

Syllabus

2nd Semester

B.B.A. (Hospitality Management)

Curriculum and Credit Framework
(as per Learning Outcomes based Curriculum Framework (LOCF) & NEP 2020)

For

Undergraduate Programme

BACHELOR OF BUSINESS ADMINISTRATION in HOSPITALITY MANAGEMENT
(To be effective from the Academic Session 2024-25)



Department of Management
Gurugram University, Gurugram
(A State Govt. University Established Under Haryana Act 17 Of 2017)



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Programme Objectives:

This course BBA in Hospitality Management addresses the requirements of students seeking managerial employment in the Indian and the international hospitality industry. It provides a vocationally relevant course of education that is intellectually challenging and will prepare students for a career in management across industries.

Programme Outcomes:

On completing the Bachelors in Business Administration (Hospitality Management) Programme, the students shall be able to realize the following programme outcomes:

POs	Description
PO 1	Self-directed and Life-long Learning: Develop the ability to work independently as well as effectively in the changing environment, adapting to new challenges and opportunities.
PO 2	Business Acumen: Apply fundamental principles of management, finance, marketing, and operations to solve complex business problems in various contexts.
PO 3	Critical Thinking: Demonstrate analytical and critical thinking skills to identify, analyze, and address business challenges and opportunities.
PO 4	Technology and Innovation: Utilize modern business tools, technologies, and innovative approaches to enhance organizational efficiency and effectiveness.
PO 5	Ethics and Responsibility: Exhibit ethical behavior and social responsibility in business practices, understanding the implications of decisions on society and the environment.
PO 6	Specialization and Employability: Develop deeper understanding, creativity, originality, and critical skills in specialized areas of hospitality management leading to enhanced employability.
PO 7	Communication Skills: Communicate effectively and professionally with various diverse audiences through both verbal and written means.
PO 8	Leadership and Teamwork: Lead and collaborate with teams, demonstrating strong leadership qualities and the ability to motivate and manage team members towards achieving common goals.

Programme Specific Outcomes

PSOs	Description
PSO 1	Global Exposure and Cross-Cultural Understanding in Hospitality: Demonstrate a global outlook and cross-cultural understanding in the hospitality industry, identifying aspects of global hospitality business and effectively managing diverse teams and clientele.
PSO 2	Hospitality Innovation and Entrepreneurship: Develop and apply innovative solutions and entrepreneurial approaches to create new business opportunities and improve existing services within the hospitality industry.
PSO 3	Sustainable Hospitality Practices: Implement and promote sustainable and environmentally friendly practices within hospitality operations, understanding their impact on business and society, with a focus on Environmental, Social, and Governance (ESG) criteria.
PSO 4	Excellence in Strategic Hospitality Management: Manage and optimize operations within the hospitality industry, ensuring efficiency, profitability, and customer satisfaction by applying principles of operational excellence, financial management, customer service, engagement, and personalization.



Qualification Descriptors

- Students shall be admitted to the Interdisciplinary 4-year degree programme as defined in the NEP 2020 and will have choices to make for the available specialization during the third and fourth year of the programme.
- Students admitted in the programme will be strictly as per the admission regulations laid down.

Admission and Eligibility

1. The duration of the Bachelor of Business Administration in Hospitality Management (BBAHM) shall be three academic years. Each year shall be divided into two semesters. Thus, the BBAHM Programme shall comprise of six semesters spread over three years. On the completion of all six semesters, the students will be awarded the Bachelor of Business Administration in Hospitality Management (BBAHM). A candidate can complete all the six semesters within a maximum period of 6 years from the date of admission to the first semester of the programme.
2. Admission to the first semester of the Programme shall be open to candidates who have passed.
3. Senior Secondary Examination i.e. 10+2 with at least 50% marks (pass marks in case of SC/ST candidates) in aggregate from Board of School Education Haryana, Bhiwani or any other examination recognized by Gurugram University as equivalent thereto.
4. The first to sixth-semester examination shall be open to a regular student who:
 - a) bears a good moral character.
 - b) has been on the rolls of the Institute for the concerned semester.
 - c) has at least 75% attendance in the class during the concerned semester.
5. The candidate may be promoted to the next semester class automatically unless detained from examination on any genuine grounds.
 - a) has been on the rolls of the Institute for the concerned semester.
 - b) has at least 75% attendance in the class during the concerned semester.
6. The candidate may be promoted to the next semester class automatically unless detained from examination on any genuine grounds.



