



**Shri Ramasamy Memorial University, Sikkim**

**SCHOOL OF HOSPITALITY & TOURISM STUDIES**

**TITLE THE PROGRAMME**

**B.Sc.HTM**

**BACHELOR OF SCIENCE  
HOSPITALITY & TOURISM MANAGEMENT**

**Three Year Regular Full-Time Six Semester UG Degree Course**

**CURRICULUM AND SYLLABI**

**Syllabus Revised to be effective from the academic year 2017-2018 onwards.**

**SHRI RAMASAMY MEMORIAL UNIVERSITY, SIKKIM**

**India**

## **1. PREAMBLE**

Hospitality and Tourism is one of the World's largest and fastest growing industries. In terms of revenue and the number of people involved, it has become world's number two industry next to Petroleum Industry. Hospitality and Tourism helps nations to earn a large sum of foreign exchange without exporting any tangible product. Besides, tourism provides employment to a large number of people directly and indirectly. Tourism is a multi-dimensional phenomenon that incorporates the Hospitality and the Travel sector. The Hospitality sector in particular in India is having a wonderful development. It also provides a great employment opportunity. Moreover, it is important for the professionals of both the Tourism sector and the Hospitality sector to have appropriate knowledge in each other as both the sectors are inter-twined with each other. In this context, it was felt that a course blending these two sectors will be of great help to the students in getting better placements too. It is sincerely felt that the Tourism industry also will greatly benefit from this.

**The course has been designed uniquely with the following objectives.**

- ✓ To create a comprehensive Integrated Course in the emerging field of Hospitality and Tourism
- ✓ To blend the Hospitality and Tourism Subjects appropriately.
- ✓ To develop more job opportunities as per the today's industry demands.
- ✓ To impart professionalism and administrative orientation through appropriate Hospitality and Tourism Education.
- ✓ To inculcate service orientation through the Hospitality Subjects.

In short, every aspect of the requirement in Tourism as well as in the Hospitality sector has been given due weightage while framing the syllabus. It is sure that this course being a job-oriented course will be welcomed widely.

## **2. DURATION OF THE COURSE**

The course will be conducted for Three years under Semester pattern. On completion of three years (As per the SRMUS guide line), the students will be awarded Degree in BSc Hospitality and Tourism Management by SRM University Sikkim.

## **3. MEDIUM OF INSTRUCTION**

The medium of instructions and examination shall be in English.

## B.Sc. Hospitality & Tourism Management - Curriculum

Course Category	Course Code	Course Name	L	T	P	L+T+P	C
<b>I YEAR SEMESTER-I</b>							
Language	LAE1711	English – I	2	1	0	3	3
Core	BHT1712	Tourism Concepts & Impacts	3	1	0	4	4
Core	BHT1713	Food & Nutrition	3	1	0	4	4
Core	BHT1714	Introduction to Hospitality	3	1	0	4	4
General	GEN1715	Environmental Studies [Internal Evaluation]	2	0	2	3	3
Skill	SPD1716	Fundamental of Computer [Internal Evaluation]	2	0	2	3	3
<b>TOTAL</b>						<b>21</b>	<b>21</b>
<b>I YEAR SEMESTER-II</b>							
Language	LAE1721	English – II	2	1	0	3	3
Core	BHT1722	Tourism Resources -I North & East India	3	1	0	4	4
Core	BHT1723	Tourism Marketing	3	1	0	4	4
Core	BHT1724	Hospitality Service & Resort Management	3	1	0	4	4
Allied-Core	BHT1725	Hotel Engineering & Maintenance	2	1	0	3	3
General	GEN1726	Human Rights & Professional Ethics [Internal Evaluation]	2	0	2	3	3
Extension	EX*1727 *will be S/C/Y	NSS / NCC /Yoga [Internal Evaluation]	1	0	2	2	2
<b>TOTAL</b>						<b>23</b>	<b>23</b>
<b>II YEAR SEMESTER-III</b>							
Core	BHT1731	Tourism Resources –II West & South India	3	1	0	4	4
Core	BHT1732	Food & Beverage Production-I	2	1	2	4	4
Allied-Core	BHT1733	Hospitality Law	2	1	0	3	3
Core	BHT1734	Adventure & Sports Tourism	2	1	2	4	4
General	GEN1735	Value Education[Internal Evaluation]	1	0	2	2	2
Core	BHT1736	Hotel Accommodation Operations-I	2	1	2	4	4
Core	BHT1737	Hotel Front Office Management-I	2	1	2	4	4
<b>TOTAL</b>						<b>25</b>	<b>25</b>
<b>II YEAR SEMESTER-IV</b>							
Core	BHT1741	Global Tourism Geography	3	1	0	4	4
Core	BHT1742	Tour operations & Itinerary Planning	2	1	2	4	4
Core	BHT1743	Hotel Front office Management –II	2	1	2	4	4

Allied-Core	BHT1744	Human Resource Management for Hospitality & Tourism	3	0	0	3	3
Core	BHT1745	Food & Beverage Service-I	2	1	2	4	4
Core	BHT1746	Food Production-II (Bakery & Confectionery)	2	1	2	4	4
Allied-Core	BHT1747	Food & Beverage Control	2	1	0	3	3
<b>TOTAL</b>						<b>26</b>	<b>26</b>
<b>III YEAR SEMESTER-V</b>			<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
Core	BHT1751	Accounting for Hospitality & Tourism	3	1	0	4	4
Core	BHT1752	Food & Beverage Service-II	2	1	2	4	4
Allied-Core	BHT1753	Hotel Facility Planning	2	1	0	3	3
Core	BHT1754	Travel Documentations & E-Tourism	3	1	0	4	4
Core	BHT1755	Hotel Accommodation operations-II	2	1	2	4	4
Core	BHT1756	Travel Trade & Transportations	2	1	2	4	4
<b>TOTAL</b>						<b>23</b>	<b>23</b>
<b>III YEAR SEMESTER-VI</b>			<b>L</b>	<b>T</b>	<b>P</b>	<b>L+T+P</b>	<b>C</b>
Core-Skill	IET1761	Industrial Exposure Training-IET				10	10
Core-Skill	IET1762	IET Report & Presentation				6	6
Core-Skill	IET1763	Viva-Voice				6	6
<b>TOTAL</b>						<b>22</b>	<b>22</b>

**Total Credits: 140**

- Total Number of Hours per week includes L+T+P and Counseling / Library / Digital Reference / Guest Lecture from industry / Co-Curricular Activities/Industrial/field visit.
- Semester 1+2 for Basic level, Semester 3+4 for Supervisory level, Semester 5+6 for Managerial level and Industrial Exposure Training (IET)

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**I YEAR  
SEMESTER I**

<b>LAE1711</b>	<b>ENGLISH – I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>

**LEARNING OUTCOMES:**

- 1.To enable students to improve their lexical, grammatical and communicative competence.
- 2.To enhance their communicative skills in real life situations.
- 3.To assist students understand the role of thinking in all forms of communication.
- 4.To equip students with oral and appropriate written communication skills.
- 5.To assist students with employability and job search skills.
- 6.To improve the LSRW skills in the students
- 7.To enable the students to understand the Grammar and usage of the language.
- 8.To make the students culturally fit in the communicative environment.

**UNIT 1- LISTENING SKILL**

Introduction to Communication- LSRW

Active Listening

Reasons for poor listening

Types of Listening

Barriers of Listening

Traits of a good listener

*Activity:* Listening to the news and making notes, listening to announcements, listening to the speeches, listening to the instructions and summarizing, listening and differentiating the pronunciations.

**UNIT 2- SPEAKING SKILLS**

Importance of Speaking Skills

Effective Speaking- Confidence, Clarity and Fluency

Types of Speaking- Task Oriented- Interpersonal – Formal and Semi Formal

Persuasive Speaking and Public Speaking

Barriers of Speaking

Guidelines for conducting a Group Discussion

Guidelines for conducting a Meeting

*Activity:* Peer Introduction, JAM, Public speech, Role play, Product description, debate, GD, panel discussion, Conducting Meeting

**UNIT 3- READING SKILLS**

Introduction to reading skills

Topic sentence and its role

Types of reading- Intensive- Extensive-Skimming - Scanning

Reading and its purposes

Reading for pleasure

Reading for critical interpretation

Reading for summarizing and note making

*Activity:* Reading articles and short stories and verbally summarizing it, reading the newspapers and magazines and highlighting the content, reading comprehensions, reading reviews, reading and predicting the content, identifying the topic sentence, reading novels (Abridged version)

## **UNIT 4- WRITING SKILLS**

Introduction and Importance of Writing

Characteristics of writing- Clarity- Accuracy- Correctness- Descriptiveness

Language- Appropriateness- Acceptability- Conciseness and flow

Business Writing – Basic principles of business communication

Letter writing- Thank you and follow-up letter, complaint letter, inquiry letter, invitation letter, letter to the editor

Writing memo, notice, agenda and minutes of the meeting

Report writing

Interpretation of data (flow charts, figures and pictures)

Essay and Article Writing

Poster making

*Activity-* Writing different kinds of letters, framing notices and memos and agendas, jotting down minutes of the meeting, reporting an event or the work done, interpreting various pictures, figures and data.

## **UNIT 5- BASIC GRAMMAR**

Tense and Articles

Preposition

Direct to Indirect Speech

Active and Passive Voice

## **TEXT BOOKS**

1.Raman Meenakshi, Sangeeta Sharma, “Technical Communication Principles and Practice”. Ed Second. Oxford University Press, Delhi, 2013.

## **REFERENCE BOOKS:**

1. Dhanavel, S.P. “English and Communication Skills for Students of Science and Engineering”, Orient Blackswan Ltd., 2009
2. Green, David. “Contemporary English Grammar Structures and Composition.”Macmillian Publishers India Ltd, Delhi,
3. Raman, Meenakshi, Prakash Singh, “Business Communication”. 2<sup>nd</sup> Edition. Oxford University Press, 2013
4. Taylor, Shirley, V.Chandra. “Communication for Business. 4<sup>th</sup> Ed. Dorling KIndersly India pvt. Ltd., 2011.

<b>BHT1712</b>	<b>TOURISM CONCEPTS &amp; IMPACTS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

### **LEARNING OUTCOMES:**

After completing this course, learners should be able to:

1. Understand the incredible products of India
2. Express the rich heritage of India.
3. Understand the revenue in terms of foreign currency
4. Types of Tourism

### **UNIT1-INTRODUCTION TO TOURISM MEANING**

- I) Definition, Scope of Tourism Definition and differentiation
- II) Tourist, travellers, visitor, transit visitor and excursionist.
- III) Leisure, recreation and tourism and their Interrelationship - Diagram. Nature of tourism – Service Characteristics, how to overcome service characteristics.
- IV) Elements of tourism – man, time and space.
- V) Components of tourism – A's and S's of Tourism (Tourism resources, attractions, product, market, industry and destination).

### **UNIT2-HISTORICAL DEVELOPMENT**

- I) Transportation Advances, the Concept of Tourism,
- II) Definition and Meaning of Tourism, Travellers, Visitor, Excursionist & Transit Visitor, International and Domestic Tourist.
- III) Typologies of Tourists.
- IV) Concept of Demand and Supply in Tourism, Factor Affecting demand and supply in tourism.

### **UNIT3-TOURISM PRODUCT**

- I) Feature of Tourism Products
- II) Type of Tourism Products (TOPs, ROPs, BTEs), Difference between Tourism Products and other products.

### **UNIT4-TOURISM PARADIGMS**

- I) Eco Tourism, Green Tourism, Alternative Tourism,
- II) Heritage Tourism, Sustainable Tourism, Cultural Tourism.

### **UNIT5-FACTORS INHIBITING GROWTH OF TOURISM**

- I) Impacts of Tourism (socio-cultural, economic and environmental)
- II) Travel industry in the 21st century, Global tourism scenario and future.

### **Text Books:**

International tourism-A.K Bhattia

### **REFERENCES**

1. Tourism Development Principles & Practices – A.K. Shastri.
2. Basics of Tourism – K.K .Kamra, Mohinder Chand.
3. Dynamics of Modern tourism – Ratandeep Singh.
4. Tourism Dimensions – S.P. Tewari.



<b>BHT1713</b>	<b>FOOD AND NUTRITION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

### **LEARNING OUTCOMES:**

After completing this course, learners should be able to:

1. Understand the Health, Food and Nutrients.
2. Dietary sources and Functions

### **UNIT1-NTRODUCTION**

- I) Definition in terms of Health, Nutrition and Nutrients; Importance of Food and Nutrients.
- II) Definition and scope of food science.

