learning outcomes**

The student will be able to define the characteristics of the hospitality industry, explain the elements of the hospitality industry, discuss current issues facing food service; discuss current guest needs; and explain general hotel operations and explain and discuss the role of service in the hospitality industry

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**Unit I                      *Introduction to Hospitality Industry***

Origin and growth of Hospitality Industry in India and the World; Definition of hotel; Classification of hotels; Major departments of hotels; Hotel tariff plans; Types of guest rooms.

**Unit II                      *Front Office Management***

Section and layout of front office; Organisation of front office staff; Duties and responsibilities of front office personnel; Guest cycle and room reservations; Safety and security procedures.

**Unit III                      *Housekeeping Department***

Introduction, importance and responsibilities of housekeeping department; Duties and responsibilities of housekeeping personnel; Layout of the department; Interdepartmental coordination.

**Unit IV                      *Food and Beverage Services***

Introduction to food service industry in India; Types of restaurants and their characteristics; Functions and organisation of food and beverage department; Intra and Inter-Departmental relationships.

**Unit V                      *Environmental Concerns and IT Applications in Hotel Industry***

Property management system (PMS application) in front office; Evaluating hotel performance; Eco-friendly amenities, products and processes in housekeeping department; IT in the housekeeping department; Environmental factors influencing the food service operations; Hotel Waste Management; Recipe and menu management system.

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**Main text** Raghubalan, G. & Ragubalan S. (2013). *Hotel Housekeeping Operations and Management*, OUP, New Delhi.  
 Tewari, J.R. (2016). *Hotel Front Office Operations and Management*, OUP, Publication New Delhi.

**Reference books** Andrews, S. (2009). *Hotel Front Office Training Manual*, Tata McGraw Hill, Mumbai.  
 Foskett, J.C.D. & Gillespie, C. (2002). *Food and Beverage Management*, Pearson Education, England.  
 Spears, C.M. (2003). *Food Service Organisation. A Managerial & Systems Approach*, Prentice Hall, New Delhi.  
 Andrews, S. (2008). *Front Office Management and Operation*. TATA McGraw-Hill, New Delhi.

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**Pedagogical approach** Lectures, presentations, Assignment, group activities and Case study analysis, discussions  
 T-P-T: 3-0-1

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**Evaluation** Internal Assessment – 25 percent  
 Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 603B/SEMVI      AIR CARGO MANAGEMENT**

**4 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

Growing international trade calls for an understanding of air cargo management and related issues. Study of air cargo management is apparent in today's scenario.

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**Learning outcomes**

The students learn about the cargo management system with an international perspective, focusing on the business, operations and regulatory fundamentals. They will explore how the air cargo industry is changing and what are the needs of the industry.

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**Unit I                      *Introduction to Air Cargo***

Aviation History – Open sky policy- Freedoms of Air -International Conventions - Warsaw Convention - Chicago Convention – Functions and Role of ICAO, IATA, DGCA and Airport Authority of India - Types of Airlines - Types of Aircrafts - Study of aircraft parts.

**Unit II                      *Basic Cargo Rating and Handling***

Familiarization of Cargo Tariffs. Rounding off of the weights/Dimensions/ currencies. Chargeable weight rating-Specific commodity rates, class rates, general cargo rates, valuation charges

**Unit III                      *Dangerous and Live Animal Regulations.***

Dangerous good - Introduction, classification & packaging; Dangerous goods, labeling, marking and handling and documentation; Valuation charge, disbursement fee, collect charge; Live animal regulations and documentations.

**Unit IV                      *Export Import Policy***

Basic Determinants of Exports and Imports Export import documents, shipping bill, landing bill, Labeling; Customs Act 1962 & duty drawback scheme. Export Procedure, How To export, Preliminaries for Starting Export, Register with Export Promotion Council; Export Import policy in the new era of free trade regime, Procedure, Export Incentive Scheme.

**Unit V                      *Cargo Documentation***

Cargo insurance and clauses, Understanding Foreign Exchange Rates & Protection against Their Adverse Movement; General Introduction to sea freight; Shippers liabilities & responsibilities. Logistic Management – Concepts and Scope

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**Main text**      Dhar, P.N., (2008) Global Cargo Management: Concept, Typology, Law and Policy, Kanishka Publication, Delhi.

**Reference books** Travel Industry - Chunk, James and Dexter  
 Tack Rule Book  
 OAG and the Air Cargo Tariff both Red and Green

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**Pedagogical approach** Lectures, presentations, Assignment, group activities and Case study analysis, discussions  
 T-P-T: 3-0-1

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**Evaluation** Internal Assessment – 25 percent  
 Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 604/SEM VI      FOREIGN LANGUAGE II**

**4 Credits                      Discipline Specific Elective (DSE)**

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**Description of the course**

This course is designed to help students to read / write / describe in details in Spanish language. This course will also help students to have conversations with focus on Grammar and describe cultural variations.

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**Learning outcomes**

After completing the intermediate level course in Spanish, the learners would be able to appreciate basic tenses, use basic expressions, give and take information about leisure activities and places, some advancement in vocabulary, understand and use grammar

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**Unit I                      *Basic Tenses***

Revision of basic course; Tense formations- past tense, present tense, future tense; Hobbies / Habits- learn about different hobbies / habits of companions; Yes/no reflexive words

**Unit II                      *Expressions***

Expressions / definitions- define personality, probabilities, expression of excitement/ empathy/ guilt/ surprise.

**Unit III                      *Information about Leisure***

Knowing places, cultures, cities, villages; talking about sites / services of the places available; Ask and give information of cultural characters; Describe variations of information among places.

**Unit IV                      *Grammar***

Past perfect, imperfect and undefined; Verbs with prepositions; Verbs for changes of expression; Subjective tense

**Unit V                      *Grammar and Conversations***

This / that expressions, prepositions and could / should / would; Conversations- time markers, discussion connectors, quantifiers, exclamations and comparatives / Oral constructions.

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**Main text**      Aula Internacional -1 (Goyal Saab Publisher)

**Reference books**      Español sin Fronteras ESF – 1 (Goyal Saab Publishers)

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**Pedagogical approach**      Communicative Approach, Lectures, practice, talks and videos.  
T-P-T: 3-0-1

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**Evaluation**      Internal Assessment – 25 percent  
Written Examination – 75 percent

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**Unit V**      ***Impacts of Events and Role of Media***

Event impact, measuring impacts, event sustainability, event legacies, event and the new economics. Media: what is media, role in event management, links to stakeholders, media management, impacts of event coverage, crisis management for event managers.

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<b>Main text</b>	Bladen, Charles. Kennell, James. Abson, Emma. Wilde, Nick. (2012). <i>Events Management: An Introduction</i> . Routledge Publication
<b>Reference books</b>	Quinn, Bernadette. (2013). <i>Key Concepts in Event Management</i> SAGE Publication, New Delhi Jones, Meegan. (2010). <i>Sustainable Event Management: A Practical Guide</i> . Earth Scan, London
<b>Pedagogical approach</b>	Six credits are distributed as five theories and one tutorial. The theory part shall have lectures, case studies of different events and seminars. Students will be allowed opportunities to volunteer in local events. T-P-T: 3-0-1
<b>Evaluation</b>	Internal assessment – 25 percent Written Examination – 75 percent

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 702/SEM-VII      INTERNATIONAL TOURISM DESTINATIONS**

**4 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

The course emphasise on how travel and tourism industry having close links to destinations globally. It will further provide various destinations of the world, their prominent features and characteristics.

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**Learning outcomes**

Students will be able to identify the importance of a destination in the diverse sectors of tourism industry at global perspective. They will also be able to know how destination exhibits a number of important features of interest to tourists, tourism planners and operators.

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- Unit I                      *Introduction to International tourism destination***  
 Major landforms as tourist resources. Elements of weather and climate. Climatic regions of the world in brief. Impact of weather and climate on tourist destinations of the world.
- Unit II                      *Destinations of Asia and Pacific Region***  
 Tokyo, Shanghai, Bangkok , Singapore- Kuala Lumpur, Sydney, Dubai, Mumbai and Chennai
- Unit III                      *Destination of Europe and Africa***  
 London, Paris, Zurich, Madrid, Athens. - Cairo, Cape Town and Johannes berg, Mauritius, Seychelles, Nairobi
- Unit IV                      *Destinations of Americas***  
 New York, Los Angles, Montreal, Rio de Janeiro, Havana, Bogota, Costa Rica
- Unit V                      *Map Plotting and Case Study***  
 Location of important physiographic features and International Destination on the map of world. Case Study of any prominent International Destination and **Project Report**
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**Main text**      Cooper, C., Brian Boniface and Robyn Cooper, ( 2016) *Worldwide Destinations: The Geography of Travel and Tourism- 7th Edition*, Rutledge Publication

**Reference books**      World Tourist Atlas, (2015) Dreamland Publication, 2015.  
 Chuck Gee, Eduardo FayosSolá (1997) *International Tourism: A Global Perspective*, WTO, Spain.  
 Nigel Morgan, Annette Pritchard & Roger Pride (2001), *Destination Branding: Creating the Unique Proposition*, Butterworth and Heinemann.  
 Richard W.Butler (2006), *The Tourism Area Life Cycle: Applications and Modifications*, Channel View Publications.

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<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and Case study analysis, discussion on current news and economic issues. T-P-T: 3-0-1
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<b>Evaluation</b>	Internal assessment – 25 percent Written Examination – 75 percent
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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 703A/SEM VII    LEGAL FRAMEWORK FOR TOURISM**

**4 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

In the increasing tourism sector at global level, it is necessary to know about the legal rights of tourists by the students of tourism and hospitality. In this course introductory and general knowledge of tourism laws are to be studied.

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**Learning outcomes**

Job seekers in tourism industry shall help to protect the rights of tourists from any illegal harassment. Students will understand in detail the legal and regulatory framework in the travel and tourism sector.

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**Unit I                      *Perception of Laws***

Definition of law and regulations, essentiality of such laws in society, pre modern laws and regulations, role of legislation in tourism; National Tourism Policy - objectives and consistency.

**Unit II                      *Laws for Protection of Heritage***

Monuments and archaeological sites act, wildlife protection act, Antiquities & Art Treasures Act law and sustainable tourism.

**Unit III                      *Legislations for Tourism Transport Industry***

Land, sea and air transport laws, law of sea concept, bill of lading and foreign travels Act, legal rights of air tourist and aviation industry, Foreign Exchange Regulation Act, 1973, Passport Act, 1967.

**Unit IV                      *Legal Rights of Tourists***

Rights of tourists as consumers, safety and security laws for tourists, tourism packages laws, medical tourist's laws, surrogation laws, the Consumer (Protection) Act, 1986-; Rights of consumers; nature and scope of remedies available to consumers; Powers, functions and composition of consumer courts

**Unit V                      *Hotel and Hospitality Laws and Business Ethics***

Law for establishment of hotel, legal and regulatory aspects of guests tourists, hotel receipts tax act – 1980, legal formalities for foreign tourists, concept of social responsibility, managing ethical behaviour, tools of ethics, corporate Social Responsibility (CSR)

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**Main text**    Malik S. (2011) *Ethical & Legal & Regulatory Aspects Tourism Business*  
 Albuquerque. D. (2011), *Business Ethics- Principles and Practices*, Oxford: New Delhi

**Reference** Tulsain P.C (2007), *Business Laws*, Tata McGraw Hill, New Delhi.  
**books** Gerbert,Michael(ed) (2014) *Sustainable Tourism*  
 Goadwin R John (2014) *Hotel Hospitality and Tourism Law*  
 Cohen Glenn.I (2014), *Patients with Passports: Medical Tourism, Law and Ethics*

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<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and Case study analysis, discussion on current news and economic issues. T-P-T: 3-0-1
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<b>Evaluation</b>	Internal assessment – 25 percent Written Examination – 75 percent
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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

**BTM 703B/ SEM VII    PROJECT WORK**

**4 Credits**                      Discipline Specific Elective (DSE)

**Objectives of the Course**

Keeping in view the diverse nature of tourism & travel industry & its long- term implications on the economy, society, culture & environment, it is mandatory to do some project work so as to sharpen the research skills, develop a practical understanding of the Hospitality system, attain some field experience etc.

**Description of the Course**

Students are required to prepare a project on a topic of their choice approved from Faculty from Institute/ Head of Department; computer typed, compiled & hard bound copy (Two print Copies) and One soft copy in C.D.

Selecting A Topic: - The topic should directly relate to tourism and travel industry. A lot of thinking & creativity is required at planning stage. The purpose of the project is to-

- Learn about various tourism issues.
- Learn how to evaluate the potential.
- Improve organizing & managerial skills.

The Project should include: -

- The First page should include Name of The Institute / University, Project undertaken, Roll Number & Name.
- Certificate by Candidate of genuine work.
- Acknowledgement.
- Certificate of approval.
- Introduction to the topic.
- Problem Definition
  - Need of study
  - Problem Definition
  - Research objective
  - List of Information
- Research Methodology
  - Research design
  - Source of data
  - Instrumentation of data collection
  - Sampling Design
- Analysis, Findings & Interpretation.
- Suggestions & Recommendations.
- Conclusion or Silent Findings
- Limitation
- Bibliography
- Annexure

**Pedagogical approach**    The students will have to work under an allocated guide and will have to submit regular progress report.

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**Evaluation** One printed copy and one soft copy of the project report should be submitted to the Institute and one printed copy should be submitted to the organization where the project work is undertaken. The printed copy of the project report must bear the guidance certificate duly signed by both the guides (Internal & External). The relevant seal of the organization should support the signature of the external guide. The examiners duly constituted by the Institute will evaluate the Project Report. The project report should reflect the candidate's own understanding, estimation and analysis of the subject under study. Every student has to appear in the viva-voce examination on the project work.

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 704/SEM VII      ITINERARY COSTING AND PREPARATION**

**4 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

Itinerary costing and preparation is one most important aspect for tour operator and travel agencies. The success and failure of the tourism industry depends on the itineraries prepared by it. The course focuses on the practical aspects of the industry which will make students better prepared for job interview and immediate success in the industry.

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**Learning outcomes**

The course is designed with the intention to familiarise the students with itinerary preparation and its costing. After conclusion of the course the students will be able read, understand and make itineraries for tourists with different aspirations.

