



Four-Year Undergraduate Programme

**BACHELOR OF HOTEL MANAGEMENT & CATERING
TECHNOLOGY**

(Single Major & Single Minor in Event Management/Retail Management/Tourism Management)

**FACULTY OF HOTEL MANAGEMENT &
CATERING TECHNOLOGY**

Parul University

Vadodara, Gujarat, India

VISION OF THE FACULTY:

To nurture leaders with the ability to skilfully navigate the dynamic landscape of the hospitality industry.

MISSION OF THE FACULTY:

M1 Impart exemplary, innovative & Quality education in the field of Hospitality Industry.

M2 Foster a participatory learning environment, enhancing the capacity of students through active engagement and collaboration.

M3 Cultivate the necessary workforce to meet the expanding demands of the ever-growing hospitality industry.

1. Program Educational Objectives

The statements below indicate the career and professional advancement that the Bachelors of Hotel Management & Catering Technology (Single Major & Single Minor) curriculum intends to provides the students.

PEO-1	Provide the technical skills that attribute to analytical, proficiency & problem-solving attitude in the students by inculcating in the curriculum the best practices that are followed by Academia & industry in Hotel Industry & Event/Retail/Tourism sector.
PEO-2	Generate highly skilled graduates equipped with the knowledge and expertise demanded by the Hotel Industry & Event/Retail/Tourism sector.

2. Program Learning Outcomes

Program Learning outcomes are statements conveying the intent of a program of study.

PLO-1	TECHNICAL KNOWLEDGE-	Impart the understanding and proficiency in hotel /Event/Retail/Tourism Industry
PLO-2	PROBLEM ANALYSIS SKILL-	Adapt to problem analysis skill, the ability to thoroughly examine and understand complex situations or challenges, identify the root causes of problems, and develop effective strategies for resolution.
PLO-3	DEVELOPMENT AS A PROFESSIONAL-	Ensure Professional development that refers to the ongoing process of acquiring new knowledge, skills, and experiences to enhance the students' capabilities to excel in hotel /Event/Retail/Tourism Industry.

PLO-4	PROFESSIONAL SKILLS-	Perform professional skills that are essential for success in the workplace and will encompass a wide range of capabilities, including technical expertise, communication skills, problem-solving abilities, leadership qualities, and more.
PLO-5	INDUSTRY ETHICS-	Understand & learn the moral principles, values, and standards that guide the conduct and behaviour of individuals and organizations within Hotel industry & Event/Retail/Tourism sector.
PLO-6	RESEARCH SKILLS-	Gain Research skills that refer to the ability to systematically investigate, analyse, and gather information on a specific topic or subject. These skills are crucial in various academic, professional, and personal contexts.
PLO-7	EMPLOYABILITY -	Develop the employability skills that go beyond having the necessary qualifications and extends to a person's ability to effectively apply their skills and adapt to the changing demands of the job market.

3. Program Specific Learning Outcomes

PSO-1	Gain the ability to apply and exhibit technical knowledge, as well as develop the professional and soft skills necessary for success in the Hotel Industry & Event/Retail/Tourism sector.
PSO-2	Nurture and exhibit research and analytical skills by actively participating in research projects and engaging in field visits.
PSO-3	Gain a thorough understanding of industrial ethics and apply them to uphold the ethical standards of the Hotel Industry & Event/Retail/Tourism sector as a professional practitioner.

4. Credit Framework

Semester wise Credit distribution of the programme	
Semester-1	22
Semester-2	22
Semester-3	22
Semester-4	20
Semester-5	24
Semester-6	24
Semester-7	22
Semester-8	20
Total Credits:	176

Category wise Credit distribution of the programme	
Category	Credit
Major Core	88
Minor Stream	32
Multidisciplinary	12
Ability Enhancement Course	10
Skill Enhancement Courses	10
Value added Courses	08
Summer Internship	00
Research Project/Dissertation	16
Total Credits:	176

5. Program Curriculum

Program: BHMCT (Single Major & Single Minor)					
SEMESTER -I		Teaching Scheme			
Course Code	Course title	Credit	Contact Hours		
			L	P	T
00019301AE01 00019301AE02 00019301AE03	MIL-1 (AEC-I) Basic English-I/ Basic Hindi-I/ Basic Gujarati-I	2	2		
11011401VA01	VAC-1 (Climate change & sustainable environment)	2	2		
21010101SE02	SEC-II (Application of Computers) THEORY	1	1		
21010101SE03	SEC-II (Application of Computers) PRACTICAL	1		2	
07010101UE01 /09010101UE01 /18010201UE01	UE-1(First Aid & Life Support/Health Promotion & Fitness/Basics of Photography)	4	4 / (2) in case of Basics of	4 (in case of Basics of	

			Photography	Photography)	
21010101DS01	Introduction to Front Office (THEORY)	3	3		
21010101DS02	Introduction to Front Office (PRACTICAL)	1		2	
21010101DS03	Introduction to Accommodation Operations (THEORY)	3	3		
21010101DS04	Introduction to Accommodation Operations (PRACTICAL)	1		2	
21010101RM01/21010101EM01/21010101TO01	MINOR COURSE-1 (THEORY)- Introduction to Retail Operations/ Concept & Designing of Event / Introduction to Tourism Operations	2	2		
21010101RM02/21010101EM02/21010101TO02	MINOR COURSE-2 (PRACTICAL)- Introduction to Retail Operations/ Concept & Designing of Event / Introduction to Tourism Operations	2		4	
	Total Credits	22	17/15	10/14	
SEMESTER -II		Teaching Scheme			
			Contact Hours		
Course Code	Course title	Credit	L	P	T
00019302AE04 00019302AE05 00019302AE06	MIL-II (AEC-II) Basic English-II/ Basic Hindi-II/ Basic Gujarati-II	2	2		
00019302VA01	VAC-2 (IPDC INCLUDING HISTORY & CULTURE OF INDIA & IKS-I)	2	2		
00019101SE01	SEC-1 (Mathematical Aptitude)	2	2		
00M10102UE01/15M10102UE01	(University Elective 2) Indian Culture: Perspective for Tourism/ Overview & Perspective of Values	4	4		
21010102DS01	Foundation in Food & Beverage Production -I (THEORY)	2	2		
21010102DS02	Foundation in Food & Beverage Production -I (PRACTICAL)	2		4	
21010102DS03	Foundation in Food & Beverage Service I(THEORY)	3	3		

21010102DS04	Foundation in Food & Beverage Service I (PRACTICAL)	1		2	
21010102RM01/ 21010102EM01/ 21010102TO01	MINOR COURSE-3- Finance in Retail Management/ Finance in Event Management/ Finance in Tourism	4	4		
	Total Credits	22	19	06	
SEMESTER -III		Teaching Scheme			
			Contact Hours		
Course Code	Course title	Credit	L	P	T
00019303AE01 00019303AE02 00019303AE03	MEL-I (AEC-III) (Advance English-I /Basic French/Basic German)	2	2		
00019303VA01	VAC-3(IPDC including history and culture of India and IKS-II)	2	2		
03010503SE01	SEC-3 Artificial Intelligence	2	2		
06010103UE02 /16010103UE01 /17010103UE02	University Electives-3 Cyber Security Tools Techniques & Counter Measures/Income Tax Return & E-Filing /Understanding Gender & Law	4	4		
21010103DS01	Foundation in Food & Beverage Production II (THEORY)	2	2		
21010103DS02	Foundation in Food & Beverage Production II (PRACTICAL)	2		4	
21010103DS03	Foundation in Food & Beverage Service II (THEORY)	3	3		
21010103DS04	Foundation in Food & Beverage Service II(PRACTICAL)	1		2	
21010103DS05	Front Office Operations (THEORY)	3	3		
21010103DS06	Front Office Operations (PRACTICAL)	1		2	
	Total Credits	22	18	8	
SEMESTER -IV		Teaching Scheme			
			Contact Hours		

Course Code	Course title	Credit	L	P	T
21010104DS01	INDUSTRIAL TRAINING IN MAJOR SUBJECTS	20		40	
SEMESTER -V		Teaching Scheme			
			Contact Hours		
Course Code	Course title	Credit	L	P	T
00019304AE04 00019304AE05 00019304AE06	MEL-II (AEC-IV) (Advance English-II /Advance German /Advance French/)	2	2		
21010604SE01	(SEC-4) Leadership & Personality Development	2	2		
21010105DS01	Food Production Functions (THEORY)	2			
21010105DS02	Food Production Functions (PRACTICAL)	2		4	
21010105DS03	Food & Beverage Service Functions (THEORY)	3	3		
21010105DS04	Food & Beverage Service Functions(PRACTICAL)	1		2	
21010105DS05	Accommodation Functions In Hotels (THEORY)	3	3		
21010105DS06	Accommodation Functions In Hotels(PRACTICAL)	1		2	
21010104RM01/21010104EM01/21010104TO01	MINOR COURSE-4 - Human Resources Management in Retail sector/ Human Resources Management in Event sector/ Human Resources Management in Tourism Sector	4	4		
21010105RM01/21010105EM01/21010105TO01	MINOR COURSE-5(THEORY)- Business communication in Retail Sector /Business communication in Events /Business communication in Tourism	2	2		
21010105RM02/21010105EM02/21010105TO02	MINOR COURSE-6 (PRACTICAL) Business communication in Retail Sector /Business communication in	2		4	

	Events /Business communication in Tourism				
	Total credits	24	16	12	
SEMESTER -VI		Teaching Scheme			
			Contact Hours		
Course Code	Course title	Credit	L	P	T
06010105SE01 / 06010105SE02	SEC-V Digital Literacy / Finance for everyone	2	2		
00019306AEO 1	Professional Ethics & Comm. (AEC-V)	2	2		
21010106DS01	Advanced Food & Beverage Production (THEORY)	2	2		
21010106DS02	Advanced Food & Beverage Production (PRACTICAL)	2		4	
21010106DS03	Advanced Food & Beverage Service & Control(THEORY)	3	3		
21010106DS04	Advanced Food & Beverage Service & Control(PRACTICAL)	1		2	
21010106DS05	Accommodation Management(THEORY)	3	3		
21010106DS06	Accommodation Management(PRACTICAL)	1		2	
21010105RM0 3/21010105EM 03/21010105TO 03	MINOR COURSE-7- Sales& Marketing management in Retail Sector/ Marketing & Brand Management in Event sector/ Marketing & Brand Management in Tourism	4	4		
21010106RM0 1/21010106EM 01/21010106TO 01	MINOR COURSE-8- Basics of Management in Retail Sector /Basics of Management in Events /Basics of Management in Tourism	4	4		
	Total credits	24	16	8	
SEMESTER -VII		Teaching Scheme			
			Contact Hours		

Course Code	Course title	Credit	L	P	T
19010204VA01 00019404VA01 00019404VA02 00019404VA03	Positive Mental Health/Physical Education: Yoga/Sports/NCC (VAC-IV)	2	1	2	
21010107DS01	Food & Beverage Controls	4	3		1
21010107RM01 /21010107EM01/ 21010107TO01	MINOR COURSE-9- Business Laws in Retail Sector/ Business laws in Events/ Business Law in Tourism & Travel	4	4		
21010108RM01 /21010108EM01/ 21010108TO01	MINOR COURSE-10(THEORY)- Retail Management Perspectives /Event Management Planning /Tourism Policies & Planning/	2	2		
21010108RM02 /21010108EM02/ 21010108TO02	MINOR COURSE-11(PRACTICAL)- Retail Management Perspectives /Event Management Planning /Tourism Policies & Planning/	2		4	
21010107DS21 /21010107DS23 /21010107DS25	Professional elective I(THEORY)- Food Production Management/ Food Beverage Management/ Rooms Division Management (3	3		
21010107DS22 /21010107DS24 /21010107DS26	Professional elective I(PRACTICAL)- Food Production Management/ Food Beverage & Service Management/ Rooms Division Management (1		2	
21010107DS41/ 21010107DS42	Professional elective- II (Food commodities & safety/Research Project)	4	3		1
	Total	22	16	8	2
SEMESTER -VIII		Teaching Scheme			
			Contact Hours		
Course Code	Course title	Credit	L	P	T
21010108DS01	OJT	20		40	

21010108DS02	Research Tools	4	3	2	
21010108DS03	Data Analysis	4	3	2	
21010108RP01	Literature Review	4	3	2	
21010108RP02	Research Project	8		16	
		20	9	62	

Type of Course	Credits Allocated
Ability Enhancement Courses (AEC)	10
Skill Enhancement Courses (SEC)	10
Value Added Courses (VAC)	8
Multidisciplinary Courses	12
Discipline Specific Courses	88
Minor	32
OJT/Research	16
Total	176

Semester -1

Course Name: BASIC ENGLISH-I

Course Code: 00019301AE01

Prerequisite: Basic Knowledge of LSRW. to provide students with soft skills that complement their skills, making them more marketable when entering the workforce.

Rationale: Knowledge of LSRW is essential for students.

a. Course Learning Objective:

CLOBJ 1	Remember basic English language terms and concepts.
CLOBJ 2	Understand the main ideas and key details of simple English language materials.
CLOBJ 3	Apply grammar and vocabulary knowledge to construct simple sentences and paragraphs.
CLOBJ 4	Analyze the structure and organization of basic English texts.
CLOBJ 5	Evaluate the use of language in different contexts and for different purposes.
CLOBJ 6	Create original written and spoken English language content.

b. Course Learning Outcomes:

CLO 1	Define and recognize simple grammatical structures and rules in English sentences.
CLO 2	Develop the Understanding of basic English grammar concepts through application in context.
CLO 3	Apply listening skills to follow and respond appropriately to basic instructions and directions given in English.
CLO 4	Analyze language usage and areas for improvement in pronunciation, grammar, and vocabulary.
CLO 5	Evaluate new vocabulary and grammatical structures learned in class into their communication to demonstrate language fluency and creativity.
CLO 6	Develop the cultural relevance and appropriateness of language use in various contexts, demonstrating an understanding of cultural sensitivity and communication norms.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme		
L	T	P	C	Internal Evaluation	ESE	Total

				MSE	CE	P	Theory	P	
2	-		2		100				100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture Hrs.	Weight age in %
1	LISTENING SKILLS AND HEARING: Listening Vs Hearing Types of listening, Traits of good listener, Barriers of listening	2	7
2	LISTENING PRACTICE: Listening Practice(Audio & Video)	3	10
3	PRESENTATION SKILLS: Defining the purpose of presentation strategies, How to make an effective presentation? Knowing /Analyzing audience, Organizing content and preparing an outline Traits of a good speaker	1	3
4	ACTIVITY: Crazy Scientist.	2	7
5	SPEAKING PRACTICE: Speaking practice (Elocution)	7	24
6	READING SKILLS: Define reading, Reading Strategies, Techniques of reading, Techniques to read faster	1	3
7	READING PRACTICE: Reading Practice (Reading Comprehension)	4	13
8	WRITING SKILLS: Develop Writing Skills, 7cs of communication, Techniques of writing better, Identifying common errors in writing	3	10
9	PARAGRAPH WRITING : Introduction of Paragraph Writing, Central components of paragraph development, Techniques for paragraph development	1	3
10	WRITING PRACTICE: Note making, Picture Description, Dialogue Writing, Paragraph Writing Completion of story from given points	6	20
	Total	30	100

e. Text Book and Reference Book:

Understanding and Using English Grammar, By Betty Azar & Stacy Hagen | Pearson Education
 Business Correspondence and Report Writing, By SHARMA, R. AND MOHAN, K.
 Communication Skills, By Kumar S And Lata P | New Delhi Oxford University Press

Technical Communication : Principles And Practice, By Sangeetha Sharma, Meenakshi Raman | Oxford University Press
 Practical English Usage, By MICHAEL SWAN
 A Remedial English Grammar for Foreign Student, By F.T. WOOD
 On Writing Well, By William Zinsser | Harper Paperbacks,2006 | 30th anniversary edition

Course Name: CLIMATE CHANGE & SUSTAINABLE ENVIRONMENT

Course Code: 11011401VA01

Prerequisite: Shall have the basic knowledge about environmental studies.

Rationale: Will understand the basic interface between climate change and sustainability.

a. Course Learning Objective:

CLOBJ 1	Remember examine national and state policies related to climate change and sustainable development, as well as the roles of various stakeholders such as governments, NGOs, businesses, and communities in achieving SDGs.
CLOBJ 2	Understanding of the components and dynamics of the global climate system, including the atmosphere, hydrosphere, biosphere, and lithosphere, and how they interact to shape Earth's climate.
CLOBJ 3	Apply the Sustainable Development Goals (SDGs) outlined by the United Nations, understanding their significance in addressing climate change and promoting sustainable development worldwide.
CLOBJ 4	Analyze the causes and consequences of climate change, including global warming, ozone layer depletion, acid rain, and the greenhouse effect, through case studies of nuclear accidents, chemical disasters, and climatic episodes.
CLOBJ 5	Evaluate approaches to mitigating climate change, including energy conservation, the use of renewable energies (water, solar, wind, tidal, geothermal), water conservation techniques such as rainwater harvesting, and the importance of
CLOBJ 6	Develop the concept of sustainable human development, considering the intersection of environmental, social, and economic factors, and understanding how various religions, cultural practices, and ethical frameworks contribute to environmental conservation and sustainable development efforts.

b. Course Learning Outcomes:

CLO 1	Remember scientific principles behind climate change, including the greenhouse effect, and its implications for global ecosystems.
CLO 2	Explain the differences between government and governance and the various ideas and meanings attached to the goal of sustainable development.
CLO 3	Apply high-quality written and verbal communication skill.
CLO 4	Analyze policy-making processes regarding sustainability issues.
CLO 5	Recommended the complexity and operations of governance systems and processes on international, national, and local levels.
CLO 6	Creative work effectively in a team and in tutorial or workshop situations.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-		2	20	20		60		100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture Hrs.	Weightage in %
1	INTRODUCTION TO CLIMATE CHANGE: Global Climate System Climate Change: Causes and Consequences: Global warming, ozone layer depletion, acid rain, and greenhouse effect case studies: nuclear accidents, chemical disasters, and climatic episodes	10	33.34
2	SUSTAINABLE DEVELOPMENT: Sustainable Development Goals: An overview Climate Change and Sustainable Development: National and State Policies Achieving Sustainable Development Goals: Role of Various Stakeholders Building Partnership for Climate Change and Sustainable Development	10	33.33
3	SUSTAINABLE APPROACH TO CLIMATE CHANGE: Energy Conservation: Use of Renewable energies: Water, Solar, Wind, Tidal, Geothermal Water conservation techniques: Rain Water Harvesting. Environmental Ethics & Public Awareness: Role of various religions and cultural practices in environmental conservation Sustainable Human Development.	10	33.33
	Total	30	100

e. Text Book and Reference Book:

Climate Change and Sustainable Development: Prospects for Developing Countries, By Anil Markandya, Kirsten Halsnæs

Climate Change and Sustainable Development Global Prospective, By R.K.Mishra, P.s.Janki Krishna & CH. Laskhmi Kuma

This Changes Everything: Capitalism vs The Climate, By Naomi Klein

The Uninhabitable Earth: Life After Warming (TextBook), By David Wallace-Wells

Course Name- APPLICATION OF COMPUTERS (THEORY)

Course Code: 21010101SE02

Prerequisite: The students studying this course should be able to write, read English and must have introductory knowledge about computers.

Rationale: The course provides theoretical knowledge about the use of computers in all the departments of the hotel.

a. Course Learning Objective:

CLOBJ 1	Get the students acquainted with the importance of use of computers in hotel.
CLOBJ 2	Familiarize the students with the features of MS office.
CLOBJ 3	Promote the digital literacy among the students.

b. Course Learning Outcomes:

CLO 1	Understand & explain the use of computers in hotels.
CLO 2	Elaborate the features of MS Office.
CLO 3	Understand the importance of digital literacy in their profession.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
1	-	0	1	20	20		60		100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture Hrs.	Weight age in %
1	INTRODUCTION TO COMPUTERS	2	13
	Definition, Components of a computer system, generation of computers, Storage devices, CD ROM's, Pen Drives, other external storage devices		
2	WORD PROCESSING, SPREAD SHEETS AND PRESENTATIONS	6	40
	Features of MS WORD, PPT, EXCEL - Editing Commands and Mail merge, Understanding spreadsheet, Features, Formulae and functions.		
3	NETWORKS & NETWORKING	2	13
	Concept of connectivity, Basic understanding of various kinds of network topologies, Identify the various types of networks and overview understanding of local area network.		
4	GOING ONLINE	5	34
	Online information services for research& study purpose, Data Libraries (Shodh ganga & Google scholar etc) Scope of Internet resources, Basic information about IOT & AI, creating web page, Dark web, SEO (Search Engine optimization) concept. Digital Marketing, Internet Safety		
	Total	15	100

e. Text Book and Reference Book:

Fundamental of Computers S.Jain, BPB Publication;

Mastering Microsoft Office Lonnie E. Moseley & David M. Boodey, BPB Publication

Course Name- APPLICATION OF COMPUTERS (PRACTICAL)**Course Code:** 21010101SE03**Prerequisite:** The students studying this course should be able to write, read English and must have introductory knowledge about computers.**Rationale:** The course provides practical knowledge about the use of computers in all the departments of the hotel.**a. Course Learning Objective:**

CLOBJ 1	Get the students acquainted with the skills required for using MS word & MS PPT.
CLOBJ 2	Get the students acquainted with the skills required for using MS Excel.
CLOBJ 3	Promote the use of digital learning among the students.

b. Course Learning Outcomes:

CLO 1	Use MS word & MS PPT.
CLO 2	Use MS Excel.
CLO 3	Use digital platforms for their professional purpose.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1			20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	Hours	Weightage In %
1.	Using Short cut keys	4	13.33
2.	Working in MS WORD (PRACTICE)-I Basic features	2	6.67
3.	Working in MS WORD (PRACTICE)-II Advanced Features	2	6.67
4.	Working in MS PPT (PRACTICE)-I Basic features	2	6.67
5.	Working in MS PPT (PRACTICE)-II Advanced Features	2	6.67
6.	Working in MS EXCEL (PRACTICE)-I Basic features	2	6.67
7.	Working in MS EXCEL (PRACTICE)-II Basic features	2	6.67
8.	Working in MS EXCEL (PRACTICE)-III Advanced Features	2	6.67
9.	Using Internet-creating a mail ID, Using E-Mail	2	6.67
10.	Using Internet- Blogging	2	6.66
11.	Internet Use – Searching on Data Library for research purpose(Shodh Ganga , Google Scholar)	2	6.66
12.	Creating Web page & Websites for the business.	4	13.33
13.	Internet Safety	2	6.66
	Total	30	100

e. Text Book and Reference Book:

Fundamental of Computers S.Jain, BPB Publication;

Course Name: FIRST AID & LIFE SUPPORT

Course Code: 09010101UE01

Prerequisite: Shall have the basic knowledge about anatomy and physiology of human body.

Rationale: Will gain basic knowledge about first aid & life sciences.

a. Course Learning Objective:

CLOBJ 1	Remember the primary objectives of first aid, including preserving life, preventing worsening conditions, and promoting recovery.
CLOBJ 2	Explain the legal framework surrounding first aid, including Good Samaritan laws and the duty of care, and understand their responsibilities and limitations as first.
CLOBJ 3	Apply skills in identifying and responding to emergencies, including performing a top- to-toe assessment, maintaining hygiene, and following an overview flow chart for providing appropriate first aid.
CLOBJ 4	Organize and manage injuries such as fractures, wounds, and bleeding, including understanding basic anatomy, recognizing different types of fractures, and applying appropriate
CLOBJ 5	Access knowledge of respiratory emergencies, including recognizing signs of difficulty breathing and performing CPR, as well as understanding the types of burns and providing appropriate care for burn injuries.
CLOBJ 6	Develop competence in lifesaving procedures such as CPR, managing head trauma and strokes, and providing first aid for gastrointestinal issues such as diarrhea, food poisoning, and diabetes.

b. Course Learning Outcomes:

CLO 1	Identify and prioritize different types of injuries and illnesses.
CLO 2	Understand the importance of first aid in emergency situations
CLO 3	Demonstrate the ability to assess the scene of an emergency.
CLO 4	Analyze the importance of infection control in wound care
CLO 5	Evaluate signs and symptoms of shock and how to provide first aid for different types of burns and how to assess and provide first.
CLO 6	Develop CPR techniques for adults, children, and infants and use of automated external defibrillators (AEDs) and how to use them.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-		4	20	20		60		100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture Hrs	Weightage in %
1	Introduction to first aid: Aims of first aid law Indian good Samaritan protection guidelines Duty of giving care Consent of the person in need Privacy Negligence Dealing with an emergency Top-to-toe assessment Hygiene and hand washing First aid overview flow chart	4	7
2	Assessment of patients with fractures, wounds, and bleeding: Brief Anatomy of the skeletal system Fractures (injuries to bones) Injuries and fractures to the head, neck and spine Injuries and fractures to the cheekbone, nose, and lower jaw Fracture of the cheekbone or nose Fractures of the lower jaw Injuries to the shoulder, ribs or breastbone Injuries or fractures of the shoulder Injuries and fractures of the collarbone Rib injuries and fractures Fractures of the breastbone Injuries to the arm, elbow, wrist, hand or Injuries and fractures of the arm(upper arm, forearm, wrist) Injuries and fractures of hand or fingers Injuries to the pelvis, lower limbs, knee, ankle or feet Injuries and fractures of the pelvis Injuries and fractures of the leg (thigh or lower leg) or ankle, Fracture of the knee cap (patella) Injuries and fractures of foot	6	10

	or toes Dislocations (injuries to joints) Strains and sprains(injuries to ligaments, muscles and tendons)		
3	Respiratory emergencies: Respiration The respiratory system No breathing or difficult breathing When to refer the casualty to a healthcare facility Drowning Remove the victim out of the water Strangulation and hanging Choking Swelling within the throat Suffocation by smoke or gases Asthma	6	10
4	Care of burns: The skin Burn wounds First, second and third degree burns Type of burns by origin Danger of burn Dry burns and scalds (burns from flames, hot surfaces, steam, Care of minor burns (small first and second degree burns) Specific burn locations Electrical burns and electrocution by electricity or lightning Chemical burns Sunburns, snow/welders eyes, heat exhaustion and heat stroke Heat exhaustion Heatstroke Frostbites Prevention of burns Fever Hypothermia	5	8
5	Lifesaving procedures in emergency & shock: The heart and the blood circulation, Heart and blood circulation, Blood pressure, Pulse, The blood, Chest discomfort, Bleeding, First aid for bleeding (in general), Resuscitation (basic CPR), Resuscitation of a person who is not breathing or not breathing normally, Resuscitation of baby/child (less than one year old)	5	8
6	Head trauma & stroke: The nervous system, The central nervous system, The peripheral nervous system (PNS), Unconsciousness, Head injuries, Concussion, Cerebral compression, Skull fractures, Stroke, Fits – convulsions - seizures	6	10
7	Gastrointestinal tract, diarrhea, food poisoning and diabetes: Review of anatomy and physiology of gastrointestinal tract, Diarrhoea, Prevent dehydration, Food poisoning, Diabetes, Type 1 diabetes, Type 2 diabetes, Gestational diabetes (diabetes during pregnancy), Diagnosis, Hyperglycaemia, Symptoms of hyperglycaemic coma or diabetic coma, Hypoglycaemia	6	10
8	Senses, foreign bodies in eye, ear, nose or skin and swallowed foreign Objects: Review of anatomy and physiology of the special senses, Foreign body in the eye, Foreign body in the ear, Foreign body in the nose, Foreign body in the skin, Swallowed foreign objects	6	10
9	Urinary system, reproductive system and emergency childbirth: Review of anatomy and physiology of Urinary & Reproductive system, Male reproductive system, Female reproductive system, Pregnancy, Stages of labour and giving birth, Aftercare of the mother, Medical conditions and pregnancy, Diabetes, High blood pressure, Infections, Prevention of sexually transmitte diseases (STD), Sexually	6	10

	transmitted infections, Reducing the risk of STDS/STIS, Emergency childbirth		
10	Psychological first aid: Definition of psychological first aid, Traumatic crisis, (psychological) shock phase, Reaction phase, Processing phase, Reorientation phase, Behave calmly, Listening to the affected person, Physical contact, Providing psychological first aid to all	4	7
11	Specific emergency situations and disaster management: Emergencies at school, Emergencies at work, Road and traffic accidents, Emergencies in rural area, Disasters, and multiple casualty accidents Emergency triage	6	10
	Total	60	100

e. Text Book and Reference Book:

First aid handbook: Fast and effective emergency care (TextBook), By Dr. Pipa Keech | 3rd
Until Medical Help Arrives: First aid Book (TextBook), By Dr. H. V. Sardesai | 1 st Edition, Pub.
Year 2022
First aid manual, (TextBook), By UK's Leading First aid providers | 11th edition:, Pub. Year 2021

Course Name: HEALTH PROMOTION & FITNESS

Course Code: 07010101UE01

Prerequisite: . There is no Prerequisite to opt this Course.

