



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: Advanced Food Production –II

Subject Code: BHHA501

Credit: 2

Lecture Hours: 24

Course Objective:

1. **Advanced Culinary Techniques:** To develop expertise in advanced cooking methods, including international cuisine, contemporary plating styles, and innovative food presentations. **Menu Planning and Development:** To understand the principles of menu planning, including the creation of balanced and nutritionally sound menus for diverse clientele.
2. **Kitchen Management:** To gain proficiency in managing kitchen operations, including cost control, inventory management, and staff coordination. **Food Safety and Hygiene:** To reinforce the importance of food safety and hygiene standards in high-volume food production settings.
3. **Innovation in Food Production:** To encourage creativity and innovation in food production, focusing on new culinary trends, techniques, and equipment. **Practical Application:** To apply theoretical knowledge in real-world scenarios through hands-on experience in advanced food production environments.
4. **Sustainability and Ethical Practices:** To understand and implement sustainable and ethical practices in food production, including sourcing local and seasonal ingredients.

Course Outcomes:

- CO1. **Mastery of Advanced Culinary Techniques:** Students will demonstrate proficiency in advanced cooking methods, including the ability to create and execute complex dishes using international and contemporary techniques. **Competence in Menu Planning:** Students will be able to design and develop comprehensive menus that are balanced, nutritionally sound, and cater to diverse dietary needs, considering cost-effectiveness and customer preferences.
- CO2. **Effective Kitchen Management:** Students will acquire the skills necessary to efficiently manage kitchen operations, including cost control, inventory management, and team leadership, ensuring smooth and profitable food production processes. **Adherence to Food Safety Standards:** Students will consistently apply food safety and hygiene practices in all aspects of food production, ensuring compliance with industry standards and regulations.
- CO3. **Innovation and Creativity in Food Production:** Students will exhibit creativity and innovation in their culinary practices, incorporating new trends, techniques, and technologies to enhance the dining experience. **Application of Sustainability Practices:** Students will implement sustainable and ethical practices in food production, such as using local, seasonal ingredients and minimizing food waste.
- CO4. **Practical Problem-Solving Skills:** Students will develop the ability to solve real-world challenges in high-pressure kitchen environments, applying their theoretical knowledge to practical situations. **Professional Communication and Teamwork:** Students will enhance their communication skills and demonstrate effective teamwork in a kitchen setting, essential for managing and collaborating with kitchen staff.



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Syllabus for BSc in Hospitality & Hotel Administration (BHHA)

Subject Name: Food & Beverage Service Management - II

Subject Code: BHHA502

Credit: 2

Lecture Hours: 2 hours per week

Note Link: [F&B notesSem.pdf](#)

Course Objective-

1. Students will develop advanced skills in Gueridon service, including tableside cooking, carving, and presentation techniques, to enhance guest dining experiences and improve service efficiency.
2. Understanding the essential role of kitchen stewarding in maintaining cleanliness, organization, and operational efficiency within food and beverage establishments is crucial. Learning best practices for managing kitchen stewards and implementing effective sanitation protocols will be emphasized.
3. Students will gain knowledge of the various roles and responsibilities within a food and beverage service team. They will learn how to effectively organize, train, and manage staff to ensure smooth and efficient operations.
4. Students will learn and apply advanced strategies for managing customer relationships, handling guest feedback and complaints professionally, and creating memorable dining experiences that foster customer loyalty and repeat business.

Course Outcomes:

CO1 Proficiency in Gueridon Service- Students will be able to perform advanced Gueridon service techniques, including tableside cooking and carving, demonstrating an enhanced level of skill and guest interaction.

CO2 Effective Kitchen Stewarding Management- Students will be equipped to manage kitchen stewarding operations efficiently, ensuring high standards of cleanliness, organization, and operational efficiency in food and beverage establishments.

CO3 Competent Staff Organization and Management- Students will have the ability to organize and manage food and beverage service staff effectively, ensuring smooth operational flow and high-quality customer service.