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**Unit I                      *Introduction***

Itinerary Preparation: Concept, Typology, Duration, GIT, FIT Do's and don'ts of itinerary preparation-Limitations and Constraints

**Unit II                      *General Concept***

Custom made itinerary and Readymade itinerary, Factors to be considered while Preparing an itinerary - Seasonal Itinerary-Product based itinerary-All-Inclusive Itinerary

**Unit III                      *Tour Packaging***

Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Lessoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.

**Unit IV                      *Product Oriented Package Tour***

Health tourism, Yoga, Meditation and Nature Cure –Beach Holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours. Adventure Package: Soft and Hard adventure - Concepts and guidelines: Desert Safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf Tours, Theme tours and Cruise. Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals- Rural/Village tour.

**Unit V                      *Costing a Tour***

Components, Considerations- Types of Costs-Cost sheet, FIT Costing and Group Costing. Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc. Pricing Strategies and Distribution Mechanism

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**Main text**      Chunk, James, Dexter & Boberg (n.a.) *Professional Travel Agency Management*  
 D.L. Foster (n.a.) *The Business of Travel Agency Operations and Management*

**Reference books** Chand, M., (2000), *Management Of Travel Agency And Tour Operation*, Anmol Publications Pvt. Ltd, New Delhi.  
Chaudhary, M., 2010, *Tourism Marketing*, First Edition, Oxford University Press, New Delhi.

**Pedagogical approach** Two credits are subjected to two classes per week comprising of lectures and comparative study of different itineraries offered by travel agencies. The theory part will also cover presentation from teachers and students discussing itineraries.  
T-P-T: 3-0-1

**Evaluation** Internal Assessment – 25 percent  
Written Examination – 75 percent



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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 801/ SEM VIII ON THE JOB TRAINING**

**16 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

**INDUSTRIAL EXPOSURE - II (On the Job Training)**

The objective of Industrial Exposure is to facilitate learners with skills & practices of trade so as to supplement their theory and practical inputs of semester VII and enable them to Industry Ready.

Duration of Exposure: 15-18 weeks

Industrial Exposure will require an input of 90-100 working days (15 weeks x 06 days = 90 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as “absent” in industrial training and results. The Industry Exposure in VIII semester necessarily needs to be in an approved organisation related to Hospitality, Travel, Tourism, Recreation, Leisure or other such organisation. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.

**Training Schedule:**

The VIII Semester shall be supplemented by on the job training in following BTM 801, BTM 802, BTM 803 & BTM 804: Total weeks: 15-18 weeks. The Units imparting industrial exposure shall conduct formal induction sessions and emphasis on personality skills to facilitate the learners on Writing Skills for Hospitality (Writing of Industrial Reports/ Trade Presentation Skills, Human Resource Practices Safety, Security and Travel Documentation Facilitation Management Practices while acquainting the learners with skills of trade of their choice from BTM 801- 804 . It may please be noted that for this semester the number of credits assigned is 20. Being practical oriented the number of hours input per week comes as 40 hours per week.

**Academic Credits for training shall be based on following**

Attendance, Appraisals, Report and presentation, as applicable

All candidates must ensure that the appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. They are also advised to make a report in accordance to their curricular for VIII Semester. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 15 minutes. Marks will be awarded on this. The presentation should express the student’s experiences in the department and what has he learned/ observed. The Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

1. Appraisal
2. A copy of the offer letter and industry exposure/ Job Training Certificate. [SEP]
3. Report in view of requirements of VIII semester. [SEP]
4. Power Point presentation on a CD, based on the report. [SEP]
5. Attendance sheet. [SEP]
6. Leave card. [SEP]

For distribution of marks refer to details on Course structure/ Credit Distribution [SEP] During the tenure of Industrial Exposure, apart from carrying out the assigned jobs, [SEP] The learners are suggested to make the following observations in the departments of Industry:

#### WHAT TO OBSERVE

1. Standard operation/ Operating Procedure
2. Who is Who- Key people in the Core Group
3. Hierarchy Chart
4. Key Personnel
5. Job Description
6. Employee Recruitment/Retaining/ Welfare Policies (Break-Timings) [SEP] Duty hours, Weekly off
7. Working Condition
8. Situation handling procedures
9. Certifications from various Institutions like Licensing/ NoC etc.
10. Operation Timings
11. Duty Roaster
12. Communication Channels
13. Uniform codes
14. Forms & Formats
15. Record Keeping & Systems

#### WRITING SKILLS FOR TOURISM

Writing Skills for Tourism (Writing of Industrial Reports/ Operation Software Skills/ Trade Presentation Skills)

1. Business Communications
2. Email & Web Applications
3. Software Operations
4. Professional Presentations
5. Annual Reports
6. Appraisals
7. Inter Office Communications
8. Intra Office Communications
9. Formal Telephonic Conversations
10. Interacting with Customers/ Seniors/ Colleagues/ Juniors
11. Writing & Presentations of Reports

## PERSONALITY SKILLS FOR TOURISM

### WHAT TO OBSERVE

#### (a) Personality Enrichment

Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening

#### (b) Etiquettes & Manners

Social & Business Dining Etiquettes, Social & Travel Etiquettes

#### (c) Personality Development Strategies

Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of “Small Talk” before serious business

#### (d) Interpersonal Skills

Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc at work place <sup>[17]</sup><sub>[SEP]</sub>

#### (e) Group Discussion

Team Behaviour, how to effectively conduct yourself during GD, do’s and don’ts, clarity of thoughts and its expression.

#### (f) Telephone conversation

Thumb rules, voice modulation, tone, do’s & don’ts, manners and accent <sup>[17]</sup><sub>[SEP]</sub>

#### (g) Presentation

Presentation skills, seminars skills role plays

#### (h) Electronic Communication Techniques

E mail, Fax.

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**BACHELOR OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM 802/ SEM VIII    COMPREHENSIVE VIVA-VOCE- (DSE)**

**4 Credits**                      Discipline Specific Elective (DSE)

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**Description of the course**

The intention of this course is to analyse the output of the programme through a detailed interview.

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**Learning outcomes**

Every student has to appear in the viva-voce examination. The Department would decide the members of the viva voce committee. Questions from various semesters will be asked to the students and try to determine the overall progress and consistency of the students throughout the programme.

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## Choice Based Courses

The Department of Tourism, Hotel, Hospitality and Heritage Studies will offer BTM programme under CBCS as per the structure provided by the University for B.A./B.Sc. (Hons.).

Courses on offer under CBCS to students from other Departments:

<i>Code</i>	<i>Type</i>	<i>Nomenclature</i>		
BTM(C)104	CBCE	Delhi Tourism	4	4
BTM(C)204	CBCE	Health and Wellness Tourism	4	4
BTM(C)305	AECC	Sales and Negotiation in Tourism	4	4
BTM(C)405	CBCE	Tourism Entrepreneurship	4	4
BTM(C)505	CBCE	Tourist Behaviour	4	4
BTM(C)605	SEC	Heritage Management	4	4
BTM(C)705	CBCE	Business Communication and Personality Skills in Tourism	4	6



<b>BACHELORS OF TOURISM AND TRAVEL MANAGEMENT</b>	
<b>BTM(C)104</b>	<b>DELHI TOURISM</b>
<b>4 Credits</b>	Choice Based Courses Elective
<b>Description of the course</b>	
The course seeks to familiarize the students with the Tourist attractions and World Heritage Sites located in the historic city of Delhi. It is also aimed at encouraging the students to explore the multiple dimensions of Delhi's built heritage over the centuries.	
<b>Learning Outcome</b>	
It seeks to stimulate students interest in the theme and also intends to inculcate a sense of responsibility among them to take care of the living past and the natural-cultural treasures of Delhi	
<b>Unit I</b>	<b><i>Delhi Through the Ages I</i></b> Quila Rai Pithora (Lal Kot), Mehrauli, Siri
<b>Unit II</b>	<b><i>Delhi Through the Ages II</i></b> Tughlaqabad, Firozabad, Din Panah (Old Fort), Shahjahanabad
<b>Unit III</b>	<b><i>Religious Tourist Attractions</i></b> Nizamudddin Dargah, Jama Masjid, Guruduwara Bangla Saheb, Gurudwara Sisganj, Lotus temple, Akshardham temple, Saint James Church
<b>Unit IV</b>	<b><i>Architectural and other places of Attractions</i></b> Lodhi gardens and its monuments, Safdarjung tomb, Jantar Mantar, Baoli (Step Well), Agresen ki Baoli, Gandhak ki baoli, Lutyens's Delhi: Sansad Bhavan, Rashtrapati Bhavan, India gate, Connaught place, Rajghat and National Zoological Park., Museums: National museum and Rail museum.
<b>Unit V</b>	<b><i>UNESCO, selection of World Heritage sites and World Heritage sites in Delhi</i></b> Qutub Complex, Humayun's Tomb, Red Fort
<b>Main text</b>	Kumar, Sunil., (2010). The Present in Delhi's Past, Three Essays Collective, Delhi Liddle, Swapna. (2010). <i>Delhi -14 Historic Walks</i> . New Delhi: Westland Limited publication
<b>Reference books</b>	Gupta, Narayani and Laura Sykes et.al. (2008) <i>Delhi: Its Monuments and History</i> , 3rd Edition. New Delhi: Oxford University Press Frykenberg, R.E., ed. (1986), <i>Delhi Through the Ages</i> , Oxford University Press, Delhi
<b>Pedagogical approach</b>	Lectures, presentations, Assignment, group activities and Case study analysis, discussions T-P-T: 3-0-1
<b>Evaluation</b>	75% external evaluation. 25% internal evaluation





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**BACHELORS OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM(C)204 /SEM II HEALTH AND WELLNESS TOURISM**

**4 Credits** Choice Based Courses Elective

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**Description of the course**

The course is designed to acquaint students with one of the most rapidly emerging sector in the tourism sector. It also refers pejoratively to the practice of healthcare providers travelling internationally to deliver healthcare.

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**Learning outcomes**

The students would be able understand the business of medical tourism, its challenges and opportunity. The course is intended to provide students with basic knowledge of the emerging segment of tourism with lot of potential in India and provide a skill to get immediate placement in the sector.

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**Unit I Introduction**

Understanding the Business with reference to emerging markets in the world. Issues, Challenges, Trends. Importance of Ayurveda in development of health tourism. Indian Ayurvedic- Health Tourism. Emerging trends in healthcare industry.

**Unit II Impacts of Wellness Tourism**

Environmental, Social, Health, Economical impacts of Health and Weeness Tourism. Health tourism and public health.

**Unit III Development of Health Tourism in India**

Opportunities and Challenges of Health Tourism in India. Recent Trends and Emerging market. The strategy adopted for promotion and Affiliations. Medical Tourism in Kerala.

**Unit IV Sustainable Health Tourism**

Understanding Sustainable and Responsible Tourism. Current Global and Regional Trend. Measures to achieve sustainability in tourism

**Unit V Medical Tourism in different countries and Medical Tourism Association**

Studying some of emerging countries in Medical tourism like Thailand, Costa Rica, El Salvador, Singapore, Malaysia etc. and Medical Tourism Association.

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**Main text** Singh, Mahesh Chandra (2010). *Medical Tourism*. New Delhi: Centrum Press

**Reference books** Ghose, Amitabha (2012). *Health Tourism: A Case for India*. Hyderabad: The ICFAI University Press

Jacob, Robinet (2008). *Health Tourism and Ayurveda. Delhi*. New Delhi: Abhijeet Publication.

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<b>Pedagogical approach</b>	Lectures will focus on the introduction and explanation of concepts and theories supported by industrial cases wherever appropriate. T-P-T: 4-0-0
<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent

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**BACHELORS OF TOURISM AND TRAVEL MANAGEMENT**

**BTM(C)305/ SEM III      SALES AND NEGOTIATION IN TOURISM**

**4 Credits                      Ability Enhancement Compulsory Course**

**Description of the course**

One of the important skills that tourism companies are seeking is ability to execute successful sales of its products. The sales force is the most important asset to any organisation. This is a unique course on selling tourism products and managing the sales function.

**Learning outcomes**

The students would be able to learn the basic skills of selling which is very important in any organisation. The students will be taught various approach with practical knowledge. This course will prepare students with qualities which will facilitate in getting immediate placement after the completion of the Programme.

**Unit I                      *Introduction***

Evolution of sales management; the selling concept; scope of selling in tourism; difference between selling and marketing; concept of personal selling; personal selling process in tourism.

**Unit II                    *Theories of Sales***

Theories of selling; sales forecasting methods; concept of consumer behavior; consumer behavior and selling; essential qualities of salesman and sales manager.

**Unit III                  *Sales Management***

Concept of branding in tourism sales; tourism sales and merchandising; management of sales force: recruiting process; selecting sales personnel; developing and conduction sales training programmes.

**Unit IV                  *Budget and Control***

Compensation plan for sales force; motivation of sales force; sales quota; types of quota and quota setting procedures; sales budget; management of sales territories.

**Unit V                    *Sales Channel***

Tourism sales channels; types of channel; key issues in management of tourism sales channels; tourism channel control system.

**Main text**      Jobber & Lancaster (2009). *Selling and Sales Management*, 8/e, Pearson Education.

Still, Cundiff and Govoni (1998). *Sales Management: Strategies and Cases*. New Delhi: Prentice Hall of India.

**Reference books** Kapoor, S.K. & Kansal, P. (2003). *Basics of Distribution Management: A Logistical Approach*. New Delhi: Prentice Hall of India.  
Breithaupt ,Tim (2003). *10 Steps of Sales Success*. American Management Association.

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**Pedagogical approach** Lectures will focus on the introduction and explanation of concepts and theories supported by industrial cases wherever appropriate. Group discussions and activities may be arranged to stimulate students’ interest.  
T-P-T: 4-0-0

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**Evaluation** Internal Assessment – 25 percent  
Written Examination – 75 percent

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<b>Evaluation</b>	Internal Assessment – 25 percent
	Written Examination – 75 percent

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**BACHELORS OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM(C)505 / SEM V**

**TOURIST BEHAVIOUR**

**4 Credits**

Choice Based Courses Elective

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**Description of the course**

This subject aims to provide students with an overview of the role of consumer behaviour in travel and tourism. It incorporates the theoretical frameworks and concepts derived primarily from mainstream marketing, consumer behaviour and the tourism discipline to form a comprehensive understanding of tourist behaviour. This subject helps students to not only develop an understanding of tourist behaviour, but also apply theory into practice.