Rationale: This course explores the principles and strategies of health promotion and fitness, focusing on improving overall well-being through physical activity and healthy lifestyle choices. Students will develop a comprehensive understanding of the importance of health promotion, fitness assessment, designing fitness programs, and motivating individuals to adopt healthier lifestyles.

a. Course Learning Objective:

CLOBJ 1	Make Understand the fundamental concepts of health promotion and fitness.
CLOBJ 2	Elaborate the role of physical activity in promoting health and preventing diseases.
CLOBJ 3	Apply & demonstrate fitness assessment techniques and interpret the results.
CLOBJ 4	Elaborate the Design effective fitness programs based on individual needs and goals. Develop communication and motivational skills to encourage individuals to adopt healthier lifestyles.

b. Course Learning Outcome:

CLO1	Understand the fundamental concepts of health promotion and fitness.
CLO 2	Evaluate the role of physical activity in promoting health and preventing diseases.
CLO 3	Apply fitness assessment techniques and interpret the results.
CLO 4	Design effective fitness programs based on individual needs and goals. Develop communication and motivational skills to encourage individuals to adopt healthier lifestyles.

c. Teaching and Examination Scheme

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-		4	20	20		60		100

d. Course Content

Sr.	Topics	Lecture Weightage	
		Hrs	in %
1	Introduction to Health Promotion and Fitness Definition and importance of health promotion, Relationship between physical activity and health, Global and societal perspectives on health promotion	3	5
2	Anatomy and Physiology for Fitness Overview of human anatomy and physiology relevant to exercise Energy systems and metabolism Cardiovascular and respiratory systems and their responses to exercise Musculoskeletal system and its adaptations to physical activity	12	20
3	Fitness Assessment and Testing Importance of fitness assessment Components of fitness: cardiovascular endurance, muscular strength, flexibility, body composition Techniques for assessing fitness levels- Demonstration Interpretation of fitness assessment results	6	10
4	Designing Fitness Programs Principles of program design Setting goals and objectives for fitness programs Developing personalized exercise programs Progression and periodization of exercise routines	6	10
5	Exercise prescription Exercise prescription in reference to Aerobic Training Exercise prescription in reference to Anaerobic Training	12	20
6	Nutrition and Hydration for Fitness Role of nutrition in supporting physical activity Macronutrients and micronutrients Pre- and post-exercise nutrition Importance of hydration for optimal performance	3	5
7	Special Populations and Considerations Fitness considerations for different age groups (children, adolescents, older adults) Pregnancy and postpartum fitness Exercise considerations for individuals with chronic conditions Inclusivity and accessibility in fitness programming	9	15
8	Mental Health and Stress Management Connection between physical activity and mental well-being Stress, anxiety, and depression management through exercise Mind-body practices: yoga, meditation, mindfulness	3	5
9	Technology and Health Promotion Role of technology in promoting fitness and well-being Fitness tracking devices and mobile applications Virtual fitness platforms and online communities Ethical considerations in using technology for health promotion	3	5
10	Ethics and Professionalism in Health Promotion Ethical considerations in promoting health and fitness Scope of practice for health and fitness professionals Communication and interpersonal skills for effective client interactions Cultural competence and diversity awareness	3	5
Total		60	100

f. Text Book and Reference Book:

1. Therapeutic exercise- foundation and techniques - By Carolyn Kisner
2. Guidelines for exercise testing and prescription

Course Name: BASIC PHOTOGRAPHY

Course Code: 18010201UE01

Prerequisite: Understanding of Basic Computer Skills, Media Literacy, Creative Vision & Passion to learn.

Rationale: Taking a basic photography course can be incredibly helpful for anyone looking to improve their photography skills. Not only will you learn about the technical aspects of photography, but you'll also gain a greater appreciation for the art form and discover your own unique style.

a. Course Learning Objective:

CLOBJ 1	Remember different focal lengths and their aesthetic uses, enabling them to choose appropriate lenses based on specific photographic needs
CLOBJ 2	Understanding of digital camera mechanisms, including aperture, shutter speed, ISO, and their significance in photography.
CLOBJ 3	Implement knowledge and skills related to marketing and promoting their photography work, including strategies for selling, exhibiting, participating in competitions, and understanding current marketing trends in the photography industry.
CLOBJ 4	Analyse about metadata and its role in photography, particularly in manipulating technical information using RAW technology and software like Photoshop to enhance image quality.
CLOBJ 5	Access various techniques and methods to express their creative vision through photography, experimenting with different styles and approaches in the digital realm.
CLOBJ 6	Develop skills in composing visually appealing photographs by understanding the principles of composition and arranging visual elements within the frame effectively.

b. Course Learning Outcomes:

CLO 1	Remember some component of photography and Improved technical skills: Basic photography classes will teach you the fundamentals of camera operation, exposure, and lighting.
CLO 2	Understand how to use your camera to its full potential and create images that are properly exposed and well-lit.
CLO 3	Apply the ability to use natural and artificial light effectively to enhance the visual impact of their photographs

CLO 4	Analyze By learning about composition, color, and perspective, you will be able to create images that are not only technically proficient but also visually compelling.
CLO 5	Assess proficiency in operating and adjusting camera settings to achieve proper exposure.
CLO 6	Create vision and explore different styles of photography.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	4	4	20	20	20	60	30	150

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture Hrs	Weightage in %
1	<p>DIGITAL CAMERA MECHANISM :</p> <p>A basic photography course will help you understand the features of a Digital camera Mechanism, such as aperture, shutter speed, ISO, and how to use them effectively to create the kind of photos you want.</p> <p>Characteristic of Lens: Different focal lengths has different aesthetical use. According to need we'll choose our Lens. Aesthetic of Composition: In terms of Visual Experience composition is a very important element. It Is the arrangement of visual elements within the frame of the photograph.</p>	10	34
2	<p>EXPERIENCE THE METADATA:</p> <p>Metadata is the technical information about the photograph, Using RAW technology we can manipulate the metadata through 'Photoshop'.</p> <p>Experiment on Expression: An Image is actually the expression of the photographer. How does he/she sees a particular thing or incident. In Digital era we can do various experiment on our expression and enhance the expression.</p> <p>Business and Marketing for Photographers : This is the most crucial part of the field, through the curriculum we'll learn how to sell or exhibit our photograph, how to take part in various competition and learn about the present marketing strategy.</p>	10	33

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3	<p>DOCUMENTARY PHOTOGRAPHY:</p> <p>Apart from the fiction, there is parallel world of documentary Photography. Great photographers like Kevin Carter, Danish Siddiqui has devoted there life in Documentary Photography and Photo Journalism. Students need to go out and Practically grab some images from daily livelihood of the society.</p> <p>Photographers Study :Students need to study great photographers and their work both from fiction and non- fiction genre</p>	10	33
	Total	30	100

e. List of experiments-

Sr. No.	Practical
1.	Landscape
2.	A picture that reflects you
3.	A photo story with 3 Pictures & 5 pictures
4.	Photos on a particular topic

f. Text Book and Reference Book:

Basic Photography, By Michael Langford | Focal Press

Digital Photography complete course: Everything you need to know in 20 weeks, By Patel, N. | DK Publishers, USA, Pub. Year 2021

Handbook of Photography, By James A. Folts & Ronaldo P. Lovel

Course Name: INTRODUCTION TO FRONT OFFICE-THEORY

Course Code: 21010101DS01

Prerequisite: The students studying this course should be able to write, read and speak English and must have undergone a familiarization round to Front Office department.

Rationale: The course provides knowledge about basics about Front office department in hotel.

a. Course Learning Objective:

CLOBJ 1	Make the students familiar with types of hotels,
CLOBJ 2	Make the students aware about Importance of Front office department.
CLOBJ 3	Get the students acquainted with Front office operations.
CLOBJ 4	Explain about the Job Description of front office personals.
CLOBJ 5	Make the students learn about Different types of Guest and Guest rooms available in hotel.

b. Course Learning Outcomes:

CLO 1	Define and recall the Classification of Hotels,
CLO 2	Identify the duties and responsibilities of front office personnel,
CLO 3	Describe the role of the front office.
CLO 4	Differentiate between the types of Guests

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d. Course Content:

Unit No.	Content	Lecture Hrs	Weightage in %
1	INTRODUCTION TO HOSPITALITY INDUSTRY Hospitality, Origin/History/Meaning & Definition, Hotel Industry and its Importance, Evolution of hotel and growth in the world & India, Concepts of dignity of Labor Implication of the skill development in front office as a profession	08	17.80
2	CLASSIFICATION OF HOTELS Based on Size/Star/Location / Clientele/Ownership basis/Length of stay/Level of service/Boatels/ Flotels/	09	20

	Motels/Management and Affiliation/Heritage hotels/eco hotels/suite hotels/Resorts etc. Introduction on HRACC and its structure.		
3	INTRODUCTION TO FRONT OFFICE Organizational / Hierarchy Chart, Front office functional area/Ancillary areas, Front office layout & Equipment's, Types of Rooms, Suites, Executive floors or Club floor concepts, importance of Communication.	10	22.22
4	FRONT OFFICE ORGANIZATION Duties and Responsibilities of F.O Persons, co-ordination with other Departments and Attributes of Front Office Personnel, Grooming and Body language of Front Office personal.	12	26.66
5	THE GUEST Defining Guest & Their basic requirements, Types of Guests- F.I.T, Business Travelers, G.I.T, S.I.T, Domestic, Foreigners	05	11.12
6	GLOSSARY OF TERMS (With Reference to above topics)	01	2.20
	Total	45	100

e. Text Book and Reference Book:

Managing front office operations, M. Kasavana;
Hotel F.O. Training manual, Suvradeep Gauranga Ghosh;
Front Office Management, S. K. Bhatnagar;
Hotel front office management, James Bardi;
Hotel Front Office- Operations & Management, Jata Shankar. R. Tewari;
Hotel Front Office- A Training Manual, Sudhir Andrews;

Prerequisite: The students studying this course should be able to write, read and speak English and must have undergone a familiarization round to the Front Office.

Rationale: The course provides hands-on skills about basic Front office procedures in hotels.

a. Course Learning Objective:

CLOBJ 1	Enhance Confidence in students for effective conversation with the guests & colleagues.
CLOBJ 2	Boost Confidence in students for effective telephonic conversation with the guests & colleagues
CLOBJ 3	Familiarize the students with the hierarchy structure for effective communication.
CLOBJ 4	Instil teamwork skills in students to perform & accomplish the tasks.
CLOBJ 5	Get the students acquainted with the layout of front office department.

b. Course Learning Outcomes:

CLO 1	Understand the layout of the front office.
CLO 2	Apply knowledge of the hierarchy structure to ensure effective communication within the organization.
CLO 3	Apply the Knowledge about the layout of the front office
CLO 4	Apply teamwork skills to perform & accomplish the allocated task.
CLO 5	Analyse and evaluate different communication approaches, selecting the most appropriate one for various situations with guests and colleagues.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	Weightage	Teaching Hours
1.	Wishing &greeting-I – Demonstration of Different Situations (Teaching the importance of body language & Appearance along with verbal communication)	4	13.33
2.	Wishing &greeting-I - Role Play- Different Situations by the students (Understanding the importance of body language & Appearance along with verbal communication)	4	13.33
3.	Telephone etiquettes- Demonstration – Dos & Do nots	4	13.33
4.	Telephone etiquettes- Role play by the students	4	13.33

5.	Understanding Hierarchy structure Importance- Activity	4	13.33
6.	Understanding Inter Departmental Coordination - Activity	4	13.34
7.	Team Building- Activities	4	13.34
8.	Making Layout of Front Office – Chart Making/ Model Making Activities- under the guidance of the teacher	2	6.67
	Total	30	100

e. Text Book and Reference Book:

Managing front office operations,M.Kasavana;
Hotel F.O. Training manual,Suvradeep Gauranga Ghosh;
Front Office Management,S.kBhatnagar;
Hotel front office management,James Bardi;
Hotel Front Office- Operations & Management,Jata Shankar. R. Tewari;
Hotel Front Office- A Training Manual,Sudhir Andrews;

Prerequisite: The students studying this course should be able to write, read and speak English and must have undergone a familiarization round to hotel accommodation area.

Rationale: The course provides knowledge about basics about Accommodation operations in hotel.

a. Course Learning Objective:

CLOBJ 1	Make the students aware about the Role of Accommodation Operations in hotels.
CLOBJ 2	Give the knowledge about the Usage of various tools and equipment's to the students.
CLOBJ 3	Familiarize the students about the role of House keeping Professionals.
CLOBJ 4	Teach the students about various types of Guests Rooms.

b. Course Learning Outcomes:

CLO 1	Explain the purposes and applications of the tools and equipment used in their field.
CLO 2	Remember the basic procedures followed in housekeeping.
CLO 3	Recognize and recall the basic types of rooms and amenities typically found in the industry

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture hrs	Weightage in %
1	INTRODUCTION Meaning & Definition, Importance of Housekeeping, Organizational Structure Scope of housekeeping as important parameter of employee and guest safety, Housekeeping functional area/Ancillary areas, housekeeping layout, Responsibilities of Housekeeping Department	7	15.56
2	HOUSEKEEPING ORGANIZATION Duties and Responsibilities, Interdepartmental co-ordination with other Departments, Attributes of Housekeeping Personnel	8	17.78
3	HOUSEKEEPING TOOLS & EQUIPMENT Classification of Equipment, its usage, precaution while handling, storing, and cleaning equipment. Introduction to new steam cleaning equipment.	7	15.56
4	THE HOTEL GUEST ROOMS	9	20

	Types of guest rooms (as per the location & facilities) Procedure to enter in a guest room, Layout, Introduction of floor pantry its layout, Basic room amenities and supplies.		
5	HOUSE KEEPING PROCEDURES Basics of cleaning Procedures, Housekeeping Control Desk, Importance, Role, Co-ordination, Key Handling & Control, Forms, Formats & registers used in Control Desk, Handling Guest query & requests.	11	24.44
6	GLOSSARY OF TERMS (With reference to above topics)	3	6.66
	Total	45	100

e. **Text Book and Reference Book:**

Hotel Housekeeping Training Manual, Sudhir Andrews;
Housekeeping Operation & Management, Malini Singh;
Hotel Housekeeping Management & Operations, Sudhir Andrews;
Hotel Housekeeping Operations & Management, G. Raghubalan & Smritee Raghubalan
Hotel, Hostel and Hospital Housekeeping, Joan C Branson & Margaret Lennox

Course Name: INTRODUCTION TO ACCOMMODATION OPERATIONS -PRACTICAL

Course Code: 2101010IDS04

Prerequisite: The students studying this course should be able to write, read and speak English and must have undergone a familiarization round with the housekeeping department.

Rationale: The course provides hands on skills about basic housekeeping procedures in hotels.

a. Course Learning Objective:

CLOBJ 1	Make the students Identify different floor coverings.
CLOBJ 2	Make the students learn about the layout of housekeeping department.
CLOBJ 3	Familiarize the students with Identification and use of different cleaning agents.
CLOBJ 4	Familiarize the students with Identification and use of different cleaning equipment.
CLOBJ 5	Provide the knowledge about Understanding of hierarchy structure.

b. Course Learning Outcomes:

CLO 1	Remember different types of floor coverings
CLO 2	Understand the layout of the housekeeping department
CLO 3	Classify properties and purposes of various cleaning agents, understanding their roles in different contexts.
CLO 4	Understand how the hierarchical structure facilitates smooth and effective communication in the workplace
CLO 5	Operate various cleaning equipment effectively, applying them to different cleaning tasks.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	No. of Hours	Weightage
1	Layout Of Rooms- Model Making- 2D/3D	6	20
2	Identification of Floor coverings- Demonstration/Visit to the places for different identification	4	13.33
3	Cleaning Agents- Application on Hard Surface- Demo after explanation	4	13.33
4	Cleaning Agents- Application on Soft Surface- Demo after explanation	4	13.33
5	Identification of Equipment- Demo – Manual & Mechanical	4	13.33
6	Role Plays for Understanding Importance of Hierarchy structure- Activity	4	13.34
7	Role Plays for Understanding Importance of Inter Departmental Coordination - Activity	4	13.34
	Total	30	100

e. Text Book and Reference Book:

Hotel Housekeeping Training Manual,Sudhir Andrews;
Housekeeping Operation & Management,Malini Singh;
Hotel Housekeeping Management & Operations,Sudhir Andrews;
Hotel Housekeeping Operations & Management,G. Raghubalan& Smritee Raghubalan
Hotel, Hostel and Hospital Housekeeping,Joan C Branson & Margaret Lennox

Course Name: CONCEPT & DESIGNING OF EVENT-THEORY**Course Code: (21010101EM01)****Prerequisite:** The students studying this course should be able to write, read and speak English and must have familiarization with types of events.**Rationale:** The course provides knowledge about the concept & fundamentals of events.**a. Course Learning Objective:**

CLOBJ 1	Throw light on the Concept of event management.
CLOBJ 2	Elaborate Laws and licenses for establishing & operating an Event Company.
CLOBJ 3	Make the students aware about the application of computers in Events planning.

b. Course Learning Outcomes:

CLO 1	Understand and apply the concept of themed events.
CLO 2	Solve the problems related to safety & security in the events.
CLO 3	Understand & follow the laws related to Event management.
CLO 4	Design the packages & proposals using a computer application.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topics	Lecture hrs	Weightage(in %)
1.	PRINCIPLES OF EVENT MANAGEMENT Historical Perspective, Introduction to Event Management, Size & type of an event, Event Team, Principles of Event Management	5	16.67
2.	ORGANIZATION OF EVENTS, VALUES & ETHICS OF EVENT INDUSTRY Code of ethics, Association with Professional Bodies, Concept, Themes, Fabrication, light & sound, handling vendors	7	23.33
3.	EVENT SAFETY AND SECURITY Security, Occupational safety, Crowd management, Major risks and emergency planning, Incident reporting, emergency	7	23.33

	procedures		
4.	EVENT LAWS Licenses & Relevant legislations, liquor licenses, Stake holders and official bodies, contracts	7	23.33
5.	COMPUTER APPLICATION IN EVENT INDUSTRY – Computer assisted instructions, packages, Use of computers in events, Creative effects	4	13.34
	TOTAL	30	100

e. Text Book and Reference Book:

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Event management, a professional approach By Ashutosh Chaturvedi

Successful Event Management by Anton Shone & Bryn

Special Event Production: The Resources: The resources 2nd Edition by Doug Matthews

Event Planning: Management & Marketing for Successful Events: Become an event planning pro & create a

successful event series by Alex Genadinik (Author)

Course Name: CONCEPT & DESIGNING OF EVENT-PRACTICAL

Course Code: (21010101EM02)

Prerequisite: The Students studying this course should be able to write, read and speak English and must have familiarization with types of events.

Rationale: The course provides knowledge about planning of events.

a. Course Learning Objective:

CLOBJ 1	Make the student practice the Planning, Organizing, Marketing & Logistic management acumen required in events.
CLOBJ 2	Impart Tactics of situation handling.
CLOBJ 3	Make the students learn the use of different flower arrangement in events.
CLOBJ 4	To make the students familiarized with the application of computers in Events planning.

b. Course Learning Outcomes:

CLO 1	Design event function prospectus, brochures & pamphlets & Forms, and formats used in events.
CLO 2	Plan, Organize, and do Marketing & logistics management for events.
CLO 4	Take part in handling emergencies
CLO 5	Create different flower arrangements for events.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2		-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	No. of Hours	Weightage in %
1	Making Event Function prospectus	4	6.67
2	Planning & organizing an event (Food Festival)	4	6.67
3	Forms & Formats for Vendors management	4	6.67
4	Case Study on Crowd Management	8	13.33
5	Case study on emergency planning	8	13.33
6	Use of computer for Events	8	13.33

7	Logistics management	4	6.67
8	Flower Arrangement	8	13.33
9	Interior Decoration	4	6.67
10	Marketing of event	8	13.33
	Total	60	100

e. Text Book and Reference Book:

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Event management, a professional approach By Ashutosh Chaturvedi

Successful Event Management by Anton Shone & Bryn

Special Event Production: The Resources: The resources 2nd Edition by [Doug Matthews](#)

Event Planning: Management & Marketing for Successful Events: Become an event planning pro & create a

successful event series by [Alex Genadinik](#) (Author)

Course Name: INTRODUCTION TO RETAIL OPERATIONS- THEORY

Course Code: (21010101RM01)

Prerequisite: The students studying this course should be able to write, read and speak English and must have familiarization with Introduction to retail sector & its importance as distribution provider of the products.

Rationale: The course provides knowledge about Basics of Retail sector.

a. Course Learning Objective:

CLOBJ 1	Familiarize the students to Understand the retail history and its function
CLOBJ 2	Make the students learn about different retail market strategies and target markets.
CLOBJ 3	Elucidate the Growth strategy of retailing.
CLOBJ 4	Get the students acquainted with Choosing retail location.
CLOBJ 5	Make the student Manage Inventory, Warehousing &Logistics in SCM.

b. Course Learning Outcomes:

CLO 1	Describe the retail history and its function.
CLO 2	Describe different retail market strategies and target markets.
CLO 3	Choose retail locations.
CLO 4	Organize Inventory, Warehousing and logistics in SCM.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topics	Lecture hrs	Weightage(in %)
1	INTRODUCTION TO THE WORLD OF RETAILING: History of retail, Retail overview and present scenario, Concept and Functions performed by retailers, Emerging Trends, and career opportunities in retailing	02	6.67
2	TYPES OF RETAILERS: Retailer characteristics, Retail Formats - Store based, non-store based, Web based, Various format within store-based retailing e.g. specialty store, hyper market, supermarket.	5	16.67
3	BUYING DECISION PROCESS: The buying process - need recognition, information search, evaluation of alternatives. , Social factors influencing the buying process family, reference groups and culture.	5	16.66
4	RETAIL MARKET STRATEGY: Definition of retail and market strategy, Target market, Building a sustainable competitive advantage like - customers loyalty, location, human resource management, distribution and information system, vendor relations, Growth Strategies - Market penetration, market expansion, retail format development diversification, integration. Global Retail Strategies, Strategic retail planning process.	6	20
5	CHOOSING RETAIL LOCATIONS: Types of locations - Unplanned locations free standing sites, Evaluation of area for location, Evaluating specific area for locations	6	20
6	SUPPLY CHAIN MANAGEMENT: Introduction to supply chain management, The distribution across centers, Collaboration between retailer and vendor in SCM, Inventory Management, Warehousing, Transportation, Use of IT in SCM, Customer Relationship Management - The CRM process ,Retail Information System	6	20
	TOTAL	30	100

e. Text Book and Reference Book:

Newman A. J. and Cullen P - Retailing : Environment and Operations (Vikas).
 Berman B abd Evans J. R., Retail Management (Pearson Edition).
 Michael Levi M and Weitz B W - Retailing Management (Tata McGraw Hill)
 Dunne Patrick M, Lusch Robert F and Griffith David A - Retailing (Cengage Learning).
 Cox Roger and Brittain Paul - Retailing : An Introduction (Pearson Education)

Course Name: INTRODUCTION TO RETAIL OPERATIONS- PRACTICAL

Course Code: (21010101RM02)

Prerequisite: The Students studying this course should be able to write, read and speak English and must have familiarization with Introduction to retail sector & its importance as distribution provider of the products.

Rationale: The course provides practical knowledge about Basics of Retail sector.

a. Course Learning Objective:

CLOBJ 1	Give Perspective of Retail operations and its status in India
CLOBJ 2	Familiarize with Challenges facing Retail Sector.
CLOBJ 3	Elucidate Vendor Management in retail.
CLOBJ 4	Demonstrate the use of Technology in Retail sector

b. Course Learning Outcomes:

CLO 1	Understand & discuss the concept of retail management & its status in India.
CLO 2	Understand and analyse the challenges faced by the retail industry & put up possible solutions.
CLO 3	Decide and Manage vendors in the retail sector.
CLO 4	Evaluate inventory for proper supply management.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	No. Of hours	Weightage in %
1	A Study on Indian Organized Retail Sector	8	13.33
2	Study of Retail Store Operations	4	6.67
3	A Study on Changing Consumer Preferences Towards Organized Retailing from Unorganized Retailing	4	6.67

4	Retail Outlet Mapping of Retail Stores & shopping mall	8	13.33
5	A Study on Indian Organized Retail Sector	8	13.33
6	Study on Challenges in Retail Sector	8	13.33
7	Vendor Management System	4	6.67
8	Convincing Skills	4	6.67
9	Inventory Management	4	6.67
10	Use of Technology in Retail Management	8	13.33
	Total	60	100

e. Text Book and Reference Book:

Newman A. J. and Cullen P - Retailing : Environment and Operations (Vikas).