### **UNIT2-CARBOHYDRATES & PROTEINS**

- I) Introduction and Classification. Effect of Energy and factors affecting Energy.
- II) Sources of Carbohydrate. Effect of Cooking on Carbohydrate. Health issues with Carbohydrate Underweight and Obesity.
- III) PROTEINS Introduction and Classification. Dietary Sources and Function. Effect of cooking on Proteins –Denaturation.

### **UNIT3-LIPIDS**

- I) Introduction and Classification. Dietary sources and Functions.
- II) Effect of Cooking on Lipids Auto oxidation, Hydrogenation, Winterization and Smoking points.

### **UNIT4-VITAMINS, MINERALS AND WATER**

- I) Definition and Classification of Vitamins (A, D, E, K, B and C).
- II) Dietary Sources and Function of Vitamins.
- III) Definition and Classification of Minerals (Iron, calcium, Sodium, Iodine, Flourine)
- IV) Dietary Sources and Functions of Minerals. Definition, Sources, Function.

### **UNIT5-BALANCED DIET AND EVALUATION OF FOOD**

- I) Definition and Importance. Factors affecting Balance Diet - (Age, Gender, Physiological state)
- II) Menu planning & its factors.
- III) Introduction of Evaluation of food - (objective & subjective).
- IV) Emulsion- Definition and Types.
- V) Flavours –Definition and Types. Browning – Definition, Types, Prevention. Food Labeling.

#### **Text Books:**

1. Food science and Nutrition- Sunetra Roday

#### **REFERENCES:**

2. Food hygiene and sanitation - - Sunetra Roday
3. Food & Nutrition - Dr. M. Swami Nathan
4. Food science - Sumathi Mudambi



<b>BHT1714</b>	<b>INTRODUCTION TO HOSPITALITY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

### **LEARNING OUTCOMES:**

After completing this course, learners should be able to:

1. Understand the important functions in a hotel & guest management
2. Functions of Hospitality industry.

### **UNIT1-INTRODUCTION**

- I) Introduction to Tourism Hospitality & Hotel Industry.
- II) Hospitality management Hotel – Definition, classification and star categorization of hotel  
Meal Plan, Types of Room

### **UNIT2-THEIR EVOLUTION & GROWTH OF HOSPITALITY/HOTEL**

- I) Hotel Development & Ownership-classification & types of Hotels.
- II) Hotels (Large, Medium, Small). Facilities provided in hotels. Hotel Meal plan.
- III) Guest Relationship Management .
- IV) Major Hotel chains in India, Heritage Hotels, FHRAI and HRACC

### **UNIT3-GUEST MANAGEMENT & BACK OF THE HOUSE (BOH)**

- I) Guest History Maintenance-Quality guest service providing
- II) Moments of Truth-Service Recovery Model- Planning & Evaluation Operations
- III) Computer Application in Hotel Industry-Hotel safety & security. Purchasing, Accounts, Human Resource Management, Maintenance.

### **UNIT4-HANDLING OF SPECIAL GUEST REQUEST**

- I) Understand various category of guests classification
- II) Handling of elderly guest, Handling of disable guest.
- III) Telephone Etiquettes b. handling a Telephone call, Greeting and welcoming the guests upon arrival as per SOP, guest's loyalty ,Guest Cycle.

### **UNIT5-THE IMPORTANT FUNCTIONAL DEPARTMENTS OF THE HOTEL & THEIR FUNCTIONS.**

- I) Front Office – Organization structure and its function
- II) Accommodation operation/Housekeeping- Organization structure and its function
- III) Food and Beverage Production- Organization structure and its function
- IV) Food and Beverage service– Organization structure and its function

#### **Text Book:**

1. Front Office Training Manual – Sudhir Andrews
2. Front Office Operation – S K Bhatnagar
3. Hotel Front Office Operation and Management – Jatashankar R. Tewari

#### **REFERENCES**

1. Bharnagar. S.K. Front Office Management. Frank Bros. Publishers Limited, New Dehi, (2011).
2. Abraham Pizam, Bake, Huyton and Bradley. International Encyclopedia of Hospitality Management, (Principles of Hotel Front Office Operation). Elsevier, (2010).
3. Michael and Lkasayana. Front Office Procedure. Richard M Books (2008).
4. James A Bardi. Hotel Front Office Management. John Wiley & sons, (2011).

GEN1715	ENVIRONMENTAL STUDIES	L	T	P	C
		2	0	2	3

### LEARNING OUTCOMES:

At the end of this course the learner is expected:

1. To gain knowledge on the importance of environmental education and ecosystem
2. To acquire knowledge about environmental pollution- sources, effects and control measures of environmental pollution
3. To understand the various energy sources, exploitation and need of alternate energy resources. Disaster management
4. To acquire knowledge with respect to biodiversity, its threats and its conservation and appreciate the concept of interdependence
5. To be aware of the national and international concern for environment for protecting the environment

### UNIT1-ENVIRONMENTAL EDUCATION

- I) Definition and objective, Structure and function of an ecosystem
- II) Ecological succession –primary and secondary succession - ecological pyramids – pyramid of number, pyramid of energy and pyramid of biomass.

### UNIT2-POLLUTION

- I) Air, water, soil –causes and effects and control measures.
- II) Specifically: acid rain, ozone layer depletion, green house gas effect and global warming.
- III) Waste management: prevention and control measures of solid waste. (General).

### UNIT3-NATIONAL CONCERN FOR ENVIRONMENT

- I) Important environmental protection Acts in India
- II) water, air (prevention and control of pollution) act, wild life conservation and forest act
- III) Functions of central and state pollution control boards. Issues involved in enforcement of environmental legislation.

### UNIT4-GENETIC, SPECIES AND ECOSYSTEM DIVERSITY

- I) Values of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values
- II) Threats to biodiversity: habitat loss, poaching of wildlife
- III) Endangered and endemic species of India, Conservation of biodiversity: in-situ and ex-situ conservations.

### UNIT5-ENERGY RESOURCES AND THEIR EXPLOITATION

- I) Conventional energy sources: -coal, oil, biomass and nature gas (overview) - over- utilization.
- II) Non-conventional energy sources: hydroelectric power, tidal, wind, geothermal energy, solar collectors, photovoltaic, nuclear-fission and fusion.
- III) Energy use pattern and future need projection in different parts of the world, energy conservation policies.
- IV) Natural and Man-made disasters -types, causes, onset, impacts. (Viz. earthquake, flood, drought, cyclone, tsunamic, volcanics, landslide, industrial accidents.). Forecasting and managements

#### Text Book:

1. Jeyalakshmi. R, “Principles of Environmental Science”, 1st Edition, Devi Publications, Chennai, 2006.

## REFERENCES

- 1.De. A.K., "Environmental Chemistry", New Age International, New Delhi, 1996.
- 2.Sharma. B.K. and Kaur, "Environmental Chemistry", Goel Publishing House, Meerut, 1994.
- 3.Dara S.S., "A Text Book of Environmental Chemistry and pollution control", S. Chand & Company Ltd., New Delhi, 2004.
- 4.Dr. Rahavan Nambiar, "Textbook of Environmental studies. SciTech Publication (India) Pvt. Ltd. Second edition

SPD1716	FUNDAMENTAL OF COMPUTER	L	T	P	C
		2	0	2	3

## LEARNING OUTCOMES:

At the end of this course the learner is expected:

1. To gain knowledge on the basic computer system
2. To understand the MS-WORD.
3. To acquire knowledge with respect to MS-EXCEL
4. To learn the basics of MS-POWERPOINT and ACCESS.

## UNIT 1 INTRODUCTION TO COMPUTERS

- I) Introduction to Computer
- II) Block Diagram
- III) Components of a computer system
- IV) Generation of computers
- V) Storage devices

## UNIT 2: OPERATING SYSTEMS: MS-DOS, MS-WINDOWS & INTERNET

- I) Introduction
- II) Functions & types
- III) Introduction to Internet
- IV) Network of Networks, WWW, Search Engines, E-mail, Websites

## UNIT 3 : MS WORD

- I) Introduction to Word processing
- II) Features of MS WORD
- III) Creating and Editing a Word Document,
- IV) Paragraph & Document formatting

## UNIT 4: MS EXCEL

- I) Introduction to Spread sheets
- II) Features of MS EXCEL
- III) Building worksheets
- IV) Formulae and Functions
- V) Graphical Charts

## UNIT 5: MS POWERPOINT

- I) Features of MS POWERPOINT
- II) Creating, Editing & Viewing Slide shows
- III) Graphic Tools
- IV) Creating an organization chart
- V) Preparation & printing presentation documents

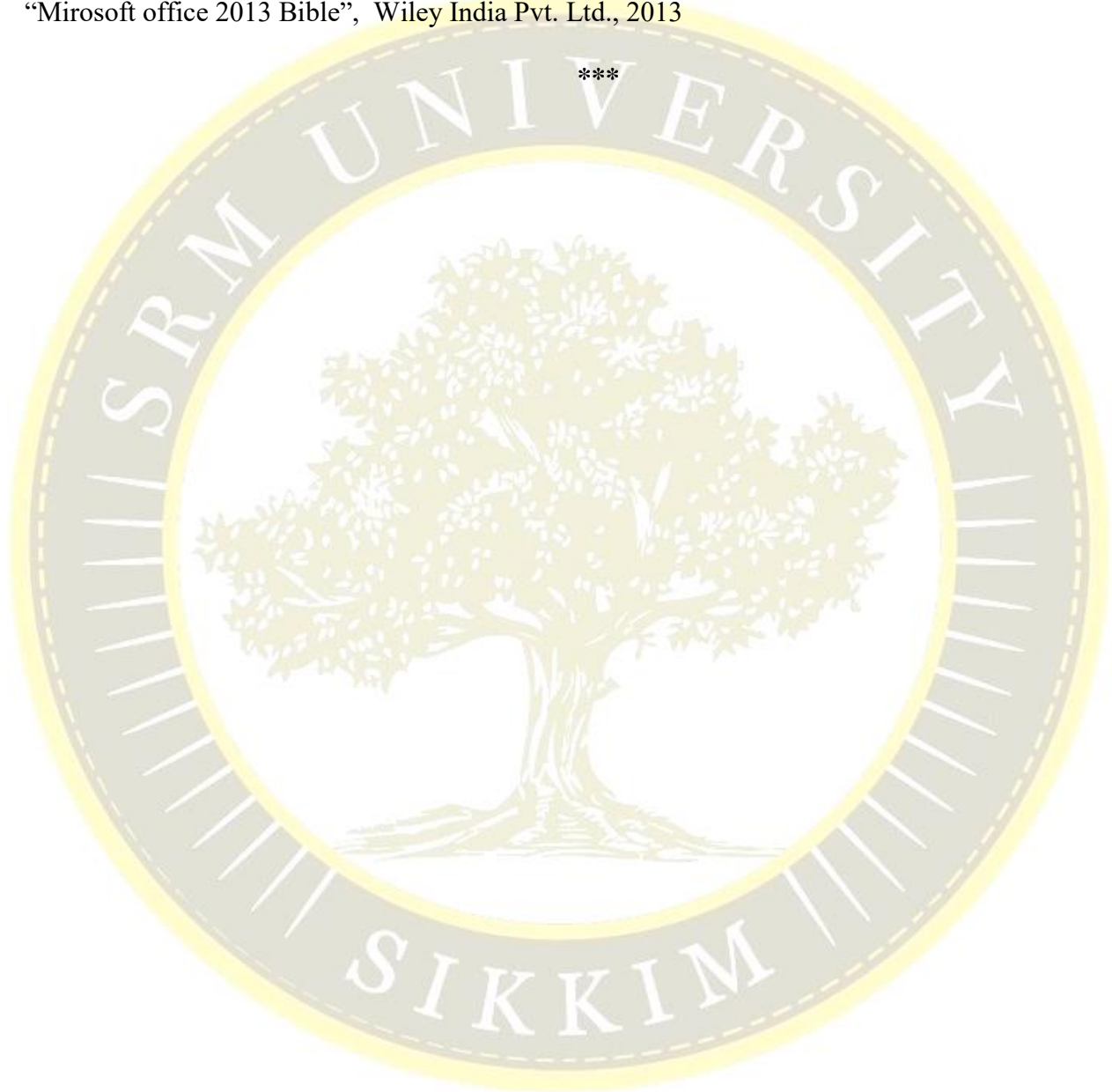


**Text Books:**

1. V.Rajaraman, Fundamental of Computers, Prentice Hall India

**REFERENCE BOOKS:**

1. Sinha P.K. & Sinha Priti, Computer Fundamentals, BPB Publications, 2007
2. Vishnu P. Singh, “Ms Office 2007”, BPB Publications, 2007.
3. Ananthi Sheshasaayee, Sheshasaayee G., “Computer Applications in Business & Management”, Margham publishers, 2004.
4. Lisa A.Bucki, John Walkenbach, Faithe Wempen Michael Alexander and Dick Kusleika, “Mirosoft office 2013 Bible”, Wiley India Pvt. Ltd., 2013



**I YEAR  
SEMESTER II**

<b>LAE1721</b>	<b>ENGLISH – II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>

**LEARNING OUTCOMES:**

1. To enable the students to understand the importance of effective communication
2. To enhance their verbal and non-verbal communication
3. To make them proficient in business communication
4. To develop the confidence in their communication while facing the larger and specific audience
5. To enable the students to communicate effectively in cross-cultural scenario.

