



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Hotel Administration (BHHA)

Detailed Syllabus

INDEX

SL No.	Topic – Subject Name & subject code	Page No.
1	BHHA201 Foundation course in Food Production Operations – II	1-12
2	BHHA291 Foundation course in Food Production Operations – II LAB	13-14
3	BHHA202 Foundation Course in Food & Beverage Service -II	15-22
4	BHHA292 Foundation Course in Food & Beverage Service –II Laboratory	22-24
5	BHHA203 Foundation Course in Rooms Division Operation - II	25-34
6	BHHA293 Foundation Course in Rooms Division Operation – II Laboratory	34-35
7	BHHA204 Tourism Product	36-45
8	BHHA205 Hospitality Marketing Management - II	46-55
9	BHHA206A Food Science & Food safety	56-62
10	BHHA206B Retail Management	63-70
11	BHHA271 Entrepreneurship Management	71-78
12	BHHA272 Programming Language - Python	79-87
13	BHHA273 French– II	88-89
14	BHHA281 Grooming and Personality Development – II	90-91
15	BHHA294 Airline Customer Service	92-94



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Hotel Administration (BHHA)

Subject Name: Foundation course in Food Production Operations – II

Credit: 3

Lecture Hours: 36

Subject Code: BHHA201

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Soumik Bhattacharya
2. Prof. Supriya Mishra

Pre-requisite: It requires the basic knowledge of Gastronomy taught in 1st semester

Course Objective:

1. To provide a foundational understanding of food production operations, focusing on cereals, pulses, pastas, rice, flour, dairy products, and meat.
2. To introduce students to the principles and techniques of meat, fish, and pastry cookery, along with bread-making processes.
3. To explore the classification, identification, and uses of herbs, spices, fats, oils, and raising agents in culinary applications.
4. To develop an understanding of food preparation techniques, ingredient roles, and temperature control in baking and cooking processes.

Course Outcome:

CO 1: Students will understand the types, cultivation, processing, and uses of cereals, pulses, rice, and flour in food production operations.

CO 2: Students will gain knowledge about the classification, origin, manufacturing, and culinary applications of pastas and pastries.

CO 3: Students will be proficient in identifying dairy products, their processing methods, and their uses in culinary applications.

CO 4: Students will acquire skills in bread-making, understanding the role of each ingredient and the importance of baking temperature.

Relevant Links:

1. Link for Study Material: <https://drive.google.com/file/studymaterialBHHA201>

2. Link for NPTEL Course: N/A

3. Link for Coursera Course <https://www.coursera.org/learn/gastronomy>

4. Link for LinkedIn Learning Course: N/A

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	CEREALS, PULSES & ELEMENTARY PASTAS, RICE AND FLOUR Food Production Operations, Third Edition (Oxford Publication) Parvinder S. Bali Chapter No: 16. &18	• Introduction to pulses, types of pulses, Growth & cultivation of different types, Methods of processing, Forms in which the products are available in the market, their vernacular and English names & uses • Growth & cultivation of different types, Methods of processing, Forms in which the products are available in the market, their vernacular and English names & uses. • Introduction to pastas, types of pasta, origin of pasta, method of manufacturing, Range available in the market etc. • Introduction to rice and flour, types found, cooking of rice and flour & cultivation etc.	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/wp-content/uploads/2024/08/B.Sc_.1st Year.Syllabus.JNU_.pdf Industry Mapping: Vocational training with partner hotels	2	Lab syllabus and assignments are mentioned below in BHM 291
2	DAIRY PRODUCTS Food	• Milk: □ □ Forms in which available & processing. • Cheese: □ Range of cheese –	International Standards : N/A	2	Lab syllabus and assignments are mentioned below in BHM 291

	Production Operations, Third Edition (Oxford Publication) Parvinder S. Bali Chapter No:18	names, regions, uses, making of cheese, matching of cheese with wine. • Butter: □Types and form in which available, Raising Agents Types, constituents, market brand names • Fats & Oils Sources & Processing Vanaspati, Margarine, Refined, Double Refined, unrefined & uses. • Creams Types & Uses	(NCHMCT MODEL SYLLABUS) https://ihmpusa.net/wp-content/uploads/2024/08/B.Sc_.1st Year.Syllabus.JNU_.pdf Industry Mapping: Vocational training with partner hotels		
3	MEAT COOKERY Food Production Operations, Third Edition (Oxford Publication) Parvinder S. Bali Chapter No:12	A. Introduction to meat cookery B. Cuts of beef/veal C. Cuts of lamb/mutton D. Cuts of pork E. Variety meats (offal's) F. Poultry (With menu examples of each)	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/wp-content/uploads/2024/08/B.Sc_.1st Year.Syllabus.JNU_.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 291
4	FISH COOKERY Food Production Operations, Third Edition	A. Introduction to fish cookery B. Classification of fish with examples C. Cuts of fish with menu examples D. Selection of fish and shell fish	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/wp-content/uploads/2024/08/B.Sc_.1st Year.Syllabus.JNU_.pdf	2	Lab syllabus and assignments are mentioned below in BHM 291

	Edition (Oxford Publication) Parvinder S. Bali Chapter No:13	E. Cooking of fish (effects of heat)	content/uploads/2024/08/B.Sc_.1st Year.Syllabus.JNU_.pdf Industry Mapping: Vocational training with partner hotels		
5	HERBS & SPICES Food Production Operations, Third Edition (Oxford Publication) Parvinder S. Bali Chapter No:24	Classification, identification, vernacular & English names.	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/wp-content/uploads/2024/08/B.Sc_.1st Year.Syllabus.JNU_.pdf Industry Mapping: Vocational training with partner hotels	1	Lab syllabus and assignments are mentioned below in BHM 291
6	BASIC PASTRY & PASTRY CREAMS Food Production Operations, Third Edition (Oxford Publication) Parvinder S. Bali Chapter	A. Short crust B. Laminated C. Choux D. Hot water/Rough puff • Recipes and methods of preparation • Differences • Uses of each pastry • Care to be taken while preparing pastry • Common ingredients used for making pastry • Role of each ingredient • Temperature of baking	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/wp-content/uploads/2024/08/B.Sc_.1st Year.Syllabus.JNU_.pdf Industry Mapping: Vocational training with partner hotels	6	Lab syllabus and assignments are mentioned below in BHM 291

	No:21, 22	pastry E. Basic pastry creams used in confectionery			
7	SIMPLE BREADS Food Production Operations, Third Edition (Oxford Publication) Parvinder S. Bali Chapter No: 19	- Principles of bread making - Simple yeast breads - Common ingredients used for making Bread - Role of each ingredient in bread making - Baking temperature and its importance - Shortening agents	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/wp-content/uploads/2024/08/B.Sc_.1st Year.Syllabus.JNU_.pdf Industry Mapping: Vocational training with partner hotels	2	Lab syllabus and assignments are mentioned below in BHM 291

Lesson Plan:

Module 1: Cereals, Pulses & Elementary Pastas, Rice and Flour: 1st Year, Sec A (Faculty : Prof. Soumik Bhattacharya)

WORKING DAY	LESSON PLAN – DESCRIPTION
1	Introduction to pulses, types of pulses, Growth& cultivation of different types,

2	• Methods of processing, Forms in which the products are available in the market, their vernacular and English names & uses.
3	• Growth & cultivation of different types, Methods of processing, Forms in which the products are available in the market, their vernacular and English names & uses
4	• Introduction to pastas, types of pasta, origin of pasta
5	• Method of manufacturing, Range available in the market etc
6	• Introduction to rice and flour, types found , cooking of rice and flour & cultivation

Module 2:Dairy products : 1st Year, Sec A (Faculty : Prof. Soumik Bhattacharya)

WORKING DAY	LESSON PLAN – DESCRIPTION
7	• Milk:□□Forms in which available & processing.
8	• Cheese:□ Range of cheese – names, regions, uses, making of cheese, matching of cheese with wine.
9	• Butter:□Types and form in which available, Raising Agents Types, constituents, market brand names
10	• Fats & Oils Sources & Processing Vanaspati, Margarine, Refined, Double Refined, unrefined & uses
11	• Creams Types & Uses

Module 3: Meat cookery: 1st Year, Sec A (Faculty : Prof. Soumik Bhattacharya)

WORKING DAY	LESSON PLAN – DESCRIPTION
12	A. Introduction to meat cookery
13	B. Cuts of beef/veal
14	C. Cuts of lamb/mutton
15	D. Cuts of pork
16	E. Variety meats (offal's)
17	F. Poultry (With menu examples of each)

Module 4: Fish Cookery: 1st Year, Sec A (Faculty : Prof. Soumik Bhattacharya)

WORKING DAY	LESSON PLAN – DESCRIPTION
18	A.Introduction to fish cookery
19	B.Classification of fish with examples
20	C.Cuts of fish with menu examples
21	D.Selection of fish and shell fish
22	E.Cooking of fish (effects of heat)

Module 5: Hebs & Spices: 1st Year, Sec A (Faculty : Prof. Soumik Bhattacharya)

WORKING DAY	LESSON PLAN – DESCRIPTION
23	Classification, identification, vernacular & English names

Module 6: Basic Pastry & pasrty creams: 1st Year, Sec A (Faculty : Prof. Soumik Bhattacharya)

WORKING DAY	LESSON PLAN – DESCRIPTION
24	• Short crust - Recipes and methods of preparation • Differences

	• Uses of each pastry • Care to be taken while preparing pastry
25	• Common ingredients used for making pastry • Role of each ingredient • Temperature of baking pastry
26	• Laminated - Recipes and methods of preparation • Differences • Uses of each pastry • Care to be taken while preparing pastry
27	• Common ingredients used for making pastry • Role of each ingredient • Temperature of baking pastry
28	• Choux - Recipes and methods of preparation • Differences • Uses of each pastry • Care to be taken while preparing pastry
29	• Common ingredients used for making pastry • Role of each ingredient • Temperature of baking pastry
30	• Pastry Cream - Recipes and methods of preparation • Differences • Uses of each pastry • Care to be taken while preparing pastry
31	• Common ingredients used for making pastry • Role of each ingredient • Temperature of baking pastry

32	Hot water/Rough puff - usage
33	Pastry cream and its usage

Module 7: Basic Bread: 1st Year, Sec A (Faculty : Prof. Soumik Bhattacharya)

WORKING DAY	LESSON PLAN – DESCRIPTION
34	• Principles of bread making • Simple yeast breads •
35	• Common ingredients used for making Bread
36	• Role of each ingredient in bread making • Baking temperature and its importance
37	• Shortening agents

Text Books:

1. Food Production Operations, Parvinder S. Bali 3rd Edition, Oxford University Press India. (Chapter: 12, 13, 16, 17, 18, 21, 22, 24, 26)

Reference Books:

1. Theory of Cookery By Krishna Arora, Frank Brothers

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS

Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: Foundation course in Food Production Operations – II LAB

Credit: 2

Practical Hours: 48

Subject Code: BHHA291

MINESTRONE WITH BREAD STICK
FISH ORLY WITH TARTAR SAUCE
MEDLY ROASTED ROOT VEG
SALAD NISCOIS
ROASTED CHICKEN WITH PEPPER SAUCE
OVEN ROAST BABY POTATO
CARAMEL CUSTARD
COLESLAW
POACHED FISH WITH TOMATO CONSOMME
HARICOTVERTS AND GRILL ASPARAGUS
CHOCOLATE MOUSSE
WALDROF SALAD
GRILLED CHICKEN WITH CHICKEN VELOUTE SAUCE
SAUTED VEGETABLE
MUSHROOM RISOTTO
PUREE OF GREEN PEAS WITH GBARLIC BREAD

FISH MUENIER WITH MEUNIER BUTTER
CREAMMY POLENTA
LEMON SOUFFLE
CREAM OF TOMATO WITH CRUTONS
CHICKEN ALA KING
RITZ PILLAF
GAZPACHO WITH CRUTON
CANNALONI
BREAD AND BUTTER PUDDING
RASSIAN SALAD
CHICKEN FRICASSE
RATATOILLE
CREAMY MASH POTATO
BISQUE SOUP
CHICKEN ALA KIEV
HEARB RICE
BLUE BERRY CHEESE CAKE
YELLOW DAL FRY
CHICKEN CURRY
STRAW POTATO
JEERA RICE



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: Foundation Course in Food & Beverage Service -II

Credit: 2

Lecture Hours: 24

Subject Code: BHHA202

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Ujjwal Basu
2. Prof. Koustav Bose

Pre-requisite: Foundation Course in Food & Beverage Service - II

Course Objective:

1. To introduce the principles of meal and menu planning, including the origin, objectives, and types of menus.
2. To familiarize students with various types of meals and their service styles, including French classical menu courses and accompaniments.

3. To equip students with knowledge of food service preparation techniques and types of service, such as silver, buffet, and room service.
4. To develop an understanding of sales control systems, cash handling, and record-keeping in restaurant operations.
5. To provide insights into the history, processing, types, and storage of tobacco products.

Course Outcome:

CO 1: Students will understand the principles of menu planning and different types of meals, including their service styles and accompaniments.

CO 2: Students will gain proficiency in organizing mise-en-scène and mise-en-place and applying various food service techniques.

CO 3: Students will be able to manage sales control systems, cash handling, and record-keeping processes effectively.

CO 4: Students will acquire knowledge of tobacco products, including their history, types, brand names, and proper storage methods.

Relevant Links:

1. Link for Study Material: <https://drive.google.com/file/studymaterialBHHA202>
2. Link for NPTEL Course: NA
3. Link for Coursera Course <https://www.coursera.org/learn/food-and-health>
4. Link for LinkedIn Learning Course: NA

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	MEALS & MENU PLANNING <i>(Food & Beverage Service, R. Sigaravelavan, Chapter – 6)</i>	A. Origin of Menu B. Objectives of Menu Planning C. Types of Menu D. Courses of French Classical Menu - Sequence - Examples from each course - Cover of each course - Accompaniments E. French Names of dishes F. Types of Meals - Early Morning Tea - Breakfast (English, American Continental, Indian) - Brunch - Lunch - Afternoon/High Tea - Dinner - Supper	International Standards : N/A (NCHMCT MODEL SYLLABUS) NCHMCT/IHMPUSA/Model Syllabus Industry Mapping: Vocational training with partner hotels	2	Lab syllabus and assignments are mentioned below in BHHA 292
2	MENU SERVICE <i>(Food & Beverage Service, R. Sigaravelavan, Chapter –</i>	I. PREPARATION FOR SERVICE A. Organizing Mise-en-scene B. Organizing Mise en place II. TYPES OF FOOD SERVICE A. Silver service B. Pre-plated service	International Standards : N/A (NCHMCT MODEL SYLLABUS) NCHMCT/IHMPUSA/Model Syllabus	2	Lab syllabus and assignments are mentioned below in BHHA 292

	11,12,13,14,15,16)	C. Cafeteria service D. Room service E. Buffet service F. Gueridon service G. Lounge service	Industry Mapping: Vocational training with partner hotels		
3	SALE CONTROL SYSTEM Ad(Food & Beverage Service, R. Sigaravelavan, Chapter – 17)	A. KOT/Bill Control System (Manual) • Triplicate Checking System • Duplicate Checking System • Single Order Sheet • Quick Service Menu & Customer Bill B. Making bill C. Cash handling equipment D. Record keeping (Restaurant Cashier)	International Standards : N/A (NCHMCT MODEL SYLLABUS) NCHMCT/IHMPUSA/Model Syllabus Industry Mapping: Vocational training with partner hotels	2	Lab syllabus and assignments are mentioned below in BHHA 292
4	TOBACCO (Food & Beverage Service, R. Sigaravelavan, Chapter – 43)	A. History B. Processing for cigarettes, pipe tobacco & cigars C. Cigarettes – Types and Brand names D. Pipe Tobacco – Types and Brand names E. Cigars – shapes, sizes, colours and Brand names F. Care and Storage of cigarettes & cigars	International Standards : N/A (NCHMCT MODEL SYLLABUS) NCHMCT/IHMPUSA/Model Syllabus Industry Mapping: Vocational training with partner hotels	2	Lab syllabus and assignments are mentioned below in BHHA 292

Lesson Plan:

Module 1: Meals & Planning : 1st Year, Sec A (Faculty : Prof. Ujjwal Basu)

WORKING DAY	LESSON PLAN – DESCRIPTION
1 Origin of Menu	Discuss the historical development of menus, their evolution, and importance in culinary practices.
2 Objectives of Menu Planning	Explain the purpose of menu planning, including balancing nutrition, cost, and guest preferences.
3 Types of Menu	Explore different menu types (à la carte, table d'hôte, cyclic menus) with examples.
4 Courses of French Classical Menu	Cover the sequence and structure of the French classical menu; introduce examples from each course.
5 Details of French Classical Menu	Discuss the cover setup, service style, and accompaniments for each course.
6 French Names of Dishes	Familiarize students with common French culinary terms and their meanings.
7 Types of Meals - Part 1	Introduce meals: Early morning tea, Breakfast (English, American, Continental, Indian), and Brunch.
8 Types of Meals - Part 2	Discuss Lunch, Afternoon/High Tea, Dinner, and Supper with service details and examples.

Module 2: Menu Service: 1st Year, Sec A (Faculty : Prof. Ujjwal Basu)

WORKING DAY	LESSON PLAN – DESCRIPTION
9 Preparation for Service: Mise-en-scène	Discuss the importance of setting the ambiance, furniture arrangement, and overall readiness.
10 Preparation for Service: Mise en place	Explain the preparation of food, equipment, and utensils needed for smooth service operations.
11 Silver Service	Introduce silver service with its techniques, advantages, and etiquette.

12 Pre-Plated Service	Explain the concept, process, and benefits of pre-plated service in restaurants and events.
13 Cafeteria and Room Service	Discuss cafeteria service setups and the logistics of room service in hotels.
14 Buffet Service	Explore buffet service styles, layout design, and management techniques.
15 Gueridon Service	Explain gueridon service, including tableside preparation, equipment, and guest interaction.
16 Lounge Service	Discuss lounge service protocols, guest handling, and beverage/snack management.

Module 3: Sales Control System : 1st Year, Sec A (Faculty : Prof. Prof. Ujjwal Basu)

WORKING DAY	LESSON PLAN – DESCRIPTION
17 Introduction to KOT/Bill Control System	Explain the purpose and importance of KOT/Bill control systems in restaurants.
18 Triplicate and Duplicate Checking Systems	Discuss the procedures, benefits, and use cases for triplicate and duplicate checking systems.
19 Single Order Sheet	Explain how to use a single order sheet in small-scale operations or quick-service setups.
20 Quick Service Menu & Customer Bill	Demonstrate the process of preparing a customer bill for a quick-service menu.
21 Making a Bill	Provide a step-by-step guide on generating accurate bills manually, including tax and discounts.
22 Cash Handling Equipment	Introduce equipment like cash registers, POS systems, and cash drawers with their functionalities.
23 Record Keeping by Restaurant Cashier	Discuss methods for maintaining transaction records, end-of-day reports, and cash reconciliation.
24 Practical Session	Conduct a mock session to practice billing, cash handling, and record-keeping processes.

Module 4: Tobacco: 1st Year, Sec A (Faculty : Prof. Prof. Ujjwal Basu)

WORKING DAY	LESSON PLAN – DESCRIPTION
25 History of Tobacco Products	Explore the origins, cultural significance, and historical evolution of tobacco usage globally.
26 Processing of Cigarettes	Explain the steps involved in manufacturing cigarettes, from tobacco cultivation to packaging.
27 Processing of Pipe Tobacco & Cigars	Discuss the production methods for pipe tobacco and cigars, focusing on quality and craftsmanship.

Text Books:

1. "Food and Beverage Service" (2nd Edition) by R. Singaravelavan (Chapter – 6,11,12,13,14,15,16,17,43)
2. "Food and Beverage Service" (10th Edition) by John Cousins, Dennis Lillicrap, and Suzanne Weekes, Hodder Education.

Reference Books:

1. "Menu Planning and Design" (1st Edition) by John A. Drysdale and Jennifer J. Jones, Wiley.
2. "The Theory of Hospitality and Catering" (14th Edition) by David Foskett, Patricia Paskins, and Neil Rippington, Hodder Education.
3. "Introduction to Food and Beverage Management" (1st Edition) by John Cousins, David Foskett, and Cailein Gillespie, Goodfellow Publishers.

