

## **BBA (HM) 1<sup>st</sup> SEMESTER**

### **Course Title: Fundamentals of Management**

**Course code: UBHTC101**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.

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**Objective:** To familiarize the students with concepts, progresses and current issues related to Management. The emphasis would be on issues and challenges related to tourism and hospitality sector.

#### **UNIT I**

Meaning, functions and principles of management, levels of management, management skills, evolution of management, Planning: Meaning, nature, importance and steps of planning, types of plans, Management by Objectives (MBO) Decision making: meaning, types, process, and models. Organization: Meaning, Characteristics and Importance, Types of Organization Structure.

#### **UNIT II**

Directing and Controlling: Direction- meaning, importance and principles; Organization Culture; Corporate social responsibility; Motivation – Motives – Characteristics – Motivation Theories; Leadership Styles & Approaches; Control Process – Nature, Need, Methods, Tools and Techniques.

#### **UNIT III**

Organizational Behavior: meaning, nature and relevance; Historical evolution of OB; Opportunities and Challenges of OB in Hospitality and Tourism sector; Determinants of Individual Behavior

#### **UNIT IV**

Personality: Determinants, Theories and relevance in OB; Perception: Process and Factors affecting perception, relevance in OB; Attitudes: Nature, Components, Functions; Group Dynamics: Types, Group Development, and Determinants of Group Behavior.

### **Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

### **Suggested Readings:**

- Prasad, L. M. (2013). *Principles and practice of management*. Chand.
- Koontz, H., O'Donnell, C., & Weihrich, H. (2012). *Essentials of management*. McGraw-Hill.
- Rao, V. S. P., & Krishna, V. H. (2009). *Management: Text and Cases*. Excel Books India.
- Stoner, J., Freeman, E., & Gilbert, D. (2009). *Management*. (6\* ed.). *Prentice Hall, Englewood Cliffs NJ, 267, 268.*
- Aswathappa, K. (2007). *Organizational Behaviour. Text Cases Games*.
- Robbins, S., Judge, T. A., Millett, B., & Boyle, M. (2013). *Organisational behaviour*. Pearson Higher Education AU.

## **BBA (HM) 1<sup>ST</sup> SEMESTER**

### **Course Title: Travel and Tourism Management**

**Course code: UBHTC102**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018

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**Objective:** The course is aimed to introduce the basic concepts of tourism to the beginners and to serve as a comprehensive resource for the seasoned professionals.

#### **UNIT I:**

Overview of Travel and Tourism Industry: The nature and Characteristics of travel and tourism industry; Tourism typology; Tourism Product; Characteristics and Elements of tourism product; Travel agencies and tour operators; factors of travel motivations, Tourism paradise.

#### **UNIT II:**

Impact of Tourism: Tourism Impacts an overview – Physical impact of tourism development and from tourism activities; Impact of tourism on Economy of Regional, National and local levels; Social impacts (Positive and Negative); Cultural impacts (Positive and Negative); Environmental impacts (Positive and Negative)

#### **UNIT III:**

Tourism Planning, Policy and Development: Planning and its significance in tourism; Tourism Policy 1982; National Tourism Policy and its Evaluation; National Action Plan 1992; National Tourism Policy 2002; Sustainable Development and perspective plans; Growth and development of tourism; Major issues and concerns to development of tourism; Scope of career opportunities.

#### **UNIT IV:**

Travel Organizations: Travel organization – aims, objectives, functions and activities of The Ministry of Tourism (MOT), IATA, FHRAI, UFTTA, PATA, IATA, IATO, and UNWTO. Travel industry fairs – ITB, WTM, SMTV, FITUR, and PATA TRAVEL MART.

### **Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks

divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 marks each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

**Suggested Readings:**

- Bhatia, A. K. (2006). *International tourism management*. Sterling Publishers Pvt. Ltd.
- Kamra, K. K. (1997). *Tourism: theory, planning, and practice*. Indus Publishing.
- Rastogi, P. (2004). Sustainable Tourism Planning and Development. *Tourism Recreation Research*, 29(2), 111-112.