**UNIT 1-UNDERSTANDING COMMUNICATION**

Introduction to Communication

Definition

Communication process

Methods of Communication- Internal and External communication

Networks of communication- Vertical- horizontal- diagonal

Barriers of Communication- Linguistic, Psychological, Interpersonal, cultural, physical and organizational  
( R.C Sharma and Krishna Mohan , Business Correspondence , Page no 34-43)

**UNIT 2- TECHNOLOGY- BASED COMMUNICATION AIDS**

Telephone and voicemails

Facsimile Machines

Internet and computers

Emails

Conferencing

Instant Messaging

Groupware

**NETTIQUETTE**

Positive and Negative Impact of Technology enabled communication

Effectiveness in Technology based communication

**UNIT 3- VERBAL AND NON-VERBAL COMMUNICATION**

Verbal Communication

Conversation- importance- essentials- conversation management- non verbal cues in conversation

Oral Presentation Skills--- Technical aids in Visual Communication

(Shirley Taylor, V. Chandra, Communication for Business – A practical Approach 4<sup>th</sup> ed, page nos 378-397)

Team Presentation

Non- verbal Communication

Definition and Significance

Significance of Non-verbal Signals in organizations

Types of Nonverbal communication- Kinesics- Paralinguistic- Proxemics and Chronemics

## **UNIT 4- INTERVIEWS**

Introduction- Objectives of Interviews

Types of interviews

Job Interviews- cover letter- Resume Writing- Preparation for interview- interviewing Process- Mock Interview

Medium of Interview- Telephonic interview- web interview

(Meenakshi Raman, Sangeeta Sharma, Technical Communication-Principles and practices, pg no 180-203)

## **UNIT 5- CROSS CULTURAL COMMUNICATION**

Introduction

Concept of Cross- Cultural Communication

Ethnocentrism

Cultural Variables and Communication Sensitivity

Variables of National Culture

Cross- Cultural Communication Strategies

Potential Hot Spots in Cross- Cultural Communication

Cross- Cultural Communication Skills- Basic Tips

### **Text book**

1.Raman Meenakshi, Prakash Singh, Business Communication, second edition, Oxford University Press, Delhi 2013.

### **Reference books**

1.Raman Meenakshi, Sangeeta Sharma, “Technical Communication Principles and Practice”. Ed Second. Oxford University Press, Delhi, 2013.

2.Shirley Taylor, V. Chandra, Communication for Business – A practical Approach 4<sup>th</sup> ed Pearson Education Ltd., 2013

Nawal, Mallika, “Business Communication”. CENGAGE Learning, 2012.

3.Sharma R.C. Business Correspondence and Report Writing, McGraw Hill Education (India) Private limited, New Delhi, 2014



<b>BHT1722</b>	<b>TOURISM RESOURCES –I NORTH &amp; EAST INDIA</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

### **LEARNING OUTCOMES:**

1. Understand the huge treasure in the State of North & East and study.
2. This study explores the Tourist product resources of N&E States.

### **UNIT1-INTRODUCTION OF TOURISM RESOURCES**

- I) Introduction about Indian Tourism Resources meaning, definition and types
- II) Indian Geography, Political and Physical.
- III) North and Eastern States - J & K, Himachal, Punjab, Haryana, Delhi, Uttarakhand, Uttar Pradesh, Bihar, Odisha.
- IV) Sikkim, Assam, Arunachal, Meghalaya, Manipur, Nagaland, Tripura, Mizoram, West Bengal.

### **UNIT2- GEOGRAPHICAL RESOURCES OF STATES**

- I) Mountain Ranges (Great Himalayan Mountain Range, Karakoram and Pir Panjal Range, etc.)
- II) Rivers – Indus, Sutlej, Ganga, Yamuna Jhelum, Beas, Sutlej, Ravi, Brahmaputra, Mahanadi, Hooghly, Damodar, Baitarani / Brahmani, Mahananda, Jaldhaka, etc.,
- III) Towns / Destinations - Shimla, Manali, Dehradun, Chandigarh, Amritsar, Allahabad, Kashmir, Leh, Gangtok, Darjeeling, Guwahati, Itanagar, Kohima, Shilong, Kolkata, Bhubaneswar, Patna, etc...

### **UNIT3- CULTURAL RESOURCES**

- I) Traditional Dances of These States - Bhangra, Gidda, Natti, bihu, Thang Ta, Cheraw dance, Odissi, Singhi Chham
- II) Fairs & Festivals – Religious (Durgā / Kali / Lakshmi Pujas, Buddha Purnima, Maha Saptami / Ratha Yatra, etc...) Socio – Cultural Festivals (Losar, Anthurium, Saga Dawa, Losoong, Bihu, Hornbill, Dree Festival, Nongkrem Dance Festival, etc)

### **UNIT4- WILDLIFE IN THESE STATES**

- I) National Parks and Wildlife Sanctuaries - Study of Hemis NP, Dachigam NP, GHNP, Pin Valley NP, Jim Corbet NP, Dhudwa NP, Kaziranga NP, Manas NP, Sundervan NP, Majauli Island etc.
- II) Growth and development of Sustainable tourism in these states.

### **UNIT5-PILGRIMAGE TOURISM IN THESE STATES**

- I) Special focus on UK, UP, Bihar and Sikkim.
- II) Buddhist sites of Bihar and Hindu destinations of UP.
- III) Other religious destinations in North Eastern States. (Sikkim, Kailashahar, Agartala, Itanagar, Hajo, Bomdila, Tawang, etc...)
- IV) The list of UNESCO World Heritage Sites in these states.

### **Text Books:**

1. Encyclopaedia of Tourism Resources in India by Dr.M Sajnani

### **REFERENCES**

1. India, Lonely planet publication.
2. Various travel guides on India
3. Material from Dept. of Tourism.
4. The seven sister of India by Aglaja stim and peter Jan Ham

<b>BHT1723</b>	<b>TOURISM MARKETING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

### **LEARNING OUTCOMES:**

1. To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
2. To expose the students to the latest trends in Marketing
3. To equip the students the mechanism of Modern Marketing-Service Oriented.

### **UNIT1-MEANING AND SCOPE OF MARKETING**

I) Meaning and Definition of Market, Marketing, Tourism Marketing (Commodity and Service Marketing); Evaluation of Marketing Concepts, Importance and Scope of Marketing.

II) Marketing Communications & Promotional Mix, Communication mix in Tourism and Travel Market.

III) Personal Selling – Meaning and its role in Tourism Promotional, Tourists Information Centers & management.

### **UNIT2 – PRODUCT MIX**

I) Product – concept – Product life cycle – new product development - Branding – labelling After sale services

II) Product pricing – Pricing Significance – Factors affecting price of a product -Pricing methods and strategies

III) Distribution strategies

### **UNIT 3 – PROMOTIONAL MIX**

I) Advertisement – meaning, definition, Media Selection, importance of advertisement and needs.

II) Publicity – Meaning – definition – types – Medias – Importance in tourism service.

III) The meaning and concept of Public Relation, Significance, Methods and Techniques of Public Relation, Role of various promotional units.

IV) Sales Promotion- Meaning and scope in tourism industry. Various sales promotion techniques

### **UNIT 4 – MEASURING AND FORECASTING TOURISM DEMAND**

I) Forecasting Methods, Managing Capacity and Demand Market Segmentation.

II) Targeting and Positioning (STP) Consumer Buying Behavior and Decision Making.

### **UNIT 5 – MARKETING RESEARCH**

I) Marketing research – Meaning, definition, need – process of marketing research, Marketing ethics

II) Recent issues and developments in marketing: (Social Marketing, online marketing, direct marketing, green marketing, etc.)

#### **Text Books:**

1. Tourism Marketing by S.M. Jha, Himalaya Publishing House Pvt. Ltd, New Delhi

#### **REFERENCES**

1. Marketing Management by Dr. S.P. Bansal, Kalyani Publishers, and Ludhiana.
2. Marketing Management by Philip Kotler, Prentice Hall of India Ltd., and New Delhi
3. Marketing of Hospitality and Tourism Services by Prasanna Kumar.
4. Hospitality Marketing Management by Robert D.Reid & David C. Bojanic



<b>BHT1724</b>	<b>HOSPITALITY SERVICE &amp; RESORT MANAGEMENT</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

### **LEARNING OUTCOMES:**

- 1). To enable the student to understand and to demonstrate appropriate Hospitality skills.
- 2). To understand of various modes of transport and its catering services.
- 3). Exploration of ship caterings cruise and its study.
- 4). To study about hospital catering and its menu planning-hospital tray service technique.
- 5). To study about industrial and institutional catering food service-Benefits of subsidy offered by management.
- 6). To study about outdoor catering and its functions-Miscellaneous forms of catering.

### **UNIT 1 -TRANSPORT CATERING – CLASSIFICATION**

- I) Air, Rail, Ship and Luxury Coaches.
- II) Air Catering – Planning of Menus – Organisation of Service – Airline Tray
- III) Service – Importance of Flight Kitchen Units – Limitations of Air Catering.
- IV) Rail Catering – Planning of Menus – Organisation of Service – Refreshment
- V) Stalls in Railway Stations – Pantry Car Service – Role of Indian Railway
- VI) Catering & Tourism Corporation – Palace on Wheels.

### **UNIT 2-CRUISE SHIP**

- I) Ship Catering – Catering Service in Passenger Ships
- II) Cruise Lines Catering Compiling of Food and Wine Lists for Cruise Liner Catering.
- III) Catering in Luxury Coaches – Service of Snacks and Beverages.

### **UNIT 3- OUT-DOOR CATERING (ODC)**

- I) Types of Functions - contracted and Speculative
- II) Functions–Organisation of Food Production and Food Service Areas –Problems in Outdoor Catering.
- III) Miscellaneous forms of Catering such as Club Catering, Prison Catering and Catering in Armed forces.

### **UNIT 4: RESORT MANAGEMENT**

- I) Historical perspective, Indian scenario, basic characteristics, phases of resort planning and development
- II) Trends and factors in development, Trends and factors in developed tourist markets leading to growth to resort concept, basic element of a resort complex
- III) Loading facilities, land escaping, Dining and Drinking facilities, Family oriented services, shops and entertainment services.

### **UNIT5-MOUNTAIN BASED RESORTS**

- I) Introduction - development process – visitor profile
- II) Beach resorts marinas - introduction – development process – profile of visitors – environmental impacts and management. Golf/tennis resorts – introduction - market segments – visitor profiles. Health resorts/ Ayurveda resorts).

### **Text Books:**

1. Hotel Management Theory Volume I & II – Dr. B.K. Chakravarthi (APH Publishing Corporation, New Delhi)



**REFERENCE BOOKS:**

1. Food and Beverage Service – Dennis Lillicrap & John Cousins (ELBS Publications)
2. Catering Management – An Integrated Approach – Mohini Sethi & Surjeet Malhan (Wiley Eastern Ltd.)
3. Selected case studies from sterling. Delmia, Toshali and R.C.I. International will be managed from Concerned organisations.
4. Andrews, Sudhir: 1985, Hotel Front Office, Tata M C Graw – Hill, New Delhi.
5. Andrews, Sudhir: Hotel House Keeping, Tata M C Graw – Hill, New Delhi.
6. Andrews, Sudhir: (1991), Food and Beverage Service, Tata M C Graw–Hill, New Delhi

<b>BHT1725</b>	<b>HOTEL ENGINEERING &amp; MAINTENANCE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>

**LEARNING OUTCOMES:**

1. To understand the function of the Engineering department
2. Integration in the overall integration and management of the hotel.

