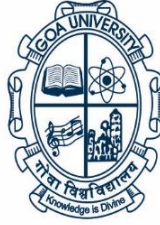


# गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

फोन : +९१-८६६९६०९०४८



## Goa University

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Email : registrar@unigoa.ac.in

Website : www.unigoa.ac.in

(Accredited by NAAC)

GU/Acad –PG/BoS -NEP/2024/485

Date: 03.09.2024

### CIRCULAR

Ref. No.: GU/Acad –PG/BoS -NEP/2023/102/47 dated 10.07.2023

In supersession to the above referred Circular, the Syllabus of Semester III to VIII of the **Bachelor of Business Administration (Hospitality & Culinary Management)** Programme approved by the Standing Committee of the Academic Council in its meeting held on 02<sup>nd</sup> July 2024 is enclosed. The Syllabus of Semester I and II approved earlier is also attached.

The Course Code for the **Bachelor of Business Administration (Hospitality & Culinary Management)** Programme may be read as “MGC”.

The Dean/ Vice-Deans of the Goa Business School and Principals of affiliated Colleges offering the **Bachelor of Business Administration (Hospitality & Culinary Management)** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)

Deputy Registrar – Academic

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Business Administration (Hospitality & Culinary Management) Programme.

Copy to,

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Dean, Goa Business School, Goa University.
3. The Vice-Deans, Goa Business School, Goa University.
4. The Chairperson, BoS in Hospitality, Travel and Tourism Studies.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

## **BBA Honours in Hospitality and Culinary Management**

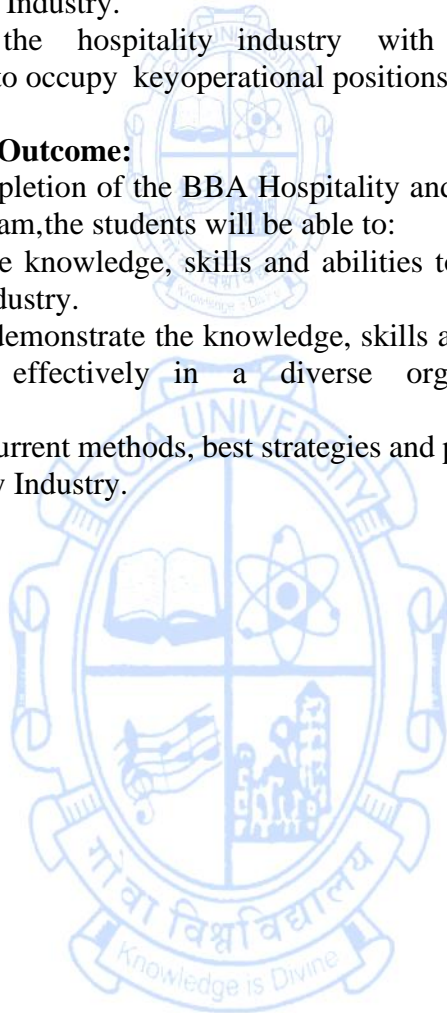
### **Objectives Of the Programme:**

1. To provide students with the necessary knowledge, skill sets, attitude and competency required to pursue successful careers in the Hospitality Industry.
2. Equip students with in-depth know-how of various principles and practices of the hospitality Industry.
3. To provide the hospitality industry with competent and skilled professionals to occupy key operational positions in the hotel industry.

### **Program Specific Outcome:**

On successful completion of the BBA Hospitality and Culinary Management program, the students will be able to:

1. Equip with the knowledge, skills and abilities to perform and succeed in the Hospitality industry.
2. Develop and demonstrate the knowledge, skills and attitude to function effectively in a diverse organizational environment.
3. Interpret the current methods, best strategies and professional standards in the Hospitality Industry.



Programme Structure for Under Graduate Programme										
BBA (Hospitality and Culinary Management)										
Semester	Major-Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	MGC-100 Hospitality Management (4)	MGC-111 Fundamentals of Tourism (4)  Tourism Concepts (4) (DELETED)	MGC-131 Introduction to Beverages (3)		MGC-141 IT Skills (1T +2P)					
II	MGA-100 Management Process and Organizational Behavior (4)	MGF-112 Fundamentals of Accounting (4)	MGC-132 Introduction to Wines (3)		MGC-142 Hospitality French (1T+ 2P)  OR  MGC-143 Banqueting (1T+ 2P)					*MGC-161 Housekeeping Operations (4 (1T+ 3P))

<p style="text-align: center;"><b>III</b></p>	<p style="text-align: center;"><b>MGC-200 Food Production-1 (3T+1P)</b></p> <p style="text-align: center;"><b>MGC-201 Accommodation Operations (3T+1P)</b></p>	<p style="text-align: center;"><b>MGC-211 Consumer Behavior (4)</b></p>	<p style="text-align: center;"><b>MGC-231 Study of Wines (3)</b></p>	<p style="text-align: center;"><b>MGC-241 Interview Facing Skills (1T+2P)</b></p>					
<p style="text-align: center;"><b>IV</b></p>	<p style="text-align: center;"><b>MGC-202 Food and Beverage Service- 1 (3T+1P)</b></p> <p style="text-align: center;"><b>MGC-203 Bakery and Confectionery (3T+1P)</b></p> <p style="text-align: center;"><b>MGC-204 Hospitality Marketing Management (4)</b></p> <p style="text-align: center;"><b>MGC-205 Front Office</b></p>	<p style="text-align: center;"><b>MGC-221 Management Information System (MIS) in Hospitality (3 T+1P)</b></p>							<p style="text-align: center;"><b>*MGC-261 Food Service Operations (1T+ 3P)</b></p>

	<b>Operations-1 (2)</b>								
<b>V</b>	<b>MGC-300 Food and Beverage Service- 2 (3T+1P)</b>  <b>MGC-301 Food Production-2 (3T+1P)</b>  <b>MGC-302 Human Resources Management (4)</b>  <b>MGC-303 Food Science (2)</b>	<b>MGC-321 Internship-1 (4)</b>					<b>MGC-361 Internshi p-2 (2)</b>		
<b>VI</b>	<b>MGC-304 Front Office Operations-2 (3T+1P)</b>	<b>MGC-322 Internship-3 (4)</b>							


	<p><b>MGC-305</b> Food Production-3 (3T+1P)</p> <p><b>MGC-306</b> Food and Beverage Service- 3 (3T+1P)</p> <p><b>MGC-307</b> Project (4)</p>							
VII	<p><b>MGC-400</b> Food and Beverage Management (4)</p> <p><b>MGC-401</b> Front Office Operations-3 (4)</p> <p><b>MGC-402</b> Food Production Management (4)</p>	<p><b>MGC-411</b> Case Writing and Analysis (4)</p>						

	<b>MGC-403 Methodology in Hospitality Research (3T+1P)</b>								
<b>VIII</b>	<b>MGC-404 Entrepreneurship and Startups in Hospitality Sector (4)</b>	<b>MGC-412 Emerging Trends in Hospitality and Tourism (4)</b>					<b>MGC-461 Internship/ Dissertation (12)</b>		


**SEMESTER I**Name of the Programme : **BBA (Hospitality and Culinary Management)**Course Code : **MGC-100**Title of the Course : **Hospitality Management**Number of Credits : **04**Effective from AY : **2023-24**

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The course aims to familiarize students with the core operational departments of the hospitality industry.	
<b>Content:</b>	<b>UNIT I: Introduction</b> Introduction to the hospitality industry, evolution, origin, and importance. Introduction to all major hotel chains of the world. Classification of hotels and room types. Qualities and attributes of Front Office and Housekeeping personnel.	<b>15 hours</b>
	<b>UNIT II: Introduction to Front Office and Housekeeping</b> Importance, Organizational Structure, Layout, Coordination with other departments. (F&B Service, F&B Production, Kitchen Stewarding, Engineering, Accounts, Human Resources, Security, Sales and Marketing, Purchase).	<b>15 hours</b>
	<b>UNIT III: Introduction to Food and Beverage Service</b> Food Service Industry: Development of food service industry in India. Classification of the food service sectors with examples, features of each sector. Types of restaurants and its features. F&B department: importance, functions and organization. Duties, responsibilities and qualities of staff. Intra and inter department coordination. Food service equipment: types of cutlery, crockery and glassware. Restaurant equipment: uses, purchase considerations and storage.	<b>15 hours</b>
	<b>UNIT IV: Introduction to Food and Beverage Production</b> Organization of a professional kitchen, guidelines and requirements of personal hygiene and food safety standards, avoiding food contamination, uniform and protective clothing. Usage of knives, hand tools, heavy equipment in the kitchen. Vegetables - classification of vegetables, pigment and colour changes, effect of different cooking methods on vegetables, controlling changes in texture, flavour, nutrient loss and cuts of vegetables. Classical dishes made using vegetables. Classification, uses of fruits in cooking, usage of processed fruits.	<b>15 hours</b>
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, demonstrations, Role plays, videos (including online videos), and case studies.	



<p><b>References/ Readings:</b></p> 	<ol style="list-style-type: none"> <li>1. B. George, S. Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, (Eleventh Impression 2016).</li> <li>2. D. Lillicrap and J. Cousins, Food and Beverage Service, Book Power, Eight Edition, 2014.</li> <li>3. G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, 3<sup>rd</sup> Edition 2015.</li> <li>4. J. R. Tewari. Hotel Front Office Operations and Management, 2<sup>nd</sup> Edition, 2016.</li> <li>5. K.C.K. R. Kadam, Housekeeping operations and Management for Hospitality. UDH Publishers, 2013.</li> <li>6. M. Singh, and J. B. George, Housekeeping- Operations, design and management. Jaico Publishing, 2011.</li> <li>7. P. Singh. Bali, Food Production Operations, Oxford Publication (2014) Sixth impression (2016)</li> <li>8. R., Food and Beverage Service, Oxford University press, Second Edition (2016).</li> <li>9. S. Andrews, Textbook of Hotel Housekeeping Management and Operations. McGraw Hill Education, 2020</li> <li>10. S. Andrews. Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition. (reprint 2005)</li> <li>11. S. K. Bhatnagar. Front Office Management, First Edition 2002</li> <li>12. T. E. Philip, Modern cookery, Orient Black swan Private Limited, Sixth Edition (2010), Vol.1</li> <li>13. T. E. Philip, Modern cookery, Orient Black swan Private Limited, Sixth Edition (2010), Vol.2</li> </ol> <p>G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, 3<sup>rd</sup> Edition 2015.</p>
<p><b>Course Outcomes:</b></p>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Classify Hotels.</li> <li>2. Analyse the operations of the rooms division in hospitality industry.</li> <li>3. Identify the Food Production department organization and equipment used.</li> <li>4. Classify the Food service industry, identify duties and responsibilities of F&amp;B department and envisage the use of equipment in the food service areas.</li> </ol>

**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-111  
**Title of the Course** : Fundamentals of Tourism  
**Number of Credits** : 04  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	At the end of the subject, the student will be able to deal with Tourism as a system rather than as a set of separate entities or processes.	
 <b>Content:</b>	<b>UNIT I: Overview of Tourism</b> Tourism: Definition, Concept of Tourists/ Visitors / Travelers / Excursionist, Forms and Types of Tourism: Inter- regional and intra – regional tourism, inbound and outbound tourism, domestic, international tourism. Components of Tourism and Tourism Management, Basic Approach to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism Tourism through the Ages: Early Beginnings, Early tourist attractions, The first travel agents, Historic Transportations and accommodations.	<b>15 hours</b>
	<b>UNIT II: Organization of Tourism</b> International Organizations (WTO, WTTC, IATA), Regional Organization (PATA). Passenger Transportation: Airline Industry, Rail Industry, Motor, Coach Industry, Automobile, Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food Service Industry, Meeting Planners. Organizations in the Distribution Process: Travel Agents, the Internet, Consolidators, The Tour Wholesaler, Specialty Channelers. Attractions, Entertainment, Recreation. Introduction: Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.	<b>15 hours</b>
	<b>UNIT III: Tourism Supply and Demand</b> Tourism Components and Supply: Supply Components, Natural Resources, Built Environment, Operating Sectors, Spirit of Hospitality and Cultural Resources, Matching Supply with Demand Measuring and Forecasting Demand: Why Demand Is Important, Demand to a Destination, Measuring Demand, Projection Methodology.	<b>15 hours</b>
	<b>UNIT IV: Understanding Travel Behavior</b> Cultural and International Tourism for Life's Enrichment: Developmental and Promotional Measures, Types of Destinations as Travel Experiences, Other Tourist Appeals, Travel experiences Sociology of Tourism: Effects on the Individual, Effects on the Family, Effects on Society, Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Summary of the Principal Social	<b>15 hours</b>

	Effects of Tourism, Barriers to Travel. Tourism Policy: A Definition, The Focus of Tourism Policy: The Competitive/Sustainable Destination, The Major Parameters of Tourism Destination Management, Formulating Policies to Deal with Crises.	
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/seminars/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013.</li> <li>2. C. Cooper, Essentials of Tourism, SAGE Publication, 2020</li> <li>3. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017.</li> <li>4. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020</li> <li>5. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford University Press, 2011. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017.</li> </ol>	
<b>Course Outcomes:</b>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and identify evolution, importance of travel and tourism for the economy.</li> <li>2. Analyze various sectors of tourism and its role in the growth of tourism industry.</li> <li>3. Analyze tourism demand and supply for sustainable development of destinations.</li> <li>4. Evaluate the importance of tourism industry as a system.</li> </ol>	

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MGC-131

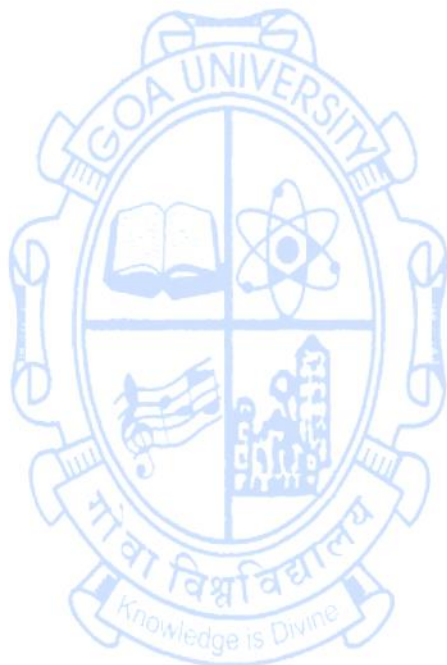
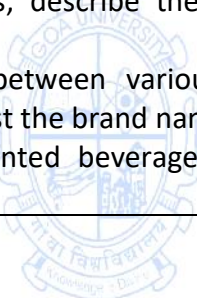
Title of the Course : Introduction to Beverages

Number of Credits : 03


Effective from AY : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the student to the different types of alcoholic and non-alcoholic beverages served in the Catering sector and understand their production, types and brands.	
<b>Content:</b>	<b>UNIT I: Introduction and Classification of Beverages</b> Classification of beverages, non-alcoholic beverages: differentiation between nourishing, stimulating and refreshing beverages, tea, coffee, cocoa and malted beverages: origin, production, types, brands and service, water, aerated beverages and juices. Introduction to alcoholic beverages: definition, production of alcohol, fermentation process, distillation process, classification with examples, cocktails and mixed drinks.	<b>15 hours</b>
	<b>UNIT II: Spirits</b> Introduction and definition, production of spirit, pot-still method patent still method, production of whisky, rum, gin, brandy, vodka, tequila, classification and brand names of each type. different proof spirit: American proof, British proof (Sikes scale) Gay Lussac (OIML Scale).	<b>15 hours</b>
	<b>UNIT III: Other Alcoholic Beverages</b> Beer: Introduction and definition, types of beer, production of beer, storage, brand names Perry, Cider, Mead, Sake: introduction and definition, types of beer, production, storage, brand names and service Aperitifs: introduction and definition, types of aperitifs, vermouth (definition, types and brand names), bitters (definition, Types and Brand names) Liqueurs: definition and history, production of liqueurs, broad categories of liqueurs (herb, citrus, fruit/egg, bean and kernel) popular liqueurs (name, colour, predominant flavor, country).	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. A. Domine, The world of spirits and cocktails: the ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013</li> <li>2. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK , 2017.</li> <li>3. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014.</li> <li>4. H. Johnson, The World Atlas of Wine, Mitchell Beazley, 2013</li> <li>5. R Cichy, Managing beverage operations. American Hotel And Lodging Educational Institute, 2010.</li> </ol>	