CO4 Skilled Management of Food & Beverage Outlets- Students will demonstrate the ability to manage various food and beverage outlets proficiently, including overseeing bar operations, creating cocktails and mixed drinks, planning menus, controlling costs, and ensuring guest satisfaction.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	GUERIDON SERVICE	A. History of gueridon B. Definition C. General consideration of operations D. Advantages & Dis-advantages E. Types of trolleys F. Factor to create impulse, Buying – Trolley, open kitchen G. Gueridon equipment H. Gueridon ingredients	International Standards : N/A (NCHMCT MODEL SYLLABUS) https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-6th-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels		
2	KITCHEN STEWARDING	A. Importance B. Opportunities in kitchen stewarding C. Record maintaining D. Machine used for cleaning and polishing E. Inventory	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-6th-SEMESTER.pdf Industry Mapping:		

			Vocational training with partner hotels		
3	FOOD & BEVERAGE STAFF ORGANISATION	A. Categories of staff B. Hierarchy C. Job description and specification D. Duty roaster	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-6th-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels		
4	MANAGING FOOD & BEVERAGE OUTLET	A. Supervisory skills B. Developing efficiency C. Standard Operating Procedure	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-6th-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels		

	COCKTAILS & MIXED DRINKS	A. Definition and History B. Classification C. Recipe, Preparation and Service of Popular Cocktails - Martini – Dry & Sweet - Manhattan – Dry & Sweet - Dubonnet - Roy-Roy - Bronx - White Lady - Pink Lady - Side Car - Bacardi - Alexandra - John Collins - Tom Collins - Gin FIZZ - Pimm's Cup – no. 1,2,3,4,5 - Flips - Noggs - Champagne Cocktail - Between the Sheets - Daiquiri - Bloody Mary - Screw Driver - Tequilla Sunrise - Gin-Sling - Planters Punch - Singapore Sling - Pinacolada - Rusty Nail - B&B - Black Russian - Margarita - Gimlet – Dry & Sweet - Cuba Libre - Whisky Sour - Blue Lagoon - Harvey Wall Banger - Bombay Cocktail	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-6th-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels		
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5	BAR OPERATIONS	A. Types of Bar Cocktail Dispense B. Area of Bar C. Front Bar D. Back Bar E. Under Bar (Speed Rack, Garnish Container, Ice well etc.) F. Bar Stock G. Bar Control H. Bar Staffing I. Opening and closing duties	International Standards : N/A NCHMCT MODEL SYLLABUS - https://ihmctanghy.org.in/wp-content/uploads/2020/12/SYLLABUS-FOR-6th-SEMESTER.pdf Industry Mapping: Vocational training with partner hotels		
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Submitted by Prof. Ujjwal Basu IEM, Kolkata, Newtown Campus



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Syllabus for BSc in Hospitality & Hotel Administration (BHHA)

Subject Name: Advance Food & Beverage Service Operations -II Lab
Subject Code: BHHA592

Credit: 1

Lecture Hours: 2hours per week

Gueridon Service

Organizing Mise-en-place for Gueridon Service

Dishes involving work on the Gueridon

Task-01 Crepe suzette

Task-02 Banana au Rhum

Task-03 Peach Flambe

Task-04 Rum Omelette

Task-05 Steak Diane

Task-06 Pepper Steak

Kitchen Stewarding

Using & operating Machines

Exercise – physical inventory

F&B Staff Organization

Class room Exercise (Case Study method)

Developing Organization Structure of various Food & Beverage Outlets

Determination of Staff requirements in all categories

Making Duty Roster

Preparing Job Description & Specification

Supervisory Skills

Conducting Briefing & Debriefing

- Restaurant, Bar, Banquets & Special events

Drafting Standard Operating Systems (SOPs) for various F & B Outlets

Supervising Food & Beverage operations

Preparing Restaurant Log

Bar Operations

Designing & Setting the bar

Preparation & Service of Cocktail & Mixed Drinks



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Syllabus for BHHA

Subject Name: Customer Relationship Management

Subject Code: BHHA503

Lecture Hours: 24

Credit: 2

Note Link: [Customer Relationship Management notes.pdf](#)

