

# **ST. PHILOMENA'S COLLEGE (AUTONOMOUS)**

Affiliated to University of Mysore  
Accredited by NAAC with 'B<sup>++</sup>' Grade  
Bannimantap, Mysore, Karnataka,  
India-570015



## **DEPARTMENT OF TOURISM AND HOSPITALITY**

**The Board of Studies in BBA T&H which met on 20-9-2023 has**

**Approved the syllabus and pattern of examination for**

**Semesters V and VI for the**

**Academic Year 2023-24**

## **BOS COMMITTEE MEMBERS**

<b>Sl. No.</b>	<b>Name</b>	<b>Designation</b>
1	Mr. PAUL IRUTHAYARAJ	Chairman
2	Ms. RINI BROWN	Member
3	Mr. GEORGE JAISON	Member
4	Mr. ROYSTON JOSEPH	Member
5	Mr. VICTOR HEMANTH KUMAR	Member

**Semester V BBA T & H (Food and Beverage Production - V)**

**Core Course Content**

Course Title: Food and Beverage Production-V	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>2-0-2</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weight age in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

**Course Objectives:**

1. To learn the aspects of kitchen planning.
2. To learn the Food nutrients and nutritional analysis.
3. To learn the catering management and quantity management.
4. To learn the functions of Institutional and Industrial catering.
5. To learn the emerging trends in food presentation.

**Course Learning Outcomes:**

1. To understand and apply the aspects of kitchen planning.
2. To understand the Food nutrients and nutritional analysis.
3. To understand the catering management and quantity management.
4. To apply the functions of Institutional and Industrial catering.
5. To analyse the emerging trends in food presentation.

**Food & Beverage Production-V: Theory**

**Total Credits-3**

**Unit 1**

**KITCHEN PLANNING AND LAYOUT 14 hrs.**

- 1.1 Kitchen layout, sections, and functions of each outlet.
- 1.2 Layout of a large quantity kitchen and satellite kitchen
- 1.3 Purchasing, types, procedures, principles, requisition, ordering, receiving, storing, issuing, standard purchase specifications and forms and formats.

**Unit 2****FOOD NUTRITION, PRESERVATION AND FOOD STANDARDS 14hrs**

- 2.1 Types of Nutrients
- 2.2 Balanced Diet and Nutritional Analysis
- 2.3 Method of Food Preservation
- 2.4 Mislabeling

**Unit 3****CATERING MANAGEMENT & QUANTITY FOOD MANAGEMENT 14 hrs**

- 3.1 Introduction to Catering Management
- 3.2 Types of Institutional and Industrial Catering

**Unit 4**

- 4.1 The Concepts of Plate Presentation
- 3.2 Merging of Flavors, Shapes, and **Textures on the Plate**
- 3.3 Emerging Trends in Food presentation

**Unit 5**

- 3.1 Scope in Growth in Catering and Cloud Kitchen management
- 3.2 Characteristics of Railway, Roadway, Cruise, and Airline Catering Management
- 3.3 Principles of Planning for Quantity Food Production with Regards to Availability of Products

**Reference:**

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

## **Food & Beverage Production V: Practical**

**Total credit: 4**

**Minimum 4 course menu of each International Cuisine:**

**Practical 1 : Lebanese Cuisine**

**Practical 2 : French Cuisine**

**Practical 3 : Japanese Cuisine**

**Practical 4 : Chinese Cuisine**

**Practical 5 : Sri Lankan Cuisine**

**Practical 6 : Mediterranean Cuisine**

**Practical 7 : Caribbean Cuisine**

**Practical 8 : Moroccan Cuisine**

**Practical 9 : Spanish Cuisine**

**Practical 10 : Afghani Cuisine**

### **Reference :**

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

## **Semester V BBA T & H (Food and Beverage Service - IV)**

### **Core Course Content**

Course Title:	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>2-0-2</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

**Formative Assessment**

Assessment Occasion	Assessment type	Weight age in Marks
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn enhanced service techniques.
2. To learn the types and managing events.
3. The aspects of events organisation.
4. To learn the supervisory aspects of food and beverage service.
5. To learn the techniques Food and Beverage pricing.