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2 × 5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5 × 2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10 × 1)	30

Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2023

Subject Name: Foundation Course in Food & Beverage Service –II Laboratory

Credit: 1

Practical Hours: 24

Subject Code: BHHA292

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

I. TABLE LAY-UP & SERVICE

- **Task-01:** A La Carte Cover
- **Task-02:** Table d' Hote Cover
- **Task-03:** English Breakfast Cover
- **Task-04:** American Breakfast Cover
- **Task-05:** Continental Breakfast Cover
- **Task-06:** Indian Breakfast Cover
- **Task-07:** Afternoon Tea Cover
- **Task-08:** High Tea Cover

II. TRAY/TROLLEY SET-UP & SERVICE

- **Task-01:** Room Service Tray Setup
- **Task-02:** Room Service Trolley Setup

III. PREPARATION FOR SERVICE (RESTAURANT)

- A. Organizing Mise-en-scene
- B. Organizing Mise-en-Place
- C. Opening, Operating & Closing duties

IV. PROCEDURE FOR SERVICE OF A MEAL

- **Task-01:** Taking Guest Reservations
- **Task-02:** Receiving & Seating of Guests

- **Task-03:** Order taking & Recording
- **Task-04:** Order processing (passing orders to the kitchen)
- **Task-05:** Sequence of service
- **Task-06:** Presentation & Encashing the Bill
- **Task-07:** Presenting & collecting

V. SOCIAL SKILLS

- **Task-01:** Handling Guest Complaints
- **Task-02:** Telephone manners
- **Task-03:** Dining & Service etiquettes

VI. SPECIAL FOOD SERVICE - (Cover, Accompaniments & Service)

- **Task-01:** Classical Hors d'oeuvre
 - Oysters
 - Caviar
 - Smoked Salmon
 - Pate de Foie Gras
 - Snails
 - Melon
 - Grapefruit
 - Asparagus
- **Task-02:** Cheese
- **Task-03:** Dessert (Fresh Fruit & Nuts)



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: Foundation Course in Rooms Division Operation - II

Credit: 2

Lecture Hours: 24

Subject Code: BHHA203

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Suman Barman

Pre-requisite: N.A.

Course Objective:

1. To introduce the principles of guest accounting, including folios, vouchers, ledgers, and transaction management.
2. To develop proficiency in handling departure procedures and post-departure account management.
3. To prepare students for effectively managing emergencies and ensuring guest safety through advanced security systems.
4. To explore emerging trends in room division operations and the use of technology to enhance efficiency and guest experience.

Course Outcome:

CO 1: Students will understand the fundamentals of guest accounting and effectively manage folios, vouchers, ledgers, and POS systems.

CO 2: Students will gain proficiency in tracking and managing guest transactions, including payments, corrections, and account transfers.

CO 3: Students will learn comprehensive departure procedures and be skilled in handling various checkout options and payment methods.

CO 4: Students will develop the ability to handle emergencies, ensure guest safety, and adapt to emerging trends in room division operations.

Relevant Links:

1. Link for Study Material: <https://drive.google.com/file/studymaterialBHHA203>
2. Link for NPTEL Course: N.A.
3. Link for Coursera Course: <https://www.coursera.org/specializations/hotel-management>
4. Link for LinkedIn Learning Course: <https://www.linkedin.com/learning/customer-service-fundamentals>

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	GUEST ACCOUNTING, FUNDAMENTALS Hotel Front office J R Tiwari Chapter : 11	(Folio, Voucher, Ledger, Accounts, POS). Creation & maintenance of Accounts (Charge privileges, Cash & credit monitoring, Account maintenance & Record keeping systems) TRACKING TRANSACTIONS: Cash payments, Charge purchase, Account corrections, Account allowance, Account transfer Cash advance	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmgoa.gov.in/uploads/content_files/0_143_1695699282.pdf Industry Mapping: Vocational training with partner hotels	2	Lab syllabus and assignments are mentioned below in BHM 293
2	DEPARTURE Hotel Front office J R Tiwari Chapter : 10	DEPARTURE-I: Check out & settlement, Departure procedure, DFIT, FFIT, Group, VIP, Modes of payment (Cash, Credit card, Bill to company, foreign currency & combined methods)	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmgoa.gov.in/uploads/content_files/0_143_1695699282.pdf		Lab syllabus and assignments are mentioned below in BHM 293

		DEPARTURE-II: Additional check out options , Express checkout , Self-check-out, kiosk interactive checkout, mobile app checkout , Late checkout.	Industry Mapping: Vocational training with partner hotels		
3	POST DEPARTURE Hotel Front office J R Tiwari Chapter : 12	Unpaid account balances, Account collection, Account ageing & Record generation. NIGHT AUDIT – Importance, Role of night auditor & The night audit procedure	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmqoa.gov.in/uploads/content_files/0_143_1695699282.pdf Industry Mapping: Vocational training with partner hotels		Lab syllabus and assignments are mentioned below in BHM 293
4	SITUATION HANDLING – EMERGENCY Hotel Front office J R Tiwari Chapter : 13	Procedures (Medical, Fire, Robbery / theft, Accident , Natural calamity, Bomb threat & Terrorist attack) GUEST SAFETY & SECURITY a) Electronic locking systems b) Surveillance & access systems. EMERGING TRENDS IN ROOM'S DIVISION:	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmqoa.gov.in/uploads/content_files/0_143_1695699282.pdf Industry Mapping: Vocational training with partner hotels		Lab syllabus and assignments are mentioned below in BHM 293

		a) Use of technology b) Product innovation			
5	MIS Hotel Front office J R Tiwari Chapter : 15, 16	a) Importance b) Statistical ratios (Occupancy% , Multiple occupancy%, House count, Bed occupancy% , Domestic occupancy%, Foreign occupancy%, Occupancy multiplier, ARR/ADR, ARG/ Rev PAC, RevPAR, Yield)	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmgoa.gov.in/uploads/content_files/0_143_1695699282.pdf Industry Mapping: Vocational training with partner hotels		Lab syllabus and assignments are mentioned below in BHM 293

Lesson Plan:

Module 1: Guest Accounting, Fundamental Tals : 1st Year, Sec A (Faculty : Prof. Suman Barman)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 1	Overview of folios, vouchers, ledgers, and accounts, Understanding POS systems and their integration with accounts
Day 2	Steps to create accounts, Defining charge privileges, Monitoring cash and credit, Account maintenance techniques, Record-keeping systems, Importance of systematic tracking
Day 3	Tracking Transactions: Cash Payments & Charge Purchase
Day 4	Tracking Transactions: Account Corrections and Allowance
Day 5	Tracking Transactions: Account Transfers and Cash Advances

Day 6	Revision and Practical Application
-------	------------------------------------

Module 2: Departure : 1st Year, Sec A (Faculty : Prof. Suman Barman)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 7	Overview of check-out process, final settlement, and guest experience. Steps involved in guest departure, handling feedback, and ensuring guest satisfaction.
Day 8	Identifying DFIT, FFIT, group, and VIP guests; tailored check-out procedures for each category. Payment methods: cash, credit card, bill to company, foreign currency, and combined methods.
Day 9	Late check-out, express check-out, and handling specific requests. Features of express check-out, self-check-out, and interactive kiosk check-out.
Day 10	Mobile app-based check-out and technology-driven check-out systems. Review of all topics, practical assessment on all procedures, and resolving doubts.

Module 3: Post - Departure : 1st Year, Sec A (Faculty : Prof. Suman Barman)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 11	Understanding unpaid balances, reasons for unpaid accounts, and impact on hotel finances.
Day 12	Techniques for collecting unpaid balances, communication with guests, and legal considerations.

Day 13	Concept of account ageing, categorizing accounts based on age, and its role in financial health. Generating accurate records for unpaid balances and collections; importance of documentation.
Day 14	Definition and significance of night audit; how it ensures smooth hotel operations. Key responsibilities of a night auditor; skills required for the role.
Day 15	Steps in the night audit process: reconciling accounts, posting charges, and generating reports.
Day 16	Review of all topics; practical tests on unpaid accounts and night audit procedures.

Module 4: Situation Handling – Emergency : 1st Year, Sec A (Faculty : Prof. Suman Barman)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 17	Handling guest/staff medical emergencies, first aid protocols, and contacting medical services. Steps during a fire (evacuation, alarms) and handling theft/robbery incidents.
Day 18	Reporting and managing accidents; response plans for floods, earthquakes, etc. Recognizing threats, immediate response, and coordination with law enforcement.
Day 19	Overview of electronic locking systems, key cards, and safety protocols. Role of surveillance cameras, access control systems, and guest security.

Day 20	Technology in guest check-in/check-out, housekeeping apps, and room automation systems. Smart rooms, eco-friendly amenities, and innovative services
--------	--

Module 5: Mis : 1st Year, Sec A (Faculty : Prof. Suman Barman)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 21	Understanding the role of statistical ratios in analyzing performance and decision-making. Formula, calculation, and interpretation of occupancy percentage.
Day 22	Definition and significance of multiple occupancy % and house count. Definitions, calculations, and differences between these ratios.
Day 23	Explanation of occupancy multiplier and ARR/ADR and their role in revenue management. Definition and calculation of ARG/RevPAC and its impact on financial analysis.
Day 24	Importance of RevPAR and yield management in maximizing revenue. Review of all ratios and their interrelationships; solving comprehensive examples.

(Edit this section)

Text Books:

1. Hotel Front Office Operations and Management, Oxford Publication, Jatashankar R. Tewari (Chapter: 10,11,12,13,15,16)

Reference Books:

1. Front Office Management, 3rd edition The hospitality press publication, S.K. Bhatnagar

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2 × 5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5 × 2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10 × 1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2 × 5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5 × 2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10 × 1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2 × 10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5 × 6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10 × 5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh50Q?e=MMQn40



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality& Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: Foundation Course in Rooms Division Operation – II Laboratory

Credit: 1

Practical Hours: 24

Subject Code: BHHA293

Unit 1: Accounting formats, PMS

Unit 2: Introduction to checkout procedures, PMS, Formats used at check out

Unit 3: Departure procedure –PMS, Formats used at check out

Unit 4: Post departure procedures, Night audit procedure, PMS

Unit 5: Situation handling- SOP, Formats used, Group presentation, Numerical



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA) Admission Batch 2024

Subject Name: Tourism Product

Credit: 2

Lecture Hours: 24

Subject Code: BHHA204

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Kaushik Chatterjee

Pre-requisite: Basic knowledge of geography, culture, history, communication skills, and interest in tourism.

Course Objective:

1. To introduce the geography, climatic regions, and physiographic units of India, along with their impact on tourism.
2. To explore the diverse natural vegetation, wildlife, and their significance in wildlife tourism.
3. To familiarize students with the major religions of India, their cultural aspects, and their relevance to religious tourism.
4. To provide an understanding of major religious destinations in India, including their historical, cultural, and tourism significance.

Course Outcome:

CO 1: Students will gain an understanding of India's geographical features, climates, and natural vegetation, and their influence on tourism.

CO 2: Students will learn about the physiographic units of India and their importance in promoting tourism, with case studies on popular tourist destinations.

CO 3: Students will acquire knowledge of India's major religions, their impact on tourism, and the key religious destinations associated with each.

CO 4: Students will be able to identify and analyze the religious destinations in India, understanding their significance in tourism and cultural heritage.

