

गोंय विद्यापीठ

ताळगांव पठार,

गोंय - ४०३ २०६

फोन : +९१-८६६९६०९०४८



Goa University

Taleigao Plateau, Goa-403 206

Tel : +91-8669609048

Email : registrar@unigoa.ac.in

Website : www.unigoa.ac.in

(Accredited by NAAC)

GU/Acad -PG/BoS -NEP/2024/484

Date: 02.09.2024

CIRCULAR

Ref. No.: GU/Acad -PG/BoS -NEP/2023/102/44 dated 04.07.2023

In supersession to the above referred Circular, the Syllabus of Semester III to VIII Syllabus of the **Bachelor of Science in International Hospitality Management** Programme approved by the Standing Committee of the Academic Council in its meeting held on 02nd July 2024 is enclosed. The Syllabus of Semester I and II approved earlier is also attached.

The Dean/ Vice-Deans of the Goa Business School and Principals of affiliated Colleges offering the **Bachelor of Science in International Hospitality 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 Science in International Hospitality Management Programme.

Copy to,

1. The Director, Directorate of Higher Education, Govt. of India.
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.

B.Sc. International Hospitality Management
w.e.f academic year 2023-24

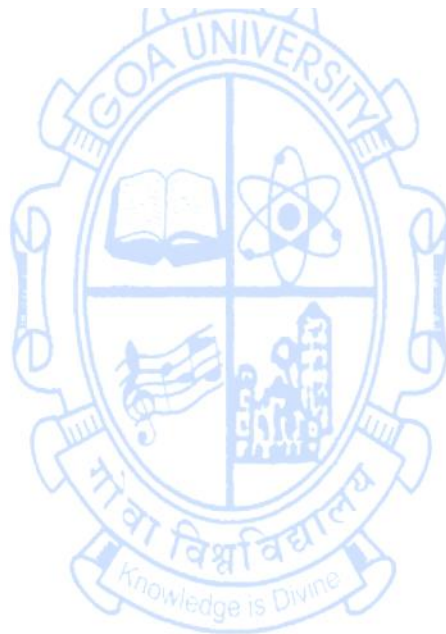
OBJECTIVES OF THE PROGRAMME:

1. Prepare students to enter the world of hospitality as leaders and managers with a strategic approach to business.
2. Enhance students' knowledge and skills based on international standards;
3. Equip graduates with knowledge and skills with industry exposure in the field of hospitality.

PROGRAMME SPECIFIC OUTCOMES:

On successful completion of the B.Sc. International Hospitality Management program, the students will be able to:


1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
2. Develop leadership skills, and design creative hospitality solutions.
3. Analyse information and make decisions using critical thinking and problem-solving skills.



Programme Structure for Semester I to VIII Under Graduate Programme										
B.Sc. (International Hospitality Management)										
Sem	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	IHT-100 Food and Beverage Operations (4)	MGT-100 Fundamentals of Tourism (4)	IHT-131 Introduction to Beverages (3)		IHT-141 Hospitality French (1T+2P)					
II	COM-111 Principles and Practice of Management (4)	MGF-113 Fundamentals of Accounting (4)	IHT-132 Introduction to Wines (3)		CUL-142 Management Information System in Hospitality Practical (3)					* IHT-161 Office Reception Skills (4(1T+3P))
III	IHT-200 Food Production Practical -I (4) IHT-201 Food and Beverage Service	IHT-211 Human Resource Management (4)	IHT-231 Gastronomic Tourism (3)		IHT-241 Interview Facing Skills (1T+2P)					

	Practical- I (4)								
IV	IHT-202 Rooms Division Operations (4) IHT-203 Bar Management (4) IHT-204 Bakery and Pastry Arts Practical (4) IHT-205 Bakery and Pastry Arts (2)	IHT-221 Marketing for Hospitality, Tourism and Leisure (3T+1P))							* IHT-261 Personality Development Skills (4(1T+3P))
V	IHT-300 Front Office Operations (4)	IHT-321 Internship-1 (4)				IHT-361 Internship-2 (2)			

	<p>IHT-301 Food and Beverage Service Operations (4)</p> <p>IHT-302 Accommodation Operations (4)</p> <p>IHT-303 Food Production Operations (2)</p>								
VI	<p>IHT-304 Food Production Practical –I (4)</p> <p>IHT-305 Revenue Management (4)</p>	<p>IHT-322 Internship -3 (4)</p>							

	IHT-306 Rooms Division Practical (4)								
	IHT-307 Project (4)								
VII	IHT-400 Food Production Management (4)	 IHT-411 Research Methodology (4)							
	IHT- 401 Food and Beverage Management (4)								
	IHT -402 Front Office Management (4)								
	IHT- 403 Tourism Philosophies, Principles and Practices (4)								

VIII	IHT – 404 Event Management (4 (3T+1P))	<p>IHT-412 International Cuisine Practical (4)</p> <p>OR</p> <p>IHT-413 Advanced Food and Beverage Service Operations (3T+1P)</p> <p>OR</p> <p>IHT-414 Advanced Front Office Management (4)</p> <p>OR</p> <p>IHT-415 Advanced Accommodation Operations Management (4)</p>		IHT- 461 Interns hip-4 (12)				
------	---	---	--	-----------------------------------	--	--	--	--


Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-100

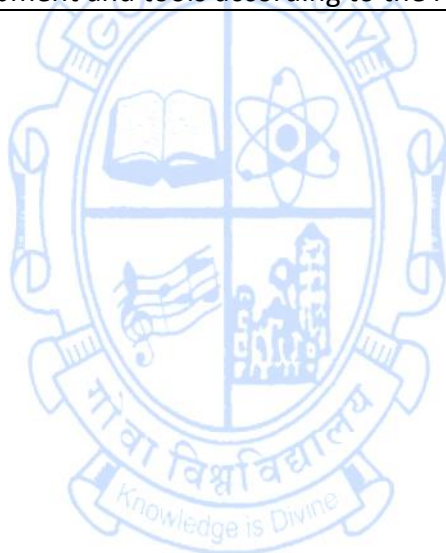
Title of the Course : Food and Beverage Operations

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the students to the Food and Beverage Production and Service sector, its organization, planning and execution.	
Content: 	UNIT I: Food and Beverage Service Organization and Equipment Departmental organization and staffing, duties and responsibilities, types of Food service areas and Food and Beverage outlets, and ancillary departments. Identification of various F and B equipment, classification, types of furniture, sizes, various kinds of linen and specification, types of cutleries, crockery, glassware, specialty equipment and their uses, purchase considerations, storage and maintenance.	15 hours
	UNIT II: Food and Beverage Service Operations Styles of Food Service: waiter service, self-service and assisted service, features of each group and methods, advantages and limitations of each service style. Menu knowledge and planning: origin, types of menus, French classical menu, a la carte sequence, cover and accompaniments for selected dishes.	15 hours
	UNIT III: Introduction to the Food Industry And Kitchen Organization: Evolution of food and historical changes in the food industry, famous chefs in the evolution of gastronomy, hierarchy, kitchen equipment and tools, safety, health, hygiene and uniform, Ergonomics, Production systems in the kitchen,	15 hours
	UNIT IV: Preliminary Preparation Techniques Ingredient knowledge, cooking methods, vegetables (varieties, characteristics, pre-preparation and cooking), meats and poultry (varieties, characteristics, pre-preparation and cooking), fish and Shellfish (varieties, characteristics, pre-preparation and cooking), basics stocks, soups and their classifications cold sauces, hot sauces and mother sauces, preparation of salads, sandwiches and hors d'oeuvres. Culinary terminology.	15 hours
Pedagogy:	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.	
References/ Readings:	1. R. Singaravelavan, Food and Beverage Service. New Delhi: Oxford, 2012 2. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014. 3. S. Andrews, Food and Beverage Service Training Manual, 3 rd ed. New Delhi: Tata McGraw Hill Publishing Company Limited, 2017.	

	<ol style="list-style-type: none"> 4. W. Gisslen, Professional Cooking, 8th ed. New Jersey: Wiley, 2015. 5. T. E. Phillip, Modern Cookery, Volume 1, 6th Edition. Orient BlackSwanPtl, 2010. 6. T. E. Phillip, Modern Cookery, Volume 2, 6th Edition. Orient BlackSwanPtl, 2010. 7. H. Caldon et al, The Cooks Book of Ingredients. UK Edition, DK, 2010. 8. Larousse Gastronomique, 10th Edition. Hachette, 2009. 9. S. Meyer, E. Schmid, and C. Spiihler, Professional Table Service. USA: Wiley, 1987.
<p>Course Outcomes:</p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Describe different types and sectors of the food and service industry, including personnel staff organization and identify various types of restaurants and their characteristics, equipment and organization. 2. Identify the food and beverage auxiliary departments and familiarize with different types of preparation methods and service. 3. Identify the changes in food products and their preparations. 4. Apply culinary terminologies and compare the use of different equipment and tools according to the requirements.




Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : MGT-100

Title of the Course : Fundamentals of Tourism

No. of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course	NIL	
Course Objectives	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.	
 Content:	<p>Unit I: Overview of Tourism 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.</p>	15 hours
	<p>Unit II: Organization of Tourism 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.</p>	15 hours
	<p>UNIT III: Tourism Supply and Demand 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 Tourism’s Economic Impact, Optimization, Economic Multipliers.</p>	15 hours
	<p>UNIT IV: Understanding Travel Behavior and Tourism Policy, Planning and Development 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,</p>	15 hours

	<p>Social (Subsidized) Tourism, Summary of the Principal Social 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, Tourism Policy: Structure, Content, and Process, The Process of Tourism Policy Formulation Tourism Planning, Development, and Social Considerations: Planning for a Competitive/Sustainable Destination, The Nature of Tourism Planning, Relating Tourism Planning to Tourism Policy, Why Tourism Planning Is Necessary, The Planning Process, Goals of Tourism Development, Political Aspects of Tourism Development.</p>	
Pedagogy	<p>Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/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.</p>	
Reference/ Readings	<ol style="list-style-type: none"> 1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017. 2. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013. 3. C. Cooper, Essentials of Tourism, SAGE Publication, 2020 4. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford University Press, 2011. 5. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020 	
Course Outcome	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand and identify evolution, importance of travel and tourism for the economy. 2. Analyze various sectors and its role in the growth of tourism industry. 3. Identify the reasons for the growth of famous tourist attractions and analyze its impact on tourism industry. 4. Analyze the importance of tourism planning, and tourism policy formulation for competitive and sustainable development of destinations. 5. Evaluate the importance of tourism industry as a system. 	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-131

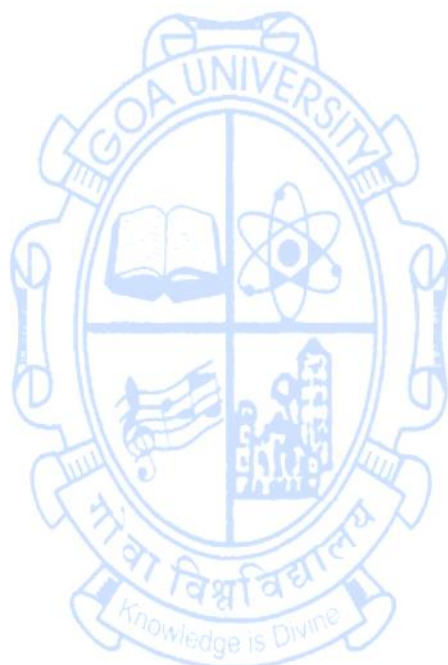
Title of the Course : Introduction to Beverages

Number of Credits : 03

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	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.	
Content:	<p>UNIT I: Introduction and Classification of Beverages 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.</p>	15 hours
	<p>UNIT II: Spirits 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).</p>	15 hours
	<p>UNIT III: Other Alcoholic Beverages 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 flavour and country of origin).</p>	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem- solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. H. Johnson, The World Atlas of Wine, MitchellBeazley, 2013 2. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK , 2017. 3. R Cichy,Managing beverage operations.American Hotel And Lodging Educational Institute, 2010. 4. R. Singaravelavan, Food and Beverage Service. Oxford, 2012. 5. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 	

	<p>2014.</p> <p>6. A. Domine, The world of spirits and cocktails: The ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013</p>
<p>Course Outcomes:</p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Classify beverages and describe the types of teas, coffees, and other non- alcoholic beverages 2. Classify wines and identify the principal wine regions, wine laws, and grape varieties; describe the production process and list brand names 3. Differentiate between various spirits, describe the production process, and list the brand names of spirits. 4. Identify fermented beverages, aperitifs, and liqueurs and their categories.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-141

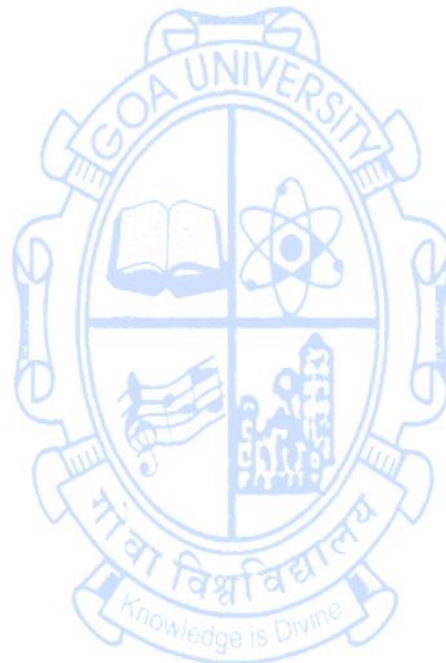
Title of the Course : Hospitality French

Number of Credits : 03 (1T+2P)

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the student to the basic vocabulary in French, used in the hospitality industry to communicate with guests.	
Contents:	UNIT I: Introduction to Hospitality French Communication The alphabets and accents. The numbers: cardinal, ordinal. Days and Seasons. 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.	15 Hours
	UNIT II: Hospitality Terminology Hand tools and equipment terms, service related terminology Beverage ingredients and preparations, restaurant brigade and hotplate language, courses of a French classical menu, Service equipment terminology, wine terminology, service styles. Vocabulary through the perspective of Hospitality industry. Practical/Demonstrations/Exercises	10 Hours
	UNIT III: Communication and Dialogues Common French terms related to the hotel industry, Basic communication related to attending to guests, Welcoming and receiving guests, order taking, simple conversations, feedback and farewell. Practical/Demonstrations/Exercises	05 Hours
Pedagogy:	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.	
References/ Readings:	1. Cholvy, En cuisine!. Paris: CLÉ International, 2014. 2. J. Venkatesh, S. Venkatesh, and S. Krishnan K.G, Bon Sejour1. Delhi: Goyal Publishers and Distributors Pvt. Ltd, 2018. 3. S. Bhattacharya and U. S. Bhalerao, Eds., French for Hotel Management and Tourism Industry. New Delhi: Frank Brothers, 2009. 4. R. Chandrasekar, R. Hangal, C. Krishnan, C. Ninan and A. Mokashi, A. Votreservice1. Delhi: Goyal Publishers Ltd, 2003. 5. C. Miquel, Vocabulaire Progressif du Francais, 2nd ed. Paris: CLÉ International, 2010.	
Course Outcomes:	At the end of the course the students will be able to: 1. Comprehend the importance of French in the hospitality operations 2. Use correct pronunciation of French terminology.	