Scheme of Programme

Semester	Core Courses (CC)		Minor (MIC) / Vocational (VOC)		Multidisciplinary (MDC)		Ability Enhancement Courses (AEC)		Skill Enhancement Courses (SEC)		Value Addition Courses (VAC)		Total Credits (GU)
	No of Courses	Credits	No of Courses	Credits	No of Courses	Credits	No of Courses	Credits	No of Courses	Credits	No of Courses	Credits	
I	3	12	1	2	1	3	1	2	1	3	1	2	24
II	3	12	1	2	1	3	1	2	1	3	1	2	24
III	3	11	1	4	1	3	1	2	-	-	-	-	20
IV	3	12	1	4	-	-	1	2	-	-	1	2	20
V	3	12	1	4	-	-	-	-	1	4	-	-	20
VI	3	11	2	8	-	-	-	-	1	3	-	-	22
VII	4	16	1	4	-	-	-	-	-	-	-	-	20
VIII	4	16	1	4	-	-	-	-	1	4	-	-	24
Total	26	102	9	32	3	9	4	8	5	17	3	6	174
%age	Core Credits	59%	MIC/VOC Credits	18%	MDC Credits	5%	AEC Credits	%age	Core Credits	59%	MIC/VOC Credits	18%	MDC Credits

Course Outcomes and Mapping Matrix:

- Each Course of the BBA (Hospitality Management) Programme results in a few Course Outcomes (COs) which are broadly mapped or associated with POs as well as PSOs.
- Mapping is a process of representing the correlation between COs and POs, COs and PSOs in a 4-point scale. (-, 1, 2, 3)

Scale of Mapping between COs and POs & COs and PSOs

Scale -	If the contents of the course have a no correlation (0%) with the PO and/or PSO.
Scale 1	If the contents of the course have a low correlation (less than 50 %) with the PO and/or PSO.
Scale 2	If the contents of the course have a medium correlation (50% to 70%) with the PO and/or PSO.
Scale 3	If the contents of the course have a strong correlation (more than 70%) with the PO and/or PSO.



Scheme of Examination:

Bachelor of Business Administration (Hospitality Management)

Semester 1

Course Code	Course Title	Course ID	L T P (Hrs)			Credits			MARKS					
			L	T	P	L	T	P	TI	PI	PE	Total		
Core Course(s)														
240/BBAHM/CC101	Introduction to Hospitality Management	240/BBAHM/CC101	2	-	4	2	-	2	4	15	35	15	35	100
240/BBAHM/CC102	Introduction to Food and Beverage	240/BBAHM/CC102	2	-	4	2	-	2	4	15	35	15	35	100
240/BBAHM/CC103	Accommodation Operations	240/BBAHM/CC103	2	-	4	2	-	2	4	15	35	15	35	100
Minor/ Vocational Course(s)														
	One from Pool								2					50
Multidisciplinary Course(s)														
	One from Pool								3					75
Ability Enhancement Course(s)														
	One from Pool								2					50
Skill Enhancement Course(s)														
	One from Pool								3					75
Value-added Course(s)														
	One from Pool								2					50
Total Credits									24				600	

Note:

L = Lecture; T = Tutorial; P = Practicum; TI – Theory Internal Assessment; TE = Theory End Semester Examination; PE = Practicum End Semester Examination

Semester 2

Course Code	Course Title	Course ID	L T P (Hrs)			Credits			MARKS					
			L	T	P	L	T	P	TI	TE	PE	Total		
Core Course(s)														
240/BBAHM/CC201	Hospitality Financial Accounting	240/BBAHM/CC201	3	1	0	3	1	0	4	30	70	-	-	100
240/BBAHM/CC202	Introduction to the World of Alco Bev	240/BBAHM/CC202	2	-	4	2	-	2	4	15	35	15	35	100
240/BBAHM/CC203	Marketing for the Hospitality Industry	240/BBAHM/CC203	2	-	4	2	-	2	4	15	35	15	35	100
Minor/ Vocational Course(s)														
	One from Pool								2					50
Multidisciplinary Course(s)														
	One from Pool								3					75
Ability Enhancement Course(s)														
	One from Pool								2					50
Skill Enhancement Course(s)														
	One from Pool								3					75
Value-added Course(s)														
	One from Pool								2					50
Total Credits									24				600	

Note:

L = Lecture; T = Tutorial; P = Practicum; TI – Theory Internal Assessment; TE = Theory End Semester Examination; PE = Practicum End Semester Examination.

After successfully completing 1st Year, if a student is exiting the programme after Second Semester and securing 52 Credits including 4 Credits of Summer Internship, will be awarded UG Certificate in Hospitality Management.

The Summer Internship Report of 4 Credits and 4-6 weeks duration shall be submitted by the candidates in the manner as specified by the department and as per the scheme of the programme.



Semester 3

Course Code	Course Title	Course ID	L T P (Hrs)			Credits			MARKS				
			L	T	P	L	T	P	TI	TE	PI	PE	Total
240/BBAHM/CC301	SIX Months Operational Internship (weightage to be given for 3 core courses)	240/BBAHM/CC301	-	-	22	-	-	11	-	-	85	190	275
	One from Pool	Minor/ Vocational Course(s)						4					100
	One from Pool	Multidisciplinary Course(s)						3					75
	One from Pool	Ability Enhancement Course(s)						2					50
	Total Credits							20					500



The duration of the Operational Internship will be 20 weeks. Assessment will be done as per the provisions in the course curriculum provided in this document.

