



BENGALURU CITY UNIVERSITY

CHOICE BASED CREDIT SYSTEM

**(Semester Scheme with Multiple Entry and Exit Options for
Under Graduate Course)**

**Syllabus for BHM
(V & VI Semester)**

2023-24 onwards

PROCEEDINGS OF THE MEETING OF THE BOS BHM, BTTM-MTTM (INTEGRATED), MTTM (PG) and PG DIPLOMA COURSES

Proceedings of BOS meeting for the courses BHM, BTTM-MTTM (Integrated), MTTM(PG) and PG Diploma held on 10th August 2023 at 11.00 am in the Department of Commerce, PK Block, Bengaluru City University.

The draft syllabus was sent to the BOS members through email well in advance and the same was presented in the meeting for obtaining further inputs from the members. After detailed discussion on the Courses offered, members shared their views and opinions about the courses, the inputs provided by the members were incorporated and relevant changes were made. During the meeting it was discussed and decided that the syllabus for MTTM(PG) shall be adopted from Bangalore University. The syllabus of MTTM(PG) approved during the academic year 2020-2021 shall here forth be the syllabus for MTTM(PG) of Bengaluru City University, until revised by the BOS at BCU.

Further board authorised the chairperson to make changes if required.

Members Present

- | | | | |
|----|-----------------------|--|-------------|
| 1. | Dr.Jalaja.K.R | Dean and Chairperson, Faculty of Commerce and Management, Bengaluru City University, Bengaluru. | Chairperson |
| 2. | Dr.Devendra M | Principal, Bengaluru Amirta College, Bengaluru. | Member |
| 3. | Dr.Paramashivaiah P | Professor, Department of Commerce, Tumkur University, Tumkur. | Member |
| 4. | Dr.Binoy T A | Department of Tourism Administration, Kuvempu University. | Member |
| 5. | Dr.Y Venkata Roa | Professor, Department of Tourism Studies, Pondicherry University. | Member |
| 6. | Prof. B Vijayalakshmi | Professor, Department of Business Management, Sri Padamavati Mahila Viswavidyalayam(Womens University) Tirupati. | Member |


Dr. JALAJA. K.R. M.COM., MBA., Ph.D
Dean & Chairperson
Department of Commerce
Bengaluru City University


Chairperson- BOS

V SEMESTER

Se m. No	Course Category	Course Code	Course Title	Cred its Assig ned	Instructiona l hours per week		Dura tion of Exam (Hrs.)	Exam/ Evaluation Pattern (Marks)		
					The ory	Practic al		IA	Ex am	Tot al
V	DSC	HM C21- T	Food & Beverage Production V Theory	3	3		2	40	60	100
		HM C22- P	Food & Beverage Production V Practical	2		4	3	25	25	50
		HM C23- T	Food & Beverage Service V Theory	3	3		2	40	60	100
		HM C24- P	Food & Beverage Service IV Practical	2		4	3	25	25	50
		HM C25- T	Accommodation Operations V Theory	3	3		2	40	60	100
		HM C26- P	Accommodation Operations III Practical	2		4	3	25	25	50
	DSE	HM E1- T (Any one to be chosen)	A. Fundamentals of Travel & Tourism Industry B. Hygiene, Sanitation & Food Safety	3	3		2	40	60	100
	Vocation al	HM V1- T (Any one to be chosen)	A. Facilities Management B. Marketing Management for Hospitality and Tourism	3	3		2	40	60	100

VI SEMESTER

Se m. No	Course Category	Course Code	Course Title	Credits Assigned	Instructional hours per week		Dura tion of Exam (Hrs.)	Exam/ Evaluation Pattern (Marks)		
					Theory	Practic al		IA	Exam	Total
VI	DSC	HM C26- IT	Industrial Training	20	4 -6 months (Report & Viva)		250	250	500	