	<p>3. Practice standard phrases in French in kitchen and restaurant operations</p> <p>4. Perform the four language skills of listening, speaking, reading and writing.</p>
--	--



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : COM-111

Title of the Course : Principles and Practice of Management

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course	NIL	
Course Objective	<ol style="list-style-type: none"> 1. To enable the learners to describe the competitive landscape of a company using Porter's five force model. 2. To acquaint the learners with skills to interpret the relevance of delegation and decentralization of authority in an organization. 3. To acquaint the learners to recognize the various needs of an individual using Maslow's Need-Hierarchy Theory. 4. To elucidate the principles and major techniques of control and apply the principles and techniques of coordination. 	
Content:	<p>UNIT I: Introduction to Management Management: Concept and Need, Managerial Functions: An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach - Taylor, Fayol, NeoClassical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Reengineering, Porter's Five-forces' Model.</p>	15 hours
	<p>UNIT II: Planning and Organising Types of Plan; Strategic planning - Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, and Competitor Analysis); Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Network Organization Structure. Emerging types.</p>	15 hours
	<p>UNIT III: Staffing and Leading Staffing: Concept of staffing, staffing process. b. Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's NeedHierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and importance; Leadership styles. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging trends in communication.</p>	15 hours

	<p>UNIT IV: Control and Coordination</p> <p>Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Effective Control Systems. Coordination Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness. Emerging issues in Management.</p>	15 hours
Pedagogy	Lectures, classroom discussions, and case study.	
Reference/ Readings	<ol style="list-style-type: none"> 1. Tripathi, P. C. & Reddy, P.N. (2010). Principles of Management (Fourth ed.). Tata Mc Graw Hill Education Pvt. Ltd., New Delhi 2. Chandan, J. S. (2004). Management, Theory & Practice (Second ed.). Vikas Publishing House, New Delhi. 3. Prasad, L. M. (2000). Principles and Practice of Management (Fifth ed.). Saultan Chand & Sons. 4. Jain, V. (2010). Management Theory & Practice (First ed.). International Book House, New Delhi. 5. Prasad, M. (2008). Management Concepts & Practices. (Fourth ed.). Himalaya Publishing House, Mumbai. 6. Subba Rao, P., & Venkatram T. K. (2010). Management Theory & Practice (First ed.). Himalaya Publishing House, Mumbai. 7. Moshal, B. S. (2009). Principles of Management (First ed.). Ane Books Pvt. Ltd., New Delhi. 8. Barton, G., & Thakur, H. (1997). Management Today, Principle & Practice (First ed.). Tata Mc Graw Hill Publishing Co. Ltd., New Delhi. 	
Course Outcome	<p>After completion of this course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Describe the competitive landscape of a company using Porter's five force model. 2. Interpret the relevance of delegation and decentralization of authority in an organization. 3. Recognize the various needs of an individual using Maslow's Need-Hierarchy Theory. 4. Elucidate the principles and major techniques of control and apply the principles and techniques of coordination. 	




Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : MGF-112

Title of the Course : Fundamentals of Accounting

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course	NIL	
Course Objective	To enable students to understand and apply the principles and practices of accounting	
Content: 	UNIT I: Introduction to Accounting System, Concepts and Conventions Basic terms of accounting, Accounting Principles, Concepts, Conventions, IND-AS, Accounting Equation, System of accounting: Cash system and mercantile system, Accounting as information system, Users of accounting information.	10 hours
	UNIT II: Accounting Process and Procedure Transaction/Event, Voucher: Meaning, Types of Vouchers, Receipt (Credit Voucher), Payment (Debit Voucher), Journal (Accrual) Voucher, Journal, Cash Book (double and triple column, journal proper), Ledger, Trial Balance. Bank Reconciliation Statement Meaning and need; Causes of disagreement. Illustration.	25 hours
	UNIT III: Financial Statements Forms of financial statements, Preparation of Income statement and Balance sheet. Illustration.	10 hours
	UNIT IV: Introduction To Computerized Accounting Features, benefits, integration, practical application of any one accounting software.	15 hours
Pedagogy	The methodology used in the class will combine lectures, case studies, illustrations, group discussions and presentations.	
Reference/ Readings	<ol style="list-style-type: none"> 1. Gupta, R. L. (2015). Problems and Solutions in Advanced Accounting. (8th ed.). Sultan Chand. 2. Hanif, M., and Mukherjee, A. (2013). Modern Accountancy (Volumes I and II). (2nd ed.). Tata McGraw- 3. Maheshwari, S. N. (2019). Advanced Accounting. (8th ed.). Vikas Publishing House. 4. Shukla, M. C., Grewal, T. S., and Gupta, S. C. (2017). Advanced Accounting. (17th ed.). S. Chand Publishing. 5. R. K. Arora (2018), Financial Accounting: Fundamentals, Analysis and Reporting, 2 nd Ed., Wiley. 	
Course Outcome	<p>On completion of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Describe accounting terminologies, nature and purpose of Indian Accounting Standard. 2. Prepare accounting vouchers, cash book and ledgers. 3. Prepare financial statements of a firm. 4. Use the accounting software for Financial Statement Preparation. 	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-132

Title of the Course : Introduction to Wines

Number of Credits : 03

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the students to the different types of wines and understand their production, types and brands.	
Content:	UNIT I: Introduction History and evolution of wine, Classification of wines, Viticulture : 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.	15 hours
	UNIT II: Viticulture and Vinification Art of making still wine, sparkling wine and fortified wines. Cellar - storage, temperature and humidity level	15 hours
	UNIT III: Wine regions of the world Major old and new wine producing regions, wine regulations and key aspects of wine label. Wine tasting: -Flavors and aroma characteristics (color, bouquet, body and taste). Serving temperatures of wines.	15 hours
Pedagogy:	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.	
References/ Readings:	<ol style="list-style-type: none">1. H. Johnson, The World Atlas of Wine, Mitchell Beazley, 20132. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK , 2017.3. R Cichy, Managing beverage operations. American Hotel And Lodging Educational Institute, 2010.4. R. Singaravelavan, Food and Beverage Service. Oxford, 2012.5. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014.6. A. Domine, The world of spirits and cocktails: the ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013	
Course Outcomes:	At the end of the course, the students will be able to: <ol style="list-style-type: none">1. Define viticulture and vinification process.2. Classify wines and identify the principal wine regions.3. Describe the production process and list brand names.4. Identify characteristics of wine tasting.	

Name of the Programme : B.Sc. (International Hospitality Management)
Course Code : CUL-142
Title of the Course : Management Information System in Hospitality Practical
Number of Credits : 03
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to impart technical skills in Management Information systems.	
Content:	UNIT I: Introduction to Management Information Systems MIS Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS, MIS and Computer, MIS and user distributed processing, differentiate between wired and wireless echnologies, Network topologies, Types of telecommunication Media, E-commerce.	30 hours
	UNIT II: Property Management System Information systems for rooms division management, property management system, various modules related to reservations, registration, cashiering, telephones, guest history, housekeeping.	30 hours
	UNIT III: Computerized Reservation System Introduction to global distribution systems (GDS) and hotel distribution on GDS, management information systems (MIS) for key decisions, guests data base, keeping track of guests profile, needs, expectations, projection and monitoring of occupancy levels. Mobile / Wireless Computing in Tourism, Hospitality and Leisure Transaction Processing Systems for Tourism	30 hours
Pedagogy:	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.	
References/ Readings:	<ol style="list-style-type: none"> 1. Jaiswal, Mahadeo and M. Mittal, Management Information Systems – Oxford Publication 2004. 2. O'Connor Peter, Using Computers in Hospitality, Thomson Learning, 2004 3. W.S Jawadekar, Management Information Systems, Tata McGraw-Hill Publishing Company Limited, 2020 4. Leidner, Dorothy, and E. Mc Lean, and J.Wetherbe, Organisations inthe Digital Economy, John Wiley & Sons, 2008 5. K. Laudon, J. Laudon, Management Information Systems Managing the Digital Firm, 2019. 	
Course Outcomes:	At the end of the course, the students will be able to: <ol style="list-style-type: none"> 1. Apply the concepts of Information system. 2. Differentiate between wired and wireless technologies. 3. Evaluate the role of information systems. 4. Manage Computerized Reservation system. 	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-161

Title of the Course : Office Reception Skills

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

Effective from AY : 2023-24

Pre-requisites for the Course:	Completion of first year of International Hospitality Management	
Course Objectives:	The aim of the course is to familiarize the students with skills and knowledge required to excel in the role of a professional receptionist.	
Content:	UNIT I: Introduction to Reception Skills and Role of Receptionist Greetings, importance of first impression, handling inquiries efficiently, managing phone calls, scheduling appointments, handling correspondence, and maintaining records, ensuring a positive experience for all guests.	15 Hours
	UNIT II: Communication Skills Verbal communication: clarity, tone, and articulation, Non-verbal communication: body language, eye contact, and facial expressions, Active listening and empathy in guest interactions, Role-play exercises for various guest scenarios	30 hours
	UNIT III: Customer Service Excellence Reception duties and responsibilities, mastering customer service excellence, enhance guest satisfaction, empathy, personalization and attention to detail.	30 hours
	UNIT IV: Multitasking and Problem Solving Coordination with other departments, maintaining organized records, generating report, conflict resolution, ensuring the safety of visitors and staff, assist in emergency situations.	30 hours
Pedagogy:	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.	
References/ Readings:	<ol style="list-style-type: none"> 1. J. Smith, The Receptionist: An Essential Guide to Professionalism, 1st Edition, 2020 2. B. Pinder, Effective Communication for Receptionists and Secretaries, 3rd Edition, 2018 3. J. Perrine, Reception Skills for Office Professionals, 1st Edition, 2017 4. M. Davis, The Art of Professionalism in Receptionist Services, 2nd Edition, 2019 5. P. Robb, The Complete Receptionist: An Indispensable Guide to Professional Skills, 3rd Edition, 2021 	
Course Outcomes:	At the end of the course, the students will be able to: <ol style="list-style-type: none"> 1. Demonstrate effective communication skills 2. Exhibit cultural sensitivity and adaptability with guests. 3. Maintain a professional image and uphold ethical standards while interacting with guests. 4. Resolve guest issues and conflicts using appropriate strategies and problem-solving techniques. Perform the role of a receptionist. 	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-200

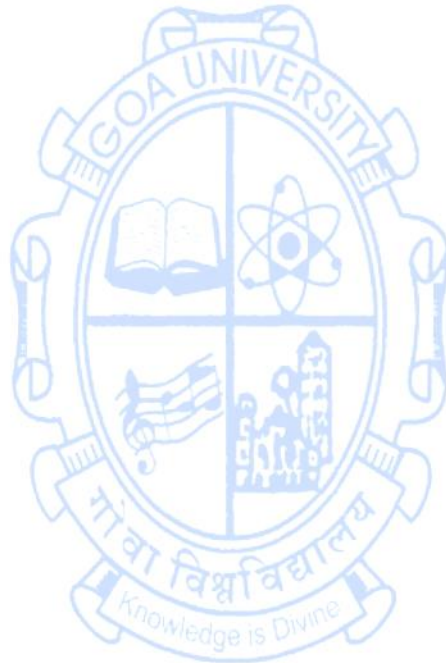
Title of the Course : Food Production Practical-I

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course:	IHT-100	
Course Objectives:	The aim is to familiarize the students to basic kitchen operations and skills required to work in a professional kitchen.	
Content:	UNIT I: Kitchen Equipment, Knife Skills, Stock, Soups and Mother Sauces Introduction to all types of machinery and kitchen tools, Uses, handling, safety, Safety and security regulations in the kitchen, Set up of work station and maintenance of clean and hygienic station. Types of knives, Basic vegetable cuts, Brunoise, julienne, paysanne, macedoine and chiffonade. Preparation of salads, sandwiches and hors d'oeuvres. Egg preparations for breakfast: Soft-boiled, hard-boiled, scrambled, fried, omelets and poached. Preparation of White stock, brown stock, fumet and veg stock. Preparation of Classical mother sauces as per Escoffier: Béchamel, Velouté, Espagnole, Hollandaise, Mayonnaise, Tomato and their derivatives.	10 hours
	UNIT II: Basic Pre-Elaborations Vegetable preparation techniques, Cutting, turning, marinating, sautéing and quick pickling, Meats and poultry preparations: Different ways of deboning, portioning, preparing for stuffing, Fish and Shellfish preparations: Cleaning and preparing for whole fish, special cuts of fish like filleting, paupiettes, gujonettes, darne and troncon, Rice, starch and garnishes.	30 hours
	UNIT III: Methods of Cooking Moist heat methods (steaming, boiling, blanching and braising), Dry heat methods (frying, roasting and confit).	20 hours
	UNIT IV: Putting Into Practice Preparation of 10 menus with starter, main course and dessert, Preparation of banquet menu and showmanship.	60 hours
Pedagogy:	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.	
References/Readings	1. David Foskett, Patricia Paskins, Neil Rippington, Steve Thorpe, "Practical Cookery, 14 th Edition, Hachette UK, 8 Jul 2019. 2. Wayne Gisslen, Professional Cooking, Wiley, 2015. 3. Thangam E. Phillip, Modern Cookery, Volume 1 and 2, Orient BlackSwanPtl. January, 2010 4. Parvinder.S..Bali, Food Production Operation, Oxford. Universities, 2014	