**UNIT1- INTRODUCTION & IMPORTANCE OF MAINTENANCE**

- I) Role and importance of Maintenance Department in hotel industry with emphasis on its relation with other departments of the hotel.
- II) Organizational chart of maintenance department.
- III) Duties and responsibilities of maintenance department. Maintenance - Preventive and break-down maintenance.
- IV) Fuels used in catering industry: Types of fuel used in catering industry

**UNIT2- GAS BANK & NEC**

- I) Heat terms and units method of transfer, LPG and its properties;
- II) precaution to be taken while handling gas; low and high pressure burners, corresponding heat output, care and service of gas equipment, gas meter reading.
- III) Electricity: Importance and its uses. Meaning of ampere, volt, ohms and their relations, ohms law, AC & DC their difference.
- IV) Importance of NEC (National Electric Code), under writers laboratory, layout of circuits, calculation of power requirements, meter reading and bill calculations.

**UNIT3-WATER SYSTEM MANAGEMENT**

- I) Sources of water and its quality, distribution of water supply system and its storage.
- II) Hardness in water and its removal methods.
- III) Elements of water system. Sanitary systems: Sink, basins, WC, inspection chambers, soiled pipes, water taps. Waste disposal: Solid and liquid waste, silage and sewage, disposal of solid waste, sewage treatment.

**UNIT4-REFRIGERATION**

- I) Principles and uses of refrigeration in catering industry.
- II) Basic scientific principles of different types of refrigeration systems and refrigerants.
- III) Walk-in coolers and freezers. Care and maintenance of refrigeration systems.
- IV) Air movement, humidity control, ventilation methods, ventilation rates for different rooms. AIR conditioning

## UNIT5-TYPES OF FIRE & ENERGY CONSERVATION

I) Fire prevention and fire protection: Meaning of fire; different types of fire, fire hazards, fire extinguishers, fire alarm systems.

II) Pollution control: Water pollution, thermal pollution and sewage pollution.

III) Types Energy conservation: Energy conservation' barriers; methods of conserving electrical and water energy.

### Text Books:

1. Hotel Engineering by Tarun Bansal

### REFERENCE BOOKS:

1. Hotel Engineering & Maintenance in Hospitality Industry - Frank M. Borsenik Van No strand Reinhold.

2. Principles of Hospitality Engineering - John D.Palmer - Van No strand Reinhold.

3. Theory of catering - Ronald Kin ton & Victor Cesarani - ELBS.

4. Practical maintenance and equipment for hoteliers, licenses and caterers by D.C.Gladweli – Barrie and rockliff London

5. Service and Maintenance for Hotels and Residential Establishments – Rosemary Hurst, Heiman Landai 40

6. The Management of Maintenance and engineering systems in Hospitality Industry – Frank. G. Barsanik, John Wiley & Sons

7. Maintenance and Engineering for Lodging & Food Service Facilities – M. R. Frank D. Boronik

GEN1726	HUMAN RIGHTS & PROFESSIONAL ETHICS	L	T	P	C
		2	0	2	3

### LEARNING OUTCOMES:

At the end of this course the learner is expected:

1. To gain knowledge on ethical practices around the world.
2. To understand and imbibe ethical values which are important in furthering one's professional life in workplaces

### UNIT1-HUMAN VALUES

I) Types- morals- ethics- integrity- work ethics- service learning- virtues- respect for others- honesty- courage-

II) Commitment- empathy- challenges in the workplaces- character- spirituality- corporate excellence.

### UNIT2-VARIETY OF MORAL ISSUES

I) Types of inquiry- Moral dilemmas- Moral autonomy- Kohlberg's theory- Gilligan's theory- consensus and

II) Controversy- Models of professional roles- Theories about right action.

### UNIT3-SELF INTEREST

I) Customs and religion- Use of ethical theories- Valuing time- Cooperation codes of ethics- Outlook on law-

II) The challenger case study.

### UNIT4-SAFETY AND RISK

I) Assessment- Responsibility and rights- Risk benefit analysis- Reducing risk- The three mile island and Chernobyl case studies.

## UNIT5-GLOBAL ISSUES

- I) Multinational corporations- Environmental ethics- Computer ethics
- II) Weapons development and ethics- Moral leadership.

### Text Book:

- 1. Constitution of India, Professional Ethics and Human Rights by Praveenkumar Mellalli

### REFERENCE BOOKS:

- 1. Naagarajan R S A “Textbook on Professional Ethics and Human Values, New Age International”, New Delhi 2006.
- 2. Mike Martin. Ethics in Engineering, McGraw Hill, New York 1996.

<b>EX*1727</b> * will be S/C/Y	<b>NSS/NCC/YOGA</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>

To imbibe in the minds of students the concepts and benefits of NSS /NCC/Yoga and make them practice the same.

### VOCATIONAL TRAINING (VT)

Vocational Training (VT) – It is recommended, that each students shall undergo on vocational Training for a period of 30 days during vacation (Summer & Winter) at the end of 2<sup>nd</sup> semester. During the VT students shall cover operational and non-operational department in Hospitality & Tourism industry.

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**II YEAR  
SEMESTER III**

<b>BHT1731</b>	<b>TOURISM RESOURCES-II WEST &amp; SOUTH INDIA</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

**LEARNING OUTCOMES:**

1. Understand the huge treasure in the State of West & South
2. Potential they offer to the tourist.
3. The study of tourist Product of W& S with its vast heritage

**UNIT1-GEOGRAPHY OF STATES**

I) Rajasthan, Gujarat, Maharashtra, Chhattisgarh, Jharkhand, Andhra Pradesh, Karnataka, Kerala, Tamil Nadu, Goa) rivers, lakes natural landscape.

**UNIT2-RELIGIOUS & CULTURAL**

I) Tourism in these states, Dances (Kalbeliya, Bharatnatyam, Kathakali, Panthi, Garba, Jain circuit of Rajasthan and Gujarat)

**UNIT3-STUDY OF DESERT AREAS OF RAJASTHAN AND GUJARAT**

I) Desert Triangle, Grate and Little Run of Kucch

II) Special emphasis on Palace on Wheels, Royal Rajasthan on Wheels, Royal Orient. Deccan odyssey, Golden Chariot.

**UNIT4-BEACH TOURISM**

I) In Kerala, Goa, AP, Andaman and Nicobar and Lakshadweep, West Bengal

**UNIT5-CASE STUDY OF UNESCO**

I) World Heritage sites which are main tourist's attractions, wildlife in these states.

II) Study of Ranthambhore NP, Kaladeo NP, Gir NP, Bandavgarh NP, Silent Valley NP.

**Text Books:**

1. Tourist resources of India- Jagmohan Negi

**REFERENCES**

2. Tourist resources of India – Ram Acharya
3. Tourist resources of India- Ratandeep Singh

<b>BHT1732</b>	<b>FOOD &amp; BEVERAGE PRODUCTION-I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

### **LEARNING OUTCOMES:**

1. To know the essentials of Basic Culinary knowledge.
2. To identify the various commodities used in food preparation.
3. To illustrate the methods of processing foods.
4. To differentiate the between selection and identification of raw materials.
5. To classify the cooking equipment's used in food production.

### **UNIT 1- PRINCIPLES OF COOKERY**

- I) Art and science of cookery
- II) Various factors affecting eating habits
- III) Importance of fusion cuisine.
- IV) Kitchen organization chart. Foundation, Raising, thickening agents in cookery
- V) Role of flavoring, seasoning and sweetening agents In cookery

### **UNIT 2- IMPORTANCE OF RAW MATERIELS IN COOKERY**

- I) Cereals-Varieties - Processing – Storage and uses in Cooking
- II) Pulses-Varieties –Storage-and Uses in Cooking
- III) Dairy products and their uses in cookery
- IV) Uses of soya milk and it's by products in cookery
- V) Fruits and nuts, Oil seeds. Used in cookery

### **UNIT 3 -METHODS OF PROCESSING FOOD**

- I) Preparation of Ingredients Methods of cutting vegetables and meat and fish
- II) Methods of mixing, and Methods preparation of foods
- III) Indian cookery-Various ingredients-utensils and their description
- IV) Methods of preparation of Indian foods-Indian culinary terms
- V) Religious and cultural influences of Indian cookery

### **UNIT 4 -SELECTION AND IDENTIFICATION**

- I) Selection of Fish, meat, Beef, Pork and Vegetables available in local market
- II) Different cuts of meat, fish, pork and vegetables.
- III) Selection procedure for processed meat and meat products (bacon, ham, fish, beef, mutton etc)
- IV) Meat tenderizers, marinating, Art of making sausages.
- V) Selection of eggs. Uses of eggs in cookery

### **UNIT 5- COOKING EQUIPMENTS AND MENU**

- I) Classification Knives and kitchen tools, Pre- preparation equipment's, Refrigeration equipment's Food holding equipment's salamander
- II) Safety Precautionary methods while handling equipment's. Personal hygiene required for kitchen staff.
- III) Examples of menu and menu compilation for Industrial, Institutional. Mobile catering units
- IV) Balancing of recipes, standardization of recipes, maintaining recipe for Quality standards, various check list for food preparation
- V) Portion Control-Standard Portion Sizes necessity for control

### **Text Books:**

1. Modern Cookery for Teaching and Trade – Vol. I & II

2. Theory of Cookery – Krishna Arora (Frank Bros. & Co., New Delhi)

#### REFERENCE BOOKS

1. Theory of cookery-- Krishna Arora Frank & co, New Delhi
2. Modern cookery-I,II&III Thangam Philip Orient Longman
3. Cookery and introduction- Kinton and cesrani ELTS Publishers
4. Nutritive value of Indian foods – icmr New Delhi National Institute of Nutrition
5. Practical professional cookery –crusknell & Kauffmann ELTS Publishers
6. The complete guide to the art of modern cookery -Escoffier.

<b>BHT1733</b>	<b>HOSPITALITY LAW</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>

#### LEARNING OUTCOMES:

1. To impart knowledge to the students about legislative provisions pertaining to hospitality industry
- 2.To work with a large number of industry personnel.

#### UNIT1- BUSINESS AND COMMERCIAL LAW

I) Special contracts- Franchising - Partnership Act 1932

II) Meaning and definition of partnership

III) General duties of partner, Determination of rights and duties of partners by contract between partners

#### UNIT2- MINIMUM SALARY AND PAYMENT OF SALARY ACT PERTAINING TO HOSPITALITY INDUSTRY

I) Introduction to Minimum wages Act 1948and Payment of wages Act 1936 Pertaining to Hospitality

II) Central and State Taxes - GST-- applicability to Hospitality industry. - Service tax -applicability to Hospitality industry. - Luxury tax -- applicability to Hospitality industry. - Any other applicable taxes.

#### UNIT3- WELFARE AND SAFETY STATUTORY LAWS

I) ESI Act Definitions Authorities constituted under it. Concept of ESI Fund

II) Workmen’s Compensation Act 1923 Introduction of the Act Definitions Employer’s liability to pay compensation

III) Maternity Benefit Act 1961 Introduction and Applicability of Act Definitions, Role of Authority constituted under the Act.

#### UNIT4- LICENSES AND PERMITS REQUIRED BY HOTELS

I) Bar License - Restaurant and various types of outlets and Licenses required

II) Swimming pool License - Spa and Health Club License - Public Amusement License - Renewal Suspension and termination of licenses

III) Procedure for granting Star gradation in India, various approvals, permissions required to set up a hotel Other Licenses required Only License and their Requisites to be explained with reference to Related Law

#### UNIT5-HYGIENE & SANITATION

I) Hygiene & Sanitation Regulations International hotel Regulations Tourism policies Laws relating to the grant of License



**Text Books:**

1. Hotel & Tourism Laws - Dr. Jagmohan Negi - Frank Bros & Co., New Delhi

**REFERENCES**

1. The students should refer to the respective Acts.
2. Legal Aspect for Hospitality and Tourism Industry—By Atul Bansal
3. Hotel Law – By Amitabh Devendra

<b>BHT1734</b>	<b>ADVENTURE &amp; SPORTS TOURISM</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

**LEARNING OUTCOMES:**

1. To generate student expertise in problem solving skills which are sensitive to the future needs
2. Demands of Sport, Adventure and Tourism.

**UNIT1-DEFINITION, SCOPE AND NATURE OF ADVENTURE TOURISM**

- I) Popular tourist destinations for Land based (soft/hard trekking, Skiing, mountaineering, desert safaris, car rallies etc.).
- II) Water based (rafting, kayaking, canoeing, surfing, water skiing, scuba diving)
- III) Air based (parasailing, paragliding, ballooning, hand gliding and micro lighting etc.)

**UNIT2-BASIC MINIMUM STANDARDS FOR ADVENTURE TOURISM RELATED ACTIVITIES**

- I) Land based; Mountaineering, Trekking, Water Based; River running; Aerial Based; Parasailing, Paragliding, Bungee Jumping.
- II) Peak booking formalities, IMF rules for mountain expeditions, cancellation of permits and bookings.