	6. R. Singaravelvan, Food and Beverage Service. Oxford, 2012.H. Johnson, The World Atlas of Wine, Mitchell Beazley, 2013
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Classify beverages and describe the types of teas, coffees, and other non-alcoholic beverages</li> <li>2. Classify wines and identify the principal wine regions, wine laws, and grape varieties; describe the production process and list brand names</li> <li>3. Differentiate between various spirits, describe the production process, and list the brand names of spirits.</li> <li>4. Identify fermented beverages, aperitifs, and liqueurs and their categories.</li> </ol>



**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-141  
**Title of the Course** : IT Skills  
**Number of Credits** : 03 (1T +2P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the student to provide skills in data capturing, presentation, and report formatting, provide an understanding of essentials of Information Technology, Internet Applications and Emerging Technologies and develop skills in efficient search techniques and online collaboration tools.	
 <b>Content:</b>	<b>UNIT I: Basics of Information Technology</b> Prerequisites of Information, Need for Information Technology and its advantages; Information Technology : Definition and components; Data : Definition, Types, Data Representation, Number system and Coding Schemes (ASCII and UNICODE); Parts of a Computer: CPU, Memory, Input/ Output Devices, Auxiliary Memory; Software – Definition, Relationship between Hardware and Software, Categories of Software, OS - definition and functions Role of Information Technology in : Business, Mobile Computing, Health Services, Public Sector, Media, Defense Services, Education and Publication. Internet Applications and Emerging Technologies	<b>15 hours</b>
	<b>UNIT II: Practical Lab 1 Basic Computer Skills</b> Surfing the Internet, Use of Email and Search Engines Securing your device Installation and Configuration of any free Antivirus Package eg. AVG/Avast etc., Online Sharing and Collaboration Create documents, spreadsheets and presentations online, Share and collaborate in real time, Safely store and organize your work, Control who can see your documents Data capture using Google Forms Create data forms to capture data for Event Registration, Event Feedback, Customer feedback/satisfaction on a product or service and Order Request OS Basic Installation of Operating System , Demonstrate features of any MS Windows based OS or any of the Linux flavor , Identification of Directories , Setting up computer, Add a printer, Check device drivers, Installation of software, Users and administrative rights for installation	<b>20 hours</b>
	<b>UNIT III: Practical Lab 2 Report Formatting using Word Processing</b> (MS Word or any similar Open Source software), Draft an official letter for job interview invitation/ job appointment/ invitation to a business trade show event, use mail merge to input the recipients list linking with database. Given a project report in PDF format transfer to word processor software and format to include title page, specified Paragraph and Page Formatting (page size, orientation, line spacing, font type and font size, Indent, bullets,	<b>20 hours</b>

	<p>paragraph formatting) details, Acknowledgement page, Table of contents page, List of figures page, List of Tables page, bibliography, references, distinct headers for each chapter, page numbering in roman for initial pages and normal from first chapter. The document should be checked for spelling errors and corrected appropriately. Create / Upload a document in a collaboration software like Google docs. Share and collaborate in real time, Safely store and organize your work, Control who can see your documents.</p>	
	<p><b>UNIT IV: Practical Lab 3 Presentation Software</b>          (MS- Powerpoint or any similar Open Source software) Preparing presentation in areas such as Customer satisfaction/ feedback, product analysis, job satisfaction using the data obtained through data capture tool, including appropriate slide animation, sound recording, slide timings, customer feedback video. Export the presentation as video or save as slide show. Prepare handouts for audience.</p>	<b>20 hours</b>
<p><b>Pedagogy:</b></p>	<p>The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.</p>	
<p><b>References/ Readings:</b></p>	<ol style="list-style-type: none"> <li>1. Arvind Babu, M. C., Anandamurugan, S., and Priyaa, T. (2016), Cloud Computing (First ed.), Laxmi Publications Pvt Ltd</li> <li>2. Bahga, A., and Madiseti, V. (2015), Internet of Things: A Hands-On Approach, (First ed.), University Press</li> <li>3. <a href="https://www.panola.edu/media/825/download?attachment/itsw1401.pdf">https://www.panola.edu/media/825/download?attachment/itsw1401.pdf</a> Course</li> <li>4. Leon, A., and Leon, M. (1999), Fundamentals of Information Technology (First ed.), Leon Press</li> <li>5. Sinha, P. K., and Sinha, P. (2014), Computer Fundamentals (Sixth ed.), BPB Publications</li> </ol>	
<p><b>Course Outcomes:</b></p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the concepts of Information Technology.</li> <li>2. Discuss significance and applications of Internet Applications and Emerging Technologies</li> <li>3. Demonstrate practical skills in Application software.</li> <li>4. Employ the practical aspects of information technology tools.</li> </ol>	

**SEMESTER II**

**Name of the Programme : BBA (Hospitality and Culinary Management)**  
**Course Code : MGC-132**  
**Title of the Course : Introduction to Wines**  
**Number of Credits : 03**  
**Effective from AY : 2023-24**

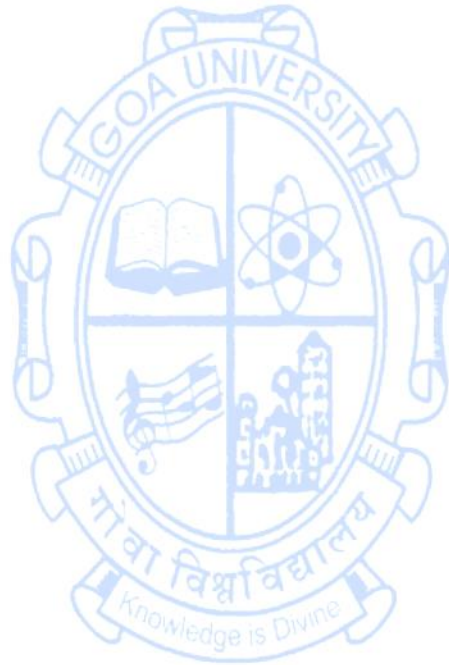
<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the student to the different types of wines and understand their production, types and brands.	
<b>Content:</b>	<b>UNIT I: Introduction</b> History and evolution of wine, Classification of wines, Types of grapes, vine varieties, factors affecting the quality of wine Training of vine – pruning (single guyot, cordon de royat, double guyot, guyot curtain and pergola), ploughing (ground work), budding, spraying, weeding. Pests and diseases	<b>15 hours</b>
	<b>UNIT II: Vinification</b> Art of making still wine, sparkling wine and fortified wines. Cellar – storage, temperature and humidity level.	<b>15 hours</b>
	<b>UNIT III: Wine Regions</b> Wine Regions of the world, Wine Regulations and Major Wine Producing Regions. Key aspects of wine label. Wine tasting: - Flavors and aroma characteristics (color, bouquet, body and taste). Serving temperatures of wines.	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	1. A. Domine, The world of spirits and cocktails: the ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013 2. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK, 2017. 3. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014. 4. H. Johnson, The World Atlas of Wine, Mitchell Beazley, 2013 5. R Cichy, Managing beverage operations. American Hotel and Lodging Educational Institute, 2010. 6. R. Singaravelavan, Food and Beverage Service. Oxford, 2012.	
<b>Course Outcomes:</b>	At the end of the course, the students will be able to: 1. Classify wines and identify the principal wine regions, wine laws, and grape varieties. 2. Describe the production process and list brand names. 3. Understand the viticulture process. 4. Understand the vinification process.	



**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-142  
**Title of the Course** : Hospitality French  
**Number of Credits** : 03 (1T+ 2P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the student to the basic vocabulary in French, used in the hospitality industry to communicate with guests	
<b>Content:</b>	<b>UNIT I: Introduction to Grammar Pronunciation and Vocabulary</b> The alphabets and accents. The numbers: cardinal – ordinal, days and season. Time (only 24 hrs. clock), self-introduction and introducing others, greetings, regrets and making enquiries. Parts of the body, family, dining room and meals, weights and measures. Names of vegetables, fruits, meats, seafood, herbs and spices, Dairy products, culinary terms and classical garnishes. Hand tools and equipment terms, service related terminology.	<b>15 hours</b>
	<b>UNIT II: Hospitality Terminology</b> Practical/Demonstrations/Exercises on Names of vegetables, fruits, meats, seafood, herbs and spices, Dairy products, culinary terms and classical garnishes. Hand tools and equipment terms, service related terminology Beverage ingredients and preparations, restaurant brigade and hot plate language, courses of a French classical menu, Service equipment terminology, wine terminology, service styles. Vocabulary through the perspective of Hospitality industry.	<b>30 hours</b>
	<b>UNIT III: Communication and Dialogue</b> Practical/Demonstrations/Exercises on Common French terms related to the hotel industry. Basic communication related to guest attendance. Welcoming and receiving guests, order taking, simple conversation, feedback and farewell.	<b>30 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using methods such as lectures, exercises, practical, role plays and problem solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. C. Miquel, Vocabulaire Progressif du Francais, 2nd ed. Paris: CLÉ International, 2010.</li> <li>2. Cholvy, En cuisine. Paris: CLÉ International, 2014</li> <li>3. J. Venkatesh, S. Venkatesh, and S. Krishnan K.G, Bon Sejour1. Delhi: Goyal Publishers and Distributors Pvt. Ltd, 2018.</li> <li>4. R. Chandrasekar, R. Hangal, C. Krishnan, C. Ninan and A. Mokashi, A.Votreservice1. Delhi: Goyal Publishers Ltd, 2003.</li> <li>5. S. Bhattacharya &amp; U. S. Bhalerao, Eds., French for Hotel Management and Tourism Industry. New Delhi: Frank Brothers, 2009.</li> </ol>	
<b>Course Outcomes:</b>	At the end of the course the students will be able to: <ol style="list-style-type: none"> <li>1. Understand the importance of French in the hospitality operations</li> </ol>	

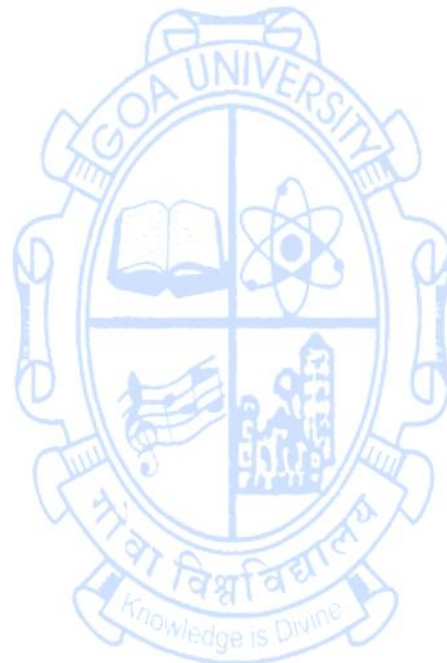
	<ol style="list-style-type: none"><li>2. Use correct pronunciation of French terminology.</li><li>3. Use standard phrases in French in kitchen and restaurant operations</li><li>4. Perform the four language skills of listening, speaking, reading and writing.</li></ol>
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**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-143  
**Title of the Course** : Banqueting  
**Number of Credits** : 03 (1T+ 2P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the student to banquet operations.	
<b>Content:</b>	<b>UNIT I: Introduction to Banqueting</b> Introduction to Banquets, Categories of catering, Types of functions, Functions of Banquet department, Organizational structure, duties and responsibilities of Banquet department, Challenges of on and off premise catering, Function Equipment: Banquet store, Furniture, AV equipment, food service equipment, miscellaneous equipment.	<b>15 hours</b>
	<b>UNIT II: Banquet Administration and Table Set Ups</b> Banquets Administration: Sales, Booking and administrative procedures, Function Prospectus, Banquet Event order. Event Menus: Types of menus, Category of dishes offered, Compiling Banquet Wine Menu, Catering beverage and food pricing. Table Set ups: Common table setups (Round, Crescent, Classroom, Boardroom, Theatre, U shaped, Hollow square) with area allowance and spacing considerations. Illustration of banquet layout for top table with sprigs and top table with round tables. Linen requirement for set ups. Table lay ups.	<b>30 hours</b>
	<b>UNIT III: Banquet Operations</b> Buffet: Types of Buffets, Buffet designs, Creative elements, Serving sequence, Safety and hygiene, Handling leftovers. Service Organisation: Traditional and wave service, Staff organisation, Service procedures on the day of the event and after the function, seating plans. Conducting Banquet Briefing, Table side service standards, Service of alcoholic beverages, Service procedures at a Formal and Informal Function, Cocktail parties, Tear down process.	<b>30 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using methods such as lectures, exercises, practical, role plays and problem solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	1. B. Davis, A. Lockwood, P. Alcott, I. S. Pantelidis. Food and Beverage Management, Elsevier Butterworth-Heinemann, 2009 2. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014 3. R. Singaravelavan, Food and Beverage Service. Oxford, 2016 4. S. Andrews, Food and Beverage Service Training Manual. Tata McGraw-Hill Education, 2017 5. S. Andrews, Professional Food and Beverage Service. Tata McGraw-	

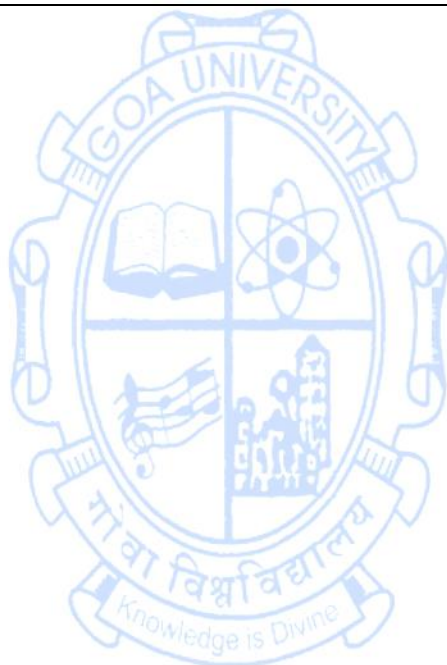
	Hill Education, 2016
<b>Course Outcomes:</b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the equipment, set up and staffing requirements for banquet catering.</li> <li>2. Perform banquet and meeting room setups.</li> <li>3. Perform the service procedures for a formal and informal banqueting event.</li> <li>4. Prepare a banquet event order.</li> </ol>



**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-161  
**Title of the Course** : Housekeeping Operations  
**Number of Credits** : 04 (1T+ 3P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	Students must have completed all courses of the first year.	
<b>Course Objectives:</b>	The course aims to familiarize students with the operational aspects of the Housekeeping department.	
<b>Content:</b>	<b>UNIT I: Housekeeping Operations</b> Housekeeping Equipment, Awareness of occupational health and personal hygiene, Types of Guest rooms, Public areas in a hotel, Types of surfaces and cleaning Equipment, Stain removal technique, Procedural cleaning of rooms and toilets, Laundry & linen management, bedroom arrangement, gardening and horticulture, Pest control, fire-fighting and natural hazards. Emerging trends in housekeeping such as Outsourcing, Eco-friendly amenities, products and process.	<b>15 hours</b>
	<b>UNIT II: Cleaning Techniques and Equipment Management</b> Identify the housekeeping equipment – their use and safety, Demonstration on harmful effect of dust, Demonstration on proper ventilation and lighting, Cleaning of floor surface, glass, plastic, walls, leather and other common surfaces and household wooden furniture, Proper use and application of various cleaning equipment such as brushes, grooms, grip spray (bottle), vacuum cleaner, carpet cleaning equipment.	<b>30 hours</b>
	<b>UNIT III: Stain Removal and Surface Care Procedures</b> Application of stain removal process on different surface such as clothes and walls, Use of deodorants disinfectant and antiseptics, Step by step procedural demonstration of cleaning of bathroom, room and toilet. Cleaning of various metals. Check care in cleaning of bronze, copper, silver, bronze and chromium metal, Glass surface, plastic, leather, wall and wall finishes.	<b>30 hours</b>
	<b>UNIT IV: Linen Maintenance and Safety Protocols</b> Practice of Ironing, storing, cleaning, and discarding of linen. Practice of bed making using housekeeping trolley, Demonstrate various pest Control methods, Upkeep and safety of chemicals & from chemicals. Material management, proper accounting and keeping of the linen service such as carpets, curtains and upholstery, Drill on different type of fire and natural hazards.	<b>30 hours</b>
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, practical, Role plays, videos, and case studies.	
<b>References/ Readings:</b>	1. G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, 3 <sup>rd</sup> Edition 2015. 2. K.C.K. R. Kadam, Housekeeping operations and Management for	