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**Learning outcomes**

Upon completion of the subject, students will be able to explain the core concepts underlying tourist consumer behaviour, both as the purchaser and the user, in tourism marketing, apply consumer behaviour models generated by the marketing discipline in the tourism context, analyse tourists' decision process within the dynamic and complex travel and tourism phenomenon and identify the current global trends in tourist behaviour and its relevance to international tourism marketing.

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**Unit I      *Introduction to Tourist Behaviour***

The role of consumer behaviour in tourism marketing; Overview of tourist behaviour in relation to the products, services and markets of the hospitality industry; Reasons for buying particular products or services.

**Unit II      *The Tourist Consumer Decision Process***

Purchase decision making process; Main concepts and models of tourist behaviour; Travel motivation and determinants.

**Unit III      *Tourist Perceptions, Expectations and Satisfaction***

Perception, Dynamic of perception, Consumer imagery, Perceived risk, Risk handling by tourists, Developing strategies for reduction of perceived risk.

**Unit IV      *Social and Cultural Influences on Tourist Behaviour***

Components of cultural impacts on tourist consumption; Environmental influences which fall into two broad categories: cultural influences and reference group influences affecting tourists.

**Unit V      *Current Issues in Tourist Behaviour and their Implications for International Tourism Marketing***

Nature of demand in different segments and market sectors of tourism; Tourist behaviour and the marketing concept; Global tourism demand and national differences.

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<b>Main text</b>	<p>Swarbrooke, J., &amp; Horner, S. (2007). <i>Consumer Behaviour in Tourism</i>. (2nd ed.), Butterworth-Heinemann.</p> <p>Williams, A. (2002). <i>Understanding the Hospitality Consumer</i>. (1st ed.), Butterworth-Heinemann.</p>
<b>Reference books</b>	<p>Chon, Kaye, Pizam, Abraham, &amp; Yoel. (2000). <i>Consumer Behaviour in Travel and Tourism</i>. Routledge.</p> <p>FitzGerald, H. (2002). <i>Cross-cultural Communication for the Tourism and Hospitality Industry</i>. (Rev. ed.), Hospitality Press.</p> <p>Peter, J.P., &amp; Olson, J.C. (2010). <i>Consumer Behavior and Marketing Strategy</i>. (9th ed.), McGraw-Hill International.</p> <p>Schiffman, L. G., &amp; Kanuk, L. L. (2006). <i>Consumer Behaviour</i>. (9th ed.), Pearson Education Inc.</p> <p>Yvette, R., &amp; Turner, L. W. (2003). <i>Cross Cultural Behaviour in Tourism: Concept and Analysis</i>. (1st ed.), Elsevier Butterworth-Heinemann.</p>
<b>Pedagogical approach</b>	<p>Lectures will focus on the introduction and explanation of concepts and theories supported by hypothetical and real examples wherever appropriate. Group discussions and activities may be arranged to stimulate students' interest or their awareness of practical implications of some concepts.</p> <p>T-P-T: 4-0-0</p>
<b>Evaluation</b>	<p>Internal Assessment – 25 percent</p> <p>Written Examination – 75 percent</p>

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**BACHELORS OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM(C)605 / SEM VI      HERITAGE MANAGEMENT**

**4 Credits**                      Skill Enhancement Courses

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**Description of the course:**

The course covers heritage regulations and management, applications and practices in India. The course provides the definitions, terminology and concepts of heritage and Management and their relationships with tourism.

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**Learning outcomes:**

After completion of the course, the student should be able to identify basic theoretical debates and practical principles which today shape the cultural heritage management and able to analyse the heritage management, its nature, conservation and relationships with the cultural environment. The outcome of the course is to create a professional heritage manager who will work towards awareness and preservation of India's glorious heritage and its management.

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**Unit I      *Introduction to Heritage***

Understanding the meaning, definitions, Concepts of heritage and management; types of heritage (tangible, intangible and living); and significance; interrelationship, and their significance in tourism studies.

**Unit II      *Heritage Tourism***

World Heritage Sites, Heritage conservation, Impacts of heritage tourism; Planning and development for heritage tourism; Managing heritage tourism: visitor management, legal aspects and zoning

**Unit III      *Heritage Legislation and Policy***

Introduction to legislations for the protection and preservation of heritage, The AMASR Act 2010, State legislation, The Antiquities and Art Treasures Act 1972, International Charters and Conventions, INTACH Charters for the Conservation of Unprotected Heritage and Sites in India

**Unit IV      *Museum, Archives and Management***

Definition and scope of museum; Types and classifications of museums and archives, role and significance, public relations and education,

**Unit V      *Role and functioning of national and international organizations***

ASI, INTACH, AGA KHAN TRUST, ICOMOS, ICCROM, NMA

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**Main text**                      Seth P.M. (2008). *Successful Tourism Management*. New Delhi: Sterling Publishers  
    Chowla, A.S. (1995). *Management of Tourism: A global Perspective*. New Delhi: Deep & Deep Publications.

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**Pedagogical approach**      Lectures, presentations, Assignment, group activities and Case study analysis, discussions  
    T-P-T: 3-0-1

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**Evaluation** 75% external evaluation. 25% internal evaluation

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**BACHELORS OF TOURISM AND TRAVEL MANAGEMENT**

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**BTM(C)705 / SEM VII PERSONALITY DEVELOPMENT AND COMMUNICATION SKILLS IN TOURISM**

**4 Credits** Choice Based Courses Elective

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**Description of the course**

The purpose of this course is to introduce students to the theory, fundamentals and tools of communication and to develop in them vital communication skills which should be integral to personal, social and professional interactions.

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**Learning outcomes**

The students will be able to acquire basic knowledge of comprehension communication and writing skills. Further, it aims to provide exposure of English communication used in the tourism industry by the professionals.

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**Unit I** *Basics of Personality*

Personality Analysis, theories and concepts of personality development, personality types and leadership qualities, personality tests.

**Unit II** *Soft Skills*

Classification of Soft skills, antiquity of soft skills, non-verbal communication, body language

**Unit III** *Introduction to Communication*

Meaning, types and levels of Communication; Process of communication; Barriers to communication;

**Unit IV** *Reading and Writing Skills*

Reading comprehensions; Improving comprehension skills; Techniques for good compressions; Elements of effective writing; Technical reports- Proposals, formal letters, memos and emails.

**Unit V** *Listening and Speaking Skills*

Meaning and Importance of listening; Reasons for poor listening; Traits of a good listener; Types of listening; Basic sounds of English- vowels, consonants, phonetics etc.; Conversation, dialogues, interviews, group communication, public speech.

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**Main text** Raman, Meenakshi and Sharma, Sangeeta (2016). *Technical Communication- Principles and Practice*. New Delhi: Oxford Publication.  
Mitra, Barun K. (2016). *Personality Development and Soft Skills*. New Delhi: Oxford Publication.

**Reference books** Kumar, Inderjit & Kumar, Sanjay. *A Course Book of English Grammar, Composition and Translation*.

Bapna, Anil & Bapna, Raj (2015) *How to Write and Speak Effective, Powerful and Fluent English*.

Murphy, R., & Smalzer, W. R. (2002). *Basic grammar in use: self-study reference and practice for students of English. Student's book*. Ernst Klett Sprachen.

Lesikar, R. V., Flatley, M. E., Rentz, K., & Pande, N. (2008). *Business communication: Making connections in a digital world*. McGraw-Hill.

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<b>Pedagogical approach</b>	Lectures, presentations, assignment, group activities and case study analysis etc. T-P-T: 2-2-0
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<b>Evaluation</b>	Internal Assessment – 25 percent Written Examination – 75 percent
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# Undergraduate Programme

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BACHELOR OF VOCATION IN  
FOOD PRODUCTION  
BVoc. (FP)

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Department of Tourism,  
Hotel, Hospitality, and  
Heritage Studies

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**Jamia Millia Islamia,  
New Delhi**

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This document outlines the details of the B.Voc programme offered by Department of Tourism, Hotel, Hospitality and Heritage Studies of Jamia Millia Islamia. This document is an effort to outline the process for the convenience of aspirants. However, in case of a doubt/dispute the relevant Ordinances and Regulations of the University shall prevail.

## INTRODUCTION

- BVoc in Food Production is a three-year intensive programme with multiple entry and exits at the end of each year.
- The programme exposes the student to the diversity of food industry and enriches them with intellectual & leadership capabilities.
- The program is blended with value education inputs and emphasis on holistic development of the students.
- The course study enables the candidate to gain adequate culinary skills to meet the ever-growing demands of the hotel and tourism industry.
- The course will train the students to move into diverse managerial roles in prestigious national & international hospitality organisations.
- The programme will provide students with an in depth understanding of kitchen operations and knowledge of the underlying principles of the food industry.
- The course will prepare graduates for management careers in hospitality sectors such as Hotels, Resorts, Cruise Liners, Restaurant and Catering Organisations.
- The course offers adequate entrepreneurial flair and commercial insight in candidates to start up their own ventures.

There are innumerable openings in hotel management career. Some of the career options are found in the following areas:

- Hotel and Allied Industry
- Kitchen Executives
- Kitchen Management
- House and Institutional Catering Supervisors/Assistants
- Faculty in Hotel Management/Food Craft Institutes
- Catering Officers in Cruise lines/Ships
- Kitchen attendants/Kitchen managers in Tourism Development Corporations
- Entrepreneurship opportunities
- Cooks for Guest houses and Home stays

The programme therefore envisages delivering a set of knowledge, skill, attitudes, values. An illustrative list is as follows:

<b>Knowledge</b>	Knowledge of Basic Principles of cooking Knowledge of Food & Beverage Service styles Knowledge of different trends in cooking Knowledge of Point of Sale (POS) Software Understanding the Significance of Food and Nutrients in the Food Knowledge of Guest diet preferences Knowledge of Order Taking & In Room Dining Process Knowledge of Standard Operating Procedures Knowledge of Standard recipes of Indian and Foreign Cuisines
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**Skills**

**Soft skills**

Interpersonal skills

Handling Guests

Meet and greet

Handling groups

Handling grievances and complaints

Team working

Language skills- Writing Presentation skills

**Technical skills**

Culinary Skills

Office filing and documentation

Dinning & Food Service skills

Organizing events and conferences

Foreign language skills

Basic accounting

Software Skills (Micros, POS)

Bar Tending Skills

Facility management

**Attitudes**

Customer Relationship Management

Service attitude

Entrepreneurial

Complaint Handling

**Values**

Integrity, Diplomacy, Empathy, Anticipation  
of Guest Need, Patience, Courteous.

## EXIT LEVEL OUTCOMES

Job Role: **Commis Chef** (No Exit)

Upon the successful completion of this job role the students will be able to:

- Prepare basic food items and assist Commi 1/ CDP in food preparations
- Sets up kitchen for operations
- Prepare sauces, salads & cold starters
- Monitor stock taking in the kitchen
- Perform the closing of the kitchen at the end of one shift

Job Role: **Commi 1**

Upon the successful completion of this job role the students will be able to:

- Perform food preparations as per standards
- Maintain standard of etiquette and hospitable conduct
- Understand the use of equipment and appliances in Kitchen
- Assist in managing different sections of kitchen
- Prepare different cuisines prepared in kitchen

Job Role: **Chef De Partie**

Upon the successful completion of this job role the student will be able to:

- Monitor kitchen operations effectively
- Plan the work schedules as per the SOP's of the organization
- Organize the resources in the kitchen to make the efficient use of them
- Provide Kitchen staff solutions to their problems
- Understand and implement food safety and hygiene standards in kitchen

Job Role: **Sous Chef**

Upon the successful completion of this job role the student will be able to:

- Assist in creating new recipes and writing menu
- Perform administrative work
- Manage Kitchen operations effectively
- Plan kitchen designs and layout
- Identify work and assign them to team members as per their competencies

**Note:** Please note that the above stated Learning Outcomes are aligned with NOS as laid out by THSC



Nomenclature	Bachelor of Vocation in Food Production
Department	Department of Tourism, Hotel, Hospitality and Heritage Studies
Faculty	Faculty of Humanities and Languages
Type	Undergraduate programme
Level	Level 5 to 7
Duration	Three-year, Six semester programme
Exit Levels	Level 5/ Certificate; Job Role- Commis Chef (No exit) Level 5 /Diploma; Job Role – Commi 1 Level 6 / Advance Diploma; Job Role – Chef De Partie Level 7/ BVoc; Job Role- Sous Chef
Evaluation	The general component and the skill component will be assessed by the University as per the approved norms. THSC (Tourism and Hospitality Skill Council) will independently assess and certify the skill component as per the prescribed NOS for each exit level/job role.
Credits	180 credits
Intake	60
Fees	Rs 96,950/-
Background	Hospitality industry is growing at a fast pace. Industry is a varied industry ranging from 5-star hotels to service providers in the unorganized sector. Government has estimated a skill gap of 81 lakhs trained manpower. This course is a step towards training youth for culinary skills in specific that will allow them an opportunity to work for the hospitality sector in general and hotels and restaurants in particular.
Eligibility	At least 45% in XII class
Admission	Based on entrance test conducted by university
Requirements	Desirable that the students seeking admission have good communication skills and some degree of comfort working in kitchen environment.

## PEDAGOGY

Looking to the long-standing demand of the corporate for industry-ready human power, the Jamia's BVoc in Food Production programme is envisaged to use Activity Based Learning (ABL) with a large industrial exposure and culinary training component training component. The pedagogy prefers active learning (rather than passive learning) through projects, case discussions, role-plays, student-led events, and extensive co-curricular events. Department will try to create as many as possible opportunities to allow learners an exposure to real-time events. Invited lectures by practitioners and entrepreneurs will be organized regularly.