	5. Parvinder. S. Bali, Food Production Operations and Indian Cuisine, Oxford University Press, 2011
Course Outcomes	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Execute proper vegetable cuts. 2. Apply different cooking methods. 3. Prepare cold and hot sauces and their derivatives. 4. Prepare stocks, soups, salads, sandwiches, hors d'oeuvres and egg dishes. 5. Plan and execute proper menus and a banquet service.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-201

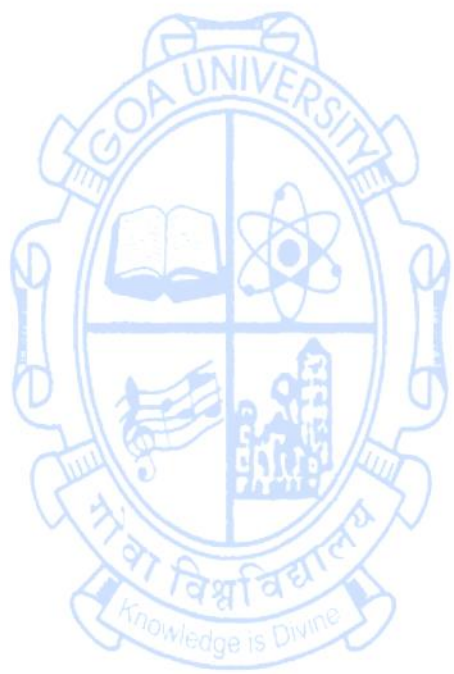
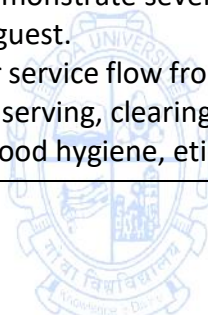
Title of the Course : Food & Beverage Service Practical - I

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course:	IHT – 100	
Course Objectives:	The aim is to introduce the students to Food and Beverage sector, its organization, planning and execution and an overview of trends and the link to cuisine.	
Content:	UNIT I: Food Service Areas and Mise-En-Place Induction and profile of the areas. Appraising restaurant equipment, napkin folding, points to be observed while laying and relaying of table cloth. Activities involved in mise-en-place and mise-en-scene, setting up sideboard, Table decorations, Condiments, Handling of cutlery, crockery, glassware, service gears and trays.	30 hours
	UNIT II: Restaurant Service Handling restaurant reservations, greeting and seating the guest, Planning of a 4-5 course menu and preparing the table set up accordingly, service procedures of table d'hôte and al la carte orders. Order taking of food (appetizers, main course and desserts). Presenting and settling of bills and seeing off the guest. Rota service, Different styles of service and techniques Different types of meal service, working at the guest table- basic rules, carving, and flambéing. banquet table setup, Buffet organization.	60 hours
	UNIT III: Introduction to Non- Alcoholic and Spirits Manufacture of tea, coffee, brandy, whisky, vodka, liqueurs, definition classification of alcoholic beverages fermentation process, distillation process, fermented beverages, distilled spirits, liqueurs.	20 hours
	UNIT IV: Bar Operation Service of non-alcoholic beverages such as tea, coffee, water, aerated beverages, service procedures of beer, whisky, brandy, gin, vodka, rum, tequila with mixers and service of liqueurs. Order taking of alcoholic beverages and service on a table.	10 hours
Pedagogy	The sessions will be conducted using all or any of the methods such as lectures, exercises, practical, seminars, case studies, role plays and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings	<ol style="list-style-type: none"> 1. Dennis Lillicrap and John Cousins, Food and Beverage Service, 8th Edition 2014 Hodder Publishing 2. Sudhir Andrews, Food and Beverage Service Training Manual, McGraw Hill Publishing Company Limited, 3rd edition 2013. 3. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, 2008 	

	<p>4. Vijay Dhawan, Food and Beverage Service, Frank Bros. and Co., 2013</p> <p>5. Jack D. Ninemeier, Management of Food and Beverage Operation, 5th Edition, American Hotel and Lodging Educational Corp, 2010</p>
Course Outcomes	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Present different table set-ups. 2. Identify and demonstrate several service styles and beverage service in front of the guest. 3. Execute proper service flow from receiving the guest, to order taking, drink and food serving, clearing and billing and warm farewell. 4. Demonstrate good hygiene, etiquette and showmanship.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-211

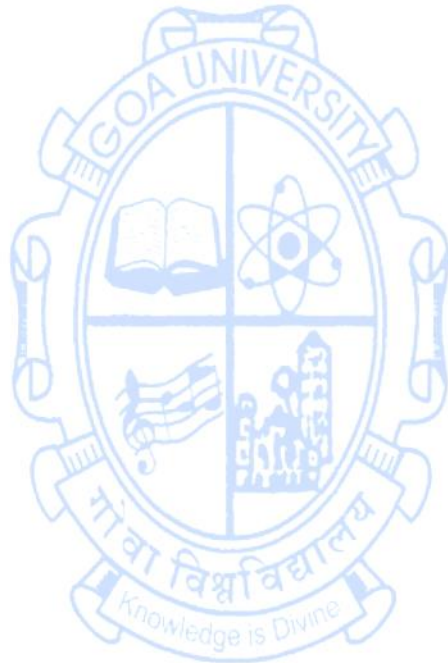
Title of the Course : Human Resource Management

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objective:	The aim is to introduce the students to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures.	
Content:	UNIT I: Introduction to Human Resource Management Introduction to Human Resource Management-Objectives, Functions, Organization of HR Department, Environment & Strategic Role of HRM, Manpower planning, Job Analysis & job Design, Succession Planning.	15 hours
	UNIT II: Recruitment and Selection Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in Recruitment and Selection, Evaluation, Employee Placement.	15 hours
	UNIT III: Training And Development and Performance Management 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.	15 hours
	UNIT IV: Compensation, Employee Benefits and Industrial Relations Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit programs, Introduction to Industrial Relations, Importance & Approaches, Trade Unions, Resolving Disputes.	15 hours
Pedagogy:	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	
Reference/ Readings:	<ol style="list-style-type: none"> 1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 10th Edition. 2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage learning. 3. Gary Dessler, 'Human Resource Management', Pearson publication, 2020 4. C B Gupta, Human Resource Management Text And Cases, Sultan Chand and Sons, 2018. 5. Gary Dessler, Biju Varrkey, Human Resource Management, Fifteenth Edition, by Pearson Paperback – 26 December 2017 	

Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none">1. Define the concept of HR and its integration with business performance.2. Derive a deep insight into Human Resource planning and its linkage to an effective Recruitment process.3. Describe training needs assessment and the training process.4. Analyze a good Performance Management System.5. Assess Industrial Disputes and methods of settlement of the same.
-------------------------	--



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-231

Title of the Course : Gastronomic Tourism

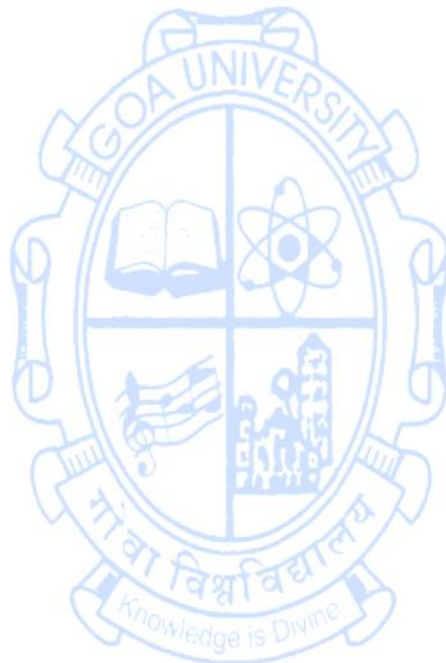
Number of Credits : 03

Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objective:	The aim is to introduce the student to the social, cultural and environmental gastronomic tourism in regards to people, places and celebrations	
Content:	<p>UNIT I: Gastronomic Tourism as a Contributor towards Regional Economic Development Definition, different types of gastronomic tourism, overview and features of gastronomic tourism, historical understanding of gastronomic tourism, Identity of a destination as a gastronomic tourism destination. The growth and development of gastronomic travel: Worldwide growth of gastronomic travel, Gastronomic tourism in India – Regions and food history.</p>	15 hours
	<p>UNIT II: Designing a Gastronomic Tourism Gastronomic tourism product strategy, resources and venues , Marketing and branding gastronomic tourism: Travel experience sharing (blogs/vlogs), Use of social media and other mass media platforms.</p>	15 hours
	<p>UNIT III: Global Gastronomic Tourism Trends Trends in global gastronomic tourism, the food trends, regional food trail- a practical experience, Gastronomic tourism festivals, events and markets: Festivals that celebrate food, food festivals across the different regions. Beverage Tourism: Drinking to experience people and place Eco-tourism - visits to wineries, tasting wines.</p>	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. Frost, W., Laing, J., Best, G., Williams, K., Strickland, P., & Lade, C. Gastronomy, tourism and the media, Channel View Publications,2016. 2. Park, E., Kim, S., & Yeoman, I., Food tourism in Asia. Singapore, Springer, 2019 3. Stanley, J., & Stanley, L., Food tourism: A practical marketing guide, Cabi, 2014 4. Hall, C.M., & Gössling, S., Food Tourism and Regional Development: Networks, products and trajectories, Routledge,2016 5. Robert J. Harrington, Food & wine pairing- A sensory experience Wiley publication, March 2007 	
Course	At the end of the course, the student will be able to:	

Outcomes

1. Understand the history and importance of gastronomic tourism.
2. Identify new trends changing in the hotel industry and restaurants to promote and encourage gastronomic tourism.
3. Write blogs V/Logs as food critic.
4. Compare the gastronomy of various regions in India and overseas.



Name of the Programme : B.Sc. (International Hospitality Management)
Course Code : IHT-241
Title of the Course : Interview Facing Skills
Number of Credits : 03 (1T+2P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	Ability to face entry level selection processes of organizations.	
Content:	UNIT I: Introduction to Interviews 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.	15 Hours
	UNIT II: Body Language and Grooming Workshop on Body Language, Grooming Workshop, SWOC Analysis, Resume and Cover Letter Drafting.	30 Hours
	UNIT III: Psychometric Tests Taking the psychometric tests, Follow up calls and emails, Creation and optimization of personal profiles on job portals.	30 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/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.	
References/ Readings:	<ol style="list-style-type: none"> 1. Ebook- Interview Skills-Rebecca Corfield (Kogam Page) 5th Edition, 2009 2. Pamela Skillings, "Job Interviewing For Dummies", Wiley, October 2023 3. Ebook- Interview Skills guidebook, Mercy College-Career and Professional Development, 2019-2020. 4. How to face an interview, Raghu Palat, Jain Book Agency, 2010. 5. Job interview prep guide: how to make a great impression, Shavon Cartee, 2021 	
Course Outcomes:	At the end of the course the student will be able to: <ol style="list-style-type: none"> 1. Identify different interview styles. 2. List the essentials needed to enhance their confidence and positive body language. 3. Match self -skills to the job description. 4. Define the process of interviews. 	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-202

Title of the Course : Rooms Division Operations

Number of Credits : 04

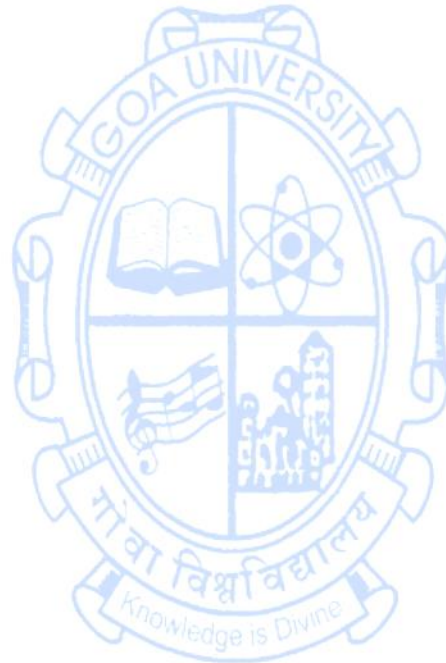
Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objective:	The aim is to introduce the fundamental concepts, principles and techniques required at operational level in rooms division while encouraging the students to develop a professional and caring attitude towards customers.	
Content:	UNIT I: Introduction to Rooms Division Types of hotel, internal departmental structure, internal communication, Types of rooms, inter- departmental coordination, organisation, structure.	15 hours
	UNIT II: Front Office Functions Selling from the front desk, reservation procedures, manual and computerized reservations, guest history and loyalty programmes. overbooking; blacklist, registration and room allocation: room assignment.	15 hours
	UNIT III: Check In /Check Out Procedures Check-in procedures, key cards, guest accounting and cashiering, check-out, method of payment, safety deposit procedures, Site visit/guest lecture planning and organizing the front office department, Night Auditing, Future trends and developments in Rooms Division Review.	15 hours
	UNIT IV: The Role of Housekeeping Organization chart of the housekeeping department, cleaning organization, cleaning agents, composition, care and cleaning of different surfaces, inter departmental relationship, use of computers in housekeeping department.	15 hours
Pedagogy:	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	
Reference/ Readings:	1. G. Raghubalan and Smritee Raghubalan, Hotel Housekeeping Operations and Management, 2nd ed .Oxford University Press, 2013. 2. Jatashankar R. Tewari, Hotel Front Office Operations & Management, 1st ed. Oxford University Press, 2013. 3. S.k Kaushal & S.N.Gautam, Accommodation Operations Management. Frank Bros. & co. 4. Sue Baker, Pam Bradley & Jeremy Huyton, Principles of hotel front office operations, 2nd ed. Cassell, 2001. 5. S.K.Bhatnagar, Front Office Management. Frank Bros & Co., 2009.	

