



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



3rd Semester Syllabus for BHHA



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



Syllabus for BHHA

Subject Name: Food Production Operation – Quantity Kitchen

Subject Code: BHHA301

Credit: 2 Lecture Hours: 24

Relevant Links:

Course Objective-

1. **Understanding Large-Scale Operations:** Gain insights into the operations of large-scale kitchens, including the planning, coordination, and management of food production. **Menu Planning and Costing:** Learn to design menus that are cost-effective, nutritious, and appealing to a wide audience, considering budget constraints and dietary needs.
2. **Food Safety and Sanitation:** Master food safety practices and sanitation standards to ensure a hygienic and safe cooking environment, preventing foodborne illnesses. **Inventory and Resource Management:** Develop skills in managing inventory, ordering supplies, and minimizing waste through effective resource management. **Cooking Techniques and Equipment Handling:** Gain proficiency in using commercial kitchen equipment and large-scale cooking techniques, including batch cooking and the use of industrial kitchen appliances.
3. **Team Management and Coordination:** Learn to lead and coordinate kitchen staff, fostering teamwork and efficient workflow to meet production goals. **Quality Control:** Understand methods for maintaining consistent food quality, including taste, presentation, and nutritional value.
4. **Adapting Recipes for Large Quantities:** Learn to scale recipes for mass production while maintaining flavour and texture. **Catering and Event Planning:** Acquire skills in planning and executing large events, including banquets, buffets, and other catered functions. **Time Management:** Develop effective time management skills to ensure timely preparation and delivery of meals.
5. **Cultural and Dietary Considerations:** Gain awareness of diverse cultural food preferences and dietary restrictions to accommodate varied client needs. **Sustainability Practices:** Learn about sustainable practices in food production, including sourcing local ingredients and minimizing environmental impact.

Course Outcomes –

- CO1. Plan and Execute Large-Scale Menus:** Create and implement menus that cater to large groups while ensuring variety, nutritional balance, and cost-effectiveness. **Maintain High Standards of Food Safety and Hygiene:** Apply advanced food safety and sanitation practices to prevent contamination and ensure a safe kitchen environment. **Effectively Manage Inventory and Resources:** Demonstrate proficiency in inventory control, resource allocation, and waste management to optimize kitchen operations.
- CO2. Operate and Maintain Commercial Kitchen Equipment:** Skilfully use and maintain industrial kitchen appliances and tools, ensuring they are used safely and efficiently. **Lead and Coordinate Kitchen Staff:** Exhibit strong leadership and teamwork skills, effectively managing kitchen staff to ensure smooth and efficient food production processes. **Consistently Produce Quality Food:** Maintain high standards of food quality, including taste, texture, and presentation, even when producing large quantities.
- CO3. Adapt Recipes for Mass Production:** Modify and scale recipes appropriately to meet the demands of large-scale food production without compromising on quality. **Organize and Execute Catering Events:** Plan, organize, and execute catering events and large-scale functions, ensuring timely service and customer satisfaction. **Implement Time Management Strategies:** Utilize effective time management techniques to meet production deadlines and maintain a smooth workflow in the kitchen.
- CO4. Respect Cultural and Dietary Needs:** Prepare and serve food that meets diverse cultural preferences and dietary restrictions, demonstrating sensitivity and adaptability. **Promote Sustainable Practices:** Apply principles of sustainability in food production, including reducing waste, sourcing locally, and minimizing the kitchen's environmental impact.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Quantity Food Production & Volume feeding Quantity Food Production Operations and Indian Cuisine By Parvinder S. Bali (Oxford Publication) – Chapter – Chapter 1&2	• Introduction to Industrial and Institutional Catering • Staff Organization Kitchen Lay-Out • Preparation, Cooking, Processing, holding and storage problems and adjustments. • On premises catering • Off premises catering • mobile catering • Hospital catering, Railway Catering, Airlines Catering • Quantity purchase and storage.	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmpusa.net/wp-content/uploads/2023/03/3rd-4th-Sem.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 391

2	MENU PLANNING IN BULK COOKING Food Production Operations (Second Edition) – Parvinder S. Bali (Oxford Publication) – Chapter – Chapter 5	• Points to consider in menu planning for various volume feeding outlets such as Industrial, Institutional, Mobile Catering Units • Planning menus for ☐ School/college students ☐ Industrial workers ☐ Hospitals ☐ Outdoor parties ☐ Theme dinners ☐ Transport facilities, cruise lines, airlines, railway	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmpusa.net/wp-content/uploads/2023/03/3rd-4th-Sem.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 391
3	BASIC OF INDIAN CUISINE Food Production Operations (Second Edition) – Parvinder S. Bali (Oxford Publication) – Chapter – Chapter 23,24,25,26 &27	• History • Influences of foreign countries on Indian cuisine • Regional & religious influences on Indian cuisine • Special equipment used in Indian cuisine • Different techniques used in Indian cuisine • Different spices, herbs and condiments used in Indian Cuisine • Basic Indian gravy	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmpusa.net/wp-content/uploads/2023/03/3rd-4th-Sem.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 391

4	REGIONAL INDIAN CUISINE Quantity Food Production Operations and Indian Cuisine By Parvinder S. Bali (Oxford Publication) – Chapter – Chapter 5	- Andhra Pradesh, Bengal, Goa, Gujarat, Kashmir, Kerala, - Maharashtra, Punjab, Rajasthan, - Tamil Nadu and Awadhi	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmpusa.net/wp-content/uploads/2023/03/3rd-4th-Sem.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 391
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Submitted by Prof. Chef. Soumik Bhattacharya & Prof. Chef. Supriya Mishra Dept. of BHM,UEM - IEM, Kolkata, Newtown Campus