## B. Voc IN FOOD PRODUCTION

SEMESTER	CODE	SUBJECT	GC/SC	CREDIT	TOTAL HOURS
ONE/CERTIFICATE-COMMIS CHEF	BFP101	Communication Skills & Personality Development-I	GC	4	
	BFP102	Basics of F&B Service	GC	4	
	BFP103	Basics of Computer Applications	GC	4	
	BFP104	Basics Principles of Food Productions	SC	4	Theory 30 Practical 60
	BFP105	Kitchen Operations	SC	4	Theory 30 Practical 60
	BFP106	Kitchen Communications	SC	4	Theory 30 Practical 60
	BFP107	INDUSTRIAL TRAINING	SC	6	180
TWO/DIPLOMA-COMMI 1	BFP201	Communication Skills and Personality Development- II	GC	4	
	BFP202	Foundation in Food & Beverage -I	GC	4	
	BFP203	Food Science & Nutrition	GC	4	
	BFP204	Basics of Indian Cooking	SC	5	Theory 35 Practical 75
	BFP205	Essentials of Kitchen Management	SC	4	Theory 30 Practical 50
	BFP206	Food Safety & Hygiene	SC	4	Theory 30 Practical 50
	BFP207	INDUSTRIAL TRAINING	SC	5	180



THREE / CHEF-DE-PARTIE	BFP301	Basics of Hotel Accountancy	GC	4	
	BFP302	Foundation in Food & Beverage -II	GC	5	
	BFP303	Principles of Management	GC	4	
	BFP304	Material Management	GC	5	
	BFP305	Larder Kitchen	SC	4	Theory 35 Practical 50
	BFP306	Food Production Management	SC	4	Theory 30 Practical 50
	BFP307	French For Hospitality	SC	4	Theory 30 Practical 50
FOURTH/ADV.DIPLOMA/CHEF-DE-PARTIE	BFP401	INDUSTRIAL TRAINING (4 MONTHS)	SC	24	740
FIFTH /SOUS-CHEF	BFP501	F&B Controls	GC	6	
	BFP502	Advance Course in F&B Service	GC	6	
	BFP503	Human Resource Management	GC	6	
	BFP504	International Cuisines	SC	4	Theory 20 Practical 30
	BFP505	Kitchen Planning and Management	SC	4	Theory 37 Practical 75
	BFP506	Culinary French	SC	4	Theory 37 Practical 50
SIXTH/BVoc/SOUS CHEF	BFP601	INDUSTRIAL TRAINING (4 months)	SC	24	740

**Note:** Please note **GC** stands for 'General Component' and **SC** stands for 'Skill Component'.

### Semester – I (Commis Chef)

Course Code/ Type	Course Title	Credits
BFP 101/GC	Communication Skills and Personality Development	4
BFP 102/GC	Fundamentals of Food & Beverage Service	4
BFP 103/GC	Basics of Computer Applications	4

Job Role: <b>COMMIS CHEF</b>		
Course Code/Type	Course Title	Credits
BFP 104/SC	Basic Principles of Food Production	4
BFP 105/SC	Kitchen Operations	4
BFP 106/SC	Kitchen Communication	4
BFP107/SC	Industrial Training	6

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**BVoc Food Production  
LEVEL 5 (Commis Chef)**

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**BFP 101/ LEVEL 5**      COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT-I  
**4 Credits**              General Course (GC)

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**Description of the course**

The course enables the students to excel in their communication skills and have overall development of their personalities.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to know:

- Purpose of communication
  - Barriers of Communication
  - Listening Skills
  - Importance of nonverbal communication
  - Art of effective speaking
  - Telephone handling
- 

**Unit I      *Business Communication***

Need; Purpose; Nature; Models; Barriers to communication; Overcoming the barriers.

**Unit II      *Listening Skills***

Definition; Levels and types of listening; Listening barriers; Guidelines for effective listening; Listening computerization and note taking.

**Unit III      *Effective Speaking***

Polite and effective enquiries and responses; Addressing a group ; Essential qualities of a good speaker ; Audience analysis ;Defining the purpose of a speech, organizing the ideas and delivering the speech.

**Unit IV      *Non-Verbal Communication***

Definition and Importance; Kinesics: Body movements, facial expressions, posture, eye contact etc.; Proxemics: The communication use of space; Para language: Vocal behaviour and its impact on verbal communication; Communicative use of artefacts – furniture, plants, colours,

**Unit V      *Telephone Handling***

The nature of telephone activity in the hotel industry; The need for developing telephone skills; Developing telephone skills.

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**Main text**    Thill, John. (2006). *Business Communication Essentials*. Pearson.

**Reference books** Chhabra, Sandhya. (2012). *Personality Development and Communication Skills*. Sunindia

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T: 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 25%  
Practical – 75 %

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**BVoc Food Production  
LEVEL 5 (Commis Chef)**

<b>BFP 102/ LEVEL 5</b>	<b>BASICS OF FOOD &amp; BEVERAGE SERVICE</b>
<b>4 Credits</b>	General Course (GC)

**Description of the course**

The course enables the students to have an in-depth insight of F&B Service industry. The subject focuses upon various types of operations in F&B Outlets and their distinguishing features

**Learning outcomes**

Upon the successful completion of the course the students will be able to know:

- Different types of cutleries, crockery, glassware
- F&B equipment
- Table layout
- Different types of food services.

**Unit I      *The Hotel and Catering Industry***

Introduction to the Hotel Industry and Growth of the hotel industry in India; Role of Catering establishment in the tourism industry; Types of F&B Operations; Classification of Commercial, Residential /Non-residential Catering; Welfare Catering- Industrial/ Institutional/ Transport.

**Unit II      *Departmental Organisation and Staffing***

Organization of Food and Beverage department; Duties & Responsibilities of various F&B Service staff; Uniform & Grooming Standards; Attributes of Food and Beverage Staff; Inter departmental coordination.

**Unit III      *Food and Beverage Outlets***

Speciality Restaurants; Coffee Shop; Cafeteria; Grill Room; Banquets; Bar; Vending Machines; Discotheque; Fast Food (Quick Service Restaurant).

**Unit IV      *Ancillary Departments***

Introduction; Pantry; Food pick-up area; Store; Linen Room; Kitchen Stewarding.

**Unit V      *Food and Beverage Service Equipment***

Familiarization & Selection factors of:

- Cutlery
- Crockery
- Glassware
- Flatware
- Hollowware
- Dummy Waiter/ Side Board



- Practical**
- Understanding Personal Hygiene & Food Service Hygiene
  - Grooming standards required for a F&B Professional (Male/ Female)
  - Understanding Food Service Outlets.
  - Familiarization with Food Service equipment and tools
  - Acquaintance with various Fire Safety Equipment's, Fixtures, Manuals used in hotel
  - Handling Fire and Emergency Procedures
  - Familiarization & Identification of Crockery, Cutlery, Hollowware, Flatware and Tableware in F&B Outlets
  - Understanding Service Methods, setting up of Side Station, Table Layouts, Napkin Folding and Presenting Menus

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**Main text** Singaravelavan, R. (2016). *Food and Beverage Service*. New Delhi: Oxford University Press.

**Reference books** Dennis R. Lillicrap & John A. Cousine (2006). *Food and Beverage Service*. ELBS.  
 Andrews, Sudhir (2013). *Food & Beverage Service Training Manual*. Tata Mc Graw Hill.  
 Dhawan, Vijay (2008). *Food & Beverage Service*. Frank Brothers & Company Pvt Ltd.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
 T-P-T: 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 25%  
 Practical – 75%

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**BVoc Food Production  
LEVEL 5 (Commis Chef)**

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**BFP 103/ LEVEL 5**      **BASICS OF COMPUTER APPLICATIONS**  
**4 Credits**              General Course (GC)

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**Description of the course**

The course enables the students to have an in-depth knowledge of computer operations. The subject focuses upon various programs & commands of the system.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to know:

- Basics of Computers
  - MS Word
  - MS Excel
  - MS Power Point
  - Usage and Operations of different hotel software
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**Unit I              *Windows Operations***

Creating Folders; Creating Shortcuts; Copying Files/Folders; Renaming Files/Folders; Deleting Files; Exploring Windows; Quick Menus.

**Unit II             *MS Word***

Creating a document; Formatting a document; Special effects; Cut, Copy and Paste operation; Using MS-word tools.

**Unit III            *MS Excel***

How to use Excel; Starting Excel; Parts of the Excel Screen; Parts of the Worksheet; Navigating in a Worksheet; Getting to know mouse pointer shapes.

**Unit IV            *MS Power Point***

Making a simple presentation; Using Auto content Wizards and Templates; Power Points five views; Slides - Creating Slides, re-arranging, modifying - Inserting pictures, objects - Setting up a Slide Show; Creating an Organizational Chart.

**Unit V             *Hotel Software***

Application and features of various software:

- Fidelio
- Amadeus
- Opera
- Micros
- Shawman

- CRS (Computerised Reservation System)
- POS (Point of Sale)

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<b>Main text</b>	Tewari, Jatashankar R(2017). <i>Hotel Front Office Operations &amp; Management</i> . New Delhi: Oxford University Press
<b>Reference books</b>	Bhatnagar,S.K.(2013). <i>Front Office Management</i> .New Delhi: Frank Bros. & Co. (Publisher) Ltd.  Andrews,Sudhir(2011). <i>Hotel Front Office (A Training Manual)</i> .New Delhi: Tata McGraw-Hill Publishing Company Limited
<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)
<b>Evaluation</b>	Theory – 25% Practical – 75 %

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**BVoc Food Production  
LEVEL 5(Commis Chef)**

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**BFP 104/ Level 5  
4 Credits**

**BASIC PRINCIPLES OF FOOD PRODUCTION  
Skill Course(SC)**

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**Description of the course**

The course enables the students to learn about various ingredients and equipment used in cooking. The course will also assist the students in preparation of various food items like Salads, Sauces and Cold starters.

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**Learning outcomes**

Upon the successful completion of this course the students will be able to know:

- Kitchen Safety and hygiene
  - Sections of Kitchen
  - Retrieving of food items from storage area
  - Cuts of Fruits and vegetables
  - Cuts of Meat
  - Cuts of Poultry
  - Cuts of Fish
  - Mise-en- place for the food preparation (Mixing of spices, Dough Preparation, Portioning, Wrapping & storage of food items)
  - Preparation of basic Sauces
  - Preparation of Salads
  - Preparation of Cold starters
  - Regional Cuisines
- 

**Unit I      *Introduction to Cookery***

Introduction; Objectives Of Cooking; Personal & kitchen Hygiene; Uniform & Protective Clothing; Modern Staffing in various hotels; Duties & Responsibilities of Commis Chef in kitchen; Coordination of Kitchen with other departments; Kitchen Layout (Main Kitchen, Show Kitchen, Garde Manger); Sections of Kitchen.

**Unit II      *Understanding Commodities And Their Usage In Kitchen***

Introduction; Souring Agents; Coloring Agents; Thickening Agents; Tenderizing Agents; Flavoring & Aromatic Agents; Spicing Agents; Fruits & Vegetables; Herbs & Spices.

**Unit III      *Methods of Cooking Food and Types of Cuisines***

Introduction, Definition and Importance; Types (Baking, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Roasting, Frying, Sautéing, Braising) ; Cooking with different modes like Microwave, Ovens, Gas, Induction Plates etc.

Introduction to Indian Cooking; Brief Historical Background; Characteristics and salient features of different regional cuisines; Key ingredients and Popular foods.

#### Unit IV **Basic Principles of Cookery**

##### **(i)Vegetable and Fruit Cookery**

Introduction- Classification of vegetables; Pigments and colour changes; Effect of heat on vegetables; Cuts of vegetables; Classification of fruits; Uses of Fruits in Cookery; Salads & Salad dressings.

##### **(ii)Meat, Poultry and Fish Cookery**

Introduction to meat cookery; Cuts of beef/veal; Cuts of lamb/mutton; Cuts of Poultry; Introduction to fish cookery; Classification of fish with examples; Cuts of fish with menu examples D. Selection of fish; Cooking of fish (effects of heat)

#### Unit V **Stock, Sauces and Soups**

Stocks (Introduction, classification, usage & Preparation);

Sauces (Introduction, Classification, Usage, Thickening Agents, Preparation of Mother Sauces, Understanding their derivatives, Propriety Sauces) ;

Soups (Introduction, Classification, Preparation, Care & Precaution, Soup Presentation)

#### **Practical**

- Familiarization with Kitchen equipment & tools
- Understanding of Kitchen Layouts
- Familiarization & Identification of commonly used ingredients in Kitchen
- Cuts of fruits and Vegetables
- Cuts of meat, fish & poultry
- Preparation of Stocks (White and Brown)
- *Salads and Soups preparations:*
  - Waldorf salad, Fruit Cream salad, Russian salad, Nicoise salad; Caesar salad; Cole slaw; Potato salad; Beet root salad; Green salad
  - Cream (Spinach, Vegetable, Tomato); Puree (Lentil, Peas Carrot); Cabbage Chowder; Minestrone; Gazpacho
- *Potato Preparations:*
  - Baked potatoes



- Mashed potatoes
- French fries
- Roasted potatoes
- Boiled potatoes
- Lyonnaise potatoes
- *Vegetable Preparations*
- Boiled vegetables
- Glazed vegetables
- Fried vegetables
- Stewed vegetables

### Suggested menus

#### ▪ Maharashtrian Menu

- Masala Bhat
- Kolhapuri Mutton
- Batata Bhajee
- Masala Poori
- Koshimbir
- Coconut Poli

#### ▪ Bengali Menu

- Ghee Bhat
- Macher Jhol
- Aloo Posto
- Misti Doi

#### ▪ Punjabi Menu

- Tandoori Roti
- Tandoori Murg
- Dal Makhani
- Pudinia Chutney
- Sooji Halwa

#### ▪ Awadh Menu

- Galouti Kebab
- Yakhni Pulao
- Mughlai Paratha
- Mutton Do Pyaza
- Kulfi with Falooda

#### ▪ Goan Menu

- Coconut Pulao

Fish Caldeen  
Cabbage Foogath  
Bibinca

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**Main text** Bali, Parvinder (2014). *Food Production Operations*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann (2010) *Modern Cookery*. Orient Longman.