The courses in the pool will be delivered via blended mode in accordance to the scheme provided for the courses in the pool.

Semester 4

Course Code	Course Title	Course ID	L T P			Total Credits	MARKS							
			(Hrs)				TI	TE	PE	Total				
Core Course(s)														
240/BBAHM/CC401	Food & Beverage Management	240/BBAHM/CC401	2	-	4	2	-	2	4	15	35	15	35	100
240/BBAHM/CC402	Tourism Principles & Practices	240/BBAHM/CC402	3	-	2	3	-	1	4	25	50	5	20	100
240/BBAHM/CC403	Leading Teams to Success	240/BBAHM/CC403	3	1	-	3	1	-	4	30	70	-	-	100
Minor/ Vocational Course(s)														
	One from Pool								4					100
Ability Enhancement Course(s)														
	One from Pool								2					50
Value-added Course(s)														
	One from Pool								2					50
Total Credits									20					500

Note:

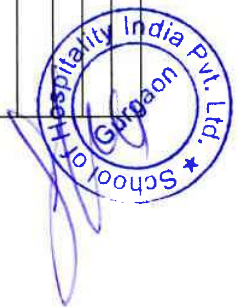
L = Lecture; T = Tutorial; P = Practicum; TI – Theory Internal Assessment; TE = Theory End Semester Examination; PE = Practicum End Semester Examination.

After successfully completing 2nd Year, if a student is exiting the programme after Second Semester and securing 92 Credits including 4 Credits of Summer Internship, will be awarded UG Diploma in Hospitality Management. The Summer Internship Report of 4 Credits and 4-6 weeks duration shall be submitted by the candidates in the manner as specified by the department and as per the scheme of the programme.



Semester 5

Course Code	Course Title	Course ID	L T P (Hrs)			Credits			Total Credits			MARKS		
			L	T	P	L	T	P	TI	TE	PI	PE	Total	
Core Course(s)														
240/BBAHM/CC501	Customer Relationship Management	240/BBAHM/CC501	2	-	4	2	-	2	4	15	35	15	35	100
240/BBAHM/CC503	Fundamentals of Economics	240/BBAHM/CC503	3	1	-	3	1	-	4	30	70	-	-	100
240/BBAHM/CC503	Food & Beverage Concepts	240/BBAHM/CC503	-	-	8	-	-	4	4	-	-	30	70	100
Minor/ Vocational Course(s)														
	One from Pool								4					100
Skill Enhancement Course(s)														
	One from Pool								4					100
Total Credits									20					500



Semester 6

Course Code	Course Title	Course ID	L T P (Hrs)			Credits			MARKS			
			L	T	P	Total Credits	TI	TE	PI	PE	Total	
Core Course(s)												
240/BBAHM/CC601	Facilities Design	240/BBAHM/CC601	-	8	-	4	4	-	-	30	70	100
240/BBAHM/CC602	Strategic Management in Hospitality	240/BBAHM/CC602	2	4	2	2	4	15	35	15	35	100
240/BBAHM/CC603	Research Methodology	240/BBAHM/CC603	2	1	2	1	3	25	50	-	-	75
Minor/ Vocational Course(s)												
	One from Pool						4					100
	One from Pool						4					100
Skill Enhancement Course(s)												
	One from Pool						3					75
Total Credits							22					550

Note:

L = Lecture; T = Tutorial; P = Practicum; TI – Theory Internal Assessment; TE = Theory End Semester Examination; PE = Practicum End Semester Examination.

After successfully completing 3 Years, if a student is exiting the programme after Sixth Semester and securing 130 Credits, will be awarded Bachelor of Business Administration in Hospitality Management.

NOTE: The curriculum of semester 7 and 8 will be provided in due course of time.



Assessments and Examination

The **Internal Assessment for Theory OR Practical Assessment** shall consist of the following components with Marks Indicated against each:

	Marks Out Of			
Total Marks	100	75	50	25
Internal Assessment (including Class Participation, Attendance, Continuous Assessments)	30	25	15	5

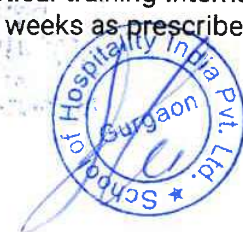
Guidelines for Paper Setting/ Exams

- Objective:** The course familiarizes the students with Hospitality Business & Management. The course is a blend of theory and practice to develop a professional attitude & skills for trade-in students. Professional in nature, the course aims to inculcate professional values & ethics with a focus on hospitality/tourism management & operations.
- Approaches:** Lectures, Group Discussions, Presentations, Practical, Case studies, Business Games & Field Tours
- Requirements:** Regular attendance and active participation during the semester; Books & Literature Surveys, Long Essays and Assignments; Seminars Presentations, etc.
- Internal Evaluation:** The performance of the students will be evaluated based on class participation, house tests; regularity & assignments, carrying credits as specified above and the rest through term-end examinations. (Three Hours Duration)

