

**NEP and Learning Outcome-based Curriculum
Framework (LOCF)**

For

**Undergraduate Programme
Bachelor of Science in Hospitality & Hotel Administration (BHHA)
(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)**

1. Scheme of Programme

(Scheme UG A4: Undergraduate Programmes (Interdisciplinary))

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs.)							TI	TE	PI	PE	Total
Core Course(s)														
HDSC101	Food Production and Culinary Art-I	240/HHA/CC101	2	-	4	2	-	2	4	15	35	15	35	100
HDSC102	Food and Beverage Service Operations-I	240/HHA/CC102	2	-	4	2	-	2	4	15	35	15	35	100
HDSC103	Front Office Operations-I	240/HHA/CC103	3	1	-	3	1	-	4	30	70	-	-	100
Minor/ Vocational Course(s)														
HMIC104	Corporate Skills-I	240/HHA/MI104	1	1	-	1	1	-	2	15	35	-	-	50
Multidisciplinary Course(s)														
HMDC105	Introduction to Marketing	240/HHA/MD105	2	1	-	2	1	-	3	25	50	-	-	75
Ability Enhancement Course(s)														
HAEC106	English Language & Communication-I	240/ENG/AE101	2	-	-	2	-	-	2	15	35	-	-	50
Skill Enhancement Course(s)														
HSEC107	Housekeeping operations-I	240/HM/SE107	2	-	2	2	-	1	3	15	35	5	20	75
Value-added Course(s)														
HVAC108	Human Values and Ethics	240/ENG/VA101	2	-	-	2	-	-	2	15	35	-	-	50
Total Credits			-	-	-	-	-	-	24	-	-	-	-	600

Semester 2

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
HDSC201	Food Production and Culinary Art-II	240/HHA/CC201	2	-	4	2	-	2	4	15	35	15	35	100
HDSC202	Food and Beverage Service Operations-II	240/HHA/CC202	2	-	4	2	-	2	4	15	35	15	35	100
HDSC203	Front Office Operations-II	240/HHA/CC203	3	1	-	3	1	-	4	30	70	-	-	100
Minor/ Vocational Course(s)														
HMIC204	Corporate Skills-II	240/HHA/MI201	1	1	-	1	1	-	2	15	35	-	-	50
Multidisciplinary Course(s)														

HMDC205	Digital Marketing	240/BBA/MD201	2	1	-	2	1	-	3	25	50	-	-	75
Ability Enhancement Course(s)														
HAEC206	English Language & Communication-II	240/ENG/AE201	2	-	-	2	-	-	2	15	35	-	-	50
Skill Enhancement Course(s)														
HSEC207	Housekeeping operations-II	240/HHA/SE201	2	-	2	2	-	1	3	15	35	5	20	75
Value-added Course(s)														
HVAC208	Environmental Studies	240/EVS/VA201	2	-	-	2	-	-	2	15	35	-	-	50
Total Credits			-	-	-	-	-	-	24	-	-	-	-	600

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P							
			(Hrs.)			Credits				TI	TE	PI	PE	Total	
Core Course(s)															
HDSC301	Food Production & Culinary Art-III	240/HHA/CC301	2	-	4	2	-	2	4	15	35	15	35	100	
HDSC302	Food and Beverage Service Operations-III	240/HHA/CC302	3	-	2	3	-	1	4	25	50	5	20	100	
HDSC303	Accommodation Operations Front Office	240/HHA/CC303	2	1	-	2	1	-	3	25	50	-	-	75	
Minor/ Vocational Course(s)															
HMIC304	Facility Operations-Housekeeping	240/HHA/MI301	3	1	-	3	1	-	4	30	70	-	-	100	
Multidisciplinary Course(s)															
HMDC305	Finance Basic	240/HHA/MD301	2	1	-	2	1	-	3	25	50	-	-	75	
Ability Enhancement Course(s)															
HAEC306	Business Language – Professional Email Writing	240/HHA/AE301	2	-	-	2	-	-	2	15	35	-	-	50	
Total Credits			-	-	-	-	-	-	20	-	-	-	-	500	

Semester 4 (Six months internship)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
HDSC401	Six Months Internship	240/HHA/CC401	-	-	24	-	-	12	12	-	-	90	210	300
Minor/ Vocational Course(s)														
HVOC402	Work based learning report	240/HHA/VO401	-	-	8	-	-	4	4	-	-	30	70	100

Ability Enhancement Course(s)														
HAEC403	Language Skills for Hospitality Managers	240/HHA/AE401	-	-	4	-	-	2	2	-	-	15	35	50
Value-added Course(s)														
HVAC404	Appraisals and reflective entries	240/HHA/VA401	-	-	4	-	-	2	2	-	-	50	-	50
Total Credits			-	-	-	-	-	-	20	-	-	-	-	500

Semester 5 (Food Production)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
HDSE501/FP	Advance Food Production-I	240/HHA/DSE501	2	-	4	2	-	2	4	15	35	15	35	100
HDSE502/FP	Gourmet Desserts and Artisanal Breads	240/HHA/DSE502	2	-	4	2	-	2	4	15	35	15	35	100
HCC503	Hospitality Events Management - I	240/HHA/CC503	3	1	-	3	1	-	4	30	70	-	-	100
Minor/ Vocational Course(s)														
HVOC504	One from Pool	240/HHA/VO504	3	1	-	3	1	-	4	30	70	-	-	100
Skill Enhancement Course(s)														
HSEC 505	One from Pool	240/HHA/SE505	-	-	8	-	-	4	4	-	-	30	70	100
Total Credits			-	-	-	-	-	-	20	-	-	-	-	500