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Syllabus for BHHA

Subject Name: Food Production Operation Laboratory– Quantity Kitchen

Subject Code: BHHA391

Credit: 2 Lecture Hours: 36

MENU 1 Amritsari Macchi, Chole Masala, Bhaturas, Gajar ka Halwa
MENU 2 Khaman Dhokla Thepla Salli murgh Sambhariya Rice Mohanthal
MENU 3 Sikham Puri Nijami Murgh laccha Paratha Sahi tukra
MENU 4 Yakhni Pulao Mughlai Paratha Gosht Do Piazza Badin Jaan Kulfi with Falooda
MENU 5 Luchi Cholar Dal Aloor dum Kosha Mangsho Payesh
MENU 6 Jodhpuri Pulao Rajasthani Kadhi Gatta Ka Sabji Lal Maas Moong Dal Halwa
MENU 7 Kashmiri Pulao Mutton Rogon Josh Dum Aloo Kashmiri Phirin
MENU 8 Masala Bhat Kolhapuri Mutton Batata Bhajee Masala Poori Koshimbir Coconut Poli
MENU 9 Arroz Galina Xacutti Toor Dal Sorak Alle Belle

Submitted by Prof. Chef. Soumik Bhattacharya & Prof. Chef. Supriya Mishra Dept. of BHM,UEM - IEM, Kolkata, Newtown Campus



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Syllabus for BHHA

Subject Name: Food & Beverage Service Operations

Subject Code: BHHA302

Credit: 2 Lecture Hours: 24

Relevant Links-

Course Objectives:-

- 1. Understanding the Food & Beverage Industry:** Gain a comprehensive overview of the food and beverage industry's scope, structure, and significance within the hospitality sector. **Service Techniques and Styles:** Learn various service techniques, styles, and standards, including American, French, and buffet service, to ensure efficient and high-quality guest experiences. **Menu Planning and Design:** Develop skills in menu planning, design, and analysis, taking into consideration factors like nutrition, cost control, and customer preferences.
- 2. Beverage Knowledge:** Understand different types of beverages, including alcoholic and non-alcoholic options, and their appropriate service methods. **Customer Service and Interaction:** Enhance customer service skills, focusing on effective communication, handling complaints, and ensuring customer satisfaction. **Health, Safety, and Hygiene Standards:** Learn and apply health, safety, and hygiene regulations critical to food and beverage operations, ensuring compliance with legal standards.
- 3. Operational Management:** Understand the operational aspects of running a food and beverage service, including inventory management, procurement, cost control, and staffing. **Technology in Food & Beverage Service:** Explore the role of technology in food and beverage operations, such as point-of-sale systems, reservation management, and digital marketing strategies. **Sustainability and Ethical Practices:** Discuss sustainable practices and ethical considerations in food sourcing, waste management, and overall service operations. **Event Planning and Banquet Management:** Gain insights into planning and managing special events, banquets, and catering services, including coordination, logistics, and customer relations.
- 4. Leadership and Team Management:** Develop leadership skills necessary for managing teams, motivating staff, and creating a positive work environment within food and beverage operations. **Financial Management:** Learn basic financial principles related to budgeting, pricing strategies, and profitability analysis in food and beverage services.

Course Outcomes:-

CO1- Proficiency in Food & Beverage Service Techniques: Demonstrate competency in various food and beverage service techniques, including table settings, service styles, and sequence of service. **Menu Analysis and Design:** Apply principles of menu planning and design, considering factors such as nutritional balance, cost efficiency, and customer preferences. **Beverage Service and Knowledge:** Identify and appropriately serve a range of beverages, including wines, spirits, cocktails, and non-alcoholic drinks, with an understanding of pairing and presentation.

CO2 - Customer Service Excellence: Exhibit strong customer service skills, effectively managing guest interactions, resolving complaints, and ensuring a positive dining experience. **Compliance with Health, Safety, and Hygiene Standards:** Adhere to health, safety, and hygiene regulations in food and beverage operations, ensuring a safe and clean environment for both staff and guests. **Operational Management Skills:** Manage the day-to-day operations of a food and beverage establishment, including inventory control, procurement, cost management, and staff scheduling.

CO3 - Use of Technology in Operations: Utilize technology, such as point-of-sale systems and reservation software, to enhance the efficiency and effectiveness of food and beverage services. **Sustainability and Ethical Practice Implementation:** Integrate sustainable and ethical practices in food sourcing, waste management, and overall service operations to contribute to environmental and social responsibility. **Event and Banquet Management Competence:** Plan and manage special events, banquets, and catering services, demonstrating the ability to coordinate logistics, staff, and guest needs.