# BBA (HM) 1<sup>ST</sup> SEMESTER

## Course Title: Tourism Resources of India

**Course code:UBHTC103**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.

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**Objective:** This course introduces the students to the historical, religious, culture and natural tourist destinations of India.

### UNIT I

Cultural heritage of India: Ancient Monuments and Buildings: Taj Mahal, Khajuraho, Konak, Ajanta, Ellora, Elephanta Caves, museums of India, Heritage sites (UNESCO Sites)

### UNIT II

Culture Tourism Resources: Performing arts of India: Dance, Music and Theater, Living Heritage, Handicraft, Fair and Festivals, Ethnic Tourism- meaning, Difference between Culture and Ethnic Tourism.

### UNIT III

Pilgrimage Tourism: meaning and nature, Popular Religious Centres: **Hindu-** Char Dham, jyotriling, Mathura,Vrindavana,Varanasi, **Buddhist-** Lumbini, Bodhgaya,sarnath,sanchi, **Jain-** Kashi, Girnar, Mt Abu, **Sikh-** Amritsar, Patna, Nanded, **Muslim:** Jama Masjid, Ajmer Sharif, Fatehpur Sikri, **Christian-**Churches of Goa and Kerala.

### UNIT IV

Natural Tourism and Tourist Circuits: wildlife, Sanctuaries and National Parks, Deserts, Tourist resource potential in mountain with special reference to Himalaya: Forests, Hill station, Lakes, Rivers, Golden Triangle- Delhi, Agra, Jaipur, Southern Triangle- Mahabalipuram, Kanchipuram, Maduri, Green Triangle- Guwahati, Shilong and Kaziranga.

### Note for Paper Setting

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long

answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

**Suggested Readings:**

- Boniface, B., Cooper, R., & Cooper, C. (2016). *Worldwide destinations: the geography of travel and tourism*. Routledge.
- Robinson, H. (1976). *A geography of tourism*. MacDonald & Evans.
- Wells, N. A., & Dorr, J. A. (1987). Shifting of the Kosi river, northern India. *Geology*, 15(3), 204-207.
- Sinha, P. C. (1998). *Geography and Structure of Tourism and Travel*. Anmol Publications.
- National Atlas of India – Government of India Publication.

## **BBA (HM) 1<sup>ST</sup> SEMESTER**

### **Course Title: Communication- I**

**Course code: UBHTS104**

**Contact Hours: 30**

**Duration of Exam: 1 hrs. 30 min**

**Maximum marks: 50**

**End Semester Assessments: 40**

**In Semester Assessment: 10**

The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.

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#### **Objective:**

To develop oral and written communication skills so as to enable the participants to present their ideas logically and effectively

#### **UNIT 1**

Introduction to Communication: Meaning; Nature; Types and Scope of Communication; Barriers to Effective Communication; Active Listening Skills

#### **UNIT 2**

Effective Presentation Skills; Preparing and Delivering Presentations; Elements of Effective Presentations; Non Verbal Communication; Body Language; Gestures and Hand Movements.

#### **UNIT 3**

Principles of Business Communication; Forming Paragraphs; Memos; Emails; Letters

#### **Note for paper setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 40 Marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 mark each and there will be no choice. Section B shall be of 30 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 7.5 marks each.

The In Semester Assessment will be of 10 marks and will include one test of 5 marks and one assignment & one presentation of 2.5marks each.

## Suggested Readings

- Dwyer, J., & Boyd, A. (2003). *The business communication handbook*. Prentice Hall.
- Putnam, L. L., Roberts, K. H., & Porter, L. W. (1987). *Handbook of organizational communication: An interdisciplinary perspective* (pp. 679-740). Newbury Park, CA: Sage.
- DeVito, J. A., & DeVito, J. (1986). *The communication handbook: A dictionary* (Vol. 14). New York: Harper & Row.
- McCroskey, J. C., & Richmond, V. P. (1995). *Fundamentals of human communication: An interpersonal perspective*. Waveland Pr Inc.