### **Course Learning Outcomes:**

1. To understand and apply the aspects of kitchen planning.
2. To understand the Food nutrients and nutritional analysis.
3. To understand the catering management and quantity management.
4. To apply the functions of Institutional and Industrial catering.
5. To analyse the emerging trends in food presentation.

## **Food & Beverage Service -IV: Theory**

**Total Credits: 3**  
**Unit 56 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

### **Unit 2 12 hrs**

#### **EVENTS AND EVENT MANAGEMENT**

- 2.1 Types of Events
- 2.2 Event Service Staff Roles
- 2.3 Event Administration

#### Unit 3

- 3.1 Event Organization
- 3.2 Weddings
- 3.3 Outdoor Catering
- 3.4 Food & Beverage Revenue Control
- 3.5 Beverage Control

### **Unit 4**

#### **SUPERVISORY ASPECTS OF FOOD & BEVERAGE SERVICE**

- 4.1 Legal Considerations
- 4.2 Sales Promotion
- 4.3 Customer Relations
- 4.4 Staffing Levels, staff organizations and training

#### Unit 5

- 5.1 Food & Beverage Pricing
- 5.2 F&B Business Financial Controls



5.3 F&B Forecasting

5.4 Safeguarding financial information

5.5 Performance analysis

**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

## **Food & Beverage Service – IV: Practical**

**Total credit: 2**

**Practical 1:** Gueridon Service – Setting a Gueridon Table

**Practical 2:** Gueridon Service – Hors d'oeuvres and other starters

**Practical 3:** Event Management – Theme Lunch / Dinner

**Practical 4:** Gueridon Service – Salads and Dressings

**Practical 5:** Gueridon Service – Hot fish Dishes

**Practical 6:** Event Management – Theme Lunch / Dinner

**Practical 7:** Gueridon Service – Steaks

**Practical 8:** Gueridon Service – Meat Dishes

**Practical 9:** Gueridon Service – Poultry and Game

**Practical 10:** Event Management – Theme Lunch / Dinner

### **Reference :**

- 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

## **Semester V BBA T & H (Hygiene and sanitation)**

### **Core Course Content**

Course Title:	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>4-0-0</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

**Formative Assessment**

<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weight age in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn the Importance of Hygiene and sanitation.
2. To learn the importance of food sanitation.
3. To learn the different cleaning methods and agents.
4. To learn the concept of designing.
5. To learn the food safety and food hygiene

### **Course Learning Outcomes:**

1. To understand the Importance of Hygiene and sanitation.
2. To remember the importance of food sanitation.
3. To apply the different cleaning methods and agents.
4. To analyse the concept of designing.

5. To understand and apply the food safety and food hygiene

## **HYGIENE AND SANITATION**

**Total Credits: 4**

### **Unit-I 10Hrs**

Introduction to Hygiene and Sanitation: Hygiene, Sanitation, Importance of hygiene and sanitation in The Hospitality Industry. Personal hygiene for staff members in the production areas in preparing food or coming in touch with food and beverages. Personal hygiene for staff coming in touch with guests.

### **Unit-II 10Hrs**

Proper care and food sanitation, Food handling for kitchen and service staff, High-risk Foods, Preventing Contamination, **Temperature Control, Storage of various food materials**, Food hygiene regulation.

### **Unit-III 8 Hrs**

Cleaning Methods, Cleaning Agents: Water – Hard& soft water, Detergents, Abrasives, Disinfectants, Cleaning schedules, Pest Control & waste disposal.

### **Unit-IV 8 Hrs**

Premises and Equipment care, Design of premises, Equipment used in kitchen: cleaning and disinfection, Protective clothing: selection, efficiency, comfort, care and maintenance.

### **Unit -V 10Hrs**

FOOD SAFETY- Basic Introduction To Food Safety, Food Hazards & Risks, Contaminants and Food Hygiene, **Food Hygiene Regulations**, Food Safety Act, HACCP & Its terminologies, Food labeling.

## **REFERENCES**

1. Hotel Management-Educational and Environmental Aspects-Yogendr
2. K. Sharma Food Science and Nutrition – Sunetra Roday
3. Food Hygiene- Kavita Ed Marwaha
4. Food and Hygiene- William Tibbles
5. Elements of Hygiene and sanitation- Theodore Hough

**Semester V BBA T & H (Airport operations management)**

**Core Course Content**

Course Title:	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>4-0-0</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weight age in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn the organisational structure of airport.
2. To learn the techniques of Passenger handling.
3. To learn the procedure of Baggage handling.
4. To learn the Passenger terminal operations.
5. To learn the Air traffic management.