V SEMESTER

Program Name	BHM	Semester	V
Course Title	Food & Beverage Production V Theory		
Course Code:	HM C21-T	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic Knowledge of Food & Beverage			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. Explain the fundamental concepts Kitchen Management CO 2. Elaborate on the role of Food Preservation and Food Standards CO 3. Elucidate on western plated food styles and concepts of health foods			
Contents			Hrs.
UNIT-1: KITCHEN PLANNING AND LAYUOT 1.1 Kitchen layout, sections, and functions of each outlet. 1.2 Production workflow, planning of kitchen area 1.3 Layout of a large quantity kitchen and satellite kitchen 1.4 Purchasing, types, procedures, principles, requisition, ordering, receiving, storing, issuing, standard purchase specifications and forms and formats. 1.5 Layout of storage area, Storage of food material- Dry storage and Cold storage. Temperatures for storing perishables and non-perishables			14
UNIT- 2: FOOD NUTRITION, PRESERVATION AND FOOD STANDARDS 2.1 Types of Nutrients 2.2 Balanced Diet and Nutritional Analysis 2.3 Method of Food Preservation 2.4 Physical and Chemical Agents in Food Preservation 2.5 Prevention of Perishable food 2.6 Importance of WHO standards, Voluntary and Compulsory standards 2.7 Common Adulterants and their dictation 2.8 Classification of Food Additives and their Roles 2.9 Mislabeling			15
UNIT- 3: CATERING MANAGEMENT & QUANTITY FOOD MANAGEMENT 3.1 Introduction to Catering Management 3.2 Types of Institutional and Industrial Catering 3.3 Problems Associated with Catering 3.4 The Concepts of Plate Presentation 3.5 Merging of Flavors, Shapes, and Textures on the Plate 3.6 Emerging Trends in Food presentation 3.7 Scope in Growth in Catering and Cloud Kitchen management 3.8 Characteristics of Railway, Roadway, Cruise, and Airline Catering Management 3.9 Principles of Planning for Quantity Food Production with Regards to Availability of Products			16

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. Explain the fundamental concepts Kitchen Management						✓	v		✓						
CO 2. Elaborate on the role of Food Preservation and Food Standards															
CO 3. Elucidate on western plated food styles and concepts of health foods															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per University guidelines are compulsory</i>	

References

- International Cuisine & Food Production Management by Parvinder S. Bali
- Practical Professional Cookery by Cracknell and Kaufmann
- International Cuisine by Jeremy MacVeigh
- Hygiene and Sanitation by S. Roday
- Global Cuisine by Dr Chef Vinoth Kumar
- Food: A Culinary History by Jean-Louis Flandrin

Online Resources

- Culinary Dictionary Index
Link: <https://whatscookingamerica.net/glossary/>
- The Cook's Thesaurus
Link: <http://www.foodsubs.com/>
- Real Food Encyclopedia
Link: <https://foodprint.org/eating-sustainably/real-food-encyclopedia/>

Note: Any other Latest Edition of reference/textbooks can be included.

Course Title	Food & Beverage Production V Practical	Practical Credits	2
Course Code	HM C22-P	Contact Hours	60 Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks
Practical Content			
<p>WEEK 1: Four course menu based on Lebanese Cuisine</p> <p>WEEK 2: Four course menu based on Thai Cuisine</p> <p>WEEK 3: Four course menu based on Thai Cuisine</p> <p>WEEK 4: Four course menu based on Chinese Cuisine</p> <p>WEEK 5: Four course menu based on Chinese Cuisine</p> <p>WEEK 6: Four course menu based on Sri Lankan Cuisine</p> <p>WEEK 7: Four course menu based on Sri Lankan Cuisine</p> <p>WEEK 8: Four course menu based on Middle eastern Cuisine</p> <p>WEEK 9: Four course menu based on Middle eastern Cuisine</p> <p>WEEK 10: Four course menu based on Middle eastern Cuisine</p> <p>WEEK 11: Four course menu based on Afghani Cuisine</p> <p>WEEK 12: Four course menu based on Korean Cuisine</p> <p>WEEK 13: Garnish and Accompaniments</p>			

Pedagogy: Practical Demonstration

Formative Assessment for Practical

Assessment Occasion/ type	Marks
Demonstration	15 Marks
Quiz	10 Marks
Total	25 Marks

Formative Assessment as per University guidelines are compulsory

References

- International Cuisine & Food Production Management by Parvinder S. Bali
- Practical Professional Cookery by Cracknell and Kaufmann
- International Cuisine by Jeremy MacVeigh
- Hygiene and Sanitation by S. Roday
- Global Cuisine by Dr Chef Vinoth Kumar
- Food: A Culinary History by Jean-Louis Flandrin

Online Resources

- Culinary Dictionary Index

Link: <https://whatscookingamerica.net/glossary/>

- The Cook's Thesaurus

Link: <http://www.foodsubs.com/>

- Real Food Encyclopedia

Link: <https://foodprint.org/eating-sustainably/real-food-encyclopedia/>

Note: Any other Latest Edition of reference/textbooks can be included.