Mode of Question Paper Setting:

1. There will be nine questions in all and candidates will have to attempt five questions.
2. The first question will be compulsory and of 14 Marks and shall contain 7 short answer type questions (for a 70 marks paper). These questions shall be spread over the whole syllabus (from all four units of GU syllabus).
3. The remaining eight questions shall be 14 marks each and will be set unit wise or in such a way that covers whole syllabus, where option of attempting any four among these 8 questions will be given. These questions shall judge both theoretical and applied knowledge of students. The format of these questions will be essay type and case studies.
4. From each of the units mentioned in the syllabus (total four units), two questions will be posed. The students will have to answer one question from each unit. This is further explained in figure 1 below. The objective of this strategy is to ensure that the student studies and is assessed in each of the four units listed in the syllabus.
5. Every candidate shall be examined in the subject(s) as laid down in the Scheme of Examinations/Syllabus prescribed by the Academic Council from time to time.
6. The external examiner(s) will set the question papers as per the criteria laid down in the Scheme of Examinations for the programme.
7. The medium of instruction and examinations shall be English ONLY.

8. The last date of receipt of admission forms and fees shall be fixed by the Vice-Chancellor of the University. The amount of examination fee to be paid by a candidate for each semester shall be as per the decision of the University from time to time.
9. The Examinations for the odd semesters shall ordinarily be held in December/January and for the even semesters in May/June or on such dates as may be fixed by the Vice-Chancellor.
10. All Supplementary examinations will be held for re-appear/failed candidates along with regular semester examinations in respective odd/even semesters.
11. The Director/Principal of the Institute/College shall forward, a list of the eligible students who have satisfied the requirements of rules for appearing in the Examinations to the Controller of Examinations, as per the schedule of examinations of the University.
12. As soon as possible, after the termination of the examinations, the Controller of Examinations shall publish a list of candidates who have passed the Semester Examinations.
13. Each successful candidate shall receive a copy of the Detailed Marks Card on having passed the Semester Examinations.
14. The list of successful candidates after the sixth-semester examinations shall be arranged in three divisions based on aggregate marks obtained in the first to sixth-semester examinations (for the award of BBAHM) taken together and the division obtained by the candidate will be stated in his degree as under:
 - a. Those who obtain 40% marks but less than 50% marks – THIRD DIVISION;
 - b. Those who obtain 50% marks but less than 60% marks – SECOND DIVISION;
 - c. Those who obtain 60% or more marks – FIRST DIVISION.
 - d. Those who pass all the semesters examination (1st to 6th semester) at the first attempt obtaining 75% or more marks in the aggregate shall be declared to have passed with – DISTINCTION.
15. The Director/Principal of the Institute/College will preserve the records based on which the Internal Assessment awards etc. have been prepared for inspection if needed by the University up to one month from the date of declaration of the semester examinations results. This record, including attendance, will be disposed of after one month.
16. The internal assessment/training report/project report awards of a candidate who fails in any semester/paper(s) shall be carried forward to the next examinations. Candidate(s) who has not obtained pass marks in the Internal Assessment in any paper(s) etc. will be provided an opportunity to appear before the Committee of Examiners, to be constituted by the Director/Principal of the Institute/College, to re-assess performance of the candidate, corresponding to the schedule given for supplementary examinations in and the Internal Assessment/Practical/Viva-voce given by the Committee shall be final.
17. A candidate who fails to obtain pass marks in the training report/ viva-voce shall have to re-appear before the board of examiners as laid down as per the schedule specified for supplementary examinations.
18. Every student of BBAHM shall be required to undergo one practical training internship (Semester III) in a hospitality/service organisation for eighteen weeks as prescribed in the syllabus.