**books** Arora, K (2008). *Theory of Cookery*. Frank Brothers.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T: 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 40%  
Practical – 60 %

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**BVoc Food Production  
LEVEL 5 (Commis Chef)**

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**BFP 105/ Level 5**      **KITCHEN OPERATIONS**  
**4 Credits**              Skill Course (SC)

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**Description of the course**

The course enables the students to have an in-depth knowledge of Kitchen Operations. The subject focuses upon various equipment used in Kitchen. The Course also emphasises on Safety standards and procedures.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to Know:

- Cleaning operations in Kitchen
  - Opening and closing of Kitchen
  - Receiving, Distributing and Storing of Kitchen supplies
  - Safety standards and procedures in Kitchen
  - Stock Taking and Inventory
  - Setting up of work stations
  - Food Laws and Regulations
  - Menu Planning
- 

**Unit I**                      ***Cleaning Operations & Kitchen Hygiene***

Cleaning procedure of kitchen as per SOP; Pest Control; Waste disposal; Handling of kitchen linen; Understanding Personal hygiene; Kitchen hygiene; Personal Health; Understanding of cross contamination

**Unit II**                    ***Kitchen Safety Standards and Procedures***

Understanding various hazards in work areas; Fire safety; Understanding First Aid; Planned Preventive Maintenance; Understanding safety signs; Handling of material, tools and chemicals.

**Unit III**                  ***Kitchen Operations***

Setting up of work stations; Understanding Kitchen equipment and tools; Setting up of kitchen tools and equipment, Preparation of mise-en-place; Cleaning of kitchen equipment and tools.

**Unit IV**                  ***Stock Management***

Procurement of kitchen supplies; Storage of Kitchen supplies; Stock taking procedure; Understanding menu planning and ways to control stock; Stock Records Maintained Bin Cards (Stock Record Cards/Books); Perpetual Inventory Method;

Monthly Inventory/Stock Taking; Stock taking and comparison of actual physical inventory and Book value ;Stock levels

**Unit V** *Food Quality and Food Laws*

Introduction to Concept of TQM, GMP and Risk Assessment; Relevance of Microbiological standards for food safety ;HACCP (Basic Principle and implementation)

National – PFA Essential Commodities Act (FPO, MPO etc.) ; International- CODEX ALIMENTARIOUS ,ISO ; Consumer Protection Act; Food Safety Standards Authority of India (FSSAI)

**Practical**

- Understanding Personal Hygiene & kitchen Hygiene
- Preparation of sock register
- Familiarization with Kitchen equipment and tools
- Acquaintance with various Fire Safety Equipment’s, Fixtures, Manuals used in hotel
- Handling Fire and Emergency Procedures
- Procurement of kitchen supplies
- Cleaning operations of kitchen
- Setting up of work stations
- Understanding Kitchen Layouts
- Kitchen First Aid

**Main text** Bali,Parvinder (2014). *Food Production Operations*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann(2010)*Modern Cookery*.Orient Longman.

**books** Arora,K(2008). *Theory of Cookery* . Frank Brothers.

**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation** Theory – 40%  
Practical – 60 %



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**BVoc Food Production  
LEVEL 5 (Commis Chef)**

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**BFP 106 / LEVEL 5**      **KITCHEN COMMUNICATION**

**4 Credits**                      Skill Course (SC)

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**Description of the course**

The course will help the students to develop an understanding of kitchen Communication. The course also focuses upon quality service delivery to the customers through team work and professional work ethics.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to Know:

- Healthy interaction with superiors and colleagues
  - Conflict management at the work place
  - Professional attributes like Team building, Positive body language, Open communication
  - Understanding target customers and their needs
  - Anticipation of customer needs and quality service delivery
  - Customer relationship management
  - Telephone handling
  - Understanding of Intellectual Property Right(IPR)/ Copy Right
  - Safety and security of female colleagues and customers
- 

**Unit I                      *Work ethics***

Interaction with superiors and colleagues; Conflict management; Understanding work output requirement and target performance indicators; Performance appraisals and incentives; Team building; Importance of feedback management; Intra departmental coordination.

**Unit II                      *Business Etiquettes***

Greeting and Welcoming of the customer; Telephone Handling; Personal grooming; Study of body language; Development of professional attributes ; Effective communication with the guests, Handling of customer complaints and grievances.

**Unit III                      *Customer needs and satisfaction***

Anticipation of customer needs; Customer recovery and retention; Understanding customer loyalty and brand value; Up selling of services; study of customer behaviour; Importance of customer feedback; Safety and security of customers.

**Unit IV                      *Customer Services and Facilities***

Safety procedures during emergencies like theft, terrorists attacks etc; Gender and age specific facilities; Medical facilities for the customers; Transportation facilities for

Senior citizens; Basic Safeguard procedures for senior citizens; Educating customers about entertainment programs for children.

**Unit V      *Legal Awareness***

Understanding of women rights; Methods to ensure safety and security of women; Understanding of special facilities available for women; Women equality ; Understanding of IPR and Copy Right; Reporting of IPR violations ; Guidelines of maintaining customer privacy.

**Practical**

- Telephone handling
- Customer feedback forms
- Role plays and real time situation handling
- Safety and security procedures for customers

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<b>Main text</b>	Dessler, Varket (2016) <i>Human Resource Management</i> . Pearson. New Delhi
<b>Reference books</b>	Aswathappa, K. (2007). <i>Human Resources and Personnel Management</i> . Tata McGraw Hill, New Delhi. Stephen P., Robbins (2013). <i>Organizational Behaviour</i> . New Delhi: Prentice Hall of India Pvt. Ltd
<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)
<b>Evaluation</b>	Theory      – 40% Practical    – 60 %

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**BVoc Food Production  
LEVEL 5 ( Commis Chef)**

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**BFP 107/ Level 5  
6 Credits**

**INDUSTRIAL TRAINING**  
Skill Course(SC)

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**Course Objective**

To provide the practical exposure and on the job training to the students about the systems, procedures and practices being followed by the Hospitality industry, in the backdrop of principles and concepts of Hospitality Management.

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The students of the BVoc Food Production 1<sup>st</sup> semester will be required to undergo 8 weeks compulsory on the Job training in the Hospitality and Tourism Industry. For this purpose the students will be placed with different hotels in every semester for two months at the end of semester.

After completion of the Training, the students will have to submit the Project Reports based on their work during their Internship Training. The research based Project Reports will be prepared by the students under the supervision of faculty members/Industry supervisors.

The Project Reports will be evaluated by the Industry Experts /Academicians nominated by the University from time to time. Evaluation of 100 Marks comprises of the following components:

**1) Project or Log Book Evaluation: 40 %**

**2) Presentation & Viva Voice: 60 %**

### Semester – II (Commi 1)

Course Code/Type	Course Title	Credits
BFP 201/ GC	Communication Skills and Personality Development	4
BFP 202/ GC	Foundation in Food & Beverage -I	4
BFP 203/ GC	Food Science and Nutrition	4

Job Role: <b>COMMI 1</b>		
Course Code	Course Title	Credits
BFP 204/ SC	Basics of Indian Cooking	5
BFP 205/SC	Essentials of Kitchen Management	4
BFP 206/SC	Food Safety and Hygiene	4
BFP207/SC	Industrial Training	5

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**BVoc Food Production  
LEVEL 5 ( Commi 1)**

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**BFP 201/ LEVEL 5      COMMUNICATION SKILLS AND PERSONALITY DEVELOPMENT-II**

**4 Credits                      General Course (GC)**

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**Description of the course**

The Student will be aware / learn about how to improve the Personality, Etiquettes and Manners, Interpersonal skills and Telephone Etiquettes etc.

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**Learning outcomes**

Upon the successful completion of this course the students will be able to know about the over an all personality development, grooming standard and important of personality development in the hospitality industry.

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- Unit I                      Personality Enrichment**  
Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening
  
- Unit II                      Etiquettes & Manners**  
Social & Business Dinning Etiquettes, Social &Travel Etiquettes
  
- Unit III                      Personality Development Strategies**  
Communication Skills, Presentation Skills, Public Speaking, Extempore Speaking, importance and art of ‘Small Talk’ before serious business
  
- Unit IV                      Interpersonal Skills**  
Dealing with seniors, colleagues, juniors, customers, suppliers, contract workers, owners etc. at work place
  
- Unit V                      Group Discussion**  
Team Behavior, how to effectively conduct yourself during GD, do’s and don’ts, clarity of thoughts and its expression
  
- Unit VI                      Telephone conversation**  
Introduction, Objectives, Job Description of front office cashier, Hotel Credit
  
- Unit VII                      Presentation**  
Presentation skills, seminars skills role – play

**Unit VIII      Electronic Communication Techniques**

E mail, Fax, Answering Internal Phones

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**Main text**      *Sinha Ashok k (2017). Dimensional Personality Development. New Delhi: Galgatia Publishing Company*

**Reference books**      Chhabra, Sandhya. (2012). *Personality Development and Communication Skills*. Sunindia  
Thill, John. (2006). *Business Communication Essentials*. Pearson.

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**Pedagogical approach**      Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation**      Theory      – 30%  
Practical      – 70 %

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**BVoc Food Production  
LEVEL 5 ( Commi 1)**

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**BFP 202 / LEVEL 5**      **FOUNDATION IN FOOD & BEVERAGE -I**

**4 Credits**                      General Course (GC)

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**Learning outcomes**

Upon the successful completion of the course the students will be able to learn about different types of cutleries, crockery, glassware and heavy equipment's, table layout and different types of food services.

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<b>Unit I</b>	<p><b><i>Meals And Menu Planning</i></b> Origin of Menu; Objectives of Menu Planning; Types of Menu; Courses of French Classical Menu; French Names of Dishes; Types of meal (Early Morning Tea, Breakfast, Brunch, Lunch, High Tea, Dinner, Supper.</p>
<b>Unit II</b>	<p><b><i>Food Service</i></b> <i>Preparation for service</i></p> <ul style="list-style-type: none"> <li>a) Organising Mise-en-scene</li> <li>b) Organising Mise-en place</li> </ul> <p><i>Type of food service</i></p> <ul style="list-style-type: none"> <li>a) Silver Service</li> <li>b) Pre-Plated Service</li> <li>c) Cafeteria Service</li> <li>d) Room Service</li> <li>e) Buffet Service</li> <li>f) Gueridon Service</li> <li>g) Lounge Service</li> </ul>
<b>Unit III</b>	<p><b><i>Food Service Procedure</i></b> Introduction; Rules to be observed while waiting at the table; Service procedure for A' la Carte Lunch; Service procedure for Table d' hote menu; Do's and Don'ts during the Services.</p>
<b>Unit IV</b>	<p><b><i>Order Taking and Billing Methods</i></b> Introduction; Checking System in Food Service Operations; Methods of taking Food Order, Billing, Records &amp; Documentation</p>
<b>Unit V</b>	<p><b><i>Room Service/ In Room Dining</i></b> Introduction, Concept of Room Service/ In Room Dining; Salient Features of room service; Understanding Guest expectations in Room Service; Room Service Equipment's; Set up of Trays &amp; Trolleys; Upkeep and Storage; Service Tools; Clearance; Presentation of Bill; Mini Bar Management in Guest Rooms.</p>

**Practical**

- Breakfast Services: Types, Breakfast Layouts, Menu Knowledge, Table Services, Clearance & Acknowledging guests.
- Familiarisation with Food Service in Restaurants ( Receiving Guests, Table Layouts, Complimenting them, Presentation of Bills, Dealing with in house/ residential guests)
- Table Layouts, Presenting Menus, Food Pickup Procedures, Clearance and Dishwashing Procedures.
- Room Service Practical, Taking of Orders, Delivery of Food Services, Identifying Room Service Equipment, Importance of Menu Knowledge for Order-taking (RSOT functions/procedures), Room service Layout Knowledge, Laying of trays for various orders, Pantry Elevator Operations, Clearance Procedure in Dishwashing area, Room service Inventories and store requisitions.

**Main text** Singaravelavan,R.(2016).*Food and Beverage Service*. New Delhi: Oxford University Press.

**Reference books** Dennis R.Lillicrap & John A. Cousine(2006). *Food and Beverage Service*.ELBS.  
Andrews,Sudhir(2013).*Food & Beverage Service Training Manual*.Tata Mc Graw Hill.  
Dhawan,Vijay(2008).*Food & Beverage Service* .Frank Brothers & Company Pvt Ltd.

**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation** Theory – 30%  
Practical – 70 %



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**BVoc Food Production  
LEVEL 5 ( Commi 1)**

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**BFP 203 / LEVEL 5**

**FOOD SCIENCE AND NUTRITION**

**4 Credits**

General Course (GC)

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**Learning outcomes**

Upon the successful completion of the course the students will be able to learn about different types of cutleries, crockery, glassware and heavy equipment's, table layout and different types of food services.

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**Unit I Introduction To Nutrition And Food Science**

Introduction ; Relation of Food and Health; Food and its functions; Factors affecting food; Classification of nutrients; Recommended Dietary Allowances; Digestion, Absorption and Metabolism of Food; Need for Convenience Food.

**Unit II Macro And Micro Nutrients**

Definition; Classification; Food Sources & Function of:

- Carbohydrates
- Lipids
- Proteins
- Vitamins
- Minerals

**Unit III Balance Diet**

Introduction; Recommended Dietary Allowances; RDAs for specific Nutrients; Basic food Groups; Guidelines for using the Basic Food Group; The Food Pyramid.

**Unit IV Menu Planning And Mass Food Production**

Introduction ; Factors affecting Meal Planning; Planning Balanced Meal; Calculating the nutritive value of a recipe; Special Nutritional Requirements; Effect of Quantity Cooking and Processing on Nutrients; Common Food Processing Techniques.

**Unit V New Trends In Food**

Introduction; Need for introducing nutritionally balanced and health specific meals; Soya Food; Food Fads; Organic Foods; Health Foods; Natural Foods; Live foods; New Trends in Packaging.

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**Main text**

Roday, Sunetra (2012). *Food Science and Nutrition*. New Delhi: Oxford University  
Naomi Rees. David Watson. 2000. International standards for food safety, An Aspen Publications.

**Reference books**

Suri, Malhotra (2013). *Food Science, Nutrition and Safety*. Pearson Education India

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Joshi A Shubhangi(2017). *Nutrition and Dietetics*. McGraw Hill Education

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<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 3-0-1 (One Practical Credit is equal to Two hours)
<b>Evaluation</b>	Internal Assessment- 25% External Assessment- 75%

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**BVoc Food Production  
LEVEL 5( Commi 1)**

**BFP 204/ Level 5**      **BASICS OF INDIAN COOKING**  
5 Credits                      Skill Course (SC)

**Description of the course**

This course imparts the knowledge of various commodities required for food production, their selection, storage and use. Also the paper focuses on the usage of various food production equipment and techniques. The course also delivers the standard recipes of various Basic Gravies used in Indian Cuisine.