Semester 5 (Food & Beverage Service)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
HDSE501/ FS	Advance Food and Beverage Service Management-I	240/HHA/DSE503	3	1	-	3	1	-	4	30	70	-	-	100
HDSE502/ FS	Introduction to Wines	240/HHA/DSE504	3	1	-	3	1	-	4	30	70	-	-	100
HCC503	Hospitality Events Management – I	240/HHA/CC503	3	1	-	3	1	-	4	30	70	-	-	100
Minor/ Vocational Course(s)														
HVOC504	One from Pool	240/HHA/VO504	3	1	-	3	1	-	4	30	70	-	-	100
Skill Enhancement Course(s)														
HSEC 505	One from Pool	240/HHA/SE505	-	-	8	-	-	4	4	-	-	30	70	100
Total Credits			-	-	-	-	-	-	20	-	-	-	-	500

Semester 5 (Accommodation Management)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
HDSE501/A M	Advance Accommodation and Facility Management-I	240/HHA/DSE505	3	1	-	3	1	-	4	30	70	-	-	100
HDSE502/A M	Revenue and Pricing	240/HHA/DSE506	3	1	-	3	1	-	4	30	70	-	-	100

	Management													
HCC503	Hospitality Events Management – I	240/HHA/CC503	3	1	-	3	1	-	4	30	70	-	-	100
Minor/ Vocational Course(s)														
HVOC504	One from Pool	240/HHA/VO504	3	1	-	3	1	-	4	30	70	-	-	100
Skill Enhancement Course(s)														
HSEC505	One from Pool	240/HHA/SE505	-	-	8	-	-	4	4	-	-	30	70	100
Total Credits			-	-	-	-	-	-	20	-	-	-	-	500

Semester 6 (Food Production)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
HDSE601/F P	Advance Food Production-II	240/HHA/DSE601	2	-	4	2	-	2	4	15	35	15	35	100
HCC602	Hospitality Events Management-II	240/HHA/CC602	-	-	8	-	-	4	4	-	-	30	70	100
HCC603	Leadership and Business Strategies	240/HHA/CC603	2	1	-	2	1	-	3	25	50	-	-	75
Minor/ Vocational Course(s)														
HMIC604	One from Pool	240/HHA/MI604	3	-	2	3	-	1	4	25	50	5	20	100
HVOC605	One from Pool	240/HHA/VO605	3	-	2	3	-	1	4	25	50	5	20	100
Skill Enhancement Course(s)														

HSEC606	One from Pool	240/HHA/SE606	2	1	-	2	1	-	3	25	50	-	-	75
Total Credits			-	-	-	-	-	-	22	-	-	-	-	550

Semester 6 (Food & Beverage Service)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
HDSE601/ FS	Advance Food and Beverage Service Management-II	240/HHA/DSE602	3	1	-	3	1	-	4	30	70	-	-	100
HCC602	Hospitality Events Management-II	240/HHA/CC602	-	-	8	-	-	4	4	-	-	30	70	100
HCC603	Leadership and Business Strategies	240/HHA/CC603	2	1	-	2	1	-	3	25	50	-	-	75
Minor/ Vocational Course(s)														
HMIC604	One from Pool	240/HHA/MI604	3	-	2	3	-	1	4	25	50	5	20	100
HVOC605	One from Pool	240/HHA/VO605	3	-	2	3	-	1	4	25	50	5	20	100
Skill Enhancement Course(s)														
HSEC606	One from Pool	240/HHA/SE606	2	1	-	2	1	-	3	25	50	-	-	75
Total Credits			-	-	-	-	-	-	22	-	-	-	-	550

Semester 6 (Accommodation Management)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
HDSE601/A M	Advanced Accommodation & Facilities Management-II	240/HHA/DSE603	3	1	-	3	1	-	4	30	70	-	-	100
HCC602	Hospitality Events Management-II	240/HHA/CC602	-	-	8	-	-	4	4	-	-	30	70	100
HCC603	Leadership and Business Strategies	240/HHA/CC603	2	1	-	2	1	-	3	25	50	-	-	75
Minor/ Vocational Course(s)														
HMIC606	One from Pool	240/HHA/MI606	3	1	-	3	1	-	4	30	70	-	-	100
HVOC605	One from Pool	240/HHA/VO605	3	-	2	3	-	1	4	25	50	5	20	100
Skill Enhancement Course(s)														
HSEC606	One from Pool	240/HHA/SE606	2	1	-	2	1	-	3	25	50	-	-	75
Total Credits			-	-	-	-	-	-	22	-	-	-	-	550

Minor Course from the department for pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department to gain a broader understanding beyond the major discipline)

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HMIC104	Corporate Skills-I	240/HHA/MI104	1	1	-	1	1	-	2	15	35	-	-	50

Semester 2

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HMIC204	Corporate Skills-II	240/HHA/MI201	1	1	-	1	1	-	2	15	35	-	-	50

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HMIC304	Facility Operations-Housekeeping	240/HHA/MI301	3	1	-	3	1	-	4	30	70	-	-	100

Semester 4

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HVOC402	Work based learning report	240/HHA/VO401	-	-	8	-	-	4	4	-	-	30	70	100

Semester 5

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HVOC504	Corporate Skills-III	240/HHA/VO504	3	1	-	3	1	-	4	30	70	-	-	100

Semester 6 (Food Production / Food & Beverage Service)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HMIC604	Specialized Tea and Coffee	240/HHA/MI604	3	-	2	3	-	1	4	25	50	5	20	100
HVOC605	Butler Service	240/HHA/VO605	3	-	2	3	-	1	4	25	50	5	20	100

Semester 6 (Accommodation Management)

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HMIC606	Luxury Retail Management	240/HHA/MI606	3	1	-	3	1	-	4	30	70	-	-	100
HVOC605	Butler Service	240/HHA/VO605	3	-	2	3	-	1	4	25	50	5	20	100

Multidisciplinary Course from the department for pool of the Courses in the University (These courses are to be offered to students of different discipline/Subject)

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HMDC105	Introduction to Marketing	240/HHA/MD105	2	1	-	2	1	-	3	25	50	-	-	75

Note: IM borrow from other school

Semester 2

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HMDC205	Digital Marketing	240/BBA/MD201	1	-	4	1	-	2	3	15	35	5	20	75

Note: DM borrow from other school

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits				TI	TE	PI	PE	Total
HMDC305	Finance Basic	240/HHA/MD301	-	-	6	-	-	3	3	-	-	25	50	75

Note: IM borrow from other school

Skill Enhancement Course from the department for pool of the Courses in the University

(These courses are offered by each department for students of other departments/same department and are designed to provide value-based and/or skill-based knowledge and should contain both theory and lab/hands-on/training/field work.)