	<p>Hospitality. UDH Publishers, 2013.</p> <p>3. M. Singh, and J. B. George, Housekeeping- Operations, design and management. Jaico Publishing, 2011.</p> <p>4. S. Andrews, Textbook of Hotel Housekeeping Management and Operations. Mc Graw Hill Education, 2020</p> <p>5. T.J. Jones, Professional Management of Housekeeping Operations, John Wiley &amp; Sons, Inc, 2015</p>
<p><b>Course Outcomes:</b></p>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the housekeeping equipment – their use and safety,</li> <li>2. Perform cleaning of floor surface, glass, plastic, walls, leather and other common surfaces and household wooden furniture,</li> <li>3. Demonstrate proper use and application of various cleaning equipment</li> <li>4. Perform cleaning of guest areas and public areas as per hotel standards.</li> </ol>



**SEMESTER III**

**Name of the Programme : BBA (Hospitality and Culinary Management)**  
**Course Code : MGC-200**  
**Title of the Course : Food Production-1**  
**Number of Credits : 04 (3T+1P)**  
**Effective from AY : 2023-24**


<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. The aim is to introduce the student to the fundamentals of kitchen commodities, including cuts of vegetables, classification of raw materials, and principles of cooking methods.</li> <li>2. Additionally, the objective is to provide hands-on experience in preparing stocks, soups, sauces, and various cuts of meat, poultry, and fish, while emphasizing the importance of tools, pre-preparation methods, and diverse culinary techniques in both Indian and Continental cuisines.</li> </ol>	
<b>Content:</b>	<p><b>UNIT I: Kitchen Commodities and Methods of Cooking</b>                      Introduction and classification of raw materials according to their functions, Cuts of vegetables, Foundation material, Salt, Liquids, Sweetening Agents, Fats and Oils, Raising Agents, Thickening Agents, Flavors, Seasonings. Fruits, Egg, Rice, Pulses, Cereal, Milk: composition of milk, storage, types of milk, cream its types. Cereals and Pulses: Introduction, Classification and identification, Cooking of rice, cereals and pulses, Varieties of rice and other cereals, Principles of Food storage. Dry and wet methods of cooking food.</p>	<b>15 hours</b>
	<p><b>UNIT II: Stocks, Soup and Sauces</b>                      Stocks: Definitions; classification, Preparation, recipe, uses and care.                      Soups: Definitions and Classification. Sauces: Definition, mother sauces, derivative sauces (5 each). Fumets, Glazes, Essences and Aspics.</p>	<b>15 hours</b>
	<p><b>UNIT III: Meat Cookery</b>                      Meat (Beef, lamb, Pork) - Structure, selection, storage, Cuts of meat, method of preparation and cooking. Poultry and Game- Classification, selection, storage, Cuts of Poultry, methods of preparation and cooking.                      Fish and Seafood - Structure selection, storage, classification, cuts of fish, cooking methods.</p>	<b>15 hours</b>
	<p><b>UNIT IV: Practical</b></p> <ol style="list-style-type: none"> <li>1. Introduction to various tools and their usage.</li> <li>2. Introduction to various commodities. (Physical Characteristics, weight and volume conversion, yield testing, etc.)</li> <li>3. Food pre-preparation methods Cuts of vegetables</li> <li>4. Basic Indian masalas and gravies (Dry and wet)</li> <li>5. Basic Stocks and Sauces</li> </ol>	<b>30 hours</b>

	6. Various cuts of Meat (Beef; Veal; Pork) Poultry, Fish (Demo) 7. Individual Practical consisting of 50% Indian and 50% Continental Menus be accomplished, over and above the demonstrations.	
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, Lectures, Tutorials, Practical, Role Plays, Videos (including online videos)	
<b>References/ Readings:</b>	1. D. Foskett, <u>V. Ceserani</u> Theory of Catering 11 <sup>th</sup> Edition Hodder Arnold, 2007 2. K Arora. Theory of Cookery 6 <sup>th</sup> Edition Frank Brothers 2008 3. P. E. Thangam. Modern Cookery (Vol-I and II) 6 <sup>th</sup> Edition Orient Black Swan 2010 4. P. S. Bali, Food Production Operation, Oxford, 2021 5. W. Gisslen, Professional Cooking 9 <sup>th</sup> Edition John Wiley and Sons 2018	
<b>Course Outcomes:</b>	At the end of the course, the students will be able to 1. Demonstrate proficiency in identifying and executing various cuts of vegetables, showcasing a sound understanding of their physical characteristics and applications in culinary practices. 2. Classify and utilize diverse raw materials based on their functions, exemplifying a comprehensive knowledge of foundation materials, seasonings, and cooking essentials essential for both Indian and Continental cuisines. 3. Apply the principles and techniques of different cooking methods, such as roasting, grilling, frying, baking, poaching, and boiling, while exhibiting a keen awareness of the specific care and precautions necessary for each culinary approach. 4. Prepare stocks, soups, and sauces, adhering to the 7 golden rules of stock making and showcasing an ability to create diverse culinary accompaniments and garnishes. 5. Apply their knowledge of meat cookery, including the structure, selection, storage, and preparation of beef, veal, pork, poultry, and fish, demonstrating competence in various cuts and cooking methods for each type of protein.	





**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-201  
**Title of the Course** : Accommodation Operations  
**Number of Credits** : 04 (3T+1P)  
**Effective from AY** : 2023-24

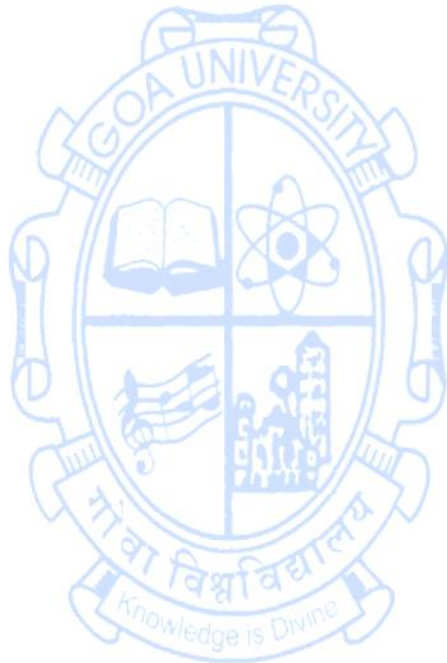
<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The course aims to familiarize students with the Housekeeping department operational and practical procedures.	
 <b>Content:</b>	<b>UNIT I: Housekeeping Inventories, Hotel Guest Rooms and Standard Contents</b> Cleaning Equipment-Manual and Mechanical, Selection and Care of Equipment, Cleaning Agents, Selection, Storage and Issuing of Cleaning Agents, Guest supplies. Importance of Guest Room to a Guest, Guestroom status, Guest floor rules, Standard Contents of a Guestroom. Guestroom Furniture, Common Furniture Items in Guestrooms, Furniture Arrangement, Principles and Elements of Design, Guestroom Fixtures and Fittings, Beds and Beddings, Soft Furnishings, Guestroom Accessories, Guest Supplies, Placement of Guest Supplies, Guest Room Linen. Visit to five-star hotels.	<b>15 hours</b>
	<b>UNIT II: Housekeeping Control Desk, Linen and Uniform Room</b> Forms, Formats and Registers Maintained, Coordination with Other Departments, Gate Pass, Paging, Handling Telephone Calls, Difficult Situations and Room Transfers. Types of Linen Room, Activities, Planning the Linen and Uniform Room, Linen Exchange Procedure, Par Stock, Linen Control, Discards and their Uses. Purpose of Uniforms, Designing Uniforms, Establishing Par Levels, Issuing and Exchange of Uniforms.	<b>15 hours</b>
	<b>UNIT III: Cleaning of Guest Rooms, Public Areas and Supervision</b> Cleaning, Cleaning Process- Bed Making, Rooms, Bathrooms, Turn Down Service and Second Service, Guest Supplies. Public Areas Under Housekeeping Responsibility, Daily Cleaning, Periodic Cleaning, Cleaning of Various Public Areas in the Hotel. Role of Supervisor, Specific Functions of Supervisor, Handling Guest Complaints.	<b>15 hours</b>
	<b>UNIT IV: Routine Housekeeping Practical</b> 1. Identification of Equipment: Classify and discuss the types, uses, maintenance, storage and selection of diverse cleaning equipment and selection of cleaning agents. 2. Standard operating procedure for Dusting. 3. Standard operating procedure for Glass Polishing. 4. Standard operating procedure for Brass Polishing. 5. Standard operating procedure for Bathroom Cleaning. 6. Standard operating procedure for Bed Making. 7. Standard operating procedure for Daily Cleaning.	<b>30 hours</b>

	8. Flower Arranging concepts.	
<b>Pedagogy:</b>	Lectures, tutorials, term papers, assignments, presentations, self-study, Role plays, videos, (including online videos), and Practical. Sessions will be interactive and practical in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. A. Pandey. The House Keeping Department, Notion Press, 2022</li> <li>2. G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, Oxford, 2015</li> <li>3. M. Singh and J. B. George, Housekeeping- Operations, design and management. Jaico Publishing, 2011</li> <li>4. P. Ganguly, Housekeeping Management in Hotel and Service Industry, Dreamtech Press, 2019</li> <li>5. S. Andrews, Textbook of Hotel Housekeeping Management and Operations. Mc Graw Hill Education, 2020</li> </ol>	
<b>Course Outcomes:</b>	<p>At the end of the course the students will be able to</p> <ol style="list-style-type: none"> <li>1. List and identify the standard contents, fixtures, fittings and soft furnishings in a guest room.</li> <li>2. Outline the ideal placement of guest supplies and appreciate the importance of accessories.</li> <li>3. Explain the importance and role of housekeeping control desk and discuss the handling of difficult situations and guest transfer.</li> <li>4. Analyse the activities of linen and uniform room and establish par levels.</li> <li>5. Categorise cleaning tasks and list the principles of cleaning.</li> <li>6. Describe standard procedure for cleaning and appreciate the importance of closing down.</li> </ol>	

**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-211  
**Title of the Course** : Consumer Behavior  
**Number of Credits** : 04  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To enable the participants to analyze the impact of consumer decisions on marketing strategies.	
<b>Content:</b>	<b>UNIT I: Introduction to Consumer Behavior</b> Consumer Behavior: Concept, Importance of Consumer behavior, Consumer Decision Making and Marketing Implications, Consumer Segmentation, Targeting and Marketing Strategy, Product Positioning, Customer value, satisfaction and retention, Technology and Consumer.	<b>15 hours</b>
	<b>UNIT II: Social and Cultural Influences on Consumer Behavior</b> Factors affecting Consumer Behaviour Factors influencing Consumer Behaviour– External Influences – Culture, Sub Culture, Social Class, Reference Groups, Family, Internal Influences– Needs and Motivations, Perception, Personality, Lifestyle, Values, Learning, Memory, Beliefs and Attitudes.	<b>15 hours</b>
	<b>UNIT III: Perception and Attitude</b> Importance and limitation of perception, Barriers to accurate perception, Sensation, perception of values, perception of process. Meaning of attitude, nature and characteristics of attitude, types of attitude, learning of attitude, sources of influence on attitude formation.	<b>15 hours</b>
	<b>UNIT IV: Consumer Buying Behaviour</b> Determining consumer buying Behaviour- Consumer purchase decision, types of decision behaviour, buying stage and situational influence Consumer decision making process- Situational Influences, Types of Consumer Decisions, Problem Recognition Process, Information Search Process, Alternative evaluation and selection, Outlet selection and purchase, post-purchase Processes.	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	1. D. Mothersbaugh, D. Hawkin, S. Kleiser and A Mookerjee; Consumer Behavior: building marketing strategy; Tata McGraw Hill; 2022 2. L. Schiffman, L. Kanuk and J. Wisenblit; Consumer Behavior; Pearson; 2019. 3. M. Solomon; Consumer Behaviour; Pearson; 2020. 4. S. R. Kumar, L. Schiffman, L. L. Kanuk; Consumer Behaviour; Pearson; 2019	

	5. S. Sahney; Consumer Behaviour; Oxford University Press; 2017.
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Apply consumer behaviour in developing the marketing strategy.</li> <li>2. Develop cultural and social sensitivity, enabling them to evaluate and apply the impact of cultural values, sub-culture, demographics, and social influences on consumer behaviour in marketing contexts.</li> <li>3. Analyse the impact of consumer decision-making on marketing strategies.</li> <li>4. Analyze the processes of attitude formation and perception, identifying barriers and influences that shape consumer attitudes.</li> <li>5. Apply consumer decision-making models to devise effective marketing strategies and enhance consumer satisfaction.</li> </ol>



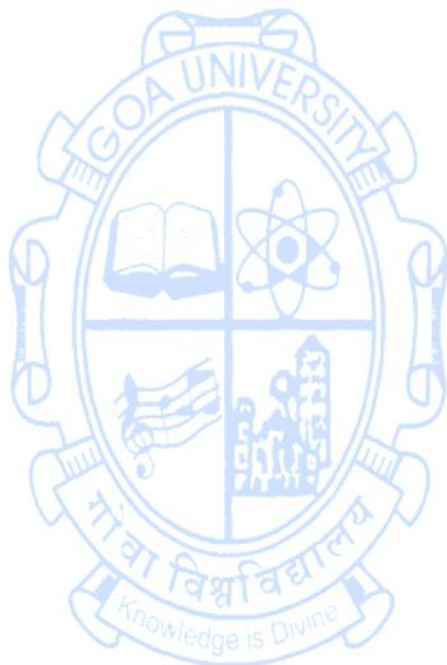
**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-231  
**Title of the Course** : Study of Wines  
**Number of Credits** : 03  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the student to the different types of wines and understand their production, types and brands.	
<b>Content:</b>	<b>UNIT I: Introduction and Viticulture</b> History and evolution of wine, Understanding wine culture and traditions. Classification of wines. Viticulture: Study of common grape varieties and their characteristics (Chardonnay, Sauvignon Blanc, Cabernet Sauvignon, Merlot, Pinot Noir, etc.), factors affecting the quality of wine. Training of vine – pruning, ploughing (ground work), budding, spraying, weeding. Pests and diseases.	<b>15 hours</b>
	<b>UNIT II: Vinification and Wine Pairing</b> The winemaking process: harvesting, crushing, fermentation, aging, and bottling. White wine production vs. red wine production. Introduction to rosé and sparkling wine production methods. Basic principles of pairing wine with different types of food. How acidity, sweetness, tannins, and intensity in wines interact with various dishes.	<b>15 hours</b>
	<b>UNIT III: Wine regions and Service of Wines</b> Exploring the differences between wines from traditional wine-producing regions (Old World) and newer regions (New World). Understanding the impact of terroir on wine styles. Wine regulations and major wine producing regions. Deciphering wine labels: understanding the information provided. Learning about wine classifications (DOCG, AOC, AVA, etc.). Wine Tasting: Flavors and aroma characteristics (color, bouquet, body and taste). Opening and serving wine: uncorking, decanting, and serving temperatures.	<b>15 hours</b>
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, Role plays, guest speakers, videos, (including online videos), and case studies.	
<b>References/Readings:</b>	<ol style="list-style-type: none"> <li>1. A. Dominé, Wine. NY: Könemann, 2004</li> <li>2. C. Frankel, Land and wine: the French terroir. University of Chicago Press, 2020</li> <li>3. D. Lillcrap and J. Cousins, Food and Beverage Service. Book Power, 2014</li> <li>4. H. Johnson, The World Atlas of Wine, Mitchell Beazley, 2013</li> <li>5. R. Mondavi, The World of Wine, Mallard Press, 1991</li> <li>6. R. Singaravelavan, Food and Beverage Service. Oxford, 2012</li> </ol>	

**Course  
Outcomes:**

At the end of the course the students will be able to:

1. Demonstrate an understanding of the history, culture, and evolution of wines, as well as the significance of wine traditions and their impact on the global wine industry
2. Understand the viticulture and wine making process.
3. Navigate global wine regions adeptly, distinguishing between Old World and New World wines, interpreting the influence of terroir on wine characteristics, and comprehending wine regulations and labeling conventions.
4. Conduct informed wine tastings by evaluating flavors, aromas, colors, and textures
5. Demonstrate proficiency in opening, decanting, and serving wines at optimal temperatures.