Relevant Links:

1. Link for Study Material: <https://drive.google.com/file/studymaterialBHHA204>

2. Link for NPTEL Course:

NA

3. Link for Coursera Course

<https://www.coursera.org/learn/sustainable-tourism>

<https://www.coursera.org/learn/introduction-to-tourism-and-hospitality>

4. Link for LinkedIn Learning Course:

NA

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction (Book 1-Chapter: 1 & Book 2-Chapter: 1, 2, 10, 11)	India: General introduction • States & capitals • Seasons and climatic regions & their impacts on tourism • Natural vegetation – 1) Tropica Evergreen Rain Forests 2) Deciduou or Monsoon Type of Forests 3) Dry Deciduous Forests and Scrubs 4) Sem Desert and Desert Vegetation 5) Tida or Mangrove Forests and 6) Mountain Forests • wild animals of India and wild life tourism	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iittm.ac.in/images/pdf/BBA%20(T&T)%20Syllabus%20-%202024-27%20IITTM%20-JNU.pdf Industry Mapping: Vocational training with partner hotels	6	NA
2	Physiographic units of India (Book 1-Chapter: 9,10 & Book 2-Chapter: 4)	Physiographic units of India: • The Himalayas (General introduction of the Himalayas & other ranges, hill station & their tourism significance) • The Peninsular Region (General features of Indian peninsula with their tourism Significance)	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iittm.ac.in/images/pdf/BBA%20(T&T)%20Syllabus%20-%202024-27%20IITTM%20-JNU.pdf	6	NA

		• The Indus-Ganga-Brahmaputra Plain or central plain (General introduction of deserts & central plains. Their Importance for tourism) • The Coastal Plains and the islands (General features of coastal regions, their Importance for beach tourism) • A case study (any one) of Sri Nagar, Shimla, Nainital, Darjeeling, Gangtok, Amritsar, Jaipur, Delhi, Lucknow, Kolkata, Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty, Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar	Industry Mapping: Vocational training with partner hotels		
3	Religious Tourism (Book 1-Chapter: 5,6 & Book 2-Chapter: 4)	Religious Tourism: Concept Definition and Significance • Problems and Prospects of Religious Tourism in India • Major Religions in India (Basic features and geographical extent) i) Hinduism (Vedic,Bhagvatism and Shaivism streams) ii) Buddhism iii) Jainism	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iittm.ac.in/images/pdf/BBA%20(T&T)%20Syllabus%20-%202024-27%20IITTM%20-JNU.pdf Industry Mapping:	6	NA

		iv) Islam v) Christianity in India vi) Sikhism	Vocational training with partner hotels		
4	Religious Destination (Book 1-Chapter: 5, 6 & Book 2- Chapter: 4)	Major Religious Destinations of India: a) Hinduism: Four Dham (Badrinath, Rameshwaram, Puri and Dwarka), Varanasi, Mathur Vrindavan, Haridwar, Vaishno Devi Allahabad and Tirupati, b) Buddhism & Jainism : Bodh Gaya, Sarnath Mount Abu, Palitana c) Islam d) Christianity e) Sikhism	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iittm.ac.in/images/pdf/BBA%20(T&T)%20Syllabus%20-%202024-27%20IITTM%20-JNU.pdf Industry Mapping: Vocational training with partner hotels	6	NA

Lesson Plan:

Module 1: Introduction: 1st Year, Sec A (Faculty : Prof. Kaushik Chatterjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
1	Introduction to India’s geography, states, capitals, climatic regions, and tourism impacts. Activity & Assignment: Prepare a map marking climatic regions and their tourism significance.
2	Study natural vegetation types (rainforests, monsoon forests, scrubs, deserts, mangroves, mountain forests) and wildlife tourism. Activity & Assignment: Research and present on a national park or sanctuary in India.
3	Overview of India’s physiographic units – Himalayas, Peninsular region, central plains, coastal plains, and islands. Activity & Assignment: Case study presentation on a tourism destination (e.g., Shimla, Jaipur, or Goa).
4	Explore religious tourism concepts, significance, and major religions in India. Activity & Assignment: Write a brief report on challenges in promoting religious tourism.
5	Major religious destinations in India (Hinduism, Buddhism, Jainism, Islam, Christianity, Sikhism). Activity & Assignment: Create a detailed itinerary for a pilgrimage tour covering 2-3 destinations.
6	Integrative session on linking geography, wildlife, and religious tourism for sustainable development. Activity & Assignment: Develop a tourism brochure combining nature, culture, and spirituality.

Module 2: Physiographic units of India : 1st Year, Sec A (Faculty : Prof. Kaushik Chatterjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
7	Introduction to the Himalayas, their ranges, hill stations, and tourism significance. Activity & Assignment: Map the major Himalayan ranges and write about a hill station's tourism impact.
8	Study the Peninsular Region and its general features, focusing on tourism in the Indian peninsula. Activity & Assignment: Identify and describe a prominent tourist attraction in the Peninsular Region.
9	Overview of the Indus-Ganga-Brahmaputra Plain and its significance for desert and central plains tourism. Activity & Assignment: Prepare a report on desert tourism in India with examples.
10	Explore the Coastal Plains and islands, highlighting beach tourism. Activity & Assignment: Design a travel itinerary for a beach destination, including activities and accommodations.
11	Conduct a case study of any one destination (e.g., Shimla, Goa, Darjeeling, or Hyderabad) from the list. Activity & Assignment: Present key tourism features and challenges for the chosen destination.
12	Integrative session discussing the role of physiographic units in India's tourism diversity. Activity & Assignment: Create a comparative chart linking physiographic features with their tourism potential.

Module 3: Religious Tourism: 1st Year, Sec A (Faculty : Prof. Kaushik Chatterjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
13	Introduction to Religious Tourism: Concept, definition, and its significance. Activity & Assignment: Define religious tourism and write about its impact on cultural preservation.
14	Problems and Prospects of Religious Tourism in India. Activity & Assignment: Identify two major challenges and propose solutions for religious tourism.
15	Overview of Hinduism and its streams (Vedic, Bhagvatism, Shaivism). Activity & Assignment: Map major Hindu religious sites and write about their importance.
16	Study of Buddhism, Jainism, and their contributions to religious tourism. Activity & Assignment: Write a brief note on Bodh Gaya or a Jain pilgrimage site.
17	Overview of Islam, Christianity, and Sikhism in India's religious tourism. Activity & Assignment: Prepare a chart of major religious destinations for these faiths.
18	Concluding discussion on the geographical extent and interfaith potential of religious tourism. Activity & Assignment: Develop a proposal to promote interfaith tourism in India.

Module 4: Religious Destination : 1st Year, Sec A (Faculty : Prof. Kaushik Chatterjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
19	Overview of Hindu Religious Destinations: Char Dham, Varanasi, Mathura-Vrindavan, Haridwar, Vaishno Devi, Tirupati. Activity & Assignment: Map these destinations and write their significance in Hinduism.
20	Buddhist & Jain Destinations: Bodh Gaya, Sarnath, Mount Abu, Palitana. Activity & Assignment: Research and summarize the importance of Bodh Gaya or Palitana.
21	Key Islamic Religious Destinations. Activity & Assignment: Write about the cultural and historical significance of one Islamic site.
22	Major Christian Religious Destinations. Activity & Assignment: List prominent Christian pilgrimage sites and describe one in detail.
23	Sikh Religious Destinations: Golden Temple, Anandpur Sahib. Activity & Assignment: Highlight the spiritual and social significance of these sites.
24	Comparative Discussion: Interfaith connections between destinations. Activity & Assignment: Propose a multi-religion tourism itinerary promoting unity.

Text Books:

1. Tourism Products Hardcover; Manoj Dixit, and Chatti, Publisher New Royal Book Company
2. Tourism Products Of India; A National Perspective, Robinet Jacob, P. Mahadevan, Sindhu Joseph, Abhijeet Publications

Reference Books:

1. Norman Douglas, SPECIAL INTEREST TOURISM, John Wiley, Australia.
2. Robinet Jacob (2007), INDIAN TOURISM PRODUCTS, Abhijeet Pub, Delhi.
3. Stephen Ball (2007), ENCYCLOPEDEA OF TOURISM RESOURCES IN INDIA,

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2 × 5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5 × 2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10 × 1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2 × 5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5 × 2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10 × 1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2 × 10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5 × 6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10 × 5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: Hospitality Marketing Management - II

Credit: 2

Lecture Hours: 24

Subject Code: BHHA205

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Anurag Banerjee

Pre-requisite: Marketing Management - I

Course Objective:

1. To introduce the fundamental concepts and importance of marketing in the context of food production operations and tourism.
2. To study the components of the marketing mix and their application in food production and tourism industries.
3. To provide a comprehensive understanding of market segmentation, target marketing, and strategies for identifying and serving target audiences in the tourism sector.
4. To explore the role of direct and digital marketing in promoting tourism and food-related services, and to develop strategies for digital marketing in the modern age.

Course Outcome:

CO 1: Students will gain a clear understanding of marketing concepts, philosophies, and the marketing mix, and will be able to apply these concepts in tourism and food production operations.

CO 2: Students will be able to identify and implement market segmentation strategies, and understand how to define and target specific markets in tourism and food services.

CO 3: Upon completing the course, students will be proficient in utilizing traditional and digital marketing techniques to promote food and tourism-related businesses.

CO 4: Students will develop the ability to create effective marketing strategies in the digital age, including the use of social media and digital platforms for promoting tourism and food-related services.