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs.)			Credits					TI	TE	PI	PE
HSEC107	Housekeeping operations-I	240/HM/SE107	2	-	2	2	-	1	3	15	35	5	20	75

Semester 2

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HSEC207	Housekeeping operations-II	240/HHA/SE201	2	-	2	2	-	1	3	15	35	5	20	75

Semester 5

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HSEC 505	Food Truck Operations	240/HHA/SE505	-	-	8	-	-	4	4	-	-	30	70	100

Semester 6

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HSEC606	Hospitality Entrepreneurship	240/HHA/SE606	2	1	-	2	1	-	3	25	50	-	-	75

Ability Enhancement Course from the department for pool of the Courses in the University

(These courses are offered by department of Indian and Foreign Languages for students of other departments/same department and leads to enhancement in the ability of learn Regional and foreign languages)

Semester 1

Cour se Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HAEC106	English Language & Communication-I	240/ENG/AE101	2	-	-	2	-	-	2	15	35	-	-	50

Semester 2

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HAEC206	English Language & Communication-II	240/ENG/AE201	2	-	-	2	-	-	2	15	35	-	-	50

Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HAEC306	Business Language – Professional Email Writing	240/HHA/AE301	2	-	-	2	-	-	2	15	35	-	-	50

Semester 4

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HAEC403	Language Skills for Hospitality Managers	240/HHA/AE401	-	-	4	-	-	2	2	-	-	15	35	50

Value Added Course from the department for pool of the Courses in the University

(All the departments will offer value added course for semester 3 for the students of same or different departments. In the first year, students will study (i) Human Values and Ethics and (ii) Environmental Studies as value added course)

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HVAC108	Human Values and Ethics	240/ENG/VA101	2	-	-	2	-	-	2	15	35	-	-	50

Semester 2

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HVAC208	Environmental Studies	240/EVS/VA201	2	-	-	2	-	-	2	15	35	-	-	50

Semester 4

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
HVAC404	Appraisals and reflective entries	240/HHA/VA401	-	-	4	-	-	2	2	-	-	50	-	50

SEMESTER 1
Food Production and Culinary Art-I
Course ID - 240/HHA/CC101

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	4	4	15	35	15	35	__ Hours

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

The course aims to give learners a theoretical and practical understanding of Food Production and Culinary Arts. Learners are trained to prepare different kinds of food and presentations, along with an understanding of basic concepts, technical knowledge and competencies. With comprehensive exposure to the working conditions of a kitchen, learners will be able to understand, organize, and perform the various functions which are critical to the success of a hotel.

Course Outcome: - After completing the course learners would be able to:

CO1. Understand the culinary department and its scope in the Hospitality Industry.

CO2. Identify roles and responsibilities of the professional kitchen.

CO3. Explore food commodities, equipment, characteristics and uses.

CO4. Learn and apply different types of cooking techniques through culinary workshops.

Detailed Syllabus:

Unit-I

Introduction to cookery- attitude, behaviour and personal hygiene; kitchen department and its role; classical brigade, organizational structure of the kitchen, duties and responsibilities of personnel; classification of stocks and its uses; preparation of various soups.

Unit-II

Introduction to sauces, their classification and uses; overview of vegetable cookery, effects of heat on vegetables, pigment and colour change; classification of various types of fish and shellfish, cuts and storage of fish and shellfish.

Unit-III

Cooking methods and ways of heat transference; equipment used in various methods; classification of poultry and storage; application of cooking methods; commodities used in bakery and pastry, different types of flour, raising agents, fats and oils.

Unit-IV

Classification and uses of egg, structure, grading and types; introduction to salads - composition, types, salad dressing, method of preparation; understanding of baking, ingredients used in bread making and principles of bread making.

TEXTBOOK

- Bali, P.S. (2017), *Food Production Operations*, Oxford, New Delhi

OTHER RECOMMENDED TEXTS

- Foskett, D., Paskins, P. and Rippington, N. (2019), *Practical Cookery* (14th edn), Hodder Education, UK
- Motarjemi, Y., Moy, G. and Todd, E.C.D. (2014), *Encyclopaedia of food safety*, Apple Academic Press, Amsterdam
- Arora, K. (2008), *Theory of Cookery*, Frank Bros & Co., New Delhi

Final Assessment (FA)

Theory Internal (TI)	15%
Theory External (TE)	35%
Practical Internal (PI)	15%
Practical External (PE)	35%
Final Assessment (FA) = (TI+TE+PI+PE)	100%

Theory Internal (TI): The (TI) will be done through in-class tests/coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

Practical Internal (PI): The (PI) will be done through in-class continuous assessment.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have five (5) MCQs (All Compulsory).	5*1=5 marks
Question 2	Questions No. Two (2) will have six (6) brief answer questions/ options. (The learner has to answer five (5) out of the six (6)).	5*2=10 marks
Question 3	Question No. Three (3) will have three (3) descriptive questions/ options. (The learner has to answer two (2) out of the three (3)).	2*5= 10 marks
Question 4	Question No. Four (4) will have Two (2) descriptive questions/ options. (The learner can answer one (1) out of the Two (2)).	1*10=10 marks
	Total Marks	35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Food and Beverage Service Operations-I
Course ID - 240/HHA/CC102

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	4	4	15	35	15	35	__ Hours

Type of Course: - Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

The course aims to give the learner excellent knowledge of the duties, roles and responsibilities of a food and beverage server. The module will also build the practical knowledge of the learner to understand the different aspects of service. The hospitality industry has high standards of work and operational practices which need to be reflected in the curriculum.