**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-241  
**Title of the Course** : Interview Facing Skills  
**Number of Credits** : 03 (1T+2P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	At the end of the course, the students will have the ability to face entry level selection processes of organizations.	
<b>Content</b>	<b>UNIT I: Introduction to Interviews</b> What is an interview, Importance and types of interviews, Grooming- Attire, Personal Image, Posture and Body Language. Pre- Interview Preparation- Research on company, job description, Analysis of self through SWOC. Facing Interviews- How to prepare for the day and make lasting impression and graceful exit. Resume- What is a resume, importance, types, parts, resume mistakes to avoid. Cover Letter- purpose, types, parts of a cover letter. Personal profiles on job portals. Introduction to psychometric tests, Post interview follow ups.	<b>15 hours</b>
	<b>UNIT II: Practical: Interview Preparation</b> <ul style="list-style-type: none"> <li>• Workshop on Body Language, Practicing positive body language through interactive activities. Grooming Workshop: Personal grooming tips for professional settings, Dress code awareness and appropriateness</li> <li>• Introductory Interview and Feedback: Simulated one-on-one introductory interviews, Immediate feedback from trainers and peers, Personalized improvement plans for each participant, understanding common mistakes and avoiding them.</li> <li>• Technical Rounds: Understanding the format of technical interviews, Practicing common technical questions.</li> <li>• SWOC Analysis: Conducting SWOC (Strengths, Weaknesses, Opportunities, Challenges) analysis, Tailoring resumes to highlight strengths and address weaknesses, Resume and Cover Letter Drafting.</li> </ul>	<b>30 hours</b>
	<b>UNIT III: Practical: Mock Interviews and Group Discussions</b> <ul style="list-style-type: none"> <li>• Mock Interviews: Simulated interviews covering various industries and job roles, Feedback from both trainers and peers.</li> <li>• Group Discussions: Understanding the dynamics of group discussions, Participating in and leading group discussions, Constructive feedback on communication skills, Strategies for effective group communication.</li> </ul>	<b>30 hours</b>

	<ul style="list-style-type: none"> <li>Follow up calls and emails: Crafting effective thank-you emails, Role-playing follow-up calls. Creation and optimization of personal profiles on job portals.</li> </ul>	
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>E. P. Kramer, Active Interviewing Branding, Selling, and Presenting Yourself to Win Your Next Job, Course Technology, a part of Cengage Learning, 2011</li> <li>P. Patnaik, Group Discussion and Interview Skills, Cambridge University Press India, 2015.</li> <li>S.K. Mandal, How to Succeed in Group Discussions &amp; Personal Interviews, Jaico Publishing House, 2013.</li> <li>S.P. Prathim, How to Succeed in Hotel Management Job Interviews, Jaico Publishing House, 2015</li> <li>T. Kelly, Get That Job! The Quick and Complete Guide to a Winning Job Interview, Plovercrest Press, Albany, California USA, 2017</li> </ol>	
<b>Course Outcomes:</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>Comprehend different interview styles.</li> <li>Identify the essentials needed to enhance their confidence and positive body language.</li> <li>Evaluate and match self -skills to the job description.</li> <li>Apply the learned skills effectively in group discussions and interviews.</li> </ol>	



**SEMESTER IV**

**Name of the Programme : BBA (Hospitality and Culinary Management)**  
**Course Code : MGC-202**  
**Title of the Course : Food and Beverage Service-1**  
**Number of Credits : 04 (3T+1P)**  
**Effective from AY : 2023-24**

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the student to the diverse aspects of Food and Beverage Service, encompassing menu origins, types, and functions, while fostering an understanding of various service styles. Through hands-on training in service procedures, the course aims to equip students with the necessary skills for table setup, order taking, and bill settlement.	
<b>Content:</b>	<p><b>UNIT I: Menu Knowledge</b>                      Origin, Functions of Menu. Types of Menu: À la carte, Table d'hôte, Plat du Jour, Carte du Jour, Cyclic – Advantages and Disadvantages                      French Classical Courses.                      À la carte Menu Sequence – Order of category of Continental and Indian dishes in À la carte menu. Cover and Accompaniments for selected dishes.</p>	<b>15 hours</b>
	<p><b>UNIT II: Styles of Food Service</b>                      Waiter Service – English, American, French, Gueridon, Russian, Tray service. Self Service – Cafeteria service, Carousel, Counter service, Vending Machines. Assisted Service – Buffet, Carvery. Factors influencing style of service.</p>	<b>15 hours</b>
	<p><b>UNIT III: Breakfast, Brunch and Afternoon Tea</b>                      Meal plans, Main types of breakfasts offered in hotels. Continental Breakfast: terms used, breakfast menu and cover. English Breakfast: Difference, Menu and Cover. Indian Breakfast: Menu compilation, accompaniments and Cover setup. American Breakfast: Difference, Menu and Cover setup. House Breakfast: Concept, Menu planning and Covers. Service of Breakfast in Restaurants. Brunch: Concept, Categories of dishes offered in Western and Indian brunch, Menu compilation. Afternoon Tea and High Tea: Difference, Menu and Covers.</p>	<b>15 hours</b>
	<p><b>UNIT IV: Service Procedures</b>                      Mise en place and Mise en scene. Napkin folding, Laying and Relaying tablecloths. Types of covers- laying Covers, points to be observed while laying covers. Rules to be observed while waiting at the table                      Handling table reservations, Briefing, Greeting and Seating guest, Water service, Presenting menus. Taking Orders, Writing a KOT. Service of Food- Pre-plated and Silver Service. Clearance of table, Crumbing, Presenting and Settling bills, Bidding farewell                      Breakfast tray &amp; trolley setup, Afternoon and High tea setup.</p>	<b>30 hours</b>

<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. B. Davis, A. Lockwood, P. Alcott, I. S. Pantelidis. Food and Beverage Management, Elsevier Butterworth-Heinemann, 2009</li> <li>2. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014</li> <li>3. R. Singaravelavan, Food and Beverage Service. Oxford, 2016</li> <li>4. S. Andrews, Professional Food and Beverage Service. Tata McGraw-Hill Education, 2016</li> <li>5. S. Andrews, Food and Beverage Service Training Manual. Tata McGraw-Hill Education, 2017</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate a comprehensive understanding of menu concepts, origins, and functions, and proficiently differentiate between various menu types</li> <li>2. Apply their knowledge of diverse food service styles while considering factors that influence the choice of service style in different hospitality settings.</li> <li>3. Execute practical service procedures with precision while adhering to proper etiquette and standards during guest interaction.</li> <li>4. Illustrate breakfast service intricacies, identify and prepare various types of breakfasts and efficiently serve them in alignment with service standards.</li> <li>5. Analyze and compare the nuances between Afternoon Tea and Brunch service styles, demonstrating the ability to design appropriate menus, plan covers, and ensure a seamless execution of these specialized service concepts.</li> </ol>

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MGC-203

Title of the Course : Bakery and Confectionery

Number of Credits : 04 (3T+1P)

Effective from AY : 2023-24

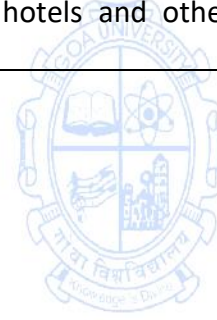
<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	<ol style="list-style-type: none"> <li>1. The course aims to familiarize students with bakery equipment, formulation and measurement techniques, and the physical and chemical changes that occur during baking.</li> <li>2. Practical sessions will enhance students' skills in ingredient identification, bread making, cake preparation, icing and decoration, cookie baking, pastry making, chocolate work, and the creation of frozen desserts and hot puddings.</li> </ol>	
<b>Content:</b>	<p><b>UNIT I: Basic Bakery</b>            Introduction to Bakery and confectionery: Definition- Principles of baking, Bakery Equipment, Formulas and measurements, various mixes, Physical and chemical changes during baking.            Ingredients used in baking: Flour, shortening agents, sweetening agents, Raising agents, Flavourings, Dairy products and Eggs, Bread Making: Role of Ingredients: Flour, Salt, Sugar, Yeast, Fat, Liquid, Egg, Flavorings and Bread improvers.            Methods of bread making, principles of bread making, Faults and remedies, Bread Disease, Bread varieties.</p>	<b>15 hours</b>
	<p><b>UNIT II: Cakes, Cookies and Pastry</b>            Cakes: Role of ingredients, Recipe balancing, Method of cake making, Faults and remedies. Cookies: Ingredients used, Method of Mixing, Types and Baking Process.            Cake icing and decoration, Types of ganache and fillings Pastries: Types and Methods preparation.</p>	<b>15 hours</b>
	<p><b>UNIT III: Confectionery</b>            Desserts: Cold Desserts, Hot desserts, Frozen Desserts: Ice cream, Types of Ice creams. Icing- types and uses, role of Glycerine in making royal icing, Gum paste-role of gelatine and precautions. Methods of making gum paste. Marzipan and uses.            Chocolate: Chocolate Making Manufacturing and Processing of Chocolate, Types, Preparation and Care, Filling and Toppings, Presentation and storage.            Meringues - Making, factors affecting stability, cooking, types and uses. Fondant and Sorbets</p>	<b>15 hours</b>
	<p><b>UNIT IV: Practical</b></p> <ol style="list-style-type: none"> <li>1. Ingredients and equipment identification.</li> <li>2. Different Methods of Bread Making. Types of bread: white, brown, French bread and Loaf, Bread Rolls, Bread sticks.</li> <li>3. Basic Cake Demonstration and Preparation, icing cakes, Decoration of cakes, making various icings, Making</li> <li>4. Different types of cookies.</li> </ol>	<b>30 hours (Practical)</b>

	<ul style="list-style-type: none"> <li>5. Making of different types of pastries</li> <li>6. Chocolate Work</li> <li>7. Frozen Desserts and Hot Puddings</li> <li>8. Indian Specialty Desserts</li> </ul>	
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, Lectures, Tutorials, Practical, Role Plays, and Videos.	
<b>References/ Readings:</b>	<ul style="list-style-type: none"> <li>1. B Friberg, The Professional Pastry Chef, Fourth Edition, Wiley and Sons, 2002</li> <li>2. P. S. Bali, Theory of Bakery 1st Edition Oxford University Press 2018</li> <li>3. Philip E. Thangam, Modern Cookery (Vol-I and II) 6th Edition Orient Black, Swan 2010</li> <li>4. S. C Dubey Basic Baking: Science and Craft Society of Indian Bakers 1980</li> <li>5. W Gisslen, Professional Baking 7<sup>th</sup> Edition Wiley Publications 2016</li> </ul>	
<b>Course Outcomes:</b>	<p>At the end of the course, students will be able to</p> <ul style="list-style-type: none"> <li>1. Comprehend the baking principles, including the physical and chemical changes that occur during the baking process, and demonstrate the ability to use different types of ovens.</li> <li>2. Analyse bakery ingredients, including flour, shortening agents, sweetening agents, raising agents, dairy products, eggs, and sundry materials, and understand their roles in baking.</li> <li>3. Apply basic bread-making skills, including the role of ingredients, methods of bread making, stages in the process, and the identification and remedy of faults and diseases in bread.</li> <li>4. Understand, identify, remedy faults, and master cake icing and decoration techniques and prepare cake using recipes,</li> <li>5. Create different types of pastries, considering methods, evaluation, and the fat-to-flour ratio.</li> </ul>	

**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-204  
**Title of the Course** : Hospitality Marketing Management  
**Number of Credits** : 04  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the students to have competence in understanding and using Marketing Frameworks, Theories and Tools for analyzing and decision making in the area of Marketing.	
<b>Content:</b>	<b>UNIT I: Basic of Marketing</b> Definition of marketing; concept of exchange- needs and wants; Evolution of marketing- production era, sales era and marketing era. Hotel marketing: Difference between goods and services; Features of Hospitality marketing; Customer expectation from Hospitality services; Value chain linkage in hotel industry. Marketing Mix in services marketing (7 Ps).	<b>15 hours</b>
	<b>UNIT II: Marketing Environment and Strategic Marketing Planning and Control</b> Definition of Marketing Environment, Analysis of (Micro and Macro Environment) Internal and External Environment, Introduction to Strategy, Level of Strategy, Strategic Marketing Planning Process, Benefits of Planning, The Marketing Plan, Essential Hospitality Marketing Strategies.	<b>15 hours</b>
	<b>UNIT III: Product Hospitality products</b> Rooms, food and beverage and value-added products like recreation and health, shops, car rental service, gymnasium etc; Travel agency and tour operator's products. New service product development, levels of product. Brand name, quality, safety and packaging. Price Services pricing policy, Approaches, Methods, Factors influencing pricing policy. Place (Distribution) Channels of distribution, selection criterion of channel, Channels members like-Agents, brokers, Tour Operators, E-Trade. Promotion Marketing communication mix-Advertising, sales promotion, personal selling- negotiation, publicity, Public relations in hotel industry.	<b>15 hours</b>
	<b>UNIT IV: Extended Ps of Marketing (People, Physical Evidence and Process)</b> People - Role of employees in service delivery; Recruitment, selection and training of employees; Relationship marketing. Physical evidence - Elements of Physical evidence, Maintenance of physical evidence, role of physical evidence. Process - Service blueprint, benefits of service blueprint, building a blue print; Process and steps in service delivery, Level of customer involvement.	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays,	

	and problem-solving, to enable the students to learn in an interactive mode.
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. G. Shainesh, P. Kotler, K. Keller, J. Seth. Marketing Management, Pearsons, 2022</li> <li>2. Kotler, P., Keller, K.L. Koshy, A. and Jha. M. (2009). Marketing Management: A South Asian Perspective. (Thirteenth Ed). Pearson Education, New Delhi.</li> <li>3. P. Kotler, G. Armstrong and P. Agnihotri, (2018). Principles of Marketing (17th edition) Pearson Education. Indian edition.</li> <li>4. P. Kotler. Marketing Management. Prentice Hall. (2003)</li> <li>5. S. Andrews. Sales and Marketing- A textbook for the Hospitality Industry, McGraw Hill, New Delhi. 2009</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop the concept of marketing and illustrate the features of hospitality marketing.</li> <li>2. Classify and interpret the market segmentation in the field of hospitality industry.</li> <li>3. Conceptualize the importance of marketing mix with the help of hospitality elements.</li> <li>4. Apply the marketing concept and manage in hotels and other hospitality sectors.</li> </ol>



**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-205  
**Title of the Course** : Front Office Operations-1  
**Number of Credits** : 02  
**Effective from AY** : 2023-24

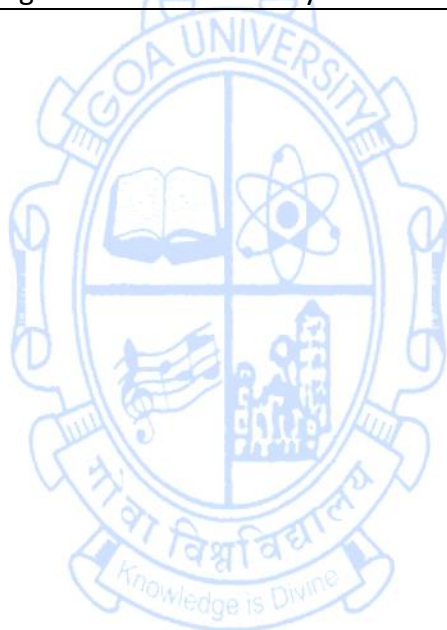
<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The course will help the student to understand the basic functioning of the Front Office department in a hotel.	
<b>Content:</b>	<b>UNIT I: Front Office Organisation</b> Front Office Glossary terms, Hotel Tariff Plans, Check in and checkout timing (12noon and 24 hours), Duties and Responsibilities of Front Office personnel. Components of Front Office (Reception, Registration, Cashier, Reservation, Bell desk and Telephones), Telephone Call handling procedures, Telephone Etiquettes and manners.	<b>15 hours</b>
	<b>UNIT II: Guest cycle and Guest Services</b> Stages of guest cycle: Pre-arrival stage, Arrival Stage, During stay and Departure. Guest services: Handling Guest mail: Message Handling, Custody and Control of Key cards, Guest paging, safe deposit lockers, Guest Room Change, Left Luggage Handling and Wake up calls. Guest History Card and its importance, Guest complaints: Types of complaints, handling guest complaints. Safety and Security, Handling emergencies and unusual situations. (Deaths, Vandalism, Theft and medical emergencies)	<b>15 hours</b>
<b>Pedagogy:</b>	Lectures, tutorials, assignments, presentations, self-study, Role plays, videos, (including online videos), etc. Sessions will be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	1. J A. Bardi, Hotel Front Office Management, John Wiley and Sons, 2017 2. J. R. Tewari. Hotel Front Office Operations and Management, 2nd Edition, Oxford Higher Education, 2016 3. P. Abbott and S. Lewry, Front Office, Butterworth-Heinemann, 2012 4. S. Andrews. Textbook of Front Office Management and Operations, McGraw Hill Education Private Limited, 2017 5. S.K. Bhatnagar. Front Office Management, The Hospitality Press , 2017	
<b>Course Outcomes:</b>	At the end of the course the students will be able to: 1. Analyze the operations of the Front Office Operation in the hospitality industry. 2. Apply skills in Telephone Handling. 3. Identify the responsibilities of Front office personnel. 4. Evaluate and handle guest complaints and emergency situations. 5. Comprehend the importance of guest services provided in the hotel.	