CO4 - Leadership and Team Management: Lead and manage a team in a food and beverage service setting, fostering a positive work environment and ensuring high team performance. **Financial Acumen:** Analyse and manage financial aspects of food and beverage operations, including budgeting, pricing strategies, and profitability analysis. **Problem-Solving and Decision-Making Abilities:** Apply critical thinking and problem-solving skills to make informed decisions in the management of food and beverage services, handling challenges efficiently.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	ALCOHOLIC BEVERAGE	A. Introduction and definition B. Production of Alcohol Fermentation process Distillation process C. Classification with examples	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-3RD-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 392

2	DISPENSE BAR	A. Introduction and definition B. Bar layout – physical layout of bar C. Bar stock – alcohol & non alcoholic beverages D. Bar equipment	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-3RD-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 392
3	BEER	A. Introduction & Definition B. Types of Beer C. Production of Beer D. Storage	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-3RD-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 392

4	SPIRITS	A. Introduction & Definition B. Production of Spirit Pot-still method Patent still method C. Production of Whisky Rum Gin Brandy Vodka Tequilla D. Different Proof Spirits American Proof British Proof (Sikes scale) Gay Lussac (OIML Scale)	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-3RD-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels	3	Lab syllabus and assignments are mentioned below in BHM 392
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TEXT BOOKS- **Food and Beverage Service 2nd edition (Oxford publication) Author: R. Singaravelavan**

Submitted by Prof. Ujjwal Basu IEM, Kolkata, Newtown Campus



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Syllabus for BHHA

Subject Name: Food & Beverage Service Operations Laboratory
Subject Code: BHHA392 **Credit: 2** **Lecture Hours: 24**

Service of Beer

Task-01 Service of Bottled & canned Beers

Task-02 Service of Draught Beers

Service of Spirits

Task-01 Service styles – neat/on-the-rocks/with appropriate mixers

Task-02 Service of Whisky

Task-03 Service of Vodka

Task-04 Service of Rum

Task-05 Service of Gin

Task-06 Service of Brandy

Task-07 Service of Tequila

Dispense Bar – Organizing Mise-en-place

Task-01 Wine service equipment

Task-02 Beer service equipment

Task-03 Cocktail bar equipment

Task-04 Liqueur / Wine Trolley

Task-05 Bar stock - alcoholic & non-alcoholic beverages

Task-06 Bar accompaniments & garnishes

Task-07 Bar accessories & disposables



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Syllabus for BHHA

Subject Name: Rooms Division Advance Operation

Subject Code: BHHA303

Credit: 2 Lecture Hours: 24

RELEVANT LINKS

Course Objective-

1. **Advanced Front Office Management:** To develop expertise in managing front office operations, including guest services, reservations, and customer relations, ensuring smooth and efficient guest experiences from check-in to check-out. **Comprehensive Housekeeping Management:** To provide in-depth knowledge of housekeeping operations, emphasizing cleanliness standards, room maintenance, and the coordination necessary to meet the highest levels of guest satisfaction.
2. **Operational Optimization:** To teach students how to analyse and optimize the efficiency of the rooms division by implementing effective strategies for staffing, scheduling, and resource management. **Revenue and Yield Management:** To impart a deep understanding of revenue management principles, including pricing strategies, occupancy forecasting, and techniques to maximize room revenue and profitability.
3. **Guest Experience Enhancement:** To focus on strategies for improving guest satisfaction through personalized services, understanding guest preferences, and maintaining consistent quality across all rooms' division operations. **Technological Integration:** To educate students on the use of modern technology and property management systems to enhance operational efficiency, guest service quality, and internal communication within the rooms division.
4. **Crisis and Risk Management:** To prepare students for managing emergencies and unexpected situations by developing risk assessment and crisis management skills specific to the rooms division. **Sustainability and Ethical Practices:** To instil the importance of sustainable practices in rooms division operations, including energy conservation, waste management, and promoting eco-friendly initiatives.
5. **Leadership and Team Building:** To enhance leadership skills necessary for managing a diverse team within the rooms division, including effective communication, conflict resolution, and team motivation strategies. **Financial Acumen:** To develop students' ability to manage the financial aspects of the rooms division, including budgeting, cost control, and financial reporting to ensure the department's profitability and contribution to the overall success of the property.

Course Outcomes-

- CO1. **Expertise in Front Office Management:** Students will demonstrate advanced knowledge and skills in managing front office operations, including guest services, reservations, check-in/check-out procedures, and handling guest inquiries and complaints efficiently. **Proficiency in Housekeeping Operations:** Students will gain advanced skills in housekeeping management, including room cleanliness standards, maintenance coordination, inventory control, and staff supervision to ensure a high level of guest satisfaction.
- CO2. **Operational Efficiency:** Students will be able to analyse and optimize the efficiency of rooms division operations by implementing effective scheduling, staffing, and resource allocation strategies. **Revenue Management and Forecasting:** Students will understand and apply principles of revenue management, including dynamic pricing strategies, occupancy forecasting, and maximizing room revenue through effective yield management techniques. **Guest Experience Enhancement:** Students will develop strategies to enhance the overall guest experience by understanding guest preferences, personalizing services, and ensuring consistent quality across all touch points in the rooms division.
- CO3. **Application of Technology in Rooms Division:** Students will demonstrate the ability to use modern technology and property management systems to streamline operations, improve guest services, and enhance communication within the rooms division. **Crisis and Risk Management:** Students will learn to identify potential risks and develop crisis management plans to handle emergencies and unexpected situations within the rooms division effectively.
- CO4. **Sustainable and Ethical Practices:** Students will implement sustainable practices in the rooms division, including energy conservation, waste reduction, and promoting eco-friendly initiatives that align with the hotel's environmental policies. **Leadership and Team Management:** Students will enhance their leadership skills, including team management, conflict resolution, and motivational strategies to lead a diverse team in the rooms division. **Financial Management:** Students will develop the ability to manage the financial aspects of the rooms division, including budgeting, cost control, and financial reporting to contribute to the overall profitability of the property.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	FRONT OFFICE (ACCOUNTING)	A. Accounting Fundamentals B. Guest and non-guest accounts C. Accounting system • Non automated – Guest weekly bill, Visitors tabular ledger • Semi automated • Fully automated	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 393