Course Outcome: - After completing the course learners will be able to:

- CO1. Explain the purpose, role and areas of responsibility of a food and beverage department in a hotel unit.
- CO2. Explain the topography of the food and beverage service industry.
- CO3. Understand the sequence of service.
- CO4. Understand the term 'Menu' and its importance as a sales tool.

Detailed Syllabus:

Unit-I

Width of the food and beverage service industry; styles and types of catering; recognition of different F&B equipment and their uses; understanding the role of the food and beverage department; F&B hierarchy; attributes of a good server; mise-en-scene and mise-en-place, food & beverage service etiquette.

Unit-II

Ancillary sections - still room; silver room, wash-up, hot plate; pantry & linen store; introduction to the menu; styles of service - waiter service, self-service and assisted service; menu in different catering establishments; sequence of service.

Unit-III

French culinary terms; breakfast and its types; menu & cover for breakfast; brunch service; afternoon tea.

Unit-IV

Room service; attributes of RSOT; room service equipment; layout of room service pantry.

TEXTBOOK

- Singaravelavan, R. (2016), *Food and Beverage Service*, Oxford University Press, New Delhi

OTHER RECOMMENDED TEXTS

- George, B. and Chatterjee, S. (2011), *Food and Beverage Service and Management*, Jaico Publication, Mumbai
- Lillicrap, Cousins and Smith (1998), *Food and Beverage Service*, ELST Publication, London

Final Assessment (FA)

Theory Internal (TI)	15%
Theory External (TE)	35%
Practical Internal (PI)	15%
Practical External (PE)	35%
Final Assessment (FA) = (TI+TE+PI+PE)	100%

Theory Internal (TI): The (TI) will be done through in-class tests/ coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

Practical Internal (PI): The (PI) will be done through in-class continuous assessment.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have five (5) MCQs (All Compulsory).	5*1=5 marks
Question 2	Questions No. Two (2) will have six (6) brief answer questions/ options. (The learner has to answer five (5) out of the six (6)).	5*2=10 marks
Question 3	Question No. Three (3) will have three (3) descriptive questions/ options. (The learner has to answer two (2) out of the three (3)).	2*5= 10 marks
Question 4	Question No. Four (4) will have Two (2) descriptive questions/ options. (The learner can answer one (1) out of the Two (2)).	1*10=10 marks
	Total Marks	35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Front Office Operations-I

Course ID – 240/HHA/CC103

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	-	4	30	70	-	-	__ Hours

Type of Course: - Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

The course aims to provide theoretical knowledge and practical experience in Front Office operations. Learners will also learn OPERA - Property management system to understand the processes practised by the hotels. As customer experience is the foundation of the hospitality industry particular emphasis is placed on customer satisfaction and the development of customer care skills.

Course Outcome: - After completing the course learners will be able to:

CO1. Understand the scope/breadth of tourism, hospitality, hotel industry and front office department.

CO2. Identify the organisational structure of the front office department, its functional areas, and the roles and responsibilities of front office personnel.

CO3. Apply theoretical knowledge in front office operations and demonstrate a basic understanding of the guest cycle.

CO4. Understand the process of individual and group reservations.

Detailed Syllabus:

Unit-I

Introduction to tourism, hospitality and hotel industry and its scope in other organisations; Organizational structure in large hotels; Front Office organisational structure; Layout, sections, functional areas, and equipment in front office; Front Office Personnel.

Unit-II

Classification of hotels and alternative accommodation; types of rooms in the hotel - size, configuration, designation, numbering, décor and view; room rate/tariff designation, structure and market segmentation, types of room rates and rate establishment process; front office glossary.

Unit-III

Introduction to guest Cycle (Pre-Arrival, Arrival, Stay in Hotel and Departure Phase); guest cycle phase 1- pre-arrival (reservations) - importance of reservation; types, modes, sources and systems of reservation; processing reservation requests; room selling techniques; forms and formats used in reservations; interdepartmental communication and its importance; and guest request handling.

Unit-IV

Group reservations - group handling procedure, creating a block, forms and formats used for groups, group payment issues, creation of master folio; front office reports and their use.

TEXTBOOK

- Tewari, J. (2016), Hotel Front Office Operations and Management (2nd edn), Oxford, New Delhi

OTHER RECOMMENDED TEXTS

- Abbott, P. and Lewry, S. (2010), Front Office: Procedures, Social Skills, Yield And Management (2nd edn), Routledge, USA
- Andrews, S. (2017), Front Office Management and Operations, McGraw Hill Education, New Delhi
- Bardi, J. A. (2012), Hotel Front Office Management (5th edn), Wiley, USA
- Kasavana, M. L. (2012), Managing Front Office Operations (9th edn), AHMA, USA

Final Assessment (FA)

Theory Internal (TI)	30%
Theory External (TE)	70%
Final Assessment (FA) = (TI+TE)	100%

Theory Internal (TI): The (TI) will be done through opera exam/role play/in-class continuous assessment /in-class test/coursework/presentation/journal or assignment.

Theory External (TE): The (TE) will be done through the end-term theory exam.

The question paper pattern for the end-term examination will be **70 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have eight (8) MCQs (All Compulsory).	8*1=8 marks
Question 2	Questions No. Two (2) will have eight (8) brief answer questions/ options. (The learner has to answer six (6) out of the eight (8)).	6*2=12 marks
Question 3	Question No. Three (3) will have six (6) descriptive questions/options. (The learner has to answer four (4) out of the six (6)).	4*6= 24 marks
Question 4	Question No. Four (4) will have Three (3) descriptive questions/options (The learner can answer Two (2) out of the Three (3)).	2*8= 16 marks
Question 5	Question No. Five (5) will have Two (2) long answers questions/options. (The learner can answer One (1) out of the Two (2)).	1*10=10 marks
	Total Marks	70 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Corporate Skills - I
Course ID – 240/HHA/MI104

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
1	1	-	2	15	35	-	-	__ Hours

Type of Course: - Minor Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
	√					

Introduction to the Course:

The course aims to develop well-rounded professionals who possess not only technical skills but also the personal qualities and interpersonal abilities that are essential for success in the industry. Learners should learn how to present themselves in a polished and professional manner, adhere to ethical standards, and maintain a positive attitude and work ethic.