Program Name	BHM	Semester	V
Course Title	Food & Beverage Service V Theory		
Course Code:	HM C23-T	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic Knowledge of Food & Beverage			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. Describe the specialized service technique procedures CO 2. Elaborate on the relevance of F&B in events CO 3. Elucidate on the basics of F&B Supervision CO 4. Explain the financial aspects of F&B Business			
Contents			Hrs.
UNIT- 1: ENHANCED SERVICE TECHNIQUES 1.1 Introduction to Carving, Jointing, and filleting 1.2 Flambe Lamps, Suzette pans and hot plates 1.3 Hors d'oeuvres and other starters 1.4 Salads and Dressings 1.5 Hot fish Dishes 1.6 Steaks and Meat dishes 1.7 Poultry & Game 1.8 Desserts and Fresh Fruits			15
UNIT 2: EVENTS AND EVENT MANAGEMENT 2.1 Types of Events 2.2 Event Service Staff Roles 2.3 Event Administration 2.4 Event Organization 2.5 Weddings 2.6 Outdoor Catering 2.7 Food & Beverage Revenue Control 2.8 Beverage Control			15
UNIT 3: SUPERVISORY ASPECTS OF FOOD & BEVERAGE SERVICE 3.1 Legal Considerations 3.2 Sales Promotion 3.3 Customer Relations 3.4 Staffing Levels, staff organizations and training 3.5 Food & Beverage Pricing 3.6 F&B Business Financial Controls 3.7 F&B Forecasting 3.8 Safeguarding financial information 3.9 Performance analysis			15

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. Describe the specialized service technique procedures						✓	v		✓						
CO 2. Elaborate on the relevance of F&B in events															
CO 3. Elucidate on the basics of F&B Supervision															
CO 4. Explain the financial aspects of F&B Business															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per University guidelines are compulsory</i>	

References

- a. Food & Beverage Service Training Manual by Sudhir Andrews
- b. Food & Beverage Service by R Singaravelan
- c. The Steward by Peter Diaz
- d. Food & Beverage Service by Anil Sagar
- e. The World Atlas of Coffee by James Hoffman
- f. Finance and accounting in F&B by Rob Van Ginneken

- a. 7 Steps for Quick and Easy Menu Planning
Link: <https://www.unlockfood.ca/en/Articles/Menu-Planning/7-Steps-for-Quick-and-Easy-Menu-Planning.aspx>
- b. The role of a Butler
Link: <https://hoteltalk.app/the-role-of-a-butler/>
- c. Sustainability is Critical in Food and Beverage Manufacturing
Link: <https://foodsafetytech.com/column/8-reasons-sustainability-is-critical-in-food-and-beverage-manufacturing/>

Note: Any other Latest Edition of reference/textbooks can be included.

Course Title	Food & Beverage Service IV Practical	Practical Credits	2
Course Code	HM C24-P	Contact Hours	60 Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks

Practical Content

WEEK 1: Gueridon Service – Setting a Gueridon Table

WEEK 2: Gueridon Service – Hors d’oeuvres and other starters

WEEK 3: Event Management – Theme Lunch / Dinner

WEEK 4: Gueridon Service – Salads and Dressings

WEEK 5: Gueridon Service – Hot fish Dishes

WEEK 6: Event Management – Theme Lunch / Dinner

WEEK 7: Gueridon Service – Steaks

WEEK 8: Gueridon Service –Meat Dishes

WEEK 9: Gueridon Service – Poultry and Game

WEEK 10: Event Management – Theme Lunch / Dinner

WEEK 11: Gueridon Service –Sweet Dishes and Fresh Fruits

WEEK 12: F&B Analytics – Sales Forecasting

WEEK 13: F&B Analytics- Revenue Management

Pedagogy: Practical Demonstration

Formative Assessment for Practical	
Assessment Occasion/ type	Marks
Demonstration	15 Marks
Quiz	10 Marks
Total	25 Marks
<i>Formative Assessment as per University guidelines are compulsory</i>	