Course Outcome:

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

1. Describe the important role the rooms division plays in all types of hospitality properties.
2. Identify customer expectations, requirements and implications of the room's division manager.
3. Perform basic tasks utilizing hospitality software applicable to rooms division.
4. Describe the functions, duties and tasks necessary to manage the room's division department on a day-to-day basis.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-203

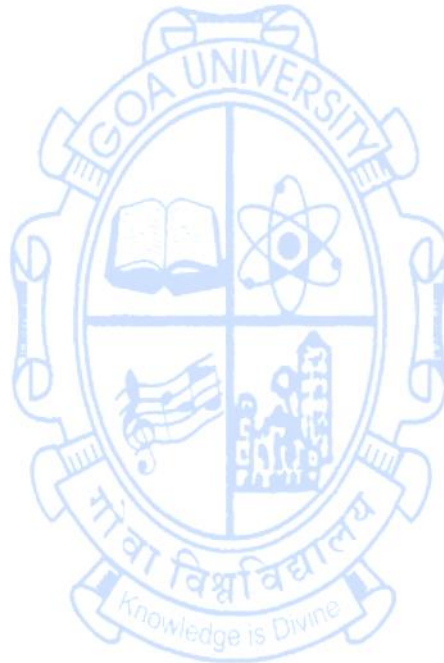
Title of the Course : Bar Management

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objective:	The aim is to familiarize the students with bar management operations	
Content:	UNIT I: Bar Layout Physical layout of bar, Bar stock – alcohol & non-alcoholic beverages, bar equipment, dispense bar – organizing mise-en-place, service of wines, spirits & beers, types & usage of equipment- furniture, chinaware, silverware & glassware, linen, disposables, special equipment, care & maintenance.	15 hours
	UNIT II: Role of the Bar Manager Managing customer expectations in the licensed industry, types of bar, types of equipment used, managing alcohol consumption through responsible service: alcohol in perspective, strengths, safe levels of consumption, your body and alcohol, identifying intoxication, better business practices, strategies to prevent intoxication, refusal of service. supervisory bar management, bar sales and training skills, managing drinks mixing: equipment use, consistency, knowledge of recipes, cleanness, preparation, margin setting, customer relations, communication, competitions benefits, styles of service.	15 hours
	UNIT III: Security and Safety Measures Managing the prevention of conflict and violence in Bars, security in the bar: taking charge, monitoring and prevention, calming techniques, control procedures, closing time, areas to protect, and crime prevention guidelines.	15 hours
	UNIT IV: Managing Stress in the Licensed Industry Strategies for survival, risk assessment for stress factors, prevention techniques, identifying categories of stress, defining hazards, finding solutions to stress.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode	
Reference/ Readings:	<ol style="list-style-type: none">1. Robert C. Mill; S. Kaushill; Krishank Kamra, Hospitality: Operations and Management, A H Wheeler Publishing Co Ltd, 20242. Introduction to Hospitality Operations, Jones, Peter, Continuum Cengage Learning EMEA; 2nd edition, 19 December 20023. Managing Bar Operations: Lendal Henry Kotschevar and Mary L. Tanke Educational Inst of the Amer Hotel ,1 October 1996,4. Ms. Sylvia Meyer et al, Professional Table Service Wiley Publications, 2002	

	5. Bar Management & Operations, Gajanan Shinkre, Leadstart Publishing, 2010
Course Outcomes:	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> 1. Identify different types of bar and equipment. 2. Manage customer care in an effective and efficient manner. 3. Control the performance of all product systems and stock control procedures in the bar. 4. Implement systems and procedures for administering bar functions. 5. Identify security and safety measures in relation to bar operations.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-204

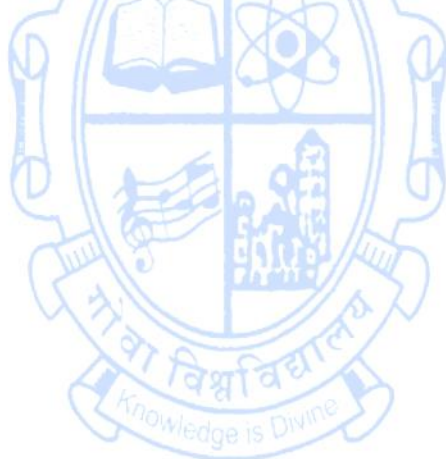
Title of the Course : Bakery and Pastry Arts Practical

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the student to various methods and techniques used in the preparation of bakery, pastry and confectionary.	
Content:	<p>UNIT I: Lean and Rich Yeast Dough, Preparation of Cookies and Cakes Different bread formulas, bread rolls, pizza dough's, Sour dough with different flours, Pre- Ferments, percentage of water content and temperatures, Selection of Local and international Breads: Poies, Catrepao and Pao. Focaccia, Bagles and Brezeln. Sponges like brioche and Stollen, Laminated dough formulas. Cookies made from different preparation techniques like dressed, rolled and moulded, Cookies made from different ingredients like whole grain, spices and eggs, Variety of cakes, petit fours and the formulas.</p>	30 hours
	<p>UNIT II: Preparation of Quick Breads, Doughnuts, Fritters, Pancakes, Waffles Mixing and production methods like creaming, stirring and shortening. Variation of formulas and ingredients.</p>	30 hours
	<p>UNIT III: Pastry Basics and Special Pastries Custards, puddings, mousses and soufflés, pies, Pate brisée and short pastries, puff pastry and éclair pastry Tarts, tartlets and special pastries, assembling and decorating cakes, marzipan, pastillage, and nougatine.</p>	20 hours
	<p>UNIT IV: Desserts and Chocolate Minimum 6 individual practical to cover international desserts that should include: Frozen and fruit desserts, Basic syrups, creams and sauces, Sugar cooking, basic creams and desserts sauces, Simple decoration items for plated dessert and buffets, Buffet setup and planning. Tempering and handling methods, Preparation of chocolate decorations, Moulding and colouring of chocolate, Preparation of chocolate truffles</p>	40 hours
Pedagogy:	The sessions will be conducted using all or any of the methods such as lectures, exercises, practical, seminars, case studies, role plays and problem solving, to enable the students to learn in an interactive mode.	

References/ Readings:	<ol style="list-style-type: none"> 1. Wayne Gisslen, Professional Baking, Wiley, 8th edition, 2021 2. Parvinder S. Bali, Theory of Bakery And Patisserie, Oxford University Press, 2018 3. Cauvain, S. & Young, Technology of Bread making, Springer International publishing Switzerland, latest available Edition, 2007. 4. Baking and Pastry Art, The Culinary Institute of America, 3rd Edition, February, 2015 5. Larousse Gastronomie, Hachette, reviewed Edition, 2009 6. H. Caldon et al, The Cooks Book of Ingredients, DK, 2010.
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Apply preparation techniques and hydration percentages, kneading techniques and identify bread faults. 2. Prepare different types of local, national and international breads, experiment with ingredients and flavours and observe their influence on the bread quality and experiment bread baking in firewood oven. 3. Prepare different creams, custards, mousses, meringues, jams and fruit preparations, simple decoration items with chocolate, sugar and sauces and practice with various stabilizers and thickeners. 4. Execute dessert buffets and plated desserts.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-205

Title of the Course : Bakery and Pastry Arts

Number of Credits : 02

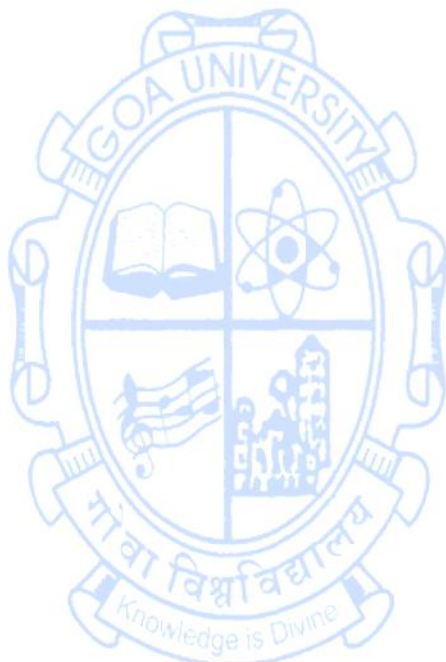
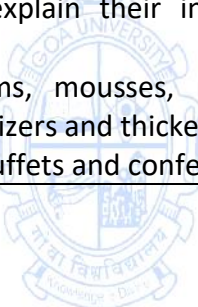
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to enhance the skills of the student to the methods and techniques used in the preparation of pastry and confectionary.	
Content:	UNIT I: Introduction to Bakery Historical background, Careers in baking and pastry, hygiene and food safety in bakery, Baking and pastry equipment, Basic Baking Principles, Baking process, Post- baking process, Dough's, breads and more: Yeast dough: Understanding yeast dough, Lean yeast dough, rich yeast dough. Quick Breads: Mixing and production methods, recipe formulas Cookies: Cookie characteristics and their causes, Mixing methods, types and makeup methods, Panning, baking, and cooling. Cake mixing and baking: Mixing, scaling, panning, and baking. Doughnuts, fritters, pancakes and waffles: Formulas, toppings and accompaniments. Pastry Basics: Custards, puddings, mousses and soufflés, pies, pâte-brisée and short pastries, puff pastry and éclair pastry, strudel and phyllo, baked meringues.	15 hours
	UNIT II: Tarts, Desserts and Chocolate Tarts and tartlets: Assembling and decorating cakes, Icings, assembling simple cakes, basic decorating techniques, Marzipan, pastillage, and nougatine. Frozen Desserts: Churn-frozen desserts and still – frozen desserts. Fruit Desserts: Handling fresh fruits and fruit desserts, Basic syrups, creams and sauces, Sugar cooking, basic creams and dessert sauces. Production of chocolate, moulding, decorations, chocolate truffles and confections.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods such as lectures, exercises, practical, seminars, case studies, role plays and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. Wayne Gisslen, Professional Baking, Wiley, 8th edition, 20212. Parvinder S. Bali, Theory of Bakery And Patisserie, Oxford University Press, 20183. Cauvain, S. & Young, Technology of Bread making, Springer International publishing Switzerland, 2007.4. Baking and Pastry Art, The Culinary Institute of America, February, 20155. Larousse Gastronomique, Hachette, reviewed Edition, 20096. H. Caldon et al, The Cooks Book of Ingredients, DK, 2010.	

**Course
Outcomes:**

At the end of the course, the student will be able to:

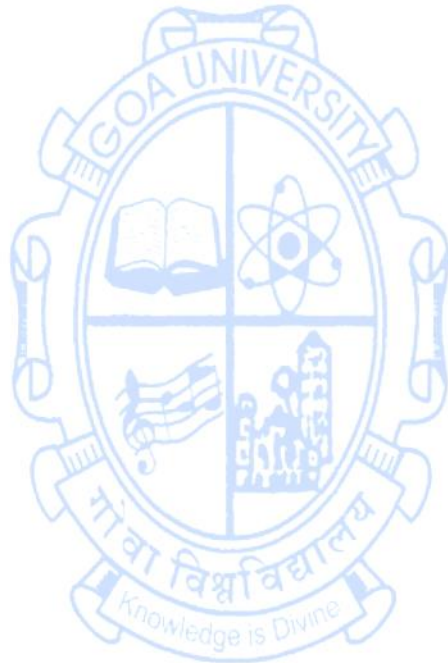
1. Justify the raising agents and their properties and relate them to kneading of dough and resting periods, bread faults, different preparation techniques and hydration percentages.
2. Identify and prepare different types of local, national and international breads, recommend ingredients and flavours for bread making and explain their influence on the bread quality and nutrition.
3. Prepare creams, mousses, meringues, sauces, gelatines using different stabilizers and thickeners.
4. Plan dessert buffets and confection plated desserts.



Name of the Programme : B.Sc. (International Hospitality Management)
Course Code : IHT-221
Title of the Course : Marketing for Hospitality, Tourism and Leisure
Number of Credits : 4 (3T+1P)
Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objectives:	The aim is to provide students with a comprehensive and practical introduction to marketing concepts, theories and principles.	
Content:	UNIT I: Introduction to Marketing Nature and scope of marketing, Basics of Demand and Supply, Marketing mix (4 P's and 4 C's and 7P's & 7C's).	15 hours
	UNIT II: Market Segmentation, Targeting and Positioning What is segmentation and why to segment, benefits of segmentation, target marketing, how to select target market , criteria for successful segmentation of business markets, profitability evaluation and selecting market segments for targeting, positioning strategy.	30 hours
	UNIT III: Marketing Environment Marketing Environment, Marketing Information, Marketing Planning , Understanding Marketing Environment.	15 hours
	UNIT IV: Consumer Behaviour Buying motives, factors influencing consumer behaviour, basic model of consumer decision making, buying process, theories of buyer behaviour.	15 hours
Pedagogy:	The following methods and forms of study are used in the course Lectures, Case Studies and Self-study (doing home assignments based on reading of research papers on various aspects of marketing) Self-study on reading research papers in marketing management area to understand the importance of marketing concepts, especially on understanding consumer behaviour, measuring consumer satisfaction and recent developments in marketing.	
Reference/ Readings:	<ol style="list-style-type: none"> 1. Kotler, P T; Armstrong G and Agnihotri P; Principles of Marketing: Basic Concepts of Marketing, Pearson, 2018. 2. Saxena, R; Marketing Management, McGraw Hill, 2017. 3. Karunakaran, K, Marketing Management, Text and Cases in Indian Context, Himalaya Publishing House, 2017. 4. Sherlekar S A and Krishnamoorthy R, Marketing Management: Concepts and Cases, Himalaya Publishing House, 2017. 5. Gopal, R and Manjrekar, P, Marketing Strategies and Applications, Himalaya Publishing House, 2017 	
Course Outcomes:	At the end of the course, the student will be able to: <ol style="list-style-type: none"> 1. Demonstrate the significance of the marketing mix, assess how segmentation, targeting and positioning is done. 2. Identify the ways of influencing consumer behavior and learn about the latest developments in the field of marketing. 	