### **Course Learning Outcomes:**

1. To understand the Importance organisational structure of airport.
2. To apply the techniques of Passenger handling.
3. To apply the baggage handling operations.
4. To analyse the passenger terminal operations.
5. To understand and apply the air traffic management.

## **AIRPORT OPERATION MANAGENT**

**Total Credits: 3**

### **Unit–I 10Hrs**

**Airport Organizational Structure:** Airport terminal-passenger terminal-land side and air side-Delay handling - Air certification-Airport facilities for passengers- passenger's routing at the Airport - minimum aircraft ground time-hub & spoke system- **noise management**-Airport master planning,- project financing-green field airports-types of Airport-private-public- personal and public, Airport Tax & Other Charges.

### **Unit –II 12Hrs**

**Ground Handling Operations** - Passenger handling-ramp handling-aircraft ramp servicing-ramp layout-departure control-division of ground handling responsibilities-control of ground handling efficiency-flight information-counter-reservation and ticketing—check in/issues of boarding pass-custom-security hold area and immigration formalities-co-ordination –security clearance-handling of stretcher passenger and human remains-**Handling of CIP, VIP and VVIP-Minor and Unaccompanied, Minor**-Co-ordination of supporting agencies and departments.

### **Unit-III 10Hrs**

**Baggage Handling Operations:** Operating characteristics of baggage handling system-the inbound baggage system-the outbound baggage system-operating performance-check in-processing-carriage-arrival-time to unload bags-percentages of bags delivered in given time-delay.

**Unit-IV 10Hrs**

**Passenger Terminal Operations**-functions of the passenger terminal-terminal functions-philosophies of terminal Management-direct passenger service-airline related passenger services – airline related operations functions-governmental requirements- passenger information system-space components and adjacencies-aids to circulation-hubbing consideration.

**Unit-V 10Hrs**

**Air Traffic Management**-ATC Services(ATC,AIS/ARO segments and units,CLR,GRD TWR,APP/DEP,ACC)-Air space (airways, special use of airspace-airspace classification-flight rules)Air traffic management, ATC slots, capacity management, Airports. Air Navigation service Airspace & Air traffic service, Navigational aids & Communications. **Air traffic flow management**, Navigation charges, weight and balance of Aircraft, future air Navigation system.

**Books for reference:**

1. The Airport Business - Dogains R.
2. Airport operations – Ashford, Stanton & Moore
3. Managing Airports-Anne Graham
4. Airport planning and Management-Alexander and Well

**Semester V BBA T & H (MICE  
TOURISM)**

**Core Course Content**

Course Title:	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>4-0-0</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weight age in Marks</b>
<b>C1 First component</b>	Test-40 marks	10



	test for 90 minutes	
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn the concept of MICE.
2. To learn the importance of MICE tourism.
3. To learn the procedure of conventions and exhibitions.
4. To learn the Budgeting a conference.
5. To learn concepts of Trade fair and Exhibitions.

### **Course Learning Outcomes:**

1. To understand the Importance of MICE Tourism.
2. To apply remember the impacts of MICE Tourism.
3. To apply the management of conventions and exhibitions.
4. To analyse the budgeting a Conference.
5. To understand the functions of trade fair and exhibitions.

## **MICE TOURISM**

**Total credit: 4**

**Unit–I 10 Hrs**

**Introduction to MICE-** Concept of MICE – Features– Importance of MICE Tourism. Meaning of Meetings, Incentives, Conference/Conventions, and Exhibitions. Definition of conference and the components of the conference. Types of conference – nature of conference – types of meeting.

**Unit–II 10 Hrs**

**Impacts of MICE Tourism-** Economic and social significance of MICE.-Criteria's required for a MICE destination,-major MICE destinations in the world & in India. -Players in event business – Role And Functions Of ICPB, ICCA. CVB.

**Unit–III 10 Hrs**

**Management of Conventions and Exhibition-** Meaning and definition of exhibitions – principal purpose – types of shows/ exhibition – benefits. Trade shows – Purpose - Meaning and definition of Convention – Convention /Exhibition facilities – **Benefits of conventions facilities** - Structure and components of exhibition or convention – impact of convention or exhibition.