**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-221  
**Title of the Course** : Management Information System (MIS) in Hospitality  
**Number of Credits** : 04 (3T+1P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to equip students with the knowledge and skills needed to effectively leverage information technology and data management in the context of the hospitality industry.	
<b>Content:</b>	<b>UNIT I: Introduction to Management Information Systems</b> MIS Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS, MIS & Computer, MIS & User Transaction Processing Systems for Hospitality.	<b>15 hours</b>
	<b>UNIT II: Property Management System</b> Information systems for rooms division management, property management system, various modules related to reservations, registration, cashiering, telephones, guest history, housekeeping.	<b>15 hours</b>
	<b>UNIT III: F&amp;B Operations Competency</b> Placing orders through Point of Sales (POS), kitchen routing and printing, settlement of bills, manage employee shifts with timed sessions and counter operations, reporting and mis for analytics.	<b>15 hours</b>
	<b>UNIT IV: Practical MIS Skills</b> Hot function keys, messaging, using a locator, in first time guest, checking in an existing reservation, checking in a day use, issuing new key, printing and preparing registration cards for arrivals, making reservation, creating and updating guest profiles, updating and printing guest folio. Feeding remarks in guest history, adding sharer, making add on reservation, amending/cancelling reservation, making group reservations, room change on the system, processing guest check out, check out folio, processing deposit for arriving guest and for in house guest, checking room rate variance report, processing part settlements, post payment, printing checked out guest folio, check out using foreign currency. Preparing KOT, Placing orders, Settlement of Bills, Differential pricing, table layout and guest seating, manage normal recipe creation, table merging and Dutch billing, loyalty and promotions handling, formats and reports in MIS.	<b>30 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	1. D. Leidner, M. Ephraim, and W. James, Organisations in the Digital Economy, John Wiley and Sons, 2008 2. L. Kenneth and L. Jane, Management Information Systems Managing the Digital Firm, 2019 3. M. Jaiswal and M. Monika, Management Information Systems,	



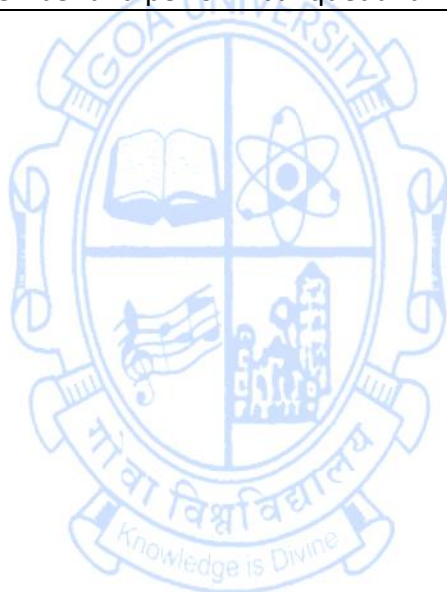
	<p>Oxford Publication, 2012</p> <ol style="list-style-type: none"> <li>4. O'Connor Peter, Using Computers in Hospitality, Thomson Learning, 2014</li> <li>5. Relevant F&amp;B Revenue management software such as Djubo, Micros, IDS, Champagne may be used to impart hands on experience for POS and generate MIS reports.</li> <li>6. W.S Jawadekar, Management Information Systems, Tata McGraw-Hill Publishing Company Limited, 2020</li> </ol>
<p><b>Course Outcomes:</b></p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand front office operations, including checking in first-time guests, handling existing reservations, managing day use guests, issuing keys, and printing registration cards.</li> <li>2. Demonstrate competence in generating and updating guest folios.</li> <li>3. Understand and effectively manage reservations.</li> <li>4. Analyse and manage Food and Beverage operations using Management Information Systems.</li> </ol>



**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-261  
**Title of the Course** : Food Service Operations  
**Number of Credits** : 04 (1T+ 3P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	Students must have completed all courses of the second year.	
<b>Course Objectives:</b>	The course aims to familiarize students with the operational aspects of the Food Service department.	
<b>Content:</b>	<b>UNIT I: Foodservice Operations</b> Grooming, personal hygiene, dos & don'ts by an F&B Assistant, Food Service Equipment, Introduction to F&B Linen, Purchase Considerations for Food service equipment, Ancillary Sections – Still room, silver room, wash up, hot plate, pantry, Linen store, Styles of Food service, Types of menus, French classical menu, Cover and accompaniments for selected dishes.	<b>15 hours</b>
	<b>UNIT II: Service Equipment and Table Setup</b> Identify the food service equipment – their use and safety, Setting up of tables - handling of service equipment. Care and upkeep of service equipment. Rules to be observed while waiting at the table, Hygienic handling of Cutlery/ Crockery/Glassware, Demonstration and practice of laying a Table. Correct use of Linen - waiter's cloth/Runner/ Table cloth/Napkin etc. Laying and relaying table cloth. Napkin folding. (min. 15 types), Laying of a cover, Plan a five course menu and setting up of the table according to the menu.	<b>30 hours</b>
	<b>UNIT III: Techniques of Food Service and Guest Interaction</b> Correct handling and practices of using service spoon and service fork. Tray carrying and balancing of equipment / food / beverages on a tray. Balancing service tray. Setting up of side station, Methods and Techniques of different styles of service - American/ French/English/ In situ. Receive the guest, seating at the table and serving water, present the menu, take order, raise KOT, BOT, food pick up service and service of food, Clearance, Present the check and accepting the payments.	<b>30 hours</b>
	<b>UNIT IV: Room Service and Banquet Setup Operations</b> Setting of room service tray & trolley for tea / coffee / a la carte orders / 3 course meal, Practicing room service operations in the training restaurant Arrange & set up tray for room service for American/ English/Continental/ Indian breakfast Breakfast layout in coffee shop, Plan & set up different themes of Banquets & Meeting room setups, Demonstrate and practices on Situation handling in food service areas.	<b>30 hours</b>
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, Role plays, practical, videos, (including online videos), and case studies.	

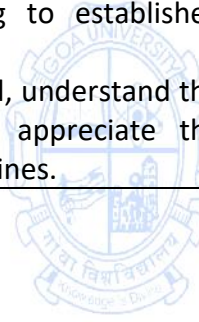
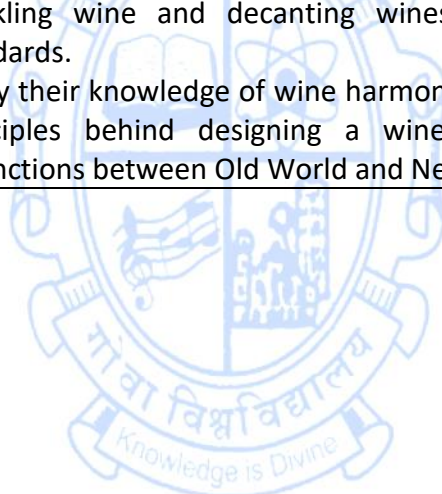
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. B. George, S. Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, (Eleventh Impression 2016).</li> <li>2. D. Lillicrap and J. Cousins, Food and Beverage Service, Book Power, Eight Edition, 2014.</li> <li>3. E. Dsouza, Food and Beverage Practical Guide, Rupa Publications, 2011.</li> <li>4. R. Singaravelavan, Food and Beverage Service, Oxford University press, Second Edition (2016).</li> <li>5. S. Andrews. Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition. (reprint 2005)</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Identify the food service equipment – their use and storage.</li> <li>2. Adopt methods and techniques of different styles of service following the precise sequence of service.</li> <li>3. Understand and carry out room service operations.</li> <li>4. Remember and perform banquet and meeting room setups.</li> </ol>



**SEMESTER V****Name of the Programme : BBA (Hospitality and Culinary Management)****Course Code : MGC-300****Title of the Course : Food and Beverage Service - 2****Number of Credits : 04 (3T+1P)****Effective from AY : 2023-24**

<b>Pre-requisites for the Course:</b>	The student must have completed MGC-202.	
<b>Course Objectives:</b>	The aim is to equip students with a comprehensive understanding of various non-alcoholic and alcoholic beverages, their production and classification, while fostering the practical skills required for proficient beverage service, wine presentation, and food pairing, enabling them to excel in the hospitality industry.	
<b>Content:</b>	<b>UNIT I: Introduction</b> Non-Alcoholic Beverages: Classification of beverages. Coffee: Types of beans, Methods of making Coffee, Variations of Espresso coffee, Faults in coffee, Specialty coffees. Tea: Types of teas, production process, Methods of making tea Milk based drinks: Hot chocolate, Malted drinks, Milkshakes, Aerated Drinks, Juices, Squashes: Examples, service, Mineral water: Styles and country of origin, Service, Alcoholic Beverages: Introduction and definition, Production of Alcohol, Fermentation process, Distillation process, Classification with examples.	<b>15 hours</b>
	<b>UNIT II: Wines</b> Definition and History, Classification with examples, Fortified and Aromatized wines. Production of Still and Sparkling wines. Introduction to Old world wines and New world wines. Food and Wine harmony. Storage and Service of wine. Designing a Wine List	<b>15 hours</b>
	<b>UNIT III: Beers and Spirits</b> Beer: Ingredients, Production, Terms used in Manufacturing, Types of Beers, Faults in Beers, Storage. Cider and Perry: Types and brands. Spirits: Whisky, Brandy, Rum, Gin, Vodka, Tequila, Feni: Production, Types and Brand names. Liqueurs: Production, Brands (Flavour, Colour, Base and Country).	<b>15 hours</b>
	<b>UNIT IV: Service of Beverages</b> Order taking of Beverages, Writing a BOT. Non-alcoholic: Service of Tea, Coffee, Aerated beverages, Juices and still/sparkling water. Service of Wine: Still, sparkling and fortified, Decanting of wine. Service of Beer: Draught and Bottled. Service of Spirits: Neat, On the rocks, with mixers. Service of liqueurs: Neat, frappe, with cream, specialty coffees.	<b>30 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	

<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. B. Davis, A. Lockwood, P. Alcott, I. S. Pantelidis. Food and Beverage Management, Elsevier Butterworth-Heinemann, 2009</li> <li>2. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014</li> <li>3. R. Singaravelavan, Food and Beverage Service. Oxford, 2016</li> <li>4. S. Andrews, Food and Beverage Service Training Manual. Tata McGraw-Hill Education, 2017</li> <li>5. S. Andrews, Professional Food and Beverage Service. Tata McGraw-Hill Education, 2016</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Classify non-alcoholic beverages, comprehending the distinct methods of preparation and variations in service</li> <li>2. Analyze the production, types, and brands of beers, ciders, perry, spirits (such as whisky, brandy, rum, gin, vodka, tequila, and feni), and liqueurs.</li> <li>3. Demonstrate proficiency in beverage service procedures, including order taking, writing a Beverage Order Ticket (BOT), and serving various alcoholic and non-alcoholic beverages</li> <li>4. Apply the learned techniques opening and service of still and sparkling wine and decanting wines according to established standards.</li> <li>5. Apply their knowledge of wine harmony with food, understand the principles behind designing a wine list, and appreciate the distinctions between Old World and New World wines.</li> </ol>



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MGC-301

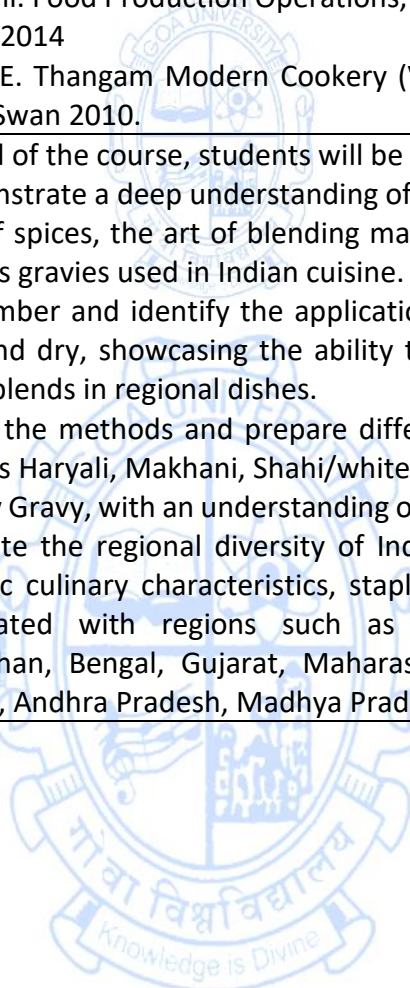
Title of the Course : Food Production - 2

Number of Credits : 04 (3T+1P)

Effective from AY : 2023-24

<b>Pre-requisites for the Course:</b>	The student must have completed MGC-200.	
<b>Course Objectives:</b>	The objectives of this course are to provide students with a comprehensive understanding of Indian cookery, focusing on the use of spices, masalas, gravies, and specific cooking techniques.	
<b>Content:</b>	<b>UNIT I: Introduction to Indian Cookery</b> Introduction to Indian food, Spices used in Indian cookery, Role of spices in Indian cookery, Indian equivalent of spices names. Masalas: Blending of spices, Different masalas used in Indian Cookery-Wet masalas, Dry masalas. Gravies: Basic Indian gravies, Green, Makhani, White, Chopped Masala, Kadai, Yellow Gravy. Basic Tandoori marinades and Pastes. Commodities in Indian cuisine: Souring Agents, coloring agents, tenderizing agent, Flavoring and Aromatic Agents, Spicing Agents.	<b>15 hours</b>
	<b>UNIT II: Speciality Indian Cookery</b> Introduction to Indian Regional Cuisine History and heritage of Indian Cuisine, Factors that affect eating habits in different parts of the country, Geographic location, Historical background, Seasonal availability, Special equipment, Staple diets, Specialty cuisine for festivals and special occasions, Indian cuisine Culinary Terms. Dum Cooking and Tandoor Cooking: Introduction Origin of Dum Cooking Special Equipment and their use Classical Dishes Origin and history of tandoor Types of Tandoor and their uses. Basic Indian breads made in tandoor, Indian Sweets: Ingredients used in Indian Sweets, Regional speciality sweets.	<b>15 hours</b>
	<b>UNIT III: Regional Cuisine</b> Kashmir, Mughlai, Punjab, Rajasthan, Bengal, Gujarat, Maharashtra and Goa, Tamil Nadu, Kerala, Andhra Pradesh, Awadh.	<b>15 hours</b>
	<b>UNIT IV: Practical</b> Introduction to large equipment and speciality ingredients Various gravies and masalas, Regional menu preparation, Various marinations.	<b>30 hours</b>
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, Lectures, Tutorials, Practical, Role Plays, Videos, (including online videos).	
<b>References/ Readings:</b>	1. A Saraswat The Professional Chef: The art of Fine Cooking, Ubs, Publishers, 2004 2. J Kalra, Pushpesh Pant, Zorawar Kalra Daawat, Allied Publishers Pvt.	