**UNIT3-ADVENTURE TOURISM IMPACTS**

- I) Social, Cultural, economic and environmental impacts of adventure tourism.
- II) Issues from the perspective of different stakeholders (government, local people, tourists and tourism businesses).

**UNIT4-ADVENTURE TOURISM**

- I) Products and infrastructure.
- II) Marketing and promotional strategies.
- III) Problems and issues relevant to the adventure travel and tourism industry.
- IV) Risk management. Career Adventurers, Job opportunities.

**UNIT5- HISTORY OF SPORT TOURISM**

- I) Concepts of Sport Tourism. Industry Historical
- II) Development of Connection between Sport and Tourism Basic Concepts.
- III) Categories of Sport Tourism. Classification Scheme for Sport Tourism Infrastructure of Sports.
- IV) The Characteristics of Participants. Importance of Sports & Tourism Industry Positive & Negative Impacts Sports & Tourism as Economic Activities Sports Tourism.

**Text Books:**

1. Sport Tourism - Joy Standeven

**REFERENCES**

2. India - A Travel Survival Kit by Geoff Crowther & Others. Lonely Planet Publication.
3. India - A Travelers Companion by Pran Nath Seth.

4. Tourism Products of India - Dr. I.C. Gupta & Dr. Sushama Kasbekar.

GEN1735	VALUE EDUCATION	L	T	P	C
		1	0	2	2

**LEARNING OUTCOMES:**

- 1.To define values understand its broad implications in life.
- 2.To demonstrate an acknowledgement and acceptance of the realities of diversity (ethnicity, culture, spirituality/religion)
- 3.To develop an understanding of how values influence decision making and behavior
- 4.To recognize the need to live together in atmosphere of peace and contributing to sustainable development
- 5.To familiarize the students with the concepts of “right” and “good” in individual and social context

**UNIT1-ETHICS (AXIOLOGY)**

- I) To familiarize the students with the concepts of “right” and “good” in individual and social context
- II) Help him/her determine what action or life is best to do or live - Right conduct and good life

**UNIT2-VALUE SYSTEMS**

- I) Explications for how a highly, or at least relatively highly
- II) Valuable action may be regarded as ethically "good"
- III) Action of low, or at least relatively low, value may be regarded as "bad"
- IV) Value systems- Positive and negative value.

**UNIT3-BEHAVIOURAL PSYCHOLOGY**

- I) Perceptual, Cognitive and Emotional Development (friendships, peers, mora development)
- II) Emotions revealed and Emotions assessed - EQ Tests.

**UNIT4-HUMANISM**

- I) Cross Cultural Learning - Inclusive humanism
- II) The inclusive sensibility of all species, planet and lives - Animalism - theory of evolution
- III) Religious Values (Reference to World Religion).

**UNIT5-ETHNICAL AND SOCIAL ISSUES**

- I) Perspective Discussions - Movies related to ethnical and social issues will be aired
- II) Videos related to value inculcation will be aired.

**Text Books:**

1. Moral Element by Dr. Shanthichitra, Published by Department of English, FSH,SRM University, Chennai

**REFERENCE BOOKS:**

- 1.Collective Learning for Transformational Change by Valerie A. Brown, Judith Alembert.
- 2.Defining the Humanities by Robert Proctor.
- 3.The Moral Animal by Robert Wright.



<b>BHT1736</b>	<b>HOTEL ACCOMMODATION OPERATIONS-I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

### **LEARNING OUTCOMES:**

1. To induce in student a professional competence in providing accommodation
2. To develop a comprehensive knowledge in
3. To make the student understand about the various cleaning materials and agents used and the hygiene and sanitation aspects of department.

### **UNIT- 1 INTRODUCTION & CLEANING SCIENCE OF GUEST ROOM**

- I) Introduction to housekeeping department
- II) Meaning, Definition & Importance of Housekeeping Department
- III) Role of Housekeeping in hospitality industry
- IV) Characteristics of good cleaning agent, Application of cleaning agent, Types of cleaning agent  
Cleaning products, cleaning equipment's
- V) Classification and types of equipment with Diagram's ( Mops , dusters ,pushers, mechanical squeeze, vacuum cleaner ,shampooing machine ) with their care and uses

### **UNIT-2 LAY OUT & ORGANIZATIONAL STRUCTURE**

- I) Layout of Housekeeping department
- II) Organizational Structure of Housekeeping department (Small, Medium & Large)
- III) Interdepartmental relationship ( emphasis on Front office & Maintenance) Relevant sub section

### **UNIT-3 STAFFING IN HOUSEKEEPING DEPARTMENT**

- I) Role of key personnel in Housekeeping department
- II) Job description & Job specification of Housekeeping staff (Executive Housekeeper, Deputy Housekeeper, Floor supervisor, Public area supervisor ,Night supervisor ,Room attendant ,House man, Head gardener)

### **UNIT-4 PLANNING WORK OF HOUSEKEEPING DEPARTMENT**

- I) Identifying Housekeeping department
- II) Briefing & Debriefing
- III) Control desk (importance ,role , coordination) Role of Control Desk during emergency Duty Rota & work schedule Files with format used in Housekeeping department.

### **UNIT-5 HOTEL GUEST ROOM & BED MAKING**

- I) Types of room-definition Standard layout (single ,double ,twin ,suit & many more )
  - II) Difference between Smoking & Non Smoking room's Barrier free room's
  - III) Furniture / Fixture / Fitting / Soft Furnishing /Accessories / Guest Supplies
- Note: GLOSSARY OF TERMS Students should be familiar with the Glossary of Terms pertaining to above mentioned topics

#### **Text Books:**

1. Hotel House Keeping Operation & Management- G.Raghubalan

#### **REFERENCE BOOKS**

1. Hotel housekeeping Training Manual – Sudhir Andrews
2. Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELST)
3. Hotel House Keeping – Sudhir Andrews (Tata McGraw Hill).
4. Hotel House Keeping Operation & Management- G.Raghubalan



<b>BHT1737</b>	<b>HOTEL FRONT OFFICE MANAGEMENT-I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

### **LEARNING OUTCOMES:**

1. The student must understand the structure of hotel industry
2. Sections the task which is carried by each section, planning, tariffs, different types of Reservation, processing and computerized reservation besides general awareness of international level.

### **UNIT- 1 INTRODUCTION TO HOSPITALITY & HOTEL INDUSTRY**

- I) Origin & Development Of Hospitality Industry
- II) History of Hotels – Taj, Oberoi's, ITC, Leela, Carlsons, Hilton, Marriott, Hyatt, others Development & Growth in India
- III) History & development of fast foods. Mc. Donalds, KFC, Dominos, Pizzahut

### **UNIT-2 HOTELS & CLASSIFICATION**

- I) Hotel Business , Hotel Services
- II) Various departments , sub dept., sections
- III) Classification of Hotels Size Location Star Classification Ownership basis
- IV) Food Plans Use of Abbreviations, Symbols & Signs

### **UNIT 3 : LAYOUT OF FRONT OFFICE DEPT.**

- I) Sections and Layout of FO
- II) Identification of Furniture & Equipments used in FO
- III) FO Terminology , Organization
- IV) Function areas , Front office hierarchy  
Duties and responsibilities / Job Description / Job Specification of FO Staff Personality traits, House Rules

### **UNIT 4 - TYPES OF ROOMS**

- I) Single , Double , Twin , Suites, Others
- II) Tariff Structure , Basis of charging , Plans, competition, customer's profile, standards of service & amenities

### **UNIT 5-BELL DESK & TELEPHONE HANDLING**

- I) Functions Duties & Responsibilities of Bell Captain / Bell Boy
- II) Procedures and records Luggage Handling Left Luggage Handling,
- III) Paging ,Using the telephone , The nature of telephone activity in the hotel industry , The need for developing telephone skills , Developing telephone skill

#### **Text Books:**

1. Front Office Training Manual – Sudhir Andrews
2. Front Office Operation – S K Bhatnagar
3. Hotel Front Office Operation and Management – Jatashankar R. Tewari

#### **REFERENCE BOOKS**

1. Hotel front office training manual – Sudhir Andrews – TATA McGRAW HILL ltd., New Delhi
2. Effective front office operation – S. Bhatnagar – Frank & co, New Delhi
3. Hotel front office – Bruce Braham -
4. Basic hotel front office procedure - Peter Franz Renner

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**II YEAR  
SEMESTER IV**

<b>BHT1741</b>	<b>GLOBAL TOURISM GEOGRAPHY</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

**LEARNING OUTCOMES:**

1. This course introduces students to the various geographical locations of tourist places,
2. The course aims to present an analytical framework within the basic methodology and trends of the discipline of geography.

**UNIT1-INTRODUCTION & SCOPE**

- I) Definition, scope and contents of Geography of Tourism.
- II) Approaches, Methodology and Techniques Analyses in Geography of Tourism. Importance of Geography of Tourism.
- III) Natural and climatic regions of the world in brief. How to read a map.

**UNIT2-GMT**

- I) Latitude, Longitude, International Date Line, time zones and calculation of time.
- II) Time differences, GMT variations, concepts of elapsed time, flying time, ground time.
- III) Standard time and summer time (day light saving time). Conceptual Framework of Models in Geography of Tourism and spatial perspectives in Analysis and Developmental strategy.
- IV) Types, forms, patterns and linkages in Tourism.

**UNIT3-IMPACT OF WEATHER ON TOURISM**

- I) Impact of weather and climate on Tourist destinations.
- II) Geographical Determinants : Diversities and disparities.
- III) Typology of area and Linkages flows and orientation.
- IV) Indian Geography, physical and political features of Indian subcontinents.
- V) Climatic conditions prevailing in India. Tourism attractions in different states and territories of India.

**UNIT4-POLITICAL AND PHYSICAL FEATURES**

- I) Political and physical features of world geography, Destinations in North America (United States of America
- II) New York, Washington, Los Angeles, San Francisco, Orlando, Dallas. Canada: Ottawa, Montreal, Vancouver, Mexico).
- III) Central America (Costa Rica, Panama, Belize etc.) Europe: France, Spain, Italy, United Kingdom, Moscow, Germany, Austria, Greece Switzerland, The Netherlands.

**UNIT5-SAARC AND OTHERS**

- I) Africa: South Africa, Mauritius, Kenya. Middle East: Egypt, Morocco, Saudi Arabia,
- II) United Arab Emirates, Mecca-Medina. North & East Asia/ Pacific: China, Malaysia, Thailand, Singapore, Australia, Japan. South Asia : SAARC Countries.

**Text Book:**

1. National Atlas of India – Government of India Publication.

## REFERENCES

1. Boniface B. and Cooper C. the Geography of Travel and Tourism (London, England, Heinemann Professional Publishing. 1987).
2. Burton Rosemary : the Geography of Travel and Tourism (London).
3. Rohinson H.|A.A. Geography of Tourism (Macdonald and Evans, London).
4. The Geography of India – Gopal Singh – Delhi (1988).
5. Dubey and Negi – Economic Geography Delhi (1988).
6. R. M. Desai – Strategy of food and agriculture – Bombay (1988).
7. Negi B. S. – Rural Geography Delhi Keelavnata Ram Nath. 8. Singh R. L. – Regional Geography of India (1985). 9. LAW B. C. ed Mountaing and Rivers of India Calcutta (1968).

<b>BHT1742</b>	<b>TOUR OPERATIONS &amp; ITINERARY PLANNING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

## LEARNING OUTCOMES:

1. The study includes the functions, Regulations for Recognition of Travel Agents
2. Tour Operators and Excursion Agents.
3. The Role of Sectors like Airline, different Railways Transports is also covered.
4. The learner will also be familiarized with the contribution of important Association in these sectors.
5. To know the term itinerary

## UNIT1-MEANING OF ITINERARY

- I) Need of itinerary, and different type of itineraries
- II) Outline itinerary, detailed itinerary, and process of itinerary preparation.
- III) Use the resources for detailing the itinerary, identify the priorities and requirements of the customer or guest.
- IV) Useful linkages with hotel, transportation and excursion points, procedure of introducing new itineraries and problem involved in it.

## UNIT2- PLANNING FOR THE ITINERARY

- I) Study of various inbound and outbound itineraries published by SITA, SOTC, C&K, LPTI with their costing.
- II) Domestic itineraries, special interest itineraries, difference between tour itinerary and tour program me with their costing.
- III) Feedback needed to make an itinerary, characteristics of best itinerary, feasibility check of an itinerary.

## UNIT3- TRAVEL AGENCY

- I) Meaning and History, development of travel agency business
- II) Popular Travel Agencies of India, Tour Operator.
- III) Difference between travel agency and tour operator.
- IV) Need of travel Agency for the tourists. Various services provided by travel Agencies, Procedure and minimum requirements to open a travel agency, Govt. approvals

## UNIT4- CUSTOMER PROFILE FOR A TRAVEL AGENCY, OPERATING AND DESIGNING OF A TOUR

- I) Selling of a tour.