**Unit–IV 10 Hrs**

**Budgeting a Conference/ Exhibition-** Meaning of budget – use of Budget preparation, Estimating, fixed and variable costs, cash flow, sponsorship and subsidies. Components of budgeting – Registration, Seating Arrangements. Documentation, interpreting press relation. Components of budgeting – Computer Graphics, Teleconferencing, Recording and Publishing Proceedings – marketing techniques.

**Unit–V 10 Hrs**

**Understanding Trade fair and Exhibition-** objectives – functions – benefits – exhibits – corporate sectors and business traveler – incentive travel – linking with tourism – incentive to achievers- kind of incentives- rewards and recognition.

1. Successful Event Management by Ponton Shone & Pryn Parry published by Thomson Asia Pvt. Ltd Singapore.
2. Convention Sale by Margret Shaw.
3. Event Management & Event, Getz D. Cognizent Press, Newyork
4. Tourism Event, Impact, Hall C.M., Belham Press, London
5. Event Planning & Management, Diwankar Sharma, Deep & Deep Publications Pvt. Ltd., N. Delhi.

**Semester V BBA T & H (Travel agency and Tour operations)**

**Core Course Content**

Course Title:	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>4-0-0</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weight age in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn the organisation of Travel agency.
2. To learn the evolution of tour operation business.
3. To learn the procedure of itinerary planning and costing.
4. To learn the Marketing and Promotion of tour.
5. To learn how to set up a travel agency.

### **Course Learning Outcomes:**

1. To understand the organisation of travel agency.
2. To apply remember the evolution of tour operation business.
3. To apply the Itinerary planning and costing.
4. To apply the marketing and promotion of tour.
5. To analyse the budgeting a Conference.

## **Travel Agency and Tour Operations**

**Total Credits: 3**

**Unit – I 08Hrs**

**Travel agency business** – Organization Structure of Travel Agency, Travel formalities – Passport & Visa – Types, Types and Functions of a Travel Agent, Ancillary tourism service. Sources of income for the travel agency: Commission, Service charges. Dealing with Principal Suppliers: Dealing with air travel, tourist transport and accommodation. Supplier challenges, travel search engines

**Unit- II 08Hrs**

**Evolution of tour operation business** – definition – tour operation – types of tour, FIT, GIT, inbound outbound, escorted, guided – Four operations process, research, planning, costing, costing elements, pricing – **Holiday packages Guiding & Escorting:** Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting

sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct., Case studies of major tour operation companies and packages.

**Unit – III 10Hrs**

**Itinerary Planning and Costing:** Domestic and international, Tips and Steps for itinerary planning, Basic information, Do's and Don'ts of Itinerary preparation, - Tour formulation and designing process, group tour planning and components- Tour costing and pricing- components of tour cost, consumer trends affecting the future of tour operating, **consumer issues in tour operating.**

**Unit - IV 10Hrs**

**Marketing & Promotion of tour** – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages, Online Travel Agency business, Business Model, Case study on Expedia/ Make my trip/ trip advisor. Travel Agent access to GDS and CRS, booking cruises, USA rail pass, Eurail pass, Brit rail pass, India rail pass. International car hires.

**Unit - V 10Hrs**

**How to set up travel agency:** Market research, sources of funding, comparative study of various types of organization proprietorship, partnership, private limited and limited, Govt. rules for getting approval, IATA rules, regulation for accreditation, Documentation, Office **16** | P a g e

automation, Practical exercise in setting up a Travel Agency and Approval (DOT/IATA).

**Books for References:**

1. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.

**Semester VI BBA T & H (Rooms  
Divisions management)**

**Core Course Content**

Course Title:	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>2-0-2</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weight age in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

**Course Objectives:**

1. To learn the organisational structure of airport.
2. To learn the techniques of Passenger handling.
3. To learn the procedure of Baggage handling.
4. To learn the Passenger terminal operations.
5. To learn the Air traffic management.

**Course Learning Outcomes:**

1. To understand the concept of revenue management.

2. To apply the operations of front office.
3. To apply the training and development procedures.
4. To analyse the passenger terminal operations.
5. To understand the housekeeping controls.