Berman B abd Evans J. R., Retail Management (Pearson Edition).

Michael Levi M and Weitz B W - Retailing Management (Tata McGraw Hill)

Dunne Patrick M, Lusch Robert F and Griffith David A - Retailing (Cengage Learning).

Cox Roger and Brittain Paul - Retailing : An Introduction (Pearson Education)

Course Name: INTRODUCTION TO TOURISM OPERATION-THEORY

Course Code: (21010101TO01)

Prerequisite: The students studying this course should be able to write, read and speak English and must have familiarization with tourism sector.

Rationale: The course provides knowledge about Basics of Tourism sector.

a. Course Learning Objective:

CLOBJ 1	Introduce tourism sector.
CLOBJ 2	Help Students to understand the Socio-economic & cultural Impacts of Tourism
CLOBJ 3	Guide Students to understand the environmental impact of tourism
CLOBJ 4	Throw light on itinerary planning.

b. Course Learning Outcomes:

CLO 1	Understand& explain the importance of tourism and its penetration into the different strata of the economic pyramid.
CLO 2	Exhibit his/her knowledge in terms of Explaining, classifying & designing the products of tourism.
CLO 3	Understanding of sustainable tourism.
CLO 4	Select, classify& design itineraries for different kinds of travellers.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d.

Course Content:

Unit No.	Topics	Lecture Hrs.	Weightage in %
1	CONCEPT OF TOURISM- Origin and objectives of tourism, Elements of tourism; Scope of tourism; Nature of tourism, Travel motivations Job opportunities and employment generation	5	16.67
2	TOURISM PRODUCTS AND RESOURCES- Architectural heritage of India, Culture and iconography of India, Fairs and festivals of India, Natural and other tourism resources	5	16.67
3	TOUR OPERATIONS- Meaning & Definition, Types of Tour operator: Inbound, Outbound & Domestic., Tour Packaging – definition, components of a tour package, Types of Package Tour: Independent Tour, Inclusive Tour, Escorted Tour, Business Tour, Guides & escorts – Their role and function Qualities required to be a guide or escort, Online portals	7	23.33
4	SUSTAINABLE TOURISM- Definition & Concept, Environmental impact of tourism , Basic Understanding of sustainable solutions for tourism	4	13.33
5	ITINERARY PLANNING – Steps to plan a Tour, Route map, Transport booking – reservation, Accommodation – Reservation & Food facilities Tour Costing	4	13.33
6	SOCIO ECONOMIC IMPACT OF TOURISM- International understanding and tourism, National integration and tourism, Improvement of human relationships, Anti-social activities	5	16.6 7
TOTAL		30	100

e. Text Book and Reference Book:

Tourism Development – A.K. Bhatia;
 Dimensions of tourism – R.N. Kaul;
 Tourism Management – P.N. Seth;
 International Travel & Tourism- Jagmohan Negi;
 Tourism and travel management – Bishwal R. Gosh;
 Marketing research – G.C. Beri;
 Dimensions of tourism – R.N. Kaul

Course Name: INTRODUCTION TO TOURISM OPERATION- PRACTICAL**Course Code: (21010101TO02)****Prerequisite:** The students studying this course should be able to write, read and speak English and must have familiarization with tourism sector.**Rationale:** The course provides practical knowledge about Basics of Tourism sector.**a. Course Learning Objective:**

CLOBJ 1	Give a better understanding of Concept of Tourism & Indian Tourism Destinations
CLOBJ 2	Demonstrate the Tour itinerary planning & Packages.
CLOBJ 3	Give a perspective of Luxury travel tourism.
CLOBJ 4	Elaborate Tourism Impacts& Sustainable tourism.

b. Course Learning Outcomes:

CLO 1	Identify and understand the importance of tourism destinations
CLO 2	Create tour plans and design packages for independent and group travellers.
CLO 3	Define, Analyse & discuss the impacts of tourism on the economy, society & environment
CLO 4	Understand the concept of sustainable tourism practices and come up with innovative ideas to promote it.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. no.	Practical	No. Of hours	Weightage in %
1	Tourism Map Understanding	8	13.33
2	Tour Costing	8	13.33
3	Travel & Tourism Agency Forms & Formats	4	6.67
4	A case Study on Culinary Tourism in India	4	6.67
5	Preparing Tour Package for Independent Tourist	8	13.33
6	Preparing Tour Package for Escorted Tour	8	13.33
7	Preparing Tour Package for Business tour	4	6.67
8	A case study on Luxury travel tourism	4	6.67
9	A case study on Impact of Tourism	4	6.67
10	A case study on Sustainable Tourism	8	13.33
	TOTAL	60	100

e. Text Book and Reference Book:

Tourism Development – A.K. Bhatia;
Dimensions of tourism – R.N. Kaul;
Tourism Management – P.N. Seth;
International Travel & Tourism- Jagmohan Negi;
Tourism and travel management – Bishwal R. Gosh;
Marketing research – G.C. Beri;
Dimensions of tourism – R.N. Kaul

Semester -2

Course Name: BASIC ENGLISH-II

Course Code: 00019302AE04

Prerequisite: Basic Knowledge of Communication

Rationale: Knowledge of Communication is essential for students.

a. Course Learning Objective:

CLOBJ 1	Understand the definition of communication and recognize its significance in various contexts.
CLOBJ 2	Explain the process of communication and its components.
CLOBJ 3	Identify the levels and flow of communication within different organizational structures.
CLOBJ 4	Recognize common barriers to effective communication and develop strategies to overcome them.
CLOBJ 5	Define non-verbal communication and distinguish between its various forms, including kinesics, proxemics, paralinguistic, and chronemics.
CLOBJ6	Perform error analysis in written and spoken communication, focusing on tense usage, voice variations, and reported speech.

b. Course Learning Outcomes:

CLO 1	Define communication and articulate its importance in various personal, professional, and societal contexts.
CLO 2	Understanding of the process of communication, including its different levels and the flow of information within different communication structures.
CLO 3	Solve barriers to effective communication and apply strategies to overcome these barriers in real-life scenarios.
CLO 4	Analyse error analysis in written and spoken communication, focusing on tense usage, voice variations, and reported speech to identify areas for improvement.
CLO 5	Evaluate own communication skills through activities such as reading comprehension, vocabulary building, idioms, phrases, synonyms, antonyms, theatrics (role-play), extempore speaking, application writing, and letter writing, focusing on elements, layouts, inquiries, complaints, and adjustments.
CLO6	Develop and apply effective communication skills, including non-verbal communication techniques such as kinesics, proxemics, paralinguistic, and chronemics, to convey messages accurately and appropriately in various situations.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	-	100	-	-	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No	Topic	Lecture Hrs.	Weightage in %
1	Definition of Communication & Importance of Communication, Definition and process of communication	2	7
2	Levels of Communication, Flow of Communication	2	7
3	Barriers to effective Communication, Features of effective Communication	2	7
4	Define non-verbal communication, Kinesics	1	3
5	Proxemics, Paralinguistic, Chronemics	1	3
6	Error Analysis (Tenses, voices & reported speech)	2	7
7	Reading Comprehension	1	3
8	Vocabulary Building, Idioms, Phrases, Synonyms, Antonyms	2	7
9	Theatrics (Role Play)	5	16
10	Extempore	5	16
11	Application writing	3	10
12	Letter writing (Elements, Layouts, Inquiry, Complain, & Adjustment,)	4	14
	Total	30	100

Course Name: MATHEMATICAL APTITUDE

Course Code: 00019101SE01

Prerequisite: Basic numeracy skill

Rationale: Mathematical aptitude refers to the ability to reason, think critically, and apply mathematical principles to solve problems and make sense of the world around us.

Course Learning Objective:

CLOBJ 1	Understand and apply fundamental concepts of arithmetic, including numbers, highest common factor (HCF), lowest common multiple (LCM), square roots, and cube roots, to solve numerical problems efficiently and accurately.
CLOBJ 2	Develop proficiency in solving problems involving ratio and proportion, including applications in comparison, scaling, mixing, and distribution scenarios, to analyze and solve real-world quantitative problems effectively.
CLOBJ 3	Practice solving problems related to permutations and combinations, including applications in counting arrangements, selections, and probability calculations, to analyze and solve combinatorial problems across various domains.
CLOBJ 4	Analyze concepts of percentage, average, and partnership, including shortcut techniques for calculating averages and distributing profits or expenses among partners, to analyse financial data and make informed decisions.
CLOBJ 5	Evaluate proficiency in solving problems related to time, work, distance, boats, streams, mixtures, logarithms, progressions (arithmetic mean, geometric mean, harmonic mean), and series, to solve practical problems involving time management, resource allocation, and sequence analysis.
CLOBJ 6	Develop the ability to solve problems related to interest (simple interest and compound interest), depreciation rates, profit-loss calculations, discounts, equations (linear and quadratic), and probability, to analyze financial transactions, investment decisions, and risk assessment scenarios effectively

Course Learning Outcomes:

CLO 1	Remember and differentiate between numbers, including integers, fractions, decimals, and real numbers.
CLO 2	Understand & analyse data presented in various forms, including tables, charts, and graphs, to extract meaningful information related to percentages, averages, and proportions.
CLO 3	Apply knowledge of logarithms, exponential functions, and interest rates to solve problems related to financial calculations, including compound interest, depreciation, and annuity investments.
CLO 4	Analyze and interpret data sets, including grouped and ungrouped data, to calculate measures of central tendency (mean) and dispersion (standard deviation) and draw meaningful conclusions about data distributions.
CLO 5	Evaluate and critique data interpretation methods, including the accuracy and effectiveness of tabulation, bar graphs, pie charts, and line charts in conveying information and making comparisons.
CLO 6	Synthesize information from multiple sources to solve problems related to mensuration, including calculating areas, perimeters, volumes, and surface areas of geometric shapes and solids.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20		60		100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture Hrs.	Weightage in %
1	Numbers, HCF & LCM, Square Root & Cube Root, Ratio & Proportion, Permutations & Combinations, Percentage, Average-Shortcut averages, Partnership, Time -work & distance, Boats & streams, Mixtures, Logarithm	12	40
2	Progression (AM, GM, HM), Series, Interest (S.I. & C.I.) and depreciation rate, Profit-Loss & Discount, Equations (Linear & Quadratic), Probability	12	40

3	Mensuration I (Area & Perimeter), Mensuration II (Volume & Surface area), Grouped Data, Ungrouped Data (Mean and Standard Deviation) Data interpretation: (Tabulation, Bar Graph, Pie Chart, Line Chart).	06	20
	Total	30	100

Course Name: IPDC INCLUDING HISTORY AND CULTURE OF INDIA AND IKS-I**Course Code:** 00019302VA01

Prerequisite: IPDC aims to prepare students for the modern challenges they face in their daily lives. Promoting fortitude in the face of failures, Unity amongst family discord, Self-discipline amidst Distractions... and many more priceless lessons.

Rationale: The course focuses on morality and character development at the core of student growth, to enable students to become self-aware, sincere, and successful in their many roles - as an ambitious student, reliable employee, caring family member, and considerate citizen.

Course Learning Objective:

CLOBJ 1	Remember key event, figures, and date in history of India
CLOBJ 2	Understand diversity of Indian culture, including language, religions and customs.
CLOBJ 3	Apply principles of Indian philosophy to analyze complementary issues.
CLOBJ 4	Analyze influence of Indian philosophy various aspects of life such as ethics politics and art.
CLOBJ 5	Evaluate impact of globalization on Indian culture and philosophy.
CLOBJ 6	Create innovative solutions on cultural diversity based on principles of India

Course Learning Outcomes:

CLO 1	Remember key events, figures, and periods in history of India
CLO 2	Describe basic tenets and principles of prominent Indian philosophy schools
CLO 3	Apply concepts of Indian philosophy and culture to analyze contemporary issues and phenomenon
CLO 4	Compare and Contrast different philosophical schools within Indian traditions
CLO 5	Evaluate relevance of Indian knowledge system in modern world.
CLO 6	Develop strategy for integrating Indian knowledge system into contemporary educational framework.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20		60		100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture Hrs.	Weightage in %
1	INTRODUCTION AND REMAKING YOURSELF: Restructuring Yourself: Students learn how self-improvement enables them to secure a bright future for themselves. They will learn 6 powerful thought-processes that can develop their intellectual, physical, emotional, and spiritual quotients	2	6.66
2	REMAKING YOURSELF: Power of Habit: Students will undergo a study of how habits work, the habits of successful professionals, and the practical techniques that can be used to develop good habits in their life.	2	6.66
3	LEARNING FROM LEGENDS: Tendulkar & Tata: Students will learn from the inspirational lives of India's two legends, Sachin Tendulkar and Ratan Tata. They will implement these lessons through relatable case studies.	2	6.66
4	FROM HOUSE TO HOME: Listening & Understanding: Active listening is an essential part of academic progress and communications. Students will learn to listen with their eyes, ears, mind, and heart	2	6.66
5	FACING FAILURES: Welcoming Challenges: This lecture enables students to revisit the way in which they approach challenges. Through the study of successful figures such as Disney, Lincoln and Bachchan, students will learn to face difficulties through a positive perspective.	2	6.66
6	FACING FAILURES: Significance of Failures: Failure is a student's daily source of fear, negativity, and depression. Students will be given the constructive skills to understand failure as formative learning experiences.	2	6.66

7	MY INDIA MY PRIDE: Glorious Past - Part 1: India's ancient Rishis, scholars, and intellectuals have made tremendous contributions to the world, they developed an advanced, sophisticated culture and civilization which began thousands of years ago. Students will learn the importance of studying India's glorious past so that they could develop a strong passion and pride for our nation.	2	6.66
8	MY INDIA MY PRIDE: Glorious Past - Part 2: Our ancient concepts can be used to seek revolutionary ideas and to generate inspiration. Students will develop a deeper interest in India's Glorious Past – by appreciating the need to read about it, research it, write about it, and share it.	2	6.66
9	LEARNING FROM LEGENDS: A.P.J. Abdul Kalam: Dr Kalam's inspirational life displayed legendary qualities which apply to students (1) Dare to Dream (2) Work Hard (3) Get Good Guidance (4) Humility (5) Use Your Talents for the Benefit of Others	2	6.66
10	SOFT SKILLS NETWORKING & LEADERSHIP: Students are taught the means of building a professional network and developing a leadership attitude.	2	6.66
11	SOFT SKILLS PROJECT MANAGEMENT: Students will learn the secrets of project management through the Akshardham case study. They will then practice these skills through an activity relevant to student life	2	6.66
12	REMAKING YOURSELF: HANDLING SOCIAL MEDIA: Students will learn how social media can become addictive and they will imbibe simple methods to take back control.	2	6.66
13	FACING FAILURES POWER OF FAITH: Students will learn about the power and necessity of faith in our daily lives.	2	6.66
14	FROM HOUSE TO HOME BONDING THE FAMILY: Students will understand the importance of strong family relationships. They will learn how to overcome the generation gap and connect with their family more.	2	6.66
15	SELFLESS SERVICE SEVA: Students will learn that performing seva is beneficial to one's health, wellbeing, and happiness. It also benefits and inspires others.	2	6.76
	Total	30	100

b. Textbook and Reference Books:

Integrated Personality Development Course (TextBook) - By Bochasanwasi Akshar Purushottam Swaminarayan Sanstha

Course Name: FOUNDATION IN FOOD & BEVERAGE PRODUCTION I(THEORY)**Course Code: 21010102DS01****Prerequisite:** The students studying this course should have familiarity with Kitchen.**Rationale:** The course provides knowledge on basics about Food Production department in hotel.**a. Course Learning Objective:**

CLOBJ 1	Familiarize the students about the role and importance of cooking methods in Kitchen.
CLOBJ 2	Make the students know about various types of breakfast preparations.
CLOBJ 3	Introduce different types of vegetable& meats cuts and their importance in culinary
CLOBJ 4	Get the students acquainted with types of soups, stocks & sauces, and their use in cookery
CLOBJ 5	Give the knowledge to the students about Basic salad types.
CLOBJ 6	Get the students acquainted with basic bakery functions.

b. Course Learning Outcomes:

CLO 1	Understand the suitability of cooking methods with different dish preparations.
CLO 2	Elaborate the dishes offered in various types of breakfasts (Indian, English & American along with continental).
CLO 3	Explain various cuts of vegetables & meats.
CLO 4	Classify & describe different Stocks, Sauces, Soups, and salads.
CLO 5	Elaborate on basic baking principles of food and beverage production

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lectures	Weightage in %
1	INTRODUCTION TO KITCHEN BASICS	5	16.67
	Terminologies related to food, History of food and cuisines, Famous Chefs and their contribution, Modern Methods of Cooking.		
2	FISH COOKERY	4	13.34
	Introduction to fish Cookery, Classification of fish with examples, Selection of Fish, Storing fish, Different cuts of fish.		
3	MEAT COOKERY	10	33.33
	Introduction to meat cookery- cuts of Beef, , Pork, Lamb and Poultry. Selection Process, Pre-slaughter steps, Evisceration, Identification of different parts with weight and cooking techniques, Storage, Steaks.		
4	STOCKS AND SAUCES	6	20
	Stocks: Definition, Classification, Uses, Sauces: Definition, Classification, Derivatives of Each & uses		
5	SOUPS Definition, Classification, Examples of each	3	10
6	EGG COOKERY Introduction, Classification, Types, Selection, Purchase, Storage, Famous International dishes	2	6.66
Total		30	100

e. Text Book and Reference Book:

Art of Indian Cookery, Rocky Mohan, Roli;
Modern Cookery (Vol-I), Philip. Thangam, Orient Longman;
Larousse Gastronomique, Paul Hamlyn;
The Complete Guide to the Art of Modern Cookery, Escoffier
Professional Chef, Le Rol A. Polsom

Course Name: FOUNDATION IN FOOD & BEVERAGE PRODUCTION I(PRACTICAL)

Course Code: 21010102DS02

Prerequisite: The students studying this course should know basic cooking preparations.

Rationale: The course provides knowledge about basics about Food Production department in hotel.

a. Course Learning Objective:

CLOBJ 1	Make the students understand about different cuts of vegetables, Chicken & fishes for food preparation.
CLOBJ 2	Teach the students about methods of cooking used in culinary.
CLOBJ 3	Make students know about the preparation of mother sauces, Soups & stocks.
CLOBJ 4	Make the student Prepare different types of salads.
CLOBJ 5	Develop the skills regarding the preparation of Indian, American & English breakfast dishes

b. Course Learning Outcomes:

CLO 1	Perform different cuts of vegetables, fish & chicken.
CLO 2	Apply types of cooking methods for food preparation
CLO 3	Make the basic mother sauces, Soup & stocks.
CLO 4	prepare different varieties of salads.
CLO 5	Prepare different choices offered in Indian, English & American Breakfast.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	20	-	-	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE-

Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Different Vegetable Cuts	4	6.66
2.	Preparation of Mother Sauces - I	4	6.66
3.	Preparation of Mother Sauces - II and Stock	4	6.66
4.	Preparation of Mother Sauces - III and Stock	4	6.66
5.	Soups -I	4	6.66
6.	Soups - II	4	6.66
7.	3 Course Continental Menu I	4	6.66
8.	3 Course Continental Menu II	4	6.66
9.	Introduction to Breads- I	4	6.66
10.	Introduction to Breads - II	4	6.66
11.	Egg Cookery -I	4	6.66
12.	Egg Cookery – II	4	6.66
13.	Breakfast Menu – I	4	6.66
14.	Breakfast Menu - II	4	6.66
15.	Cook Off	4	6.76
	Total	60	100

e. **Text Book and Reference Book:**

Art of Indian Cookery, Rocky Mohan, Roli;
 Modern Cookery (Vol-I), Philip. Thangam, Orient Longman;
 Larousse Gastronomique, Paul Hamlyn;
 The Complete Guide to the Art of Modern Cookery, Escoffier
 Professional Chef, Le Rol A. Polsom

Course Name: FOUNDATION IN FOOD & BEVERAGE SERVICE –I(THEORY)

Course Code: 21010102DS03

Prerequisite: The students studying this course should have familiarity with F& B service operations,

Rationale: The course provides knowledge about basics about Food & Beverage Service department in hotel.

a. Course Learning Objective:

CLOBJ 1	Develop the understanding about F&B outlets in hotel & catering Industry.
CLOBJ 2	Make the students familiar about different types of Meals, Menu & Menu planning considerations.
CLOBJ 3	Make the students know about the sequence of Service of food & beverage & Tools & equipment used
CLOBJ 4	Make the students acquainted about Non-alcoholic beverages.
CLOBJ 5	Explain the students about different situations arising& handling them in F&B operations.

b. Course Learning Outcomes:

CLO 1	Understand about F&B outlets in hotel & catering Industry.
CLO 2	Understand the meal types, Plan, and design a menu for an F&B outlet.
CLO 3	Describe Function regarding food & beverage order taking, serving the food & doing the clearance effectively & uses of tools & equipment
CLO 4	Explain the classification of Non-alcoholic beverages.
CLO 5	Understand the Handling techniques of F&B service-related situations/Complaints.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme		
L	T	P	C	Internal Evaluation	ESE	Total

				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Unit No.	Topic	Lecture hrs	Weightage in %
1	F&B INDUSTRY – Introduction, Classification	2	4.44
2	F&B DEPARTMENT IN HOTEL- F&B outlets, Organizational chart, duties & responsibilities, inter departmental coordination.	8	17.77
3	EQUIPMENT & TOOLS- CCG, linen, furniture, (Size, Capacity, Brand, Care & Maintenance, wherever applicable)	5	11.11
4	TYPES OF MEALS & MENUS - Breakfast-Introduction, Types, Service Methods, a la carte and TDH setups Brunch, Lunch, Hi –Tea, Dinner, Supper, and others. Introduction to menu; Types- Ala Carte & Table D’hote, Menu Planning, considerations and constraints, Menu Terms Menu Design, French Classical Menu- 11, 13 and 17 courses separately, Classical Foods & its Accompaniments with Cover, Indian regional dishes, accompaniments, and service	10	22.22
5	TYPES OF SERVICE- Personalized , Assisted, Single Point, In Situ	2	4.45
6	ORDER TAKING, SERVICE AND BILLING Handling Table reservation, KOTs & BOTs Duplicate & Triplicate System, Computerized K.O. T’s, Sequence of Food Service, Table Clearing Process, Billing Methods, Payment methods (digital payments / UPI / Wallets) and Cash Handling	8	17.80
7	NON – ALCOHOLIC BEVERAGES Definition and Classification of Beverages, Hot Beverages-Types- Different types of Tea and Coffee, Cocoa, Hot Chocolate, Preparation and Service, Cold Beverages-Types- Cold Coffee, Shakes, Mock tails, Juices, Syrups, Aerated Drinks, Preparation and Service	4	8.88
8	CUSTOMER CARE AND HANDLING SITUATIONS Unavailability of Table/reservation, Wrong Order Taking, Handling Unavailability of Food items, Handling Special Requests, Order Delays, Spillages, Return Food, Lost and found properties, Illness, Drunken Guest, Un expectable appearance of Guest, Dealing with children and Infants, Handling Handicaps, Old age guest, Customer with communication difficulties, Billing Issues – split billing issue / non availability of PMS oriented bill.	4	8.88
6	FOOD & BEVERAGE TERMINOLOGY	2	4.45
	Total	45	100

e. **Text Book and Reference Book:**

Food & Beverage Service Training Manual, S. Andrews;
 Food & Beverage Service, Lillicrap & Cousins;
 Modern Restaurant Service, John Fuller;
 Professional Food & Beverage Service Management, Brian ;
 Food Service Operations, Peter Jones & Casse;

Course Name: FOUNDATION IN FOOD & BEVERAGE SERVICE –I (PRACTICAL)

Course Code: 21010102DS04

Prerequisite: The students studying this course should be aware of important role played by F&B Staff.

Rationale: The course provides practical knowledge about basics about Food & Beverage Service department in hotel.

a. Course Learning Objective:

CLOBJ 1	Make the student Practice Mis-en-place & mis-en-scene as well as Etiquettes & Manners required as F&B personnel
CLOBJ 2	Make the students Identify Equipment of F&B service & Handling of F&B Service gear
CLOBJ 3	Make the students set up Different cover layouts
CLOBJ 4	Familiarize the student with Sequence of Service of food & beverage
CLOBJ 5	Develop the skills to handle Different situations arising in F&B operations.

b. Course Learning Outcomes:

CLO 1	Perform Mis-en-place & mis-en-scene and possess the Etiquettes and manners required as F&B personnel
CLO 2	Identify Equipment of F&B service & Handle F&B Service gear
CLO 3	Classify Different cover layouts
CLO 4	Follow & perform the Sequence of Service of food & beverage
CLO 5	Different situation-based problems arising in F&B operations

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	

-	-	2	1	-	-	20	-	30	50
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L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR.NO.	PRACTICAL	NO. OF HOURS	WEIGHT AGE IN %
1.	Personal hygiene, Grooming, Staff Etiquettes & Manners	2	6.67
2.	Identification of Equipment& Tools- CCG & Service tools & Tools	4	13.33
3.	Mise-en-place & Mise-en Scene- Wiping and Handling Service gear	2	6.67
4.	Breakfast Table Lay-out.	2	6.67
5.	TDH & A la Carte Cover lay-out.	2	6.67
6.	Receiving the guests (Demonstration followed by Practice)	2	6.67
7.	Writing a Menu	2	6.67
8.	Taking an Order of Food& Beverage and Making a KO T. (Demonstration followed by Practice)	4	13.33
9.	Service of Water. (Demonstration followed by Practice)	2	6.66
10.	Service of Food, Clearing, Crumbing, Presenting the bill. (Demonstration followed by Practice)	4	13.33
11.	Situation Handling-. (Demonstration followed by Practice)	4	13.33
	Total	30	100

e. Text Book and Reference Book:

Food & Beverage Service Training Manual,S. Andrews;

Food & Beverage Service,Lillicrap& Cousins;

Modern Restaurant Service,John Fuller;

Professional Food& Beverage Service Management,Brian ;

Food Service Operations,Peter Jones &Casse;

Course Name: FINANCE IN EVENT MANAGEMENT

Course Code: 21010102EM01

Prerequisite: The student opting to pursue this course, must have a basic understanding about the importance of finance in events.