References
<p>a. Food & Beverage Service Training Manual- By Sudhir Andrews b. Food & Beverage Service By R Singaravelan c. The Steward By Peter Diaz d. Food & Beverage Service By Anil Sagar e. The World Atlas of Coffee – James Hoffman f. Finance and accounting in F&B by Rob Van Ginneken</p> <p>Online Resources a. 7 Steps for Quick and Easy Menu Planning Link: https://www.unlockfood.ca/en/Articles/Menu-Planning/7-Steps-for-Quick-and-Easy-Menu-Planning.aspx b. The role of a Butler Link: https://hoteltalk.app/the-role-of-a-butler/ c. Sustainability is Critical in Food and Beverage Manufacturing Link: https://foodsafetytech.com/column/8-reasons-sustainability-is-critical-in-food-and-beverage-manufacturing/</p> <p>Note: Any other Latest Edition of reference/textbooks can be included.</p>

Program Name	BHM	Semester	V
Course Title	Accommodation Operations V Theory		
Course Code:	HM C25-T	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic Knowledge of Food & Beverage			
<p>Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. Elaborate the fundamental concepts of yield management and forecasting CO 2. Demonstrate the basic computer application skills necessary for hotels CO 3. Apply the principles of ergonomics in hotel operations CO 4. Elucidate on the primary and secondary operations during the pre-launch stage of a hotel</p>			
Contents			Hrs.
UNIT-1: YIELD MANAGEMENT AND FORECASTING No of Hours: 12 Hrs. 1. Introduction and Benefits of Yield Management 2. Elements of Yield Management 3. Measuring Yield Management 4. Challenges in Yield Management 5. Forecasting and its benefits 6. Forecasting techniques			14
UNIT- 2: COMPUTER APPLICATIONS IN HOTELS No of Hours: 8 Hrs. 1. Role of Digital Technology in Hotels – AI & ML 2. Selecting and Installing Computer Systems & Networks 2. MIS Design and Function 3. MIS Security Issues 4. Food & Beverage Management Applications			14
UNIT- 3: ERGONOMICS IN HOUSEKEEPING No of Hours: 8 Hrs. 1. Meaning and Introduction to ergonomics 2. Principles of Ergonomics 3. Significance and need of ergonomics in Housekeeping 4. Analysis of risk Factors in Housekeeping 5. Mitigation of risks in Housekeeping 6. New Scientific Techniques in Ergonomics 7. Housekeeping Hazards and Control Measures 8. Sustainable Housekeeping with Eco-practices			17

Course Title	Accommodation Operations III Practical	Practical Credits	2
Course Code	HM C26-P	Contact Hours	60 Hours
Formative Assessment	25 Marks	Summative Assessment	25 Marks

Practical Content

Yield Management Calculations - Potential Average Single Rate, Potential Average Double Rate, Multiple Occupancy Percentage

Yield Management Calculations - Rate Spread, Potential Average Rate, Room Rate Achievement Factor

Yield Management Calculations – Yield Statistics, Identical Yield Occupancy, Equivalent Occupancy

WEEK 4: Demand Forecasting – Seasonal Forecasting Technique, Revenue Run Rate

WEEK 5: Demand Forecasting – Historical Growth Rate, Moving Average **WEEK 6:**

Reporting Yields and Forecasts – Graphical Representations **WEEK7- 8:Web**

Designing – Designing a Hotel Website / Application

WEEK 9: Calculating Housekeeping Staff Strength

WEEK 10: Historical Budget Calculation in Housekeeping

WEEK 11: Planning Duty Rosters

WEEK 12: Calculating Par Stocks

WEEK 13: Calculating Housekeeping Budgets

WEEK 14: Complaint Handling in Accommodation Sector

WEEK 15: Glossary Terms

Pedagogy: Practical Demonstration

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. Elaborate the fundamental concepts of yield management and forecasting						✓	v		✓						
CO 2. Demonstrate the basic computer application skills necessary for hotels															
CO 3. Apply the principles of ergonomics in hotel operations															
CO 4. Elucidate on the primary and secondary operations during the pre-launch stage of a hotel															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per University guidelines are compulsory</i>	

References

- a. Managing Front Office Operations – Michael L Kasavanna& Richard M.Brooks
- b. Front Office Operations and Management - Jatashankar R. Tiwari
- c. Principles of Hotel Front Office Operations- Su Baker, Pam Bradley
- d. Hotels for Tourism Development – Dr. Jagmohan Negi
- e. Housekeeping Operations, Design and Management by Malini Singh, Jaya B George
- f. Hotel Housekeeping by Smriti Raghubalan
- g. Housekeeping Management by Matt A. Casado

Online Resources

- a. The Road Back: Ensuring Housekeeping Operations Meet Renewed Expectations Link: <https://lodgingmagazine.com/the-road-back-ensuring-housekeeping-operations-meet-renewed-expectations/>
- b. Technology takes on a growing role in housekeeping departments Link: <https://www.hoteliermagazine.com/technology-takes-on-a-growing-role-in-housekeeping-departments/>
- c. 100 Hotel Trends You Need to Watch in 2023 & Beyond Link: <https://hoteltechreport.com/news/100-hotel-trends>

Note: Any other relevant reference/textbooks can be included.