## **BBA (HM) 1<sup>ST</sup> SEMESTER**

### **Course Title: Environmental Sciences I**

**Course code: UBHTS105**

**Contact Hours: 30**

**Duration of Exam: 1 hrs. 30 min**

**Maximum marks: 50**

**End Semester Assessments: 40**

**In Semester Assessment: 10**

The syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018

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#### **Objectives:**

The course is aimed to introduce the basic concepts of environmental concerns in hospitality sector to the beginners and to serve as a comprehensive resource for the seasoned professional.

#### **UNIT-I**

Environmental studies – Nature, scope and importance, need for public awareness; natural resources – renewable and non-renewable resources, use and over- exploitation/over-utilization of various resources and consequences; role of an tourism in conservation of natural resources; equitable use of resources for sustainable hospitality services

#### **UNIT-II**

Ecosystems – concept, structure and function of an ecosystem; energy flow in the ecosystem; ecological succession; food chains, food webs and ecological pyramids; types of ecosystem – forest ecosystem, grassland ecosystem, desert ecosystem, aquatic ecosystems

#### **UNIT-III**

Social issues and the environment – Sustainable development, urban problems related to energy, water conservation, rain water harvesting, watershed management; resettlement and rehabilitation of people, its problems and concerns; climate change, global warming, ozone layer depletion, Wasteland reclamation, Green consumerism and waste management system in hospitality sector.

#### **Note for paper setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 40 Marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 mark each and there will be no choice. Section B shall be of 30 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 7.5 marks each.

The In Semester Assessment will be of 10 marks and will include one test of 5 marks and one assignment & one presentation of 2.5marks each.

**Suggested Readings:**

- Benny, J. (2009). *Environmental Studies*. Tata McGraw Hill Publishing Company Ltd., New Delhi
- Boersema, J. J., & Reijnders, L. (2009). *Principles of environmental sciences*. J. Bertels, & H. Bezemer (Eds.). Dordrecht: Springer.
- Kaushik, A. (2006). *Perspectives in Environmental Studies*. New Age International.
- Kumar, A. (2004). *A Text Book of Environmental Science*. APH Publishing.
- Sloan, P., Legrand, W., & Chen, J. S. (2013). *Sustainability in the Hospitality Industry 2nd Ed: Principles of Sustainable Operations*. Routledge.

## **BBA (HM) 1<sup>ST</sup> SEMESTER**

### **Course Title: Introduction to the Indian Cookery**

**Course code:UBHTE106**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.

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**Objective:** This course is designed to make the students aware about the various aspects of Indian cookery.

#### **UNIT I**

Indian Cooking: - Introduction, Philosophy of Indian Food, The great Indian Cuisine – Key features, Regional influences on Indian Food, Popular foods of India (At least one simple three course menu from each region of India , North, East, South, West and Central India its salient features and cooking).

#### **UNIT II**

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

#### **UNIT III**

Masalas, Pastes and Gravies in Indian cooking: Masalas and Pastes: Introduction, Types, Blending of Spices, Concept of Dry and Wet Masalas, Pastes used in Indian Cooking, Purchasing, Storing Considerations. Basic Indian Gravies: Introduction, Gravies and Curries, Regional Gravies, Gravy Preparations.

#### **UNIT IV**

Commodities and their usage in Indian Kitchens: Introduction, Souring Agents, Colouring Agents, Thickening Agents, Tendering Agents, Flavouring and Aromatic Agents, Spicing Agents in Indian Kitchens

**Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

**Suggested Readings:**

- Bali, P. S. (2009). *Food Production Operations*. Oxford University Press.
- Leto, M. J., & Bode, W. K. H. (2006). *The Larder Chef*. Routledge.
- Phillip, T. E. (2003). *Modern Cookery: For Teaching and the Trade*. Orient Blackswan.