	<ol style="list-style-type: none">3. Explain the significance of Marketing Mix.4. Assess market segmentation, targeting and positioning based on consumer profiling.5. Assess the recent developments in the marketing area.
--	--



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT -261

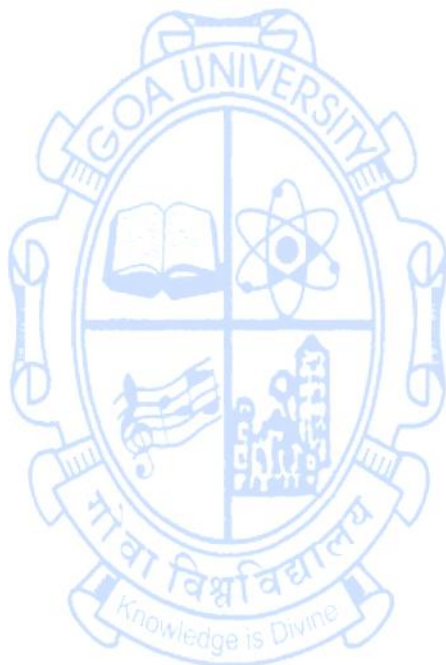
Title of the Course : Personality Development Skills

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

Effective from AY : 2023-24

Pre-requisites for the Course:	Completion of second year of International Hospitality Management	
Course Objectives:	The aim of the course is to cultivate interpersonal skills for a successful career.	
Content:	<p>UNIT I: Introduction to Personality Development The concept of personality, dimensions of personality, significance of personality development. The concept of success and failure: hurdles in achieving success, overcoming hurdles, factors responsible for success, failures and causes, swot analysis.</p>	15 hours
	<p>UNIT II: Attitude & Motivation Concept, significance factors affecting attitudes, positive attitude, advantages and disadvantages, differences between personalities having positive and negative attitude. concept of motivation, significance, internal and external motives, importance of self- motivation, factors leading to de-motivation</p>	30 hours
	<p>UNIT III: Self-Esteem Definition and importance, do's and don'ts to develop positive self-esteem, low self-esteem, symptoms, positive and negative self-esteem. Inter-personal relationships, difference between aggressive, submissive and assertive behaviours.</p>	30 hours
	<p>UNIT IV: Other aspects of Personality Development Body language, problem-solving, conflict and stress management, decision-making skills, leadership and qualities of a successful leader, character building, team-work , time management, work ethics, good manners and etiquette.</p>	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practical's, seminars, case studies, role plays, and problem- solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. R. Heller, "Effective leadership, "Essential Manager series, Dk Publishing, 2002 2. T. Hindle, "Reducing Stress" Essential Manager series, Dk Publishing, 2003 3. L. Stephen, "Art of Public Speaking", New Delhi. Tata - Mc-Graw Hill. 2001 4. D. J .Mile, Power of positive thinking, Delhi. Rohan Book Company, 2004. 5. P. Kumar, All about Self- Motivation, New Delhi. Goodwill Publishing House. 2005. 6. B. Smith, "Body Language", Rohan Book Company, Delhi, 2004 	

Course Outcomes:	At the end of the course, the students will be able to: 1. Analyse ones weakness and strengths. 2. Think critically. 3. Develop positive attitude. 4. Demonstrate high self esteem 5. Display leadership skills.
-------------------------	---



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-300

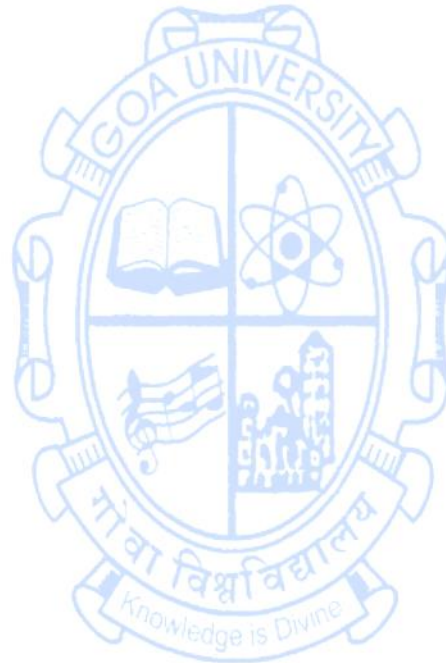
Title of the Course : Front Office Operations

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course	NIL	
Course Objectives	The aim is to familiarize the student with the functions and Operations of the Front Office Department.	
Content:	UNIT I: Planning and Evaluating Front Office Operations Planning and evaluating front office operations, control of cash/credit, checkout procedures, forecast room availability, establishing room rates, budgeting of front office operations, yield management, checkout and settlement.	15 hours
	UNIT II: Front Office Accounting Accounts, guest account, non-guest account, types of folios, vouchers, point of sale, ledgers, accounting system, credit monitoring, front office accounting system formula, front office cash sheet, cash bank, internal control in the front office, audit control, settlement of accounts.	15 hours
	UNIT III: Hotel Brochures and Tariffs Different types of room rates (Rack, F.I.T., Crew, Group), Discount offered and packages, Basis of charging tariffs, Taxes levied (Sales tax, expenditure tax, luxury tax, and service charges) food plans, use of brochures and tariff cards, types of rates, establishing room rates or room tariff fixation.	15 hours
	UNIT IV: Hotel/ Resort Promotion and Marketing Front office and hotel promotion, hotel promotion with rooms, office services and hotel promotion, personal services and hotel promotion, hotel promotion through food and beverage department, hotel promotion in gift shop, emergency items, health facilities-swimming pool and hotel promotion, banquet service - lounge, room service and hotel promotion, hotel promotion in restaurants.	15 hours
Pedagogy	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	
Reference/ Readings	<ol style="list-style-type: none">1. Philip Kotler, J.T. Bowen, C. Makens, S. Baloglu, Marketing for Hospitality and Tourism, 7th edition, Pearson; 20162. Jatashankar R. Tewari, Hotel Front Office Operations & Management, Second Edition, Oxford University Press; 20163. Gajanan Shirke, Front Office Management, 20144. James A. Bardi, Hotel Front Office Management, 5th Edition, Wiley India Pvt Ltd; 20125. Michael L. Kasavana, Richard M. Brooks, Managing Front Office Operations, 8th Edition, 2009	

Course Outcomes	At the end of the course, the student will be able to: <ol style="list-style-type: none">1. Demonstrate room tariff fixation and evaluate front office accounting and settlement procedures.2. Design brochure and content creation.3. Interpret distributions channels (Online, Physical, Partnership).4. Illustrate Hotel marketing and promotion including amenities and services.
------------------------	---



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-301

Title of the Course : Food and Beverage Service Operations

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course:	Student must have completed IHT-100	
Course Objective:	The aim is to prepare students to meet the challenges associated with the Food and Beverage Industry	
Content:	UNIT I: Introduction to Wines Wine producing areas, manufacture of wines, quality control, Wines of France and other parts of world, manufacturing, quality control.	15 hours
	UNIT II: Principles of Stocktaking and Control Rationale for stock control, methods of stock taking, control procedures, identifying loss making areas, maximizing yields, setting profit margins, duties of the stock controller, stock control documentation.	15 hours
	UNIT III: Menu Planning and Costing Menu management, Cycle of Control, labor cost control, standard product costs, pricing strategies, designing food and beverage control systems.	15 hours
	UNIT IV: Food and Beverage Controls Financial Case study, revenue management, sustainability and legal requirement, case study menu development.	15 hours
Pedagogy:	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	
Reference/ Readings:	<ol style="list-style-type: none">1. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, 2013.2. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, 20083. Dennis Lillicrap, John Cousins, Food & Beverage Service, 8th Edition, Hodden Education, 2010.4. Vara Prasad, Gopi Krishna, Food & Beverage Simplified, 1ST Edition, Dorling Kindersley, Noida, UP, 2013.5. Ms. Sylvia Meyer et al, Professional Table Service Wiley Publications, 2002	
Course Outcome:	At the end of the course the student will be able to: <ol style="list-style-type: none">1. Identify different wines.2. Prepare menus with accompanying wines.3. Demonstrate knowledge of all the menu items, alcoholic and non-alcoholic beverages.4. Perform the correct service requirements of all food and beverage items.	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-302

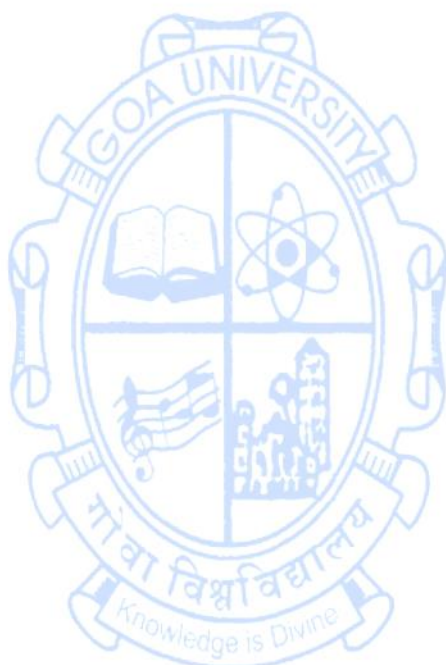
Title of the Course : Accommodation Operations

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objectives:	The aim is to familiarize the student with the functions and operations of Accommodation / Housekeeping Department	
Content:	UNIT I: Housekeeping Operations Planning Housekeeping Operations, Managing Housekeeping Personnel, Team work and Leadership, Managing Housekeeping Personnel, Calculate the staff request requirement, employee welfare and discipline, Documentation, Employee motivation and Appraisal, Performance and Productivity standards.	15 hours
	UNIT II: Housekeeping Inventory Control And Budgeting Standard operating manuals, work schedules, area inventory, calculating staff strength and planning duty roaster, stock record, linen control, calculating and record keeping of housekeeping inventories. Cleaning agents, other cleaning equipment and machines, linen, carpets, furniture, guest room fixtures and fittings, guest supplies and amenities.	15 hours
	UNIT III: Contracts And Green Housekeeping Energy and water conservations, Housekeeping Functions in other institutions and Green Housekeeping, Standard operating manuals, Contract services, Pest Control, Lighting, Interior decoration and Layouts, Ventilation.	15 Hours
	Unit IV: Linen and Laundry Operations Linen and Uniform room organization, Planning Layout of linen and laundry room, selection and Design of linen, Storage of linen and uniform, Linen exchange, Par Stock, Linen control, Sewing area and equipment, Room and restaurant linen storage and exchange.	15 Hours
Pedagogy:	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	
Reference/ Readings:	<ol style="list-style-type: none"> 1. G. Raghubalan and Smritee Raghubalan, Hotel Housekeeping Operations and Management, 2nd ed .Oxford University Press, 2013. 2. Jatashankar R. Tewari, Hotel Front Office Operations & Management, 1st ed. Oxford University Press, 2013. 3. S.K.Kaushal & S.N.Gautam, Accommodation Operations Management. Frank Bros. & co. 4. Rutherford, D., Hotel Management & Operations, 5th ed. Wiley, 2010. 	

	5. Arvind Gautam, Accommodation Operation Management: A Complete Book On Housekeeping, Axis Publications, January, 2010.
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Plan and organize the Housekeeping department. 2. Organize the laundry and linen room. 3. Plan the duty roster. 4. Demonstrate energy and water conservation, contract services, lighting, interior decoration, ventilation and Layout, Pest control.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-303

Title of the Course : Food Production Operations

Number of Credits : 02

Effective from AY : 2023-24

Prerequisites for the course:	Student must have completed IHT-100	
Course Objective:	The aim is to equip the student with knowledge and skills to operate and manage a quantity kitchen.	
Content:	UNIT I: Quantity Food Production Identifying and use of appropriate equipment, menu planning, principles of indenting for volume cooking, principles of planning for quantity food production, volume feeding.	10 hours
	UNIT II: Traditional Indian Cooking Methods Regional Indian cuisine, traditional cookware indigenous and tribal cuisine, Types of fuel used in cooking , Food rituals.	10 hours
	UNIT III: Cuisine of Indian Communities (North, East, West and South) Characteristics of the community , Tradition and culture relating to food habits, Food and festivals, Cuisines of Awadh, Bengal, Goa, Gujarat, Hyderabad, Kashmiri, Maharastra, Punjabi, Rajasthan & South India (Tamil Nadu, Karnataka, Kerala) and the practicals will involve quantity cooking.	10 hours
Pedagogy:	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.	
Reference/ Readings:	<ol style="list-style-type: none">1. Parvinder S Bali, Quantity food production Operations, Oxford Higher education, 20152. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, 4th Edition, 20133. Gilslin, G. Professional Cooking Wiley, 1995, 2nd Edition4. Ceserani V. and R. Kinton Theory of Catering, Hodder & Stoughton, UK, 9th Edition, 20035. Atul Kochhar, Benares- Michelin Starred Cooking, Absolute Press, 2015	
Course Outcomes:	At the end of the course, the student will be able to: <ol style="list-style-type: none">1. Plan for quantity food production with regard to Space allocation, equipment selection and staffing.2. Select equipment required for mass/volume cooking.3. Plan the menu for various volume feeding outlets such as Industrial, Institutional, Mobile Catering Units.4. Prepare Indian food in line with Indian culture and traditions.	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code: IHT-304