Relevant Links:

1. **Link for Study Material:** <https://drive.google.com/file/studymaterialBHHA205>
2. **Link for NPTEL Course:** https://onlinecourses.nptel.ac.in/noc25_mg68/preview
3. **Link for Coursera Course:** <https://www.coursera.org/learn/wharton-marketing>
4. **Link for LinkedIn Learning Course:** <https://www.linkedin.com/learning/paths/growing-as-a-marketing-manager?u=229219690>

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction to Marketing Principles of Marketing P. Kotler, G Armstrong, P. Agnihotri Chapter 1	Definition of Marketing Importance of Marketing Nature of Marketing, Core Concepts of Marketing Marketing Philosophies	International Standards : https://www.eaebarcelona.com/sites/eae.bcn/files/media_files/International_Marketing.pdf (NCHMCT MODEL SYLLABUS) https://makautexam.net/aicte_details/SyllabusI/BBADM/sem220.pdf Industry Mapping: NA	4	NA
2	Marketing Mix Principles of Marketing P. Kotler, G Armstrong, P. Agnihotri Chapter 2	Introduction, Elements of Marketing Mix, Product, Price, Promotion, Place, People, Process and Physical Evidence, the 8thP of Marketing Mix	International Standards : https://www.eaebarcelona.com/sites/eae.bcn/files/media_files/International_Marketing.pdf (NCHMCT MODEL SYLLABUS) https://makautexam.net/aicte_details/SyllabusI/BBADM/sem220.pdf	4	NA

			Industry Mapping: NA		
3	Market Segmentation Principles of Marketing P. Kotler, G Armstrong, P. Agnihotri Chapter 7	Introduction, Defining Market Segmentation, Market Segmentation Variables, Stages for Effective Market Segmentation, Market Segmentation	International Standards : https://www.eaebarcelona.com/sites/eae.bcn/files/media_files/International_Marketing.pdf (NCHMCT MODEL SYLLABUS) https://makauteexam.net/aicte_details/SyllabusI/BBADM/sem220.pdf Industry Mapping: NA	4	NA
4	Target Marketing Principles of Marketing P. Kotler, G Armstrong, P. Agnihotri Chapter 7	Introduction, Defining Target Market, Process of Target Marketing, Approaches for Target Marketing, Target Marketing in Tourism	International Standards : https://www.eaebarcelona.com/sites/eae.bcn/files/media_files/International_Marketing.pdf (NCHMCT MODEL SYLLABUS) https://makauteexam.net/aicte_details/SyllabusI/BBADM/sem220.pdf Industry Mapping: NA	4	NA

5	Direct and Digital Marketing Principles of Marketing P. Kotler, G Armstrong, P. Agnihotri Chapter 17	Introduction, Traditional Direc Marketing, New Direct Marketing or Digital Marketing, Benefits of Direct and Digital Marketing, Role of Media in Tourism Promotion	International Standards : https://www.eaebarcelona.com/sites/eaebcn/files/media_files/International_Marketing.pdf (NCHMCT MODEL SYLLABUS) https://makautexam.net/aicte_details/SyllabusI/BBADM/sem220.pdf Industry Mapping: NA	4	NA
6	Marketing Strategies in Digital Age Principles of Marketing P. Kotler, G Armstrong, P. Agnihotri Chapter 17	Introduction, Digital Age, Social Media as a Powerful Marketing Tool, Service Business Transformation, Developing Digital Marketing Strategy for Tourism	International Standards : https://www.eaebarcelona.com/sites/eaebcn/files/media_files/International_Marketing.pdf (NCHMCT MODEL SYLLABUS) https://makautexam.net/aicte_details/SyllabusI/BBADM/sem220.pdf Industry Mapping: NA	4	NA

Lesson Plan:

Module 1: Introduction to Marketing : 1st Year, Sec A (**Faculty** : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
DAY 1	Understand the meaning of marketing, Differentiate marketing from sales and advertising.
DAY 2	Identify the significance of marketing in business and society, Explain the role of marketing in creating value.
DAY 3	Explain the nature of marketing as a business function, Discuss the core concepts: needs, wants, and demand.
DAY 4	Compare the 5 marketing philosophies: production, product, selling, marketing, and societal concepts.

Module 2: Marketing Mix: 1st Year, Sec A (**Faculty** : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
DAY 5	Define the marketing mix and its elements, Understand the importance of the 4Ps in marketing strategy.
DAY 6	Explain the role of the product in the marketing mix, Discuss pricing strategies and their impact on consumer behavior.
DAY 7	Understand the role of promotion in creating awareness, Explain the importance of distribution channels.
DAY 8	Describe the importance of people, process, and physical evidence in service marketing, Introduce the 8th P (Performance).

Module 3: Market Segmentation: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
DAY 9	Define market segmentation, Understand the need for segmentation in marketing strategies.
DAY 10	Identify key segmentation variables (demographic, geographic, psychographic, behavioral).
DAY 11	Learn the process of effective segmentation: identifying, analyzing, and targeting segments.
DAY 12	Evaluate and implement segmentation strategies, Analyze the effectiveness of market segmentation in real scenarios.

Module 4: Target Market in Tourism: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
DAY 13	Define target marketing, Understand the importance of selecting a specific target audience.
DAY 14	Learn how to define a target market, Understand the step-by-step process of target marketing.

DAY 15	Explore different approaches: undifferentiated, differentiated, concentrated, and micro-marketing.
DAY 16	Understand the significance of target marketing in tourism, Analyze successful tourism marketing strategies.

Module 5: Direct and Digital Marketing: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
DAY 17	Define direct marketing and understand its evolution. Explore the role of traditional direct marketing in tourism.
DAY 18	Understand traditional direct marketing methods: mail, telemarketing, print ads, Discuss the challenges and limitations.
DAY 19	Define digital marketing and explore its tools: social media, email, SEO, PPC, Compare digital marketing with traditional methods.
DAY 20	Identify benefits of both marketing types for businesses and consumers, Understand the media's role in promoting tourism.

Module 6: Marketing Strategies in Digital Age: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
-------------	---------------------------

DAY 21	Define digital marketing, Understand its evolution and role in modern business practices.
DAY 22	Explore the characteristics of the digital age, Discuss its impact on consumer behavior and business practices.
DAY 23	Understand the role of social media platforms in marketing, Explore examples of successful campaigns in tourism.
DAY 24	Explain how digital tools have transformed service industries, Analyze the implications for tourism businesses.
DAY 25	Learn the components of a digital marketing strategy, Draft a framework for a tourism business strategy.
DAY 26	Refine and present the digital marketing strategy, Evaluate strategies for effectiveness and feasibility.

(Edit this section)

Text Books:

1. Principles of Marketing, Pearson publication, Philip Kotler, Gary Armstrong, Prafulla Agnihotri (Chapter: 1,2,7,17)

Reference Books:

1. Marketing Management, 15th edition, PEARSON Publication, Philip Kotler, Kelvin Lane Keller
2. Marketing Management, 2nd edition, Excel books publication, Tapan K Panda

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2 × 5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5 × 2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10 × 1)	30

Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA) Admission Batch 2024

Subject Name: Food Science & Food safety

Credit: 1

Lecture Hours: 24

Subject Code: BHHA206A

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Pom Chatterjee

Pre-requisite: NIL

Course Objective:

1. To provide an understanding of the physical and chemical changes in food components (carbohydrates, fats, proteins, and pigments) during cooking and preparation.
2. To educate students on proper food handling, cleaning, and sanitation practices to ensure safe food preparation and service.
3. To introduce the basics of food microbiology, focusing on the role of bacteria, yeast, and mold in food safety, preparation, and storage.
4. To familiarize students with methods of food preservation, including thermal, chemical, and irradiation techniques, and their importance in the catering industry.

5. To raise awareness about food adulteration, its health impacts, detection methods, and prevailing food standards in India.

Course Outcome:

CO1: Students will understand the roles and reactions of carbohydrates, fats, proteins, and pigments in food preparation and how these are affected by cooking and processing.

CO2: Students will acquire practical knowledge of safe food handling, cleaning techniques, and maintaining hygiene and sanitation in kitchen and service areas.

CO3: Students will demonstrate knowledge of food microbiology, including the beneficial and harmful effects of microorganisms and techniques like sterilization, pasteurization, and the use of disinfectants in food handling.

CO4: Students will be able to identify food adulteration, conduct simple detection tests, and apply food preservation techniques to enhance shelf life and safety.

Relevant Links:

1. Link for Study Material: <https://drive.google.com/file/studymaterialBHHA207a>
2. Link for NPTEL Course: [NPTEL/Food Science & Technology/12 weeks](#)
3. Link for Coursera Course: [Coursera Food Science Food&Health](#)
4. Link for LinkedIn Learning Course: NIL

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Food Safety I Food Science and Nutrition, <i>Sunetra Roday, 3rd Edition, Chapter – 3,4,5,6,12</i>	- Carbohydrates in foods– Changes in Carbohydrates during cooking, factors affecting stiffness of starch gels in food preparation. - Fats–type of fats and oils and their use. Factors causing deterioration and methods to prevent it. - Proteins– their role in food preparation, use of proteins in gel formation, foam formation, effects of heat treatment of proteins. - Vegetable Pigments: Types, effects of cooking and processing on pigments. - Garbage Disposal - Safe Food Handling - Cleaning of crockery, cutlery & utensils	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.ihmctkovalam.ac.in/wp-content/uploads/2017/01/Provisional-Draft-Syllabus-of-B.Sc_-HHA-3rd-and-4th-Sem-14.05.24.pdf Industry Mapping: Vocational training with partner hotels	2	NA
2	Food Safety II		International Standards :	2	NA

	Food Science and Nutrition, Sunetra Roday, 3rd Edition, Chapter –10,11,13	• Introduction to Food Microbiology– its importance in relation to food handling, preparation and Service. • Bacteria, Yeast, Mold – characteristics, factors for growth. The harmful and beneficial effects of these as. • Related to food preparation, storage and consumption. • Use of disinfectants– sterilization & pasteurization of food and food handling equipment as related to the Catering Industry. • Preservation of fresh food products, canned and frozen foods, by application of high temperatures, low temperatures, irradiation and chemical preservatives. • Food Adulteration as a public health hazard, prevailing food standards in India, prevention of adulteration, simple tests to detect common food adulterates in milk, cereals, beverages, pulses, masala powders, etc. • Personal hygiene. • Hygiene and sanitation of premises, kitchen area, Garbage area, etc	N/A (NCHMCT MODEL SYLLABUS) https://www.ihmctkovalam.ac.in/wp-content/uploads/2017/01/Provisional-Draft-Syllabus-of-B.Sc_-HHA-3rd-and-4th-Sem-14.05.24.pdf Industry Mapping: Vocational training with partner hotels		
--	--	---	---	--	--

Lesson Plan:

1. Module 1: Food Safety: 1st Year, Sec A (Faculty : Prof. Pom Chatterjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 1 Carbohydrates in Foods	Changes during cooking, gelatinization, caramelization, and factors affecting starch gel stiffness.
Day 2 Fats: Types and Uses	Saturated, unsaturated, and trans fats; their roles in food preparation.
Day 3 Deterioration and Prevention of Fats	Causes of rancidity (oxidation, hydrolysis) and prevention methods (storage, antioxidants).
Day 4 Proteins: Role in Food Preparation	Gel and foam formation, effects of heat treatment, and denaturation.
Day 5 Vegetable Pigments: Types	Chlorophyll, carotenoids, anthocyanins, and flavonoids; their significance in food.
Day 6 Effects of Cooking on Pigments	Changes in color and stability due to heat, pH, and processing.
Day 7 Garbage Disposal	Importance, methods (wet and dry waste segregation), and composting practices.
Day 8 Safe Food Handling	Techniques to prevent cross-contamination and ensure food safety during preparation and storage.
Day 9 Cleaning of Crockery, Cutlery & Utensils	Methods for cleaning and sanitizing equipment in food service.