	<p>Limited,2007</p> <ol style="list-style-type: none"> <li>3. J. I. S Kalra, P D G Prashad: Cooking with Indian Masters, 1<sup>st</sup> Edition Allied Publishers Pvt. Limited, 1986</li> <li>4. K Arora Theory of Cookery 6<sup>th</sup> Edition Frank Brothers 2008</li> <li>5. P. S Bali Quantity Food Production Operations and Indian Cuisine, Oxford University Press, 2011</li> <li>6. P. S Bali. Food Production Operations, 2<sup>nd</sup> Edition Oxford University, Press, 2014</li> <li>7. Philip E. Thangam Modern Cookery (Vol-land II) 6<sup>th</sup> Edition Orient Black Swan 2010.</li> </ol>
<p><b>Course Outcomes:</b></p>	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> <li>1. Demonstrate a deep understanding of Indian cookery, including the role of spices, the art of blending masalas, and the preparation of various gravies used in Indian cuisine.</li> <li>2. Remember and identify the application of different masalas, both wet and dry, showcasing the ability to compose and utilize these spice blends in regional dishes.</li> <li>3. Recall the methods and prepare different types of Indian gravies, such as Haryali, Makhani, Shahi/white, Chopped Masala, Kadai, and Yellow Gravy, with an understanding of their distinct characteristics.</li> <li>4. Evaluate the regional diversity of Indian cuisine, with a focus on specific culinary characteristics, staple diets, and specialty dishes associated with regions such as Kashmir, Mugalai, Punjab, Rajasthan, Bengal, Gujarat, Maharashtra and Goa, Tamil Nadu, Kerala, Andhra Pradesh, Madhya Pradesh, and Awadh.</li> </ol>

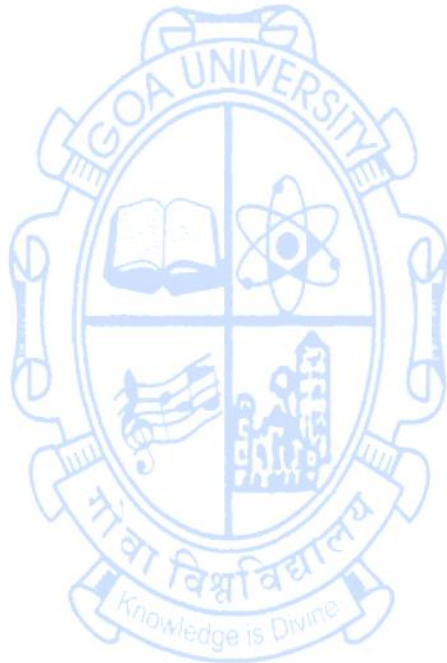


**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-302  
**Title of the Course** : Human Resource Management  
**Number of Credits** : 04  
**Effective from AY** : 2023-24


<b>Pre-requisites for the Course:</b>	NIL.	
<b>Course Objectives:</b>	To equip participants with the necessary skills and techniques for effective Human Resource Management, within an organization.	
<b>Content:</b>	<b>UNIT I: Introduction to Human Resource Management</b> Introduction to Human Resource Management: Objectives, Functions, Organization of HR Department, Environment and Strategic Role of HRM, Manpower planning, Job Analysis and job Design, Succession Planning.	<b>15 hours</b>
	<b>UNIT II: Recruitment and Selection</b> Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in Recruitment and Selection, Evaluation, Employee Placement.	<b>15 hours</b>
	<b>UNIT III: Training and Development and Performance Management</b> Training Process, Training Need Analysis, Training Design, Types of Training, Methods of Training, Training Evaluation. Performance Management: Setting KRA's/KPA's, Appraisal Process, Methods and its applicability, Rewards.	<b>15 hours</b>
	<b>UNIT IV: Compensation, Employee Benefits and Industrial Relations</b> Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit programs, Introduction to Industrial Relations, Importance and Approaches, Trade Unions, Resolving Disputes.	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	1. G. Dessler, 'Human Resource Management', Pearson publication, 2020 2. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 2021 3. L. S. Verhulst. Human Resource Management, Wiley, 2021 4. S. Snell, G. Bohlander, V. Vohra, 'Human Resource management', - Cengage learning, 2014 5. V. Kumar. Human Resource Management, Mahaveer Publication, 2020.	
<b>Course Outcomes:</b>	At the end of the course, the students will be able to: 1. Define the concept of HR and its integration with business performance. 2. Understand Human Resource planning and its linkage to an	



	<p>effective Recruitment process.</p> <ol style="list-style-type: none"><li>3. Understand Training needs assessment and trainings.</li><li>4. Evaluate various components of employee compensation and benefits and their role in attracting and retaining competent people.</li><li>5. Assess Industrial Disputes and methods of settlement of the same.</li></ol>
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**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-303  
**Title of the Course** : Food Science  
**Number of Credits** : 02  
**Effective from AY** : 2023-24

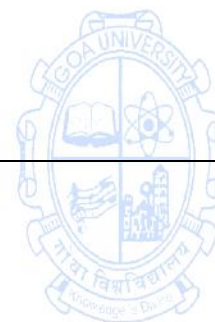
<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to introduce the student to the concept of food science and its applications in the hospitality industry	
<b>Content:</b>	<b>UNIT I: Introduction to Food Science</b> Food Science Concepts- Basic SI UNITS, Density, temperature, pH and important terminologies, their definitions and relevance, Evaluation of food- Introduction, methods of evaluation, proximate composition of food constituents. Carbohydrates in food Science, Uses of carbohydrates in food preparation. Proteins in Food Science- Introduction, Basic properties, Functional properties of specific protein rich food, Fats and oils in food Science.	<b>15 hours</b>
	 <b>UNIT II: Flavor, Browning Reactions and Food Processing</b> Flavor: Introduction, definitions, and use of flavors in food preparation. Browning reactions-Introductions, types of browning reactions, role of browning in food preparations, detrimental effects of browning. Food processing -Introduction, causes of food spoilage, objectives of food processing, methods of food preservation, effect of processing (heat, acid, and alkali) on food constituents.	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. B. Srilakshmi, Food Science, New Age Publishers, 2018</li> <li>2. G. Subbulakshmi, S. Udipi and P. Ghurge, Food processing and preservation, New age international private limited, 2nd Edition, 2021</li> <li>3. S. Farrimond, The Science of cooking, D.K publisher, 2017</li> <li>4. S. Roday, Food Science and Nutrition, Oxford, Third Edition; 2018</li> <li>5. Sharma, Textbook of Food Science and technology, 3rd Edition, CBS publishers, 2019</li> </ol>	
<b>Course Outcomes:</b>	At the end of the course, the students will be able to: <ol style="list-style-type: none"> <li>1. Comprehend food science concepts and how food is evaluated.</li> <li>2. Analyse the role of nutrients like carbohydrates, proteins and fats/oils in food Science.</li> <li>3. Understand the importance of the use of flavouring and browning reactions in food.</li> <li>4. Define the methods of food preservation.</li> </ol>	

**SEMESTER VI**

**Name of the Programme : BBA (Hospitality and Culinary Management)**  
**Course Code : MGC-304**  
**Title of the Course : Front Office Operations-2**  
**Number of Credits : 04 (3T+1P)**  
**Effective from AY : 2023-24**

<b>Pre-requisites for the Course:</b>	The student must have completed MGC-205.	
<b>Course Objectives:</b>	The course will help the student to understand the managerial and practical aspects of the Front Office department.	
 <b>Content:</b>	<p><b>UNIT I: Front Office Reservations</b>                  Objective, Introduction, Importance of reservation, Types of reservations, Mode of reservation inquiry, Sources of Reservation-Direct, Central reservation system, Intersell agencies, Global distribution Network, Agencies, Corporate bodies, Government sector, Hotel website. Systems of Reservation: Manual system, Automatic system (Conventional, Density and the present format used in hotels), Processing reservation request: Receiving reservation inquiries, Determining room availability, Accepting or denying request for reservation.</p>	<b>15 hours</b>
	<p><b>UNIT II: Front Office Registration</b>                  Registration and its importance, Objectives, Pre-registration Activity, Registration Records, Guest Registration card, The flow of registration process, Check-in procedures for VIP, FIT, FFIT, Groups and Corporate guest. Types of Accounts, Ledgers and Guest Folios.</p>	<b>15 hours</b>
	<p><b>UNIT III: Check Out Procedures</b>                  Check out and Settlement for VIP, FIT, FFIT, Groups, and Corporate guest, Potential Check out Problems and Solutions, Handling Travelers cheque, Bill to Company and Foreign Currency, Credit and credit controls, Front Office Accounting, Night Auditing: Night Audit, Night Auditor, Duties and Responsibilities, Night Audit Process, Calculating Room Occupancy, HC, ADR, ARR and Foreign Occupancy percentage.</p>	<b>15 hours</b>
	<p><b>UNIT IV: Practical</b></p> <ol style="list-style-type: none"> <li>1. Practicing telephone etiquette and handling Reservation request over the phone.</li> <li>2. Drawing and Filling various Forms and Formats                         <ol style="list-style-type: none"> <li>a. Registration Card</li> <li>b. Arrival/departure notification slip</li> <li>c. Message slip</li> </ol> </li> <li>3. Drawing and Filling Vouchers                         <ol style="list-style-type: none"> <li>a. VIP amenities voucher</li> <li>b. Miscellaneous Charge voucher</li> <li>c. Allowance voucher</li> <li>d. Paid out voucher</li> </ol> </li> <li>4. Drawing and Filling Guest Folios</li> </ol>	<b>30 hours</b>

	<p>5. Role play: Handling irate guest, Dissatisfied guest, Bomb threat calls, harassing Lady by VIP guest, Handling theft of guest valuables, Handling Sick guest.</p> <p>6. Calculating hotel performances</p>	
<b>Pedagogy:</b>	Lectures, tutorials, assignments, presentations, self-study, practical, Role plays, videos, (including online videos), etc. Sessions will be interactive and practical in nature to enable peer group learning.	
<b>References/ Readings:</b>	<p>1. J A. Bardi, Hotel Front Office Management, John Wiley and Sons, 2017</p> <p>2. J. R. Tewari. Hotel Front Office Operations and Management, 2nd Edition, Oxford Higher Education, 2016</p> <p>3. P. Abbott and S. Lewry, Front Office, Butterworth-Heinemann, 2012</p> <p>4. S. Andrews. Textbook of Front Office Management and Operations, McGraw Hill Education Private Limited, 2017</p> <p>5. S.K. Bhatnagar. Front Office Management, The Hospitality Press , 2017</p>	
<b>Course Outcomes:</b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and handle Reservations and its importance.</li> <li>2. State Registration and its importance.</li> <li>3. Apply knowledge of bill settlement.</li> <li>4. Evaluate Hotel performance.</li> <li>5. Recall and use various hotel forms and formats.</li> <li>6. Apply the Credit controlling techniques.</li> </ol>	



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MGC-305

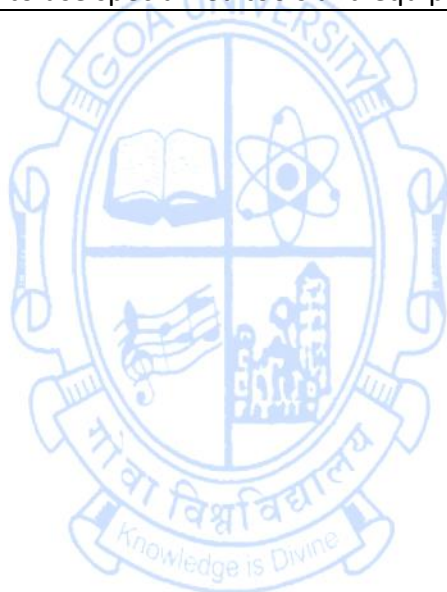
Title of the Course : Food Production -3

Number of Credits : 04 (3T+1P)

Effective from AY : 2023-24

<b>Pre-requisites for the Course:</b>	The student must have completed MGC-301.	
<b>Course Objectives:</b>	The objectives of this course are to provide students with a comprehensive understanding of international cuisines, charcuterie techniques, and larder management.	
<b>Content:</b>	<p><b>UNIT I: International Cuisine</b>            Oriental Cuisine- Chinese, Japanese, Thai, Indonesian, and Malaysian: Introduction, Historical background, Geographical concern, Ingredients used, Regional cooking style, Methods of cooking, utensils used, Famous Dishes and Staple food.            European and Western Cuisine- English, French, German, Italian, Lebanese, Mediterranean (Spanish and Greek), Mexican: Introduction, Historical background, Geographical concern, Regional cooking style, Methods of cooking, Equipment and Utensils used, famous dishes and Staple food.</p>	<b>15 hours</b>
	<p><b>UNIT II: Charcuterie</b>            Introduction to charcuterie, Sausage, Types and Varieties, Force-meats, Brines Cures and Marinades, Cures and Marinades, Ham Bacon and Gammon, Galantines and Ballotines, Pates: Types of Pate, Making of Pate, Truffle.            Mousse and Mousseline, Aspic and Gelee, Quenelles, Parfaits and Roulades.</p>	<b>15 hours</b>
	<p><b>UNIT III: Larder</b>            Function, Definition, Equipment found in the larder, Layout of a typical larder with equipment and various sections. Larder Control, Liaising with other Departments, Yield Testing. Duties and Responsibilities of The Larder Chef, Hierarchy of Larder, Sections of the Larder. Production Management: Kitchen Organization, Allocation of Work - Job Description, Duty Rosters, Production Planning, Production Scheduling, Production Quality and Quantity Control, Forecasting and Budgeting, Yield Management.</p>	<b>15 hours</b>
	<p><b>UNIT IV: Practical</b>            Introduction to various tools and equipment used in Larder, Various specialty international herbs and spices, Cold Cuts Demo and Practice, Individual Practical's consisting of international cuisine and specialty cuisine, over and above the demonstrations.</p>	<b>30 hours</b>
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, Lectures, Tutorials, Practical, Role Plays, Videos, (including online videos)	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. B Friberg. The Professional Pastry Chef: Fundamentals of Baking and Pastry, 4th Edition, Wiley and Sons INC</li> <li>2. C. Thomson. The Art of the Larder Hardie Grant Publishing, 2017</li> <li>3. D. Foskett, V Ceserani, Theory of Catering 11<sup>th</sup> Edition Hodder Arnold,</li> </ol>	

	<p>2007</p> <ol style="list-style-type: none"> <li>4. K.R Cessarani., F D. Practical Cookery 9<sup>th</sup> edition Hodder Education</li> <li>5. M J Leto. Larder Chef 4<sup>th</sup> edition SBH / Routledge 2006</li> <li>6. Philip E. Thangam Modern Cookery (Vol-land II) 6<sup>th</sup> Edition Orient Black , Swan 2010</li> <li>7. W. Gisslen. Professional Cooking 9<sup>th</sup> Edition John Wiley and Sons 2018</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> <li>1. Demonstrate a nuanced understanding of Oriental and European cuisines, including their historical context, regional cooking styles, and the significance of staple foods.</li> <li>2. Understand charcuterie techniques, showcasing the ability to identify and prepare various types of sausages, forcemeats, brines, cures, and other charcuterie elements.</li> <li>3. Explain the production of cold cuts, demonstrating practical skills in the art of charcuterie.</li> <li>4. Understand the larder layout, equipment, and control, including the ability to use specialized tools and equipment found in the larder.</li> </ol>



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MGC-306

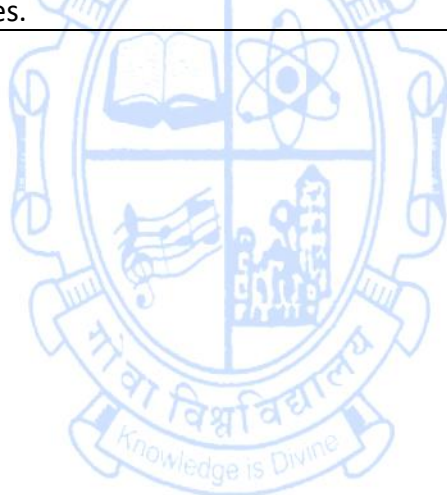
Title of the Course : Food and Beverage Service-3

Number of Credits : 04 (3T+1P)