**Learning outcomes**

Upon the successful completion of the course the students will be able to :

- Understand the utility of various food production equipment
- Know the equipments used in Indian Cooking
- Understand various techniques employed in Indian cooking
- Learn the production of various Basic Gravies used in Indian cuisine.

**Unit I                      *Introduction To Indian Cooking***

Introduction; Philosophy of Indian Food; Features of Indian Cuisine; Regional influences on Indian Food; Equipment used in Indian Cooking; Techniques employed in Indian Cooking; Concept of Slow Food and Organic Food.

**Unit II                      *Condiments, Herbs And Spices Used In India Cuisine***

Introduction; Herbs and Spices used in Indian Cuisine (Allspice, Ajowain, Aniseed, Asafoetida, Bay leaf, Cardamom, Cinnamon, Cloves, Coriander seeds, Cumin, Chilli, Fenugreek, Mace, Nutmeg, Mustard, Pepper, Poppy Seeds, Saffron, Tamarind, Turmeric, Celery, Curry Leaf, Marjoram, Pomegranate Seeds, Stone Flowers, Basil, Betel Root, Black Salt, Red Chilli, Rock Salt); Various ways of using spices; Storage and Usage tips for Spices.

**Unit III                      *Masalas And Pastes Used In Indian Cuisine***

Introduction; Types; Blending of Spices and concept of masalas; Concept of Dry and Wet Masalas; Pastes used in Indian Cooking; Purchasing and Storing Considerations.

**Unit IV                      *Understanding Commodities And Their Usage In Indian Kitchen***

Introduction; Souring Agents; Colouring Agents; Thickening Agents; Tenderizing Agents; Flavouring & Aromatic Agents; Spicing Agents.

**Unit V                      *Basic Indian Gravies***

Introduction; Gravies and Curries (Onion Tomato Masala, Makhni Gravy, White Gravy, Hariyali Gravy); Regional Gravies ( Kadhai Gravy , Achari Gravy, Malai Kofta Gravy, Yakhni Gravy, Mughlai Yellow Gravy, Rajasthani Yellow Gravy, Korma Gravy, Salan Gravy);Preparation of Gravy.

**Practical**

- Understanding Personal Hygiene & kitchen Hygiene
- Familiarization with Kitchen equipment and tools
- Understanding Indian Cooking and Preparation of simple popular foods of India (At least one simple three course menu from each region of India , North, East, South, Seat and Central India).
- Use of Condiments, Herbs & Spices in Indian Kitchen.
- Understanding Preparations of Masalas, Pastes and Gravies in Indian Kitchen
  - (i) Makhni Gravy
  - (ii) Green Gravy
  - (iii) White Gravy
  - (iv) Lababdar Gravy
  - (v) Kadhai Gravy
  - (vi) Achari Gravy
  - (vii) Malai Kofta Gravy
  - (viii) Yakhni Gravy
  - (ix) Yellow Gravy
  - (x) Korma Gravy
- Familiarisation with, commodities and their usage in Indian Kitchens with the help of simple dishes preparations indicating their usage.

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**Main text** Bali,Parvinder (2014). *Food Production Operations*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann(2010)*Modern Cookery*.Orient Longman.

**books** Arora,K(2008). *Theory of Cookery* . Frank Brothers.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-3-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 40%  
Practical – 60 %

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**BVoc Food Production**  
**LEVEL 5 ( Commi 1)**

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**BFP 205/ Level 5**      **ESSENTIALS OF KITCHEN MANAGEMENT**  
**4 Credits**              Skill Course (SC)

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**Description of the course**

The course will help the students to develop an understanding of essentials of kitchen management. The course also focuses upon various aspects of kitchen branding. This course creates an awareness about the concept of green cooking/sustainable cooking among the students. The paper also focuses upon the some relevant legal mandates for setting up of kitchen.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to know :

- Various essential attributes of kitchen staff
  - Complaint handling procedures
  - Importance of food safety and food hygiene
  - Various aspects of kitchen branding
  - Concept of sustainable cooking
  - Legal requirements for the establishment of the kitchen
- 

<b>Unit I</b>	<p><b><i>Kitchen Ethics</i></b></p> <p>Professional etiquettes of kitchen staff; Attributes of kitchen staff towards guest; Guests satisfaction and complaint handling; Handling of Inter Personal conflicts; Code of conduct of kitchen staff towards female staff / guests; Coordination of kitchen with external customers.</p>
<b>Unit II</b>	<p><b><i>Food Quality Assurance</i></b></p> <p>Basic Introduction to Food Safety, Food Hazards &amp; Risks, Contaminants and Food Hygiene; Objectives of maintaining Quality assurance; Introduction to Concept of TQM, GMP and Risk Assessment; HACCP (Basic Principle and Implementation).</p>
<b>Unit III</b>	<p><b><i>Kitchen Branding</i></b></p> <p>Introduction to branding; New product developments; Advertising and marketing of kitchen products; Food exhibitions and stalls; Innovating cooking; Latest trends of food industry.</p>
<b>Unit IV</b>	<p><b><i>Kitchen Sustainability</i></b></p> <p>Introduction; Concept of sustainable cooking; Sustainable food policy guide; Sustainable practices in cooking; Benefits of sustainable food service; Challenges of practicing sustainability.</p>

**Unit V      *Kitchen Law***

Introduction to IPR; Importance of IPR in food industry; Trademarks: Definition and importance; Rules and regulation for setting up a commercial kitchen brand.

***Practical***

- Complaint handling situations
- Understanding the implementation of HACCP guidelines
- Writing Food Blogs
- Setting up of food stalls in exhibitions
- Developing sustainable food recipes
- Preparation of draft proposal for setting up of commercial kitchen

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***Main text***      Dessler, Varket (2016) *Human Resource Management*. Pearson. New Delhi

***Reference books***      Aswathappa, K. (2007). *Human Resources and Personnel Management*. Tata McGraw Hill, New Delhi.  
                                  Stephen P., Robbins (2013). *Organizational Behaviour*. New Delhi: Prentice Hall of India Pvt. Ltd

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***Pedagogical approach***      Lectures, Cases Studies, Class Discussions and Practical Exposure  
                                  T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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***Evaluation***              Theory      – 40%  
                                  Practical    – 60 %

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**BVoc Food Production  
LEVEL 5 ( Commi 1)**

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**BFP 206/ Level 5**      **FOOD SAFETY AND HYGIENE**  
**4 Credits**              Skill Course (SC)

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**Description of the course**

The course will help the students to develop an understanding of essentials of food safety and hygiene. The course also focuses upon cleaning procedures and waste management in kitchen. This course creates an awareness about safe food handling by the staff in order to ensure high standards of food hygiene.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to know:

- Describe personal hygiene and health habits.
  - Describe the proper use of cleaners and sanitizers.
  - Understand cleaning schedules and cleaning procedures.
  - Describe the proper disposal of food waste and garbage.
  - Recognize safe receiving, storing and handling raw and prepared foods.
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**Unit I**              ***Introduction to Food Safety and Hygiene***

Principles of food safety and quality ; Food Safety System; Quality attributes- Total Quality Management; Introduction to Risk Analysis; Risk Management; Risk Assessment; Risk Communication.

**Unit II**              ***General Principles For Food Safety Regulation***

The Structure of Food Law; Food Regulation; Laws and Regulations to Prevent Adulteration and Cross Contamination; Microbial Contamination, Hygienic Practice, Chemical and Environmental Contamination; Food Additives; Labelling; Food Laws and Regulations at the International Level.

**Unit III**              ***Food Quality***

Quality of raw materials; Quality checks on in stock raw materials; Building Inspection; Routine cleaning programmes.

**Unit IV**              ***Cleaning & Sanitation***

Cleaning and sanitizing of the kitchen area; Dish washing process; Identification and usage of cleaning agents; Types of Kitchen wastes; Waste disposable system; Development of cleaning programme.

**Unit V**              ***Food Handling***

Personal hygiene; Food Contamination; Cross contamination; Time and temperature control; General food storage guidelines.

**Practical**

- Dishwashing
- Kitchen Cleaning
- Kitchen Inspection
- Stock Management

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**Main text** Neal D. Fortin(2009). *Food regulation*.WileyPublishers

**Reference books** Naomi Rees. David Watson(2000)*International standards for food safety*.Aspen Pub.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 40%  
Practical – 60 %

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**BVoc Food Production  
LEVEL 5 ( Commi 1)**

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**BFP 207/ Level 5  
5 Credits**

**INDUSTRIAL TRAINING**  
Skill Course(SC)

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**Course Objective**

To provide the practical exposure and on the job training to the students about the systems, procedures and practices being followed by the Hospitality industry, in the backdrop of principles and concepts of Hospitality Management.

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The students of the BVoc Food Production 2<sup>nd</sup> semester will be required to undergo 8 weeks compulsory on the Job training in the Hospitality and Tourism Industry. For this purpose the students will be placed with different hotels in every semester for two months at the end of semester.

After completion of the Training, the students will have to submit the Project Reports based on their work during their Internship Training. The research based Project Reports will be prepared by the students under the supervision of faculty members/Industry supervisors.

The Project Reports will be evaluated by the Industry Experts /Academicians nominated by the University from time to time. Evaluation of 100 Marks comprises of the following components:

- 1) Project or Log Book Evaluation: 40 %**
- 2) Presentation & Viva Voice: 60 %**

### Semester – III (Chef De Partie)

Course Code/Type	Course Title	Credits
BFP 301/GC	Basics of Hotel Accountancy	4
BFP 302/GC	Foundation in Food & Beverage -II	5
BFP 303/GC	Principles of Management	4
BFP 304/GC	Material Management	5

Job Role: CHEF DE PARTIE		
Course Code	Course Title	Credits
BFP 305/SC	Larder Kitchen	4
BFP 306/SC	Food Production Management	4
BFP 307/SC	French For Hospitality	4

**BVoc Food Production  
LEVEL 6 ( Chef De Partie)**

**BFP 301 / LEVEL 6**      **BASICS OF HOTEL ACCOUNTANCY**

**4 Credits**                      General Course (GC)

**Description of the course**

Accounting provides information for decision making. Almost every business and organisation needs accountants to measure performance and provide information for decisions. The course is designed to provide the students with the basic knowledge of the Accounting skills.

**Learning outcomes**

Upon the successful completion of the course the students will be able to understand the basic principles and techniques of preparing and presenting the financial accounts for the use of the end users.

**Unit I                      *Introduction to Financial Accounting***

Introduction, meaning of book keeping, accounting and accountancy, Distinction between book keeping and accounting, accounting process, objectives of accounting, various users of accounting information, limitations of accounting, accounting terminologies(capital, asset, liability, capital, expense, income, expenditure, revenue, debtors, creditors, stock, purchase, sales, voucher, discount, transaction, drawings), Accounting concepts and conventions, Accounting standards.

**Unit II                      *Recording of Transactions and Secondary Books***

Classification of accounts, double entry system, rules for debit and credit, Journal entries, cash books, ledger posting, trial balance.

**Unit IV                      *Depreciation***

Introduction, meaning of depreciation, causes of depreciation, need for depreciation, factors affecting depreciation, methods of computation of depreciation (straight line method and written down value method)

**Unit V                      *Departmental Accounting***

An introduction to departmental accounting; Allocation and apportionment of expenses ; Advantages of allocation ; Draw-backs of allocation ;Basis of allocation ; Practical problems

**Main text**      Maheshwari, S.N. and Maheshwari, S. K (2013).*An Introduction to Accountancy*. New Delhi: Vikas Publishing House.

**Reference books**      Sofat, Rajni and Hiro, Preeti(2014). *Basic Accounting*. Delhi: PHI Learning Pvt.Ltd.  
Monga, J.R and Ahuja Girish (NA). *Financial Accounting*.Delhi: Mayoer Paper backs.  
Sharma, D.G.(NA).*Financial Accounting*.New Delhi: Taxmann Allied Services Pvt.Ltd.



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<b>Pedagogical approach</b>	Two credits are allotted to two lectures in a week for classroom discussion and problems solving related to accounts. Theories of accounting shall be followed by numerical. T-P-T: 3-0-1
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<b>Evaluation</b>	Internal Assessment- 25% External Assessment- 75%
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**BVoc Food Production  
LEVEL 6 ( Chef De Partie)**

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**BFP 302/ LEVEL 6**      **FOUNDATION IN FOOD & BEVERAGE -II**

**5 Credits**                      General Course (GC)

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**Description of the course**

The course enables the students to have an in-depth insight of F&B Service industry. The subject focuses upon production and service of various non- alcoholic and alcoholic beverages. The paper also discusses about Bar Operations & Control.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to learn about the service of various alcoholic and non-alcoholic beverages. Also the course imparts the practical knowledge of mocktail and cocktail preparation to the student.

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**Unit I                      *Non-Alcoholic Beverages***

Introduction; Classification of beverages( Alcoholic and Non-Alcoholic); Coffee; Tea; Milk-based drinks ; Aerated drinks; Squashes; Juices; Natural Mineral Water ; Syrups.

**Unit II                      *Alcoholic Beverages***

Introduction; Methods of Preparing Alcohol (Fermentation & Distillation);Classification of Alcoholic Beverages( Fermented, Brewed and Distilled); Production of different Alcoholic Beverages (Beer, Whisky,Rum,Brandy, Gin,Tequila, Vodka,Aperitifs)

**Unit III                      *Wines***

Definition & History ; Classification of wines with examples ; Production of Wines; Old World wines (Principal wine regions, wine laws, grape varieties, production and brand names) ; New World Wines (Principal wine regions, wine laws, grape varieties, production and brand names) ; Food & Wine Pairing; Storage of wines ;Wine terminology (English & French)

**Unit IV                      *Cocktails And Mocktails***

Introduction; Components of Cocktail; Methods of making cocktails; Equipment and tools required for making cocktails; Glassware for mixed drinks; Points to note while making cocktails and mixed drinks; Cocktails and their base; Mocktails or Non-Alcoholic Mixed Drinks.

**Unit V                      *Bar Operations And Control***

Introduction; Types of Bar( pubs, Lounge Bar, Wine Bar, Cocktail Bar, Banquet Bar, Dispense Bar); Bar Design (Parts of Bar and Shapes of Bar); Bar Operations procedures; Bar Records and Control; Bar frauds.