Title of the Course: Food Production Practical - I

No. of Credits: 04

Effective from AY: 2023-24

Prerequisites for the course:	NIL	
Course Objective:	The course aims to provide skills in preparation of Indian regional cuisines.	
Content:	UNIT I: Ingredient Knowledge Product knowledge of typical Indian ingredients, gravies and their preparations, conservation of products and preparation of dairy derivatives.	10 hours
	UNIT II: Specialty Cuisine Traditional wood fire cooking, tandoor, street food in India.	30 hours
	UNIT III: Cooking for Volumes Introduction to large scale / quantity food production, industrial, commercial and institutional (hospitals / schools), Indian gravies. Minimum 9 individual practical to prepare menus from most important regions of India: Goan, Hyderabadi, Kashmiri, Kerala, Maharashtrian, Parsi, Punjabi, Rajasthani, Awadhi and Mughalai Popular breakfast preparations across India, prepare Indian sweets and savouries, prepare regional varieties of breads	60 hours
	UNIT IV: Planning and Executing a Theme Dinner Planning a theme based menu, organizing a theme dinner considering planning, indenting, costing, procurement, preparation, service and clearance	30 hours
Pedagogy:	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	
Reference/ Readings:	1. Parvinder S Bali, Quantity food production Operations, Oxford Higher education, 2015 2. K. T. Achaya, A Historical Dictionary of Indian Food, Oxford University Press, 2002 3. K. T. Achaya, Indian food Historical Companion, Oxford University Press, 1998 4. Thangam E. Philip, Modern Cookery For teaching and the trade, Orient BlackSwan, volume I and Volume II, 2013 5. J Inder Singh Kalra, Prashad Cooking with Indian Masters, Allied Publishers Pvt Ltd, 2013	
Course Outcomes:	At the end of the course the student will be able to: <ol style="list-style-type: none"> Plan and prepare regional menus. Discuss regional differences of food culture. Plan and prepare food in bulk quantities. Display plate presentations. 	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT- 305

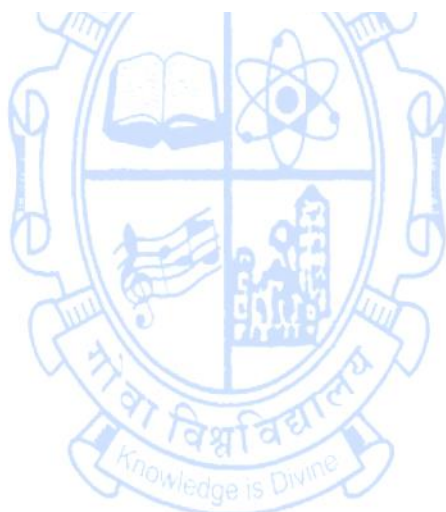
Title of the Course : Revenue Management

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objectives:	The aim of this course is to provide an understanding of the basic concepts and terms of Revenue Management and that can be used as a baseline for the implementation of revenue management in the hospitality industry.	
Content:	UNIT I: Introduction to Revenue Management Introduction of concept, purpose and components of revenue management, Revenue Management Process Calculation of Return on Investment. Revenue Management Team: Role of revenue manager in the hospitality industry, revenue manager position, legal aspects and ethical aspects of revenue management, functions of the revenue management team, revenue management culture.	15 hours
	UNIT II: Pricing in Revenue Management Market segmentation and targeting, introduction to revenue management metrics , various pricing strategies, calculation of room rate by using Hubbart’s room rate formula, calculation of break-even revenue, differential pricing and factors affecting differential pricing, hotel distribution channels, differentiate between revenue management and revenue optimization.	15 hours
	UNIT III: Application of Revenue Management to Lodging Demand forecasting and data required for demand forecasting, evaluation of hotels occupancy, use the Hubbart’s formula for calculating potential average room rate, inventory management and overbooking scenarios, calculation of available rooms, ADR, RevPAR, GOPPAR, demand forecasting average	15 hours
	UNIT IV: Application of Revenue Management to Food and Beverage outlets and Travel Industry Terms related to revenue management in restaurants: revenue per available seat hour, food cost, check average turn table, calculation of revenue per available seat hour, food cost, check average turn table, break-even revenue, strategies followed in different business segments within the travel industry and cruise lines.	15 hours
Pedagogy:	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	

Reference/ Readings:	<ol style="list-style-type: none"> 1. Stanislav Ivanov, Hotel revenue management from theory to practice. Elsevier Publisher, 2014. 2. Hayes, David K and Alisha A. Miller, Revenue Management for hospitality Industry, 1st ed. Willey Publisher, 2010. 3. Talluri. K, and G. Van Ryzin, The Theory and Practice of Revenue Management. Kluwer Academic Publishers, 2005. 4. David, Joshua & Peggy, Revenue Management for the Hospitality Industry. Wiley Publication, 2022. 5. Ronald Huefner, Revenue Management, Business Expert Press, May 2015
Course Outcomes:	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Describe the concepts and importance of revenue management. 2. Outline a revenue management implementation process and revenue culture. 3. Compare revenue management strategies and tactics that can be implemented to manage demand. 4. Apply revenue management concepts to room division, restaurant. conference, and banquets departments, travel and cruise lines.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT- 306

Title of the Course : Rooms Division Practical

Number of Credits : 04

Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objective	The aim is to familiarize students with functions and Operations of the department of Rooms Division.	
Content:	UNIT I: Property Management System Introduction to PMS – OPERA, Create and Cancel reservations, Manage Rooms on PMS, Conduct the end of the day, Handle groups and blocks on Opera, Change and View Guest Room Status, Post Charges to Guest Accounts, Handle Arrivals and Check Ins.	30 hours
	UNIT II: Front office Operations and Tasks Filling up of various Front Office Office Performa, Welcoming of guest, Telephone handling, Reservations, Arrivals and checkouts, Situation Handling.	30 hours
	UNIT III: Housekeeping Operations and Tasks Cleaning Guestrooms, Public areas, Procedure of bed making, Turndown service, Towel Art, Maintaining the public areas, Flower Arrangement	30 hours
	UNIT IV: Linen and Laundry Operations Identifying linen and knowledge of laundry operations, Linen exchange procedure, Stain removal, Dry-cleaning, Handling guest laundry process.	30 hours
Pedagogy	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode	
Reference/Readings	1. G. Raghubalan and Smritee Raghubalan, Hotel Housekeeping Operations and Management, 2nd ed .Oxford University Press, 2013. 2. Jatashankar R. Tewari, Hotel Front Office Operations & Management, 1st ed. Oxford University Press, 2013. 3. S.k Kaushal & S.N.Gautam, Accommodation Operations Management. Frank Bros. & co. 2010 4. Sue Baker, Pam Bradley & Jeremy Huyton, Principles of hotel front office operations, 2nd ed. Cassell, 2001. 5. S.K.Bhatnagar, Front Office Management. Frank Bros & Co., 2009.	
Course Outcomes	At the end of the course, the student will be able to: 1. Determine Rooms Division operations and functions. 2. Illustrate cleaning of guest rooms and guest areas. 3. Demonstrate functions of Property Management system/ Fidelio/IDS/ Shawman. 4. Design room concepts in relation to Interior Decoration and Color schemes.	

Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-400

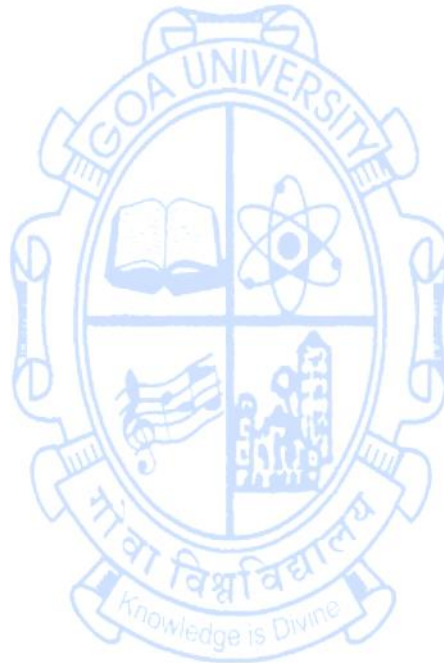
Title of the Course : Food Production Management

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to familiarise students with essential topics in food production management with principles and practices required for successful management of a functional kitchen.	
Content:	UNIT I: Introduction of Food Production Management Overview of food production management roles and responsibilities Historical development of culinary management Importance of food production management in the hospitality industry.	15 hours
	UNIT II: Human Resource Management in Food Operations Recruitment and selection processes in food production teams Training and development of culinary staff Performance evaluation and motivation techniques Sustainability and Ethics in Culinary Management Sustainable practices in culinary operations Ethical considerations in food sourcing and production Corporate social responsibility in the food industry.	15 hours
	UNIT III: Financial Management in Food Production Operations Budgeting and financial planning for culinary businesses Revenue management techniques Financial analysis and decision-making.	15 hours
	UNIT IV: International FOSTAC Training FOSTAC certification by FSSAI, Innovation and Trends in Culinary Management Emerging trends in culinary arts and gastronomy Technology in culinary management Innovation and creativity in menu design and presentation.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods such as lectures, exercises, seminars, case studies, role plays and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. Charles Fellows, The Culinary Handbook: The Most Complete and Reference Book to Things Culinary Ever Published (Classic Reprint) Forgotten Serviceable books, May 2018 2. Vikas Kumar, Food Production Management, Aman Publications 2006 3. Parvinder S.Bali, International Cuisine and Food Production Management, Edition 14th May, 2012 4. Gilslin, G. Professional Cooking Wiley, 1995, 2nd Edition 5. Chef Vinod Singh Negi, Professional Kitchen Management, Notion Press 1st edition January 2019 	

<p>Course Outcomes:</p>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Apply leadership theories and techniques to effectively manage culinary teams and operations. 2. Demonstrate an understanding of financial management principles, including budgeting, cost control, and pricing strategies. 3. Develop operational plans for culinary establishments, considering factors such as menu design, staffing, and resource allocation. 4. Evaluate ethical and sustainable practices in culinary management and propose strategies for their implementation. 5. Become a certified Food Safety supervisor.
--------------------------------	---



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-401

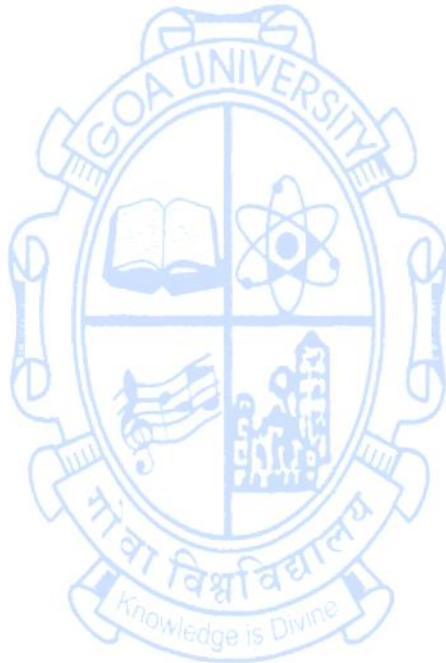
Title of the Course : Food and Beverage Management

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The course enables the students to analyze and apply the controls needed to manage a successful food and beverages operation	
Content	UNIT I: Planning for Food and Beverage Management Determining food and beverage standards, Operations budgeting and cost-volume-profit analysis.	15 hours
	UNIT II: Cycle of Control and Cost Control Various costs associated within Food and Beverage operations, Food, Labor, overheads, identifying different steps involved in cycle of control . Product Costs and Pricing Strategies - Pricing Menu Items, Break Even Analysis, Stock Control Methods, Controlling Margins / Profitability.	15 hours
	UNIT III: Event Management Different factors required to conduct an event, prepare event reports, different types of marketing methods used to promote Food and Beverage events, pre event and post event budgets.	15 hours
	UNIT IV: Emerging Trends in Food & Beverage Industry Sustainable practices, fast food concerns, human resource work force issues, diversity and dietary concerns, case studies.	15 hours
Pedagogy:	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.	
References/ Readings:	<ol style="list-style-type: none"> 1. Jack D.Ninemeier ,Management of Food and Beverage Operations. Fifth Edition AHLA,2010 2. Davis, B., Lockwood, Andrew., Alcott, P. and Pantelidis, L.,Food and Beverage Management .Routledge, 5th Ed, 2012 3. Dittmer, P. R. and Keefe, Principles of Food, Beverage and Labour cost control. D. Wiley, 9th Ed, 2009 4. Ninemeier, J. D., Planning and Control for Food and Beverage Operations. AHLA, 8th Ed, 2013 5. Swain, Sampad Kumar, Mishra J.Mohan, and Tourism: Principles and Practices, New Delhi: Oxford University Press, 2012. 	
Course Outcomes:	At the end of the course, the students will be able to: <ol style="list-style-type: none"> 1. Describe the business life cycle, including menu planning, purchasing, cost control, and staffing. 2. Plan and execute an event. 3. Evaluate current trends and developments in the food and beverage industry, including sustainability practices, dietary preferences. 	