2. Module 2: Food Safety: 1st Year, Sec A (Faculty : Prof. Pom Chatterjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 10 Introduction to Food Microbiology	Importance in food safety and applications in the catering industry.
Day 11 Microorganisms: Characteristics	Bacteria, yeast, and mold; their roles in food spoilage, fermentation, and preservation.
Day 12 Factors for Microbial	Moisture, temperature, pH, and nutrients influencing

Growth	microbial activity.
Day 13 Harmful and Beneficial Effects of Microbes	Pathogenic organisms and their effects; beneficial roles in fermentation and probiotics.
Day 14 Use of Disinfectants	Sterilization and pasteurization techniques in food handling and equipment maintenance.
Day 15 Food Preservation: High & Low Temperatures	Methods like refrigeration, freezing, sterilization, and pasteurization.
Day 16 Chemical and Irradiation Preservation	Use of salt, sugar, vinegar, and ionizing radiation for preservation.
Day 17 Food Adulteration: Public Health Hazards	Common adulterants, their detection methods, and health impacts.
Day 18 Food Standards in India	Role of FSSAI and other regulatory bodies in maintaining food safety and quality.
Day 19 Detection of Food Adulterants	Simple tests for adulterants in milk, pulses, spices, and beverages.
Day 20 Personal Hygiene	Importance of maintaining personal cleanliness in food service.
Day 21 Premises Hygiene	Cleaning protocols for kitchen areas, storage spaces, and garbage disposal zones.
Day 22 Sanitation of Equipment	Cleaning and disinfecting kitchen tools, surfaces, and equipment to prevent contamination.
Day 23 Hygiene in Food Handling	Best practices for handling raw and cooked foods safely.
Day 24 Integration of Food Safety Practices	Combining knowledge of hygiene, microbiology, and preservation to ensure a safe food environment.

(Edit this section)

Text Books:

1. Food Science and Nutrition, Sunetra Roday, Third edition, Oxford Higher Education. (Chapter: 3,4,5,6,10,11,12,13)

Reference Books:

1. "Food Science" by B. Srilakshmi
 - New Age International, 7th Edition
2. "Food Microbiology" by William C. Frazier and Dennis C. Westhoff
 - McGraw Hill Education, 5th Edition

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA) Admission Batch 2024

Subject Name: Retail Management

Credit: 1

Lecture Hours: 24

Subject Code: BHHA206B

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Anurag Banerjee

Pre-requisite: NIL

Course Objective:

1. To provide students with foundational knowledge of retail management, including its principles, types, and the evolution of the retail industry.
2. To familiarize students with various retail formats, store layouts, and the role of visual merchandising in enhancing customer experiences.
3. To equip students with the ability to create effective retail pricing strategies, manage vendors, and plan marketing and promotional activities.

4. To teach students the practical aspects of retail operations, such as cash management, customer relationship management, and inventory management.

Course Outcome:

CO 1: Students will be able to analyze the current retail environment and emerging trends to develop strategies for success in both organized and unorganized retail sectors.

CO 2: Students will demonstrate the ability to design effective store layouts and choose suitable retail formats for diverse markets.

CO 3: Students will gain the skills to implement pricing, market penetration, and market expansion strategies while maintaining vendor relationships.

CO 4: Students will be capable of managing day-to-day retail operations, handling customer data and complaints, and ensuring smooth cash and inventory flow.

Relevant Links:

1. **Link for Study Material:** <https://drive.google.com/file/studymaterialBHHA207b>
2. **Link for NPTEL Course:** https://onlinecourses.nptel.ac.in/noc25_mg56/preview
3. **Link for Coursera Course** <https://www.coursera.org/learn/retail-customer-service>
4. **Link for LinkedIn Learning Course:** <https://www.linkedin.com/learning/retail-sales-management>

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	INTRODUCTION TO RETAIL MANAGEMENT Retail Management, Pearson publication, Gibson G. Vedamani Chapter-1	a) Definition and career opportunities in retail b) Evolution of the retail industry c) Principles of retail management d) Types of retail: Organized & Unorganized Sector e) Emerging trends f) Present retail environment g) Hierarchy of large and small retail outlets h) Daily operations in a retail store i) Duties & responsibilities of retail Staff	<i>International Standards :</i> N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/uploads/2024/08/Syllabus-of-B.Sc.-HHA-3rd-and-4th-Sem-14.05.24.pdf <i>Industry Mapping:</i> NA	4	N.A.
2	FORMATS OF RETAIL Retail Management, Pearson publication, Gibson G. Vedamani Chapter-6	a) Introduction b) Retailer Characteristics c) Retail formats: i. Store-based ii. Non-store based ii. Web-based d) Major Brands and their business evaluation e) General Merchandise f) Computerized report generation: Various formats within store retailing	<i>International Standards :</i> N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/uploads/2024/08/Syllabus-of-B.Sc.-HHA-3rd-and-4th-Sem-14.05.24.pdf <i>Industry Mapping:</i> NA	4	N.A.

3	STORE LAYOUT Retail Management, Pearson publication, Gibson G. Vedamani Chapter-15	a) Type of Location b) Evaluation of location c) Store Layout d) Type of store Layout: i. Grid ii. Free flow iii. Boutique iv. Loop v. herringbone vi. angular e) Store Image f) Importance of Planogram g) Visual merchandising h) Elements of visual merchandising i) Type of Products j) Back of House Management	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/uploads/2024/08/Syllabus-of-B.Sc.-HHA-3rd-and-4th-Sem-14.05.24.pdf Industry Mapping: NA	6	N.A.
4	PRICING STRATEGY Retail Management, Pearson publication, Gibson G. Vedamani Chapter-12	a) Retail planning & strategy b) Retail pricing strategies c) Vendor Management. d) Marketing & Promotion: i. Nature and Scope ii. Understand the Retail Market/Target Market iii. Consumer buying behaviour iv. Promotions & Events e) Growth Strategies: Market penetration and market expansion f) Global retail strategies	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/uploads/2024/08/Syllabus-of-B.Sc.-HHA-3rd-and-4th-Sem-14.05.24.pdf Industry Mapping: NA	4	N.A.
5	CASH MANAGEMENT Retail Management, Pearson publication,	a) Billing Process b) Banking Activities c) Imprest management d) Retail Information System e) Supply Chain Management (SCM): Collaboration between	International Standards : N/A (NCHMCT MODEL SYLLABUS)	6	N.A.

	Gibson G. Vedamani Chapter-17	retailer & vendor f) Customer Relationship Management (CRM) g) Customer Data Management h) Customer Complaints Management i) Inventory management j) Life Cycle of Product k) Bar Coding l) Type of Audits	https://ihmpusa.net/uploads/2024/08/Syllabus-of-B.Sc.-HHA-3rd-and-4th-Sem-14.05.24.pdf Industry Mapping: NA		
--	--	--	---	--	--

Lesson Plan:

Module 1: INTRODUCTION TO RETAIL MANAGEMENT: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day1	Definition and career opportunities in retail, Evolution of the retail industry, Principles of retail management
Day 2	Types of retail: Organized & Unorganized Sectors, Emerging trends
Day 3	Present retail environment, Hierarchy of large and small retail outlets
Day 4	Daily operations in a retail store, Duties & responsibilities of retail Staff

Module 2: FORMATS OF RETAIL: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 5	Introduction to retail formats, Retailer Characteristics
Day 6	Retail formats: i. Store-based ii. Non-store based ii. Web-based
Day 7	Major Brands and their business evaluation e) General Merchandise
Day 8	Computerized report generation: Various formats within store retailing

Module 3: STORE LAYOUT: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 9	Type of Location, Evaluation of location
Day 10	Introduction to store Layout
Day 11	Type of store Layout: i. Grid ii. Free flow iii. Boutique iv. Loop v. herringbone vi. angular
Day 12	Store Image, Importance of Planogram
Day 13	Visual merchandising, Elements of visual merchandising
Day 14	Type of Products, Back of House Management

Module 4: PRICING STRATEGY: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 15	Retail planning & strategy, Retail pricing strategies
Day 16	Vendor Management, Marketing & Promotion: Nature and Scope

Day 17	Understand the Retail Market/Target Market, Consumer buying behavior, Promotions & Events
Day 18	Growth Strategies: Market penetration and market expansion, Global retail strategies

Module 5: CASH MANAGEMENT: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 19	Billing Process, Banking Activities
Day 20	Imprest management, Retail Information System
Day 21	Supply Chain Management (SCM): Collaboration between retailer & vendor, Customer Relationship Management (CRM)
Day 22	Customer Data Management, Customer Complaints Management
Day 23	Inventory management, Life Cycle of Product
Day 24	Bar Coding, Type of Audits

Text Books:

1. Retail Management, Pearson publication, Gibson G. Vedamani (Chapter: 1,6,12,15, 17)

Reference Books:

- "Retail Management: A Strategic Approach" by Barry Berman and Joel Evans
- "Retailing Management" by Michael Levy, Barton Weitz, and Ajay Pandit

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS

Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

<https://iemcollege->

[my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_gUeSiVTNh5OQ?e=MMQn40](https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXrcoe3d6oxIogHKO074XeUBC9qm3XNaf_gUeSiVTNh5OQ?e=MMQn40)



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: Entrepreneurship Management

Credit:1

Lecture Hours: 24

Subject Code: BHHA271

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Anurag Banerjee

Pre-requisite: NIL

Course Objective:

1. To understand the concepts of entrepreneurship, its role in economic development, and the challenges faced by rural and women entrepreneurs.
2. To explore Entrepreneurship Development Programs (EDPs), their objectives, and the institutions supporting entrepreneurship in India.
3. To study various financing options, government schemes, and industrial policies available for small-scale industries in India.

4. To equip students with the knowledge of setting up new businesses, preparing project reports, and understanding business ethics and self-employment opportunities.

Course Outcome:

CO 1: Students will understand the characteristics, functions, and significance of entrepreneurs and their role in economic development.

CO 2: Students will gain insights into EDPs and the role of institutions like DIC, KVIC, and SIDBI in promoting entrepreneurship.

CO 3: Students will acquire knowledge of financing options, government subsidies, and the process for obtaining loans for small businesses.

CO 4: Students will learn to prepare project reports, assess business feasibility, and explore self-employment opportunities like event management and e-marketing.