**Practical**

- Service of non –alcoholic beverages (Tea, Coffee, Juices & Aerated drinks)
- Service of Wines (Champagne, Red & White wines)
- Service of Spirits & Liqueurs
- Cocktail & Mocktail Preparation, Presentation and Service
- Service of Cigars & Cigarettes.
- Service of Beer and Other Fermented & Brewed Beverages
- Service of Sparkling, Aromatized, Fortified, Still Wines.
- Bar setup and operations

**Main text** Singaravelavan,R(2016).*Food and Beverage Service*. New Delhi: Oxford University Press.

**Reference books** Dennis R.Lillicrap. & John A. Cousine(2006). *Food and Beverage Service*.ELBS.  
 Andrews,Sudhir(2013).*Food & Beverage Service Training Manual*.Tata Mc Graw Hill.  
 Dhawan,Vijay(2008).*Food & Beverage Service* .Frank Brothers & Company Pvt Ltd.

**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
 T-P-T : 3-2-0 (One Practical Credit is equal to Two hours)

**Evaluation** Internal Assessment- 25%  
 External Assessment- 75%

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**BVoc Food Production  
LEVEL 6 ( Chef De Partie)**

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**BFP 303 / LEVEL 6**      **PRINCIPLES OF MANAGEMENT**

**4 Credits**                      General Course (GC)

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**Description of the course**

The general objective of this course is to provide a broad and integrative introduction to the theories and practice of management. In particular, the course focuses on the basic areas of the management process and functions from an organizational viewpoint. The course also attempts to enable students to understand the role, challenges, and opportunities of management in contributing to the successful operations and performance of organizations.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to:

- Describe and discuss the elements of effective management
  - Discuss and apply the planning, organizing and control processes
  - Describe various theories related to the development of leadership skills, motivation techniques, team work and effective communication
  - Communicate effectively through both oral and written presentation
  - Learn basics of organizational behaviour.
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**Unit I**                      ***Introduction to management***

Organization management; role of managers; evolution of management though; organization and the environmental factors; functions of management; social responsibility of management; environment friendly management.

**Unit II**                      ***Planning***

Nature and purpose of planning; planning process; types of plans& objectives; managing by objective (MBO) strategies; types of strategies & policies; decision making; types of decision; decision making process; rational decision-making process; decision making under different conditions.

**Unit III**                      ***Organising***

Nature and purpose of organizing; organization structure; formal and informal groups/ organization; line and staff authority; departmentation; span of control; centralization and decentralization; delegation of authority; staffing; selection and recruitment; orientation; career development; career stages; training; performance appraisal.

**Unit IV**                      ***Directing and Controlling***

Managing people; communication; hurdles to effective communication; organization culture; elements and types of culture, managing cultural diversity. Process of controlling; types of control; budgetary and non-budgetary control techniques; managing productivity; cost control; purchase control; maintenance control; quality control planning operations.

**Unit V**                      ***Introduction to Organizational Behaviour***

Concept and nature of organizational behaviour; contributing disciplines to the field of O.B.; O.B. models; need to understand human behaviour; challenges and opportunities. Management of change; management of crisis; total quality management

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**Main text**    Dubrin, Andrew J.(2012). *Essentials of Management*. Thomson Southwestern, 9th edition.  
 Stephen P., Robbins(2013). *Organizational Behaviour*. New Delhi: Prentice Hall of India Pvt. Ltd

**Reference books**    Koontz Harold and Wehrich Heinz. (2012). *Essentials of management: An International & Leadership Perspective*. New Delhi: Tata McGraw-Hill Education.9<sup>th</sup>edition.  
 Prasad, L.M. (2014). *Organizational Behaviour*. New Delhi: Sultan Chand & Sons.  
 Robbins Stephen P, De Cenzo David A.and Coulter Mary.(2012). *Fundamentals of Management*. New Delhi: Prentice Hall of India.

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**Pedagogical approach**    Lectures, Cases Studies, Class Discussions and Practical Exposure  
 T-P-T : 3-0-1

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**Evaluation**    Internal Assessment- 25%  
 External Assessment- 75%

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**BVoc Food Production  
 LEVEL 6 ( Chef De Partie)**

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**BFP 304 / LEVEL 6 MATERIAL MANAGEMENT**

**5 Credits** General Course (GC)

**Description of the course**

The course enables the students to have an in-depth insight of material management. The subject focuses upon supply chain management. The paper also discusses about material management linkages.

**Learning outcomes**

Upon the successful completion of the course the students will be able to understand the concept, functions, objectives and importance of material management function in an organization. Also the students will be able to get the elementary idea of material management linkages with other areas of management, supply chain management and production processes.

**Unit I Introduction to Materials Management**

Meaning, definition, scope and functions of Materials Management; Objectives and Advantages of Materials Management; Interfaces of Materials Management: Internal and external interfaces; Organization for Material Management.

**Unit II Supply Chain Management**

Concept, objectives of supply – production and distribution system; Role and Management of flow of material in supply chain management.

**Unit III Material Management Linkages**

Linkages with other functional areas of Management i.e. Production, Accounting and Finance, Marketing, HRM, IT, TQM; A Brief discussion on the functions of each functional area of Management.

**Unit IV Elements of Production Processes**

Familiarity with broad categories of production processes used in industries; Commonly used machines and tools in industries.

**Unit V Cost Involved in material management**

General discussion on concept of costs and cost classification; specific costs associated with Material Management.

**Main text** Arnold, Champman and Ramakrishnan(2007). *Introduction to Materials Management 5th ed.*, Pearson Education, Inc.

**Reference books** Pooler Victor H(1997). *Purchasing and Supply Management, Creating the Vision*, New York, Chapman & Hall.



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<b>Pedagogical approach</b>	Lectures, Cases Studies, Class Discussions and Practical Exposure T-P-T : 4-0-1
<b>Evaluation</b>	Internal Assessment- 25% External Assessment- 75%

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**LEVEL 6 ( Chef De Partie)**

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**BFP 305/ Level 6**      **LARDER KITCHEN**  
**4 Credits**              Skill Course (SC)

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**Description of the course**

This course imparts the knowledge about the cold kitchen/Gardemanger. The course discusses various segments of cold kitchen like Sandwiches, Appetizers and Charcuterie. The course also discusses various trends of western presentation of food on the plate.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to :

- Trace the background of the Larder Kitchen
  - Analyze the various sections of a Larder Kitchen
  - Understand the basic concept of Charcuterie
  - Comprehend the purpose of classifying appetizers
  - Understand the basic concept of sandwiches and their types
  - Understand the importance of balance in plated presentations
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**Unit I                    *Introduction To Cold Kitchen***

Introduction & layout; Larder Work; Sections and Functions of Larder Kitchen; Larder Equipments; Hierarchy of Larder Staff; Duties and responsibilities of Larder Staff.

**Unit II                    *Appetizers and Garnishes***

Introduction; Classification of Appetizers; Garnishing Hors D'oeuvres; Popular Traditional Appetizers from the World; Modern Plated Appetizers.

**Unit III                    *Sandwiches***

Introduction; Part of Sandwiches; Types of Sandwiches; Making of a Sandwich; Storing Sandwiches; Modern Trends in Sandwiches.

**Unit IV                    *Charcuterie***

Introduction; Sausage; Galantines; Ballotines and Dodines; Ham, Bacon and Gammon; Pat'es and Terrines; Truffle; Aspic or Gele'e.

**Unit V                    *Western Plated Food***

Introduction; The concept of Plate Presentations; Merging of Flavours, Shapes and Textures on the Plate; Emerging Trends in Food Presentation.

**Practical**

- Layout of Larder Kitchen
- Preparation of cold appetizers
- Preparation of Sandwiches
- Western Presentation of food on plate

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**Main text** Bali, Parvinder (2012). *International Cuisine & Food Production Management*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann (2010) *Modern Cookery*. Orient Longman.

**books** Arora, K (2008). *Theory of Cookery*. Frank Brothers.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 40%  
Practical – 60 %

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**BVoc Food Production  
LEVEL 6 ( Chef De Partie)**

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**BFP 306/ Level 6**      **FOOD PRODUCTION MANAGEMENT**  
**4 Credits**              Skill Course (SC)

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**Description of the course**

This course imparts the knowledge about the basic principles of food production management. The course discusses various aspects of management like planning, scheduling, forecasting and budgeting. The course also discusses Menu Planning and Food Costing.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to :

- Understand Production Planning and Scheduling
  - Forecasting and Budgeting
  - Yield Management
  - New Product Developments
  - Food Cost Control
  - Menu Planning
  - Kitchen Report Keeping
- 

**Unit I              *Production Management***

Introduction; Kitchen Organisation; Allocation of Work-Job Description; Duty Rosters; Production Planning and Scheduling; Production Quality and Quantity Control; Forecasting and Budgeting; Yield Management.

**Unit II             *Product Development***

Introduction; Developing New Recipes; Food Trials; Evaluating a recipe; Organoleptic and Sensory Evaluation.

**Unit III            *Food Cost Control***

Introduction to Control; Definition; Objective and Advantages of Cost Control; Obstacle to Food and Beverage Controls; Limitation of Cost Control; Methodology and Phases of Cost Control; Essentials of Cost Control.

**Unit IV            *Menu Planning***

Introduction; Menu; Functions of the Menu; Types of Menu; Menu Used As Control Tool; Menu Engineering Grid; Menu Balancing.

**Unit V             *Kitchen Communication***

Concept of Internal and External Customers; Miscellaneous forms used within the kitchens; Morning and Evening Briefing.

***Practical***

- Calculation of Food cost
- Yield management
- Preparation of menus
- Development of new product and recipes
- Preparation of kitchen reports

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**Main text** Bali, Parvinder (2012). *International Cuisine & Food Production Management*. Oxford University Press.

**Reference** Philip E. Thangam, Heinemann (2010) *Modern Cookery*. Orient Longman.

**books** Arora, K (2008). *Theory of Cookery*. Frank Brothers.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 40%  
Practical – 60 %

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**BVoc Food Production  
LEVEL 6 ( Chef De Partie)**

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**BFP 307/ Level 6**      **FRENCH FOR HOSPITALITY**  
**4 Credits**              Skill Course (SC)

**Description of the course**

The course will provide the students with elementary competence in the French language. This course focuses on teaching participants how to communicate simply and effectively at basic level, deal with the grammatical structures needed, pronounce words properly and utilise hospitality related vocabulary in their daily duties.

**Learning outcomes**

Upon the successful completion of the course the students will be able to :

- Learn the basics of French
- Communicate effectively at basic level
- Understand the grammatical structures
- Learn the pronunciation of words

- Unit I**              Introducing oneself and others, greeting people, formal and informal uses of the language, giving simple information about oneself. Countries and Nationalities, Adjectives used in day to day conversation.
- Unit II**              Introduction to hospitality vocabulary-different areas of the hotel. A focus on the reception area.
- Unit III**             The two parts of a restaurant – dining area utensils & kitchen equipment. Taking simple orders in the bar/restaurant/café/replying to room service orders.
- Unit IV**             Culinary terms – the food groups, methods of preparing and cooking food. Looking at recipes. Talking about food – favorite dishes, typical dishes of France.
- Unit V**              A focus on pronunciation – listening and speaking. Communicating over the phone – taking bookings, filling in forms. Talking about one’s routine- the time, tasks and responsibilities at work, running errands and chores.

**Main text**      S.Bhattacharya(2011).*French for Tourism and Hotel Industry*.Franc Bros.

**Reference books**      Thomas,Bruno(2017).*French for Beginners*.kindle edition.

**Pedagogical approach**      Lectures,Class Discussions and Practical Exposure,Audio visual aids.  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation**              Theory      – 40%  
   Practical    – 60 %

## **Semester – IV (Chef de partie)**



Course Code/Type	Course Title	Credits
BFP 401/SC	Industrial Training	24

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**BVoc Food Production  
LEVEL 6( Chef De Partie)**

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**BFP 401/ Level 6**  
**24 Credits**

**INDUSTRIAL TRAINING**  
Skill Course(SC)

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**Course Objective**

To provide the practical exposure and on the job training to the students about the systems, procedures and practices being followed by the Hospitality industry, in the backdrop of principles and concepts of Hospitality Management.

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The students of the BVoc Food Production 4<sup>th</sup> semester will be required to undergo 4 months compulsory on the Job training in the Hospitality and Tourism Industry. For this purpose the students will be placed with different hotels in every semester for two months at the end of semester.

After completion of the Training, the students will have to submit the Project Reports based on their work during their Internship Training. The research based Project Reports will be prepared by the students under the supervision of faculty members/Industry supervisors.

The Project Reports will be evaluated by the Industry Experts /Academicians nominated by the University from time to time. Evaluation of 100 Marks comprises of the following components:

**3) Project or Log Book Evaluation: 40 %**

**4) Presentation & Viva Voice: 60 %**

## **Semester – V (Sous Chef)**

Course Code/Type	Course Title	Credits
BFP 501/GC	F&B Controls	6
BFP 502/GC	Advance Course in F&B Service	6
BFP 503/GC	Human Resource Management	6

Job Role: CHEF DE PARTIE		
Course Code	Course Title	Credits
BFP 504/SC	International Cuisines	4
BFP 505/SC	Kitchen Planning	4
BFP 506/SC	Culinary French	4

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**BVoc Food Production  
LEVEL 7 ( Sous Chef)**

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**BFP 501 / LEVEL 7**      **F&B CONTROLS**

**6 Credits**                      General Course (GC)

**Description of the course**

The course imparts the knowledge about the various parameters of Food & Beverage Controls. The course suggest various measures to ensure controls on various aspects of food like cost, production, sales etc.

**Learning outcomes**

Upon the successful completion of the course the students will be able to:

- Understand Food Control Cycle
- Learn about the advantages of Food Cost Control
- Know the procedure of procurements of food supplies
- Understand about the standard recipes and standard portioning
- Know the fundamentals of food Sales .

**Unit I                      *Food Cost Control***

Advantages of Food Cost Control; Food Cost control- Tools and Procedures; Food Cost Reporting; Hurdles in Food Cost Control; Reasons for increased and low food cost; Factors affecting Food Cost Control; Point of sale system.