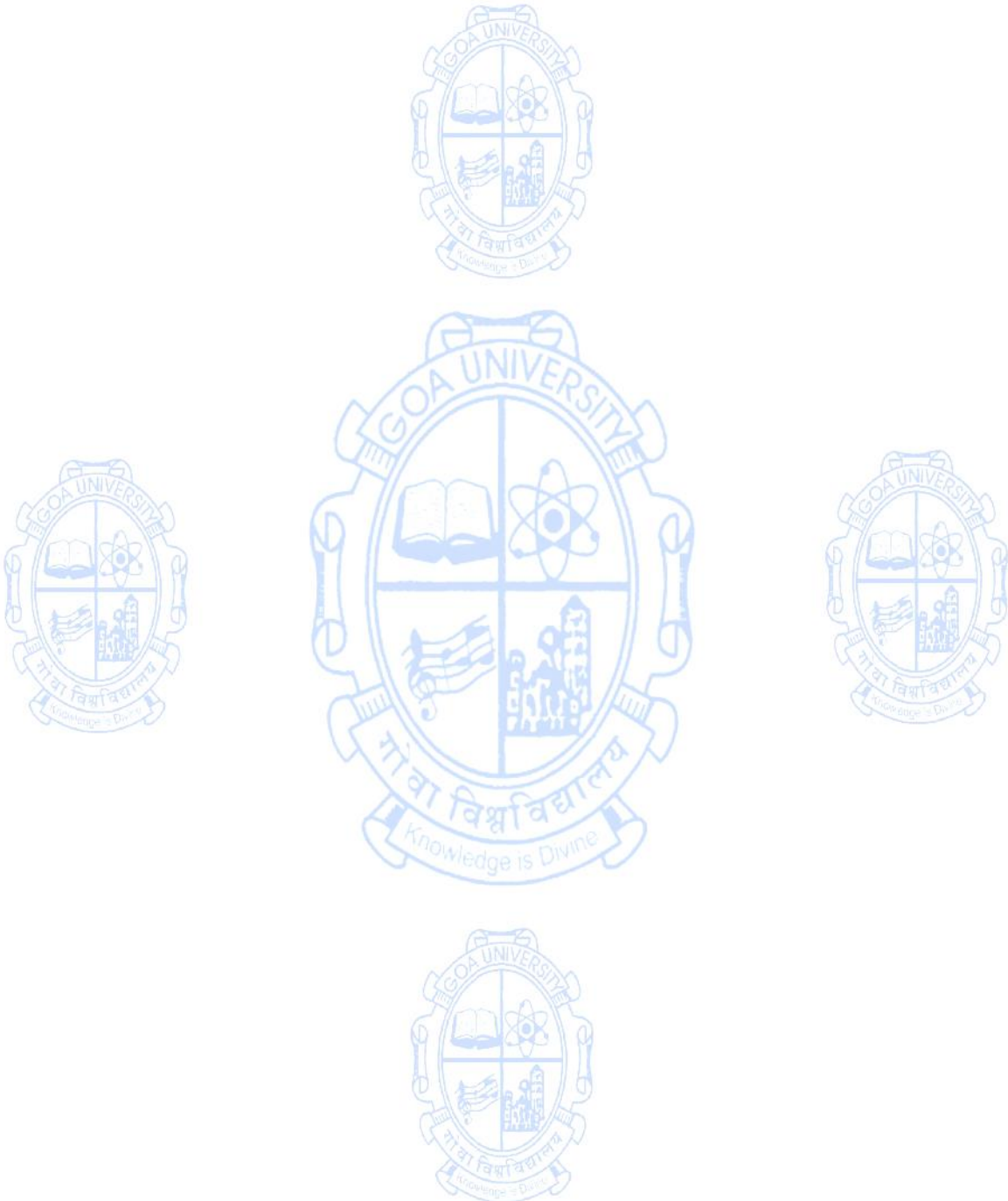
	4. Assess financial management techniques, including budgeting, forecasting, and pricing strategies, to maximize profitability and minimize costs.
--	--



Name of the Programme : B.Sc. (International Hospitality Management)
Course Code : IHT- 402
Title of the Course : Front Office Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to provide in-depth understanding of functions and Operations of Front Office Department within the hospitality industry.	
Content:	UNIT I: Reservation Management Types of reservations: individual, group, corporate, OTA (Online Travel Agency), Managing overbooking situations, Forecasting demand and optimizing inventory.	15 hours
	UNIT II: Guest Experience Enhancement Personalization techniques in guest services, Customer Relationship Management, Managing complaints and resolving conflicts, Upselling and cross-selling strategies.	15 hours
	UNIT III: Communication and Problem Solving Inter-departmental communication, Interpersonal communication skills, Cultural sensitivity and diversity training, Decision-making and problem-solving exercises.	15 hours
	UNIT IV: Ethics and Sustainability Ethical considerations in front office operations, Sustainable practices in hospitality management, Community engagement and corporate social responsibility.	15 hours
Pedagogy:	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	
References/ Readings:	<ol style="list-style-type: none"> 1. Jatashankar R. Tewari, Hotel Front Office Operations & Management, Second Edition, Oxford University Press; 2016 2. James A. Bardj, Hotel Front Office Management, 5th Edition, Wiley India Pvt Ltd; 2012 3. Michael L. Kasavana, Richard M. Brooks, Managing Front Office Operations, 8th Edition, 2009 4. Sudhir Andrews, Hotel Front Office: a training manual, McGraw Hill Education (India) 3rd edition, 2017 5. K. Philip, B. John, M. James. Marketing for Hospitality and Tourism, 7th edition, Pearson Education; 2017 	
Course Outcomes:	At the end of the course, the students will be able to: <ol style="list-style-type: none"> 1. Analyze and evaluate front office Reservation management strategies. 2. Communicate effectively with guests, staff, and management in a multicultural environment & Collaborate with other departments to ensure seamless guest experiences. 3. Develop strategies for enhancing guest experiences and satisfaction. 	

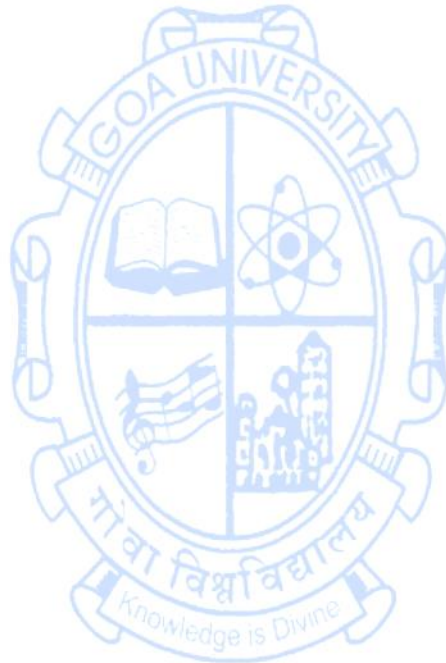
4. Apply ethical and sustainable practices in front office operations.



Name of the Programme : B.Sc. (International Hospitality Management)
Course Code : IHT- 403
Title of the Course : Tourism Philosophies, Principles and Practices
Number of Credits : 04
Effective from AY : 2023-24

Prerequisites for the course:	NIL	
Course Objectives:	The aim is to familiarize students with different perspectives of Tourism	
Content:	UNIT I: Introduction to Tourism Defining tourism, concepts, typologies, and evolution, historical perspectives on travel and exploration. Philosophies of tourism: utilitarianism, sustainability, and authenticity. Tourism and development: economic, social, and environmental impacts.	15 hours
	UNIT II: Principles of Sustainable Tourism The UNWTO's global code of ethics for tourism, carrying capacity and resource management in tourism destinations, community engagement and stakeholder participation in tourism planning, cultural preservation and responsible tourism practices.	15 hours
	UNIT III: Contemporary Issues and Trends in Tourism Globalization and mass tourism: Opportunities and challenges technology and innovation in the tourism industry, responsible travel and alternative tourism models, climate change and the future of sustainable tourism.	15 hours
	UNIT IV: Tourism in Practice Case studies: Analyzing successful and challenging tourism initiatives. Guest lecture by a local tourism expert (Goa example: Beach shack owner, sustainable tourism project manager). Group project: Develop a responsible tourism plan for a specific destination. Presentations and final assessment.	15 hours
Pedagogy:	Lectures/ tutorials/ field work/ outreach activities/ project work/ viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies. Sessions shall be interactive in nature to enable peer group learning.	
Reference/ Readings:	1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, JohnWiley and Sons, 2017. 2. Rob Harris, Tony Griffin and Peter Williams, Sustainable Tourism – a global perspective Routledge Taylor & Francis Group Edition, 2012. 3. C. Cooper, Essentials of Tourism, SAGE Publication, 2020 4. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford UniversityPress, 2011. 5. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020 6. UNWTO (2015). Global Code of Ethics for Tourism. World Tourism Organization.	
Course Outcomes:	At the end of the course the student will be able to: 1. Discuss the historical and philosophical foundations of tourism. 2. Describe the core principles underpinning sustainable and responsible	

	<p>tourism practices.</p> <ol style="list-style-type: none">3. Evaluate the economic, social, and environmental impacts of tourism development.4. Examine contemporary issues and trends in the tourism industry.5. Apply theoretical knowledge to real-world case studies and practical scenarios.6. Develop effective communication and critical thinking skills relevant to the tourism sector.
--	---



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-411

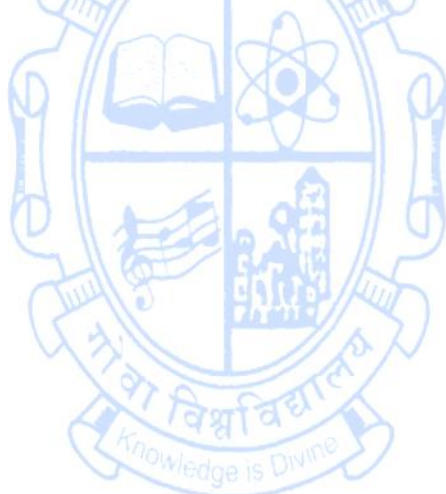
Title of the Course : Research Methodology

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim of this course is to familiarize the students with the challenges associated with choosing a research problem and to analyse the resources and methodologies required to complete a research project successfully.	
Content:	<p>UNIT I: Introduction to Research The concept of research, characteristics of good research, application of research, meaning and sources of research problem, characteristics of good research problem, research process, outcomes, application of research, meaning and types of research hypothesis, importance of review of literature, organizing the review of literature.</p>	15 hours
	<p>UNIT II: Types of Research Types of research, pure (basic, fundamental) and applied research, qualitative and quantitative. Research Design: meaning, need, types of research design, exploratory, descriptive, casual research design, components of research design, and features of good research design. Experiments, surveys and case study research design.</p>	15 hours
	<p>UNIT III: Sampling, Data Collection and Analysis Types and sources of data: Primary and secondary, methods of collecting data, concept of sampling and sampling methods, sampling frame, sample, characteristics of good sample, simple random sampling, purposive sampling, convenience sampling, snowball sampling, classification and tabulation of data, graphical representation of data, graphs and charts – histograms, frequency polygon and frequency curves, bell shaped curve and its properties. Statistical Methods for Data Analysis: Applications of Statistics in Research, measures of central tendency and dispersion.</p>	15 hours
	<p>UNIT IV: Research Report Research report and its structure, journal articles – Components of journal article. Explanation of various components. Structure of an abstract and keywords. Thesis and dissertations. Components of thesis and dissertations. Referencing styles and bibliography.</p>	15 hours
Pedagogy:	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.	

References/ Readings:	<ol style="list-style-type: none"> 1. Cooper, D. R., & Schindler, P. <i>Business research methods</i>. Mcgraw-hill, 2014. 2. Kothari, C. R. <i>Research methodology: theory and techniques</i>. New Age,2013. 3. Sekaran, U., & Bougie, R. <i>Research methods for business</i>. Seventh edition,2016. 4. Kumar, R. <i>Research Methodology, a Step-by-Step Guide for Beginners</i>.3rd edition. New Delhi: Sage Publishers Ltd.,2011 5. Malhotra, N.K., Nunan,D. & Bricks, D. <i>Marketing Research An Applied Approach</i>. 5th edition, Pearson Prentice Hall.,2017
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Apply the fundamental principles of research methodology and effectively use them in research/ project work. 2. Choose a suitable research design and implement a research project/ study. 3. Develop skills in qualitative and quantitative data analysis and presentation. 4. Exhibit proficiency in selecting research methodologies that align with their aims.




Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-404

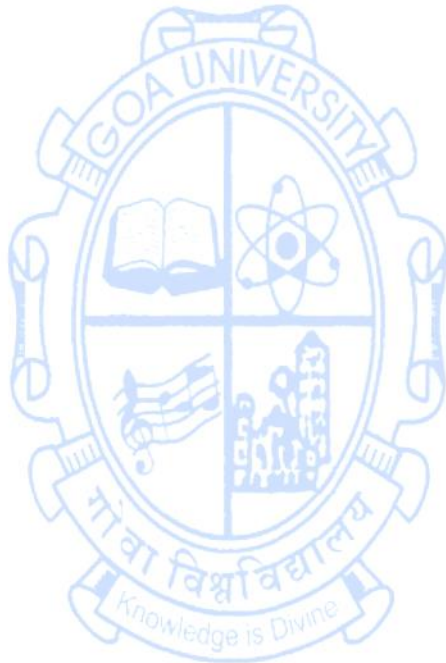
Title of the Course : Event Management

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

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	This course will enable the students to organize events meetings, conventions and exhibitions in a professional manner.	
Content: 	UNIT I: Event Planning and Conceptualization Introduction, nature, scope, significance, types of events, responsibility and qualities of an event planner, identifying suitable venue, layout, role and responsibilities of event planner, event planning tools, statutory permissions from government agencies, managing business events, budgeting and financial management for events. Sustainable event management practices.	15 hours
	UNIT II: Venue Selection and Logistics Site selection, planning and development, infrastructure management, logistics, crowd management, attendee care and comfort, control, participants, and risk management and contingency planning.	15 hours
	UNIT III: Event Marketing and Promotion Importance, marketing mix, the five “W”s of event marketing, sponsorship, promotion: image branding, advertising, publicity, public relations and technology and innovation.	15 hours
	UNIT IV: MICE Organizational structure of Meetings Incentives, Conferencing Exhibitions (MICE), Planning and execution of MICE, sponsorship, promotion, technology integration in MICE events, risk management and crisis communication, ethical issues, emerging trends and innovation. Planning and execution of an Event.	30 hours
Pedagogy:	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.	
References/ Readings:	<ol style="list-style-type: none"> 1. G. G. Fenich, Meetings, Expositions, Events and Conventions, An Introduction to the industry. Pearson Education, 2018. 2. J. Allen, Event management. Wiley, 2021. 3. J. Allen, R. Harris, L. Jago, A. Tantrai, P. Jonson, and E. D'Arcy, Festival and special event management. John Wiley and Sons, 2022. 4. R. Dowson and D. Bassett, Event planning and management: Principles, planning and practice. Kogan Page Publishers, 2018. 5. C. Preston, Event marketing: how to successfully promote events, festivals, conventions, and expositions. Wiley, 2012. 6. L. Van der Wagen, Event management. Pearson Higher Education 	

	AU, 2010.
Course Outcomes:	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop skills in planning, organizing and executing various types of events. 2. Apply budgeting and financial management techniques specific to event planning and execution. 3. Demonstrate proficiency in event marketing, promotion and audience engagement strategies 4. Organize Meetings Incentives, Conferences and Exhibitions