Formative Assessment for Practical	
Assessment Occasion/ type	Marks
Demonstration	15 Marks
Quiz	10 Marks
Total	25 Marks
<i>Formative Assessment as per University guidelines are compulsory</i>	

References
<p>a. Managing Front Office Operations – Michael L Kasavanna& Richard M.Brooks b. Front Office Operations and Management - Jatashankar R. Tiwari c. Principles of Hotel Front Office Operations- Su Baker, Pam Bradley d. Hotels for Tourism Development – Dr. Jagmohan Negi e. Housekeeping Operations, Design and Management by Malini Singh, Jaya B George f. Hotel Housekeeping by Smriti Raghubalan g. Housekeeping Management by Matt A. Casado</p> <p>Online Resources a. The Road Back: Ensuring Housekeeping Operations Meet Renewed Expectations Link: https://lodgingmagazine.com/the-road-back-ensuring-housekeeping-operations-meet-renewed-expectations/ b. Technology takes on a growing role in housekeeping departments Link: https://www.hoteliermagazine.com/technology-takes-on-a-growing-role-in-housekeeping-departments/ c. 100 Hotel Trends You Need to Watch in 2023 & Beyond Link: https://hoteltechreport.com/news/100-hotel-trends</p> <p>Note: Any other relevant reference/textbooks can be included.</p>

Program Name	BHM	Semester	V
Course Title	Fundamentals of Travel & Tourism Industry		
Course Code:	HM E1 – T A	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Basic Knowledge of Travel & Tourism			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. Explain the basic concepts of Travel CO 2. Identify major travel destinations worldwide CO 3. Elaborate on the basics of itinerary planning CO 4. Explain the concept of Tour packages CO 5. Design strategies to market tourism products			
Contents			Hrs.
UNIT-1: INTRODUCTION TO TRAVEL AND TOURISM 1.1 Basic Concepts of Travel and Tourism 1.2 Origin growth and development of Global Tourism 1.3 Linkage between Hospitality & Tourism 1.4 Travel Agencies & Tour Operators 1.5 Major Travel destinations of the World 1.6 Sustainable Tourism and its significance			15
UNIT- 3: TRAVEL OPERATIONS 2.1 Transport Systems – Air, Rail, Road, Waterways 2.2 Traditional and Supplementary Accommodation 2.2 Major Travel Destinations of the World 2.3 Introduction to Travel Itineraries 2.4 Basic Components of an Itinerary 2.5 Challenges associated with Itineraries 2.6 Tour Package - Meaning and Types 2.7 Sources and Modes of Travel reservations 2.8 MICE Tourism			15
UNIT- 3: TOUR MANAGEMENT 3.1 Tour Escorts and Tour Managers 3.2 Butler's Model and Leiper's Model of Tourism 3.3 Travel Behaviour 3.4 Marketing Travel Destinations 3.5 Segmenting the Travel Market 3.6 Passports & Visas 3.7 Travel Formalities			15

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. Explain the basic concepts of Travel									✓						
CO 2. Identify major travel destinations worldwide															
CO 3. Elaborate on the basics of itinerary planning															
CO 4. Explain the concept of Tour packages															
CO 5. Design strategies to market tourism products															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per University guidelines are compulsory</i>	

References

Suggestive Readings:

1. Hotel for Tourism Development by Dr Jagmohan Negi
2. Profiles of Indian Tourism by Shalini Singh
3. Tourism Today by Ratnadeep Singh
4. Dynamics of Tourism by Pushpinder S Gill
5. Marketing in travel and tourism by Victor T. C. Middleton and Alan Fyall

Online Resources

1. How to Start a travel business at home?

Link: <https://smallbusiness.chron.com/start-travel-business-home-4394.html>

2. Transforming Tourism for Climate Change

Link: <https://www.unwto.org/sustainable-development/climate-action>

3. Cultural Travel: Tips to Make You More Culture Conscious

Link: <https://www.letsroam.com/explorer/cultural-travel/>

Note: Any other relevant reference/textbooks can be included.