## **ROOMS DIVISION MANAGEMENT**

**Total credit: 3**

**Unit 1 :**

### **REVENUE MANAGEMENT 10 hrs**

The concept of revenue management, Hotel Industry applications- capacity management, discount allocation, duration control. Measuring yield – Potential average single rate, potential average double rate, rate spread, multiple occupancy, potential average rate, room rate achievement factor, yield statistic Elements of revenue management- group room sales, transient room sales, food and beverage activity, special events. Using revenue management-potential high and low demand tactics.

Unit 2 :

### **The operational part of front office: 10 hrs**

Identify and describe the functions of management with relation to front office and housekeeping department, Establishing room rates through market condition approach, rule -of-thumb approach and the Hubbart formula. **Forecasting Room availability, forecasting data**, percentage of walk-ins, percentage of overstays, percentage of No- shows, percentage of understays, percentage of early arrivals, forecast formula, forecast forms, importance of forecasting Budgeting for Front Office, Forecasting room revenue, estimating expenses

Unit 3:

### **TRAINING & DEVELOPMENT 10 hrs**

Developing Job breakdowns for H.K. and F.O. Job positions Skills training - the four step training method (Prepare, Present, Practice, Follow Up) Developing staffing guides for room attendants, supervisors, general worker. Alternative scheduling techniques - (part-time employees, flexible work hours, compressed work schedules, job sharing). Cross training and incentive programmes for staff

Unit 4 :

### **HOUSE KEEPING CONTROLS 10 hrs**

Establishing par levels and inventories / control of linen & uniforms, guest loan items, machines & equipment, cleaning supplies, guest supplies The role of the Housekeeper in



planning Operating and Capital budgets Budgeting, Housekeeping expenses, Controlling Expenses, Purchasing systems, Report and Specimen.

Importance and calculation of Operational statistics

Unit 5 :

**MANAGING HUMAN RESOURCE IN HOUSEKEEPING AND FRONT OFFICE 5 hrs**

Preparing job lists and job descriptions for front office and housekeeping staff, Sources of internal and external recruiting, Role of Executive housekeeper and **front office manager in selecting staff** , Orientation process.

**Practicals :**

**Total credit: 4**

Practice for each individual student is mandatory in any hotel software application.

Week 1 : Reservations - Guest data, Room inventory, Deposits, Special requests, Blocking, Arrivals, Departures

Week 2 : VIP, Projected occupancy, Guest messages, Reports

Week 3 : Registration, Room status, Self check-in, Room status, Room inventory, Duty rota and Rooming list

Week 4 : Posting - Point of sale, Room, Transfer, **Adjustments, Paid out**, Miscellaneous charges

Week 5 : Guest information, Employee information, Messages, Wake-up calls

Week 6 : Checkout – Folio, Adjustments, Cashier, Back office transfer, Reports, Guest History

Week 7 : Housekeeping- Room availability, Personnel assignments, Housekeeper’s report, Equipment supplies inventory, Maintenance requests

Week 8 : Maintenance - Review work order, Status, Cost/ labour analysis

Week 9 : Personnel - Employee file, Job control list, Evaluation, Analysis

Week 10 : Other aspects of PMS

**Reference**

1. Hotel Front Office – Operations and Management by Jatashankar R Tewari

2. Ahmed Ismail-Front Office Operations and Management , published by Thomson – Delmar
3. Hotel Housekeeping-Operations and Management by G. Raghubalan, Smritee Raghubalan
4. Michael L. Kasavan and Richard M Brooks – Managing Front Office Operations, published by EIAH&LA

**Semester VI BBA T & H (Start –up and entrepreneurship devolpment)**

**Core Course Content**

Course Title:	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>2-0-2</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weight age in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn the role of entrepreneur.
2. To learn the planning of start up.
3. To learn the procedure of registration.
4. To learn the financial basics.
5. To learn the steps in business planning.

### **Course Learning Outcomes:**

1. To understand the role of entrepreneur.
2. To apply the plan of start up.
3. To apply the procedure of registration.
4. To analyse the financial basics.
5. To understand the business planning.