Course Objective:

1. Students will gain an in-depth understanding of the principles and practices of customer relationship management (CRM) specific to the tourism and hospitality industry. They will learn how to build and maintain strong relationships with customers to enhance customer loyalty and satisfaction.
2. Students will develop the skills to manage and utilize customer data effectively. They will learn about data collection, storage, analysis, and sharing techniques to improve service personalization, customer segmentation, and targeted marketing efforts.
3. Students will understand the unique aspects of marketing services in the hospitality industry. They will learn how to design and implement marketing strategies that attract and retain customers, focusing on creating value through exceptional service experiences.
4. Students will acquire the knowledge to optimize service delivery processes to meet and exceed customer expectations. They will learn about service design, quality management, and continuous improvement practices to ensure high standards of service and customer satisfaction.

Course Objective:

1. **Effective Strategies for Customer Acquisition and Retention-** Students will be able to implement strategies for acquiring new customers and retaining existing ones. They will understand how to build customer loyalty through targeted initiatives and loyalty programs, enhancing long-term profitability and value.
2. **Proficient Management and Analysis of Customer Data-** Students will demonstrate the ability to manage and analyze customer data using techniques such as data warehousing, data mining, and market basket analysis. They will apply ethical and legal standards in data use and leverage insights from data analysis to personalize services and enhance customer experiences.
3. **Strategic Marketing of Tourism Services-** Students will develop and execute marketing strategies tailored to the tourism industry, understanding the unique characteristics and classifications of tourism services. They will apply concepts of consumer behavior to effectively position and promote tourism services.
4. **Optimized Service Delivery and Quality Improvement-** Students will identify and address service quality gaps through measurement and improvement strategies. They will implement practical solutions to enhance service delivery and resolve quality issues, ensuring high standards of customer satisfaction and operational excellence.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	Customer Relationship Management in Tourism	Customer Acquisition and Retention – Customer Loyalty - Customer Profitability and value Modeling – Customer Satisfaction Measurement - Customer Feedback and Service Recovery.	International Academia: NA NCHMCT model Syllabus https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/Tourism/4CustomerRelationship&ServiceManagement.pdf	6	
2	Managing and Sharing Customer data	Customer Information Databases – Ethics and Legalities of data use – Data Warehousing and Data Mining – Data Analysis – Market Basket Analysis (MBA) – Click Stream Analysis - Personalization and Collaborative Filtering.	International Academia: NA NCHMCT model Syllabus https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/Tourism/4CustomerRelationship&ServiceManagement.pdf	6	

3	Marketing of Services	Tourism as a Service - Characteristics of Services – Classification of Services – Building Service Aspirations - Consumer Behavior in Service Encounters.	International Academia: NA NCHMCT model Syllabus https://dde.pondiuni.edu.in/files/StudyMaterials/MBA/MBA4Semester/Tourism/4CustomerRelationship&ServiceManagement.pdf Industry Mapping: Vocational training with partner Hotels	6	
4	Service Delivery	Types and Causes of Service Quality Gaps – Measuring and Improving service Quality - Strategies to resolve the gaps.	International Academia: NA NCHMCT model Syllabus https://dde.pondiu ni.edu.in/files/StudyMaterials/MBA/MBA4Semester/Tourism/4CustomerRelationship&ServiceManagement.pdf Industry Mapping: Vocational training with partner Hotels	6	

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Syllabus for BHHA

Subject Name: Strategic Management

Subject Code: BHHA504

Lecture Hours: 24

Credit: 2

Note Link: [Strategic Management notes.pdf](#)

Course Objectives:

1. **Develop a Comprehensive Understanding of Strategic Management:** Gain a thorough understanding of the principles, processes, and types of strategies at corporate, business, and functional levels, and learn to apply them in different organizational contexts.
2. **Analyse and Assess Organizational Environments:** Learn to conduct detailed environmental analyses using tools such as SWOT, PESTEL, and Porter's Five Forces to evaluate internal and external factors impacting strategic decision-making and to identify opportunities and threats.
3. **Formulate and Implement Strategic Plans:** Acquire the skills to formulate effective strategic plans and implement various strategies, including market penetration, diversification, and restructuring, while aligning them with organizational goals and policies.
4. **Evaluate and Improve Strategic Performance:** Develop the ability to measure and evaluate organizational performance using frameworks like McKinsey's 7-S Model and the Balanced Scorecard, and apply corrective actions and strategic adjustments to enhance organizational effectiveness and competitiveness.

Course Outcome:

CO1 Students will be able to analyse and apply various strategic management frameworks and tools, such as SWOT analysis, PESTEL, Porter's Five Forces, and the BCG Matrix, to evaluate both internal and external organizational environments and inform strategic decision-making.

CO2 Students will be equipped to create comprehensive strategic plans, including market penetration, product development, and diversification strategies, and understand the integration of vertical, horizontal, and restructuring strategies to address organizational goals and challenges.

CO3 Students will gain the skills to effectively implement strategic initiatives, allocate resources, and use models such as McKinsey's 7-S and the Balanced Scorecard to measure and review organizational performance, making necessary adjustments to enhance strategy execution and competitive advantage.

CO4 Students will be able to develop and assess policies in functional areas such as marketing, finance, HR, and production, understanding their impact on overall strategic goals and ensuring alignment with the organization's mission, vision, and strategic objectives.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
Unit 1	INTRODUCTION TO STRATEGIC MANAGEMENT	a) Strategic Management - An overview, Broad types of strategy (Corporate level, Business level & Functional level) b) Process of Strategic Management c) Role of a Strategist d) Business Policy (Evaluation, Nature, Importance, Purpose & Objectives) e) Mission f) Vision g) Goals and Objectives (Necessity of formal objectives, Goals Vs Objectives)	International Academia: NA ITTM model Syllabus https://uou.ac.in/sites/default/files/syllabus/MTTM-203.pdf Industry Mapping:	6	
Unit 2	ENVIRONMENTAL, EXTERNAL AND INTERNAL RESOURCE ANALYSIS	a) Concept of Organizational environment: Internal & External Environment b) Need for environmental analysis (External Environment) c) External 11 P a g e Factor Evaluation Matrix (EFEM) d) Process of SWOT analysis e) Opportunities & Threats f) Internal resource analysis g) Strengths & Weaknesses h) Marketing i) Finance j) Production k) HR l) Global Competitiveness m) Role of strategic management in the above mentioned areas n) Key environmental variable factors n) Strategic advantage profile (SAP) o) Organization structure and control p) Environmental scanning techniques (PESTEL, SWOT/TOWS),	International Academia: NA ITTM model Syllabus https://uou.ac.in/sites/default/files/syllabus/MTTM-203.pdf Industry Mapping:	6	

		Boston Consulting Group Matrix (BCGM), Strategic Position and Action Evaluation Matrix (SPACE) q) Internal factor Evaluation Matrix (IFEM) r) Competitive Profile Matrix (CPM) s) Quantitative Strategic Planning Matrix (QSPM) t) Porter's five forces analysis and Porter diamond model			
Unit 3	STRATEGIC PLANNING & FORMULATION-INTENSIFICATION STRATEGIES	a) Market penetration b) Market development c) Product development d) Innovation. Integrative strategies- a) Vertical b) Horizontal. Diversification strategies- a) Concentric b) Conglomeratic. Restructuring /Retrenchment strategies-a) Liquidation b) Turnaround c) Divestment d) Acquisition (Take over) e) Merger/Combination f) Joint venture	International Academia: NA ITTM model Syllabus https://uou.ac.in/sites/default/files/syllabus/MTTM-203.pdf Industry Mapping:	6	