2	CHECK OUT PROCEDURES	Guest accounts settlement - Cash and credit - Indian currency and foreign currency - Transfer of guest accounts - Express check out	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 393
3	NIGHT AUDITING	A. Functions B. Audit procedures (Non automated, semi automated and fully automated)	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 393
4	FRONT OFFICE & GUEST SAFETY AND SECURITY	A. Importance of security systems B. Safe deposit C. Key control D. Emergency situations (Accident, illness, theft, fire, bomb)	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 393

5	CONTROL OF CASH AND CREDIT	Control of cash & credit in a hotel	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 393
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Syllabus for BSc in Hospitality& Tourism Administration (BHHA)

Subject Name: Foundation course in Rooms Division Operations Laboratory

Subject Code: BHHA393

Credit: 1

Lecture Hours: 2hours per week

A. Hands on practice of computer applications related to Front Office procedures such as

- ☐ Reservation,
- ☐ Registration,
- ☐ Guest History,
- ☐ Telephones,
- ☐ Housekeeping,

B. Front office accounting procedures

- o Manual accounting
- o Machine accounting
- o Payable, Accounts Receivable, Guest History, Yield Management

C. Role Play

D. Situation Handling

*Submitted by Prof. Suman Barman IEM, Kolkata, Newtown Campus**



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Syllabus for BHHA

Subject Name: Revenue Management

Subject Code: BHHA304B

Credit: 2 Lecture Hours: 24

Relevant Links:

COURSE OBJECTIVES:

1. **Understanding Revenue Management Principles:** To provide a thorough understanding of the fundamental principles of revenue management, including the role of pricing, inventory control, and demand forecasting in optimizing revenue. **Market Segmentation and Pricing Strategies:** To teach students how to segment markets effectively and develop dynamic pricing strategies that respond to changing market conditions and customer demand.
2. **Forecasting and Demand Analysis:** To develop students' ability to accurately forecast demand and analyse market trends, enabling them to make informed decisions on pricing, inventory allocation, and promotional activities. **Application of Technology in Revenue Management:** To familiarize students with the latest revenue management systems and tools, including data analytics, property management systems, and other technologies that support revenue optimization.
3. **Yield Management Techniques:** To educate students on yield management strategies, including capacity management, overbooking, and channel distribution, to maximize occupancy and revenue across different periods. **Financial Analysis and Performance Metrics:** To provide students with the skills to analyse financial data, understand key performance indicators (KPIs) such as RevPAR (Revenue per Available Room), ADR (Average Daily Rate), and GOP (Gross Operating Profit), and use these metrics to drive revenue growth.
4. **Strategic Decision-Making:** To enhance students' ability to make strategic decisions regarding pricing, distribution, and marketing based on comprehensive data analysis and market intelligence. **Ethical Considerations in Revenue Management:** To instil an understanding of the ethical implications of revenue management practices, including transparency in pricing and the impact of pricing strategies on customer relationships.
5. **Cross-Departmental Collaboration:** To emphasize the importance of collaboration between revenue management and other departments such as sales, marketing, and operations to ensure cohesive strategies that align with the overall business objectives. **Global Revenue Management Practices:** To expose students to global trends and best practices in revenue management, preparing them to apply these concepts in diverse cultural and economic environments.

COURSE OUTCOMES:

- CO1. **Mastery of Revenue Management Concepts:** Students will demonstrate a comprehensive understanding of key revenue management principles, including pricing strategies, demand forecasting, and inventory control, and how they contribute to maximizing revenue. **Effective Market Segmentation and Pricing:** Students will be able to identify and segment target markets effectively and apply dynamic pricing strategies that respond to market demand and competitive pressures.
- CO2. **Proficiency in Demand Forecasting:** Students will develop the ability to accurately forecast demand using various analytical tools and techniques, enabling informed decision-making in pricing and inventory allocation. **Utilization of Revenue Management Technologies:** Students will gain practical experience in using revenue management software and tools, including property management systems, data analytics platforms, and forecasting models, to optimize revenue outcomes.
- CO3. **Application of Yield Management Strategies:** Students will be able to apply yield management techniques, such as capacity management and overbooking strategies, to enhance occupancy rates and overall revenue. **Financial Analysis Skills:** Students will acquire the skills to analyze financial performance using key metrics like RevPAR (Revenue per Available Room), ADR (Average Daily Rate), and GOP (Gross Operating Profit), and use these insights to drive revenue growth.
- CO4. **Strategic Decision-Making Abilities:** Students will be capable of making strategic decisions regarding pricing, distribution channels, and promotional activities based on thorough data analysis and market intelligence. **Ethical Revenue Management Practices:** Students will understand and apply ethical considerations in revenue management, ensuring transparency in pricing and maintaining positive customer relationships.
- CO5. **Cross-Functional Collaboration:** Students will be able to work effectively with other departments, such as sales, marketing, and operations, to align revenue management strategies with overall business objectives. **Global Perspective in Revenue Management:** Students will gain an understanding of global revenue management practices, enabling them to apply these concepts in different cultural and economic contexts.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	The Concept of Revenue Management	Hotel Industry Applications - Benefits of the techniques/Areas where this concept is applied/How the concept is applied	International Academia: n/a AICTE prescribed syllabus: (IITTM MODEL SYLLABUS) https://www.iittm.ac.in/BBA.html Industry Mapping: Vocational training with partner companies	4	Case Study