Relevant Links:

1. Link for Study Material: <https://drive.google.com/file/studymaterialBHHA271>
2. Link for NPTEL Course: https://onlinecourses.nptel.ac.in/noc25_ge11/preview
3. Link for Coursera Course: <https://www.coursera.org/entrepreneurship>
4. Link for LinkedIn Learning Course:
<https://www.linkedin.com/learning/entrepreneurship-foundations>

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	UNIT 1 Entrepreneurial Development Dr. S. S. Khanka Chapter: 1,2,3,4	Meaning, definition of Entrepreneur, Enterprise, Entrepreneurship, Characteristics of successful entrepreneur, Functions, Role of entrepreneur in economic development, women entrepreneur, Rural entrepreneur, Agricultural entrepreneur-meaning and challenges.	<i>International Standards :</i> N/A (NCHMCT MODEL SYLLABUS) https://nchm.gov.in/sites/default/files/2022-12/BOOK1.pdf <i>Industry Mapping:</i> NA	2	NA
2	UNIT 2 Entrepreneurial Development Dr. S. S. Khanka Chapter: 12	Entrepreneurship development program(EDP), meaning, objective, importance,institutions doing EDP in India, DIC, CEDOCK, SSI, NSIC, EDII, AWAKE, KVIC, RUDSET, Industrial estate- Meaning and importance.	<i>International Standards :</i> N/A (NCHMCT MODEL SYLLABUS) https://nchm.gov.in/sites/default/files/2022-12/BOOK1.pdf <i>Industry Mapping:</i> NA		NA

3	UNIT 3 Entrepreneurial Development Dr. S. S. Khanka Chapter: 17,21,23	Financing of small business in India, institutional and non institutional assistance SFCs, banks, SIDBI, NBFC-meaning and schemes; venture capital, bills discounting, factoring, state and central government subsidies and incentives for SSI(existing) recent industrial policy (2011), PM MUDRA YOJANA meaning, objectives, procedures for obtaining loan under MUDRA.	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://nchm.gov.in/sites/default/files/2022-12/BOOK1.pdf Industry Mapping: NA	2	NA
4	UNIT 4 Entrepreneurial Development Dr. S. S. Khanka Chapter: 14, 16, 18	Setting up of new business, forms for small business- small proprietorship, partnership, private company, cooperative society-meaning and nature, project formulation, project report-meaning, importance, general format of project report, project appraisal, financial, technical, marketing, social feasibility study, obtaining license, clearance certificate, registration procedure.	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://nchm.gov.in/sites/default/files/2022-12/BOOK1.pdf Industry Mapping: NA	2	NA
5	UNIT 5 Entrepreneurial Development Dr. S. S. Khanka Chapter: 5, 24	Business ethics-meaning, ethics in business, importance, various social responsibility of an entrepreneur towards customers, suppliers, government and	International Standards : N/A (NCHMCT MODEL SYLLABUS)	2	NA

		society, self-employment-recent trends in the areas of self-employment-event management-meaning and areas of business in event management (party organizing, catering, wedding plan and corporate event plan) tourism-meaning, tourism products, E- marketing as self- employment opportunity.	https://nchm.gov.in/sites/default/files/2022-12/BOOK1.pdf Industry Mapping: NA		
--	--	--	---	--	--

Lesson Plan:

Module 1: UNIT 1 : 1st Year, Sec A (**Faculty** : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 1	Meaning, definition of Entrepreneur, Enterprise, Entrepreneurship,
Day 2	Characteristics of successful entrepreneur, Functions
Day 3	Role of entrepreneur in economic development
Day 4	women entrepreneur, Rural entrepreneur
Day 5	Agricultural entrepreneur-meaning and challenges.

Module 2: UNIT 2 : 1st Year, Sec A (**Faculty** : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 6	Entrepreneurship development program(EDP), meaning, objective, importance

Day 7	institutions doing EDP in India, DIC, CEDOCK,
Day 8	NSIC, EDII, AWAKE, KVIC, RUDSET
Day 9	Industrial estate- Meaning and importance.

Module 3: UNIT 3 : 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 10	Financing of small business in India
Day 11	institutional and non institutional assistance SFCs, banks, SIDBI
Day 12	NBFC-meaning and schemes; venture capital, bills discounting, factoring
Day 13	State and central government subsidies and incentives for SSI(existing) recent industrial policy (2011)
Day 14	PM MUDRA YOJANA meaning, objectives, procedures for obtaining loan under MUDRA.

Module 4: UNIT 4: 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 15	Setting up of new business, forms for small business- small proprietorship, partnership, private company
Day 16	Cooperative society-meaning and nature
Day 17	project formulation, project report-meaning, importance, general format of project report, project appraisal
Day 18	financial, technical, marketing, social feasibility study,

Day 19	obtaining license, clearance certificate, registration procedure.
--------	---

Module 5: UNIT 5 : 1st Year, Sec A (Faculty : Prof. Anurag Banerjee)

WORKING DAY	LESSON PLAN – DESCRIPTION
Day 20	Business ethics-meaning, ethics in business
Day 21	Various social responsibility of an entrepreneur towards customers, suppliers, government and society
Day 22	Self-employment-recent trends in the areas of self-employment
Day 23	Event management-meaning and areas of business in event management (party organizing, catering, wedding plan and corporate event plan)
Day 24	Tourism-meaning, tourism products, E- marketing as self-employment opportunity

(Edit this section)

Text Books:

1. Entrepreneurship Development-S S Khanka, S. Chand publication (Chapter: 1, 2, 3, 4, 5, 12, 14, 16, 17, 18, 21, 23, 24)

Reference Books:

1. Entrepreneurship and Small Business Management- C B Gupthaand S S Khanka
2. Entrepreneurship Development – C B Gupthaand Srinivasan
3. Entrepreneurship development –Shankaraiah
4. Management of small scale business and entrepreneurship- Vasantha Desai

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

<https://iemcollege->

[my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXRcoe3d6oxIogHKO074XeUBC9qm3XNaf_gUeSiVTNh5OQ?e=MMQn40](https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXRcoe3d6oxIogHKO074XeUBC9qm3XNaf_gUeSiVTNh5OQ?e=MMQn40)



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: Programming Language - Python

Lecture Hours: 24

Subject Code: BHHA272

Maximum: 100 marks (Internal: 30 marks; External: 70 marks)

List of Faculty Members handling the Subject –

1. Prof. Mousumi Ghosh

Pre-requisite: Basic knowledge of Computers learnt in High school

Course Objective:

1. To introduce students to the fundamentals of programming and its role in solving computational problems.
2. To provide a solid foundation in Python programming, focusing on syntax, functions, and control structures.
3. To familiarize students with basic Object-Oriented Programming (OOP) concepts for modular programming.
4. To enhance problem-solving skills through practical implementation and mini-projects.

Course Outcome:

- CO1:** Students will understand the basics of programming and Python's role in developing applications.
- CO2:** Students will demonstrate the ability to write Python programs using variables, data types, and control structures.
- CO3:** Students will apply functions and OOP principles to create modular and efficient code.
- CO4:** Students will develop small-scale projects, applying Python programming concepts to solve real-world problems.

Relevant Links:

1. **Link for Study Material:** <https://drive.google.com/file/d/Python>
2. **Link for NPTEL Course:** (The Joy of Computing using Python by Prof. Sudarshan Iyengar, IIT Ropar)
[The Joy of Computing using Python](https://archive.nptel.ac.in/courses/106/106/106106182/)
<https://archive.nptel.ac.in/courses/106/106/106106182/>

3. **Link for Coursera Course:**

<https://www.coursera.org/learn/python-programming-intro>
<https://www.coursera.org/specializations/python>
<https://www.coursera.org/learn/python-for-applied-data-science-ai>

4. **Link for LinkedIn Learning Course:**

https://www.linkedin.com/learning/introduction-to-career-skills-in-software-development/introduction-to-python?Upsell_OrderOrigin=semga_campid.21880095822_asid.167994772537_crid.721103193587_kw.linkedin%2Bpython%2Bcourse_d.c_tid.kwd811520868457_n.g_mt.e_geo.9061848&trk=semga_campid.21880095822_asid.167994772537_crid.721103193587_kw.linkedin%2Bpython%2Bcourse_d.c_tid.kwd-811520868457_n.g_mt.e_geo.9061848

https://www.linkedin.com/learning/python-essential-training-18764650?trk=learning-topics_trending-courses_related-contentcard&upsell_OrderOrigin=semga_campid.21880095822_asid.167994772537_crid.721103193587_kw.linkedin%20python%20course_d.c_tid.kwd-811520868457_n.g_mt.e_geo.9061848

Detailed Syllabus:

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction to Programming Language (Chapter 1)	i) Programming Fundamentals ii) Importance of Programming iii) Types of Programming Languages: Low-Level vs. High-Level iv) Programming Paradigms: Procedural, Object-Oriented, Functional, Declarative	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iitmandi.ac.in/pdf/senate_courses/CS571.pdf	4	• Print "Hello, World!" and take user input to display details. • Solve a simple math problem (e.g., area of a circle) to demonstrate programming's real-world application. • Compare high-level and low-level programming by calculating the sum of numbers in Python and pseudo code. • Factorial program using procedural programming (functions and loops). • Create a "Student" class with attributes and display methods in OOP.
2	Python Basics (Chapter 3)	i) Variables, Data Types (int, float, str, bool) ii) Input and Output Functions iii) Type Conversion and Casting iv) Basic Operators: Arithmetic, Comparison, Logical v) Python's Built-in Functions	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iitmandi.ac.in/pdf/senate_courses/CS571.pdf	5	• Create a program to demonstrate variable declaration with different data types (int, float, str, bool). • Build a simple calculator using input/output functions and arithmetic operators. • Write a program to convert temperature units (Celsius to Fahrenheit) using type conversion. • Compare two numbers using comparison operators and display the result. • Use built-in functions to find the length of a string and the maximum number in a list.

3	Functions Modules & Control Flow Statements (Chapter 4,5)	i) Defining Functions ii) Arguments and Return Values iii) Built-in Modules (math, random, os) iv) Importing and Using Libraries v) The main Function vi) Conditional Statements: if, else, elif vii) Looping Structures: for, while viii) Breaking Loops: break, continue, pass	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iitmandi.ac.in/pdf/sonate_courses/CS571.pdf	5	• Write a function to calculate the factorial of a number using arguments and return values. • Use the math module to calculate the square root of a number and generate random numbers. • Create a program that uses the os module to list files in a directory. • Design a program using conditional statements to check if a number is positive, negative, or zero. • Develop a loop to print even numbers between 1 and 20 and use break to exit the loop after printing the first even number.
4	Introduction to Object-Oriented Programming (OOP) (Chapter 2)	i) Classes and Objects ii) Attributes and Methods iii) Constructors and __init__ Method iv) Inheritance and Polymorphism (Basic Overview)	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iitmandi.ac.in/pdf/sonate_courses/CS571.pdf	5	• Create a class for "Student" with attributes like name, age, and marks, and a method to display student details. • Design a class for "Car" with attributes (model, color) and methods (start, stop) to demonstrate object creation. • Write a program using the __init__ constructor to initialize a "Book" object with title and author. • Implement inheritance by creating a class "Animal" and a subclass "Dog" that inherits attributes and methods. • Demonstrate polymorphism by creating a method speak in both "Dog" and "Cat" classes with different implementations.