## **START-UP AND ENTREPRENEURSHIP DEVELOPMENT**

**Total Credits: 4**

### **Unit I: 12hrs**

Entrepreneurship- Definition, Role and expectation. Entrepreneurial motivations, Types; Characteristics, functions and importance of Entrepreneurship opportunities in tourism & Hospitality; Entrepreneurial traits and qualities; A brief study of forms of Business Organization – sole trading partnership, limited liability, co-operative, Partnership producers' companies – public private partnership – steps involved in establishing a new tourism and hospitality enterprise.

**Unit II: 10 hrs**

Start-up Idea: How to get a start-up idea, Idea assessment. Identifying target segment and Market Segment: Understanding target segment, sizing the market. Analyzing Environment and Competitive advantage: Analyzing the environment, Understanding the industry (Porter's 5 force model).

**Unit III: 12 hrs**

Building a Legal Structure: Introduction, Common legal mistakes, Types of Legal Structures, Entity registration process, choosing a base location, selecting legal expert. Permits Registration and Compliances, Intellectual Property Rights, Importance and Types, IP registration process.

**Unit IV: 10hrs**

Understanding Financial Basics: Introduction to Financial Basics, MIS, Financial Key Performance Indicators, Working Capital Management: Introduction, Operating Cycle, Financing and Management of Working Capital, Vendor contracts, Financial management and long term investments, Capital Structure and Taxation, Break Even Analysis,

**Unit V: 10hrs**

Business Planning: Components of BP, Importance of BP, Elements of BP, Format of BP, building an effective BP, Marketing strategy for an effective BP, Building BP Projections. Funding Overview: Seeking external funding, Funding stages, Qualities to look for investors, approaching investors.

Reference:

1. Entrepreneurship Development by S. Anil Kumar, S.C. Poornima M.K.Abraham & K. Jayashree.

2. Entrepreneurship & Small Business Management by C.B. Gupta & Khanka.
3. Xcess' Board of Editors, Guide to Starting a Travel Agency and Tour Operation Business – The Business of Tourism, XcessInfostorePvt. Ltd. (2013).
4. Roy A. Cook D.B.A, Laura J. Yale Ph.D. Emerita and Joseph J. Marqua, Tourism: The Business of Travel (4th Edition), ISBN-13: 978-0137147298.

**Semester VI BBA T & H (Service marketing)**

**Core Course Content**

Course Title:	Course Credits: <b>4</b>
Course Code:	L-T-P per week: <b>4-0-0</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weightage in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/**

## **Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn the service marketing demands.
2. To learn the components of MIS.
3. To learn about marketing planning.
4. To learn the international marketing.
5. To learn the tourist package and hotel pricing strategy.

### **Course Learning Outcomes:**

1. To understand the service marketing demands.
2. To apply the MIS.
3. To apply the procedure of marketing planning.
4. To analyse the international marketing.
5. To understand and apply tourist package and hotel pricing strategy.

## **SERVICE MARKETING**

**Total Credits: 4**

### **Unit 1 12 hrs**

INTRODUCTION TO MARKETING – Types Markets, Needs, wants, demands systems approach, marketing functions Marketing process, Marketing concepts, Market segmentation and marketing environment-Ma.

### **Unit 2 8 hrs**

MIS – Research, Need, characteristics of MIS components of MIS, developing and processing areas, objectives of Marketing Research, **Marketing Research process**, sampling data collection.

### **Unit 3 10hrs**

MARKETING PLANNING –Marketing Mix-target marketing-Positioning-Segmentation-New product Development, Product life cycle- pricing, promotion, Advertisement and publicity, (AIDA) consumer behavior/Response/Distribution Channel.

### **Unit 4 10 hrs**

INTERNATIONAL MARKETING – Global Marketing, Business planning, Multinational companies/International chains of Hotels, **significance & process of International Marketing.**

### **Unit 5 10 hrs**

TOURIST PACKAGE & HOTEL PRICING STRATEGY – Package, tariffs, discounts, additional facilities, room tariffs, Food & Beverages etc., 1. Visit a hotel and study and report on the

promotional strategy of the organization 2. Visit a hotel/travel agent and report on their pricing methods 3. Make a comparison of the news paper advertisements of different Tour Operators

**REFERENCE BOOK**

1.MARKETING MANAGEMENT BY – Philip Kotler

2.MARKETING MANAGEMENT BY – Sherlekar

**Semester VI BBA T & H (Cabin crew  
and inflight facilities)**

**Core Course Content**



Course Title:	Course Credits: <b>3</b>
Course Code:	L-T-P per week: <b>3-0-0</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weight age in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

**Course Objectives:**

1. To learn the duties of a cabin crew.
2. To learn the In-flight safety and security.
3. To learn emergencies on board.
4. To learn the layout of aircraft.
5. To learn the health considerations of responsibilities of cabin crew.