Course Outcome: - After completing the course learners will be able to:

CO1: Recognize the components of professionalism and practice them in preparation for joining the workforce.

CO2: Express and apply the concept of effective communication (verbal & written) and begin to present themselves professionally.

CO3: Identify different personality styles and (collaboration) the application in Hospitality.

Detailed Syllabus:

Unit-I

Corporate grooming essentials - Basic hygiene, skincare, and haircare, makeup and hairstyles, the magic of styling, basic body shapes, uniform and Friday dressing, corporate dressing.

Unit-II

Corporate etiquette- Self-introduction, four stages of learning, introduction to pictorial academic journey, how to introduce a person, power of a handshake, exchanging business cards and dining etiquettes.

Unit-III

Basics of Communication- Communication definition, kinds of communication – verbal, written and non-verbal, Mehrabian's study, barriers to communication, definition of verbal and written communication, common types of written business communication, non-verbal communication, defining the 7C's of business communication, components of non-verbal communication – body language, kinesics, non-verbal communication in depth.

TEXTBOOK

- Kumar, S. (2019), Communication Skills a Workbook: Oxford University Press

OTHER RECOMMENDED TEXTS

- Devendra, A. (2015), Soft Skills for Hospitality, Oxford University Press
- Bolles, R. N. (2015), The 2008 what color is your parachute? - A Practical Manual for Job-Hunters and Career-Changers, Berkeley, Ten Speed Press
- Mukherjee, H.S (2013), Business Communication Connecting at Work, Oxford University Press

Final Assessment (FA)

Theory Internal (TI)	15%
Theory External (TE)	35%
Final Assessment (FA) = (TI+TE)	50%

Theory Internal (TI): The (TI) will be done through in-class continuous assessment/in-class test/ coursework/presentations/journal or assignments.

Theory External (TE): The (TE) will be done through the end-term theory exam.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have five (5) MCQs (All Compulsory).	5*1=5 marks
Question 2	Questions No. Two (2) will have six (6) brief answer questions/ options. (The learner has to answer five (5) out of the six (6)).	5*2=10 marks
Question 3	Question No. Three (3) will have three (3) descriptive questions/ options. (The learner has to answer two (2) out of the three (3)).	2*5= 10 marks
Question 4	Question No. Four (4) will have Two (2) descriptive questions/ options. (The learner can answer one (1) out of the Two (2)).	1*10=10 marks
	Total Marks	35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	3	3	2	2
CO2	3	3	2	2
CO3	2	2	2	2
Average	2.66	2.66	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2
CO2	3	3	2	2
CO3	2	2	2	2
Average	2.66	2.66	2	2

Introduction to Marketing
Course ID : 240/HHA/MD105

(Course to be studied by SOCE under MDC in SEM 1)

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	1	-	3	25	50	-	-	__ Hours

Type of Course: - Multidisciplinary Course

Introduction to the Course:

To achieve business success requires constant review of marketing strategies and maintenance of marketing knowledge. Foundations of Marketing introduces the foundational concepts/frameworks in marketing and develops both strategic and short-term marketing and planning perspectives. Topics include the marketing environment, market segmentation, new product development and the marketing mix, as well as mix interactions, strategies, implementations and controls. This course develops communication and team processes which are valued attributes within marketing environments.

Course Outcome: - After completing the course learners will be able to:

- CO1. Understand the key principles and concepts of marketing.
- CO2. Explain market dynamics and consumer behaviour in current business scenario.
- CO3. Evaluate the components of the marketing mix using marketing theory and frameworks

Detailed Syllabus:

Unit-I

Theory - Introduction to marketing - definition, process, importance, scope, evolution, marketing management, marketing strategy, key elements and concepts; micro and macro environment- marketing environment, factors, product life cycle, adopters and its categories.

Unit-II

Market Segmentation, targeting and positioning- introduction, explanation, pestle; environmental scanning- definition, process, requirements; STP process- aim, identification, benefits, types, approach, purpose, criteria; consumer market, business market and international market

Unit-III

Marketing mix 7P's- introduction to 7P's; Product: Meaning; product classifications; concept of product mix; branding, packaging and labelling; Price concept and significance; factors affecting price of a product; pricing policies and strategies; channel distribution management; intermediaries.

TEXTBOOK

- Kotler, P., Bowen, J., Makens, J.C. and Seyhmus B. (2017), *Marketing for hospitality and tourism* (7th edn), Pearson, England

OTHER RECOMMENDED TEXTS

- Brassington, F. and Pettitt, S. (2007), *Essentials of Marketing* (2nd edn), FT Prentice Hall, London
- Kotler, P. and Armstrong, G. (2010), *Principles of Marketing* (13th edn), McGraw Hill, New Delhi
- Baines, P., Fill, C., Page, K. and Sinha, P.K. (2013), *Marketing*, Oxford University Press, New Delhi
- Lamb, C.W., Hair, J.F., Sharma, D., and McDaniel, C. (2012), *MKTG: A South Asian Perspective*, Cengage Learning, New Delhi

English Language and Communication: Level-I
Course ID : 240/ENG/AE101

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	-	2	15	35	-	-	__ Hours

Type of Course: - Ability Enhancement Course

Course objectives:-

CO	Description
CO-1	To develop a strong command of English grammar, vocabulary, and syntax to enhance overall language proficiency and clarity in communication.
CO-2	To enhance verbal communication skills through effective public speaking, presentations, and interpersonal interactions, focusing on clarity, persuasion, and engagement.
CO-3	To understand and apply key principles of effective communication, including active listening, non-verbal cues, and empathetic responses, in both personal and professional contexts.

Course outcomes:-

CO	Description
----	-------------

CO-1	The students will learn various types of verbal and non-verbal communication.
CO-2	They will understand the importance of interpersonal communication on workplaces and different ways of behaviour and communication.
O-3	They will comprehend the importance of listening skills and its types.