Program Name	BHM	Semester	V
Course Title	Hygiene, Sanitation & Food Safety		
Course Code:	HM E1-T B	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Fundamentals of Facilities management			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: <ul style="list-style-type: none"> CO 1. Explain the basic concepts of Hygiene CO 2. Identify major Hygiene and Sanitation related issues CO 3. Elaborate on the basics of Food Safety CO 4. Design strategies to prevent Food Spoilage 			
Contents			Hrs.
UNIT-1: INTRODUCTION TO FOOD HYGIENE AND SANITATION <ul style="list-style-type: none"> 1.1 Importance of hygiene in catering establishments 1.2 Sanitation and its importance 1.3 Common Foodborne microorganisms 1.4 Role of microorganisms in food & beverage operations 1.5 Sustainable Development Goals 1.6 Water, Sanitation and Health 1.7 Global Scenario of Malnutrition 			15
UNIT- 2: FOOD CONTAMINATION AND SPOILAGE <ul style="list-style-type: none"> 2.1 Types of Contaminants n Foods 2.2 Signs of spoilage in common foods 2.3 Reasons for Food Spoilage 2.4 Source of Food contamination 2.5 Food-borne illnesses 2.6 Types of Eating Disorders and their Symptoms 2.7 Food Preparation and Storage 			15
UNIT- 3: SAFE FOOD OPERATIONS <ul style="list-style-type: none"> 3.1 Receiving and Inspecting Food deliveries 3.2 Food storage techniques 3.3 Minimizing microbial load 3.4 Common faults in food faults 3.5 Protective display of foods 3.6 Rules to be observed during food service 			15

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. Explain the basic concepts of Hygiene						✓	v		✓						
CO 2. Identify major Hygiene and Sanitation related issues															
CO 3. Elaborate on the basics of Food Safety															
CO 4. Design strategies to prevent Food Spoilage															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks

Formative Assessment as per University guidelines are compulsory

References

Suggestive Readings:

1. Food hygiene and sanitation by S. Roday
2. Managing food hygiene by Nicholas John
3. Food hygiene for food handlers by Jill Trickett
4. Essentials of food safety and sanitation by David M S Swane, Nancy R Rue, Richard Linton
5. Food Safety Management. A Practical Guide for the Food Industry by Yasmine Motarjemi

Online Resources

1. Hunger and Food Insecurity
Link: <https://www.fao.org/hunger/en/>
2. Protecting your family from Food Spoilage
Link: <https://www.usda.gov/media/blog/2016/03/25/protecting-your-family-food-spoilage>
3. Food preservation from microbial spoilage
Link: <https://www.onlinebiologynotes.com/food-preservation-from-microbial-spoilage-principle-and-methods/>

Note: Any other relevant reference/textbooks can be included.

Program Name	BHM	Semester	V
Course Title	Facilities Management		
Course Code:	HM V1-T A	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Fundamentals of Facilities management			
Course Outcomes (COs): After the successful completion of the course, the student will be able to: CO 1. Explain the fundamentals of Facilities management and planning CO 2. Elaborate on the operational aspects of smart building operations CO 3. Elucidate the role of sustainable and environment friendly technologies for hotels			
Contents			Hrs.
UNIT-1: FACILITIES MANAGEMENT 1.1 Introduction to Facilities Management 1.2 Factors considered in Planning and Designing of Hospitality Facilities 1.3 Stages in Developing Hospitality Property 1.4 Components of Facilities Management 1.5 Role of Facilities Manager 1.6 Common Services provided by Facilities Management Companies 1.7 IOT for Facilities Managers 1.8 AI and automation for Facilities Managers			16
UNIT- 2: FACILITIES PLANNING 2.1 Benchmarking 2.2 Strategic Planning 2.3 Business Transformation and Facilities Management 2.4 Customer Service and its importance 2.5 Disaster Recovery Planning 2.6 Alternative Workplace 2.7 Facilities Condition Assessment 2.8 Thinking Globally – The Competitive Edge			16
UNIT- 3: SMART HOTEL BUILDINGS 3.1 Workplace Ergonomics 3.2 Lighting, Plumbing and Electrical systems 3.3 Space and Asset Management 3.4 Operations and Energy Management 3.5 Security Systems 3.6 Sustainable Designs 3.7 Disaster Prevention Technologies 3.8 Sustainable and environment friendly technologies in hotel buildings			13