Unit 4	POLICIES IN FUNCTIONAL AREAS	Tourism Measurement – Procedure, Need, Scope and Constraints, Dynamics of Tourist Demands and Tourist Traffic Trends in Future Perspective, Tourism and Globalization: Inter-relationship, Scope and Implications, Factors Affecting International Tourism and Need for Effective Crisis Management	International Academia: NA ITTM model Syllabus https://uou.ac.in/sites/default/files/syllabus/MTTM-203.pdf Industry Mapping :	6	
Unit 5	STRATEGIC IMPLEMENTATION, REVIEW AND EVALUATION	a) Interrelationship between formulation & implementation b) Project implementation resource allocation c) Mckinsey's 7-S Model d) Measure Organizational Performance e) Take corrective actions f) Competitive dynamics g) Corporate Governance h) Group oral presentation of company's final Marketing proposal			



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Syllabus for BHHA

Subject Name: International Tourism

Subject Code: BHHA505 A

Lecture Hours: 24

Credit: 2

Study Material: [International Tourism notes](#)

Course Objectives:

- ☐ **Understand the Evolution and Growth of International Tourism:** To explore the historical development of tourism, from its early beginnings to the emergence of modern concepts, and to analyse contemporary trends in global tourist traffic and tourism receipts.
- ☐ **Analyse Emerging Tourist Demand Patterns:** To examine the shifting preferences in tourism, including the rise of eco-tourism, ethnic, adventure, MICE, medical, and well-being tourism, and to assess how these trends influence global and regional tourism markets.
- ☐ **Evaluate the Role of Leading Organizations in Tourism Promotion:** To study the contributions of key international organizations like WTO, WTTC, PATA, and others in promoting and regulating tourism, and to understand their impact on global tourism policies and practices.
- ☐ **Critically Assess International Tourism in the SAARC Region:** To analyse the tourism dynamics within the SAARC region, with a special focus on India, by exploring key tourism markets, leading destinations, and the effectiveness of segmentation strategies in promoting international tourism.

Course Outcome:

CO1 Students will analyze the growth and development of tourism from historical to modern times, understanding the emergence of contemporary tourism concepts and their impact on global travel patterns. Students will be able to interpret current global trends in tourist traffic and receipts, and examine emerging patterns in tourist demands such as eco-tourism, ethnic tourism, adventure tourism, MICE, and medical tourism.

CO2 Students will assess the regional gaps in tourism development, identify changing destination trends, and understand how

these dynamics affect global and regional tourism markets. Students will critically analyze the performance of the SAARC region in international tourism, with a particular focus on India, and evaluate geographic, demographic, and psychographic segmentation strategies.

CO3 Students will explore the roles and contributions of leading organizations such as WTO, WTTC, PATA, and others in promoting and regulating international tourism, and assess their impact on global tourism policies and practices.

CO4 Students will apply their understanding of tourism measurement, the dynamics of tourist demands, and the implications of globalization to develop effective strategies for managing and promoting tourism, including crisis management and addressing future trends.

Module number	Topic	Sub-topics	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
1	International Tourism: Past, Present and Future Perspective	Growth and Development of Tourism through the Ages Emergence of Modern Concept of Tourism Contemporary Trends in International Tourism – Global Tourist Traffic and Tourism Receipt Pattern Emerging Tourist Demand Patterns –Eco, Ethnic, Adventure, MICE, Medical and Well-being Tourism 4 Regional Gap in Tourism and the Dynamically Changing Market-Destination Trends	International Academia: NA ITTM model Syllabus https://uou.ac.in/sites/default/files/syllabus/MTTM-203.pdf Industry Mapping:	6	
2	International Tourism in SAAR Region with Special Reference to India	Key Global Tourism Markets, Leading Destination Countries and Regions of the World, International Tourism in SARRC Region, Geographic, Demographic and Psychographic Segmentation of Effective and Potential Tourism Markets of India, India's	International Academia: NA ITTM model Syllabus https://uou.ac.in/sites/default/files/syllabus/MTTM-203.pdf	6	