Contents of the Course:

Unit I: Theory and Types of Communication Verbal and Non-Verbal Communication

Unit II: Workplace and Interpersonal Communication Introducing Oneself, Introducing Others, Making Requests, Offering Help, Congratulating, Making Enquiries and Seeking Permission

Unit III: Importance of Listening Skills and their types Barriers to Effective Listening and how to overcome them Note-taking Techniques to capture the main ideas

Suggested Readings:

Hargie, Owen. The Handbook of Communication Skills. Routledge, 2006.

Knapp, Mark L., et al. Nonverbal Communication in Human Interaction. Cengage Learning, 2013.

West, Richard, and Lynn H. Turner. Understanding Interpersonal Communication: Making Choices in Changing Times. Cengage Learning, 2010.

Instructions to the Paper Setters:

Question No 1 will be compulsory and have 5 questions based on all the three Units and the students will be required to write answers in 30 words. (5*1=5)

Question No 2 and 3 will be set on Unit-I covering the entire Unit. Students will be required to attempt any two out of given three. (2*5=10)

Question No 4 and 5 will be set on Unit-II covering the entire Unit. Students will be required to attempt any two out of given three. (2*5=10)

Question No 6 and 7 will be set on Unit-III covering the entire Unit. Students will be required to attempt any two out of given three. (2*5=10).

Evaluation of Internal Assessment Internal Assessment (Theory)

Will be based on the following components.

Class Participation	4 Marks
Seminar/Presentation/Assignments/ Quiz	4 Marks
Class Test	7 Marks
Exam Total	15 Marks

Housekeeping Operations-I

Course ID - 240/HM/SE107

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	2	3	15	35	5	20	__ Hours

Type of Course: - Skill Enhancement Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
				√		

Introduction to the Course:

The course aims to provide basic knowledge and understanding of housekeeping operations in a hotel. It equips learners with the knowledge of the various duties and responsibilities and areas within the department and the hotel that come under the purview of a housekeeper's responsibilities. As cleanliness sets a first impression for quality and demonstrates the standards of the hospitality establishment, particular emphasis is put on making learners competent in a range of housekeeping functions.

Course Outcome: - After completing the course learners will be able to:

CO1. Understand the scope/breadth of the housekeeping department and its scope in other organizations.

CO2. Recognize the purpose, role and areas of responsibility of the housekeeping department in a hotel unit.

CO3. Explain the importance of cleanliness and hygiene and identify the guest room layouts, status codes, and the standard contents of a guest room.

CO4. Practice the process of cleaning different types of guest rooms, selection and usage of diverse cleaning equipment.

Detailed Syllabus:

Unit-I

Understanding Housekeeping-Importance and scope of housekeeping in hotels and other organizations; different levels of hierarchy and their duties and responsibilities; various sections, areas and layouts in the housekeeping department; different types of Guest rooms and their components.

Unit-II

Housekeeping Control desk - importance and functions in housekeeping, and its coordination with other departments; Daily Routines and Systems in Housekeeping - activities, operational procedures, and shifts in 'The housekeeping day'; control desk procedures- different types of keys, key control and underline the purpose and procedure of gate pass, room move, and lost and found; situation handling - practice and demonstration of handling guest inquiries, requests, and complaints.

Unit-III

Cleaning of Guestrooms and Public Area-Classification and Selection of Housekeeping Inventories i.e., equipment, agents, and linens and its control; Linen identification (guest room linen, F&B linen, health club linen) and the SOPs of Bed Making; Types of Soil and Standards of Cleaning; Science and frequencies of cleaning; Cleaning of Public Areas.

Unit-IV

Composition, care and cleaning of different surfaces such as metal, glass, wood etc.; methods of cleaning and maintaining different surfaces; importance and methods of protecting hard surfaces from wear and tear, tarnishing, etc.

TEXTBOOK

- Raghubalan, G. and Raghubalan, S., (2015) *Hotel housekeeping: Operations and Management*, Oxford University Press, New Delhi

OTHER RECOMMENDED TEXTS

- Andrews, S., (2008) *Hotel Housekeeping Operations and Management*, McGraw Hill Education, New Delhi
- Aggarwal, D. K, (2006) *Housekeeping management*, Aman Publications, New Delhi
- Jones, T.J.A, (2005) *Professional Management of Housekeeping Operations* (4th edn), John Wiley, New Jersey

Final Assessment (FA)

Theory Internal (TI)	15%
Theory External (TE)	35%
Practical Internal (PI)	5%
Practical External (PE)	20%
Final Assessment (FA) = (TI+TE+PI+PE)	100%

Theory Internal (TI): The (TI) will be done through in-class tests/ coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

Practical Internal (PI): The (PI) will be done through in-class continuous assessment.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have five (5) MCQs (All Compulsory).	5*1=5 marks
Question 2	Questions No. Two (2) will have six (6) brief answer questions/ options. (The learner has to answer five (5) out of the six (6)).	5*2=10 marks
Question 3	Question No. Three (3) will have three (3) descriptive questions/ options. (The learner has to answer two (2) out of the three (3)).	2*5= 10 marks
Question 4	Question No. Four (4) will have Two (2) descriptive questions/ options. (The learner can answer one (1) out of the Two (2)).	1*10=10 marks
	Total Marks	35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Human Values and Ethics
Course ID : 240/ENG/VA101

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	-	2	15	35	-	-	__ Hours

Type of Course: - Value-added Course

Course Outcomes:-

- Students will demonstrate a comprehensive understanding of the importance of human values and Ethics in their personal lives and professional careers.
- Students will develop critical thinking abilities to access how family, society, and educational institutions shape the incorporation of human values, clarifying their individual roles in fostering moral development.
- Students will be able to apply human values and ethics in real life settings and will be able to deal with the ethical challenges prevalent in the institutions.

Unit I

Human Values : Definitions & Types of Values: personal, social, and cultural, Core Values.

Ethics: Definition, Ethics vs Values. Importance of Ethics, The Role of Ethics in society.

Integrity: Meaning and its role in personal life.