- II) Liaison with hotels, transporters and airlines, operation for a tour package.
- III) Various posts in a travel agency for professionals. File making, voucher making and handling, rate contract, travel document knowledge, booking and confirmations, terms and conditions of payment cancellation, refund and no shows, reservation and billing.

**UNIT5- ASSOCIATIONS AND ORGANIZATIONS**

- I) Various Travel related associations and organizations in India
- II) Their jobs and responsibilities, special reference with IATO, TAAI. Travel fairs in India like SATTE

**Text Book:**

- 1. Travel agency and tour operation concepts and principals- Jagmohan Negi

**REFERENCES**

- 1. Encyclopedia of tourism management- PC Sinha
- 2. Tourism and travel concepts & principals- Jagmohan Negi
- 3. International Tourism-A.K Bhatia

<b>BHT1743</b>	<b>HOTEL FRONT OFFICE MANAGEMENT-II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

**LEARNING OUTCOMES:**

- 1. The student must understand the structure Sections the task which is carried by each section, planning, tariffs, different types of Reservation
- 2. Processing and computerized reservation besides general awareness of international level.

**UNIT 1 TARIFF STRUCTURE & HOSPITALITY SOFTWARE’S**

- I) Basis of Charging Tariffs
- II) Plans, Competition, Customer profile, standards of service and amenities
- III) Hubbart formula
- IV) Different types of tariffs – rack rate, discounted rates for corporates, airlines, and group Travel Fidelio, Opera, PMS, Amadeus, HMS, IDS

**UNIT 2 RESERVATIONS**

- I) Importance of reservation,
- II) Modes of reservation(Written, Verbal) Channels and Sources (FITs, Travel Agents, Airlines, GITs),
- III) Types of reservations (Tentative, Confirmed, Guaranteed etc.),Systems (fully automatic), Cancellation, Amendments, Overbooking, Room Assignments
- IV) Formats used in reservation , Stages of guest contact with hotel, Advance room reservations, Reservation section.
- V) Functions of reservation , Importance of reservation for guest ,Importance of reservation for the hotel

**UNIT 3 REGISTRATION PROCESS & GUEST CYCLE**

- I) Pre-registration
- II) Registration formats
- III) Registration process (automated)
- IV) Guest cycle

**UNIT 4 ARRIVALS & CHECK OUT PROCEDURES**

- I) Guest accounts settlement , Cash and credit

- II) Indian currency and foreign currency ,Transfer of guest accounts
- III) Express check out Check – in procedure (Fully automated) ,Check – in procedure
- IV) Guests with confirmed reservation,Walk – In guests,VIP guests, Foreign nationals Groups/Crew(domestic and international),
- V) Scanty baggage guest,

#### **UNIT-5 KPI-KEY PERFORMANCE INDICATORS FOR HOSPITALITY/HOTEL**

- I) Occupancy , Average Room Rate (“ARR”)
  - II) Revenue per Available Room (“RevPar”) , Cost per Occupied Room
  - III) Hotel Supply & Demand – Market Occupancy
  - IV) Average Rate Index (“ARI”) , Revenue Generation Index (“RGI”)
- Note:-Glossary of Terms Students should be familiar with the glossary terms.

#### **Text Books:**

- 1.Front Office Operation – S K Bhatnagar

#### **REFERENCES**

- 1.Front Office Training Manual – Sudhir Andrews
- 2.Managing Front Office Operations – Kasavana & Brooks
- 3.Front Office – Operations and Management – Ahmed Ismail( Thomson Delmar)
- 4.Managing Computers in Hospitality Industry – Michael Kasavana & Cahell.
- 5.Front Office operations – Colin Dix & Chris Baird , Hotel Front Office Operation and Management Jatashankar R. Tewari

<b>BHT1744</b>	<b>HUMAN RESOURCE MANAGEMENT FOR HOSPITALITY &amp; TOURISM</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>0</b>	<b>0</b>	<b>3</b>

#### **LEARNING OUTCOMES:**

After completing this course, learners should be able to:

- 1.Understand the concept of Managing Human Resources and work
- 1. Identify effective Human Resources practices
- 2. Understand the importance of HPR, Training, and performance appraisal

#### **UNIT1-INTRODUCTION TO HUMAN RESOURCE MANAGEMENT**

- I) Definition- importance of HRM in service industries
- II) Functions of HRM-Objectives of HRM, Man power planning- process of man power planning
- III) Job analysis-process of Job analysis-job description-job specification- Job Design- job enlargement- Job Enrichments.

#### **UNIT2-RECRUITMENT AND SELECTION**

- I) Selection process- Sources of recruitment
- II) Internal, external- Techniques of recruitment- direct, indirect
- III) Selection procedure- Selection test- Placement and Induction

#### **UNIT3-TRAINING AND DEVELOPMENT**

- I) Concepts- Training Methods- Distinction between Training and Development
- II) Organizational development- self developments-On the job training - evaluation of training effectiveness.

#### **UNIT4-PERFORMANCE APPRAISAL**

- I) Concepts- Methods- Barriers of effective appraisal Methods

- II) Job Evaluation – Methods of job evaluation- job evaluation in hospitality industry
- III) Incentives in Hospitality Industry.

**UNIT5-MEANING, NATURE AND SCOPE OF HRM**

- I) Personnel Management Verses HRM
- II) Importance of HRM-Functions of HRM-Classification of HRM Functions
- III) Basis for HRP – Meaning and Objectives of HRP
- IV) Benefits of HRP – Factors affecting HRP – Process of HRP – Problems of HRP

**Text Books:**

- 1.Arun Monappa & S. Saiyuddain: Personal Management, Tata McGraw Hill.
- 2. Pramod Verma: Personnel Management in Indian Organisations.

**REFERENCES**

- 1. Aswathappa K, Human Resource Management, Tata McGraw Hill, New Delhi, 2013
- 2. Rao, V. S. P. “Human Resource Management”, Pearson, New Delhi, 2005.
- 3. Cascio, W. F., “Managing Human Resources”, Tata McGraw Hill, New Delhi,2010
- 4.Management Principles and Practices - L M Prasad

<b>BHT1745</b>	<b>FOOD &amp; BEVERAGE SERVICE-I</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

**LEARNING OUTCOMES:**

To enable the student to understand and to demonstrate appropriate skill of the following.

- 1. To understand the evolution of the catering industry
- 2. To study about Restaurant operations, and service equipment.
- 3. To understand about kitchen stewarding and pantry functions.
- 4. To enable the student to understand the importance of menu and menu planning.
- 5. To acquire in-depth knowledge about non-alcoholic beverages and tobacco.

**UNIT 1 INTRODUCTION TO FOOD & BEVERAGE SERVICE:**

- I) Introduction & Different Types of Catering Establishments
- II) Commercial b) Non-commercial , Different Outlets Of F&B Service , Coffee shop, restaurant, bar, room service, discotheque, barbeque, night , clubs, banquets, outdoor catering.
- III) Staff Hierarchy Of F&B Outlets , Duties and responsibilities of each level of staff , Attributes of service personnel
- IV) Safety, hygiene, and attitudes (positive &negative)
- V) Inter Departmental Relation Ship ,Co-operation and co-ordination

**UNIT 2 RESTAURANT OPERATIONS**

- I) Cutlery, crockery and glass ware (dimensions and uses)
  - II) Special table ware (asparagus tongs , corn on the cob holder, snail tongs, snail ,dish, lobster pick, caviar knife, nut cracker, grape scissors) , c) Silver ware , Silver cleaning methods , Burnishing Polivit , Silver dip , Plate powder
  - III) Size of table clothes, baize, serviettes, napperons and their uses , Rules for laying a table
  - IV) MISE-EN-PLACE & MISE-EN-SCENE , **Types of Service** , English ,Silver ,Russian ,American & Others.
  - V) Rules for waiting at a table (receiving, order taking, service & settlement) , Operation of K.O.T.
- B.O.T**



### **UNIT 3 ANCILLARY DEPARTMENTS**

- I) Still Room
- II) Plate Room
- III) Pantry
- IV) Hot Section
- V) Significance of Kitchen Stewarding

### **UNIT 4 TYPES OF MENU AND MEAL**

- I) DEFINITION & TYPES OF MENU a) Ala carte b) Table d' hotel c) Banquet menu
- II) TYPES OF MEALS Breakfast, brunch, lunch, hi-tea, dinner, supper.
- III) FRENCH CLASSICAL MENU 11&17 courses and its accompaniments, cover, service.

### **UNIT 5-MENU PLANNING**

- I) Points to be considered while planning a menu
- II) Menu engineering & Types

Note: GLOSSARY OF TERMS Students should be familiar with the Glossary of Terms pertaining to above mentioned topics

#### **Text Books:**

1. Food & Beverage Service – Lillicrap & John Cousins
2. Food & Beverage Service Training Manual – Sudhir Andrews (Tata Mc.Graw Hill Publications)
3. Food & Beverage Service – Vijay Dhawa

#### **REFERENCES**

1. Mastering restaurant service – H.L. Craschnell and G. Nobis
2. Food and beverage training manual – Sudhir Andrews
3. The waiter-fuller and curie
4. Food and beverage service – D.R. Lillicrap
5. Modern restaurant service – John Fuller
6. Essential table service – John Fuller
7. Food and beverage management – Bernard Davis
8. Professional food service management – Habisthayar

<b>BHT1746</b>	<b>FOOD PRODUCTION-II (BAKERY &amp; CONFECTIONERY)</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

### **LEARNING OUTCOMES:**

1. The Learner to Comprehend the Nuances of Bakery and Confectionary
2. To Define the aims Organisational Structure equipments Raw
3. Materials used in Bakery and Confectionary
4. To Give Examples and Methods of Preparing Yeast Dough Products.
5. To Find out the Methods of Preparing Pastries, Cakes and Cookies.
6. To Identify the kinds of Icings and Preparatory Methods.

### **UNIT 1 -INTRODUCTION**

- I) Traces of Baking in Ancient times
- II) Organisational structure of Bakery (Both small and Large Scale)
- III) Equipments used (description and their uses) 4 Oven (Types and their advantages/disadvantages)
- IV) Personal Hygiene & Bakery hygiene required for Bakery personnel.

### **UNIT 2- RAWMATERIALS USED IN BAKERY**

- I) Flour (Composition, Types, Gluten, WAP of flour, pH value, Flour Test)
- II) Yeast (Elementary knowledge, activity, function & its uses, effect of over & under fermentation)
- III) Eggs (Function & its uses in Bakery)
- IV) Sugar (Function & its uses in Bakery)
- V) Salt (Function & its uses in Bakery) , Fats (Function & its uses in Bakery)
- VI) Cream (Function & its uses in Bakery) , Milk (Function & its uses in Bakery) ,Leavening agents (Function & its uses in Bakery) ,Flavouring and fruits (Function & its uses in Bakery)

### **UNIT 3 -YEAST DOUGH PRODUCTS**

- I) Methods of preparing Bread dough
- II) Quality of Ingredients in making Breads
- III) Faults and remedies in Bread making
- IV) Bread improvers .5 Bread diseases and rectification
- V) Leavening action of Yeast on Bread dough

### **UNIT 4 -PASTRY, CAKE AND COOKIES PREPARATIONS**

- I) Types of Pastry Preparation , Reasons for common problems in Pastry making
- II) Different cake making methods
- III) The Quality of cake making ingredients and the types of cakes (Rich, Lean, and High Ratio & Low Ratio Cakes)
- IV) Leavening action of Baking Powder on cakes 6 Faults & Remedies in cake making
- V) Different cookies and biscuits – process – methods – faults.

### **UNIT 5- ICINGS AND OVEN TEMPERATURE**

- I) Preparations of syrups, gateau, wedding birthday cakes
- II) Types of Icing (Butter icing. Royal Icing ,Marzipan, Fudge, Glaze Icing, Chocolate Icing ,Marshmallow)
- III) Gum paste, casting moulds. Monogram liquor chocolates, toffees.
- IV) Oven at different temperatures (hot, very hot, medium etc)
- V) The oven temperatures for baking rich and lean cakes.

## Text Books

1. Basic Baking Science & Craft by S.C. Dubey (S.C. Dubey)

## REFERENCES:

- 1 Beautiful Baking – Consultant Editor – Carole Clements Richard Blady Publishing (Anness Publishers Ltd.)
- 2 Perfect Baking at Home – Kritika A. Mathew (Vasan Book Depot, Bangalore)
- 3 Practical Baking – Sultan
4. New Complete Book of Breads – Bernard Clayton (Fireside Rockefeller Centre, New York)

BHT1747	FOOD & BEVERAGE CONTROL	L	T	P	C
		2	1	0	3

## LEARNING OUTCOMES:

1. The course is designed to introduce the students to manage and control food and beverage operations
2. Understand the quality production techniques.