		Performance in International Tourism – A Critical Assessments	Industry Mapping:		
3	Role and Contribution of Leading Organizations in Promotion of Tourism	WTO, WTTC and TTRA, PATA and OECD, BTA and DOT (India)	International Academia: NA ITTM model Syllabus https://uou.ac.in/sites/default/files/syllabus/MTTM-203.pdf Industry Mapping:	6	
4	Some Key Perspectives of International Tourism	Tourism Measurement – Procedure, Need, Scope and Constraints, Dynamics of Tourist Demands and Tourist Traffic Trends in Future Perspective, Tourism and Globalization: Inter-relationship, Scope and Implications, Factors Affecting International Tourism and Need for Effective Crisis Management	International Academia: NA ITTM model Syllabus https://uou.ac.in/sites/default/files/syllabus/MTTM-203.pdf Industry Mapping :	6	

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Syllabus for BHHA

Subject Name: Service Marketing

Study Material: [Service Marketing notes](#)

Credit: 2

Subject Code: BHHA505B

Lecture Hours: 24

Course Objectives:

1. **Understand the Foundations of Services Marketing:** Students will gain a comprehensive understanding of the fundamental concepts of services marketing, including the nature, characteristics, and classification of services. They will explore the importance of services marketing in both global and Indian contexts and examine the distinctive characteristics of services, particularly the Four I's: Intangibility, Inconsistency, Inseparability, and Inventory.
2. **Develop Strategic Segmentation, Targeting, and Positioning Skills:** Students will learn to strategically select and target market segments, position services effectively in the marketplace, and build strong relationships with customers. They will understand the importance of services marketing in the Indian economy and the factors contributing to the growth of the service sector.
3. **Master the Services Marketing Mix:** Students will explore the components of the services marketing mix, including service products, service life cycles, service design, and service quality. They will analyse the role of customer loyalty and profitability in service marketing and understand the human dimension of delivering high-quality services.
4. **Analyse Distribution Strategies and Service Quality:** Students will examine the challenges in distributing services and the role of personal selling, advertising, and sales promotion in the service industry. They will learn to monitor and measure customer satisfaction using models like SERVQUAL and GAP, handle service failures, and implement effective recovery strategies.
5. **Explore Services in Organized Retailing and Emerging Sectors:** Students will investigate the role of services marketing in organized retailing and emerging sectors like healthcare, e-services, business process outsourcing (BPO), and knowledge process outsourcing (KPO). They will study the unique challenges and opportunities these sectors present in the Indian context.

Course Outcome:

CO1 Students will explain the nature, characteristics, and importance of services, including the Four I's, and their role in the global and Indian economies.

CO2 Students will segment markets, target key segments, and position services strategically, focusing on customer relationships in India's growing service sector. Students will design and manage service products, address service quality, and understand customer loyalty and

profitability.

CO3 Students will evaluate distribution challenges, implement effective selling and promotion strategies, and handle service failures using models like SERVQUAL. Students will analyze service strategies in organized retailing, healthcare, e-services, BPO, and KPO in the Indian context.

CO4 Students will develop innovative strategies by analyzing real-world cases and addressing challenges in the service industry.

Module number	Topic	Sub topic	Mapping with Industry and International Academia	Lecture Hours	Corresponding Lab Assignment
Unit I	Foundation of Services Marketing	Introduction , The services concept- Service Industry – Nature of Services, Characteristics of Services, Classification of Services – Importance of Services Marketing - The Growth in Services – Global & Indian Scenarios, Distinctive Characteristics of Services - Four I's of services - Intangibility, Inconsistency, Inseparability and Inventory			
Unit II	Segmentation	Targeting and Positioning Strategic Aspects of Services Marketing, Segment Selection or targeting a few Segments, Positioning a Service in the Marketplace, Targeting Customers and Building Relationships, Importance of Services Marketing in Indian Economy, Growth of service sector in Indian Economy.			
Unit III	The Services Marketing Mix	Service Product, Service Products; 8 LH Bundled with Conventional Products and Standalone, Service Life Cycle, Service Design: A			