2	Measuring Yield	Yield Statistic/Determination of Potential Revenue/Potential Average Single Rate/Potential Average Double Rate/ Multiple Occupancy Percentage/Rate Spread/Potential Average Rate/ Room Rate Achievement Factor/Identical Yields/Equivalent Occupancy/Required Non-Room Revenue per Guest	International Academia: n/a AICTE prescribed syllabus: (IITTM MODEL SYLLABUS) https://www.iittm.ac.in/BBA.html Industry Mapping: Vocational training with partner companies	4	Case Study
3	Elements of Revenue Management	Group Room Sales/Transient Room Sales/Food & Beverage Activity/Local and Area-Wide Activities/Special Events	International Academia: n/a AICTE prescribed syllabus: (IITTM MODEL SYLLABUS) https://www.iittm.ac.in/BBA.html Industry Mapping: Vocational training with partner companies	4	Case Study
4	Using Revenue Management	Potential High and Low Demand Tactics • Implementing Revenue Strategies/Availability Strategies	International Academia: n/a AICTE prescribed syllabus: (IITTM MODEL SYLLABUS) https://www.iittm.ac.in/BBA.html	4	Case Study

			.html Industry Mapping: Vocational training with partner companies		
5	Revenue Management Team	Composition of Revenue Management Team • Role of Revenue Management Team	International Academia: n/a AICTE prescribed syllabus: (IITTM MODEL SYLLABUS) https://www.iittm.ac.in/BBA.html Industry Mapping: Vocational training with partner companies	4	Case Study

TEXT BOOK:

REFERENCE BOOKS:



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Syllabus for BHHA

Subject Name: Geography of Tourism

Subject Code: BHHA304A

Credit: 2 Lecture Hours: 24

Relevant Links:

COURSE OBJECTIVES:

Understanding Spatial Patterns in Tourism: To develop a comprehensive understanding of how geographical factors—such as climate, topography, and natural resources—influence tourism patterns, including the distribution and attractiveness of tourist destinations. **Exploration of Global Tourism Destinations:** To provide students with knowledge of major global tourism destinations, including the cultural, environmental, and economic factors that contribute to their appeal and sustainability.

Analysis of Tourism Development: To examine the relationship between tourism and regional development, exploring how tourism contributes to economic growth, infrastructure development, and cultural exchange in different geographic regions. **Impact of Tourism on the Environment:** To study the environmental impact of tourism, including issues related to sustainability, conservation, and the challenges of balancing tourism growth with environmental preservation.

Cultural and Heritage Tourism: To explore the role of geography in cultural and heritage tourism, understanding how cultural landscapes, heritage sites, and indigenous communities shape tourism experiences and practices. **Tourism and Globalization:** To analyze the effects of globalization on tourism, including the spread of tourism practices, the homogenization of cultures, and the creation of global tourism networks. **Geographical Research Methods in Tourism:** To equip students with research methods used in the geography of tourism, including spatial analysis, geographic information systems (GIS), and other tools for studying tourism trends and impacts.

Policy and Planning in Tourism Geography: To understand the role of geography in tourism policy and planning, focusing on how spatial planning and geographic considerations are integrated into tourism development strategies. **Tourism and Climate Change:** To explore the relationship between tourism and climate change, examining how changing climates affect tourism patterns, destination viability, and the adaptation strategies of the tourism industry. **Ethical and Sustainable Tourism Practices:** To promote awareness of ethical and sustainable tourism practices, encouraging students to consider the long-term impacts of tourism on destinations and local communities.

COURSE OUTCOMES:

- CO1. **Understanding Spatial Distribution:** Students will be able to analyse the spatial distribution of tourism activities and destinations globally, understanding the factors that influence these patterns. **Regional Tourism Analysis:** Students will develop the ability to evaluate how regional geography (e.g., physical, cultural, economic) influences tourism development and tourist behaviour in different parts of the world.
- CO2. **Tourism Impacts:** Students will critically assess the environmental, social, and economic impacts of tourism in various regions, recognizing the balance between tourism development and sustainability. **Destination Management:** Students will gain insights into the principles of destination management and planning, understanding how geography influences the development of sustainable tourism strategies.
- CO3. **Cultural and Natural Heritage:** Students will appreciate the role of cultural and natural heritage in tourism, understanding how geographic factors contribute to the protection and promotion of these resources.
- CO4. **Global and Local Dynamics:** Students will explore the interaction between global tourism trends and local geographic conditions, including the influence of climate, infrastructure, and political factors on tourism. **Tourism Trends and Future Prospects:** Students will be able to identify and predict emerging trends in tourism geography, understanding the implications of these trends for future tourism development.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction to Geography and Tourism	Introduction to Geography - Geography and Tourism - Geography of Travel - Classification of Resources Conservation of Biodiversity - Tourism in Africa – Introduction - Tourism Attractions in Singapore and Indonesia	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://www.jmc.edu/images/files/Value-Added-Syllabus-2020.pdf Industry Mapping: Vocational training with partner hotels	4	Case Studies
2	Tourism Attractions in Middle East and Africa	Tourism Attractions in Thailand and Malaysia Tourism in Gulf Countries Tourism in Gulf countries - Tourism in South East Asia: Tourism in South East Asia: Tourist attractions	International Standards : N/A NCHMCT MODEL SYLLABUS -	4	Case Studies

		and activities in Egypt - Kenya and Uganda Tourist attractions in South Africa and emerging Tourist Destinations in Africa.	https://www.jmc.edu/images/files/Value-Added-Syllabus-2020.pdf Industry Mapping: Vocational training with partner hotels		
3	Tourism Attractions in America, Europe and Australia	North America - Central & South America - Europe - Australia - New Zealand – Antarctica Cultural Geography. Outline of urban geography - Island Biogeography.	International Standards : N/A NCHMCT MODEL SYLLABUS - https://www.jmc.edu/images/files/Value-Added-Syllabus-2020.pdf Industry Mapping: Vocational training with partner hotels	4	Case Studies
4	Tourism in India and Sustainable Development	Tourism in India - Arunachal Pradesh - Assam - Geography of Goa - Geography of Gujarat. Geography of Odessa - Geography of Himachal Pradesh - Sustainable development	International Standards : N/A NCHMCT MODEL SYLLABUS - https://www.jmc.edu/images/files/Value-Added-Syllabus-2020.pdf Industry Mapping: Vocational training with partner hotels	4	Case Studies