Rationale: The course provides knowledge about basics of financial management in events management.

a. Course Learning Objective:

CLOBJ 1	Familiarize the students about the importance of Finance objectives & Corporate Strategies in terms of finance management in event management.
CLOBJ 2	Introduce the Application of working capital in Events.
CLOBJ 3	Make the students know about the sources of finance for Events.
CLOBJ 4	Get the students acquainted the specific decisions in financial management.
CLOBJ 5	Let the students know about the financial Risk Management & Mitigation.

b. Course Learning Outcomes:

CLO 1	Manage working capital in events.
CLO 2	Arrange the Sources of finance for event management companies.
CLO 3	Take the Specific decisions in financial management for event companies.
CLO 4	Practice Financial Risk Management tactics in events.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Sr. no.	Topic	Lecture hrs	Weightage(in %)
1	FINANCIAL MANAGEMENT FUNCTIONS IN EVENTS	10	16.67
	The nature and purpose of financial management, Financial objectives and Relationship with corporate strategy, Stakeholders and impact on corporate objectives, Financial and other objectives in not-for profit organizations		
2	WORKING CAPITAL MANAGEMENT IN EVENTS	10	16.67
	The nature, Elements, and Importance of working capital, Management of Inventories, Accounts receivable, Accounts payable and Cash, Determining working capital needs and Funding strategies.		
3	BUSINESS FINANCE IN EVENTS	12	20
	Sources of raising finance , Business finance, Estimating the Cost of capital, Sources of finance and their relative costs ,Capital structure - theories and practical considerations, Finance for small- and medium-sized entities (SMEs)		
4	FINANCIAL RISK MANAGEMENT IN EVENTS	8	13.33
	The nature and types of risk and approaches to Risk Management, Causes of exchange rate differences and interest rate fluctuations, Hedging techniques for foreign currency risk.		
5	FINANCIAL MANAGEMENT ENVIRONMENT IN EVENTS	10	16.67
	The economic environment for business, The nature and role of financial markets and institutions, The nature and role of money markets		
6	SPECIFIC INVESTMENT DECISIONS (LEASE OR BUY, ASSET REPLACEMENT, CAPITAL RATIONING) IN EVENTS	10	16.66
	Evaluate leasing and borrowing to buy using the before- and after-tax costs of debt. Evaluate asset replacement decisions using equivalent annual cost and equivalent annual benefit, Evaluate investment decisions under single-period capital rationing, including: i) the calculation of profitability indexes for divisible investment projects ii) the calculation of the NPV of combinations of non-divisible investment projects iii) a discussion of the reasons for capital rationing.		
	TOTAL	60	100

e. **Text Book and Reference Book:**

Basic financial management, 3rd edition Paperback – Illustrated, 1 July 2017 by [M Y Khan](#) , [P K Jain](#)

Prasanna Chandra, “Financial Management: Theory and Practice”, 9th ed, Mc Graw Hill.

Saunders Anthony and Cornett Marcia, “Financial Markets and Institutions A modern Perspective”, Mc Graw Hill. Latest edition

Bhole L M. and Mahakud, Jitendra. “Financial Institutions and Markets Structure, Growth and Innovations” Mc Graw Hill

I.M. Pandey, “Financial Management: Vikas Publishing house, Latest edition

Course Name: FINANCE IN RETAIL MANEGEMNT

Course Code: 21010102RM01

Prerequisite: The student opting to pursue this course, must have basic understanding about the importance of finance for retail sector business.

Rationale: The course provides knowledge about basics of financial management in retail sector.

a. **Course Learning Objective:**

CLOBJ 1	Familiarize the students about the importance of Finance objectives & Corporate Strategies in terms of finance management.
CLOBJ 2	Introduce the Application of working capital in Retail Industry.
CLOBJ 3	Make the students know about the sources of finance for business.
CLOBJ 4	Get the students acquainted the specific decisions in financial management.
CLOBJ 5	Let the students know about the financial Risk Management & Mitigation.

b. **Course Learning Outcomes:**

CLO 1	Understand and evaluate working capital in retail Industry
CLO 2	Arrange the Sources of finance for retail business.
CLO 3	Evaluate analysis and Decisions in financial management of retail business.
CLO 4	Apply and discuss the Financial Risk Management tactics in retail business.

c. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Sr. No.	Topic	Lecture hrs.	Weightage(in %)
1	FINANCIAL MANAGEMENT FUNCTIONS IN RETAIL SECTOR	12	20
	The nature and purpose of financial management, Financial objectives and Relationship with corporate strategy, Stakeholders and impact on corporate objectives, Financial and other objectives in not-for profit organizations		
2	WORKING CAPITAL MANAGEMENT IN RETAIL SECTOR	12	20
	The nature, Elements, and Importance of working capital, Management of Inventories, Accounts receivable, Accounts payable and Cash, Determining working capital needs and Funding strategies.		
3	BUSINESS FINANCE IN RETAIL SECTOR	12	20
	Sources of raising finance, Business finance, Estimating the Cost of capital, Sources of finance and their relative costs, Capital structure - theories and practical considerations, Finance for small- and medium-sized entities (SMEs)		
4	RETAILING AND FINANCE	12	20
	The nature and types of risk and approaches to Risk Management, Causes of exchange rate differences and interest rate fluctuations, Hedging techniques for foreign currency risk.		
5	RETAIL & FINANCE INTERFACE	12	20
	The economic environment for business, The nature and role of financial markets and institutions, The nature and role of money markets		
	TOTAL	60	100

e. **Text Book and Reference Book:**

Basic financial management, 3rd edition Paperback – Illustrated, 1 July 2017 by [M Y Khan](#) , [P K Jain](#)

Prasanna Chandra, “Financial Management: Theory and Practice”, 9th ed, Mc Graw Hill.

Saunders Anthony and Cornett Marcia, “Financial Markets and Institutions A modern Perspective”, Mc Graw Hill. Latest edition

Bhole L M. and Mahakud, Jitendra. “Financial Institutions and Markets Structure, Growth and Innovations” Mc Graw Hill

I.M. Pandey, “Financial Management: Vikas Publishing house, Latest edition

Course Name: FINANCE IN TOURISM MANEGEMNT

Course Code: 21010102TO01

Prerequisite: The student opting to pursue this course, must have basic understanding about the importance of finance for tourism sector business.

Rationale: The course provides knowledge about basics of financial management in Tourism sector.

a. Course Learning Objective:

CLOBJ 1	Familiarize the students about the importance of Finance objectives & Corporate Strategies in terms of finance management in tourism sector.
CLOBJ 2	Introduce the Application of working capital for tourism development.
CLOBJ 3	Make the students know about the sources of finance for tourism business.
CLOBJ 4	Get the students acquainted the specific decisions in financial management in tourism sector.
CLOBJ 5	Let the students know about financial Risk Management & Mitigation.

b. Course Learning Outcomes:

CLO 1	Utilize and generate working capital in the tourism sector.
CLO 2	Arrange the Sources of finance for the tourism sector.
CLO 3	Take the Specific decisions in financial management in the tourism sector.
CLO 4	Applying and analysing Financial Risk Management tactics in the tourism sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
-L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	

4	-	-	4	20	20	-	60	-	100
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L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Sr. No.	Topic	Lecture hrs.	Weightage(in %)
1	FINANCIAL MANAGEMENT FUNCTIONS IN TOURISM	10	16.67
	The nature and purpose of financial management, Financial objectives and Relationship with corporate strategy, Stakeholders and impact on corporate objectives, Financial and other objectives in not-for profit organizations		
2	WORKING CAPITAL MANAGEMENT IN TOURISM	10	16.67
	The nature, Elements, and Importance of working capital, Management of Inventories, Accounts receivable, Accounts payable and Cash, Determining working capital needs and Funding strategies.		
3	BUSINESS FINANCE IN TOURISM	12	20
	Sources of raising finance, Business finance, Estimating the Cost of capital, Sources of finance and their relative costs, Capital structure - theories and practical considerations, Finance for small- and medium-sized entities (SMEs)		
4	FINANCIAL RISK MANAGEMENT IN TOURISM	8	13.33
	The nature and types of risk and approaches to Risk Management, Causes of exchange rate differences and interest rate fluctuations, Hedging techniques for foreign currency risk.		
5	FINANCIAL MANAGEMENT ENVIRONMENT IN TOURISM	10	16.67
	The economic environment for business, The nature and role of financial markets and institutions, The nature and role of money markets		
6	SPECIFIC INVESTMENT DECISIONS (LEASE OR BUY, ASSET REPLACEMENT, CAPITAL RATIONING)	10	16.66
	Evaluate leasing and borrowing to buy using the before- and after-tax costs of debt. Evaluate asset replacement decisions using equivalent annual cost and equivalent annual benefit, Evaluate investment decisions under single-period capital rationing, including: i) the calculation of profitability indexes for divisible investment projects ii) the calculation of the NPV of combinations of non-divisible investment projects iii) a discussion of the reasons for capital rationing.		
	TOTAL	60	100

e. **Text Book and Reference Book:**

Basic financial management, 3rd edition Paperback – Illustrated, 1 July 2017 by [M Y Khan](#) , [P K Jain](#)

Prasanna Chandra, “Financial Management: Theory and Practice”, 9th ed, Mc Graw Hill.
 Saunders Anthony and Cornett Marcia, “Financial Markets and Institutions A modern Perspective”,
 Mc Graw Hill. Latest edition
 Bhole L. M. and Mahakud, Jitendra. “Financial Institutions and Markets Structure, Growth and
 Innovations” Mc Graw Hill
 I.M. Pandey, “Financial Management: Vikas Publishing house, Latest edition

Semester -3

Course Name: FOUNDATION IN FOOD & BEVERAGE PRODUCTION II (THEORY)

Course Code: 21010103DS01

Prerequisite: The students should have basic knowledge of Kitchen Operations, preparations, cooking methods.

Rationale: The course provides operational knowledge about Food Production department in hotel.

a. Course Learning Objective:

CLOBJ 1	Make the student understand the concept of Indenting and its basic principle.
CLOBJ 2	Introduce the history of Indian Cuisines.
CLOBJ 3	Define & describe the Spices & Herbs used in Indian Cuisine
CLOBJ 4	Familiarize the students with types of Indian Gravies.
CLOBJ 5	Make the student know about the use of Tandoor in Culinary.
CLOBJ 6	Explore Food Culture in India.

b. Course Learning Outcomes:

CLO 1	Understand, explain & apply the Identifying task in the Kitchen.
CLO 2	Inspired to elaborate of rich culinary heritage of India.
CLO 3	Identify & explain the uses of spices& herbs in Indian gravies
CLO 4	Aware & explain the food habits of people of different regions of India.

c. Teaching & Examination Scheme:

Teaching Scheme	Evaluation Scheme
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L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture Hrs.	Weightage in %
1	VOLUME COOKING	5	16.67
	Introduction, Equipment, Indenting, Control Procedures, Types of Catering, Challenges, Advantages, Disadvantages.		
2	INDIAN MASALAS	3	10
	Introduction, Types, Blended Spices, Use in Indian Cuisine, Modern Trends.		
3	INDIAN CURRIES	3	10
	Introduction, Importance of curries and gravies, Types of Indian Curries, Usage, famous Indian dishes.		
4	TANDOOR		
	Introduction & history of Tandoor, Manufacturing, Tandoor Seasoning, tools used in tandoor, Marinades used in tandoor cooking, Famous dishes, Tandoor Breads.	5	16.67
5	INDIAN REGIONAL COOKING	14	46.66
	Brief study of History, Geography, Culture, Food Habits, Special equipment, Special ingredients, and famous dishes- Eastern Indian Cuisine, Western Indian Cuisine, Northern Indian Cuisine and Southern Indian Cuisine		
	Total	30	100

e. Text Book and Reference Book:

Art of Indian Cookery, Rocky Mohan, Roli;
 Modern Cookery (Vol-I), Philip. Thangam, Orient Longman;
 Larousse Gastronomique, Paul Hamlyn;
 The Complete Guide to the Art of Modern Cookery, Escoffier
 Professional Chef, Le Rol A. Polsom
 Professional Cooking, Wayne Gislen
 Practical Professional Cookery, Kauffman & Cracknell
 Food Production Operation, Parvinder S. Bali

Course Name: FOUNDATION IN FOOD & BEVERAGE PRODUCTION II (PRACTICAL)

Course Code: 21010103DS02

Prerequisite: The students studying this course should have basic knowledge of Kitchen and should know basic cooking preparations.

Rationale: The course provides Practical about the functions of Food Production department in hotel.

a. Course Learning Objective:

CLOBJ 1	Demonstrate & let the student practice of Basic egg preparations.
CLOBJ 2	Showcase & make the student practice preparation of Indian Gravies.
CLOBJ 3	Exhibit & make the student practice preparation of Different Indian cuisines from North, South, east & west India.

b. Course Learning Outcomes:

CLO 1	Understand and apply skills in Basic egg preparations.
CLO 2	Understand and Develop skills to prepare types of Indian Gravies.
CLO 3	Define and Demonstrate different Indian cuisines from North, South, east, and West India.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	20	-	-	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	No. of Hours	Weightage in %
1.	Introduction to Volume Cooking, Kitchen, Indents, Equipment	4	6.66
2.	Preparation of Gravies- Makhani, Onion and Tomato, Kadhai	4	6.66
3.	Preparation of Gravies- White, Yellow & Green	4	6.66
4.	Regional cookery of India- East Indian Cuisine- Bengali	4	6.66
5.	Regional cookery of India- North East Indian Famous Dishes	4	6.66
6.	Regional cookery of India- West Indian Cuisine- Rajasthani	4	6.66
7.	Regional cookery of India- West Indian Cuisine- Gujarati	4	6.66
8.	Regional cookery of India- West Indian Cuisine- Marathi& Goan	4	6.66
9.	Regional cookery of India- North Indian Cuisine- Kashmiri	4	6.66
10.	Regional cookery of India- North Indian Cuisine- Punjabi	4	6.66
11.	Regional cookery of India- North Indian Cuisine- Pahadi	4	6.66
12.	Regional cookery of India- North Indian Cuisine- Awadhi	4	6.66
13.	Regional cookery of India- South Indian Cuisine- PART I	4	6.66
14.	Regional cookery of India- South Indian Cuisine- PART II	4	6.66
15.	Regional cookery of India- South Indian Cuisine- PART II	4	6.76
Total		60	100

e. Text Book and Reference Book:

Art of Indian Cookery, Rocky Mohan, Roli;
 Modern Cookery (Vol-I), Philip. Thangam, Orient Longman;
 Larousse Gastronomique, Paul Hamlyn;
 The Complete Guide to the Art of Modern Cookery, Escoffier
 Professional Chef, Le Rol A. Polson
 Professional Cooking, Wayne Gislen
 Practical Professional Cookery, Kauffman & Cracknell
 Food Production Operation, Parvinder S. Bali

Course Name: FOUNDATION IN FOOD & BEVERAGE SERVICE –II (THEORY)

Course Code: 21010103DS03

Prerequisite: The students should have basic knowledge of F& B operations, types of service and role of F&B Staff.

Rationale: The course provides knowledge about Functions of Food & Beverage Service department in hotel.

a. Course Learning Objective:

CLOBJ 1	Familiarize the students with the operations of In Room Dining (IRD).
CLOBJ 2	Throw light on F&B order taking Procedure, Service sequence and Billing process.
CLOBJ 3	Elucidate the Classification and Knowledge of Alcoholic beverage.
CLOBJ 4	Illustrate the Wines, Beer, Aperitifs, Vermouths, brief about Distilled beverages and Tobacco (Cigars & Cigarette) .

b. Course Learning Outcomes:

CLO 1	Describe the Operations of In Room Dining (IRD)
CLO 2	enabled to F&B order-taking Procedure, Service sequence, and Billing process
CLO 3	Classify and describe the Alcoholic beverages.
CLO 4	Describe about making process & brand names of Wines, Beer, Aperitifs, and Vermouths, and briefly about Distilled beverages and Tobacco (Cigars & Cigarette).

c. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Unit No.	Topic	Lecture hrs.	Weightage in %
1	IN ROOM DINING SERVICE	10	22.23
	Introduction, general principles and types, care to be taken while dealing with active and passive guest, Cycle of Service, scheduling, and staffing Forms and Formats, Order Taking, Suggestive Selling, breakfast cards, Usage of handheld devices and their roles while order taking and servicing guests at restaurants, Time management- lead time from order taking to clearance.		
2	ALCOHOLIC BEVERAGES	15	33.34
	Definition & Classification of Alcoholic Beverages, Types of grapes used in wine production, Wine making – vinification, Vinification types- Still, Sparkling, Aromatized and Fortified. Classification of Wines, Wines region of France-Bordeaux, Burgundy, Loire, Rhone Alsace, Jura, Provence, Wines of Italy, Spain, Germany, Portugal, Australia, South Africa, Chilly, California & India, Storage of wines, glassware types, other equipment's and tools associated to wines. Important brands of wine and Service of wines- Glassware used, temperature for service of wines., Wine & Food Pairing.		
3	BEERS	8	17.77
	Introductions to beer, Brief introduction to Beer Production, Types and Brands – Indian and International		
4	DISTILLED BEVERAGES	4	8.88
	Definition & Brief description of distilled beverages, Types: -vodka, rum, gin, whisky, brandy. Brands: - Indian and International.		
5	APERITIFS & VERMOUTHS	2	4.45
	Definition, Types- Wine based & spirit based, Usage and storage.		

6	TOBACCO	6	13.33
	Types – Cigars & Cigarettes, Cigar strengths and sizes Brands – Storage and service		
Total		45	100

e. Text Book and Reference Book:

Food & Beverage Service, Lillicrap & Cousins;
 Modern Restaurant Service, John Fuller;
 Professional Food & Beverage Service Management, Brian ;
 Food Service Operations, Peter Jones & Casse;
 Menu planning, J Kivela,
 Introduction to F&B Service, Brown, Hepper & Deegan

Course Name: FOUNDATION IN FOOD & BEVERAGE SERVICE –II (PRACTICAL)-

Course Code: 21010103DS04

Prerequisite: The students studying this course should be able to write, read and speak English and must have undergone a familiarization with normal procedures in F&B service department.

Rationale: The course provides hands on supervisory & service skills to be used by F&B service department in hotels.

a. Course Learning Objective:

CLOBJ 1	Demonstrate the make the student Perform In Room Dining service (IRD)
CLOBJ 2	Develop the skills of F&B order taking, Serving the food, and presenting and handling the Billing process
CLOBJ 3	Provide Knowledge on service of Wines, Beer, Aperitifs, Vermouths and Tobacco

b. Course Learning Outcomes:

CLO 1	Apply, classify evaluate perform & execute IRD Service operations.
CLO 2	Solve the situation-based problems
CLO 3	Demonstrate the service of wines.
CLO 4	Demonstrate the service of Beer & Cigar.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Sr. No.	Practical	No. of hours	Weightage in %
1.	Room Service Order taking (Demonstration followed by practice by students)	4	13.33
2.	Room Service (In Room dining Service) (Demonstration followed by practice by students)	4	13.33
3.	Handling Different Situations in room service operations (Demonstration followed by practice by students)-PART -I	4	13.33
4.	Handling Different Situations in room service operations (Demonstration followed by practice by students)-PART -II	4	13.33
5.	Wine Label Reading (Demonstration followed by practice by students)	4	13.33
6.	Wine Service (Demonstration followed by practice by students)	4	13.34
7.	Beer Service (Demonstration followed by practice by students)	4	13.34
8.	Service of Cigars (Demonstration followed by practice by students)	2	6.67
Total		30	100

e. **Text Book and Reference Book:**

Food & Beverage Service, Lillicrap & Cousins;
Modern Restaurant Service, John Fuller;
Professional Food & Beverage Service Management, Brian ;
Food Service Operations, Peter Jones & Casse;
Menu planning, J Kivela,
Introduction to F&B Service , Brown, Hepper & Deegan

Course Name: FRONT OFFICE OPERATIONS(THEORY)

Course Code: (21010103DS05)

Prerequisite: The students should know Front Office functions.

Rationale: The course provides knowledge about Advanced procedures practiced by Front office department in hotels

a. Course Learning Objective:

CLOBJ 1	Elucidate the Use of Computer applications in the Front Office.
CLOBJ 2	Elaborate the Check in and Check out Procedure.
CLOBJ 3	Explain the Front office accounting cycle.
CLOBJ 4	Throw light on Night Auditing process.

b. Course Learning Outcomes:

CLO 1	Identify and describe various software used in the Front Office.
CLO 2	Define Guest check-in & check-out procedures.
CLO 3	Elaborate Control of Cash & credit in Front office.
CLO 4	Interpret and describe Night auditing Procedure.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	0	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Unit No.	Topic	Lectures hrs.	Weightage in %
1	USE OF COMPUTER APPLICATION IN FRONT OFFICE	7	15.55
	Importance of Computer in Front Office, Introduction to PMS, PMS application in Front Office (Reservation, Front Desk, Room, Cashier, Night Audit, set up, Reporting, Back-office Module), Different PMS systems: - Amadeus, IDS, Opera , Importance of maintaining the records onsite, onsite and cloud management		
2	CHECK IN PROCEDURE	8	17.77
	Check in Procedure in different situations like: - guest having confirmed reservation, Walk –in Guest, Group/crew, Scanty Baggage Guest, International Travelers, Club floor guest, Check in Procedure in Fully automated hotels Self-check in and exposure to kiosks and introduction to digital keys, Forms & Formats		
3	CHECK OUT PROCEDURE	8	17.77
	Departure activity at various desk: - Bell Desk, lobby, Reception, Cashier, Different Methods of Settlement: -Cash, Credit Card, Cheques, Travels cheques, Bill to company, Combined settlement method, taking the guest feedback, Check out options: - On Desk Express Check out, Self-Check out, Front Office Record, Forms & Formats		
4	CONTROL OF CASH & CREDIT	10	22.25
	Front office Accounting Cycle, Credit control process in various cases: - guest pay by Credit Card, Travel agent voucher, Airlines, Scanty baggage, Credit control during stay, credit facility to companies, check in tour group, Problems may arise in credit control, Process required in cash Control, Handling Foreign Exchange Role of GST in the accounting and process change for IGST and its implication – a brief overview		
5	NIGHT AUDITING	12	26.66
	Importance of Night Auditing, Duties & Responsibility of Night Auditor, Common Revenue Centers of a Hotel, Basis steps involved in preparing Night Audit: - Complete posting, reconcile room status discrepancies, verify room rates, verify no-show reservations, Cash Deposit, Clear & Back up the system, Distribute report, Vouchers/Folios/Ledgers/Allowances/Reports		
	Total	45	100

e. **Text Book and Reference Book:**

Hotel F.O. Training manual, Suvradeep Gauranga Ghosh;
 Front Office Management, S.k Bhatnagar;
 Hotel front office management, James Bardi;
 Hotel Front Office- A Training Manual, Sudhir Andrews;

Front Operation & Administration,Dennis Foster;
 Front office procedures & Management,Peter Abbot,

Course Name: FRONT OFFICE OPERATIONS(PRACTICAL)

Course Code: (21010103DS06)

Prerequisite: The students should have knowledge of Front Office functions.

Rationale: The course provides practical knowledge about Advanced procedures practiced by Front office department in hotels

a. Course Learning Objective:

CLOBJ 1	Demonstrate and make the students practice the computer application in Front Office functions.
CLOBJ 2	Demonstrate and make the students practice the Process of Check in and Check outs in hotels.
CLOBJ 3	Make the students Perform the Front office accounting cycle.
CLOBJ 4	Exemplify & make the students Perform the Night Auditing process.

b. Course Learning Outcomes:

CLO 1	Application of computer skills in front office operation.
CLO 2	Develop an effective Process of Check-in and Checkouts in hotels.
CLO 3	Perform the steps in a Front office accounting cycle.
CLO 4	Organize and conduct an effective Night Auditing process.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20		30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. no.	Practical	No. of hours	Weightage in %
1.	Understanding of PMS (Demo)	4	13.33
2.	Check-In procedure for FIT	4	13.33
3.	Check Out procedure for FIT	4	13.33
4.	Check In procedure for GIT	4	13.33
5.	Check Out procedure for GIT	4	13.33
6.	Front Office Accounting Cycle	4	13.34
7.	Night Auditing Process	4	13.34
8.	Visitor Management System	2	6.67
Total		30	100

e. Text Book and Reference Book:

Hotel F.O. Training manual, Suvradeep Gauranga Ghosh;
Front Office Management, S. K. Bhatnagar;
Hotel front office management, James Bardi;
Hotel Front Office- A Training Manual, Sudhir Andrews;
Front Operation & Administration, Dennis Foster;
Front office procedures & Management, Peter Abbot,

	-	40	20	-	-	100	-	200	300
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L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

Semester -5

Course Name: FOOD PRODUCTION FUNCTIONS – THEORY

Course Code: 21010105DS01

Prerequisite: The students must know theoretically about basic meat & vegetable preparations.

Rationale: The course provides knowledge about Advanced Food Production functions in hotel.

a. Course Learning Objective:

CLOBJ 1	Make the students aware with concept of Volume cooking
CLOBJ 2	Elucidate the students about the Development of different Recipes.
CLOBJ 3	Give Basic Understanding of International cuisines.
CLOBJ 4	Let the students Know about the Appetizers & sandwiches
CLOBJ 5	Impart a Basic Understanding of Bakery and Confectionery and the dishes prepared in Bakery

b. Course Learning Outcomes:

CLO 1	Explain the Indenting in volume feeding.
CLO 2	Illustrate and compare cuisines from China, France, Italy, Spain, Mexico, and the Middle East to Classify, Simplify & choose them to Compile the best food products to attract customers.
CLO 3	Remember and explain the international breads as well as the making styles of it,
CLO 4	Label bakery Desserts and choose appropriate the style of making bakery desserts.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	

2	-	-	2	20	20	-	60	-	100
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Unit No.	Topics	Lecture hrs.	Weightage in %
1	SALADS	3	10
	Introduction, Types, Classification, Dressings, International Salads		
2	SANDWICHES	3	10
	Introduction, Types, Parts of Sandwiches: Breads, Spreads, Filling and Garnish, International Sandwiches.		
3	APPETIZERS & GARNISHES	3	10
	Introduction, Classification and examples of Appetizers, Traditional Garnishes with examples		
4	INTERNATIONAL CUISINE	15	50
	Geographic location, Historical background, Staple food with regional influences, Equipment & Specialties: Emphasis on Cuisines of France, Italy, Mediterranean, Mexico, Pan Asian.		
5	BREADS	6	20
	Introduction, Ingredients and usage, Bread Balancing formula, Types of breads, Techniques, Commercial Production, International Breads		
	TOTAL	30	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

e. Text Book and Reference Book:

Modern Cookery (Vol-I), Philip. Thangam, Orient Longman;
 Larousse Gastronomique, Paul Hamlyn;
 The Complete Guide to the Art of Modern Cookery, Escoffier
 Professional Chef, Le Rol A. Polson
 Professional Cooking, Wayne Gislen
 Practical Professional Cookery, Kauffman & Cracknell

Course Name: FOOD PRODUCTION FUNCTIONS –(PRACTICAL)

Course Code: 21010105DS02

Prerequisite: The students must know practically about basic meat & vegetable preparations.