- a. The candidates shall be required to undergo training in the various areas of the organisation concerned. The organisation may assign a specific project to the candidate, which will be completed by him/her during the period of training. The work done by the candidate during the training period shall be submitted in the typed format of two copies of a training report. The last date for the receipt of the training report in the office of the Controller of Examinations shall be one month after the date of completion of training.
 - b. The evaluation of the Training Report shall be done by the examiner(s) appointed by Gurugram University.
19. The comprehensive viva-voce shall be conducted by an External Examiners to be appointed by the Vice-Chancellor of Gurugram University, consisting of the following members:
 - a. One Internal Faculty nominated by the Director/Principal of the concerned Institute/College.
 - b. One External Examiner from the academic field; and
 - c. One Executive from a service organization (Two members shall form the quorum.)
20. The practical exam(s) of the courses (wherever specified) shall be conducted by the following Board of Examiners, consisting of two members:
 - a. One internal faculty member (to be appointed by the Director of the concerned Institute); and
 - b. One external examiner (to be appointed by the Vice-Chancellor on the recommendations of the UG Board of Studies in Management.
21. The minimum percentage of marks to pass the examination in each semester shall be:
 - a. 40% in each written papers and internal assessment/computer practical/workshop.
 - b. 40% in Training Report and Viva-Voce/Comprehensive Viva-voce, separately.
 - c. 40% in the total of each semester examination.
22. There will be no improvement facilities available to BBAHM students. However, grace marks will be allowed as per University Rules.
23. A candidate admitted as a regular student in BBAHM Programme would be eligible for transfer of his candidature to any affiliated institution/college of Gurugram University running the above programme subject to availability of seats.
 - a. However, migration can take place only at the beginning of the second year.
 - b. No migration shall apply to candidates in the first year and final year.
 - c. For migration, 75% attendance is compulsory in the last attended semester and no reappearing examination will be allowed from last semester examination.
24. Any dispute arising on account of implementation of this ordinance shall be referred to a committee of three members to be appointed by the vice-chancellor and its decision shall be final and binding on all. The procedure and rules for this programme, the implementation shall be binding on the college/ institutes, which will be framed and approved by the University from time to time.
25. Nothing in this Ordinance shall deem to debar the University from amending the Ordinance and the same shall apply to all the students whether old or new.

26. Any other provision not contained in the above shall be governed by the rules and regulations framed by the University from time to time particularly about the common ordinance for Undergraduate Programmes of the University.



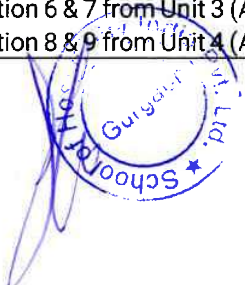
GU Sample Theory Question Paper Format

Time Allowed: 3 hours		Maximum marks: 70	
Note: Attempt any five questions. Question no. 1(Section A) is compulsory. Attempt four more questions from Section B, selecting one question from each Unit (1,2,3 & 4).			
1	Short answers questions from the whole syllabus (Unit1-4) (compulsory)		2 x 7 =14 marks
2	Question 2 & 3 from Unit 1 (Answer one question from Q2 and Q3)	Unit - 1	14 marks
3	Question 4 & 5 from Unit 2 (Answer one question from Q4 and Q5)	Unit - 2	14 marks
4	Question 6 & 7 from Unit 3 (Answer one question from Q6 and Q7)	Unit - 3	14 marks
5	Question 8 & 9 from Unit 4 (Answer one question from Q8 and Q9)	Unit - 4	14 marks

Time Allowed: 3 hours		Maximum marks: 50	
Note: Attempt any five questions. Question no. 1(Section A) is compulsory. Attempt four more questions from Section B, selecting one question from each Unit (1,2,3 & 4).			
1	Short answers questions from the whole syllabus (Unit1-4) (compulsory)		2 x 5 =10 marks
2	Question 2 & 3 from Unit 1 (Answer one question from Q2 and Q3)	Unit - 1	10 marks
3	Question 4 & 5 from Unit 2 (Answer one question from Q4 and Q5)	Unit - 2	10 marks
4	Question 6 & 7 from Unit 3 (Answer one question from Q6 and Q7)	Unit - 3	10 marks
5	Question 8 & 9 from Unit 4 (Answer one question from Q8 and Q9)	Unit - 4	10 marks

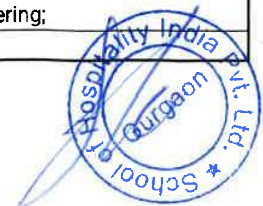
Time Allowed: 3 hours		Maximum marks: 35	
Note: Attempt any five questions. Question no. 1(Section A) is compulsory. Attempt four more questions from Section B, selecting one question from each Unit (1,2,3 & 4).			
1	Short answers questions from the whole syllabus (Unit1-4) (compulsory)		2 x 5 =10 marks
2	Question 2 & 3 from Unit 1 (Answer one question from Q2 and Q3)	Unit - 1	10 marks
3	Question 4 & 5 from Unit 2 (Answer one question from Q4 and Q5)	Unit - 2	10 marks
4	Question 6 & 7 from Unit 3 (Answer one question from Q6 and Q7)	Unit - 3	10 marks
5	Question 8 & 9 from Unit 4 (Answer one question from Q8 and Q9)	Unit - 4	10 marks