		General Framework, Service quality issues and the human dimension in Services. Customer loyalty and profitability			
Unit IV	Distribution Strategies for Services	Challenges in Distribution of Services, Personal Selling – Advertising and Sales Promotion in Service Industry, Customer Satisfaction & Service Quality in Service Marketing – Service Triangle, Service Encounter -Role of HR & Internal Marketing - Monitoring and Measuring customer satisfaction –SERVQUAL & GAP model - Handling complaints effectively - Service Failure – Recovery			
Unit V	Services in Organized Retailing	Health care industry in India, Marketing E- services, Business process outsourcing (BPO), medical transcription , knowledge process outsourcing (K PO) E – learning (Indian context)			

Reference Books

1. **"Services Marketing: People, Technology, Strategy"** by Christopher Lovelock and Jochen Wirtz, 8th Edition, Pearson.
2. **"Services Marketing"** by Valarie Zeithaml, Mary Jo Bitner, and Dwayne Gremler, 6th Edition, McGraw-Hill Education.
3. **"Essentials of Services Marketing"** by Jochen Wirtz and Christopher Lovelock, 3rd Edition, Pearson.
4. **"Marketing Services: Competing Through Quality"** by Leonard L. Berry and A. Parasuraman, 1st Edition, Free Press.
5. **"Service Management: Operations, Strategy, Information Technology"** by James A. Fitzsimmons and Mona J. Fitzsimmons, 8th Edition, McGraw-Hill Education



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Syllabus for Non-B.Tech

Subject Name: General Studies and Current Affairs-V Credit: 2

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	IGNOU-Block 2 BPSC-102 1. Central Legislative System of India (Unit 7) https://egyankosh.ac.in/handle/123456789/57908 2. Judiciary (Unit 9) https://egyankosh.ac.in/handle/123456789/57913 (In brief and Capsule Form)	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/IB-ACIO-Recruitment-2023-Notification-Emp-News.pdf) State Level Exams:	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. ** All the assignments are in line of GS Paper I of UPSC CSE Mains Examination

			1.Civil Services Executive Exam (WBCS) (https://wbpsc.gov.in/Download?param1=20230225142430_Syllabus.pdf&param2=advertisement), pg 1 2. Miscellaneous Services Recruitment Examination (https://adda247jobs-wp-assets-prod.adda247.com/jobs/wp-content/uploads/sites/7/2022/11/21142422/2707970_2019.pdf)) pg 1		
2	History	Our Freedom Struggle IGNOU: BHIC-134 (History of India: 1707-1950) 1. Revolt of 1857 (Unit 5) https://egyankosh.ac.in/handle/123456789/73867 2. Indian National Congress (Unit 10) https://egyankosh.ac.in/handle/123456789/73867 (In brief and Capsule Form)	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/IB-ACIO-Recruitment-2023-Notification-Emp-News.pdf) State Level Exams:	12	<u>Assignment:</u> <u>Revolt of 1857</u> Write a report on the immediate and long-term consequences of the Revolt of 1857 on British policies in India. <u>Indian National Congress</u> Assignment on “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.

			1. Civil Services Executive Exam (WBCS) https://wbpsc.gov.in/Download?param1=20230225142430_Syllabus.pdf&param2=advertisement, pg 1 2. Miscellaneous Services Recruitment Examination https://adda247jobs-wp-assets-prod.adda247.com/jobs/wp-content/uploads/sites/7/2022/11/21142422/2707970_2019.pdf), pg 1		
3	Geography	IGNOU-Block 2 BGGET- 141 1. Insights on Economic Geography of India: A. Ores and Minerals (Unit 9) http://egyankosh.ac.in/handle/123456789/80608 IGNOU-Block 3 BGGET- 141 B. Industries of India (Unit 12) http://egyankosh.ac.in/handle/123456789/80262, C. Transport Geography. (Unit 13) http://egyankosh.ac.in/handle/123456789/80263	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_03042023.pdf) pg. 20-22 4. Intelligence Bureau ACIO https://www.pw.live/exams/wp-content/uploads/2023/11/IB-ACIO-Recruitment-2023-Notification-Emp-News.pdf)	12	1. <u>Case Study on Energy Resource Assessment</u>: Assess India's energy resources, including coal, petroleum, natural gas, and renewable energy sources, and analyze their role in shaping the country's industrial development and energy security. ** All the assignments are in line of GS Paper I of UPSC CSE Mains Examination.