Effective from AY : 2023-24

<b>Pre-requisites for the Course:</b>	The student must have completed MGC-300.	
<b>Course Objectives:</b>	The aim is to provide students with a comprehensive understanding of bar operations, room service, and Gueridon service, enabling them to develop expertise in handling diverse aspects of hospitality service.	
<b>Content:</b>	<p><b>UNIT I: Bar Operations</b> Types of Bars, Bar Operation Procedures: Steps involved, Standardization process, Bar routine: Mise en place, Service procedures, Closing duties, Bar frauds, Identifying and controlling frauds. Cocktails and Mocktails: Components of a cocktail, Methods of making cocktails, Equipment and tools required, Points to note while making cocktails, Developing a new cocktail, Classic styles of mixed drinks, Mocktails.</p>	<b>15 hours</b>
	<p><b>UNIT II: Room Service and Outdoor Catering</b> Room Service: Location and features, Duties and responsibilities of Room service staff, Room service equipment, Room Service Mise en place activities, Order taking procedures, Execution of Room Service Order- Centralized and Decentralized system, Collecting and serving the order, Clearance, Briefing, Other services, In room facilities, Satisfaction of Guests Outdoor Catering: Preliminary survey, Menu analysis, Calculating equipment requirements, Staff calculations.</p>	<b>15 hours</b>
	<p><b>UNIT III: Gueridon Service</b> Gueridon service: Introductions, Types of trolleys, Equipment used on a trolley, safety in Gueridon cooking, Selection of Gueridon dishes, Mise en place, Food preparation techniques, Flambéing, Advantages and Limitations of Gueridon service. Popular Gueridon dishes.</p>	<b>15 hours</b>
	<p><b>UNIT IV: Service Procedures</b> Cocktail and Mocktails: Equipment used, Preparation of mise en place and garnishes, Methods of making cocktails, Preparations of popular cocktails and mocktails. Room Service: Room service tray set up for food and drink orders. Breakfast tray and trolley setup. A la carte tray and trolley set up for food orders. Gueridon Service: Preparing flambé dishes on a Gueridon trolley.</p>	<b>30 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	


<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014</li> <li>2. E. D'Souza, Food and Beverage, A practical guide. Rupa Publications, 2012</li> <li>3. R. Singaravelavan, Food and Beverage Service. Oxford, 2012</li> <li>4. S. Andrews, Food and Beverage Service Training Manual. Tata McGraw-Hill Education, 2012</li> <li>5. S. Andrews, Professional Food and Beverage Service. Tata McGraw-Hill Education, 2016</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Classify various types of bars, comprehend their distinctive characteristics, and demonstrate an understanding of bar operation procedures, including standardization, mise en place, service protocols, and closing duties.</li> <li>2. Analyze the intricacies of cocktail and mocktail preparation, including identifying cocktail components, understanding methods and equipment, and developing new cocktail recipes.</li> <li>3. Demonstrate room service operations.</li> <li>4. Understand gueridon service techniques while preparing popular dishes.</li> </ol>





**SEMESTER VII**

**Name of the Programme : BBA (Hospitality and Culinary Management)**  
**Course Code : MGC-400**  
**Title of the Course : Food and Beverage Management**  
**Number of Credits : 04**  
**Effective from AY : 2023-24**

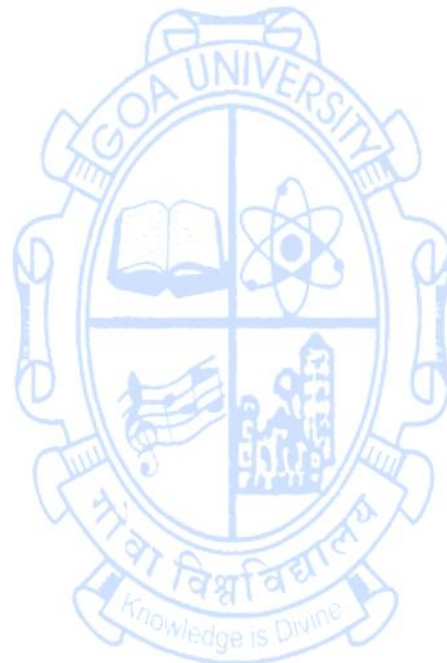
<b>Pre-requisites for the Course:</b>	The student must have completed MGC-306.	
<b>Course Objectives:</b>	The aim is to introduce the student to supervisory and management functions in food and beverage service, and identify the control process throughout the food and beverage control cycle.	
 <b>Contents:</b>	<p><b>UNIT I: Management functions and Facilities Planning</b>                      Factors affecting the nature of meal experience, Managers role in ensuring coherence, F&amp;B Management function process, Factors affecting F&amp;B Management, Importance of F&amp;B Management in Hotels, restaurants, fast food outlets, hospitals, institutional catering.                      Planning process, Concerns that need to be addressed while redesigning the food service areas, Space requirements for service areas, Factors to be considered for food and beverage equipment selection.</p>	<b>15 hours</b>
	<p><b>UNIT II: Managing Food and Beverage Service Operations</b>                      Briefing, Checking the mise en place and mise en scène, Handling tips, Requisitions, Handling complaints, Allocation of tables, Stock taking, Sales analysis, Training the staff, Situation handling in Food service areas, Service quality and Customer Satisfaction.</p>	<b>15 hours</b>
	<p><b>UNIT III: Menu Management</b>                      Menu planning, points to consider while preparing a menu, Menu designing, identify common menu design mistakes, Evaluate Menus, Menu merchandising menu structure, planning, layout, pricing methods, menu as a marketing tool, constraints to menu planning. Menu Engineering: objectives, methods, advantages.</p>	<b>15 hours</b>
	<p><b>UNIT IV: Food and Beverage Control</b>                      Objectives of Food and beverage control, Stages of control (pre-operational, operational and post-operational), Essentials of a control system, Problems of food and beverage control, Main elements in cycle of control and the points to be considered under each area, Techniques for effective food and beverage control, F&amp;B cost reporting, Problem assessment. Frauds in F&amp;B Operations.</p>	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/</b>	1. B. Davis, A. Lockwood, P. Alcott, I. S. Pantelidis. Food and Beverage	

<b>Readings:</b>	<p>Management, Elsevier Butterworth-Heinemann, 2009.</p> <ol style="list-style-type: none"> <li>2. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, (Eleventh Impression 2016).</li> <li>3. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014 or Latest edition.</li> <li>4. Food and beverage Management John Cousins &amp; David Coskett, Pearson Education.</li> <li>5. R. Singaravelavan, Food and Beverage Service. Oxford, 2012 or Latest edition.</li> <li>6. S. Andrews, Professional Food and Beverage Service. Tata McGraw-Hill Education, 2016 or Latest edition.</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse the multifaceted nature of meal experiences and the factors influencing them.</li> <li>2. Demonstrate proficiency in the management functions of food and beverage (F&amp;B) operations thereby ensuring efficient and effective F&amp;B service operations.</li> <li>3. Analyze and apply principles of menu management to create appealing and profitable menus tailored to different hospitality establishments and target markets.</li> <li>4. Apply comprehensive food and beverage control systems, encompassing pre-operational, operational, and post-operational stages, to monitor costs, identify areas of improvement, and mitigate risks such as fraud, thereby contributing to the financial success and sustainability of F&amp;B operations in diverse hospitality settings.</li> </ol>

**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC- 401  
**Title of the Course** : Front Office Operations-3  
**Number of Credits** : 04  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	The student must have completed MGC-304.	
<b>Course Objectives</b>	The course will help the student to understand and apply technological solutions to Front Office operations, develop skill in Revenue management and enhance conflict resolution skills.	
<b>Contents:</b>	<b>UNIT I: Night Auditing and Computer Application in Front Office</b> Night Audit, Duties and Responsibilities, Night Audit Process- Establishing the end of the Day, Completing Outstanding Posting, Reconciling Transactions, Preparing Reports, Updating the System. Role of Technology in Front Office. PMS application in Front office. Pricing strategies and methods.	<b>15 hours</b>
	<b>UNIT II: Evaluating Hotel Performance</b> Methods of Measuring Hotel Performance, Calculating Performance through- Occupancy Ratio, Average Daily Rate, Average Room Rate per Guest, Revenue Per Available Room, Market Share Index, Evaluation of Hotels by Guests.	<b>15 hours</b>
	<b>UNIT III: Yield Management and Forecasting</b> Measuring Yield in the Hotel Industry, Yield Management in the Hotel Industry, Elements of Yield Management, Yield Management. Strategies, Measuring Yield, Benefits and Data Required for Forecasting, Yield Management Prospects.	<b>15 hours</b>
	<b>UNIT IV: Guest Relation and Service Recovery</b> Building Guest loyalty and enhancing guest experiences. Handling Guest complaints and service recovery. Implementing effective Guest relation strategies. Conflict resolution. Problem solving techniques. Emerging trends in Front office management. Innovations in Guest services and Technology.	<b>15 hours</b>
<b>Pedagogy:</b>	Lectures, tutorials, term papers, assignments, presentations, self-study, Role plays, videos, (including online videos), etc. Sessions will be interactive and practical in nature to enable peer group learning.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. J A. Bardi, Hotel Front Office Management, John Wiley and Sons, 2017</li> <li>2. J. R. Tewari. Hotel Front Office Operations and Management, 2nd Edition, Oxford Higher Education, 2016</li> <li>3. P. Abbott and S. Lewry, Front Office, Butterworth-Heinemann, 2012</li> <li>4. S. Andrews. Textbook of Front Office Management and Operations, McGraw Hill Education Private Limited, 2017</li> <li>5. S.K. Bhatnagar. Front Office Management, The Hospitality Press , 2017</li> </ol>	
<b>Course Outcomes:</b>	At the end of the course, the students will be able to <ol style="list-style-type: none"> <li>1. Understand the purpose and process of night auditing.</li> <li>2. Identify various PMS systems and their application in front office.</li> </ol>	

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|  | <ol style="list-style-type: none"><li>3. Evaluate the measures of assessing hotel performance.</li><li>4. Assess the concept of yield management and forecasting along with various yield management strategies.</li><li>5. Understand and handle guest complaints effectively and develop good Guest Relation strategies.</li></ol> |
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Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MGC-402

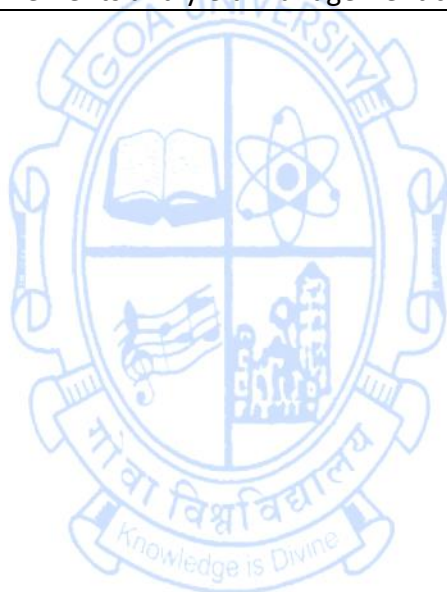
Title of the Course : Food Production Management

Number of Credits : 04

Effective from AY : 2023-24


<b>Pre-requisites for the Course:</b>	The student must have completed MGC-305.	
<b>Course Objectives:</b>	The objectives of this course are to provide students with administrative and managerial skills & thorough understanding of the managerial principles to develop professionalism in food production.	
<b>Content:</b>	<p><b>UNIT I: Nouvelle Cuisine</b>            Evolution and history of Nouvelle cuisine, Salient features of Nouvelle Cuisine, Difference between Haute Cuisine &amp; Nouvelle Cuisine, preparing plated service.            Salads: classification, Composition, principles of making salads, classical Salads.            Sandwich: Composition, Types of bread used, types of sandwiches, basic principles of sandwich spread making &amp; fillings, Storing of sandwiches for health &amp; safety            Kitchen Stewarding: Importance, Hierarchy &amp; staffing in kitchen stewarding department, Equipment found in kitchen stewarding department, garbage disposal.</p>	<b>15 hours</b>
	<p><b>UNIT II: Kitchen Layout and Design</b>            Areas of the kitchen with recommended dimension. Factors that affect kitchen design. Principles of kitchen layout &amp; design. Placement of equipment. Flow of work.            Layouts of kitchens, bakery &amp; confectionery in various organizations            Layout of receiving &amp; storage area, service &amp; wash up.</p>	<b>15 hours</b>
	<p><b>UNIT III: Food Costing</b>            Concept of cost, elements of cost, relating cost and profits to volume of sale, concept of profit, Factors influencing food cost, adjustments to food cost calculations, Inventory valuation.            Problems on determining elements of cost, food cost and food cost percentage.</p>	<b>15 hours</b>
	<p><b>UNIT IV: Food Production Management</b>            Knowledge of purchasing, developing specifications, Specification buying, Scope of Purchases, Production planning &amp; scheduling, forecasting, Production quality &amp; quantity control, Yield management.</p>	<b>15 hours</b>
<b>Pedagogy:</b>	Teaching and learning strategies will include, but not be limited to, Lectures, Tutorials, Role Plays, Videos, (including online videos)	
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>Bernard Davis, Andrew Lockwood and Sally Stone - Food and Beverage Management, 2018.</li> <li>Ozi D’Cunha. Hotel accounting and financial control. 2<sup>nd</sup> Edition, Dickey Enterprise, 2006</li> <li>P.P Seal. Food and Beverage Management 1<sup>st</sup> edition Oxford</li> </ol>	

	<p>University Press, 2017.</p> <p>4. P.S.Bali. International Cuisine and Food Production Management. Oxford University Press, 2018.</p> <p>5. W. Gisslen. Professional Cooking 9<sup>th</sup> Edition John Wiley and Sons 2018</p>
<p><b>Course Outcomes:</b></p>	<p>At the end of the course, students will be able to</p> <ol style="list-style-type: none"> <li>1. Demonstrate understanding of nouvelle cuisines, including their historical context, preparation styles, significance of nouvelle and haute cuisine and cold kitchen.</li> <li>2. Understand the designing food production spaces in different food production operations.</li> <li>3. Apply and effectively use the costing principles in food production operations of any scale, demonstrating practical skills in food cost control.</li> <li>4. Develop a comprehensive understanding of managing food production planning techniques, forecasting food production requirements and yield management concepts for efficient control.</li> </ol>



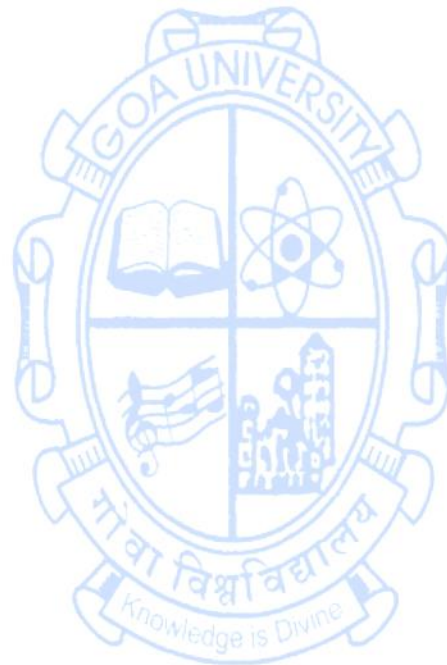
**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-403  
**Title of the Course** : Methodology in Hospitality Research  
**Number of Credits** : 04 (3T+1P)  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	The aim is to equip students with the fundamental knowledge and practical skills necessary to conduct comprehensive research in the hospitality industry, fostering an understanding of various research methodologies, ethical considerations, data collection, analysis techniques, and effective communication of research findings.	
<b>Content:</b>	<p><b>UNIT I: Introduction to Hospitality Research</b></p> <p>Importance of research in the hospitality industry, Types of research: exploratory, descriptive, and explanatory, Research process: formulation of research questions, hypotheses, and objectives, Ethical considerations in hospitality research, Research design: qualitative vs. quantitative methods, Review of Research Methods: Introduction to qualitative research methods in hospitality, Interviews and focus groups: design, data collection, and analysis, Introduction to quantitative research methods in hospitality, Surveys and questionnaires: design, sampling, and data analysis, Mixed-methods research: combining qualitative and quantitative approaches. Class activity: Formulate a research question and select an appropriate method.</p>	<b>15 hours</b>
	<p><b>UNIT II: Data Collection and Analysis</b></p> <p><b>Qualitative Data Collection and Analysis:</b>          In-depth understanding of qualitative data collection techniques, Content analysis and thematic analysis, Coding and categorizing qualitative data, Validity and reliability in qualitative research. Class activity: Analyze a sample of qualitative data.</p> <p><b>Quantitative Data Collection and Analysis:</b>          Detailed exploration of quantitative data collection methods, Data preprocessing and cleaning, Introduction to statistical analysis using software (e.g., SPSS, Excel), Descriptive and inferential statistics: measures of central tendency, correlation, regression, Interpretation of quantitative research findings. Class activity: Analyze a dataset using appropriate statistical methods.</p>	<b>30 hours</b>