Time Allowed: 1 hours		Maximum marks: 20	
Note: Attempt any five questions. Question no. 1(Section A) is compulsory. Attempt four more questions from Section B, selecting one question from each Unit (1,2,3 & 4).			
1	Short answers questions from the whole syllabus (Unit1-4) (compulsory)		1 x 4 =4 marks
2	Question 2 & 3 from Unit 1 (Answer one question from Q2 and Q3)	Unit - 1	4 marks
3	Question 4 & 5 from Unit 2 (Answer one question from Q4 and Q5)	Unit - 2	4 marks
4	Question 6 & 7 from Unit 3 (Answer one question from Q6 and Q7)	Unit - 3	4 marks
5	Question 8 & 9 from Unit 4 (Answer one question from Q8 and Q9)	Unit - 4	4 marks



Example of rubric for practical

Practical Appraisal Rubric Template				
Name				Date:
Learning Center	FOOD HALL & DELISH			
Quiz 20%	0	1-2	3-4	5-6
	Absent	Answer 2 questions	Answer 3-6 Questions	Answer 7-8 Questions
Attendance 10%	0	1-2	3-4	5-6
	Absent	Attended 1 week	Attended 2-3 weeks	Attended 4 weeks
PMGR Reviewed 10%	0	1-2	3-4	5-6
	Absent	Demonstrates little or no knowledge of content assigned for class, not prepared for class	Demonstrates some knowledge of content assigned for class, somewhat prepared for class	Demonstrates adequate engagement and knowledge of content assigned for class, well prepared for class
Grooming 10%	0	1-2	3-4	5-6
	Absent	Dirty uniform, dirty shoes, not shaved, elements of the uniform missing	Clean uniform, dirty shoes/not shaved or both, any element of the uniform missing	Clean uniform, shoes polished, clean shaved, groomed as per prescribed standards
Follow Instructions 10%	0	1-2	3-4	5-6
	Absent	Never follows instructions, careless and lacks seriousness	Follows a few instructions but misses out on critical details	Follows instructions to the T. Proactively innovates as situation changes
Group Dynamics 20%	0	1-2	3-4	5-6
	Absent	Not a team player, fails to work as a part of the group, does not communicate with team members	Is a team player but fails to contribute at some stages, communicates with team members	Is an excellent team player, coordinates and communicates well and takes on a leadership role where opportunity presents itself
Service 20%	0	1-2	3-4	5-6
	Absent	Careless Open and close knowledge demonstrated; not on time while setting up for breakfast and lunch meal periods; poor or no restocking of equipment; no coordination in food pickup and display; disorganized work area; inept at POS and cashiering;	Attention to Open and close and adequate knowledge demonstrated; timely set up for breakfast and lunch meal periods; struggle with restock of service equipment; few challenges with coordination in food pick up and display; effort to ensure organised work area; slightly proficient at POS and cashiering;	Attention to detail when Opening and closing and adequate knowledge demonstrated; well- timed set up for breakfast and lunch meal periods; ensures adequate restock of service equipment during service; well-coordinated food pick up and display; ensures organized work area; quick learner and proficient at POS and cashiering;
Total mark				



INTERNSHIP ASSESSMENT

Academic Credits for Business Internship Assessment shall be based on the following:

SI #	Assessment Tools	Maximum Marks
1	Report	200
2	Industry Feedback & Recommendation	200
TOTAL		400

Details of Assessment Tools

Report: The Report submitted should have the following sequence:

- i. The Title page should include the name of the Organization, Name of the student, College Roll No.
- ii. A scanned copy of certificate of completion from the Organization.
- iii. Acknowledgement
- iv. About the Organization
- v. Vision and Mission
- vi. Elaboration on Key areas of Work / Tasks Undertaken
- vii. Learning outcomes
- viii. Suggestions & Recommendations
- ix. Conclusion
- x. Bibliography

Following guidelines should be adhered to with regards to the report printing

- i. The typing should be done on both sides of the paper (instead of single side printing)
- ii. The font size should be 12 with Roboto font.
- iii. The project Report should be typed in 1.5 line spacing.
- iv. The paper should be A-4 size.
- v. The word count should be between 3000 to 5000 only
- vi. Only one copy should be printed which is meant for the purpose of evaluation and it should be spiral bound.



240/BBAHM/CC201

Semester II

Hospitality Financial Accounting ()

L	T	P	L	T	P	Credits	MARKS				
							TI	TE	PI	PE	Total
(Hrs)			Credits								
3	1	0	3	1	0	4	30	70	-	-	100

Course Description:

Financial understanding is an essential element in any manager's range of required skills. The course presents basic financial accounting concepts and explains how they apply to the hospitality industry. Students are introduced to basic accounting practices, including major classification of accounts, concepts, and preparation of financial statements. Through exercises, students practice writing journals, ledgers, income statements and balance-sheets. Financial statements from hospitality operations are introduced and various forms of financial analyses are included demonstrating how they serve the manager to assist in the business decision-making process.