Rationale: The course provides practical knowledge about Advanced Food Production functions in hotel.

a. Course Learning Objective:

CLOBJ 1	Demonstrate & make the students practice the volume feeding process.
CLOBJ 2	Make the students learn about Preparing International Cuisines like – Chinese, Italian, French, Spanish, Mediterranean & Mexican
CLOBJ 3	Make the student Prepare different Appetizers.
CLOBJ 4	Exhibit Preparation of Various types of sandwiches
CLOBJ 5	Demonstrate the Preparation of basic Bakery Products.

b. Course Learning Outcomes:

CLO 1	Recall and understand key ingredients and spices specific to Chinese, Italian, French, Spanish, Mediterranean, and Mexican cuisines.
CLO 2	Develop and create customized large-scale recipes based on specific dietary requirements or preferences
CLO 3	Apply appropriate cooking methods for various appetizer recipes.
CLO 4	Design and create innovative sandwiches that showcase unique flavor profiles
CLO 5	Demonstrate and apply appropriate mixing, kneading, and baking techniques for various bakery products.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2		-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

e. Text Book and Reference Book:

Sr. No.	Practical	No. of hours	Weightage in %
1.	Recipe Formulation	4	6.66
2.	Salads and Dressings - I	4	6.66
3.	Salads and Dressings - II	4	6.66
4.	Sandwiches – I	4	6.66
5.	Sandwiches – II	4	6.66
6.	Appetizers – I	4	6.66
7.	Appetizers – II	4	6.66
8.	International cuisine- Mexican	4	6.66
9.	International cuisine- Mediterranean	4	6.66
10.	International cuisine- Italian	4	6.66
11.	International cuisine- French	4	6.66
12.	International cuisine- Pan Asian	4	6.66
13.	International cuisine- Pan Asian	4	6.66
14.	Bakery Part-I – Breads	4	6.66
15.	Bakery Part-II- Breads	4	6.76
	TOTAL	60	100

Modern Cookery (Vol-I), Philip. Thangam, Orient Longman;
Larousse Gastronomique, Paul Hamlyn;
The Complete Guide to the Art of Modern Cookery, Escoffier
Professional Chef, Le Rol A. Polson
Professional Cooking, Wayne Gislen
Practical Professional Cookery, Kauffman & Cracknell

Course Name: FOOD & BEVERAGE SERVICE FUNCTIONS (THEORY)**Course Code: 21010105DS03**

Prerequisite: The students should have basic supervisory knowledge of F& B operations, types of alcoholic beverages.

Rationale: The course provides knowledge about bar related aspects along with description on Gueridon service performed by Food & Beverage Service department in hotel.

a. **Course Learning Objective:**

CLOBJ 1	Explain different types of Spirits and their production.
CLOBJ 2	Classify the Types and describe the Production process of different Liqueurs.
CLOBJ 3	Elucidate the basics of Bar planning.
CLOBJ 4	Elaborate the cocktails and production.
CLOBJ 5	Impart the Knowledge of Gueridon Service& Banquet Management

b. **Course Learning Outcomes:**

CLO 1	Remember basic facts about the production processes of various spirits.
CLO 2	Understand and identify the basic processes involved in the production of liqueurs.
CLO 3	Explain the importance of a well-designed bar menu, staffing, and equipment required.
CLO 4	Understand the principles behind mixing and serving various cocktails.
CLO 5	Critically assess and choose the appropriateness of using Gueridon Service for specific types of dishes or cuisines along with Banquet service management.

c. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Unit Nos.	Topics	Lecture hrs.	Weightage in %
1	SPIRITS AND WINES	13	28.89
	Introduction to distillation process, Introduction to wines and spirits (Whisky, Rum, Brandy, Vodka, Gin & Tequila) Production in brief. Brands- Indian and International. Other alcoholic beverage – Absinthe, Ouza Aquavit, Slivovitz, Arrack, Fenni, Grappa, Calvados etc. Brands- Indian and International & Service Concept of proof and its types, Gay-Lussac percentage.		
2	LIQUEURS	04	8.89
	Types & Production, Brands & Service		
3	BAR	08	17.78
	Introduction, Types & Layout, Bar displays, Equipment used		

	License Requirements, Staffing- Job description, Job specification, Bar planning & designing, Bar menus		
4	COCKTAILS	04	8.89
	Introduction & History, Types & preparation Classical cocktail, recipes, and garnishes, Costing, Innovative Cocktails & Mocktails, Cocktail bar, Equipment, Garnishes, Decorative accessories, Interaction with guest, Suggestive selling		
-5	Gueridon Service	06	13.33
	Introduction, History, Staffing& Equipment used, Ingredients used, Common preparation, Flambé dishes, Carving, Salad making etc. Trolley service – Beverages, Starters, High-tea, Desserts etc		
6	FUNCTION CATERING	10	22.22
	BANQUETS- Introduction, Types, Organization of Banquet department. Duties and responsibilities of the Banquet Manager. Booking procedures., Banquet menus, Buffets		
	FORMAL &INFORMAL BANQUETS Reception, Cocktail parties (Standing & Sit down),Conventions Seminars, Exhibitions, Fashion Shows, Trade fairs, Wedding		
Total		45	100

e. Text Book and Reference Book:

Food & Beverage Service,Lillicrap& Cousins;
 Modern Restaurant Service,John Fuller;
 Professional Food& Beverage Service Management,Brian ;
 Food Service Operation,Peter Jones &Casse;
 Menu planning,J Kivela,
 Introduction to F&B Service,Brown, Hepper&Deegan

Course Name: FOOD & BEVERAGE SERVICE FUNCTIONS(PRACTICAL)

Course Code: 21010105DS04

Prerequisite: The students studying this course should have basic knowledge of Food & Beverage Operations including cover layout, mis-en-place & Order taking.

Rationale: The course provides hands on Service skills to be used in Banquet & Bar Section in hotels.

a. Course Learning Objective:

CLOBJ 1	To explain the Service of different Alcoholic Beverages.
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CLOBJ 2	To make the students aware about basics of Bar set up & layout making.
CLOBJ 3	To make the students learn the basics cocktail& Mocktail Making.
CLOBJ 4	To make the students perform the Gueridon Service.
CLOBJ 5	To Demonstrate the setting up different seating arrangements & buffet Styles.

b. Course Learning Outcomes:

CLO 1	Understand and apply the concept of different alcoholic Beverage service
CLO 2	Explain and demonstrate the correct arrangement of bar tools and ingredients.
CLO 3	Execute the steps involved in preparing different cocktails and mocktails Develop new cocktail and mocktail recipes, considering balance and innovation.
CLO 4	Demonstrate and apply the proper techniques for performing Gueridon service.
CLO 5	Plan a unique and visually appealing seating arrangement and buffet setup for a special event.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d)Course Content:

e. **Text Book and Reference Book:**

Food & Beverage Service, Lillicrap & Cousins;
Modern Restaurant Service, John Fuller;
Professional Food & Beverage Service Management, Brian ;

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Understanding and observing Bar Layout & Set up	4	13.33
2.	Preparing Bar menus	2	6.67
3.	Wine Service	2	6.67
4.	Beer Service	2	6.67
5.	Service of Spirits- Vodka, Rum, Whiskey/Whisky, Tequila, Gin, Brandy	4	13.33
6.	Cocktail/ Mocktail Preparation, presentation, and service	4	13.33
7.	Practicing Trolley service – Preparing Dishes	4	13.33
8.	Preparing Function Prospectus	4	13.33
9.	Different Banquet set ups	4	13.34
	TOTAL	30	100

Food Service Operation, Peter Jones & Casse;
Menu planning, J Kivela,
Introduction to F&B Service, Brown, Hepper & Deegan

Course Name: ACCOMMODATION FUNCTIONS IN HOTELS (THEORY)**Course Code: (21010105DS05)****Prerequisite:** The students studying this course should have thorough knowledge of the core functioning of housekeeping department.**Rationale:** The course provides knowledge about Advanced procedures practiced by Accommodation management department in hotels.**a. Course Learning Objective:**

CLOBJ 1	Familiarize the students about Planning of operations to be done by Housekeeping Department
CLOBJ 2	Make the students aware about Budgeting aspects in Accommodation division.
CLOBJ 3	Make the student understand about the Importance of Interior Designing.
CLOBJ 4	Get the students acquainted with the maintenance of Features& Fixtures used for Interior Design

b. Course Learning Outcomes:

CLO 1	Explain an overview of the steps involved in planning housekeeping operations.
CLO 2	Elaborate and develop the departmental budget considering the various aspects of cost control.
CLO 3	Analyse the aesthetics of hotel space, considering the integration of lights, decor, furniture, and fixtures to create a cohesive and visually pleasing environment.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d. **Course Content:**

Unit No.	Topic	Lecture hrs.	Weightage in %
1	PLANNING AND ORGANIZING HOUSEKEEPING DEPARTMENT	13	28.89
	Area inventory list, Frequency schedule, Performance standard and productivity standard, Time, and motion stud, SOP's, Job allocation and work schedule, calculating staff and strength, Duty roaster, Team works and leadership, Training, Inventory level for non-recycled items, Purchasing system, method of buying, Stock records issue and control		
2	BUDGET	7	15.56
	Introduction to budget, Types of budgets, Budget process, Controlling expenses, Income statement		
3	INTERIOR DECORATION	7	15.56
	Purpose and Importance, Elements of design, Principals of design, Color wheel, Classification of colors, Color schemes, Classification, Types of lighting, Importance, and applications, Types Of Windows, Stiff Window Treatments, Soft Window Treatments, Care And Maintenance		
4	LAUNDRY & LINEN OPERATIONS	8	17.78
	Laundry- Definition, Types, Layout, Agents Linen- Layout of Linen room, Types of Linen, Linen Inventory		
5	FLOOR AND WALL COVERING	4	8.88
	Types and characteristics, Selection criteria, Care and maintenance		
6	FURNITURE, FITTINGS, SOFT FURNISHING AND ACCESSORIES	6	13.33
	Types, Selection, Care, Use And Maintenance		
	TOTAL	45	100

e. **Text Book and Reference Book:**

Housekeeping Operation & Management, By- Malini Singh;
 Hotel Housekeeping Management & Operations, By- Sudhir Andrews;
 Hotel Housekeeping Operations & Management, By- G. Raghubalan & Smritee Raghubalan;
 The Professional Housekeeper, By- Madelim Schneider & Georgia Tucker,
 Housekeeping operations and management by Margret Kappa

Course Name: ACCOMMODATION FUNCTIONS IN HOTELS (PRACTICAL)**Course Code: (21010105DS06)**

Prerequisite: The students studying this course should have practical knowledge of the core functioning of housekeeping department.

Rationale: The course provides practical knowledge about Advanced procedures practiced by Accommodation division in hotels.

a. Course Learning Objective:

CLOBJ 1	Make the students learn how to Plan operations to be done by Housekeeping Department
CLOBJ 2	Impart Budget making skills for Accommodation division.
CLOBJ 3	Demonstrate the application of Interior Designing.
CLOBJ 4	Make the students aware about Maintenance of Features& Fixtures used for Interior Design.

b. Course Learning Outcomes:

CLO 1	Demonstrate and apply the correct procedures for washing, drying, and folding linens
CLO 2	Analysed and Implemented inventory management tools or systems effectively.
CLO 3	Apply creativity in selecting flowers and arranging them for different occasions.
CLO 4	Demonstrate and apply proper techniques for cleaning and maintaining furniture, carpets, and windows.
CLO 5	Explain and Utilize budgeting tools or software to create a detailed budget for the accommodation department.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20		30	50

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d. Course Content:

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Laundry Cycle, Stain, Removal (Practice- Different Stains)	4	13.33
2.	Linen Inventory (Practice)	2	6.69
3.	Flower Arrangement (Demonstration of types followed by practice)	4	13.33
4.	Maintenance & Cleanliness of – Furniture (Demonstration of types followed by practice)	4	13.33
5.	Maintenance & Cleanliness of – Windows (Demonstration of types followed by practice)	4	13.33
6.	Maintenance & Cleanliness of –Carpets (Demonstration of types followed by practice)	4	13.33
7.	Preparing Operational Budget for Housekeeping Department	4	13.33
8.	Application of Elements & Principles of Design (Practicing and suggesting best combinations)	4	13.33
	TOTAL	30	100

e. Text Book and Reference Book:

Housekeeping Operation & Management, By- Malini Singh;
Hotel Housekeeping Management & Operations, By- Sudhir Andrews;
Hotel Housekeeping Operations & Management, By- G. Raghubalan & Smritee Raghubalan;
The Professional Housekeeper, By- Madelim Schneider & Georgia Tucker,
Housekeeping operations and management by Margret Kappa

Course Name: HUMAN RESOURCES MANAGEMENT IN EVENT SECTOR

Course Code: 21010104EM01

Prerequisite: The students should have basic knowledge of concept & role of Human resources.

Rationale: The course provides knowledge about the mechanism of human resources management in Event sector.

a. Course Learning Objective:

CLOBJ 1	Make the students aware with basics of Human resources planning concepts & its importance.
CLOBJ 2	Familiarize the students with Selection & Recruitment process.
CLOBJ 3	Familiarize the students with developing a Training Program for event management sector employees.
CLOBJ 4	Throw light on Motivation & performance appraisal for Human resources planning in events.
CLOBJ 5	Make the student acquainted with Building & Maintaining relationship in a professional arena.

b. Course Learning Outcomes:

CLO 1	Explain and plan human resources Management in the context of event management
CLO 2	Explain and apply an effective selection and recruitment process for the success of an event company.
CLO 3	Develop a training program that aligns with the overall goals and values of the event management.
CLO 4	Explain Motivational factors & evaluate performance appraisal of employees.
CLO 5	Apply and analyse effective communication techniques in initiating and sustaining business relationships.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Topic	Lecture	Weightage in %
1	HUMAN RESOURCES MANAGEMENT IN EVENTS	14	23.34
	Context and Concept of People Management in a Systems Perspective - Organization and Functions of the HR and Personnel Department - HR Structure and Strategy, Human Resources planning, Importance of Human Resources planning.		
2	RECRUITMENT AND SELECTION FOR EVENT SECTOR	12	20
	Human Resource Information System [HRIS] - Manpower Planning - Selection – Induction & Orientation - Performance and Potential Appraisal - Training and Mentoring - HRM issues and practices in the context of Outsourcing.		
3	HUMAN RESOURCES DEVELOPMENT FOR EVENT SECTOR	12	20
	Training and Development Methods - Design & Evaluation of T&D Program - Career Development - Promotions and Transfers - Personnel Empowerment including Delegation - Retirement and Other Separation Processes.		
4	FINANCIAL COMPENSATION-	12	20
	Productivity and Morale - Principal Compensation Issues & Management - Job Evaluation - Productivity, Employee Morale, and Motivation - Stress Management - Quality of Work Life.		
5	BUILDING RELATIONSHIPS IN EVENT SECTOR	10	16.66
	Facilitating Legislative Framework - Trade Unions - Managing Conflicts - Disciplinary Process - Collective Bargaining - Workers Participation in Management - Concept, Mechanisms and Experiences.		
	Total	60	100

e. Text Book and Reference Book:

Tulsian P C – Business Organization & Management

Prasad L.M.- Principle of management

Successful Event Management By Anton Shone & Bryn Parry

Luthans, Fred : Organizational Behavior

Human Resource Management Essentials You Always Wanted to Know (Self-Learning Management Series)

Senge, Peter : The Learning Organization Harriss & Martman : Organizational Behavior, Jaico.

Course Name: HUMAN RESOURCES MANAGEMENT IN RETAIL SECTOR**Course Code: 21010104RM01****Prerequisite-** The students should have basic knowledge of concept & role of Human resources.**Rationale:** The course provides knowledge about the mechanism of human resources management in Retail sector.**a. Course Learning Objective:**

CLOBJ 1	Make the students aware with basics of Human resources planning concepts & its importance.
CLOBJ 2	Familiarize the students with Selection & Recruitment process in Retail sector.
CLOBJ 3	Familiarize the students with developing a Training Program for Retail sector employees.
CLOBJ 4	Throw light on Motivation & performance appraisal for Human resources planning in Retail Sector.
CLOBJ 5	Make the student acquainted with Building & Maintaining relationship in a professional arena.

b. Course Learning Outcomes:

CLO 1	Explain and plan human resources Management in the context of the retail sector
CLO 2	Explain and apply an effective selection and recruitment process for the success of a retail sector
CLO 3	Develop a training program that aligns with the overall goals and values of the retail sector.
CLO 4	Explain Motivational factors & evaluate performance appraisal of employees.
CLO 5	Apply and analyse effective communication techniques in initiating and sustaining business relationships.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture hrs.	Weightage in %
1	HUMAN RESOURCES MANAGEMENT IN RETAIL SECTOR	14	23.34
	Context and Concept of People Management in a Systems Perspective - Organization and Functions of the HR and Personnel Department - HR Structure and Strategy, Human Resources panning, Importance of Human Resources planning.		
2	RECRUITMENT AND SELECTION FOR RETAIL SECTOR	12	20
	Human Resource Information System [HRIS] - Manpower Planning - Selection – Induction & Orientation - Performance and Potential Appraisal - Training and Mentoring - HRM issues and practices in the context of Outsourcing.		
3	HUMAN RESOURCES DEVELOPMENT FOR RETAIL SECTOR	12	20
	Training and Development Methods - Design & Evaluation of T&D Program - Career Development - Promotions and Transfers - Personnel Empowerment including Delegation - Retirement and Other Separation Processes.		
4	FINANCIAL COMPENSATION-	12	20
	Productivity and Morale - Principal Compensation Issues & Management - Job Evaluation - Productivity, Employee Morale, and Motivation - Stress Management - Quality of Work Life.		
5	BUILDING RELATIONSHIPS IN RETAIL SECTOR	10	16.66
	Facilitating Legislative Framework - Trade Unions - Managing Conflicts - Disciplinary Process - Collective Bargaining - Workers Participation in Management - Concept, Mechanisms and Experiences.		
	Total	60	100

e. Text Book and Reference Book:

Tulsian P C – Business Organization & Management

Prasad L.M.- Principle of management

Luthans, Fred : Organizational Behavior

Human Resource Management Essentials You Always Wanted to Know (Self-Learning Management Series)

Senge, Peter : The Learning Organization

Harriss & Martman : Organizational Behavior, Jaico.

Course Name: HUMAN RESOURCES MANAGEMENT IN TOURISM SECTOR**Course Code: 21010104TO01****Prerequisite:** The students should have basic knowledge of concept & role of Human resources.**Rationale:** The course provides knowledge about the mechanism of human resources management in Tourism sector.**a. Course Learning Objective:**

CLOBJ 1	Make the students aware with basics of Human resources planning concepts & its importance in Tourism.
CLOBJ 2	Familiarize the students with Selection & Recruitment process in Tourism sector.
CLOBJ 3	Familiarize the students with developing a Training Program for Tourism sector employees.
CLOBJ 4	Throw light on Motivation & performance appraisal for Human resources planning in Tourism Sector.
CLOBJ 5	Make the student acquainted with Building & Maintaining relationship in a professional arena.

b. Course Learning Outcomes:

CLO 1	Explain and plan human resources Management in the context of the Tourism sector
CLO 2	Explain and apply an effective selection and recruitment process for the success of a Tourism sector
CLO 3	Develop a training program that aligns with the overall goals and values of the Tourism sector.
CLO 4	Explain Motivational factors & evaluate performance appraisal of employees.
CLO 5	Apply and analyze effective communication techniques in initiating and sustaining business relationships.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture hrs	Weightage in %
1	HUMAN RESOURCES MANAGEMENT IN TOURISM SECTOR	14	23.34
	Context and Concept of People Management in a Systems Perspective - Organization and Functions of the HR and Personnel Department - HR Structure and Strategy, Human Resources planning, Importance of Human Resources planning.		
2	RECRUITMENT AND SELECTION FOR TOURISM SECTOR	12	20
	Human Resource Information System [HRIS] - Manpower Planning - Selection – Induction & Orientation - Performance and Potential Appraisal - Training and Mentoring - HRM issues and practices in the context of Outsourcing.		
3	HUMAN RESOURCES DEVELOPMENT FOR TOURISM SECTOR	12	20
	Training and Development Methods - Design & Evaluation of T&D Program - Career Development - Promotions and Transfers - Personnel Empowerment including Delegation - Retirement and Other Separation Processes.		
4	FINANCIAL COMPENSATION-	12	20
	Productivity and Morale - Principal Compensation Issues & Management - Job Evaluation - Productivity, Employee Morale, and Motivation - Stress Management - Quality of Work Life.		
5	BUILDING RELATIONSHIPS IN TOURISM SECTOR	10	16.66
	Facilitating Legislative Framework - Trade Unions - Managing Conflicts - Disciplinary Process - Collective Bargaining - Workers Participation in Management - Concept, Mechanisms and Experiences.		
	Total	60	100

e. Text Book and Reference Book:

Tulsian P C – Business Organization & Management
Prasad L.M.- Principle of management
Luthans, Fred : Organizational Behavior
Human Resource Management Essentials You Always Wanted to Know (Self-Learning Management Series)
Senge, Peter : The Learning Organization
Harriss & Martman : Organizational Behavior, Jaico.

Course Name: BUSINESS COMMUNICATION IN EVENTS(THEORY)

Course Code: 21010105EM01

Prerequisite The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.

Rationale: The course provides knowledge about Business communication in Events sector.

a. Course Learning Objective:

CLOBJ 1	Make the students understand the process of communication in event sector.
CLOBJ 2	Increase the ability of understanding, examining, Evaluating & discussing the barriers to different communication styles allowing them to take informed decisions event sector.
CLOBJ 3	Make the students learn to critically write all the business correspondence (event sector) and make sure that the right hierarchy is followed in the communicate.
CLOBJ 4	Make the students learn to match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in event sector.

b. Course Learning Outcomes:

CLO 1	Understand, classify, Explain and implement the process of communication while communicating in event sector.
CLO 2	understand, examine, Evaluate & discuss the barriers to different communication styles allowing them to take informed decisions in event sector.
CLO 3	Create all the business correspondence (event sector) and make sure that the right hierarchy is followed in the communicate.
CLO 4	Match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in event companies.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit .no.	Topics	Lecture hrs.	Weightage in %
1.	THE COMMUNICATION PROCESSES IN EVENT SECTOR	5	16.67

	Sender, receiver, message, channel, feedback, Message conceived, message encoded, channel selected for communication, message perceived, message decoded, message understood and decoded, feedback The Communication required Between Organization & client		
2.	OFFICE MANAGEMENT IN EVENT SECTOR Types of Correspondence, Role & Function of correspondence, Facsimile., Filing Systems: types and importance. E mail writing: dos and don'ts	6	20
3.	ORGANIZATIONAL COMMUNICATION IN EVENT SECTOR Definition& Meaning of Upward, downward, lateral organization communication Definition - Reports, memos, circulars, notices, advertisements, press notes, Communicating with outside world- Business letters of different types, e-mail Communicating within groups- nature, purpose, merits, demerits, Role of wit and humor	8	26.66
4	HANDLING MEETINGS IN EVENT SECTOR Types of meetings, structuring a meeting: writing agenda and minutes, Conducting a meeting	5	16.67
5	PROFESSIONAL WRITING IN EVENT SECTOR Synopsis writing, Writing Business Plans, Writing proposals, Blog writing and web content writing	6	20
	Total	30	100

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Course Name: BUSINESS COMMUNICATION IN EVENTS (PRACTICAL)

Course Code: 21010105EM02

Prerequisite The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.

Rationale: The course provides practical knowledge about Business communication in Events sector.

a. Course Learning Objective:

CLOBJ 1	Demonstrate & teach the process of communication.
CLOBJ 2	Make the students learn to critically write all the business correspondence and make sure that the right hierarchy is followed in the communicate.
CLOBJ 3	Make the students learn to write marketing blogs and about the key word management while writing blogs in event sector.

b. Course Learning Outcomes:

CLO 1	Apply effective verbal and non-verbal communication skills in various scenarios, such as presentations or discussions.
CLO 2	Analyse sample hotel-related business correspondence to identify effective hierarchy and structure.
CLO 3	Design and write a marketing blog for an event company incorporating keyword management techniques.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	-	-	20		30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Non-verbal Communication- Role plays & Importance	4	6.67
2.	Writing memos, circulars & notices,	4	6.67
3.	Writing advertisements Content, press notes,	8	13.33
4.	Writing Business letters of different types, e-mail writing and	4	6.67
5.	Communicating within groups for business deals	4	6.67
6.	Group Discussion	8	13.33
7.	Presentation Skills	8	13.33
8.	Communication Skills- Role Plays	8	13.33
9.	Handling Customers/Clients	8	13.33
10.	Writing Report	4	6.67
	TOTAL	60	100

d. Course Content:

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Course Name: BUSINESS COMMUNICATION IN RETAIL SECTOR (THEORY)

Course Code: 21010105RM01

Prerequisite The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.