		(In brief and Capsule Form)	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 https://adda247jobs-wp-assets-prod.adda247.com/jobs/wp-content/uploads/sites/7/2022/11/21142422/2707970_2019.pdf) pg 1		
4	Economics	Textbook: IGNOU 1. Monetary policy of RBI (BECC-113, Unit-1) http://egyankosh.ac.in/handle/123456789/89589 2. Inflation and Deflation(BECC-106, Block-2, Unit-6) http://egyankosh.ac.in/handle/123456789/75067 (In brief and Capsule Form)	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/IB-ACIO-Recruitment-2023-Notification-Emp-News.pdf)	09	1. <u>Monetary Policy of RBI</u> Assignment on “Write a case study on how the RBI used monetary policy to respond to a specific economic crisis (e.g., the 2008 global financial crisis or the COVID-19 pandemic). Discuss the measures taken and their effectiveness. 2. <u>Inflation and Deflation</u> Research and describe the various measures that governments and central banks use to control inflation.

			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 https://adda247jobs-wp-assets-prod.adda247.com/jobs/wp-content/uploads/sites/7/2022/11/21142422/2707970_2019.pdf f)) pg 1		
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 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	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

			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 https://adda247jobs-wp-assets-prod.adda247.com/jobs/wp-content/uploads/sites/7/2022/11/21142422/2707970_2019.pdf), pg 1		
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Learning Resources:

Reference Books:

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



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



Syllabus for BHHA

Subject Name: Project Work & Dissertation

Subject Code: BHHA595

Credit: 3

Lecture Hours: 24

Once you have finalized the first draft or synopsis in consultation with your supervisor during SEMV, plan to writing the final research paper during SEM-VI. Keep in mind the following:

1. Statement of purpose: tell the reader what you're going to say.
2. Main body of the paper: say it
3. Summary and conclusion: tell the reader what you've said.
4. Stick to the point, avoid digression. State each major idea quickly and then develop it through examples and explanations.
5. Include concrete examples, illustrations, and factual details to back up your generalizations.
6. Criticize, evaluate, illustrate, attack, or defend where appropriate to your topic. Show you've been thinking.
7. As you write, indicate your information source (by # of card or author's name) in the margin beside ideas. You can return later to complete the documenting of your references.
8. Unless your professor has specified otherwise, be sure to introduce quotations and show how they fit in with your position. Don't use them as filler.
9. Read it out loud to check for flow and awkward language. Read for clarity and logical progression and smooth transitions.
10. Find alternate words for ones you are using too often (check a Thesaurus).
11. Check for mechanical errors such as misspelled words, inaccurate punctuation, incorrect grammar, etc.
12. Watch carefully to prevent plagiarism. Be absolutely certain that your documentation gives full credit for all materials used not only in quotations but in paraphrased form.
13. Revise and polish your tentative draft for final project
14. Type the final version of your report. Double space and allow for proper margins.
15. Follow the exact format prescribed by your instructor for the title page, bibliography and documentation. This may vary from topic to topic, so be sure to check if you're in doubt.
16. Double check your documentation against your alphabetized bibliography. Make certain that all of your documentation is accurately tied to the references listed in your bibliography.
17. After typing, be sure to proofread for typos and other errors.
18. Hand your paper in!!

Remember all research is expected to show originality as it provides significant contribution to enhancing knowledge. Do give reference of ideas, quotes etc. in your paper from wherever it has been borrowed. The research paper must be accompanied by a certificate to the affect that it is an original piece of work. If at any stage it is found that the research paper has been copied, in part or full, it is likely to be cancelled and the student failed in the subject.