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1 Explain the fundamentals of Facilities management and planning						✓	v		✓						
CO 2. Elaborate on the operational aspects of smart building operations															
CO 3. Elucidate the role of sustainable and environment friendly technologies for hotels															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per University guidelines are compulsory</i>	

References

Suggestive Readings:

1. Hotel Housekeeping by Smriti Raghubalan
2. Facilities Management Handbook by Frank Booty
3. Facilities Design and Management by Eric Teicholz

Online Resource

1. Six emerging trends in facilities management sourcing

Link: <https://www.mckinsey.com/capabilities/operations/our-insights/six-emerging-trends-in-facilities-management-sourcing>

1. What is Facilities Planning in Operations Management?

Link: [https://spaceiq.com/blog/what-is-facility-planning-in-operations-](https://spaceiq.com/blog/what-is-facility-planning-in-operations-management/)

[management/](#) **Note: Any other relevant reference/textbooks can be included.**

Program Name	BHM	Semester	V
Course Title	Marketing Management for Hospitality & Tourism		
Course Code:	HM V1-T B	No. of Credits	3
Contact hours	45 Hours	Duration of SEA/Exam	2 Hours
Formative Assessment Marks	40	Summative Assessment Marks	60
Course Pre-requisite(s): Fundamentals of Marketing			
<p>Course Outcomes (COs): After the successful completion of the course, the student will be able to:</p> <p>CO 1. Define Marketing and developing strategies and plans CO 2. Gather Information and Scan the Business Environment. CO 3. Conduct Marketing Research and Forecasting Demand. CO 4. Identify Marketing Segment and Targets</p>			
Contents			Hrs.
<p>UNIT-1: UNIT 1: MARKETING MANAGEMENT- DEVELOPMENT, STRATEGIES AND PLANS</p> <p>1.1 Define Marketing 1.2 Importance and Scope of Marketing 1.3 Developing Effective Marketing Strategies 1.4 Exchange and Transaction 1.5 Marketing and Customer Value 1.6 Value Delivery Process 1.7 Value Chain and Core Competencies 1.8 Strategic Planning (Vision & Mission & SWOT Analysis)</p>			14
<p>UNIT- 2: MARKET INSIGHT, RESEARCH AND FORECASTING</p> <p>2.1 Gathering Market Information 2.2 McKinsey 7S Model analysis 2.3 Green Marketing 2.4 Market Research and Analytics 2.5 Demand Forecasting and Trend Analysis 2.6 Marketing Mix – 4Ps and 7Ps</p>			13
<p>UNIT- 3: MARKET SEGMENTATION, TARGET MARKET AND POSITIONING</p> <p>3.1 Identifying steps in Market Segmentation Process 3.2 Levels of Market Segment (Segment market, Niche Market and Local Market) 3.3 Segmenting Consumer Market 3.3.1 Geographical Segmentation 3.3.2 Demographic Segmentation 3.3.3 Psychographic Segmentation 3.4 Target Market 3.4.1 Effective Segmentation Criteria 3.4.2 Evaluating and Selecting the Market Segmentation 3.5 Developing and Communicating Positioning Strategies 3.6 Product Life Cycle Marketing Strategies 3.7 Role of Marketing Segmentation in developing Marketing Strategies</p>			18

Course Articulation Matrix: Mapping of Course Outcomes (COs) with Program Outcomes (POs 1-15)

Course Outcomes (COs)	Program Outcomes (POs)														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
CO 1. Define Marketing and developing strategies and plans						✓	v		✓						
CO 2. Gather Information and Scan the Business Environment.															
CO 3. Conduct Marketing Research and Forecasting Demand.															
CO 4. Identify Marketing Segment and Targets															

Pedagogy: Lecture / Presentation

Formative Assessment for Theory	
Assessment Occasion/ type	Marks
Assignment	20 marks
Quiz	20 marks
Total	40 Marks
<i>Formative Assessment as per University guidelines are compulsory</i>	

References

Suggestive Readings:

1. Marketing Management by Philip Kotler & Kevin Keller
2. Service Marketing by W.R. Helen
3. Strategic Hotel Marketing by Hart and Troy
4. Services Marketing by Lovelock, Christopher H
5. Marketing Leadership in Hospitality by Robert Lewis and Richard Chambers.

Online Resources

1. Digital Marketing Challenges for Hotels

Link: <https://theyouandme.com/blog/digital-marketing-challenges-for-hotels>

2. Destination Marketing Strategies

Link: <https://www.hotelimize.com/blog/the-most-efficient-destination-marketing-strategies-and-how-to-implement-them/>

3. TravelBoom Hotel Marketing Podcast

Link: <https://www.travelboommarketing.com/hotel-marketing-podcasts/>

Note: Any other relevant reference/textbooks can be included.