5	Geographical features of South India Tourism	Geography of Kerala - Geography of Karnataka - Geography of Tamil Nadu - Geography of Pondicherry and sustainable development.	International Standards : N/A NCHMCT MODEL SYLLABUS - https://www.jmc.edu/images/files/Value-Added-Syllabus-2020.pdf Industry Mapping: Vocational training with partner hotels	4	Case Studies
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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 BHHA

Subject Name: Professional Values & Ethics

Subject Code: BHHA305

Credit: 1 Lecture Hours: 12

Course Objective:

1. **Understanding Ethical Principles:** To develop a strong understanding of fundamental ethical theories and principles, including concepts such as justice, fairness, rights, and duties. **Application of Ethical Decision-Making:** To enhance students' ability to apply ethical reasoning to real-life situations, making informed decisions that reflect ethical considerations and professional standards.
2. **Professional Responsibility:** To foster an awareness of the ethical responsibilities and obligations inherent in professional roles, including adherence to codes of conduct and standards of practice. **Critical Thinking and Ethical Analysis:** To cultivate critical thinking skills necessary for analysing complex ethical dilemmas and resolving conflicts of interest in a professional context.
3. **Cultural and Social Awareness:** To encourage an understanding of the impact of cultural, social, and organizational contexts on ethical behaviour and decision-making. **Development of Personal and Professional Integrity:** To promote the development of personal and professional integrity, ensuring that students can maintain honesty, transparency, and accountability in their professional lives.
4. **Sustainable and Ethical Practices:** To instil the importance of sustainability and ethical practices in business and other professional environments, recognizing the long-term implications of ethical behaviour.

Course Outcomes-

- CO1. **Comprehension of Ethical Theories:** Students will be able to explain and differentiate between key ethical theories, such as deontology, utilitarianism, virtue ethics, and others, and how these theories apply to professional contexts. **Ethical Decision-Making:** Students will demonstrate the ability to analyse and resolve ethical dilemmas using structured ethical decision-making frameworks.
- CO2. **Adherence to Professional Codes of Conduct:** Students will recognize and apply the ethical standards and codes of conduct relevant to their profession, ensuring they understand the consequences of unethical behaviour. **Critical Analysis of Ethical Issues:** Students will critically evaluate real-world scenarios, identifying ethical issues, potential conflicts, and the impacts of different courses of action on stakeholders.

CO3. **Cultural and Social Sensitivity:** Students will exhibit an understanding of how cultural, social, and organizational factors influence ethical decision-making and demonstrate sensitivity to these factors in their professional behaviour. **Development of Personal and Professional Integrity:** Students will demonstrate personal integrity and ethical behaviour in both academic and professional settings, showing a commitment to honesty, fairness, and accountability.

CO4. Sustainability and Ethics in Practice: Students will understand and advocate for sustainable and ethical practices within their profession, recognizing their long-term responsibilities to society and the environment. **Effective Communication of Ethical Issues:** Students will be able to articulate ethical issues clearly and persuasively in both written and oral forms, communicating effectively with colleagues, clients, and other stakeholders.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Introduction to Ethics and Professional Values	Definition of ethics and professional values ☐ Importance of ethics in the hospitality industry ☐ Case studies on ethical dilemmas in hospitality	International Academia: N.A NCHMCT Model Syllabus Industry Mapping:	4	Case Study
2	Ethical Theories and Principles Ethical Decision-Making Models	Utilitarianism, deontology, and virtue ethics ☐ Applying ethical theories to hospitality scenarios ☐ Readings: Selected chapters from “Ethics in Hospitality Management” Frameworks for ethical decision-making ☐ Role-playing exercises and simulations ☐ Readings: Excerpts from “Business Ethics: Ethical Decision Making and Cases”	International Academia: N.A NCHMCT Model Syllabus Industry Mapping:	4	Case Study

3	Personal and Organizational Ethics	Differences between personal and organizational ethics □ Creating and maintaining an ethical workplace culture □ Readings: Articles on organizational ethics in hospitality	International Academia: N.A NCHMCT Model Syllabus Industry Mapping:	2	Case Study
4	Corporate Social Responsibility (CSR)	Definition and importance of CSR in hospitality □ Examples of successful CSR initiatives in the industry □ Guest lecture: CSR manager from a leading hotel chain	International Academia: N.A NCHMCT Model Syllabus Industry Mapping:	4	Case Study
5	Legal and Regulatory Frameworks	Overview of legal and regulatory requirements in the hospitality industry □ Compliance and ethical behavior □ Case studies: Legal vs. ethical responsibilities	International Academia: N.A NCHMCT Model Syllabus Industry Mapping:	4	Case Study

Syllabus for Non-B.Tech

Subject Name: General Studies and Current Affairs-III Credit: 02 Lecture Hours: 48 Subject Code:

Module number	Topic	Sub-topics	Mapping with International/National/ State Level Exams	Lecture Hours	Corresponding Assignment
1	Constitution of India	Textbook: IGNOU-Block 2 BPSC-102 Egyankosh URL for subject matter: - Central Legislative System of India (Unit-7) https://egyankosh.ac.in/handle/123456789/57908 - State Legislative System of India (Unit-7) https://egyankosh.ac.in/handle/123456789/57908 - Constitutional Amendments. (Chapter 10 &	National Exams: UPSC Civil Services Exam (https://upsc.gov.in/sites/default/files/Notif-CSP-23-engl-010223.pdf), pg 25-26 UPSC Combined Defence Services (https://upsc.gov.in/sites/default/files/Notif-CDS-I-Exam-2023-Engl-211222.pdf), pg 20-21 Combined Graduate Level conducted by SSC (https://ssc.nic.in/SSCFileServer/PortalManagement/UploadedFiles/notice_CGLE_0304_2023.pdf) pg. 20-22 Intelligence Bureau ACIO	10	<u>Assignment:</u> Evolution of the Indian Parliament: A Historical Overview Discuss the powers, responsibilities, and challenges faced by the Speaker of the Lok Sabha in maintaining order and impartiality. <u>Discussion:</u> Anti-defection Law: Impact on Indian Politics <u>Debate:</u> The Efficacy of Parliamentary Sessions: Quality vs. Quantity

		Appendix – IV – Indian Polity – M.Laxmikanth) (In brief and Capsule Form)	https://www.pw.live/exams/wp-content/uploads/2023/11/TB-ACIO-Recruitment-2023-Notification-Emp-News.pdf) State Level Exams: 1.Civil Services Executive Exam (WBCS) https://wbpsc.gov.in/Download?param1=20230225142430_Syllabus.pdf&param2=advertisement), pg 1 2. Miscellaneous Services Recruitment Examination (file:///C:/Users/UEMK/Downloads/2707970_2019.pdf) pg 1		** All the assignments are in line of GS Paper I of UPSC CSE Mains Examination
2	History	MODULE 2.1 Our Freedom Struggle Textbook: IGNOU: BHIC-134 History of India: 1707-1950 1. Partition of Bengal, Swadeshi and Boycott Movement. (Unit 10.11) https://egyankosh.ac.in/handle/123456789/73867 2. Nationalist Movements under Mahatma Gandhi (Unit 11) https://egyankosh.ac.in/handle/123456789/73867 3. Advent of Freedom (Unit 13) https://egyankosh.ac.in/handle/123456789/73867	National Exams: 1.UPSC Civil Services Exam (https://upsc.gov.in/sites/default/files/Notif-CSP-23-engl-010223.pdf), pg 25-26 2. UPSC Combined Defence Services (https://upsc.gov.in/sites/default/files/Notif-CDS-I-Exam-2023-Engl-211222.pdf), pg 20-21) 3. Combined Graduate Level conducted by SSC (https://ssc.nic.in/SSCFileServer/PortalManagement/UploadedFiles/notice_CGLE_0304_2023.pdf) pg. 20-22 4. Intelligence Bureau ACIO (https://www.pw.live/exams/wp-content/uploads/2023/11/TB-ACIO-Recruitment-2023-Notification-Emp-News.pdf)	12	<u>Assignment:</u> Discuss the significance of the Quit India Movement in the final push for independence. <u>Discussion:</u> The Art of Temple Building: Architectural Innovations under the Cholas <u>Debate:</u> “In achieving Indian independence, Mahatma Gandhi's non-violent resistance was a more effective strategy than Subhash Chandra Bose's call for armed struggle.” ** All the assignments are in line of GS Paper I of UPSC CSE Mains Examination

		le/123456789/73867 (In brief and Capsule Form)	<u>ACIO-Recruitment-2023-Notification-Emp-News.pdf</u> State Level Exams: 1.Civil Services Executive Exam (WBCS) (https://wbpsc.gov.in/Download?param1=20230225142430_Syllabus.pdf&param2=advertisement , pg 1 2. Miscellaneous Services Recruitment Examination (file:///C:/Users/UEMK/Downloads/2707970_2019.pdf), pg 1		Examination.
		<u>MODULE 2.2</u> <u>Hindu Kingdoms of Early Medieval India</u> Textbook: IGNOU: BHIC-132 (History of India from c. 300 to 1206) 1. Chalukya Dynasty (Unit 6.3) https://egyankosh.ac.in/handle/123456789/61907 2. The Imperial Cholas (Unit 6.4) https://egyankosh.ac.in/handle/123456789/61907 (In brief and Capsule Form)			
3	Geography	Textbook: IGNOU-BGGET- 141 Block 1 Egyankosh URL for subject matter: 1. Rivers of India (Unit 3) http://egyankosh.ac.in/handle/123456789/80896	National Exams: 1.UPSC Civil Services Exam 0, pg 25-26 2. UPSC Combined Defence Services (https://upsc.gov.in/sites/default/files/Notif-CDS-I-Exam-2023-Engl-211222.pdf), pg 20-21	12	1. <u>Rivers of India</u> Assignment: Major rivers of India. creating a detailed itinerary, documenting key geographical features, historical landmarks, and ecological zones along the river. 2. <u>Multipurpose River Valley Projects:</u>