**Unit II                      *Food Control Cycle***

Purchasing Control; Aims and objectives; Types of Food Purchase; Quality Purchasing; Food Quality Factors for different commodities; Definition of Yield Tests to arrive at standard yield; Definition of Standard Purchase Specification; Advantages of Standard Yield and Standard Purchase Specification; Purchasing Procedure; Different Methods of Food Purchasing .

**Unit III                      *Receiving Control***

Aims of Receiving; Job Description of Receiving Clerk/Personnel ; Equipment required for receiving ; Documents by the Supplier (including format) ; Delivery Notes ; Bills/Invoices; Credit Notes ; Statements ; Records maintained in the Receiving Department ; Goods Received Book ; Daily Receiving Report ; Meat Tags; Receiving Procedure.

**Unit IV                      *Production Control***

Aims and Objectives; Forecasting; Fixing of Standards; Definition of standards (Quality & Quantity) ; Standard Recipe (Definition, Objectives and various tests); Standard Portion Size (Definition, Objectives and equipment used) ; Standard Portion Cost (Objectives & Cost Cards) ; Computation of staff meals.

**Unit V                      *Sales Control***

Defining of Sales; Determining sales price; Calculation of selling price; Factors to be considered while fixing selling price ; Matching costs with sales ; Billing procedure – cash and credit sales ; Cashier’s Sales summary sheet.

**Practical**

- Understanding the system of record keeping
- Filling of various formats available in the hotel
- Numericals on sales forecast

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**Main text** Ojugu,Clement(2009).Practical *Food and Beverage Cost Control*.Cengage Learning,Delmar.

**Reference books** Miller,Jack(2004).Practical *Food and Beverage Cost Control*.John Wiley & Sons,New Jersey.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 4-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 30%  
Practical – 70 %

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**BVoc Food Production  
LEVEL 7 ( Sous Chef)**

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**BFP 502/ LEVEL 7**      **ADVANCE COURSE IN F&B SERVICE**

**6 Credits**              General Course (GC)

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**Description of the course**

The course imparts the knowledge of Function Catering and Outdoor Catering Services. It also focuses upon the significance of Customer Relation Management and highlights various supervisory functions for the smooth Food & Beverage Operations. The paper also discusses various Food Safety & Environmental Concerns.

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**Learning outcomes**

Upon the successful completion of the course the students will be able to do the following activities:

- Booking & Organizing of banquet events
  - Procedure for organizing an outdoor catering
  - Briefing & De-briefing of catering staff
  - Complaint Handling through Role plays
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**Unit I              *Function Catering***

Introduction; Banquets; Types of Functions; Function Staff; Function Menus; Service Methods; Function Equipment; Juices; Table Plans; Function Booking & Organization ; Organizing the function; Outdoor Catering

**Unit II              *Supervisory Function***

Introduction; Supervisory Functions in Food Service Operations (Briefing, Allocation of tables, Checking the mise en place & mise en scene, Handling tips, Stock Taking, Requisition; Sales analysis, Cost analysis; Breakeven Point Calculations; Handling Complaints; Training the Staff

**Unit III              *Food Cost Control***

Advantages of Food Cost Control; Food Cost control- Tools and Procedures; Food Cost Reporting; Hurdles in Food Cost Control; Reasons for increased and low food cost; Factors affecting Food Cost Control; Point of sale system.

**Unit IV              *Customer Relationship Management***

Introduction; Importance of Customer Relations( Regular guests, Occasional guests, first time visitors); Guest Satisfaction ( Menu, Consistency in the quality of dishes and Service, Food Safety & Hygiene , Attitude of Staff, Complaint Handling; Suggestions by Guests.

**Unit V              *Food Safety And Environmental Concerns***

Introduction; Food Poisoning; Controlling Bacterial Growth; Prevention of Bacterial Food Poisoning; Food Safety Activities; Environmental Concerns; Hotel Waste Management.

**Practical**

- Booking & Organizing of banquet events
- Procedure for organizing an outdoor catering
- Briefing & De-briefing of catering staff
- Complaint Handling through Role plays

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**Main text** Singaravelavan,R(2016).*Food and Beverage Service*. New Delhi: Oxford University Press.

**Reference books** Dennis R.Lillicrap. & John A. Cousine(2006). *Food and Beverage Service*.ELBS.  
Andrews,Sudhir(2013).*Food & Beverage Service Training Manual*.Tata Mc Graw Hill.  
Dhawan,Vijay(2008).*Food & Beverage Service* .Frank Brothers & Company Pvt Ltd.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussions and Practical Exposure  
T-P-T : 4-2-0 (One Practical Credit is equal to Two hours)

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**Evaluation** Theory – 30%  
Practical – 70 %

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**BVoc Food Production  
LEVEL 7 ( Sous Chef)**

**BFP 503 / LEVEL 7      HUMAN RESOURCE MANAGEMENT**

**6 Credits                      General Course (GC)**

**Description of the course**

The objective of this course is to endow the student with a broad perspective on themes and issues of Human Resource Management along with their relevance and application in the Indian prospect. It will help the students to build up and refine decision making skills so that they can help organizations effectively conduct personnel management and employee relations.

**Learning outcomes**

Upon the successful completion of the course the students will be able to synthesize the role of human resources management as it supports the success of the organization including the effective development of human capital as an agent for organizational change, demonstrate knowledge of laws that impact behavior in relationships between employers and employees that ultimately impact the goals and strategies of the organization and understand the role of employee benefits and compensation as a critical component of employee performance, productivity and organizational effectiveness.

**Unit I                      *Introduction to Human Resource Management***

Nature of Human Resource Management, Scope, functions and importance of Human Resource Management, Human Resource Management vs. Human Resource Development, Strategic Human Resource Management: Introduction, characteristics and scope of Strategic Human Resource Management, Strategic Human Resource Management vs. Conventional Human Resource Management, Barriers to strategic Human Resource Management, Linking HR strategy with business strategy, Human Resource Management linkage with Total Quality Management & productivity.

**Unit II                      *Human Resource Planning And Recruitment***

Nature of job Analysis, job design, Human Resource Planning, Demand forecasting for manpower planning, HR supply forecasting, factors influencing HRP, Employee hiring- Nature of Recruitment, Sources of recruitment, Employee selection, process of employee selection, recent trends in recruitment.

**Unit III                      *Training And Development***

Nature and importance of Training, methods and types of training, career planning, promotion, transfer, demotion and separation, Performance Appraisal: Meaning and types of appraisal, Job Evaluation: Meaning and methods of job evaluation.

**Unit IV                      *Compensation Management And Employee Relations***

Introduction to compensation management, Components of employee and executive compensation, Factors affecting employee compensation, Employee incentive schemes, and recent trends in compensations management. Meaning and nature of employee relation and industrial relations.

**Unit V                      *Employee Safety, Health and Ethics in Human Resource Management***



Ethics definition and its principles, Importance of ethics in work place, Ethics of human resource and its impact towards organizational success, measures and policies for employee safety at work

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**Main text** Dessler, Varket (2016) *Human Resource Management*. Pearson. New Delhi

**Reference books** Aswathappa, K. (2007). *Human Resources and Personnel Management*. Tata McGraw Hill, New Delhi.

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**Pedagogical approach** Lectures, Cases Studies, Class Discussion.  
T-P-T : 5-0-1

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**Evaluation** Internal Assessment- 25%  
External Assessment- 75%

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**BVoc Food Production  
LEVEL 7 ( Sous Chef)**

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**BFP 504 / LEVEL 7**      **INTERNATIONAL CUISINES**

**4 Credits**                      Skill Course (SC)

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**Description of the course**

The course introduces the student to the international cuisines such as French, Italian, Spanish, German, Greek, Mexican, English, Japanese, Chinese and Thai. Also, the course helps the students to understand the art and science behind plating Western food. The paper also covers the latest trends of healthy eating and various elements that constitute healthy food.

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**Learning outcomes**

Upon the successful completion of this course the students will be able to:

- Know about the various speciality foods and salient features of different Foreign Cuisines
  - Prepare various dishes of different cuisines
  - Understand standard recipes
  - Learn and adopt various methods of cooking
- 

**Unit I                      *Western Cuisines***

Introduction; Italian Cuisine; Mediterranean Cuisine; Mexican Cuisine

**Unit II                      *European Cuisines***

Introduction ; French Cuisine; Cuisine of the UK; Scandinavian Cuisine, German Cuisine

**Unit III                      *Oriental Cuisines***

Introduction; Chinese Cuisine; Japanese Cuisine, Thai Cuisine

**Unit IV                      *Western Plated Food***

Introduction; The Concept of Plate Presentations; Merging of Flavors, Shapes and Textures on the Plate; Emerging Trends in Food Presentations

**Unit V                      *Concept Of Health Food***

Introduction; Types of Nutrients; Balanced Diet and Nutritional Analysis; Principles of Healthy Cooking.

**Practical**

- One Menu comprising of 5 dishes per Cuisine
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**Main text**      Bali,Parvinder (2012). *International Cuisine & Food Production*. Oxford University Press.

**Reference books**      Philip E. Thangam, Heinemann(2010)*Modern Cookery*.Orient Longman.  
Arora,K(2008). *Theory of Cookery*. Frank Brothers.

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<b>Pedagogical approach</b>	Lectures, Class Discussion, Practical sessions, Videos. T-P-T : 2-2-0
<b>Evaluation</b>	Theory – 40% Practical – 60 %

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**BVoc Food Production  
LEVEL 7 ( Sous Chef)**

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**BFP 505 / LEVEL 7**      **KITCHEN PLANNING AND MANAGEMENT**

**4 Credits**                      Skill Course (SC)

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**Description of the course**

The course discusses Kitchen design and deals with planning considerations of commercial and institutional kitchens. The course also highlights the role of the chef in the planning and designing of the kitchen. The paper also discusses the key topics in the area of kitchen management and project planning. The new changing trends in cooking is also been covered in this course.

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**Learning outcomes**

Upon the successful completion of this course the students will be able to:

- Know about various commercial kitchen configuration and shapes
  - Gain knowledge about standard specifications of kitchen equipments
  - Learn about storage facility, layout and design
  - Know about project management and its key role in various functional areas
  - Acknowledge various changing trends of Kitchen Planning and Management
- 

**Unit I                      *Kitchen Design***

Introduction; Basis of Physical Layout; Standard Layout of Kitchen, Area Required; Commercial Kitchen Configuration/Shapes; Environmental Conditions; Developing Kitchen Plans.

**Unit II                      *Specifications For Equipment , Ventilation and Kitchen Safety***

Introduction; Features of a Good Kitchen; Care and Maintenance of Kitchen Equipment; Kitchen Equipment Specifications.

**Unit III                      *Storage Facility Layout and Design***

Introduction; Food Stores: Definition and Types; Layout of a Good Food Store; Role of Store Keeper; Kitchen stewarding.

**Unit IV                      *Project Management***

Introduction; The Network Models (CPM/PERT); Drawings of a Network Diagram; Project Cost Analysis.

**Unit V                      *Sustainable Kitchen Planning***

Introduction; Major Resources of Energy; Energy Conservation; Changing Trends in Kitchen Planning; Sustainable Cooking.

**Practical**

- Kitchen Layouts
- Developing Kitchen Plans
- Kitchen Equipment Care and Maintenance

- Kitchen Stewarding
- Drawings of a Network Diagram( CPM/PERT)

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**Main text** Bansal, Tarun (2010). *Hotel Facility Planning*. Oxford University Press.

**Reference books** Bhushan,Devesh(2014).*Environment and Facilities Planning in Hotel Industry*.Naman Publisher & Distributors.

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**Pedagogical approach** Lectures, Class Discussion, Practical sessions, Videos.  
T-P-T : 2-2-0

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**Evaluation** Theory – 40%  
Practical – 60 %

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**BVoc Food Production  
LEVEL 7 ( Sous Chef)**

**BFP 506/ Level 7**      **CULINARY FRENCH**  
**4 Credits**              Skill Course (SC)

**Description of the course**

The course will provide the students with proficiency in the French language. This course focuses on teaching participants how to communicate and use French language while working in kitchen. This paper gives an idea about various common French terms used in culinary area.

**Learning outcomes**

Upon the successful completion of the course the students will be able to :

- Learn the French Classical Menu
- Get familiar with kitchen terminology in French.
- Understand the cuts of meat in French
- Learn the terms for different ingredients used in cooking

**Unit I**              Organisation of French Classical Menu and Preparation of sample menus for different occasions.

**Unit II**              Familiarisation with kitchen brigade terms and terminology.

**Unit III**              Names of soups and descriptive terms; Names of vegetables and terms associated with the use of vegetables.

**Unit IV**              Terms associated with hors d'oeuvres, sauces, cuts of meat, poultry, game and fish ; French cheeses ; Desserts and fruits ; Pasta dishes.

**Unit V**              French terms of condiments, herbs, spices and wine used in cooking.

**Main text**      S.Bhattacharya(2011).*French for Tourism and Hotel Industry*.Franc Bros.

**Reference books**      Thomas,Bruno(2017).*French for Beginners*.kindle edition.

**Pedagogical approach**      Lectures,Class Discussions and Practical Exposure,Audio visual aids.  
T-P-T : 2-2-0 (One Practical Credit is equal to Two hours)

**Evaluation**              Theory      – 40%  
   Practical      – 60 %

### Semester – VI (Sous Chef)

Course Code/Type	Course Title	Credits
BFP 601/SC	Industrial Training	24

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**BVoc Food Production  
LEVEL 7( Sous Chef)**

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**BFP 601/ Level 7  
24 Credits**

**INDUSTRIAL TRAINING**  
Skill Course(SC)

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**Course Objective**

To provide the practical exposure and on the job training to the students about the systems, procedures and practices being followed by the Hospitality industry, in the backdrop of principles and concepts of Hospitality Management.

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The students of the BVoc Food Production 6<sup>th</sup> semester will be required to undergo 4 months compulsory on the Job training in the Hospitality and Tourism Industry. For this purpose the students will be placed with different hotels in every semester for two months at the end of semester.

After completion of the Training, the students will have to submit the Project Reports based on their work during their Internship Training. The research based Project Reports will be prepared by the students under the supervision of faculty members/Industry supervisors.

The Project Reports will be evaluated by the Industry Experts /Academics nominated by the University from time to time. Evaluation of 100 Marks comprises of the following components:

**5) Project or Log Book Evaluation: 40 %**

**6) Presentation & Viva Voice: 60 %**

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