VI SEMESTER

Industrial Training

Credits: 20 Semester: VI Duration: 4-6 Months

OBJECTIVES:

- CO 1. Explain the day-to-day operations in the core and non-core departments of a star hotel. CO 2. Identify the factors considered for business decision making
CO 3. Analyze the business environment using SWOT Analysis
CO 3. Evaluate the organizational effectiveness using McKinsey 7S model
CO 4. Examine the factors affecting the market environment using PESTLE Analysis

TYPE OF REPORT

The report should be based on the compulsory 4 months of training to be completed in the 6th semester in a hotel of repute (preferable of a 4-star or a 5-star property). A log book should be maintained by every student during the training period in which they should record the daily task performed / observed, and assessed daily by the supervisor / manager. Using the Information contained in the log book and under the guidance of faculty member of college in which the student is studying, the student should cover the entire operation of the hotel along with other necessary analysis (SWOT analysis, PESTLE analysis, McKinsey 7S analysis)

FORMULATION

No of Pages: 150 to 160 (Single Side print in bond paper)

Page Size: A 4 - 21 cm x 29.7 cm (excluding appendices and exhibits) Font Size: 16 for Headings, 14 for Sub headings, 12 for other texts

Font Color: Black and Line Spacing: Double Spaced

Paragraph Spacing: Single space after paragraph

LIST OF CONTENT OF THE REPORT

	Contents
	A copy of the training certificate attested by Principal of the college
	Acknowledgement
	Project preface
Chapter 1	Introduction
Chapter 2	Scope, Objectives, Methodology & Limitations
Chapter 3	Profile of the Place and the Hotel
Chapter 4	Departmental Classification
Chapter 5	Detailed Operation of Core and Non-core departments
Chapter 6	SWOT Analysis, PESTLE Analysis and, McKinsey 7S analysis
Chapter 7	Conclusion
	Bibliography
	List of Annexures / Exhibits

SUBMISSION OF REPORT

One typed (duly signed by faculty guide and principle of the college) copy of the report is to be submitted in person, by the student, to the examiner prior to the seminar. Project submitted later than that will not be accepted.

DURING THE SEMINAR (Mandatory)

1. Original Industrial training certificate
2. University copy & student 's copy of project report (duly signed by the faculty guide and principle of the college)
3. Students log book (duly signed by Training Manager / HR Manager / equivalent) 4. Examination Hall ticket and College identity card
5. Dress code: College uniform
6. Grooming as per Hospitality Standards

STUDENTS WHO DO NOT CONFORM TO THE ABOVE WILL NOT BE ELIGIBLE TO PARTICIPATE IN THE SEMINAR

PROJECT EVALUATION

Project report will be valued by the Examiner appointed by the University.

MODE OF EVALUATION

Paper Title		Scheme of Examination Evaluation			Credits
		IA	Exam	TOTAL	
4 to 6 Months Industrial Training					
	Logbook + Viva	100	100	200	6+4
	Industrial Training Report	150	150	300	10
TOTAL		250	250	500	20

NOTE

- ✓ Marks for the log book should be awarded by the Project guide appointed by the College. ✓ A Seminar must be conducted for the evaluation.
- ✓ Panel of evaluation should consist of two members. One for evaluating the Project and the other for the evaluating the Presentation.
- ✓ The project viva voce will be conducted by both members of the Panel.
- ✓ Total time allotted for the above should not exceed 10 minutes.
- ✓ The report should be presented using a MS PowerPoint / Prezi / Google Slides / Canva.

In addition to the Industrial Training, students must also learn an SEC Subject titled “General Aptitude / Relevant” carrying 2 credits and comprises 2 Practical and 1

Theory.

Question Paper Pattern for UG Semester
DSC, DSEC & OEC

Paper Code:		Paper Title:		
Duration of Exam	2 Hours		Max Marks	60
Instruction:	Answer all the sections			

Section-A

1. Answer any five of the following Questions.	5 x 2 = 10 Marks
a) b) c) d) e) f) g)	

Section-B

Answer any four out of five questions.	4 x 5 = 20 Marks
2. 3. 4. 5. 6.	

Section-C

Answer any three out of five questions.	3 x 10 = 30 Marks
7. 8. 9. 10. 11.	