Rationale: The course provides knowledge about Business communication in Retail sector.

a. Course Learning Objective:

CLOBJ 1	Make the students understand the process of communication in Retail Sector.
CLOBJ 2	Increase the ability of understanding, examining, Evaluating & discussing the barriers to different communication styles allowing them to take informed decisions in Retail Sector.
CLOBJ 3	Make the students learn to critically write all the business correspondence (in Retail Sector)and make sure that the right hierarchy is followed in the communicate.
CLOBJ 4	Make the students learn to match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in Retail Sector.

b. Course Learning Outcomes:

CLO 1	Understand, classify, Explain & Implement the process of communication while communicating in Retail Sector.
CLO 2	Increase the ability of understanding, examining, Evaluating & discussing the barriers to different communication styles allowing them to take informed decisions in Retail Sector.
CLO 3	Critically write all the business correspondence (in Retail Sector) and make sure that the right hierarchy is followed in the communicate.
CLO 4	Match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in Retail Sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE-

Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topics	Lecture hrs	Weightage in %
1.	THE COMMUNICATION PROCESSES IN RETAIL SECTOR Sender, receiver, message, channel, feedback, Message conceived, message encoded, channel selected for communication, message perceived, message decoded, message understood and decoded, feedback The Communication required Between Organization & client	5	16.66
2.	OFFICE MANAGEMENT IN RETAIL SECTOR Types of Correspondence, Role & Function of correspondence, Facsimile., Filing Systems: types and importance. E mail writing: dos and don'ts	6	20
3.	ORGANIZATIONAL COMMUNICATION IN RETAIL SECTOR Definition & Meaning of Upward, downward, lateral organization communication Definition - Reports, memos, circulars, notices, advertisements, press notes, Communicating with outside world- Business letters of different types, e-mail Communicating within groups- nature, purpose, merits, demerits, Role of wit and humor	8	26.67
4	HANDLING MEETINGS IN RETAIL SECTOR Types of meetings, structuring a meeting: writing agenda and minutes, Conducting a meeting	5	16.67
5	PROFESSIONAL WRITING IN RETAIL SECTOR Synopsis writing, Writing Business Plans, Writing proposals, Blog writing and web content writing	6	20.00
		30	100

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Course Name: BUSINESS COMMUNICATION IN RETAIL SECTOR (PRACTICAL)

Course Code: 21010105RM02

Prerequisite The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.

Rationale: The course provides practical knowledge about Business communication in Retail sector.

a. Course Learning Objective:

CLOBJ 1	To demonstrate & teach the process of communication in Retail Sector.
CLOBJ 2	To make the students learn to critically write all the business correspondence (Retail Sector) and make sure that the right hierarchy is followed in the communicate.
CLOBJ 3	To make the students learn to write marketing blogs and about the key word management while writing blog in Retail sector.

b. Course Learning Outcomes:

CLO 1	The student will be able to demonstrate & teach the process of communication (Verbal & Non-Verbal) in Retail sector.
CLO 2	The students learn to critically write all the business correspondence (Retail Sector) and make sure that the right hierarchy is followed in the communicate.
CLO 3	The student will be able to write marketing blogs and about the key word management while writing blog for Retail Sector companies.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	-	-	20		30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

SR. No.	PRACTICAL	No. OF HOURS	WEIGHTAGE IN %
1	Non-verbal Communication- Role plays & Importance	4	6.67
2	Writing memos, circulars & notices,	4	6.67
3	Writing advertisements Content, press notes,	8	13.33
4	Writing Business letters of different types, e-mail writing and	4	6.67
5	Communicating within groups for business deals	4	6.67
6	Group Discussion	8	13.33
7	Presentation Skills	8	13.33
8	Communication Skills- Role Plays	8	13.33
9	Handling Customers/Clients	8	13.33
10	Writing Report	4	6.67
	TOTAL	60	100

d. Course Content:

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Course Name: BUSINESS COMMUNICATION IN TOURISM (THEORY)

Course Code: 21010105TO01

Prerequisite The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.

Rationale: The course provides knowledge about Business communication in Tourism sector.

a. Course Learning Objective:

CLO 1	Understand, classify, Explain & Implement the process of communication while communicating in Tourism Sector.
CLO 2	Increase the ability of understanding, examining, Evaluating & discussing the barriers to different communication styles allowing them to take informed decisions in Tourism Sector.
CLO 3	Critically write all the business correspondence (in Tourism Sector) and make sure that the right hierarchy is followed in the communique.
CLO 4	Match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in Tourism Sector.

b. Course Learning Outcomes:

CLO 1	Understand, classify, Explain & Implement the process of communication while communicating in Tourism Sector.
CLO 2	Increase the ability of understanding, examining, Evaluating & discussing the barriers to different communication styles allowing them to take informed decisions in Tourism Sector.
CLO 3	Critically write all the business correspondence (in Tourism Sector) and make sure that the right hierarchy is followed in the communique.
CLO 4	Match, infer, develop some understating on writing marketing blogs and about the key word management while writing blog in Tourism Sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE-

Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topics	Lecture hrs.	Weightage in %
1.	THE COMMUNICATION PROCESSES IN TOURISM SECTOR Sender, receiver, message, channel, feedback, Message conceived, message encoded, channel selected for communication, message perceived, message decoded, message understood and decoded, feedback The Communication required Between Organization & client	5	16.66
2.	OFFICE MANAGEMENT IN TOURISM SECTOR Types of Correspondence, Role & Function of correspondence, Facsimile., Filing Systems: types and importance. E mail writing: dos and don'ts	6	20
3.	ORGANIZATIONAL COMMUNICATION IN TOURISM SECTOR Definition & Meaning of Upward, downward, lateral organization communication Definition - Reports, memos, circulars, notices, advertisements, press notes, Communicating with outside world- Business letters of different types, e-mail Communicating within groups- nature, purpose, merits, demerits, Role of wit and humor	8	26.67
4	HANDLING MEETINGS IN TOURISM SECTOR Types of meetings, structuring a meeting: writing agenda and minutes, Conducting a meeting	5	16.67
5	PROFESSIONAL WRITING IN TOURISM SECTOR Synopsis writing, Writing Business Plans, Writing proposals, Blog writing and web content writing	6	20.00
	Total	30	100

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Course Name: BUSINESS COMMUNICATION IN TOURISM (PRACTICAL)

Course Code: 21010105TO02

Prerequisite The Students studying this course should have basic knowledge of writing, reading, and speaking English language in workplace.

Rationale: The course provides practical knowledge about Business communication in Tourism sector.

a. Course Learning Objective:

CLOBJ 1	To demonstrate & teach the process of communication in Tourism Sector.
CLOBJ 2	To make the students learn to critically write all the business correspondence (Tourism Sector) and make sure that the right hierarchy is followed in the communique.
CLOBJ 3	To make the students learn to write marketing blogs and about the key word management while writing blog in Tourism sector.

b. Course Learning Outcomes:

CLO 1	The student will be able to demonstrate & teach the process of communication (Verbal & Non-Verbal) in Tourism sector.
CLO 2	The students learn to critically write all the business correspondence (Tourism sector) and make sure that the right hierarchy is followed in the communique.
CLO 3	The student will be able to write marketing blogs and about the key word management while writing blog for Tourism sector companies.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2	-	-	20		30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Non-verbal Communication- Role plays & Importance	4	6.67
2.	Writing memos, circulars & notices,	4	6.67
3.	Writing advertisements Content, press notes,	8	13.33
4.	Writing Business letters of different types, e-mail writing and	4	6.67
5.	Communicating within groups for business deals	4	6.67
6.	Group Discussion	8	13.33
7.	Presentation Skills	8	13.33
8.	Communication Skills- Role Plays	8	13.33
9.	Handling Customers/Clients	8	13.33
10.	Writing Report	4	6.67
	TOTAL	60	100

d. Course Content:

e. Text Book and Reference Book:

Communication Skills – BV Pathak;

Business Communication- Sinha; Business Communication- Dr. S.K.Singh

Semester -6

Course Name: ADVANCED FOOD& BEVERAGE PRODUCTION(THEORY)

Course Code: 21010106DS01

Prerequisite: The students studying this course should have basic knowledge of kitchen layout, methods of cooking.

Rationale: The course provides advanced knowledge about Larder section in Food Production department.

a. Course Learning Objective:

CLOBJ 1	Introduce the Operational aspects of Larder Kitchen and Brigade.
CLOBJ 2	Elucidate the Charcutier and its various application in culinary industry,
CLOBJ 3	Explore Classic Bakery Products.
CLOBJ 4	Ensure the Familiarization of students with Convenience Food and Fast Foods.

b. Course Learning Outcomes:

CLO 1	Execute day-to-day operation of the larder kitchen while knowing the activities & performing the activities in practical sessions.
CLO 2	Demonstrate practical execution of Charcuterie and apply it to develop the skill of Charcuterie.
CLO 3	Interpret the inference with regards to Convenience Food & Fast Foods so that they would be Able to explain, compare & classify as well as relate the concept of fast food with menu designing.
CLO 4	Demonstrate Icing & Toppings, Frozen Dessert, Chocolate, Meringue, and sugar work.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture hrs.	Weightage in %
1	LARDER Introduction of Larder Work Definition and Layout of larder Importance of Larder Control and Leasing with other Departments Equipment found in the larder Larder Brigade Functions, Sections of the Larder, Duties & Responsibilities of Larder Chef	5	16.67
2	CHARCUTERIE Introduction of Charcutier, Types of forcemeats, Preparation and Uses of forcemeats, Sausage – Types & Varieties, Casings – Types & Varieties, Fillings – Types & Varieties, Additives & Preservatives, Types of Brines, Preparation of Brines, Methods of Curing, Types of Marinades, Uses of Marinades, Difference between Brines, Cures & Marinades, Cuts of ham, Bacon & Gammon Difference between Ham, Bacon & Gammon, Definition of Aspic and jelly, their uses Introduction to Quenelles, Parfaits and Roulades, Pate, Terrine, Galantine	9	40
3	CONVENIENCE FOOD & FAST FOODS Definition, Characteristics, Menu examples Equipment used, Differences Role of convenience foods in fast food operation, Advantages & Disadvantages of convenience Food, Labor & Cost saving aspects	3	10
4	BAKERY & CONFECTIONERY Icings & Toppings Varieties of icing and uses of Icings Frozen Desserts	7	23.33

	Types and Classification of Frozen desserts Ice Creams- Definitions, Methods of preparation Additives and preservatives used in Ice - Creams manufacture Chocolate History, Manufacture & Processing of Chocolate, Types of Chocolate, Tempering of Chocolate, Cocoa butter, white Chocolate, and its application Meringues Introduction, Types and Uses of Meringues		
5	BAKERY - PASTRIES Introduction, Types, Making Process, Faults, Dishes	4	13.33
6	COOKIES Introduction, Types, Classification, Making Process, Faults, International Cookies	2	6.67
	Total	30	100

e. Text Book and Reference Book:

Modern Cookery (Vol-I), Philip. Thangam, Orient Longman;
Larousse Gastronomique, Paul Hamlyn;
The Complete Guide to the Art of Modern Cookery Escoffier
Professional Chef, Le Rol A. Polson

Course Name: ADVANCED FOOD& BEVERAGE PRODUCTION (PRACTICAL)

Course Code: 21010106DS02

Prerequisite: The students studying this course should have basic knowledge of Kitchen and should know basic cooking preparations.

Rationale: The course provides practical knowledge about larder section's functions in Food Production department in hotel.

a. Course Learning Objective:

CLOBJ 1	Demonstrate the functions of Larder Kitchen.
CLOBJ 2	Make the students practice Charcutier and its various application in culinary industry,
CLOBJ 3	Impart Bakery skills in the students.
CLOBJ 4	Make the students Familiarized with Convenience Food and Fast Foods.

b. Course Learning Outcomes:

CLO 1	Perform & demonstrate day-to-day operation of larder kitchen while applying the practical knowledge
CLO 2	Demonstrate Charcuterie and apply it to develop the skill of Charcuterie.
CLO 3	Classify different types of Icing & Toppings, Frozen Dessert, Chocolate, Meringue, and sugar work.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2		-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Charcuterie Preparations - I	4	6.66
2.	Charcuterie Preparations - II	4	6.66
3.	Types of Pastries - I	4	6.66
4.	Types of Pastries - II	4	6.66
5.	Types of Pastries - III	4	6.66
6.	Cookies - I	4	6.66
7.	Cookies - II	4	6.66
8.	Frozen Desserts - I	4	6.66
9.	Frozen Desserts and Meringue - II	4	6.66
10.	Fast Food Menu - I	4	6.66
11.	Fast Food Menu - II	4	6.66
12.	Icings - I	4	6.66
13.	Icings – II	4	6.66
14.	Carvings – I	4	6.66
15.	Carvings – II	4	6.76
	TOTAL	60	100

e. Text Book and Reference Book:

Modern Cookery (Vol-I), Philip. Thangam, Orient Longman;
 Larousse Gastronomique, Paul Hamlyn;
 The Complete Guide to the Art of Modern Cookery Escoffier
 Professional Chef, Le Rol A. Polsom

Course Name: ADVANCED FOOD & BEVERAGE SERVICE AND CONTROL (THEORY)

Course Code: 21010106DS03

Prerequisite: The students should have basic knowledge of F& B operations, types of alcoholic beverages.

Rationale: The course provides knowledge about costing, pricing & managing concept.

a. Course Learning Objective:

CLOBJ 1	Make the students aware about the Factors for planning F& B operations.
CLOBJ 2	Explain Basics of Managerial Operations.
CLOBJ 3	Throw light on F&B Cost Controls aspects.
CLOBJ 4	Demonstrate the Inventory procedure.
CLOBJ 5	Elucidate the importance of Budgeting in F&B beverage service outlet.

b. Course Learning Outcomes:

CLO 1	Define & distinguish the F&B Outlets developing the skill in regards with being Able to plan, design & execute layout areas for different F&B outlets leading to to Planning F& B operations.
CLO 2	Interpret the concept of management thereby evaluating the need of management & applying management tricks in managerial operations related to operating an F&B outlet.
CLO 3	Define, experiment, and assess the planned menu to rephrase to as per the Menu Engineering techniques.
CLO 4	Formulate Sales promotions techniques and how it will be performed by doing which Able to apply these techniques into his/her professional life.
CLO 5	Understand the importance & evaluate F&B Controls and Inventory Controls to ensure cost control & standard maintenance in F&B department or outlet.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lectures hrs.	Weightage in %
1	PLANNING & OPERATING VARIOUS FOOD & BEVERAGE OUTLETS	10	22.22
	Physical layout of functional and ancillary areas. Factors to be considered while planning, Calculating space requirements. Selection and planning of heavy duty and light equipment, Quantities of crockery, cutlery and glassware required. Planning décor, furnishings -. Factors, Concept, Menu, Space, Lighting, Colors and Market, Standard Operating procedures Staffing in a Restaurant – points to be considered- Duty Rota's, Staff Training, (Night Club, Disco, Bar, Restaurant & Theme Restaurant, Coffee Shop, Room Service, Banquet Hall)		
2	MANAGERIAL OPERATIONS	08	17.78
	Concept of Management, Sales promotion-introduction, advertising, merchandising, public relations. Quality aspects of restaurants and catering outlet and performance measurement, Menu Engineering & Menu Merchandising		
3	UNDERSTANDING F&B CONTROL	12	26.67
	Introduction and objectives of F&B Control, fundamentals of control, Problems in F&B Control F&B Controls- Purchasing, Receiving, Storage and Issuing Controls, F&B Sales Controls, Prevention of frauds and pilferage		
4	INVENTORY CONTROL	06	13.33
	Objective, Method, Levels and Technique, Perpetual Inventory, Monthly Inventory, Pricing of Commodities, Comparison of Physical and perpetual Inventory		
5	COST DYNAMICS & BUDGETARY CONTROL	09	20
	Elements of cost, cost group , Price, Cost and Sales Concept- Definition, Elements, Classification, Volume/Profit Relationships (Breakeven Analysis), Budgetary Control- Introduction, Objectives & types of Budget, Budgetary Control Process Importance		
	Total	45	100

e. Text Book and Reference Book:

Modern Restaurant Service , John Fuller;
Professional Food & Beverage Service Management, Brian ;
Food Service Operations , Peter Jones & Casse;
Menu planning, J Kivela,
Introduction to F&B Service, Brown, Hepper & Deegan
F&B service, R singaravelavan

Course Name: ADVANCED FOOD & BEVERAGE SERVICE AND CONTROL (PRACTICAL)

Course Code: 21010106DS04

Prerequisite: The students studying this course should have basic knowledge of Food & Beverage Operations & basic mathematical calculations.

Rationale: The course provides practical knowledge about costing, pricing & managing concept.

a. Course Learning Objective:

CLOBJ 1	Elaborate approach to Planning F&B operations.
CLOBJ 2	Explain the principles of Managerial Operations.
CLOBJ 3	Analyse & Propose Cost Controlling mechanisms aspects.
CLOBJ 4	Provide knowledge on inventory control procedures and analyse the outcomes
CLOBJ 5	Develop Budgeting skills required in F&B beverage service outlets.

b. Course Learning Outcomes:

CLOBJ 1	Demonstrate approach to Planning F&B operations.
CLOBJ 2	Assess & Execute principles of Managerial Operations.
CLOBJ 3	Analyse & Propose Cost Controlling mechanisms aspects.
CLOBJ 4	Test inventory control procedures and analyse the outcomes
CLOBJ 5	Estimate Budgeting skills required in F&B beverage service outlets.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Planning a layout for a coffee shop, specialty fine dine restaurant, take away, cafeteria and Practicing service of these areas	4	13.33
2.	Organizing theme parties & food festivals	4	13.33
3.	Taking inventory of store & F&B Outlets	4	13.33
4.	Calculating costs for cafeteria & F&B outlets	4	13.33
5.	Designing a menu for a fine dine restaurant	4	13.33
6.	Planning Sales Promotion for a restaurant	4	13.33
7.	Cost calculation in F&B	2	6.69
8.	Budget making for F&B Outlet	4	13.33
	TOTAL	30	100

e. Text Book and Reference Book:

Modern Restaurant Service , John Fuller;
Professional Food& Beverage Service Management, Brian ;
Food Service Operations , Peter Jones &Casse;
Menu planning,J Kivela,
Introduction to F&B Service, Brown, Hepper&Deegan
F&B service, R singaravelavan

Course Name: ACCOMMODATION FUNCTIONS IN HOTELS (THEORY)**Course Code: (21010106DS05)****Prerequisite:** The students studying this course should have basic knowledge of writing, reading, and speaking English language and basic computer operating skills.**Rationale:** The course provides knowledge about usage of PMS & yield management by Front office & housekeeping department in hotels.**a. Course Learning Objective:**

CLOBJ 1	Demonstrate Check out and settlement procedure at the reception.
CLOBJ 2	Elaborate the Hotel front office accounting process.
CLOBJ 3	Explain importance of Operating & integrating Property Management Systems to all Point of Sale Areas
CLOBJ 4	Elaborate the Yield management Basics and forecasting.

b. Course Learning Outcomes:

CLO 1	Assess & explain the Check out and settlement procedure at the reception.
CLO 2	Interpret and understand the Hotel front office accounting process.
CLO 3	Examine the importance of Operating & integrating Property Management Systems with all Point Of Sale Areas.
CLO 4	Interpret & elaborate the Yield management Basics and forecasting.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. **Course Content:**

Unit No.	Topic	Lecture hrs.	Weightage in %
1	GUEST SAFETY & SECURITY Importance of Security systems Control over room keys Items kept in First aid box Handling situations like accident, illness, theft, fire, bomb Forms & Formats	07	15.55
2	ACCOMMODATION MANAGEMENT ASPECTS Tariff Decisions Cost and pricing – Hubbart formula Marginal or contribution pricing Market pricing Inclusive / non inclusive rates occupancy and revenue reports, Daily Front Office reports and statistics and its analysis Internal & External factors affecting pricing Pricing strategy adopted by hotels for [Room tariff, F & B Items, Functions, Packages]	12	26.66
3	SALES TECHNIQUES Various Sales Tools Role of Front Office Personnel in maximizing occupancy Overbooking, Repeat guests, Return Reservations. Offering Alternatives and Suggestive Selling Internal / In-house sales promotion Direct sales – travel agents, tour operators, hotel booking agencies, Internet, tourist information center, direct mail, personal calls, and selling letters	10	22.23
4	YIELD MANAGEMENT AND FORECASTING Methods of measuring hotel performance/yield Elements and benefits of yield management, Challenges in Yield management, Yield management strategies Forecasting and various ratios, Yield Management Prospects Statistical representations of reports	10	22.23
5	MANAGING FRONT OFFICE PERSONNEL Recruiting and Selecting Employees, The Orientation Process Training, Career Path for Front Office employees, Professional Enrichment	06	13.33
	Total	45	100

e. **Text Book and Reference Book:**

- Managing front office operations by M.Kasavana;
- Hotel F.O. Training manual by Suvradeep Gauranga Ghosh
- Hotel Front Office- Operations & Management By- Jata Shankar. R. Tewari;
- Hotel Front Office- A Training Manual By- Sudhir Andrews;
- Front Operation & Administration, By- Dennis Foster;

Course Name: ACCOMMODATION MANAGEMENT(PRACTICAL)

Course Code: (21010106DS06)

Prerequisite: The students studying this course should have basic knowledge of writing, reading, and speaking English language and basic computer operating skills.

Rationale: The course provides practical knowledge about Advanced procedures practiced by Accommodation division in hotels.

a. Course Learning Objective:

CLOBJ 1	Demonstrate Check in & check out process for international guest/Group/ & FIT.
CLOBJ 2	Analyse different situations taking place in hotels via simulations in labs
CLOBJ 4	Construct & demonstrate a proper Tariff card, brochures & sales letters.
CLOBJ 5	Give the inference on practicing yield management.

b. Course Learning Outcomes:

CLO 1	Demonstrate Check in & check out process for international guest/Group/ & FIT.
CLO 2	Analyse different situations taking place in hotels via simulations in labs
CLO 3	Construct a proper Tariff card, brochures & sales letters.
CLO 4	Determine the inference of practicing yield management.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20		30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Role plays on Check in process: guest having confirmed reservation, &International Travelers.	4	13.33
2.	Role plays on Check outs process: guest having confirmed reservation, &International Travelers.	4	13.33
3.	Role plays on Check in& check out process-Walk –in Guest	4	13.33
4.	Handling various situations- Bomb Threat, Fire, Accidents, Demise of the Guest in Premises etc.	2	6.69
5.	Role plays and problem handling on different accommodation problems- Service quality (Maintenance, service delay etc.)	4	13.33
6.	Preparation of sales letters, brochures.	4	13.33
7.	Preparation of Tariff cards using different methods	4	13.33
8.	Yield management calculations. Preparing statistical data based on actual calculations	4	13.33
	TOTAL	30	100

d. Course Content:

e. Text Book and Reference Book:

Managing front office operations by M.Kasavana
Hotel F.O. Training manual by Suvradeep Gauranga Ghosh;
Front Office Management by S.kBhatnagar;
Hotel front office management by James Bardi;
Hotel Front Office- Operations & Management By- Jata Shankar. R. Tewari;
Front Operation & Administration, By- Dennis Foster;
Front office procedures & Management, By- Peter Abbot

Course Code: 21010106EM01

Prerequisite: The students should have the basic knowledge about planning, Organizing, leading & controlling.

Rationale: The course provides theoretical knowledge about the concept of management.

a. Course Learning Objective:

CLOBJ 1	Explain the hotel management principles and their approach to work.
CLOBJ 2	Elucidate the requirement of basic functions of management in event industry.
CLOBJ 3	Explain & elaborate the role of each designation of personnel management in events.
CLOBJ 4	Make the student learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in event industry.

b. Course Learning Outcomes:

CLO 1	Imbibe, Explain & apply the management principles and their approach to work in Event Sector
CLO 2	Understand, Evaluate the requirement & incorporate the basic functions of management in Event Sector.
CLO 3	Define, explain & elaborate the role of each designation of personnel management in Event Sector.
CLO 4	learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in Event Sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topics	Lecture hrs.	Weightage in %
1	NATURE & FUNCTIONS Definition & Importance of Management Management Functions in Events, Role of an Event Manager, Management Skills for event management	6	10
2	DEVELOPMENT OF MANAGEMENT THOUGHT Early Classical Approaches, Neo Classical Approaches Modern Approaches	4	6.66
3	PLANNING & DECISION MAKING IN EVENTS	10	16.66

	Nature & Importance of Planning, Types of Plans Meaning of Decision, Types of Decisions Steps in Rational Decision making		
4	ORGANISING IN EVENT Concept, nature, significance of organizing, Formal and informal organization, Organization chart of a 5 star hotel, Types of organization, functional , Line and staff relationship, Delegation and Authority, Centralization and Decentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vs selection.	12	20
5	DIRECTING IN EVENT Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountability relationship, Elements of Direction – supervision, communication, training and development, leadership, motivation, Leadership – meaning, importance, theories and styles, Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision.	10	16.66
6	MANAGERIAL CONTROL Meaning of Managerial Control, Steps in Control Process Need for Control System, Benefits of Control Control Techniques	10	16.66
7	MOTIVATION Meaning, nature and importance of motivation, morale incentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg’s hygiene-motivation (two factor) theory, Maslow’s theory of need hierarchy, Mc Gregory’s theory ‘X’ and theory ‘Y’.	8	13.36
	TOTAL	60	100

e. **Text Book and Reference Book:**

Principles of Management by PC Tripathi & PN Reddy;
Principles of Management by BS Moshal

Course Code: 21010106RM01

Prerequisite: The students should have the basic knowledge about planning, Organizing, leading & controlling.

Rationale: The course provides theoretical knowledge about the concept of management.

a. Course Learning Objective:

CLOBJ 1	Explain the Retail management principles and their approach to work.
CLOBJ 2	Elucidate the requirement of basic functions of management in Retail sector.
CLOBJ 3	Explain & elaborate the role of each designation of personnel management in Retail sector.
CLOBJ 4	Make the student learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in Retail sector.

b. Course Learning Outcomes:

CLO 1	Imbibe, Explain & apply the management principles and their approach to work in Retail Sector
CLO 2	Understand, Evaluate the requirement & incorporate the basic functions of management in Retail Sector.
CLO 3	Define, explain & elaborate the role of each designation of personnel management in Retail Sector.
CLO 4	learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in Retail Sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Topics	Lecture Hrs.	Weightage in %
1	NATURE & FUNCTIONS Definition & Importance of Management Management Functions in Retail, Role of an Retail Manager, Management Skills for Retail management	6	10
2	DEVELOPMENT OF MANAGEMENT THOUGHT Early Classical Approaches	4	6.66

	Neo Classical Approaches, Modern Approaches		
3	PLANNING & DECISION MAKING IN RETAIL SECTOR Nature & Importance of Planning, Types of Plans, Meaning of Decision, Types of Decisions Steps in Rational Decision making	10	16.66
4	ORGANISING IN RETAIL SECTOR Concept, nature, significance of organizing, Formal and informal organization, Organization chart of a 5 star hotel, Types of organization, functional, Line and staff relationship, Delegation and Authority, Centralization and Decentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vs selection.	12	20
5	DIRECTING IN RETAIL SECTOR Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountability relationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision.	10	16.66
6	MANAGERIAL CONTROL Meaning of Managerial Control, Steps in Control Process Need for Control System, Benefits of Control Control Techniques	10	16.66
7	MOTIVATION Meaning, nature and importance of motivation, morale incentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg’s hygiene-motivation (two factor) theory, Maslow’s theory of need hierarchy, Mc Gregory’s theory ‘X’ and theory ‘Y’.	8	13.36
	TOTAL	60	100

e. Text Book and Reference Book:

Principles of Management by PC Tripathi & PN Reddy;

Principles of Management by BS Moshal

Course Name: BASICS OF MANAGEMENT IN TOURISM

Course Code: 21010106TO01

Prerequisite: The students should have the basic knowledge about planning, Organizing, leading & controlling.