# **BBA (HM) 1<sup>ST</sup> SEMESTE**

## **Course Title: Quantitative Techniques**

**Course code:UBHTE107**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The Syllabus is for the Examination to be held in Dec. 2016, Dec. 2017, and Dec. 2018.

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**Objective:** To appraise the student with various statistical and research methods and their relevance and application with special reference to hospitality and tourism.

### **UNIT I**

Statistics – Meaning and significance. Secondary and Primary data, Measures of central tendency- mean, partition values- median, quartile, decile and percentile- mode

### **UNIT II**

Measure of Dispersion- meaning, quartile deviation, standard deviation, coefficient of variation, skewness meaning, karl pearson's method and Bowley's method.

### **UNIT III**

Correlation -Concepts, Karl Pearson's method, Rank correlation, Spearman's method. Regression Concept, Regression equation, Regression coefficient and their properties. Index number concept, Laspleyre's, pasche's and Rishs index number, Test of consistency- time reversal test and factorial reversal test

### **UNIT IV**

Time series concept, components of time series, significance of each concept of timeseries, forecasting using time series, least square method for calculating trend and moving average. Research meaning and its utility in tourism and hospitality.

### **Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

**Suggested Readings:**

- Gupta, S. P., & Gupta, M. P. (2010). *Business Statistics*. Sultan Chand & Sons.
- Saxena, R., & Khandelwal, P. K. (2010). Sustainable development through green marketing: The industry perspective.

## **BBA (HM) 2<sup>ND</sup> SEMESTER**

### **Course Title: HOTEL ACCOUNTING**

**Course code:UBHTC201**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The Syllabus is for the Examination to be held in May 2017, May 2018 and May 2019

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**Objective:** To provide basic knowledge about accounting procedures and understanding the tools and techniques for planning decision making and control.

#### **UNIT I:**

Meaning nature & need for accounting, scope and usefulness of financial accounting branching of accounting, end users of accounting information, accounting concept and conventions, Basic accounting procedures: journalizing transactions, ledger, trial balance, financial statement: trading a/c, profit & loss a/c and balance sheet.

#### **UNIT II:**

Depreciation: Nature, causes, basic factors and methods of depreciation (straight line and written down value method); Reserves and Provisions: Meaning, Types of Provisions and Reserves, difference between Reserves and Provision.

#### **UNIT III:**

Concept of cost, Classification of costs, concept of cost sheet, Preparation of Cost Sheet, CVP analysis

#### **UNIT IV:**

Financial Management: Finance Functions, Sources of Finance: Long Term Sources- Shares, Debentures, Term Loans; Short Term Sources- Bank Finance (Cash Credit and Overdraft), TFCI- Aims, Objectives and Functions

## **Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

### **Suggested Readings:**

- Narayanaswamy, R., & Accounting, F. A managerial perspective Prentice Hall India Pvt. Ltd., New Delhi.
- Nagar, A. Hand Book M. Com.-Commerce Five Year Integrated Course With effect from 2013-2014.
- Maheshwari, S. N., Maheshwari, S. K., & Maheshwari, S. K. (1993). *Financial Accounting*. Vikas Publishing House.
- Maheshwari, S. N., & Mittal, S. N. (1983). *Cost Accounting: Theory and Problems*. Shree Mahavir Book Department.
- Khan, M. Y., & Jain, P. K. (2002). *Cost Accounting and Financial Management*.



## **BBA (HM) 2<sup>ND</sup> SEMESTER**

### **Course Title: Accommodation & Front Office Foundation -I**

**Course code:UBHTC202**  
**Contact Hours: 60**  
**Duration of Exam: 3 hrs.**

**Maximum marks: 100**  
**End Semester Assessments: 80**  
**In Semester Assessment: 20**

The syllabus is for the Examination to be held in May 2017, May 2018, and May 2019.