	<p><b>UNIT III: Research Presentation and Communication</b>  <b>Research Presentation Skills:</b>          Effective presentation techniques for research findings, Designing visually appealing research presentations, Public speaking and engaging the audience, Handling questions and feedback during presentations.  <b>Writing Research Reports and Papers:</b>          Structure of a research paper: introduction, literature review, methodology, results, discussion, conclusion, Academic writing style, formatting, and citation conventions (APA, MLA, etc.).          Strategies for writing clear and concise research reports.          Peer review and feedback in the research writing process.</p>	<b>15 hours</b>
	<p><b>UNIT IV: Exploring Contemporary Dimensions of Hospitality Research</b>  <i>Emerging Trends in Hospitality Research</i>          Sustainable hospitality practices: research opportunities and challenges, Technology's impact on the hospitality industry: research implications, Cultural diversity and inclusivity in hospitality research, Case studies of successful hospitality research projects.  <i>Culminating Research Project:</i>          Students work on a small-scale research project individually or in groups, Proposal development, data collection, analysis, and interpretation, Preparation of a research report and presentation. Final research project presentations and peer feedback.</p>	<b>15 hours</b>
<p><b>Pedagogy:</b></p>	<p>The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.</p>	
<p><b>References/ Readings:</b></p>	<ol style="list-style-type: none"> <li>1. D. L. Bojanic, Consumer Behavior in Travel and Tourism. Routledge, 2016</li> <li>2. J. T. Bowen and J. C. Makens, Hospitality Marketing Management. Wiley, 2020.</li> <li>3. P. Brunt and S. Horner, Key Concepts in Hospitality Management. SAGE Publications Ltd, 2013</li> <li>4. P. J. Sheldon and R Daniele, Tourism and Tourist Research: Methods and Issues. Channel View Publications, 2017</li> <li>5. R. C. Wood and B. Brotherton, The Sage Handbook of Hospitality Management. SAGE Publications Ltd, 2008</li> </ol>	
<p><b>Course Outcomes:</b></p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Define the types of research, ethical considerations, and the research process, allowing them to critically evaluate and formulate research questions.</li> <li>2. Apply qualitative and quantitative research methodologies enabling them to illustrate and interpret data relevant to the hospitality industry.</li> </ol>	



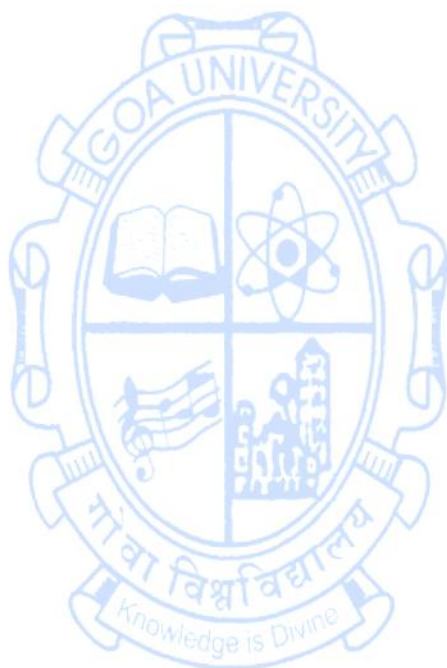
	<p>3. Understand and effectively communicate research findings to diverse audiences within the field.</p> <p>4. Analyze emerging trends in hospitality research to the evolving landscape of the hospitality industry through insightful case studies and projects.</p>
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**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-411  
**Title of the Course** : Case Writing and Analysis  
**Number of Credits** : 04  
**Effective from AY** : 2023-24


<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objectives:</b>	To develop the competence to analyze and use robust frameworks for dealing with short term and long-term managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various courses and document real life organizational situations in case format and deal with them.	
<b>Contents:</b>	<b>UNIT I: Introduction to Case Analysis</b> Definition, history and origin, scope of case study, application of case analysis, types of case study, advantages and limitations of the case analysis, difference between case study and experiment, define problem, steps involved in case analysis-formulation of alternative course of action to solve problem, analyzing alternatives, acceptance of the alternatives and recommendations.	<b>15 hours</b>
	<b>UNIT II: Analyzing Cases and Application of Theoretical Framework in Management</b> Identification of problems/decision areas in the case-major and minor problems, Identification of protagonists, Analysis with reference to the long-term and short-term objectives of the organization, Identification of theoretical concepts applicable in the given situation, Evaluation of alternative solutions, Selection of optimum solution with justification. Demonstration work on case analyses.	<b>15 hours</b>
	<b>UNIT III: Case Writing</b> Developing a protocol, obtaining necessary permissions, Collecting the data/information, preparing a draft with a view to capture the protagonist and action areas requiring analyses, Writing the case with teaching note. Demonstration work on case writing.	<b>15 hours</b>
	<b>UNIT IV: Cases in Hospitality and Tourism Management</b> Comprehend complex situations and decision-making process in Hospitality and Tourism industry.	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	1. G. Aktaş, and M. Kozak, Eds., International Case Studies in Tourism Marketing. Taylor and Francis, 2022. 2. G. Vega, The Case Writing Workbook: A Guide for Faculty and Students. UNITED Kingdom: Taylor and Francis, 2022.	


	<ol style="list-style-type: none"> <li>3. G. W. Sanders, M. Carpenter, Strategic Management: Concepts and Cases. UNITED Kingdom: Pearson Education Limited, 2021.</li> <li>4. M. Sigala, A. Yeark, R. Presbury, M. Fang, and K. A. Smith, Case Based Research in Tourism, Travel, Hospitality and Events, 2022.</li> <li>5. W. Ellet, The case study handbook, revised edition: A student's guide. Harvard Business Press, 2018.</li> </ol>
<p><b>Course Outcomes:</b></p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyze a situation and make managerial decisions considering all the probable solutions.</li> <li>2. Evaluate and document a situation that enables the organization to take implementable decisions.</li> <li>3. Analyse case writing.</li> <li>4. Comprehend complex situations and decision-making process in hospitality and tourism industry.</li> </ol>



**SEMESTER VIII**

**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-404  
**Title of the Course** : Entrepreneurship and Startups in the Hospitality Sector  
**Number of Credits** : 04  
**Effective from AY** : 2023-24

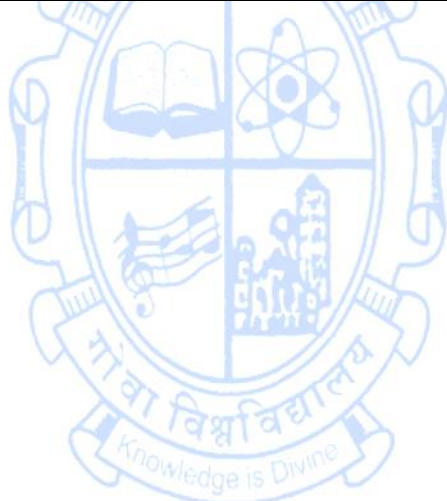
<b>Pre-requisites for the Course</b>	NIL	
<b>Course Objectives:</b>	The course aims to provide students with a comprehensive understanding of entrepreneurship within the hospitality sector and to equip them with the necessary skills and competencies to initiate and manage hospitality ventures successfully.	
<b>Contents:</b>	 <p><b>UNIT I: Entrepreneurship in Tourism</b>                  Concepts and definitions of entrepreneurship in the hospitality sector, functions of entrepreneurship, identification of entrepreneurship opportunities in hospitality, entrepreneurial characteristics required for success in the hospitality industry, societal advantages of entrepreneurship, factors influencing entrepreneurship growth, challenges specific to entrepreneurship in hospitality. Policy measures and initiatives for promoting entrepreneurship in the hospitality sector, entrepreneurial competencies required in hospitality, methods for developing entrepreneurial competencies, case studies of successful hospitality startups and ventures, entrepreneurial process including idea generation, opportunity identification, market assessment, competitive analysis, and resource mobilization.                  Field visits to hospitality ventures and startups, Ideation Exercises.</p>	<b>15 hours</b>
	<p><b>UNIT II: Development of Projects</b>                  Understanding social entrepreneurship in hospitality, motivations behind social entrepreneurship, problem identification, ideation strategies, formulation of business ideas, concepts of project management and classification, project formulation including identification, appraisal, and selection, SWOT analysis, problem-solving techniques, cost-benefit analysis, development of project reports encompassing vision, strategy, and product, setting milestones.                  Demonstrations/Tutorials: Field study of emerging hospitality businesses and visits to incubation centers.</p>	<b>15 hours</b>
	<p><b>UNIT III: Creating and Starting the Venture</b>                  Effective questioning techniques for idea refinement, development of a comprehensive business plan for hospitality ventures, steps involved in starting a hospitality business UNIT, crafting marketing plans tailored to hospitality ventures, financial planning considerations, organizational planning for hospitality startups, crafting a compelling pitch deck and elevator pitch, funding options for hospitality ventures, understanding costs and benefits, network creation, creativity in business idea</p>	<b>15 hours</b>

	<p>implementation, legal considerations for hospitality entrepreneurs, forms of business ownership, role of financial planning, government support for hospitality entrepreneurship. Demonstrations: Presentation of innovative hospitality business ideas.</p>	
	<p><b>UNIT IV: Managing Growth and Ending a Venture</b> Preparation for the launch of new hospitality ventures, stages of growth in hospitality startups, early management decisions, strategies for managing early growth and expansion of hospitality ventures, global expansion considerations, addressing challenges associated with growing public, exploring exit options including reasons for exiting, change management in hospitality ventures, long-term and short-term exit planning, seller financing, sale process, initial public offering (IPO).</p>	<b>15 hours</b>
<b>Pedagogy:</b>	<p>The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.</p>	
 <p><b>References/ Readings:</b></p>	<ol style="list-style-type: none"> <li>1. J. Ateljevic, and S. J. Page, Eds., Tourism and entrepreneurship. Routledge, 2017.</li> <li>2. K. Rao, N.V.R. Naidu, Management and Entrepreneurship. K International Publishing House Pvt., 2019.</li> <li>3. M. Brookes, and L. Altinay, Eds., Entrepreneurship in hospitality and tourism: A global perspective. Goodfellow Publishers Ltd, 2015.</li> <li>4. N.Baporikar, Handbook of Research on Entrepreneurship Development and Opportunities in Circular Economy. United States: IGI Global, 2020.</li> <li>5. R. Hurriyati, B. Tjahjono, I. Yamamoto, A. Rahayu, A. G. Abdullah, and A. A. Danuwijaya, Advances in Business, Management and Entrepreneurship. London: CRC Press, 2020.</li> </ol>	
<b>Course Outcomes:</b>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Define the entrepreneurial characteristics required for success in the hospitality industry.</li> <li>2. Understand the importance and rationale of small-scale industries in the hospitality sector.</li> <li>3. Develop entrepreneurial competencies for launching and managing successful hospitality startups and ventures.</li> <li>4. Design comprehensive business plans and address the unique challenges associated with starting new ventures in the hospitality sector.</li> </ol>	

**Name of the Programme** : BBA (Hospitality and Culinary Management)  
**Course Code** : MGC-412  
**Title of the Course** : Emerging Trends in Hospitality and Tourism  
**Number of Credits** : 04  
**Effective from AY** : 2023-24

<b>Pre-requisites for the Course:</b>	NIL	
<b>Course Objective:</b>	The course aims to explore contemporary issues and trends shaping the hospitality industry, providing students with the knowledge and awareness necessary to understand the impact of global events on hospitality and tourism.	
<b>Contents:</b>	<b>UNIT I: Introduction to the Emerging Tourism Trends</b> Factors Responsible for Changing Tourism Concepts and Tourist, Demand Patterns: Impact of Cultural, Economic, Political, Technological, Environmental and Ecological Perspectives on International Tourism. Tourism Measurement: measurement of tourist traffic and receipt, measurement techniques and their limitations.	<b>15 Hours</b>
	<b>UNIT II: Tourism Trends</b> Eco-tourism, National Eco-tourism Policy, Rural Tourism, Adventure Tourism, Various forms of Adventure Tourism. Natural Resources as potential tourist destinations, Wildlife Sanctuaries, National Parks, Bio-Sphere Reserves, Hill Stations and Beaches as Potential Tourist Destinations. Medical Tourism, Hydel Tourism, Tea Tourism, Health Tourism, Voluntary Tourism, MICE, Sustainable Tourism and Development -Prospects, Problems and Challenges, Carrying Capacity, Destination Development.	<b>15 Hours</b>
	<b>UNIT III: Current Issues in the Hospitality Industry</b> Exploration of Industry-Related Topics: Sustainability Practices, Technology Integration, Changing Consumer Preferences, Diversity and Inclusion, Safety and Security Measures, Crisis Management, Ethical Considerations, and Globalization Effects.	<b>15 Hours</b>
	<b>UNIT IV: Domestic and International Tourism in Future Perspective</b> Analysis of Current Global Events and their Influence on Hospitality and Tourism, Future projections, new upcoming destinations. Emerging trends in Tourist Motivations. Recent Trends in Domestic and International Tourism in India.	<b>15 Hours</b>
<b>Pedagogy:</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
<b>References/ Readings:</b>	1. ANIL Verma, Emerging Trends in Tourism, SBS Publishers, 2010 2. Chand, M, opportunities and Challenges for Tourism and Hospitality in the Bric Nations, Information Science Reference, India	

	<p>(2016)1.</p> <ol style="list-style-type: none"> <li>3. Charles R. Goeldner, 'Tourism Principles, Practices, Philosophies', Wiley, 2006</li> <li>4. Charles R. Goeldner, 'Tourism Principles, Practices, Philosophies', Wiley, 2006</li> <li>5. Dixit, M, Tourism Products, Royal Publishers, New Delhi. 2001</li> <li>6. Hall, C.M. and Duval T Safety and Security in Tourism Relationship Management and Marketing, Victoria University, Australia. (2003)</li> <li>7. Mohammad Saleem Mir, 'Emerging Trends of International Tourism in India', Lambert Publishing, 2012</li> <li>8. Pearce D.G. and Butler R.W Contemporary issues in Tourism Development, Routledge, New York.1999</li> </ol>
<p><b>Course Outcomes:</b></p>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Evaluate the changing tourism concepts and demand patterns.</li> <li>2. Demonstrate the influence of global events on the hospitality and tourism sectors.</li> <li>3. Identify the emerging trends in the hospitality and tourism Industry.</li> <li>4. Analyze the issues related to emerging tourism trends in the Industry.</li> </ol>



## Internship

**Course Code: MGC-321(04 Credits)- Internship-1**  
**MGC-361(02 Credits)- Internship-2**  
**MGC-322(04 Credits)- Internship-3**  
**MGC-461(12 Credits)- Internship cum Dissertation**

**Title of the Course: Internship**

**Number of Credits: 02/04 or 12, as the case may be.**

**Effective from AY: 2023-24**

<b>Course Objectives:</b>	This internship course is designed to provide students with hands-on experience in the hospitality, tourism or any other allied industry. Through a combination of practical training and reflective learning, students will gain insights into various aspects of hospitality management, customer service, and operational dynamics within the industry.
<b>Evaluation pattern:</b>	<ol style="list-style-type: none"><li>1. There shall be an ISA component of 20% marks and SEA component of 80% marks.</li><li>2. SEA marks shall be based on Internship Report and Presentation, and shall be decided by the department/discipline faculty members. The internship report shall be prepared in line with the dissertation report for the purpose of evaluation.</li><li>3. The faculty mentoring the students shall assign ISA marks based on the feedback obtained from the company/organization and the domain knowledge, skill set (log book), best practices learned by the student (viva voce) at the company/organization and such others.</li><li>4. Internship report will be governed by the guidelines issued by the Goa University via the following link: <a href="https://www.unigoa.ac.in/uploads/config_docs/20231229.044857~Format_Dissert_Intern_Field_Work.pdf">https://www.unigoa.ac.in/uploads/config_docs/20231229.044857~Format_Dissert_Intern_Field_Work.pdf</a></li></ol>