Course Objectives:

The objective of this course is to

- CO1 To Acquire knowledge of basic concepts and conventions of accounting.
- CO2 To Demonstrate an understanding and prepare financial statements of a sole proprietorship viz., Trading Account, Profit and Loss Account and Balance Sheet.
- CO3 To Understand financial statements from the perspective of different stakeholders using tools of horizontal and vertical analysis and ratio analysis.
- CO4 To Evaluate the role of Indian and International Accounting Standards including IFRS and Ind-AS.

Units (Theory):

Unit I: The Fundamentals of Accounting

- Uniform System of Accounts and Branches of Accounting
- Basic Concepts of Accounting
- GAAP rules
- Difference between Financial and Managerial Accounting.

Unit II: The Accounting Cycle

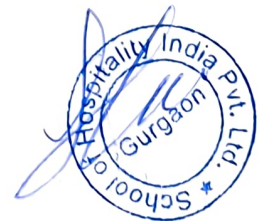
- The Accounting Equation
- Accounting Cycle
- Transaction Analysis – Debit- Credit Rule Journal – Ledger/ T-accounts
- Trial Balance

Unit III: Financial Statements of Sole Proprietorship: Trading Account, Profit and Loss Account and Balance Sheet

- Preparation of Trading Account
- Preparation of Profit and Loss Account
- Preparation of Balance Sheet

Unit IV: Financial Statement Analysis

- Horizontal Analysis
- Vertical Analysis
- Ratio Analysis – Liquidity and Profitability Ratios
- Methods of Inventory Valuation-Specific Item Cost, FIFO, LIFO and Weighted Average Cost.



Suggested Readings:

- Grewal, T. S. (2024-25). Double Entry Bookkeeping. New Delhi: Chand Publications.
- Maheshwari S.N., Maheshwari Suneel K. (2018). Financial Accounting (6th Edition). New Delhi: Vikas Publishing.
- Goel, D.K., Goel, R. (2024). Accountancy. New Delhi: Avichal Publishing Company

Hospitality Financial Accounting												
CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
C01	3	3	2	-	1	1	-	-	-	-	2	1
C02	3	3	2	-	1	1	-	-	-	-	2	1
C03	3	3	2	-	1	1	-	-	-	-	2	1
C04	3	3	2	-	1	1	-	-	3	-	2	1



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Semester II

Introduction to the World of Alco Bev ()

L	T	P	L	T	P	Credits	MARKS				
(Hrs)			Credits				TI	TE	PI	PE	Total
2	-	4	2	-	2	4	15	35	15	35	100

Course Description:

This course explores the world of alcoholic beverages. The students get a basic understanding of the production processes, styles and service of fermented, distilled and fortified beverages. The learners deep dive into the history, science, and artistry of alcoholic beverages, and understand flavors and experience. The course also promotes students to gain hands-on experience through simulations.

Course Objectives:

The objective of this course is to

- C01 To Understand the production processes involved in crafting spirits, wines, and beers.
- C02 To Identify the flavor profiles and characteristics of different types of alcoholic beverages.
- C03 To Develop sensory evaluation skills through hands-on tastings.
- C04 To Apply technical skills to handle beverage operations.

Units (Theory):

Unit I: Alcoholic Beverages & Fermentation

- Classification of Alcoholic Beverages
- Understanding Fermentation
- Beer Production
- Types & Styles of Beer
- Brands of Beer – Domestic and International

Unit II: Wines

- Production process of Still, Sparkling and Fortified wines
- White, Red & Rose wine making process.
- Major wine producing regions- France and Italy
- Sparkling Wines (Champagne, Prosecco)
- Fortified Wines (Port, Sherry, Marsala, and Madeira)
- Basics of Food & Wine Pairing

Unit III: Spirits

- Production Process of Distilled Spirits
- Whisk(e)y – Types, Styles & Brands
- Tequila - Types, Styles & Brands
- Rum - Types, Styles & Brands
- Gin - Types, Styles & Brands
- Vodka - Types, Styles & Brands

Unit IV: The World of Mixology

- Techniques of making Cocktails.
- Classic Cocktail Recipes
- Rum – Mojito, Cuba Libre, Pina Colada, Daiquiri, Caipirinha, Mai Tai
- Whiskey – Old Fashioned, Whiskey Sour, Rob Roy
- Vodka – Bloody Mary, Moscow Mule, Screwdriver, Sex on the beach, Cosmopolitan, Kamikaze



- Gin – Gimlet, Negroni, Tom Collins, French 75, Bramble, Perfect Martini, Dry Martini, Dirty Martini, Bronx, Gibson Martini
- Tequila – Tequila Sunrise, Paloma, Margarita, Long Island Iced Tea, Bloody Maria

Units (Practical):

Unit I: Introduction to Bar Operations

- Layout of a Bar
- Familiarization with Bar Equipment
- Sequence of Service:
- Order taking
- Setting up server for order
- Delivery
- Feedback
- Clearance