Rationale: The course provides theoretical knowledge about the concept of management in tourism.

a. Course Learning Objective:

CLOBJ 1	To explain the Tourism management principles and their approach to work.
CLOBJ 2	The elucidate the requirement of basic functions of management in Tourism sector.
CLOBJ 3	To explain & elaborate the role of each designation of personnel management in Tourism sector.
CLOBJ 4	To make the student learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in Tourism sector.

b. Course Learning Outcomes:

CLO 1	Imbibe, Explain & apply the management principles and their approach to work in Tourism Sector.
CLO 2	Understand, Evaluate the requirement & incorporate the basic functions of management in Tourism Sector.
CLO 3	Define, explain & elaborate the role of each designation of personnel management in Tourism Sector.
CLO 4	learn the importance of motivation and incentivization which they will be able to incorporate in their work environment in Tourism Sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topics	Lecture Hrs.	Weightage in %
1	NATURE & FUNCTIONS Definition & Importance of Management Management Functions in Tourism, Role of an Tourism Manager, Management Skills for Toirism management	6	10
2	DEVELOPMENT OF MANAGEMENT THOUGHT Early Classical Approaches	4	6.66

	Neo Classical Approaches, Modern Approaches		
3	PLANNING & DECISION MAKING IN TOURISM SECTOR Nature & Importance of Planning, Types of Plans Meaning of Decision, Types of Decisions Steps in Rational Decision making	10	16.66
4	ORGANISING IN TOURISM SECTOR Concept, nature, significance of organizing, Formal and informal organization, Organization chart of a 5 star hotel, Types of organization, functional , Line and staff relationship, Delegation and Authority, Centralization and Decentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vs selection.	12	20
5	DIRECTING IN TOURISM Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountability relationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision.	10	16.66
6	MANAGERIAL CONTROL Meaning of Managerial Control, Steps in Control Process Need for Control System, Benefits of Control, Control Techniques	10	16.66
7	MOTIVATION Meaning, nature and importance of motivation, morale incentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg’s hygiene-motivation (two factor) theory, Maslow’s theory of need hierarchy, Mc Gregory’s theory ‘X’ and theory ‘Y’.	8	13.36
	TOTAL	60	100

e. Text Book and Reference Book:

Principles of Management by PC Tripathi & PN Reddy;
Principles of Management by BS Moshal

Course Name- MARKETING & BRAND MANAGEMENT IN EVENT SECTOR**Course Code:** 21010105EM03**Prerequisite:** The students studying this course should be able to write, read and speak English and must have a basic understanding of marketing sector.**Rationale:** The course provides theoretical knowledge about the Marketing & branding strategies applicable in event sector.**a. Course Learning Objective:**

CLOBJ 1	Make the students aware about Marketing as a Concept & marketing management as a technique.
CLOBJ 2	Familiarize the student with Structuring the product/ service basket for Events.
CLOBJ 3	Make the students learn about Pricing the product / service basket of Events.
CLOBJ 4	Throw light on distribution patterns of Event products.

b. Course Learning Outcomes:

CLO 1	Understand and Apply marketing mix techniques in event industry products.
CLO 2	Come up with event industry product & Price.
CLO 3	Decide the Distribution channel of event industry products.
CLO 4	Develop the Promotional strategies for event industry outlets.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture hrs.	Weightage in %
1	INTRODUCTION TO MARKETING AND MARKETING MANAGEMENT FOR EVENTS COMPANIES	12	20
	Marketing Concepts - Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behavior - Market segmentation and targeting and positioning.		
2	PRODUCT DECISIONS FOR EVENT PRODUCTS	12	20

	Concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle		
3	PRICE DECISIONS FOR EVENT PRODUCTS	12	20
	Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy		
4	CHANNEL DECISION FOR EVENT PRODUCTS	12	20
	Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflicts and competition – Retailers and wholesalers.		
5	PROMOTION DECISION FOR EVENTS PRODUCTS	12	20
	Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Program – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision.		
	Total	60	100

e. Text Book and Reference Book:

Prasad L.M.- Principle of management

Tapan K Panda - Marketing Management Text and Case Indian Context Student CD Included, Excel Books.

Srinivasan, R - Case Studies In Marketing : The Indian Context, PHI

S. Jaychandran, Iit, Chennai - Marketing Management Text and Cases, Excel Publications.

RajanSaxena - Marketing Management, Tata McGraw Hill

V. S. Ramaswamy, S. Namakumari- Marketing Management : Planning, Implementation and Control, McMillion,

Course Name- SALES& MARKETING MANAGEMENT IN RETAIL SECTOR**Course Code:** 21010105RM03**Prerequisite:** The students studying this course should be able to write, read and speak English and must have a basic understanding of marketing sector.**Rationale:** The course provides theoretical knowledge about the Marketing & branding strategies applicable in Retail sector.**a. Course Learning Objective:**

CLOBJ 1	Make the students aware about Marketing as a Concept & marketing management as a technique.
CLOBJ 2	Familiarize the student with Structuring the product/ service basket for Retail products.
CLOBJ 3	Make the students learn about Pricing the product / service basket of retail products.
CLOBJ 4	Throw light on distribution patterns of retail products.

b. Course Learning Outcomes:

CLO 1	Understand and Apply marketing mix techniques in retail sector products.
CLO 2	Come up with retail sector product & Price.
CLO 3	Decide the Distribution channel of retail sector products.
CLO 4	Develop the Promotional strategies for retail sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Topic	Lecture hrs.	Weightage in %
1	INTRODUCTION TO MARKETING AND MARKETING MANAGEMENT FOR RETIL SECTOR COMPANIES	12	20
	Marketing Concepts - Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behavior - Market segmentation and targeting and positioning.		

2	PRODUCT DECISIONS FOR RETAIL PRODUCTS	12	20
	Concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle		
3	PRICE DECISIONS FOR RETAIL PRODUCTS	12	20
	Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy		
4	CHANNEL DECISION FOR RETAIL PRODUCTS	12	20
	Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflicts and competition – Retailers and wholesalers.		
5	PROMOTION DECISION FOR RETAIL PRODUCTS	12	20
	Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Program – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision.		
	Total	60	100

e. Text Book and Reference Book:

Prasad L.M.- Principle of management

Tapan K Panda - Marketing Management Text and Case Indian Context Student CD Included, Excel Books.

Srinivasan, R - Case Studies In Marketing : The Indian Context, PHI

S. Jaychandran, Iit, Chennai - Marketing Management Text and Cases, Excel Publications.

RajanSaxena - Marketing Management, Tata McGraw Hill

V. S. Ramaswamy, S. Namakumari- Marketing Management : Planning, Implementation and Control, McMillion,

Course Name- MARKETING & BRAND MANAGEMENT IN TOURISM**Course Code:** 21010105TO03**Prerequisite:** The students studying this course should be able to write, read and speak English and must have a basic understanding of marketing sector.**Rationale:** The course provides theoretical knowledge about the Marketing & branding strategies applicable in Tourism Industry.**a. Course Learning Objective:**

CLOBJ 1	Make the students aware about Marketing as a Concept & marketing management as a technique.
CLOBJ 2	Familiarize the student with Structuring the product/ service basket for Tourism products.
CLOBJ 3	Make the students learn about Pricing the product / service basket of tourism products.
CLOBJ 4	Throw light on distribution patterns of tourism products.

b. Course Learning Outcomes:

CLO 1	Understand and Apply marketing mix techniques in Tourism sector products.
CLO 2	Come up with Tourism sector product & Price.
CLO 3	Decide the Distribution channel of Tourism sector products.
CLO 4	Develop the Promotional strategies for Tourism sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture hrs.	Weightage in %
1	INTRODUCTION TO MARKETING AND MARKETING MANAGEMENT FOR TOURISM RELATED PRODUCTS	12	20

	Marketing Concepts - Marketing Process Marketing mix - Marketing environment. - Consumer Markets and buying behavior - Market segmentation and targeting and positioning.		
2	PRODUCT DECISIONS FOR TOURISM PRODUCTS	12	20
	Concept of a Product - Product mix decisions - Brand Decision - New Product Development – Sources of New Product idea - Steps in Product Development - Product Life Cycle strategies- Stages in Product Life Cycle		
3	PRICE DECISIONS FOR TOURISM PRODUCTS	12	20
	Pricing objectives - Pricing policies and constraints - Different pricing method - new product pricing, Product Mix pricing strategies and Price adjustment strategy		
4	CHANNEL DECISION FOR TOURISM PRODUCTS	12	20
	Nature of Marketing Channels –. Types of Channel flows - Channel functions - Functions of Distribution Channel – Structure and Design of Marketing Channels -Channel co-operation, conflicts and competition – Retailers and wholesalers.		
5	PROMOTION DECISION FOR TOURISM PRODUCTS	12	20
	Promotion mix - Advertising Decision, Advertising objectives - Advertising and Sales Promotion – Developing Advertising Program – Role of Media in Advertising - Advertisement effectiveness - - Sales force Decision.		
	Total	60	100

e. Text Book and Reference Book:

Prasad L.M.- Principle of management

Tapan K Panda - Marketing Management Text and Case Indian Context Student CD Included, Excel Books.

Srinivasan, R - Case Studies In Marketing : The Indian Context, PHI

S. Jaychandran, Iit, Chennai - Marketing Management Text and Cases, Excel Publications.

RajanSaxena - Marketing Management, Tata McGraw Hill

V. S. Ramaswamy, S. Namakumari- Marketing Management : Planning, Implementation and Control, McMillion,

Semester -7

Course Name: FOOD PRODUCTION MANAGEMENT-(THEORY)

Course Code: 210110107DS21

Prerequisite: The students studying this course should have Advanced knowledge of kitchen procedures.

Rationale: The course provides managerial knowledge about Food Production department.

a. Course Learning Objective:

CLOBJ 1	Make the students aware about operational aspects of kitchen
CLOBJ 2	Get across the Store management mechanisms applied in kitchen,
CLOBJ 3	Describe purchasing & receiving SOPs for materials required in kitchen,
CLOBJ 4	Explain Quality Control Procedures in the kitchen.

b. Course Learning Outcomes:

CLO 1	Understand & elaborate the processes involved to perform food production.
CLO 2	Assess the importance of Store management.
CLO 3	Outline & elaborate the Purchase and receiving procedure and handle various record found in Stores and Kitchen.
CLO 4	Demonstrate Quality control procedures in the kitchen.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Topics	Lecture hrs.	Weightage in %
1	KITCHEN MANAGEMENT	08	17.78
	Principles of planning for quantity food production about: Space allocation, Equipment selection, Staffing Inventory management, System Catering		
2	STORES MANAGEMENT	08	17.78
	Principles of storage, Types of stores, Guidelines for efficient storage		
	Layout of Dry and cold room, Staff Hierarchy, Control procedures, EOQ, Re-order levels		
	Duties and responsibility of a store manager		
3	PURCHASING	08	17.78
	Aims and objectives of purchasing policy, central purchasing and identifying regular suppliers		
	Job description of Purchase Manager Types of Purchases/ Methods employed		
4	RECEIVING	07	15.55
	Aims of Receiving and receiving procedure		
	Jobs description of the Receiving Manager		
	Equipment required for receiving		
	Documents required while receiving (from hotel and from supplier)		
	Use of Standards and Specifications while receiving		
5	KITCHEN RECORDS AND FORMATS	05	11.11
	Different records, registers, vouchers, formats, tags and color-coding		
6	QUALITY CONTROL PROCEDURE	09	20
	Cost control, quality control, portion control, waste control and budgetary control		
	Total	45	100

e. Text Book and Reference Book:

Larousse Gastronomique, Paul Hamlyn;
 The Complete Guide to the Art of Modern Cookery , Escoffier
 Professional Chef , Le Rol A. Polsom
 Professional Cooking, Wayne Gislen
 Practical Professional Cookery, Kauffman &Cracknell
 Food Production Operation, Parvinder S. Bali

Course Name: FOOD PRODUCTION MANAGEMENT-(PRACTICAL)

Course Code: 210110107DS22

Prerequisite: The students studying this course should have advanced knowledge of Kitchen.

Rationale: The course provides practical knowledge about cost controlling, store management & Menu development etc.

a. Course Learning Objective:

CLOBJ 1	Demonstrate how to develop 5 course menu having dishes from International & Indian Cuisines.
CLOBJ 2	Demonstrate & make the students Prepare Recipe Charts.
CLOBJ 3	Throw light on Calculating Cost of Menus developed.
CLOBJ 4	Illustrate & demonstrate Creating sugar art, Chocolate work Carving of the food& Art of Presentation of food.

b. Course Learning Outcomes:

CLO 1	Develop & Construct a 5 course menu having dishes from International & Indian Cuisines
CLO 2	List the Recipe Charts.
CLO 3	Summarize the Calculated Cost of Menus developed
CLO 4	Demonstrate sugar art, Chocolate work Carving of the food& Art of Presentation of food.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Standard Recipe development - I	2	6.66
2.	Standard Recipe development - II	2	6.66
3.	Revision- Breads and Cookies	4	13.37
4.	Revision- Pastries	4	13.37
5.	Indent preparation for menu's and Food Cost calculation developed PART-I	2	6.66
6.	Indent preparation for menu's and Food Cost calculation developed PART-II	2	6.66
7.	Food Trials - I	2	6.66
8.	Food Trials – II	2	6.66
9.	Practicing Food Holding techniques and Plate Presentations- PART-I	2	6.66
10.	Practicing Food Holding techniques and Plate Presentations- PART -II	2	6.66
11.	Food Trials - III	2	6.66
12.	Food Trials- IV	2	6.66
13.	Practicing Sugar and Chocolate work	2	6.66
	TOTAL	30	100

d. Course Content

e. Text Book and Reference Book:

Larousse Gastronomique, Paul Hamlyn;
The Complete Guide to the Art of Modern Cookery , Escoffier
Professional Chef , Le Rol A. Polsom
Professional Cooking, Wayne Gislen
Practical Professional Cookery, Kauffman &Cracknell
Food Production Operation, Parvinder S. Bali

Course Name: FOOD AND BEVERAGE MANAGEMENT-(THEORY)

Course Code: 21010107DS23

Prerequisite: The students should have advance knowledge of F& B operations, types of alcoholic beverages.

Rationale: The course provides knowledge about costing, pricing & managing concept.

a. Course Learning Objective:

CLOBJ 1	Give basic understanding of the operations of F&B Outlets Services and role of different equipment,
CLOBJ 2	Give the knowledge of Menu Management and it is constraints.
CLOBJ 3	Make the students aware about application of cost controlling mechanisms & budgetary control
CLOBJ 4	Provide Understanding of effective Beverage& Banquet Management.

b. Course Learning Outcomes:

CLOBJ 1	Develop basic understanding of the operations of F&B Outlets Services and role of different equipment,
CLOBJ 2	Assess the implications of Menu Management and identify its constraints.
CLOBJ 3	Interpret the applications of cost controlling mechanisms & budgetary control
CLOBJ 4	Develop an understanding of effective Beverage& Banquet Management operations

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d. Course Content:

Unit No.	Topic	Lectures hrs.	Weightage in %
1	BASICS OF F&B OPERATIONS	10	22.22
	Introduction to F&B Industry – Classification & Types, Types of F&B Outlets, Types of Service methods, Mis en Scene & Place, Restaurant Service cycle, Types of Meal & its Accompaniments, Menu- Types, Classical food & its accompaniments, IRD Service cycle – Scripting, Do's & Don'ts, Classification Various Tools and Equipment, Usage of Equipment, Types, Sizes, and usage of Furniture, Linen, Napkins, Chinaware, Silverware, Glassware & Disposables		
2	MENU MANAGEMENT	4	8.89
	Menu Planning, Menu designing, Menu Engineering, Menu Merchandising		
3	COST MANAGEMENT & BUDGETING:	8	17.78
	Classification of Costs, Types of Costs, Profit calculation, Break Even Analysis, Budgetary Control Process		
4	CONTROL SYSTEM	4	8.89
	KOT/Bill Control System, Making bill, Editing, Void , Re-print, Managers role		
	Cash handling equipment, Record keeping Importance of billing System		
UNIT-5	BEVERAGE MANAGEMENT	12	26.67
	Classification -Alcoholic & non Alcoholic		
	Distillation Process – Types of spirits, brand name		
	World of Wine-Types, Making Process, Laws		
	Service of beverage- Style ,patter & equipment used Food and beverage combinations		
UNIT-6	BANQUET MANAGEMENT	7	15.55
	Role of banquet in F&B service department		
	Banquet booking procedure- booking confirmation, Designing FP Different types of banquet setups		
	Total	45	100

e. Text Book and Reference Book:

Food & Beverage Service –Lillicrap & Cousins;
 Modern Restaurant Service –John Fuller;
 Professional Food & Beverage Service
 Management –Brian ; Food Service
 Operations – Peter Jones & Casse;
 Menu planning-J Kivela, Food & Beverage Management by John Cousins,
 David Foskett
 Restaurant Management by Robert Christie Mill
 Food & Beverage Service & Management by Bobby George & Sandeep Chaterjee

Course Name: FOOD AND BEVERAGE MANAGEMENT (PRACTICAL)**Course Code: 21010107DS24****Prerequisite:** The students studying this course should have advance knowledge of Food & Beverage Operations & basic mathematical calculations.**Rationale:** The course provides practical knowledge about costing, pricing & Beverage & Banquet managing concepts.**a. Course Learning Objective:**

CLOBJ 1	Provide the practical knowledge about Planning F&B outlet Layout.
CLOBJ 2	Provide the practical knowledge about Menu Engineering.
CLOBJ 3	Make the student learn about Calculating the BEP & Make the Budget for the outlet.
CLOBJ 4	Provide practical knowledge about organizing theme Parties.

b. Course Learning Outcomes:

CLO 1	Plan different types of F&B outlet Layout.
CLO 2	Formulate the Menu Engineering aspects with respect to a given menu
CLO 3	Estimate the Break Even Point & devise a Budget for the outlet.
CLO 4	Organize different theme Parties.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	No. Of hours	Weightage in %
1.	Layout of F&B outlets	2	6.76
2.	Space Calculation PART-I	2	6.66
3.	Space Calculation PART-II	2	6.66
4.	CCG Calculation	2	6.66
5.	Formulating SOPS for F&B Functions-I	2	6.66
6.	Formulating SOPS for F&B Functions-II	2	6.66
7.	Menu Engineering Process – PART-I	2	6.66
8.	Menu Engineering Process – PART-II	2	6.66
9.	Menu Planning & Designing	2	6.66
10.	Discussing & coming up with Suitable Marketing strategies- PART-I	2	6.66
11.	Discussing & coming up with Suitable Marketing strategies- PART-II	2	6.66
12.	Calculating BEP	2	6.66
13.	Calculating BEP-II	2	6.66
14.	Budget Making	2	6.66
15.	Planning theme events	2	6.66
	TOTAL	30	100

e. Text Book and Reference Book:

Food & Beverage Service –Lillicrap & Cousins;
 Modern Restaurant Service –John Fuller;
 Professional Food & Beverage Service Management –Brian ; Food Service Operations – Peter Jones & Casse;
 Menu planning-J Kivela, Food & Beverage Management by John Cousins, David Foskett
 Restaurant Management by Robert Christie Mill
 Food & Beverage Service & Management by Bobby George & Sandeep Chaterjee

Course Name: ROOM DIVISION MANAGEMENT-(THEORY)**Course Code: 21010107DS25****Prerequisite:** The students studying this course should have knowledge of Front office operations and housekeeping operations.**Rationale:** The course provides knowledge about Manpower & money Management as well Guest cycle.**a. Course Learning Objective:**

CLOBJ 1	Illustrate the Functions related to Guest cycle.
CLOBJ 2	Explain the manpower Management in Rooms division.
CLOBJ 3	Elucidate Revenue Management in Rooms Division.
CLOBJ 4	Make the students aware about Planning aspects of a new property.
CLOBJ 5	Make the students aware about environmental concerns in hotel management practices.

b. Course Learning Outcomes:

CLO 1	Understand and elaborate the process required to assess Functions related to Guest cycle.
CLO 2	Understand & interpret the concept of Manpower Management in Rooms division.
CLO 3	Demonstrate the Revenue Management steps & process in the Rooms Division.
CLO 4	Apply the Planning aspects of a new property.
CLO 5	Understand the importance of assessing the Environmental concerns in hotel management practices.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	-	-	3	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lectures hrs.	Weightage in %
1	FRONT OFFICE OPERATIONS	12	27
	The Guest Cycle, reservations, registration, legal issues, room assignment, check in procedures, key cards etc.		
	Front Office Responsibilities		
	Front Office accounting		
	Check-out and settlement, the night audit, safety deposit		
	The use of technology in the front office department – Property Management Systems, Reservation Technology Systems		
	Selling from the Front Office		
2	ROOM DIVISION/FRONT OFFICE MANAGEMENT	8	17.77
	Planning and Evaluating Operations		
	Revenue Management – Statistical Reporting; Room Rate Management		
	Managing Human Resources		
	Managing Guest Services		
	Future trends and developments in the Rooms Division		
3	SAFETY & SECURITY IN ROOMS DIVISION	7	15.55
	Work environment safety		
	Hotel Security Aspects and Implementation		
	Safety Awareness & Accident Prevention		
	Case Studies		
4	OPENING OF NEW PROPERTIES	8	17.77
	Pre-Opening of Hotels, New property operations, Starting up Rooms Division, Countdown to start Hotel and Case study		
5	EVALUATION OF HOTEL PERFORMANCES, Hotel Performance measurement, Yield Managements, element of yield Management, measuring of yield Management, Benefit strategies and prospects of yield Management, Forecasting, data required for fore casting and benefit of forecasting	7	15.55
6	CONSERVATION OF RECOURSES Conservation of water, Conservation of electrical energy, Conservation of manpower, Housekeeper’s role in Environmental Management	3	6.36
	TOTAL	45	100

e. **Text Book and Reference Book:**

- Managing front office operations by M.Kasavana;
- Hotel F.O. Training manual by Suvradeep Gauranga Ghosh;
- Front Office Management by S.kBhatnagar;
- Hotel front office management by James Bardi;

Course Name: ROOM DIVISION MANAGEMENT (PRACTICAL)

Course Code: (21010107DS26)

Prerequisite: The students studying this course should have practical knowledge of Front office operations and housekeeping operations.

Rationale: The course provides practical knowledge about Advanced procedures practiced by Front office & housekeeping department in hotels.

a. Course Learning Objective:

CLOBJ 1	Provide the knowledge about the Functions related to Guest cycle.
CLOBJ 2	Give practical knowledge about Manpower Management in Rooms division.
CLOBJ 3	Give practical knowledge about revenue Management in Rooms Division
CLOBJ 4	Give practical knowledge about Planning aspects of a new property.
CLOBJ 5	Make the students understand the Environmental concerns in hotel management practices.

b. Course Learning Outcomes:

CLO 1	Apply and practice the process required to examine the Functions related to Guest cycle
CLO 2	Experiment simulations of Manpower Management techniques in Rooms division
CLO 3	Perform activities related to Revenue Management steps & process in Rooms Division
CLO 4	Organize and develop a plan to build a new property.
CLO 5	Examine Conservation practices to address and solve Environmental concerns in hotel management.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	2	1	-	-	20		30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NOS.	PRACTICAL	No. OF HOURS	WEIGHTAGE IN %
1.	Preparing SOP for Guest Arrival	4	13.33
2.	Handling complete Guest Departure Procedure	4	13.33
3.	Handling all type of cleaning procedures	4	13.33
4.	Handling complaints	2	6.67
5.	Preparing operating budget for Room Division Operations	2	6.67
6.	Calculating staff requirement for Room Division operations	2	6.67
7.	Preparing Duty Rota	2	6.67
8.	Practicing yield management aspects	2	6.67
9.	Field visit to an Ecotel to understand eco-friendly measures adopted in hotels.	4	13.33
10.	Assignment on new concepts adopted in hotels	2	6.67
11.	Practicing on software for Hotel Operations	2	6.66
	TOTAL	30	100

e. Text Book and Reference Book:

Managing front office operations by M.Kasavana
Hotel F.O. Training manual by Suvradeep Gauranga Ghosh;
Front Office Management by S.kBhatnagar;
Hotel front office management by James Bardi;
Hotel Front Office- Operations & Management By- Jata Shankar. R. Tewari;
Front Operation & Administration, By- Dennis Foster;
Front office procedures & Management, By- Peter Abbot

Course Name: FOOD AND BEVERAGE CONTROLS

Course Code: 21010107DS01

Prerequisite: The Students studying this course should have basic knowledge of Food & Beverage Operations & Basics of cost & profit .

Rationale: The course gives an understanding about financial management in F&B outlets.

a. Course Learning Objective:

CLOBJ 1	Provide knowledge about Cost concept.
CLOBJ 2	Provide knowledge about Beverage Control mechanisms.
CLOBJ 3	Provide knowledge about Sales Control mechanisms.
CLOBJ 4	To throw light on the Concept & Importance of Variance analysis & different reports & the application of Computers.

b. Course Learning Outcomes:

CLO 1	Define, classify & calculate the cost related with F&B business.
CLO 2	Assess & understand the concept of Beverage Control Mechanism.
CLO 3	Define what is Sales Controls and assess the methods of application in a working environment.
CLO 4	Able to assess & estimate the variance between Targeted & Actual performance of the outlet by using computers.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

S.no	Topic	Lecture hrs.	Weight Age in %
01	COST DYNAMICS- Elements of Cost, Classification of Cost	04	8.88
02	BEVERAGE CONTROL- Purchasing, Standard Recipe, Standard Portion Size, Bar Frauds, Books maintained	12	26.67
03	SALES CONTROL- Procedure of Cash Control, Machine System-ECR, NCR, Preset Machines, POS, Reports, Thefts, Cash Handling	12	26.67
04	VARIANCE ANALYSIS- standard cost, standard costing, cost variances, material variances, labor variances, overhead variance, fixed overhead variance, sales variance, Profit variance	12	26.67
05.	APPLICATION OF MIS - Reports & Importance of reports Calculation of actual cost- Daily Food Cost, Monthly Food Cost Statistical Revenue Reports	05	11.11
TOTAL		45	100

d. Course Content:

e. Text Book and Reference Book:

Food & Beverage Service –Lillicrap & Cousins;
 Modern Restaurant Service –John Fuller;
 Professional Food & Beverage Service Management –Brian ;
 Food Service Operations – Peter Jones & Casse;
 Menu planning-J Kivela,
 Food & Beverage Management by John Cousins, David Foskett
 F&B Mgmt by Sudhir Andrews
 Restaurant Management by Robert Christie Mill
 Food & Beverage Service & Management by Bobby George & Sandeep Chaterjee

Course Code: 21010107EM01

Prerequisite: The students should have the basic knowledge about law making authorities & need of law.