### **Course Learning Outcomes:**

1. To apply the duties of cabin crew.
2. To understand the In-flight safety and security.
3. To apply the emergency procedures on board.
4. To analyse the layout of aircraft.
5. To understand and apply responsibilities of cabin crew.

### **CABIN CREW & INFLIGHT FACILITIES**

#### **No of credits: 3**

#### **UNIT-I 10 Hrs**

**Introduction to Cabin crew** - Eligibility, requirements, profile, advantages of the job, Functions & responsibilities. **Aircraft**- Types of Aircraft, Narrow and Wide body of **Aircraft-Seating, Arrangement**, Classes of Service, Elementary theory of Flight.

#### **UNIT -II 8Hrs**

**In-Flight Safety and Security:** Crew Duties On Board-Documentation Used by Cabin Crew- Departure in an Airline-CC Protocol-Embarkation and Disembarkation Procedure for Passengers- Special Handling Passengers Regulatory Requirements-In Flight and Ground Announcements.

#### **UNIT-III 8Hrs**

**Emergencies on Board:** Safety Equipment-Fire and Depressurization-Evacuation on Land and Water/Brace Positions/Jungle and Sea Survival and Doors-Anti Terrorism and Bomb Scare-Hijack and Its History-**The Role of Crew Resource Management and the Trouble with Culture.**

#### **UNIT-IV 8Hrs**

**Profile of Air Crew**-Aircraft exterior –External features of an Aircraft & its function - Interior of an Air Craft – Cabin layout-Seating Arrangements – Doors Windows - Galley-Air Craft Communication System-Emergency Exit and Theory of an Airplane.

#### **UNIT-V 8Hrs**

**Health considerations and responsibilities of Cabin Crew in Air travel** – cabin air pressure, Immobility and circulatory problems, Jet lag, Travellers with medical conditions, Infants, pregnant women, pre-existing illness, Travellers with disabilities, communicable diseases, medical assistance.

#### **Books for Reference:**

1. Raatandeep Singh-Aviation Management

2. K M Unnikrishnan-Air Cargo Management and Airport handling
3. R K C Shekar-Dictionary of Civil aviation
4. John g wensveen- Air transportation-a Management perspective.

**Semester VI BBA T & H (Event planning and team management)**

**Core Course Content**

Course Title:	Course Credits: <b>3</b>
Course Code:	L-T-P per week: <b>3-0-0</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weightage in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90 minutes	10
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn the concept of event planning.
2. To learn the event approval and time table.
3. To learn event marketing and communication.
4. To learn event leadership.
5. To learn the event safety and security.

### **Course Learning Outcomes:**

1. To apply the concept of event planning.
2. To apply event time table.
- 3 To apply event leadership and communication.
4. To apply the event marketing and communication.
5. To analyse the event safety and security.

## **EVENT PLANNING & TEAM MANAGEMENT**

**No of credits: 3**

### **UNIT I 12 hrs**

Introduction –Concept of event planning-Importance of Event Planning - Elements of the Strategic Event Planning Process - Steps in Developing a Strategic Event Plan-Tools for Event Planning and Management.- Successful Event Planning steps.

### **UNIT II 12 hrs**

Event Approval & Timetable-**Aim of event, Develop a mission, Establish-Objectives -Preparing event proposal, Use of planning tool**--Introduction -Theme of event –Venue- Entertainment - Timeline of planning - Food and Beverage -Appropriate tableware's, -linens, and decorations - Budget/cost analysis -**Evaluation professionalism rubric.**

### **UNIT III 12 hrs**

Event Marketing and Advertising-nature of event marketing-Process of event marketing-Marketing Mix-Sponsorship-Image-Branding-Advertising-Publicity and public relations.