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**Objective:** To appraise the students with the basics of accommodation operations and front office operations in hotels.

#### **UNIT I**

Accommodation Sector: - Introduction, Concept, and its importance; Types & Classification of Hotels on different basis; Star Categorization, Heritage Hotels and others in India, Organisation Structure of Hotels; Origin, growth and development of Hotel Sector in India.(ITC, The Taj Group, The Oberoi Group), Foreign Hotel Chains in India – Hilton, Marriott, Hyatt

#### **UNIT II**

The Guest Accommodation: Guest Rooms, Types, Layouts, Salient Features, Description, Guest Room amenities, supplies and services, Floors, Room Name List Patterns, Guest Elevators, Floor Pantries, Guest Safety on Floors, Guest Safety Procedures during Fire, emergencies

#### **UNIT III**

Hotel Front Office : Front Office Introduction, Functions and its importance, Different sections of the front office department and their layout and importance – Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intra- department coordination. Organisation structure of Front Office, Key Responsibilities, Job Descriptions, Attributes of Front Office Personnel, Uniform and Grooming Standards.

#### **UNIT IV**

Hotel Housekeeping: Introduction, Meaning and definition Importance of Housekeeping, Sections of Housekeeping, Responsibilities of the Housekeeping department, a career in the Housekeeping department. Housekeeping Department: Organizational framework of the Department (Large/Medium/Small Hotel), Role' of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Attributes and Qualities of the Housekeeping staff – skills of a good Housekeeper, Inter departmental Coordination with more emphasis on Front office and the Maintenance department, Hygiene and Grooming Standards of Housekeeping Personnel

## **Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

### **Suggested Readings:**

- Andrews, S. (2008). Hotel Housekeeping Management & Operations.
- Raghubalan, G., & Raghubalan, S. (2009). Hotel Housekeeping: Operations and Management. Oxford University Press.
- Andrews, S. (2013). Hotel front office: a training manual. Tata McGraw-Hill Education.
- Kasavana, M. L., & Brooks, R. M. (1998). Managing front office operations. Educational Institute of American Hotel & Motel Association.
- Bhatnagar, S. K. (2011). Front office management. Frank Brothers.

## **BBA (HM) 2<sup>ND</sup> SEMESTER**

### **Course Title: Food and Beverage Service Foundation-I**

**Course code: UBHTC203**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The Syllabus is for the Examination to be held in May 2017, May 2018, and May 2019.

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**Objective:** This course is designed to make the students acquainted with basics of food and beverage services operations.

#### **UNIT I**

Introduction: Various outlets of the Food and Beverage department, various sectors of the Food and Beverage department. Organisational Structure of Food & Beverage department. Various Food and beverage Equipments. Side Stations.

#### **UNIT II**

F&B Service Personnel- Staff Organisation, Basic Etiquettes for catering staff, Duties & Responsibilities of Service staff, Attitude & Attributes of F&B Service Personnel. Coordination of F&B Service with various departments. Lay out of Table.

#### **UNIT III**

F&B Service Areas in hotel- Restaurants & their subdivisions-coffee shop, Room service, Bars, Banquets, Discotheques, Grill Room, Snack Bar, Night Club, Back Areas-Still room, Wash-up, hot-plate, plate room, kitchen stewarding. Classification of Glass Wares: Glasses used for Beverages.

#### **UNIT IV**

F&B Service Methods- Table-service: Silver/English, Family, American, Butler/French, Russian Self-Service: Buffet, Cafeteria Service, Specialised Service, Gueridon trolley, Room single point service: Takeaway, Vending, Kiosks, Food Courts, Bars. Types of beverages, Introduction, Emerging trends in Food and Beverage Services

## **Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

### **Suggested Readings:**

- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). *Food and beverage management*. Routledge.
- Lillicrap, D. R., & Cousins, J. A. (2010). *Food and beverage service*. Hodder Education.