Rationale: The course provides theoretical knowledge about the laws related with establishing & operating event management company.

a. **Course Learning Objective:**

CLOBJ 1	Elaborate laws related with Food & Beverage in event management.
CLOBJ 2	Make the students aware with laws related with employee welfare & wages in event sector.
CLOBJ 3	Illustrate laws related with Consumer Protection in event sector.
CLOBJ 4	Provide knowledge about laws related with public health, Safety & taxes in event management.

b. **Course Learning Outcomes:**

CLO 1	Elucidate & follow the laws related with Food & Beverage in event management.
CLO 2	Describe & follow the laws related with employee welfare & wages in event management.
CLO 3	Elaborate & follow the laws related with Consumer Protection in event sector.
CLO 4	Understand & follow the laws related with public health, Safety & taxes in event management.

c. **Teaching & Examination Scheme:**

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination

d. **Course Content:**

Sr. no	Topic	Lecture hours	Weight age in %
1	FSS Act For food provisions in Events The basics of FSS Act The Key elements FSMS: Good Practices/ PRPs, Hazard Analysis /HACCP, Management Element / System, Statutory and regulatory requirements Food Safety and Standards Principles of food laws regarding prevention of food adulteration Authorities under the act Process of FSMS: The FSMS Plan (samples are provided as guidance) , Flow chart of for the Process and self-inspection checklist- understanding the formats for plan, checklist and flowchart. Facility and Equipment Cleaning, Sanitation, and Pest Control process Indian Food Codes	15	25
2	STATE LAWS RELATING TO ALCOHOLIC BEVERAGES FOR EVENTS General Nature of Control by State, Application for an Issuance of Licenses; General Restrictions on Licenses Common Law Liability for Serving Alcoholic Beverages to Intoxicated persons Hours and Premises of Sales; Books and Records; Important Warning	06	10
3	WAGE AND HOUR LAWS APPLICABLE FOR MANPOWER Coverage of State Laws, Minimum Wage Act.; Unfair Labor Practice.	06	10
4	EMPLOYEES FAMILY WELFARE AND MEDICALS Covered Employers and Eligible Employees, Leaves of Absence for Eligible Employees; Leave Schedule, The Relationship of FMLA Leaves to other Forms of Paid or Unpaid Leave Health Benefits During the Leaves, Additional Protection for Employees, Prohibition for Employers: “Serious Health condition” Defined Employee Transfers to Alternative Positions, Employer Penalties for Non-Compliance Sexual Harassment of Employees	10	16.66
5	CONSUMER PROTECTION LAWS AFFECTING EVENTS Definitions – Consumer, Complaint, Defect in goods, Deficiency in service, Unfair trade practice, Restricted trade practice; Procedure for redressal of grievances before District Forum, State Commission, and National Commission. Credit Card Laws Catering Contracts No Smoking Laws Restriction in playing recorded music in guestrooms/ public areas.	08	13.34
6	PUBLIC HEALTH AND SAFETY REQUIREMENTS Building Codes, Water Supplies, Sewage System and Drainage Contagious Disease, Swimming Pool, Guest elevators.	08	13.34
7	FIRE SAFETY LAWS FOR EVENTS State and Local Fire Legislation	03	5
8	TAXES APPLICABLE State and Local Taxes: General Sales Taxes, Luxury Tax Hotel Room Occupancy Taxes; State Liquor Taxes	04	6.66
	TOTAL	60	100

e. Text Book and Reference Book:

Legal Aspect of Hospitality Management Second Edition, By John E.H. Sherry, Publisher Wiley & sons;
Principles of Business Law- Aswathappa. K.

Course Name: BUSINESS LAWS IN RETAIL SECTOR**Course Code:** 21010107RM01**Prerequisite:** The students should have the basic knowledge about law making authorities & need of law.**Rationale:** The course provides theoretical knowledge about the laws related with establishing & operating companies dealing in Retail sectors.**a. Course Learning Objective:**

CLOBJ 1	Make the students familiar with legal framework of business laws for retail sector in India.
CLOBJ 2	Get the students acquainted about Competition laws & consumer protections laws in retail sector in India.
CLOBJ 3	Throw light on Taxation system & online Retail industry in India.

b. Course Learning Outcomes:

CLO 1	Understand & adopt legal framework of business laws for retail sector in India.
CLO 2	Understand & follow the Competition laws & consumer protections laws in retail sector in India.
CLO 3	Understand & follow Taxation system & online Retail industry in India.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture hours	Weight age in %
1	INTRODUCTION TO RETAIL BUSINESS AND LEGAL FRAMEWORK Introduction to the Retail Industry in India, Overview of Business Laws in India, Role, and Significance of Business Laws in Retail	8	13.33
2	LEGAL FORMS OF RETAIL BUSINESS Sole Proprietorship, Partnership Firms, Limited Liability Partnerships (LLPs), Private Limited and Public Limited Companies, Franchising in Retail.	7	11.67
3	REGULATORY COMPLIANCE AND LICENSING Shop and Establishment Act, Import and Export Regulations, Food Safety and Standards Act	9	15

	Licensing and Permit Requirements in Retail, Intellectual Property Rights (Trademarks, Copyrights) in Retail		
4	CONSUMER PROTECTION LAWS Consumer Protection Act, Rights and Responsibilities of Retailers and Consumers Redressal Mechanisms for Consumer Disputes	12	20
5	TAXATION AND GST IN RETAIL Goods and Services Tax (GST) and Its Impact, Taxation of Retail Transactions Tax Planning and Compliance in Retail	10	16.66
6	COMPETITION LAW AND ANTITRUST REGULATIONS Competition Act and Its Implications, Anti-Competitive Practices in Retail, Mergers and Acquisitions in Retail	10	16.67
7	E-COMMERCE AND ONLINE RETAILING Legal Framework for E-commerce in India, Digital Payment Systems and Regulations, Data Privacy and Security in E-commerce	4	6.67
	TOTAL	60	100

e. Text Book and Reference Book:

N.D Kapoor, “Elements of Mercantile Law”, 2008, Sultan Chand & Sons .
R C. Chawla & K.C Garg, “Business Law”, Kalyani Publishers.
Tejpal Sheth, “Business Law”, 2012, Pearson Education.

Course Name: BUSINESS LAW IN TOURISM & TRAVEL

Course Code: 21010107TO01

Prerequisite: The students should have the basic knowledge about law making authorities & need of law.

Rationale: The course provides theoretical knowledge about the laws related with establishing & operating business dealing in Tourism sectors.

a. Course Learning Objective:

CLOBJ 1	Make the students familiar with legal framework of business laws for Tourism sector in India.
CLOBJ 2	Get the students acquainted about international tourism & Sustainable tourism related laws in Tourism sector.
CLOBJ 3	Throw light on E commerce & Consumer protection laws in Tourism industry in India.

b. Course Learning Outcomes:

CLO 1	Understand & adopt legal framework of business laws for Tourism sector in India.
CLO 2	Understand & follow the international tourism & Sustainable tourism related laws in Tourism sector.
CLO 3	Understand & Elaborate E commerce (Tourism) & Consumer protection laws in Tourism industry in India.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
4	-	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic	Lecture hours	Weightage in %
1	INTRODUCTION TO TOURISM AND TRAVEL BUSINESS LAW Overview of the Tourism and Travel Industry, Role and Significance of Business Laws in Tourism, Key Legal Concepts in Tourism and Travel	8	13.33
2	CONTRACTS AND AGREEMENTS IN TOURISM Contracts with Travelers: Terms and Conditions, Vendor Contracts (e.g., hotels, airlines, transportation providers), Tour Operator Agreements	7	11.66

3	REGULATORY FRAMEWORK FOR TOURISM AND TRAVEL Tourism and Hospitality Regulation, Immigration and Visa Regulations Air Travel and Aviation Laws, Maritime and Cruise Line Regulations	9	15.00
4	INTERNATIONAL TOURISM AND CROSS-BORDER LEGAL ISSUES International Travel Law, Cross-Border Legal Challenges Bilateral and Multilateral Agreements Affecting Tourism	12	20
5	ENVIRONMENTAL AND SUSTAINABILITY LAWS Environmental Regulations and Compliance, Sustainable Tourism Practices and Regulations, Ecotourism and Conservation Laws	10	16.67
6	TECHNOLOGY AND E-COMMERCE IN TOURISM Online Travel Agencies and Legal Considerations, Data Protection and Privacy in the Travel Industry, Legal Aspects of Booking Platforms and Payment Systems	10	16.67
7	CONSUMER PROTECTION IN TOURISM Consumer Rights and Travel, Traveler's Rights and Responsibilities Dispute Resolution and Complaint Mechanisms	4	6.67
	TOTAL	60	100

e. Text Book and Reference Book:

Bukart and Medlik: Tourism, Past, Present and Future
Dileep M.R. Information Systems in Tourism
Chand, Mohinder,: Travel Agency Management
Dixit, Manoj: Travel Agency Management
Holloway, J.C.: The Business of Tourism, Mc Donald and Evans
IATA Fare Construction Manual
Kaul, R.H : Dynamics of Tourism, Sterling Publishers
Reports by Ministry of Tourism

Course Name: EVENT MANAGEMENT PLANNING(THEORY)**Course Code:** 21010108EM01**Prerequisite:** The students studying this course should be able to write, read and speak English and must have introductory knowledge of concept& Design of event management.**Rationale:** The course provides theoretical knowledge about the perspective of event management Planning.**a. Course Learning Objective:**

CLOBJ 1	Make the students aware with Basics of event management skills.
CLOBJ 2	Provide the knowledge about Managing event logistics.
CLOBJ 3	Make the students aware with environmental& Economic aspects in event management.

b. Course Learning Outcomes:

CLO 1	Elucidate & apply the event management skills.
CLO 2	Arrange the event logistics for event management.
CLO 3	Understand, elaborate, and follow the environmental& Economic aspects in event management.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic-	Lecture	Weightage in %
1	BASIC MANAGERIAL SKILLS	08	26.66
	Event Concept & Designing, Developing the concept, Analysis of concept, Types and categories, Designing the Event.		
2	EVENT PLANNING & TEAM MANAGEMENT	06	20.00
	Aim of an Event, develop a mission, Establish Objectives, Preparing Event proposal, Use of planning tools, Protocols, Dress codes, Staging, Staffing, Leadership, Traits and Characteristic, Logistics		
3	SPECIAL EVENTS	06	20.00
	Aim of an Event, Types and Category, Sports, Rallies, Wedding corporate Events, develop a mission, Establish Objectives Preparing Event proposal, Use of planning tools		
4	BUSINESS ENVIRONMENT	04	13.34

	Introduction to Business Environment, Nature of Business environment, Awareness of the external environment including the role of government and its impact on events.		
5	ECONOMIC & ENVIRONMENTAL ASPECTS	06	20
	Salient features of the Indian Economy; Inflation and its impact on business, Environmental impacts of an event.		
	Total	30	100

e. Text Book and Reference Book:

Ray S. K. "Indian Economy", Prentice Hall, New Delhi 1987.

Francis Cherunilam "Business Environment

Successful Event Management By Anton Shone & Bryn Parry

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Event management, a professional approach By Ashutosh Chaturvedi

Course Name: EVENT MANAGEMENT PLANNING(PRACTICAL)**Course Code:** 21010108EM02**Prerequisite:** The students studying this course should be able to write, read and speak English and must have introductory knowledge of concept & Design of event management.**Rationale:** The course provides practical knowledge about the perspective of event management Planning.**a. Course Learning Objective:**

CLOBJ 1	Make the students learn the planning & organizing of events.
CLOBJ 2	Familiarize the students with corporate communication in events.
CLOBJ 3	Demonstrate the use of AI & computers in event management.

b. Course Learning Outcomes:

CLO 1	Plan & organize different events.
CLO 2	Maintain & demonstrate proper corporate communication in events.
CLO 3	Understand & describe the importance of AI & computers in event management.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2			20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Practical	No. of Hrs	Weightage in %
1	Written Communication – Modes & Mediums	2	3.34
2	Presentation skills	2	3.34
3	Logistics Management	4	6.67
4	Planning & Organising Conference/Meeting	8	13.33
5	Planning & Organising A workshop	8	13.33
6	Planning & Organising Competition related event	8	13.33
7	Planning & Organising Food Festivals	8	13.33
8	Advertisement & Promotion Activities	8	13.33
9	Application of Computer & AI	4	6.67
10	Banquet Management	8	13.33
	Total	60	100

e. Text Book and Reference Book:

Ray S. K. "Indian Economy", Prentice Hall, New Delhi 1987.

Francis Cherunilam "Business Environment

Successful Event Management By Anton Shone & Bryn Parry

Event management, an integrated & practical approach By Razaq Raj, Paul Walters & Tahir Rashid

Course Name RETAIL MANAGEMENT PERSPECTIVES (THEORY)**Course Code:** 21010108RM01**Prerequisite:** The students studying this course should be able to write, read and speak English and must have introductory knowledge of concept of Retail management.**Rationale:** The course provides theoretical knowledge about the perspective of Retail management Planning.**a. Course Learning Objective:**

CLOBJ 1	Explain the importance of Retail service management.
CLOBJ 2	Make the student aware about seven P's of Service marketing.
CLOBJ 3	Introduce the Management of Inventory shrinkage and preventing shop lifting Practice Merchandise management and its process
CLOBJ 4	Emphasize on the significance of store layout and design.

b. Course Learning Outcomes:

CLO 1	Understand& Explain the Scope and importance of retail service management.
CLO 2	Learn& apply Seven P's of Service marketing.
CLO 3	Manage & demonstrate the tricks for maintaining the Inventory shrinkage and preventing shop lifting Practice Merchandise management and its process
CLO 4	Plan & create the storage layout and design.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topic-	Lecture hrs.	Weightage in %
1	INTRODUCTION	04	13.33
	Definition, Scope, Importance, Characteristics of Service Management, Classification of Services, 7 Ps of service marketing, Retail service quality		
2	POSITIONING OF SERVICES	7	23.33
	New service development, Managing demand, capacity and service assets, customer expectation, Zone of Tolerance.		
3	DEVELOPING SOLUTIONS TO SERVICE PROBLEMS	5	16.67

	Realistic commitments, managing customer expectations, Communicating the service promise, Service recovery, listening to customers, providing fair solutions, resolving problem quickly, Handling customer grievances and complaints.		
4	MANAGING THE STORE	5	16.67
	Controlling cost and inventory shrinkage, calculation of shrinkage, preventing shop lifting, reducing employee theft, Merchandise Management Process and types of Merchandise, The buying organization, Evaluating merchandise management performance – GMROI, Managing inventory turnover		
5	STORE LAYOUT AND DESIGN	5	16.67
	Objectives and significance of layout and design - store's image and strategy, influence customer buying behavior, flexibility, legal considerations, design, trade-offs, Elements of store layout - planning and circulation, Visual merchandising - fixtures, presentation techniques. Atmospheric - lighting, use of colors and self-talkers..		
6	POINT OF PURCHASE COMMUNICATION	4	13.33
	Significance of POP communication, POP display materials - leaflets, special fittings, Demonstrators, etc		
	Total	30	100

e. Text Book and Reference Book:

Vedmani G Gibson - Retail Management - Functional Principles and Practice (Jaico Publication).
 SwapnaPradhan - Retailing Management- Tata McGraw Hill.
 Mrs.Suja R Nair - Retailing Management - Himalaya Publication House.
 Angadi, Ansuya - A Text Book of Retailing Management, S. Chand Group.
 Chetan Bajaj, RajnishTuli and Nidhi V Srivastava - Retail Management, Oxford University Press

Course Name: RETAIL MANAGEMENT PERSPECTIVES (PRACTICAL)**Course Code:** 21010108RM02**Prerequisite:** The students studying this course should be able to write, read and speak English and must have introductory knowledge of concept of Retail management.**Rationale:** The course provides practical knowledge about the perspective of Retail management Planning.**a. Course Learning Objective:**

CLOBJ 1	Give a perspective of online retailing & offline retailing.
CLOBJ 2	Familiarize the students with customer relationship aspects.
CLOBJ 3	Make the students learn to create Agency business model.
CLOBJ 4	Familiarize the students with modern customer behaviour trends.

b. Course Learning Outcomes:

CLO 1	Understand, analyse the online retailing & offline retailing.
CLO 2	Maintain good customer relationship.
CLO 3	Create Agency business model.
CLO 4	Apply the understanding of consumer behaviour in retail sector business.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2			20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

SR. NO.	Practical	No. of hrs.	Weightage In %
1	Case Study on Online Retail Sector	2	3.34
2	Visiting Stores – Field Visit	4	6.67
3	Designing Store Layout	4	6.67
4	A Study on Changing Consumer Preferences Towards Organized Retailing from Unorganized Retailing	8	13.33
5	Retail Outlet Mapping of Retail Stores & shopping mall	8	13.33
6	Study on Challenges in Retail Sector	8	13.33
7	Creating Customer Relation Ship Model	8	13.33
8	Presentation Skills for dealing with Clients	8	13.33
9	Inventory Management	2	3.34
10	Creating A Retail Agency Business Model	8	13.33
	Total	60	100

e. Text Book and Reference Book:

Vedmani G Gibson - Retail Management - Functional Principles and Practice (Jaico Publication).

SwapnaPradhan - Retailing Management- Tata McGraw Hill.

Mrs.Suja R Nair - Retailing Management - Himalaya Publication House.

Angadi, Ansuya - A Text Book of Retailing Management, S. Chand Group.

Chetan Bajaj, RajnishTuli and Nidhi V Srivastava - Retail Management, Oxford University Press

Course Name- TOURISM POLICIES & PLANNING (THEORY)**Course Code:** 21010108TO01**Prerequisite:** The students studying this course should be able to write, read and speak English and must have introductory knowledge of concept of Tourism Industry.**Rationale:** The course provides theoretical knowledge about the perspective of Tourism Planning & tourism policies.**a. Course Learning Objective:**

CLOBJ 1	Get the students acquainted with the importance of developing & design a tourism product.
CLOBJ 2	Familiarize the students with marketing plan for tourism product.
CLOBJ 3	Familiarize the students with tourism destination planning.
CLOBJ 4	Make the student Understand the government initiative & plans for tourism sector.

b. Course Learning Outcomes:

CLO 1	Understand& explain the importance of development & designing a tourism product.
CLO 2	Discuss the marketing plan for tourism product.
CLO 3	Discuss &create the tourism destination plan.
CLO 4	Understand & explain the government initiative & plans for tourism sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
2	-	-	2	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Unit No.	Topics	Lecture hrs.	Weightage (in %)
1	DESTINATION MANAGEMENT AND MARKETING: Tourist Destination Concepts, Components, Scope and Significance, 10 A's of successful destinations. Stakeholders involved in destination management. Destination marketing principles and destination mix. Destination Life cycle and Tourism Area Life cycle. Destination governance	5	16.66
2	DESTINATION PLANNING: Tourism Planning & its characteristics, Types and Stages. Process of destination planning. Project Feasibility Study. Carrying capacity Analysis. Destination Visioning and Planning toolkits	7	23.34

3	DESTINATION PRODUCT DEVELOPMENT AND PROMOTIONS: Product development strategy models, development of packages and destination. Promotion: Branding for destinations, features, and functions of destination brand. Challenges of destination branding. Role of DMO's in destination marketing strategies. FAM Tours	5	16.66
4	DESTINATION MARKETS: Destination community & its importance. International pleasure and leisure travel markets. Market segment with growth potential.	7	23.34
5	APPROACHES TO PLANNING: Approaches to Destination Planning, Major Committees and Their Prospective of Tourism Planning. L.K. Jha Committees, National Committee on Tourism Report	6	20
	TOTAL	30	100

e. Text Book and Reference Book:

Baud, Bovy Munuel and Lawson, Tourism and Recreation Development, C.B.I. Publications.
Likorish Leonard J, Development, Tourism Destination Policies and Perspectives.
Seth P.N, Successful Tourism Planning Management, Cross publication.
Murphy Peter E. Tourism- A Community Approach New York.
Kaul R.N, Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.

Course Name- TOURISM POLICIES & PLANNING (PRACTICAL)**Course Code:** 21010108TO02**Prerequisite:** The students studying this course should be able to write, read and speak English and must have introductory knowledge of concept of Tourism Industry.**Rationale:** The course provides practical knowledge about the perspective of Tourism Planning & tourism policies.**a. Course Learning Objective:**

CLOBJ 1	Guide the students on developing & designing a tourism product.
CLOBJ 2	Make the student learn to create marketing plan for tourism product.
CLOBJ 3	Guide the students on tourism destination planning.
CLOBJ 4	Provide the knowledge about the government initiative & plans for tourism sector.

b. Course Learning Outcomes:

CLO 1	Develop& design a tourism product.
CLO 2	Create marketing plan for tourism product.
CLO 3	Create tourism destination plan.
CLO 4	understand, follow& apply the government initiatives & plans for tourism sector.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
-	-	4	2			20	-	30	50

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr. No.	Topic	No. of Hrs	Weightage in %
1	A case Study on Heritage Tourism in India	2	3.34
2	A case Study on Medical Tourism in India	2	3.34
3	Creating a Tour Agency business Model	4	6.67
4	A case Study on Adventure Tourism in India	8	13.33
5	Destination Planning Cultural tourism	8	13.33
6	Destination Planning – Adventure tourism	8	13.33
7	Planning Itinerary	8	13.33
8	Promotion of Tourism Destination	4	6.67
9	Project Feasibility Report	8	13.33
10	Creating A travel & Tourism Agency Business Model	8	13.33
	Total	60	100

e. Text Book and Reference Book:

Baud, Bovy Munuel and Lawson, Tourism and Recreation Development, C.B.I. Publications.

Likorish Leonard J, Development, Tourism Destination Policies and Perspectives.

Seth P.N, Successful Tourism Planning Management, Cross publication.

Murphy Peter E. Tourism- A Community Approach New York.

Kaul R.N, Dynamic of Tourism- A Trilogy Sterling Publishers, New Delhi.

Course Name: FOOD COMMODITIES & SAFETY**Course Code: 21010107DS41****Prerequisite:** The students studying this course should be able to write, read and speak English and must have basic knowledge of Local commodity market.**Rationale:** The course provides knowledge of Commodities used in culinary.**a. Course Learning Objective:**

CLOBJ 1	Give the knowledge about the characteristics and Classification of commodities.
CLOBJ 2	Make the students learn about different use of various commodities.
CLOBJ 3	Elucidate various types of Staples, Pulses, and its influence in dietary habits.
CLOBJ 4	Explain about food safety regulations in India.

b. Course Learning Outcomes:

CLO 1	Demonstrate the uses of different commodities according to its characteristics.
CLO 2	Analyse and identify diet as per extant staple influence.
CLO 3	Interpret and assess the role played by flavouring, raising, colouring agents.
CLO 4	Understand & follow the food safety regulations in India.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
3	1	-	4	20	20	-	60	-	100

L- Lectures; T- Tutorial; P- Practical; C- Credit; MSE- Mid-Semester Evaluation, CE- Continuous Evaluation, ESE- End Semester Examination

d. Course Content:

Sr.no	Topic	Lecture Hrs.	Weightage in %
1	INTRODUCTION TO COMMODITIES	6	13.33
	Definition, classification of Vegetables, fruits usage, storage.		
2	BEVERAGES	6	13.33
	Tea, Coffee, Cocoa and Milk: definition, classification and functions.		
3	CHEESE	5	11.11
	Types of cheese, purchasing and storing procedures of cheese, use of cheese & famous cheeses of the world		
4	RAW MATERIALS CATEGORIZATION	13	28.89
	Definition. classification, usage of -		

	Fats and oils, raising agents, eggs, salts, liquids, sweeteners, thickening agents, spices and condiments, flavoring, and coloring agents		
5	STAPLES	8	17.78
	Cereals, Millets, Pulses: Introduction, storage and uses of each		
6	FOOD ADDITIVES & FSSAI	7	15.56
	Need for additives, Types of additives, Role of these additives (natural and synthetic) in modification of appearance in food preparation, FSSAI- rules and regulations.		
		45	100

e. Text Book and Reference Book:

Food Commodities- Bernard Davis 2nd edition, Butterworth-Heinemann Ltd,
 Many, S and Shadaksharaswami, M. (2008) Food: Facts and Principles, 3rd edition, New Age Publishers
 Srilakshmi, B., Food Science, (2016), 5 th edition, New Age Publishers, India, New Delhi
 Srilakshmi, B., Food Science, (2016), 5 th edition, New Age Publishers, India, New Delhi

Semester -8

Course Name: On the Job Training

Course Code: 21010108DS01

Prerequisite: The students studying this course should be able to write, read and speak English and must have the basic knowledge of work procedures in all the core departments in the hotel and must have undergone Industrial training.

Rationale: On the Job training (OJT) is a practical and hands-on approach to training employees in a real work environment.

a. Course Learning Objective:

CLOBJ 1	Provide the practical experience of application of technical knowledge in a particular department of a hotel.
CLOBJ 2	Develop adaptability to the work environment.
CLOBJ 3	Develop the professional skills required to work in hotel industry.

b. Course Learning Outcomes:

CLO 1	Apply technical knowledge in a particular department of a hotel.
CLO 2	Develop physical & mental resilience & adaptability to the practical work environment.
CLO 3	Interpret the academic orientation vis a vis practical dispensation in a practical industry working environment.

c. Teaching & Examination Scheme:

Teaching Scheme				Evaluation Scheme					
L	T	P	C	Internal Evaluation			ESE		Total
				MSE	CE	P	Theory	P	
	-	40	20	-	-	100	-	200	300

L- Lectures; **T-** Tutorial; **P-** Practical; **C-** Credit; **MSE-** Mid-Semester Evaluation, **CE-** Continuous Evaluation, **ESE-** End Semester Examination