		Block 2 2. Multipurpose River Valley Projects (Unit 7) http://egyankosh.ac.in/handle/123456789/80606 3. Thermal Power Projects (Unit 10) http://egyankosh.ac.in/handle/123456789/80609	3. Combined Graduate Level conducted by SSC https://ssc.nic.in/SSCFileServer/PortalManagement/UploadedFiles/notice_CGLE_0304_2023.pdf) pg. 20-22 4. Intelligence Bureau ACIO https://www.pw.live/exams/wp-content/uploads/2023/11/TB-ACIO-Recruitment-2023-Notification-Emp-News.pdf) State Level Exams: 1. Civil Services Executive Exam (WBCS) https://wbpsc.gov.in/Download?param1=20230225142430_Syllabus.pdf&param2=advertisement, pg 1 2. Miscellaneous Services Recruitment Examination file:///C:/Users/UEMK/Downloads/2707970_2019.pdf) pg 1		Essay writing on “Pros and Cons of a constructing multipurpose river valley project in-terms of ecological, social impacts.” 3. <u>Thermal Power Projects:</u> Debate on Future of Thermal Power: ** All the assignments are in line of GS Paper I of UPSC CSE Mains Examination.
4	Economics	1. Tax System of India (Textbook: Principles of Microeconomics: N Geogory Mankiew, Chapter-12) 2. Balance of Payment, (BECC-106, Block-3, Unit-8) http://egyankosh.ac.in/handle/123456789/75074	National Exams: 1. UPSC Civil Services Exam https://upsc.gov.in/sites/default/files/Notif-CSP-23-engl-010223.pdf), pg 25-26 2. UPSC Combined Defence Services https://upsc.gov.in/sites/default/files/Notif-CDS-I-Exam-2023-Engl-211222.pdf), pg 20-21	09	1. <u>Tax System of India</u> Assignment on “how different tax policies impact various socio-economic groups and propose measures to enhance fairness and inclusivity”. 2. <u>Balance of Payment.</u> Debate on “Impact of trade policies on the balance of payments”

		3. Industrial Reforms, (BECC-113, Block-1, Unit-9) http://egyankosh.ac.in/handle/123456789/89588 4. NITI Aayog and its relationship with 5-year plan, (Textbook: Indian Economy: Misra & Puri, Chapter-56,58,61,63) 5. Sustainable Development Goals. (BECC-114, Block-5, Unit-11) http://egyankosh.ac.in/handle/123456789/90544 (In brief and Capsule Form)	3. Combined Graduate Level conducted by SSC (https://ssc.nic.in/SSCFileServer/PortalManagement/UploadedFiles/notice_CGLE_0304_2023.pdf) pg. 20-22 4. Intelligence Bureau ACIO (https://www.pw.live/exams/wp-content/uploads/2023/11/TB-ACIO-Recruitment-2023-Notification-Emp-News.pdf) State Level Exams: 1. Civil Services Executive Exam (WBCS) (https://wbpsc.gov.in/Download?param1=20230225142430_Syllabus.pdf&param2=advertisement), pg 1 2. Miscellaneous Services Recruitment Examination (file:///C:/Users/UEMK/Downloads/2707970_2019.pdf) pg 1		3. <u>Industrial Reforms</u> Brainstorming session on “Digital Industry Transformation” 4. <u>NITI Aayog and its relationship with 5 year plan</u> Policy Debate: NITI Aayog vs. Five-Year Plans 5. <u>Sustainable Development Goals</u> Building of Sustainable Business plan aligned with one or more SDGs. They should consider environmental, social, and economic aspects, outlining how their business would contribute positively to the goals.
5	Current Affairs and Static GK:	National News, International News, MOU’s and agreements, Summits and Conclaves, Obituaries, Awards and Events, Sports, Important Days, Banking and Economic Awareness	National Exams: 1. UPSC Civil Services Exam (https://upsc.gov.in/sites/default/files/Notif-CSP-23-engl-010223.pdf), pg 25-26 2. UPSC Combined Defence Services (https://upsc.gov.in/sites/default/files/Notif-CDS-I-Exam-2023-Engl-211222.pdf), pg 20-21	5	1. Discussion on National and International affairs 2. Discussion on MOU’s and agreements, Summits and Conclaves 3. Discussion on recent Awards and Events, Sports. 4. Discussion on Economic Awareness

			3. RBI Grade B https://rbidocs.rbi.org.in/rdocs/Content/PDFs/DADVTGRB09052023FA65E4FB1C2CF473396B4FD7E5F69CDDE.PDF), pg 22-23 4. IBPS Probationary officer https://www.ibps.in/wp-content/uploads/Detailed-Advt.-CRP-PO-XII.pdf) , Pg 7. 5. Combined Graduate Level conducted by SSC https://ssc.nic.in/SSCFileServer/PortalManagement/UploadedFiles/notice_CGLE_03042023.pdf) pg. 20-22 6. Intelligence Bureau ACIO https://www.pw.live/exams/wp-content/uploads/2023/11/IB-ACIO-Recruitment-2023-Notification-Emp-News.pdf) State Level Exams: 1. Civil Services Executive Exam (WBCS) https://wbpsc.gov.in/Download?param1=20230225142430_Syllabus.pdf&param2=advertisement, pg 1 2. Miscellaneous Services Recruitment Examination file:///C:/Users/UEMK/Downloads/2707970_2019.pdf), pg 1		
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Learning Resources:

Text Books:

1. Indian Constitution- M. Laxmikant
2. Indian Economy-Ramesh Singh
3. History of Medieval India: 800-1700- Satish Chandra
4. History of Modern India- Bepan Chandra
5. Geography of India- Majid Hussain

Reference Books:

1. Current Affairs Magazine of IEM-UEM
2. Lucent GK
3. India's Ancient Past- R.S. Sharma