## UNIT1- INTRODUCTION TO COST CONTROL

- I) Define Cost Control - The Objectives and Advantages of Cost Control
- II) Basic Costing - Food Costing.

## UNIT 2-FOOD CONTROL CYCLE

- I) Purchasing Control - Aims of purchasing policy
- II) Job Description of Purchase Manager/Personnel Types of Food Purchase - Quality Purchasing - Food Quality factors for different Commodities
- III) Definition of Yield - Tests to arrive at standard yield - Definition of Standard purchase Specification
- IV) Advantages of Standard Yield and Standard purchase specification - Purchasing - procedure - Different methods of food purchasing - Sources of Supply - Purchasing by Contract

## UNIT3- STORES AND ISSUING STOCK RECORDS

- I) Bin Cards, Stock Cards, Inventory Records. Store Issues
- II) Transfer Notes, Breakages and Damaged Goods. Stock Taking, Stock Turnover, Stock Levels - Maximum level, Minimum level, Reorder level, safety level, and danger level .Procedure for storage of Perishable and Nonperishable Food & Beverage items
- III) Inventory Control Methods: FIFO, LIFO, FILO and JIT

## UNIT4- STRONG CONTROL

- I) Aims of Store control - Job Description of Food Store Room Clerk/Personnel
- II) Storing Control - Conditions of Facilities and equipment - Arrangements of Foods - Location of storage Facilities – Security - Stock Control - Two types foods received-direct stores (perishables) - Stock Records Maintained Bin Cards (Stock Record Cards/Books)
- III) Issuing Control – Requisitions - Transfer Notes Perpetual Inventory Method
- IV) Monthly Inventory/Stock Taking - Pricing of Commodities - Stock taking and comparison of actual physical Inventory and Book value - Stock Levels
- V) Practical problems - Hygiene & Cleanliness of area.



## **UNIT5-PRODUCTION CONTROL**

I) Aims and Objectives – Forecasting - Fixing of Standards - Definition of Standards (Quality & Quantity)

II) Standard Recipe (Definition, Objectives and various tests)

III) Standard Portion Size (Definition, Objectives and equipment) - Standard portion Cost (Objectives & Cost Cards) -Computation of Staff meals.

### **Text Books:**

1. Food and Beverage Control - Richard Kotas & Bernard Davis

### **REFERENCES**

1. Brian Varghese Professional Food & Beverage Service Management

2. Peter Jones & Cassel Food Service Operations

3. Lipinski The Restaurant (From Concept to Operation)

4. Sergio Andrioli & Peter Douglas Professional Food Service

5. John Drysale Profitable Menu Planning

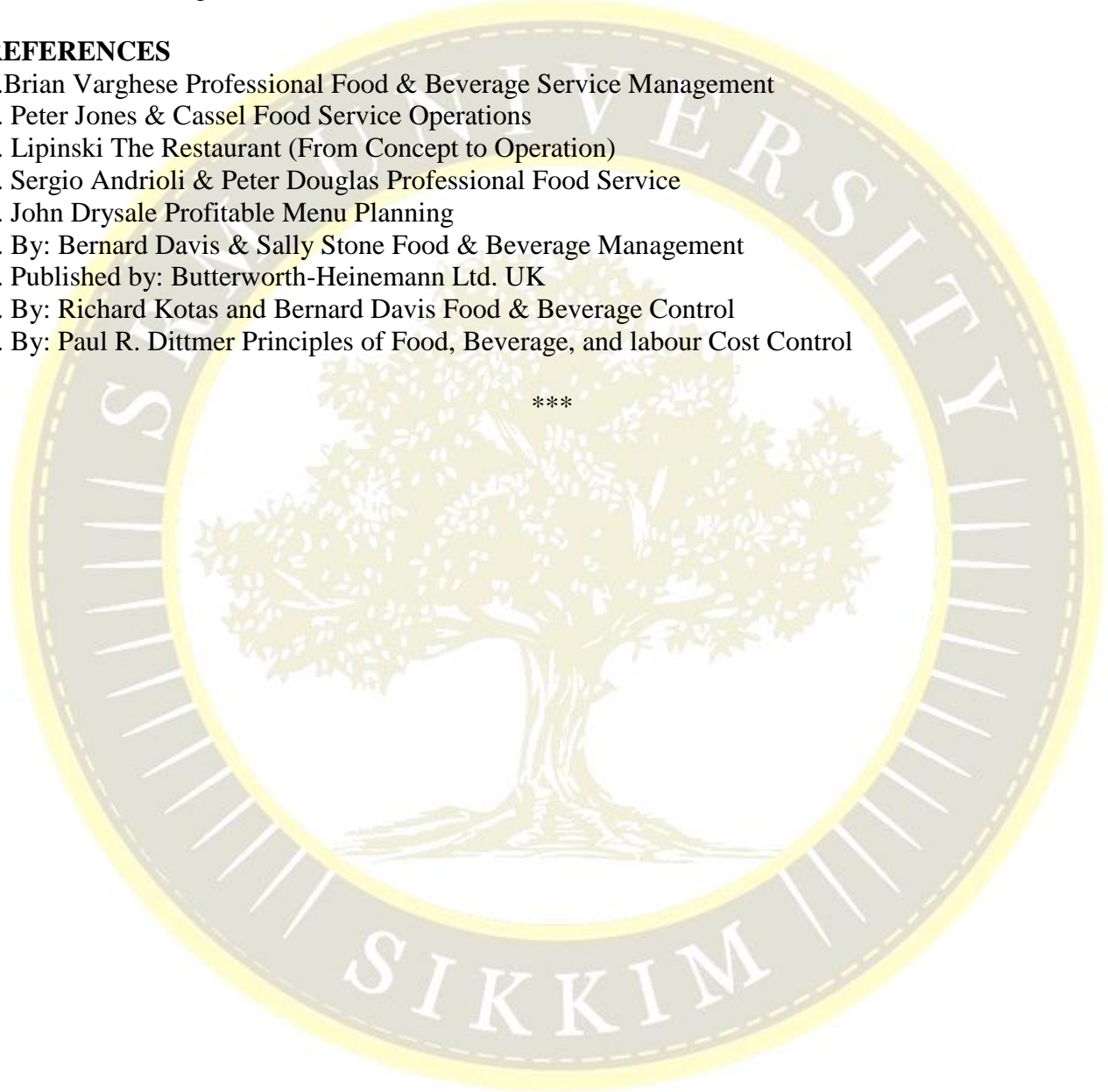
6. By: Bernard Davis & Sally Stone Food & Beverage Management

7. Published by: Butterworth-Heinemann Ltd. UK

8. By: Richard Kotas and Bernard Davis Food & Beverage Control

9. By: Paul R. Dittmer Principles of Food, Beverage, and labour Cost Control

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**III YEAR  
SEMESTER V**

<b>BHT1751</b>	<b>ACCOUNTING FOR HOSPITALITY &amp; TOURISM</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

**LEARNING OUTCOMES:**

1.The course aims to help students to acquire the basic knowledge of Accounting required for Hospitality & Tourism Management.

**UNIT1-INTRODUCTION TO ACCOUNTING**

- I) Terms and terminologies used in Accounting, Definition,
- II) Objectives and Importance of Accounting and Hotel Accounting. Double Entry System of Book - keeping .Nature, Advantages and Principles.
- III) Classification of Accounts.
- IV) Golden rules of Debit and Credit.
- V) Accounting Concepts and Conventions .Capital, Revenue and Deferred Revenue Expenditures and Incomes.

**UNIT2-PRACTICAL PROBLEMS ON JOURNALIZING**

- I) simple entries
- II) Posting into Ledger & Balancing of Ledger Accounts, Trial Balance error and rectification.

**UNIT3-CASH BOOK**

- I) Cash Book Introduction and types of Cash book .Practical problems on three column and Analytical Petty Cash book.

**UNIT4-RECONCILIATION**

- I) Bank reconciliation statement, Need steps preparing simple exercises.

**UNIT5-FINAL ACCOUNTING**

- I) Final accounts of Small Hotels and Restaurants
- II) Need for preparation of Trading account, Profit and Loss account and Balance Sheet.
- III) Practical problems on Trading account, Profit and Loss account and Balance Sheet with following adjustments only
- IV) Closing stock, Outstanding and Prepaid expenses
- V) Accrued and Pre- received incomes, Depreciation of fixed assets and Staff meals.

Note: Practical problems on preparation of Journal, Special Functions Book, Cash Book, Trial Balance and Final Accounts must be emphasized on by the subject teacher faculty. Following topics. a. Practical problems on Journal and Special functions Book and Three column Cash Book. b. Practical problems on Petty Cash Book and Trial Balance. c. Practical Problems on Final Accounts.

**Text Books:**

1. Introduction of Accountancy By T.C Garewal And S.C Gupta
2. Elements of Hotel Accountancy By Rawat G.S, Dr. Negi J., Gupta N
3. Basic Accounting By S.P.Jain, K.L Narang

**REFERENCES**

- 1.Manual Accounting in the Hospitality Industry- Vol – I, Peter. J. Harris and Peter A Hazzard, Fourth Edition, Stanley Thornes Publishers Ltd. Gloucestershire.

2. Hotel Management – Dr. Jagmohan Negi, First Edition 2005 – Himalaya Publishing House , Mumbai 400004
3. Hotel Accounting & Financial Control - Ozi D’Cunha Gleson Ozi D’Cunha – Fist- 2002- Dickey Enterprises , Kandivali (W) Mumbai
4. Hotel & Catering Accounts- R.D.Boardman, Second Edition 1994, Butterworth Heinemann Ltd., Halley Court, Jordan Hill, Oxford.
5. Accounting in the Hotel & Catering Industry – Richard Kotas – Fourth – 1981- International Textbook Company Co.Ltd.

<b>BHT1752</b>	<b>FOOD &amp; BEVERAGE SERVICE-II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

**LEARNING OUTCOMES:**

1. Advance knowledge of F&B Service Function
2. Banquet function, Room Service
3. Beverage knowledge

**UNIT 1-INTRODUCTION & BANQUET PROTOCOL**

- I)Space Area requirement, Table plans/arrangement, Misc.-en-place, Service, Duties &responsibilities
- II) Informal banquet -A. Reception B. Cocktail parties C. Convention D. Seminar E. Exhibition F. Fashion shows G. Trade Fair H. Wedding

**UNIT 2- ROOM SERVICE & BUFFET**

- I) Room service Introduction, Computerized KOT, BOT, RSOT control cycle and monitoring.
- II) Room service menu planning , Forms and formats , Room service work flow.
- III) Buffets - Introduction , History, Types, Popular buffets, -Equipment and Buffet presentation Space and staff requirements.

**UNIT 3 – DISPENSE BAR**

- I) Introduction and definition
- II) Bar layout – physical layout of bar
- III) Bar stock – alcohol & nonalcoholic beverages
- IV) Bar equipment

**UNIT 4- WINES**

- I) Definition of a Wine
- II) Composition of a Grape
- III) History of Wine Making
- IV) Types of Grapes
- V) Classification of Wines with examples- Table/Still/Natural, Sparking, Fortified, Aromatized,
- F. Production of each classification – Viticulture and Vilification

**UNIT 5- BEERS**

- I) Introduction
- II) Ingredients used
- III) Production
- III) Types and Brands, Indian and international
- IV) Service of bottled, canned and draught beers.



**Text Books:**

1. Food & Beverage Service – Denis Lillicrap
2. Food & Beverage Service – Vijay Dhawan

**REFERENCES**

1. Food & Beverage Service- Lillicrap & Cousins
2. Modern Restaurant Service- John Fuller
3. Beverage Book- Andrew, Dunkin & Cousins
4. Bar & Beverage Book- Mary Porter & Kostagris
5. Alcoholic Beverages- Lipinski & Lipinski
5. Food & Beverage Service- Rao J Suha

<b>BHT1753</b>	<b>HOTEL FACILITY PLANNING</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>0</b>	<b>3</b>

**INSTRUCTIONAL OBJECTIVES**

1. To provide an insight into significance & various aspects of Facility Planning
2. Designing of hotel & hospitality industry.

**UNIT1- HOTEL CLASSIFICATION NORMS AND HOTEL DESIGN**

- I) Star Category hotels including heritage hotels. - What is Architecture? - Design considerations for a hotel project
- II) Good location and site -Architectural features and plans
- III) Town and Country Planning department - Systematic layout planning - Thumb rules for allocation of space in a hotel. - Feasibility report Blue print.