Unit II

Ethical Dilemma: Meaning and Nature, Common Ethical Dilemmas, Ethical Decision Making:

Meaning & Steps in Ethical Decision Making: identifying the problem, considering options, evaluating Consequences, making a decision.

Challenges for ethical practices in institutions: Ragging, suicide and need for educational counselling, violence and peaceful protest, conflict resolution.

Suggested readings:

Dr. D R Kiran “ Professional Ethics and Human Values”

1. A Textbook on Professional Ethics and Human Values.(2007), India: New Age International (P) Limited.
2. Prof. A. R Aryasri, DharanikotaSuyodhana “Professional Moral and Ethics” Maruthi Publications.
3. A Alavudeen, R. KalilRahman and M. Jayakumaran “ Professional Ethics and Human Values”- Laxmi Publications.
4. PSR Murthy ”Indian Culture, Values and Professional Ethics” BS Publication

SEMESTER 2**Food Production and Culinary Art-II
Course ID - 240/HHA/CC201**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	4	4	15	35	15	35	__ Hours

Type of Course: - Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

The course aims to give learners a theoretical and practical understanding of Food Production and Culinary Art. Learners are trained for the preparation of different kinds of food and presentations, along with an understanding of basic concepts, technical knowledge and competencies. With comprehensive exposure to the working conditions of a kitchen, learners will be able to understand, organize, and perform the various functions that are critical to the success of a hotel.

Course Outcome: - After completing the course learners would be able to:

CO1. Learn about the various kinds of herbs and spices, and the philosophy behind them.

CO2. Recognize the fundamental design and specifications of a five-star hotel's breakfast menu setup.

CO3. Explore food commodities, equipment, characteristics and uses.

CO4. Analyse the preparation, application, and storage of various gravies.

Detailed Syllabus:

Unit-I

Herbs and spices - types, usage, characteristics and storage precautions; classification of equipment, selection criteria; fuel used in the kitchen - advantages, cost, availability, safety and efficiency.

Unit-II

Introduction to rice, cereals and pulses - types, impact of cooking on these commodities, selection and storage criteria; breakfast cookery - introduction, breakfast and its importance, types and building better breakfast.

Unit-III

Theory - Menu planning - definition, importance, types and requirements, concept of menu balancing and modern trends of menu planning; basic sponges and cakes - principles, steps involved, role of different ingredients and usage of equipment.

Unit-IV

Theory - Understanding commodities and usage in kitchen - role and importance of souring, colouring, thickening and spicing agents; basic Indian gravies, regional gravies, difference between curry and gravy and storage of various gravies; introduction to meats - physical and chemical characteristics, selecting and grading, classification and categories.

TEXTBOOK

- Bali, P.S. (2017), Food Production Operations, Oxford, New Delhi

OTHER RECOMMENDED TEXTS

- Foskett, D., Paskins, P. and Rippington, N. (2019), Practical Cookery (14th edn), Hodder Education, UK
- Motarjemi, Y., Moy, G. and Todd, E.C.D. (2014), Encyclopaedia of food safety, Apple Academic Press, Amsterdam
- Arora, K. (2008), Theory of Cookery, Frank Bros & Co., New Delhi

Final Assessment (FA)

Theory Internal (TI)	15%
Theory External (TE)	35%
Practical Internal (PI)	15%
Practical External (PE)	35%
Final Assessment (FA) = (TI+TE+PI+PE)	100%

Theory Internal (TI): The (TI) will be done through in-class tests/ coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

Practical Internal (PI): The (PI) will be done through in-class continuous assessment.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have five (5) MCQs (All Compulsory).	5*1=5 marks
Question 2	Questions No. Two (2) will have six (6) brief answer questions/ options. (The learner has to answer five (5) out of the six (6)).	5*2=10 marks
Question 3	Question No. Three (3) will have three (3) descriptive questions/ options. (The learner has to answer two (2) out of the three (3)).	2*5= 10 marks
Question 4	Question No. Four (4) will have Two (2) descriptive questions/ options. (The learner can answer one (1) out of the Two (2)).	1*10=10 marks
	Total Marks	35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Food and Beverage Service Operations-II
Course ID - 240/HHA/CC202

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	4	4	15	35	15	35	__ Hours

Type of Course: - Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

The course aims to give the learner excellent knowledge of international cuisines and their service aspects. The module will also build the practical knowledge of the learner to understand the different aspects of service. The hospitality industry has high standards of work and operational practices which need to be reflected in the curriculum.

Course Outcome: - After completing the course learners will be able to:

- CO1. Explain the French Classical menu and its importance, understanding the international menu along with its accompaniments.
- CO2. Classify beverages and understand fermentation-based beverage production terms
- CO3. Explain beer along with the manufacturing process & explore craft beers.

CO4. Recognize the manufacturing process of cheese and its evolution.

Detailed Syllabus:

Unit-I

Introduction to French classical menu; exploring each course with examples; international menu with accompaniments.

Unit-II

Classification of beverages; types of alcoholic and non-alcoholic beverages; terms of brewing; fermentation and distillation; measurement units of alcoholic strength.

Unit-III

Brewed beverage - beer; history of beer, manufacturing process of beer; types and service of beer, faults in beer, storage of beer, introduction to craft beers.

Unit-IV

Origin of cheese; evolution of cheese: identify different styles of cheese with examples; manufacturing of cheese; international accompaniments of cheese, introduction to tobacco and cigars.