## **BBA (HM) 2<sup>nd</sup> SEMESTER**

### **Course Title: Communication- II**

**Course code: UBHTS204**

**Contact Hours: 30**

**Duration of Exam: 1 hrs. 30 min**

**Maximum marks: 50**

**End Semester Assessments: 40**

**In Semester Assessment: 10**

The syllabus is for the Examination to be held in May 2017, May 2018, and May 2019

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**Objective:** To develop oral and written communication skills so as to enable the participants to present their ideas logically and effectively

#### **UNIT 1**

Group Communication; Team Building; Importance of Working in a team; Corporate Dressing; Goal Setting

#### **UNIT 2**

Business English; Vowel sounds; Consonants Sounds; Rate of Speech; Structure of Speech

#### **UNIT 3**

Electronic Messages; Blogs; Websites; WebPages; Business Letters; Business Proposals

### **Note for paper setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 40 Marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 mark each and there will be no choice. Section B shall be of 30 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 7.5 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 5 marks and one assignment & one presentation of 2.5marks each.

## Suggested Readings

- Dwyer, J., & Boyd, A. (2003). *The business communication handbook*. Prentice Hall.
- Putnam, L. L., Roberts, K. H., & Porter, L. W. (1987). *Handbook of organizational communication: An interdisciplinary perspective* (pp. 679-740). Newbury Park, CA: Sage.
- DeVito, J. A., & DeVito, J. (1986). *The communication handbook: A dictionary* (Vol. 14). New York: Harper & Row.
- McCroskey, J. C., & Richmond, V. P. (1995). *Fundamentals of human communication: An interpersonal perspective*. Waveland Pr Inc.

## **BBA (HM) 2<sup>nd</sup> SEMESTER**

### **Course Title: Environmental Sciences II**

**Course code: UBHTS205**

**Contact Hours: 45**

**of Exam: 1 hrs. 30 min**

**Maximum marks: 50**

**End Semester Assessments: 40 Duration**

**In Semester Assessment: 10**

The syllabus is for the Examination to be held May 2017, May 2018, and May 2019.

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**Objective:** The course is aimed to introduce the basic concepts of environmental concerns in hospitality sector to the beginners and to serve as a comprehensive resource for the seasoned professional.

#### **UNIT I**

Environmental impacts of tourism- Type of impacts, Environmental quality factors. Environment planning of tourism attraction, Environmental impact control measure; Environmental Impact Assessment & sustainable development, indicator of sustainable conditions,

#### **UNIT II**

Environmental Pollution – Definition, cause, effects and control measures of different types of pollutions – air pollution, water pollution, soil pollution, marine pollution, noise pollution, thermal pollution, nuclear hazards; solid waste management – causes, effects and control measures of urban and industrial wastes; role of an hospitality sector in pollution control

#### **UNIT-III**

Environmental legislation – Environment Protection Act; Air (prevention and control of pollution) Act; Water (prevention and control of pollution) Act; Wildlife Protection Act, Forest Conservation Act. Green Hotel practices; Ecotels; Ecolabeling LEED certification

#### **Note for paper setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 40 Marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 mark each and there will be no choice. Section B shall be of 30 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 7.5 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 5 marks, one assignment and one presentation of 2.5marks each.

### **Suggested Readings:**

- EUHOFA International, International Hotel & Restaurant Association, United Nations Environment Programme. Division of Technology, & Economics. (2001). *Sowing the Seeds of Change: An Environmental Teaching Pack for the Hospitality Industry*. UNEP/Earthprint.
- Kumar, A. (2004). *A Text Book of Environmental Science*. APH Publishing.
- Mohammad Naseem. (2011). *Environmental Law in India*. Kluwer Law International.
- Singh, L. K. (2008). *Ecology, environment and tourism*. Gyan Publishing House.



## **BBA (HM) 2<sup>ND</sup> SEMESTER**

### **Course Title: Hospitality Marketing**

**Course code: UBHTE206**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The syllabus is for the Examination to be held in May 2017, May 2018, and May 2019

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**Objective:** The course aims at understanding the tools and techniques of marketing in general; and their application with specific reference to hospitality.