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT-412

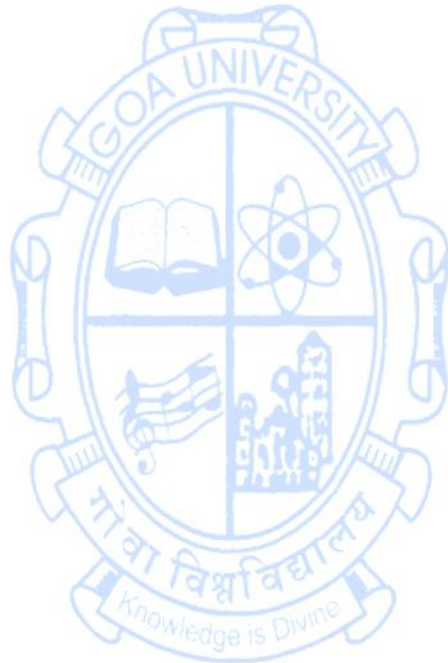
Title of the Course : International Cuisine Practical

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to impart skills in the preparation of International cuisine with varied traditions and products of different countries around the world.	
Content:	UNIT I: International Cooking Techniques Cooking methods and traditions from different countries of the world. Experiment with products of different Denomination of Origins. Fusion cooking. Practice different ways of cooking like stone cooking, sand cooking, bamboo cooking and charcoal cooking.	30 hours
	UNIT II: European Cuisine European cuisine, ingredient knowledge, similarities and contrasts, cooking methods and trends. Preparation of 5 European menus.	30 hours
	UNIT III: Asian Cuisine Asian Cuisine including Oceania and Middle East, ingredient knowledge, similarities and contrasts, cooking methods and trends. Preparation of 5 Asian menus.	30 hours
	UNIT IV: American and African Cuisine Americas and Africa Cuisine, ingredient knowledge, similarities and contrasts, cooking methods and trends. Preparation of 2 African and 3 American menus	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods such as lectures, exercises, practical, seminars, case studies, role plays and problem solving, to enable the students to learn in an interactive mode.	
References/ Readings	<ol style="list-style-type: none"> 1. Parvinder Bali, International Cuisine and Food production management, oxford, May 2012 2. Nik Sharma, The Flavor Equation, Harper Collins, 2020 3. David Inglis and Debra Gimlin, The Globalization of Food, Bloomsbury Publishing, 1st edition, April 2023 4. Linda Civitello, Cuisine and Culture: A History of Food and People, John wiley and sons, Inc, 2nd Edition, 2008 5. Patricia A. Hayman., International Cooking – A Culinary Journey, Pearson, 3rd Edition 2017 6. Hamlyn, New Larousse Gastronomique, Hamlyn, October 2009 	
Course Outcomes:	At the end of the course, the student will be able to: <ol style="list-style-type: none"> 1. Create menus and conduct events based on International cuisine. 2. Experiment with fusion cooking using a combination of ingredients, different cooking methods in relation to the origin of recipes. 3. Practice different ways of cooking like stone cooking, sand cooking, bamboo cooking and charcoal cooking. 	

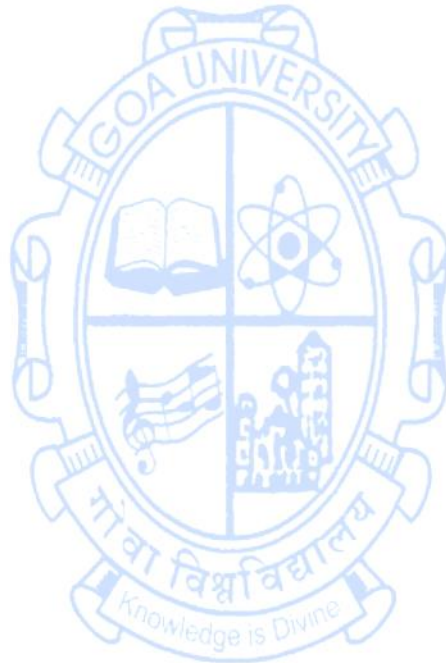
- | | |
|--|--|
| | <ol style="list-style-type: none">4. Plan international menus5. Recommend ingredients and substitutes |
|--|--|



Name of the Programme : B.Sc. (International Hospitality Management)
Course Code : IHT-413
Title of the Course : Advanced Food and Beverage Service Operations
Number of Credits : 04 (3T+1P)
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	This course aims in developing skills in service techniques, guest interaction, menu knowledge, and management of food and beverage operations.	
Content:	UNIT I: Food Service Outlet Planning, Design and Planning of Concept Design and layout, scope, objectives, facilitating production, materials handling, Planning the Outlet ambience : colour scheme, lighting, acoustics, music, climate control, furnishings, exterior design, advertising and public relations. Equipment requirements, space requirements, developing preliminary plans, preparation of final plans.	15 hours
	UNIT II: Menu Planning and Food Pairing Advanced menu terminology and descriptions, principles of food and wine pairing, pairing cocktails and spirits with dishes. Wine pairing session.	15 hours
	UNIT III: Accounts Management Operating cash register, Billing manually, computerized, daily cash report, inventory procedure, costing procedure of food and beverage covers, method of pricing ,factors responsible for losses / profit, preparation of cost statement, , ascertaining a profitable price level.	15 hours
	UNIT IV: Restaurant Operation Operating and managing actual restaurant for guests. Field visits to restaurants, cafes, Food and Beverage outlets.	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem- solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none"> 1. R.Singaravelavan, Food and Beverage Service. New Delhi: Oxford, 2012 2. D.R. Lillicrap, John A. Cousins, and Suzanne Weekes, Food and Beverage Service for Levels 1 and 2. Hodder Publisher, 2014 3. Sudhir Andrews, Food & Beverage Service A Training Manual, Tata Mc Graw Hill Education, Noida, UP, 3rd Edition 2017 4. Sylvia Meyer, Edy Schmid, Christel Spuhler, Professional Table Service. John Wiley & sons, First edition, 1990 5. Harrington, Robert J., Food and Wine Pairing: Sensory experience. Wiley Publisher,2008 	

	6. Ninemeier, J.D., Management of Food and Beverage Operations. The Educational Institute of the American Hotel and Motel Association. 6 th edition 2015.
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Develop a thorough understanding of menu planning, design, and execution, including advanced knowledge of ingredients, flavours, and food pairings to create memorable dining experiences. 2. Demonstrate service techniques such as fine dining service, banquet service, and specialized service for various cuisines, preparing them for diverse roles within the industry. 3. Handle cash registers for a food and beverage outlet. 4. Demonstrate the skills by running an actual restaurant for guests.



Name of the Programme : B.Sc. (International Hospitality Management)

Course Code : IHT- 414

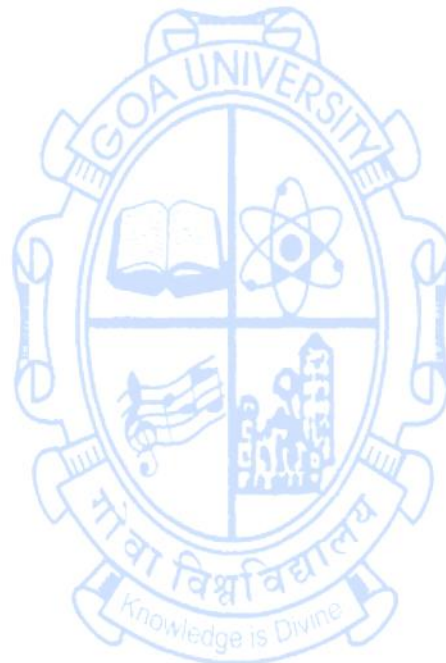
Title of the Course : Advanced Front Office Management

Number of Credits : 04

Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	This course emphasizes on skills needed in managing activity and services in Hotel Operations, including revenue management, guest relations, technology integration, and leadership skills.	
Content:	UNIT I: Introduction to Advanced Front Office Management Overview of advanced front office operations, Importance of revenue management in hospitality, Introduction to guest relations strategies, Pricing strategies and rate management, forecasting and demand management, distribution channels and channel management.	15 hours
	UNIT II: Technology Integration in Front Office Property Management Systems (PMS), guest relationship management (CRM) software, emerging technologies and trends in front office operations.	15 hours
	UNIT III: Leadership Management Leadership styles and theories, team building and motivation, conflict resolution and decision-making, customer service excellence, handling guest complaints and feedback, building guest loyalty programs.	15 hours
	UNIT IV: Case Studies and Project Work Analysis of real-world front office management cases, group projects on developing a comprehensive front office management plan, presentation of projects and peer feedback.	15 hours
Pedagogy:	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.	
References/ Readings:	<ol style="list-style-type: none"> 1. Jatashankar R. Tewari, Hotel Front Office Operations & Management, Second Edition, Oxford University Press; 2016 2. James A. Bardi, Hotel Front Office Management, 5th Edition, Wiley India Pvt Ltd; 2012 3. Sudhir Andrews, Hotel Front Office: a training manual, 3rd edition, McGraw Hill Education (India) 1 July 2017. 4. Michael L. Kasavana, Richard M. Brooks, Managing Front Office Operations, 8th Edition, 2009 5. O. Fevzi, A. Levent, P. Chathoth & K.A. Mehmet, Strategic Management for Hospitality and Tourism, 2nd Edition, Routledge; 2019 	
Course Outcomes:	At the end of the course, the students will be able to: <ol style="list-style-type: none"> 1. Demonstrate advanced guest service techniques to enhance guest satisfaction and loyalty. 	

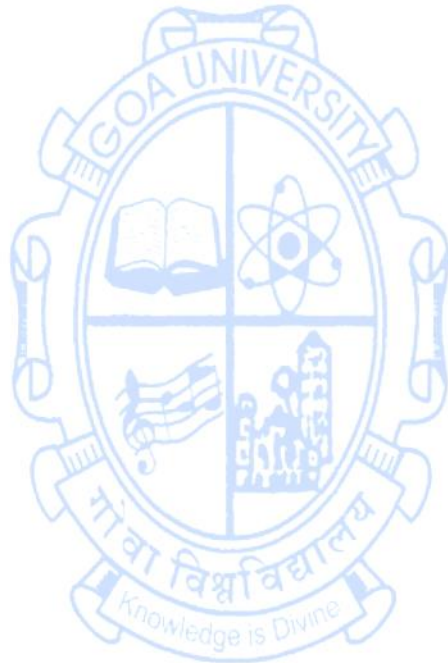
	<ol style="list-style-type: none">2. Evaluate and recommend technology solutions for front office operations, including property management systems (PMS) and guest relationship management (CRM) software.3. Apply leadership and managerial principles to effectively lead front office teams and handle complex operational challenges.4. Develop and present a comprehensive front office management plan integrating revenue management, guest relations, technology, and leadership strategies.
--	---



Name of the Programme : B.Sc. (International Hospitality Management)
Course Code : IHT- 415
Title of the Course : Advanced Accommodation Operations Management
Number of Credits : 04
Effective from AY : 2023-24

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to familiarize the student to the functions and Operations of Front Office Department	
Content:	UNIT I: Housekeeping Budgeting Budgeting housekeeping, budgeting of guestroom accessories and amenities, carpet, painting, fixtures, furniture, housekeeping standard operating manuals, work schedules, area inventory, calculating staff strength and planning duty roaster, stock record, linen control, procedure, calculating and record keeping of housekeeping inventories.	15 hours
	UNIT II: Inventory Control Meaning and definition of inventory, management of inventories, objectives of inventory management, problems faced by management, inventory control, inventory control techniques, and factory influences the level of each component of inventor, meaning and definition of inventory, finished goods.	15 hours
	UNIT III: Interior Design and Decoration of Hotel Guest Rooms Importance of interior design, objectives of interior design and decoration, basic types of interior design and decoration, elements of design, units of design, guestroom interior design and decor include furniture, fixture and fittings, guestroom accessories, components of guest room interior design, lighting, window, and flooring.	15 hours
	UNIT IV: Pre-Opening of New Hotel Properties Construction phase, crucial steps to begin the pre-opening phase, requirements and preparation, execution steps in pre-opening phase, countdown to opening new property, checklist to manage all the moving pieces, leverage modern hotel optimization technology, set a realistic opening date.	15 hours
Pedagogy:	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.	
References/ Readings:	1. G. Raghubalan and Smritee Ragubalan, Hotel Housekeeping Operations and Management, Oxford University Press, India, 2015 2. S.k Kaushal, S.N.Gautam, Accommodation Operations Management, Frank Bros. & co, 2008 3. O. Fevzi, A. Levent, P. Chathoth & K.A. Mehmet, Strategic Management for Hospitality and Tourism, 2nd Edition, Routledge; 2019.	

	<p>4. Ankit Tiwari ,Department Setup during Pre-opening of new hotel : How to set the department during an Pre-opening phase of the hotel, 2022</p> <p>5. Richard Penner, Lawrence Adams, Stephani K. A. Robson,Hotel Design, Planning, and Development, Second edition, 2012</p>
<p>Course Outcomes:</p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate Management of housekeeping Inventories and control. 2. Illustrate budgeting, budgetary control of housekeeping department. 3. Evaluate pre-opening strategies so as to set the stage for a successful launch and ongoing operations. 4. Understand the effects of different components of guest room interior design and decoration on customer experience.



Internship

Course Code: IHT -321 (04 Credits)- Internship-1
IHT-361 (02 Credits)- Internship-2
IHT-322 (04 Credits)- Internship-3
IHT-461 (12Credits)- Internship-4

Title of the Course: Internship

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

Effective from AY: 2023-24

Course Objectives:	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.
Evaluation pattern:	<ol style="list-style-type: none">1. There shall be an ISA component of 20% marks and SEA component of 80% marks.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.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.4. Internship report will be governed by the guidelines issued by the Goa University via the following link:5. https://www.unigoa.ac.in/uploads/config_docs/20231229.044857~Format_Dissert_Intern_Field_Work.pdf