5	Mini Projects	i) Basic operations (add, subtract, multiply, divide), error handling. ii) List, navigate, manage files, read, write, delete. iii) Generate random number, user input, feedback, track attempts. iv) Input data, calculate total/average, assign grades.	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.iitmandi.ac.in/pdf/sonate_courses/CS571.pdf	5	• Number Guessing Game: Generate random number and track guesses. • Grade Calculator: Input student grades, calculate average, and assign grades. • To-Do List: Add, update, delete, and view tasks. • Banking System: Create an account, check balance, deposit, withdraw money. • Ticket Booking System: Select and book tickets for a show or travel. • Student Information System: Store and retrieve student details. • Simple Quiz Game: Ask questions, get user answers, and score. • Contact Book: Add, view, search, and delete contacts.
---	----------------------	---	--	---	---

Lesson Plan:

Module 1: Introduction to Programming Language : 1st Year, Sec A (Faculty : Prof. Mousumi Ghosh)

WORKING DAY	LESSON PLAN – DESCRIPTION
1	Understand basic programming concepts; write "Hello World" program.
2	Learn programming's significance; write an essay on its role in technology.
3	Compare low-level vs high-level languages; explore Python and Assembly.
4	Learn procedural, OOP, functional, and declarative paradigms; write examples for each.

Module 2: Python Basics : 1st Year, Sec A (Faculty : Prof. Mousumi Ghosh)

WORKING DAY	LESSON PLAN – DESCRIPTION
5	Understand variables and data types (int, float, str, bool); write a program using these data types.
6	Learn input/output functions; create a program to take user input and display it as output.
7	Practice type conversion and casting; write a program to convert between data types.
8	Learn basic operators (arithmetic, comparison, logical); develop a calculator program with various operations.
9	Explore Python's built-in functions; write a program utilizing functions like len(), max(), abs(), etc.

Module 3: Functions Modules & Control Flow Statements: 1st Year, Sec A (Faculty : Prof. Mousumi Ghosh)

WORKING DAY	LESSON PLAN – DESCRIPTION
10	Understand function definition, arguments, and return values. Write a simple function that takes input, processes it, and returns a result.
11	Learn about built-in modules (math, random, os) and how to import and use them. Create a program using at least two built-in modules.
12	Understand conditional statements (if, else, elif). Write a program using conditionals to determine if a number is positive, negative, or zero.
13	Learn for and while loops. Develop a program to print numbers from 1 to 10 using both loop types.
14	Learn break, continue, and pass statements in loops. Create a number-guessing game using loops and conditional statements.

Module 4: Introduction to Object-Oriented Programming: 1st Year, Sec A (Faculty: Prof. Mousumi Ghosh)

WORKING DAY	LESSON PLAN – DESCRIPTION
15	Understand and create classes and objects. Activity & Assignment: Define a class with attributes and instantiate objects.
16	Learn about class attributes and methods. Activity & Assignment: Create a class with attributes and methods.
17	Understand constructors and __init__ method. Activity & Assignment: Implement a class with an __init__ method.
18	Learn inheritance and class relationships. Activity & Assignment: Create a subclass inheriting from a parent class.
19	Understand and apply polymorphism. Activity & Assignment: Demonstrate method overriding in multiple classes.

Module 5: Mini Projects : 1st Year, Sec A (Faculty : Prof. Mousumi Ghosh)

WORKING DAY	LESSON PLAN – DESCRIPTION
20	Implement basic operations (addition, subtraction, multiplication, division) with error handling. Activity & Assignment: Create a calculator program with error handling for division by zero.
21	Learn file operations (list, navigate, manage files). Activity & Assignment: Develop a simple file explorer with read, write, and delete functions.
22	Generate random numbers, accept user input, and provide feedback. Activity & Assignment: Create a number guessing game with feedback and attempt tracking.
23	Input data, calculate total/average, and assign grades. Activity & Assignment: Design a student grade management system.
24	Integrate all skills in a mini project. Activity & Assignment: Choose one project idea to integrate file handling, operations, and feedback (e.g., to-do list, contact management).

Text Books:

1. PYTHON PROGRAMMING: USING PROBLEM SOLVING APPROACH

Reference Books:

1. Python Data Science Handbook, Jake Vanderplas, O'Reilly, 2017
2. Python Programming for the Absolute Beginner, Michael Dawson, Third Edition
3. How to Think Like a Computer Scientist: Learning with Python, Allen Downey, Jeffrey Elkner, Chris Meyers, Green Tea Press, 2016

QUESTION PAPER PATTERN AND DATES

EXAMINATION	Dates	PART – A	PART – B	PART – C	TOTAL MARKS
Mid Term 1	February 10, 2025 to February 21, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
Mid Term 2	March 24, 2025 to April 2, 2025	Attempt 5 out of 10 questions; Each question carries 2 marks (2×5)	Attempt 2 out of 4 questions; Each question carries 5 marks (5×2)	Attempt 1 out of 2 questions; Each question carries 10 marks (10×1)	30
End Semester Examination	April 21, 2025 to May 9, 2025	Attempt 10 out of 15 questions; Each question carries 2 marks (2×10)	Attempt 6 out of 9 questions; Each question carries 5 marks (5×6)	Attempt 5 out of 8 questions; Each question carries 10 marks (10×5)	100

Examination Rules & Regulations:

https://iemcollege-my.sharepoint.com/:b:/g/personal/iemcoe_office_iem_edu_in/EXRcoe3d6oxIogHKO074XeUBC9qm3XNaf_qUeSiVTNh5OQ?e=MMQn40



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: French– II

Lecture Hours: 12

Subject Code: BHHA273

Detailed Syllabus

Unit I :

- Regular Verb, Tense(simple, continuous, perfect, perfect continuous)
- Formation of Sentence

Unit II :

- Affirmative and Negation
- Interrogative(3 forms), Interrogative pronoun and Interrogative adjective

Unit III :

- Adverbs of quantity, impersonal 'it' for the weather, Expression of place: go to/come, from (a city or country), Live in (a city or country).

Suggested book : Cosmopolite A1



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA)

Admission Batch 2024

Subject Name: Grooming And Personality Development – II

Credit: 1

Lecture Hours: 12

Subject Code: BHHA281

Detailed Syllabus

Unit I : Image Building and Self Awareness

- Developing Self Awareness
- Projecting a winning personality
- Understanding Business Etiquette
- Developing Self Awareness

Lab Assignment

Situation handling
Mock Interviews
Table Etiquette Simulation

Unit II : Assertive Communication Skills

- Understanding the concept of assertiveness

Lab Assignment

Role-Play Exercise

- Assertiveness skills and techniques
- Assertive coping mechanisms and strategies
- Time management and Stress management

Mock Interviews

Unit III : Culture and Communication

- Communication across cultures
- Customers from Overseas
- Customers at home
- The nature of the industry

Lab Assignment

Cultural Sensitivity Role-Play
Customer Profiling Exercise

Unit IV : Selling skills :

- Developing selling skills and initiating sales conversation
- Questioning techniques, presenting the products
- Handling objections and closing the sale
- Social responsibility in Communication

Lab Assignment

Sales Pitch Simulation
Mock Sales Interaction

Unit V : The Recruitment Process

- Selling Yourself : Resume
- Group Discussion
- The Job Interview : Types
- Preparing for the Interview

Lab Assignment

Resume Writing Workshop
Mock Interview Session
Group Discussion Simulation



University of Engineering and Management
Institute of Engineering & Management, Salt Lake Campus
Institute of Engineering & Management, New Town Campus
University of Engineering & Management, Jaipur



Syllabus for BSc in Hospitality & Tourism Administration (BHHA) Admission Batch 2024

Subject Name: Airline Customer Service

Credit: 1

Practical Hours: 12

Subject Code: BHHA294

Unit I : Introduction to Customer Service (04 Hrs)

What Is Customer Service; Developing a Customer-Centric Mind-set; Who Are Your Customers; Internal Customers; External Customers; When & Where Does Customer Service Take Place; The Need for Customer Service; Rewards; Penalties; What Does Customer Service Mean to You; Unpleasant Experiences; Satisfying Experiences; Developing a Customer Friendly Attitude; Evaluation

Unit II : Communication Skills (12 Hrs)

Developing Effective Communication Skills; Presenting a Professional Image; Non-verbal Communication Skills; Body Language; Key Body Language Aspects; Physical Distance; Verbal Communication Skills; Choice of Words; Tone of Voice; The Choice of Words; The Close; Being Positive; Tone of Voice; Inflection; Energy; Volume; Pace; Types of Communication - Verbal / Non-Verbal / Body language/ Written / Visuals / Multi – Media; The Art of Listening / Listening Skills; Questioning Techniques; Barriers to Communication & How to overcome it; Perception in Communication.

Unit III : Customer Analysis

Knowing your customer (10 Hrs) Knowing Your Customer; Customer Expectations; Assertive Working Style – Results Oriented; Analytical – Details-Oriented; Amiable – People-Oriented; Dominant Behavioral Style; Determining Your Level of Service; Etiquette – Social & Business; The WOW Factor – Going the extra mile; Empathy in Customer Service

Unit IV : Calming Upset Customers (8 Hrs)

What Makes Customers Upset; Avoiding Upsets; What Can You Do to Avoid Upsets; 5 Key Steps to Calming Upset customers; Accurately identify the problem; Confirm the Customer's Value; Synchronize & Summarize; Conclude by Affirming the Customer's Value Again; What to Do When You Are Upset; Dealing with vulgarity / Coping with insults; Dealing with legal & Physical threats.

Unit V : Telephone Customer Service (6 Hrs)

Mastering the Telephone; Answering the Telephone; A Professional Greeting; Active Listening; Putting Callers on Hold; Recommendations; Transferring a Call; Taking a Message; Voice Mail; Closing the Call

Unit VI : Internet Customer Skills (10 Hrs)

The Internet Customer; E-Mail; E-mail Communication Guidelines; Online Chat; Internet Customer Skills; Scripted Responses; Introduction; Placing a Chat on Hold; Closing a Chat session; Websites; Knowledgebase; Auto responders; Customer Online Support; SMS Etiquette