Unit II: Fermented and Distilled Beverages

- Service of Beer
- Service of Spirits – whisk(e)y, vodka, rum, tequila & gin

Unit III: Wine

- Service of Red Wine
- Service of White Wine
- Service of Sparkling Wine
- Decanting of Wine

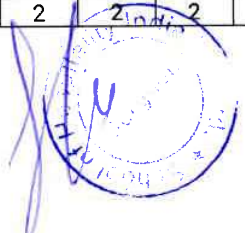
Unit IV: World of Mixology

- Techniques of Cocktail Making.
- Classic Cocktails – Production and Presentation
- Rum – Mojito, Cuba Libre, Pina Colada, Daiquiri, Caipirinha, Mai Tai
- Whiskey – Old Fashioned, Whiskey Sour, Rob Roy
- Vodka – Bloody Mary, Moscow Mule, Screwdriver, Sex on the Beach, Cosmopolitan, Kamikaze
- Gin – Gimlet, Negroni, Tom Collins, French 75, Bramble, Perfect Martini, Dry Martini, Dirty Martini, Bronx, Gibson Martini
- Tequila – Tequila Sunrise, Paloma, Margarita, Long Island Iced Tea, Bloody Maria

Suggested Readings:

- Singaravelavan, R. (2016). Food & Beverage Service. (2nd ed.), India: Oxford University Press. ISBN 978-0199464685
- Cousins, J., Lillicrap, D. & Weekes S. (2014). Food & Beverage Service. (9th ed.), India: Hodder Education. ISBN 978-1471807954

Introduction to the World of Alco Bev												
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PS01	PS02	PS03	PS04
CO1	2	-	-	-	-	3	-	-	3	-	1	-
CO2	2	-	1	-	-	3	-	-	3	-	-	-
CO3	2	-	1	-	-	3	-	-	3	-	-	-
CO4	2	2	2	2	1	2	2	1	1	-	2	-



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Semester II

Marketing for the Hospitality Industry ()

L	T	P	L	T	P	Credits	MARKS				
(Hrs)			Credits				TI	TE	PI	PE	Total
2	-	4	2	-	2	4	15	35	15	35	100

Course Description:

Marketing is an integral component of the success of any product or service offerings. In today's hyper-connected and hyper-competitive ecosystem, the hospitality industry's success cannot be imagined without effective marketing. Hospitality marketing is constantly evolving but some marketing themes are unique to hospitality and tourism. The course is a basic introduction to the principles of marketing. It is designed to empower the students with hospitality marketing skills and at the same time enable the student to discover the challenges that one would encounter daily across different formats of marketing concepts.

Course Objectives:

The objective of this course is to

- CO1 To Identify the various decision areas within marketing and the tools and methods used by marketing managers for making decisions.
- CO2 To Explain the importance of marketing within local and global economic systems.
- CO3 To Analyze the importance of marketing within hospitality organizations and the necessary relationships between marketing and other functions of business.
- CO4 To Differentiate between effective and ineffective marketing strategies with regards to the needs & expectations of different market segments in hospitality.

Units (Theory):

Unit I: Introduction to Marketing

- Marketing of Goods vs. Marketing of Services
- Traditional Marketing Mix
- Hospitality Marketing Mix
- Managing Customer Relationships and Capturing Customer Value

Unit II: Marketing Process

- Market Environment
- Market Segmentation
- Market Targeting
- Market Positioning

Unit III: Marketing Channels

- Channel Strategies
- Retailing and retailer marketing decisions
- Wholesaler types and trends in wholesaling
- Supporting franchisee relationships via marketing

Unit IV: Marketing Promotions

- Advertising Strategies and Formats
- Sales Promotions
- Introduction to Public Relations tools and techniques
- Event Marketing



Units (Practical):

Unit I: Introduction to Marketing

- Immersion - Goods and Services Marketing
- Customer Relationships
- Capturing Customer Value

Unit II: Marketing Process

- Environment & Segregation Immersion
- Targeting & Positioning

Unit III: Marketing Channels

- Strategies Simulation
- Retail Marketing
- Wholesaler Marketing
- Franchise Marketing

Unit IV: Marketing Promotions

- Advertising Strategies and Sales Promotion
- Public Relations
- Event Marketing

Suggested Readings:

- Philip Kotler, Gary Armstrong, Prafulla Agnihotri, Prentice Hall. (2017). Principles of Marketing, 17th edition. New Jersey, USA.
- Robert D. Reid and David C. Bojanic. (2012). Hospitality Marketing Management

Marketing for the Hospitality Industry												
CO	P01	P02	P03	P04	P05	P06	P07	P08	PS01	PS02	PS03	PS04
CO1	2	3	3	2	2	2	1	-	2	-	2	2
CO2	1	3	-	-	1	2	2	-	3	-	3	2
CO3	2	3	3	1	2	3	1	-	3	-	2	3
CO4	3	3	3	2	-	3	1	-	3	-	2	3