**UNIT2- RESTAURANT DESIGN INCLUDING BAR AND BANQUETING FACILITY**

- I) Types of restaurants and their themes - Designing and Planning of restaurant
- II) Equipment's and space needs - Space allowance for seating – and space for circulation
- III) Ambience and décor - Lighting and color scheme, floor finish, wall covering
- IV) Checklist for effective design. , Signage's , Security systems – CC TVs, cameras, smoke detectors, and water sprinklers should also be considered.
- V) Other services – like speakers , location of LCD's - Bar Designing Points to be considered while planning a bar- Equipment's and space need - Furniture items / bar counters ,Space allowance for various bar styles

**UNIT3- KITCHEN DESIGN - PHYSICAL LAYOUT**

- I) commercial kitchen layout - Area requirement for various types of kitchen for various types of business
- II) kitchen and their effect on kitchen design - Steps for designing a kitchen - Commercial kitchen configurations and shapes - Consideration for kitchen planning
- III) Performance and kitchen safety Environmental conditions – Temperature, humidity and ventilation Lighting and color scheme, floor finish, wall covering, sound odor, drainage system, work area, height
- IV) Equipment's, electricity, gas and water supply.

**UNIT4- DESIGNING OF RECEIVING AND STORAGE AREA**

- I) Types of Stores - Work flow at storage facility - Receiving area Equipment's
- II) Space requirements - Time tabling of receiving - Storage area - Layout – size and location Space requirements

III) Structural features Cold storage Equipment's and utensils Beverage store facilities (cellar). IV) Designing of Front office- Lobby- Back office - Various types of lobbies, Front desk arrangements, according to types of hotels and floor plan - Equipment's requirement  
 IV) Ambience and décor – Lighting and color scheme, floor finish, wall covering - Porch, Travel Desk, other areas at the Front of the house. – Bell boy location / luggage rooms / safe deposit rooms / security check points etc

**UNIT5- DESIGNING OF HOUSE KEEPING, LAUNDRY AND GUEST ROOMS**

I) Room types - Factors to be considered for ambience and décor ( Fixtures and fittings, Furniture and furnishings  
 II) Lighting and color scheme, Floor finishes, wall covering) - Space management in laundry  
 III) Wall Equipment's required Linen Chute, Storage area. Shopping Arcade, Business Centre, Gym and Spa, wellness, Swimming Pool, Landscaping

**Text Book:**

1.Hotel Facility Planning-By Tarun Bansal

**REFERENCES**

1. Facilities Planning – James A. Tompkins

<b>BHT1754</b>	<b>TRAVEL DOCUMENTATIONS &amp; E-TOURIM</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>3</b>	<b>1</b>	<b>0</b>	<b>4</b>

**LEARNING OUTCOMES:**

1. Learner to understand the emerging technological issues facing management and able to use it effectively in work place.
2. Transform the organization to gain competitive advantage.

**UNIT1-PASSPORT & ACT**

I) Passport, requirements, checklists, types, changes, procedure, tatkal scheme And fees  
 II) Passport act and penalties under section 12 (1) B  
 III) Rules and regulations about eligibility, quantum and documentation Required for Travel Out of India  
 IV) Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits Travel Into India Foreign Currency, Indian Currency  
 V) Process for Encashment of Foreign Currency

**UNIT2-VISA TYPES & PROCESS**

I) Visas Documents for obtaining visa of major tourist destinations of world including Health check documents  
 II) Types of visa, visa fees, , Refused or Pending Visas  
 III) Destination Departure Records. Destinations Tourist visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada

**UNIT3-INTRODUCTION TO E-TOURISM**

I) Historical development- Electronic technologies for data processing  
 II) communication- Hardware and Software- Strategic, tactical, and operational use of IT in tourism.

## **UNIT4-E-COMMERCE**

I) Starting an e-business- E-marketing of tourism products

II) Typologies of e-tourism- Business models in the wired economy, B2B, B2C, OTA.

## **UNIT5-CRS**

I) What is CRS, How it functions. CRS for Rail Transport

II) Hotel Bookings, Airlines: Different packages used: Abacus, Fantasia, Amadeus, Apollo-Galileo, Sabre etc. Use dummy of one for the CRS packages (if available). Practical of CRS.

III) MIS: Organizational Theory and systems approach to MIS, Conceptual Design phase of MIS, Detail design of MIS, Implementation phase

IV) Quality Assurance and Control, Management Knowledge system. Social networking: Meaning, importance and its impacts on tourism business.

V) Current debates in e-tourism- Future of e-tourism

### **Text Book:**

1. Business of Travel Agency & Tour Operations Management by A. K Bhatia

### **REFERENCES**

1. Websites of UK, USA, Canada and Australia

2. Websites of Indian ministries and offices related to foreign exchange

3. E-Tourism: Information Technology for Strategic Tourism Management, Dimitrios Buhalis, Prentice Hall 2003.

<b>BHT1755</b>	<b>HOTEL ACCOMMODATION OPERATIONS-II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

### **LEARNING OUTCOMES:**

1. To enhance the skills of students in the Rooms Division Management of hotels/hospitality industry.

2. Advance knowledge of Accommodation operation.

## **UNIT 1- LAUNDRY COMMERCIAL AND ON-SITE LAUNDRY**

I) Flow process of Industrial Laundering-OPL , Stages in the Wash Cycle , Laundry Equipment and Machines

II) Layout of the Laundry

III) Laundry Agents , Dry Cleaning, Guest Laundry/Valet service, Stain removal

## **UNIT 2- FLOWER ARRANGEMENT UNIT & GUEST FLOOR OPERATIONS**

I) Flower arrangement in Hotels , Equipment and material required for flower arrangement , Conditioning of plant material

II) Styles of flower arrangements , Principles of design as applied to flower arrangement , Indoor plants - Selection and care

III) Rules on the Guest Floor

IV) Key Handling Procedure - types of keys( grand master, floor master, sub master or section or pass key, emergency key, room keys, offices and store keys)

V) computerized key cards, key control register- issuing, return, changing of lock, key belts, unusual occurrences.

Special Services - baby-sitting, second service, freshen up service, valet service

## **UNIT 3 -ROUTINE SYSTEMS AND RECORDS OF HOUSEKEEPING DEPARTMENT**

I) Reporting Staff placement



- II) Room Occupancy Report , Guest Room Inspection , Entering Checklists, Floor Register, Work Orders, Log Sheet.
- III) Lost and Found Register and Enquiry File , Maid's Report and Housekeeper's Report Handover Records
- IV) Guest's Special Requests Register
- V) Record of Special Cleaning , Call Register , VIP Lists

**UNIT 4 -INTER DEPARTMENTAL RELATIONSHIP**

- I) With Front Office , With Maintenance , With Security , With Stores , With Accounts , With HR , With Room service and many more.
- II) Use of Computers in House Keeping department

**UNIT 5- FLOORING AND FLOOR FINISHES**

- I) Choosing floorings , Sub floors General care , Cleaning of flooring , Classification of floor finishes.
- II) Carpets :- Selection points , Classification of carpets Size of carpet , Choice of carpet Carpet laying
- III) Protection of carpets Cleaning of carpets , Advantages and disadvantages of carpet.
- IV) Fabrics :- Selection points , Types of fabrics , Finish given to fabrics

**Text Books:**

- 1. Hotel House Keeping Operation & Management- G.Raghubalan
- 2. Hotel House Keeping – Sudhir Andrews (Tata McGraw Hill)

**REFERENCE:**

- 1. Hotel, Hostel, Hospital Housekeeping – Joan Brown – ELTS Publishers (Book Power)
- 2. Hotel Housekeeping Training Manuel- Sudhir Andrews – TATA MCGRAW HILL Ltd, New Delhi
- 3. The professional Housekeeper...Medelin Schneider and Georgenta
- 4. A student hand book of house keeping – A. M Kaye
- 5. Catering housekeeping and front office – Jones
- 6. Accommodation Operation Management – s.kaushal – S .N.gowtham- Frank & co,New Delhi

<b>BHT1756</b>	<b>TRAVEL TRADE &amp; TRANSPORTATIONS</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>2</b>	<b>1</b>	<b>2</b>	<b>4</b>

**LEARNING OUTCOMES:**

- 1. Depth knowledge about the transport management, ticketing, trade and to become familiar with the techniques and approaches for successful management of tourist transport business.

**UNIT1-INTRODUCTION TO TOURIST TRANSPORTATION**

- I) Development of means of transport – Tourist Transport system
- II) Leiper's frame work – Role of transport in tourism – Up market and Low budget travellers

**UNIT2-SURFACE TRANSPORT**

- I) Road transport system in India – types of roads – Public
- II) Transportation system; Rail Transport: General information about Indian Railways, Brief
- III) History –Classes of Journey – Types of trains & tracks – Railway Reservation modes – Circle trip – Tatkal – I-ticket – e-ticket - luxury trains, hill trains, IRCTC - Eurail Pass,Indrail pass.

### **UNIT3-AIRPORT LAYOUT**

- I) Airfield – Terminal Area – Flight support Area. Major Airlines and
- II) Airports in India - Airport facilities for passengers; Ground handling; Departure
- III) Formalities – Arrival Formalities – Customs Channels

### **UNIT4-WATER TRANSPORT**

- I) Categories of water transport (Coastal shipping, Inland Waterways,
- II) Foreign going traffic) – National waterways. Cruise liners – Types.

### **UNIT5-LOGISTICS MANAGEMENT**

- I) Origin and Definition – Types of Logistics; Importance and the
- II) Need of Supply Chain; Value Chain; Components of Supply Chain

#### **Text Books:**

1. Jag Mohan Negi (2014); Travel Agency and Tour Operations, Sterling publishers, New Delhi

#### **References:**

1. Bhatia, A.K (2010)., International Tourism Management, Sterling, New Delhi
2. G Raghuram & N Rangaraj (2001), Logistics and Supply Chain Management - Cases and Concepts, Allied Publishers, New Delhi

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**III YEAR  
SEMESTER VI**

<b>IET1761</b>	<b>INDUSTRIAL EXPOSURE TRAINING (IET)</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>0</b>	<b>10</b>

**LEARNING OUTCOMES:**

1. To bridge the gap between industry and institution & gain 'on the field' experience and identify contemporary problems faced by the industry.
2. To equip students for placements & gain practical exposure to become future professionals.

**D) INDUSTRIAL EXPOSURE TRAINING (IET)**

IET is mandatory & is prescribed as a part of the syllabus; this provides exposure & opportunity for the students to put his/her theoretical knowledge into practice. Training is essential to the student's professional education & supports his/her career development in a highly competitive workplace. The students in the 6th semester shall go on industrial training in Hospitality and Tourism Industry for a minimum period of 18-20 weeks which shall cover operational and non-operational department. All students must ensure that the IET log books are signed by the Hotel/Hospitality/Tourism Industry departmental/ sectional heads & HR Manager or Training Manager or Learning & Development Manager of the Industry as soon as training in a particular department or section is completed.

**IET-Industrial Exposure Training would be commence from the Month of December End of 5<sup>th</sup> Semester only.**

<b>IET1762</b>	<b>IET REPORT &amp; PRESENTATION</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>

<b>IET1763</b>	<b>VIVA-VOICE</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>C</b>
		<b>0</b>	<b>0</b>	<b>0</b>	<b>6</b>

**II) INDUSTRIAL EXPOSURE TRAINING (IET) REPORT & PRESENTATION, VIVA-VOICE**

After completing the IET, students shall be evaluated on the basis of their training reports, Training log book, presentations and viva-voce. The student shall maintain a logbook on daily basis during IET. The student should produce the training certificate to the department /School of Hospitality & Tourism Studies with training log book after completion of the training. The report will be assessed by the internal examiner only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce. The training report will be assessed by a panel of examiners comprising of one external examiner (the



external would include preferably one from the Hotel /Hospitality/Tourism Industry of the level of Head of the Department AM and above) and one internal examiner.

### **III) GUIDELINES FOR IET REPORT**

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

- i. The typing should be done on both sides of the paper (instead of single side printing)
- ii. The font size should be 12 with Times New Roman font.
- iii. The Training Report may be typed in 1.5 line spacing.
- iv. The paper should be A-4 size.
- v. Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.
- vi. A PowerPoint presentation (based on the report) should be made. This will be presented in front of a select panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this.
- vii. Power Point presentation on a CD, based on the report.
- viii. The presentation should express the student's experiences in the department and what has he learned/observed during IET.
- ix. After the evaluation of the IET report one hard copy would be returned to the candidates

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