**UNIT IV 12 hrs**

Event leadership and Communication, leadership skill-types-Managing team-group development-Team leader-role and responsibility. Event committee-managing meeting-team delegation-coordination-motivation-Time management-guest handling skill and facilities.

**UNIT V 12 hrs**

Event safety and security Management-Security-occupational safety-crowd management-major risks-financial-technical-resource-emergency planning-Incident reporting-emergence procedures-event laws and licenses.

**References:**

1. Event Planning Ethics and Etiquette: A Principled Approach to the Business – Judy Allen
2. Event Planning –Judy Allen
3. Meeting Spectrum – Rudi .R Right
4. Meeting Conventions and exposition and introduction to industry – Rhoda J.Montgomery

**Semester VI BBA T & H (Itinerary planning and costing)**

**Core Course Content**

Course Title:	Course Credits: <b>3</b>
Course Code:	L-T-P per week: <b>3-0-0</b>
Total Contact Hours: <b>56</b>	
Formative Assessment Marks:40	Summative Assessment Marks:60

**Pedagogy: Written Assignment/Presentation/Project / Term Papers/Seminar/Field studies**

<b>Formative Assessment</b>		
<b>Assessment Occasion</b>	<b>Assessment type</b>	<b>Weightage in Marks</b>
<b>C1 First component</b>	Test-40 marks test for 90	10

	minutes	
<b>C1 Second Component</b>	Assignment	10
<b>C2 First component</b>		10
<b>C2 Second Component</b>		10
<b>Total</b>		<b>40</b>

**Note:** Any two different activities for C2 First component and C2 Second component can be selected from the below

**Quiz/Project/Class room exercise/Practice exercise/Educational (industry/ institutes/ NGOs) visit/ field trip/ Field work/Viva voce/Role Play/Charts/ Models/Case study/Group discussion/Crosswords/ Presentation/seminar/Review – movie / Book/Research articles/e – content preparation**

### **Course Objectives:**

1. To learn the tour packaging management.
2. To learn the nature and scope of tour operations.
3. To learn method of itinerary planning.
4. To learn method of tour costing.
5. To learn the travel formalities and regulations.

### **Course Learning Outcomes:**

1. To apply the tour package management.
2. To understand the nature and scope of tour operations.
3. To apply method of itinerary planning.
4. To analyse and apply tour costing.
5. To understand and apply travel formalities and regulations.

## **ITINERARY PLANNING AND COSTING**

**Total Credits: 3**

**UNIT I 10 hrs**

Tour Packaging Management: Concept, nature, features and methods. Types of tours, tour package pricing - Nature, need and determination, Formulation, Printing and distribution of tour package brochure. Tour package strategy, Inbound and Out Bound Tourism- The Distribution Network.

**UNIT II 10 hrs**

The Nature and Scope of Tour Operations; Designing itineraries, Confirmations and Reconfirmations, Handling booking techniques and procedures, maintenance of different registers, planning package tours-Tour Guiding & Interpretation- **Traveller's Advice.**

**UNIT III 10 hrs**

Itinerary Planning: Domestic and international, Tips and Steps for itinerary planning, Basic information, Do's and Don'ts of Itinerary preparation, limitations and constraints- Tour formulation and designing process, group tour planning and components- **Concept of Tour Itinerary** and Preparation of sample itinerary with the timings and mode of air/train or by surface for inbound, outbound and domestic tours and details of sightseeing, types of accommodations and other services.

**UNIT IV 10 hrs**

Tour Costing: Methodology of Quotation Preparation and preparation of sample quotation for tour operations with various plans and services-Itinerary preparation of specific common interest tour itinerary & costing- Resources for planning itineraries.

**UNIT V 10 hrs**

Travel Formalities and Regulations: Passport, VISA, Health Regulations for International Travel, Special Permits for Restricted Areas, Customs Regulations, Emigration and Immigration, Taxes, Travel Insurance. **27 | P a g e**

## **REFERENCE BOOKS**

1. A.K Bhatia (2013), The Business of Travel Agency and Tour Operations Management, Sterling Publishers (P) Ltd.
2. Negi. J (2005), Travel Agency Operations: Concepts and Principles, Kanishka, New Delhi.
3. Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London, pp.220-279.
4. Roday. S, Biwal. A & Joshi. V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi, pp-164-296.
5. Goeldner, R & Ritchie. B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.