#### **UNIT 1**

Introduction to Marketing: Definition, difference in selling/marketing; core marketing concepts; production, product, selling, marketing, social concept; Marketing Environment.

#### **UNIT 2**

New Product Development: Product level; Classification; Product mix and its development; Branding; Product positioning; Product launching strategies; Identifying Marketing segment and selecting target markets.

#### **UNIT 3**

Pricing: Concept of Price, Pricing Objectives, Factors in influencing Price decisions, Price setting methods, Price policies and strategies.

#### **UNIT 4**

Sales Promotion and Market Research: Advertising and sales Promotion; Public relations; Personal selling; definition of market research, suppliers of market research; forecasting and demand measurement.

#### **Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

## Suggested Readings

- Thieu, B. T. (2015). Marketing Mix Framework and its Influences on Purchase Decision: An Empirical Re Chaudhary, M. (2010). *Tourism marketing*. Oxford University Press. search on Apple in Hanoi, Vietnam. 義守大學企業管理學系學位論文, 1-69
- . Chaudhary, M. (2010). *Tourism marketing*. Oxford University Press.
- Go, F. M., & Haywood, M. I. C. H. A. E. L. (2003). Marketing of the service process: State of the art in the tourism, recreation and hospitality industries. *Aspects of Tourism: Classic Reviews in Tourism*, 87-114.

## **BBA (HM) 2<sup>ND</sup> SEMESTER**

### **Course Title: Ethics and Corporate Social Responsibility**

**Course code:UBHTE207**

**Contact Hours: 60**

**Duration of Exam: 3 hrs.**

**Maximum marks: 100**

**End Semester Assessments: 80**

**In Semester Assessment: 20**

The Syllabus is for the Examination to be held in May 2017, May 2018, and May 2019.

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**Objective:** The course aims at understanding the tools and techniques of ethics in general and their application in businesses.

#### **UNIT I**

INTRODUCTION- Definition & nature Business ethics, Characteristics, Ethical theories; Causes of unethical behaviour; Ethical abuses; Work ethics; Code of conduct.

#### **UNIT II**

ETHICS THEORY AND BEYOND- Ethical theories in Relation to Business; Personal Values & Ethical Decision making; Role of Corporate governance in ensuring ethics at workplace; Code of ethics; HR related Ethical Issues.

#### **UNIT III**

ETHICS IN CORPORATIONS- Media and Business Ethics; Ethics in Advertising; Role of Government agencies in Ensuring Ethical Practices; HR related Ethical Issues

#### **UNIT IV**

CORPORATE SOCIAL RESPONSIBILITY- Definition- Evolution- Need for CSR; Theoretical perspectives; Scope and Advantages of CSR; Corporate Governance; Major Areas of Corporate Governance

## **Note for Paper Setting**

The evaluation of each course shall contain two parts: Internal or In semester Assessment (IA) and External or End –Semester Assessment (EA). The End Semester Assessment will be of 80 Marks divided into two sections i.e. A & B. Section A will be of 20 marks comprising of 4 Questions of 5 mark each and there will be no choice. Section B shall be of 60 marks comprising of 8 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 4 questions selecting one from each unit. The questions in section B will be the 15 marks each.

The In Semester Assessment will be of 20 marks and will include one test of 10 marks and one assignment & one presentation of 5 marks each.

## **Suggested Readings**

- Fernando, A. C. (2009). *Business Ethics: An Indian Perspective*. Pearson Education India.
- Velasquez, M. G., & Velazquez, M. (2002). *Business ethics: Concepts and cases* (Vol. 111). Upper Saddle River, NJ: Prentice Hall.
- Frederick, W. C. (1988). *Business and society: Corporate strategy, public policy, ethics*. McGraw-Hill Companies.
- De George, R. T. (2011). *Business ethics*. Pearson Education India.