TEXTBOOK

- Singaravelavan R. (2016), *Food and Beverage Service*, Oxford University Press, New Delhi

OTHER RECOMMENDED TEXT

- George, B. and Chatterjee, S. (2011), *Food and Beverage Service and Management*, Jaico Publication, Mumbai
- Lillicrap, Cousins and Smith (1998), *Food and Beverage Service*, ELST Publication, London

Final Assessment (FA)

Theory Internal (TI)	15%
Theory External (TE)	35%
Practical Internal (PI)	15%
Practical External (PE)	35%
Final Assessment (FA) = (TI+TE+PI+PE)	100%

Theory Internal (TI): The (TI) will be done through in-class tests/ coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

Practical Internal (PI): The (PI) will be done through in-class continuous assessment.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have five (5) MCQs (All Compulsory).	5*1=5 marks
Question 2	Questions No. Two (2) will have six (6) brief answer questions/ options. (The learner has to answer five (5) out of the six (6)).	5*2=10 marks
Question 3	Question No. Three (3) will have three (3) descriptive questions/ options. (The learner has to answer two (2) out of the three (3)).	2*5= 10 marks
Question 4	Question No. Four (4) will have Two (2) descriptive questions/ options. (The learner can answer one (1) out of the Two (2)).	1*10=10 marks
	Total Marks	35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	3	3	2	2

CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Front Office Operations-II
Course ID - 240/HHA/CC203

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	-	4	30	70	0	0	__ Hours

Type of Course: - Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

The course aims to provide operational knowledge and practical experience in Front Office operations with special attention to the Guest Cycle. Learners will also practice. OPERA - Property management system to gain the operational functionality of the respective processes. Guest Cycle represents a systematic approach to front office operations; therefore, learners are equipped with customer care and situation-handling skills to serve the guest effectively with a clear understanding of the flow of business in the hotel.

Course Outcome: - After completing the course learners will be able to:

CO1. Calculate basic front office statistics and explain their importance in the evaluation of front office operations.

CO2. Understand and exhibit a systematic approach to front office operations during the different phases of the guest cycle.

CO3. Complete a simulated guest cycle using a manual and a computerized property management system which includes handling reservations, check-in, stay, check out and front office accounting etc.

CO4. Identify various guest services challenges encountered in the hotel front office and apply customer care and situation-handling skills to resolve them.

Detailed Syllabus:

Unit-I

Front Office Statistics and Evaluating Hotel Performance - Methods and formulae of measuring hotel performance – occupancy ratio, average daily rate, average room rate per guest, revenue per available room (RevPAR).

Unit-II

Guest cycle phase 2 - Arrival - Preregistration and registration; formats of various registration records; flow of the registration process; check-in procedures for manual, semi-automated and fully automated hotels; escorting phraseology.

Unit-III

Guest cycle phase 3 (Stay in Hotel) - Handling of guest mails, messages and keys; procedures for guest paging, issuing safety deposit locker, guest room change, handling left luggage and wake-up calls; resolving guest complaints; front office and guest safety and security - importance of security systems, safe deposit, key control, emergencies.

Unit-IV

Guest cycle part 4 (Departure) - check out and settlement of bills; departure procedures in manual, semi-automated and fully automated systems; modes of bill settlement; potential check out problems; front office glossary.

Unit-V

Cashiering, front office accounting cycle – creation, maintenance and settlement of accounts; front office accounting and its functions; types of accounts - guest account and non-guest account; types of vouchers and folios; guest ledger and city ledger.

TEXTBOOK

- Tewari, J. (2016), *Hotel Front Office Operations and Management* (2nd edn), Oxford, New Delhi

OTHER RECOMMENDED TEXTS

- Abbott, P. and Lewry, S. (2010), *Front Office: Procedures, Social Skills, Yield And Management* (2nd edn), Routledge, USA
- Andrews, S. (2017), *Front Office Management and Operations*, McGraw Hill Education, New Delhi
- Bardi, J. A. (2012), *Hotel Front Office Management* (5th edn), Wiley, US
- Kasavana, M. L. (2012), *Managing Front Office Operations* (9th edn), USA, AHMA

Final Assessment (FA)

Theory Internal (TI)	30%
Theory External (TE)	70%
Final Assessment (FA) = (TI+TE)	100%

Theory Internal (TI): The (TI) will be done through in-class continuous assessment/in-class test/opera exam/ role play/coursework/presentation/journal or assignment.

Theory External (TE): The (TE) will be done through the end-term theory exam.

The question paper pattern for the end-term examination will be **70 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have eight (8) MCQs (All Compulsory).	8*1=8 marks
Question 2	Questions No. Two (2) will have eight (8) brief answer questions/options. (The learner has to answer six (6) out of the eight (8)).	6*2=12 marks
Question 3	Question No. Three (3) will have six (6) descriptive questions/options. (The learner has to answer four (4) out of the six (6)).	4*6= 24 marks
Question 4	Question No. Four (4) will have Three (3) descriptive questions/options (The learner can answer Two (2) out of the Three (3)).	2*8= 16 marks
Question 5	Question No Five (5) will have Two (2) long answers questions/options. (The learner can answer One (1) out of the Two (2)).	1*10=10 marks
	Total Marks	70 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Corporate Skills - II
Course ID - 240/HHA/MI201

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
1	1	-	2	15	35	-	-	__ Hours

Type of Course: - Minor Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
	√					

Introduction to the Course:

Hospitality professionals need to be skilled at building relationships and managing conflicts. Learners should learn to establish rapport with guests, work collaboratively with colleagues, and navigate difficult conversations with diplomacy and tact. This module provides learners with comprehensive knowledge of business communication, problem-solving mindset, and interview skills. It engages them in various communication exercises and encourages the application of effective communication strategies.

Course Outcome: - After completing the course learners will be able to:

CO1. Demonstrate presenting themselves confidently and effectively during job interviews through practical techniques and personalized feedback. Practice elements of professionalism in preparation for joining the workforce.

CO2. Practice communicating effectively (verbally and written) and present themselves professionally.

CO3. Understand the basics of Customer Centricity.

Detailed Syllabus:

Unit-I

Advance Interview Skills- Interview process, preparation for interview - organization research, SOAR stories, personal statement, interview practice.

Unit-II

Advanced level of business communication- Application of 7Cs of business communication in email writing, listening skills and barriers to listening, techniques to improve listening, application of 7Cs of business communication in verbal communication - extempore and group discussion.

Unit-III

Basics of customer service - Changes in the hospitality space over time and its implications, importance of customer orientation for every employee, concept of lifetime value of a customer, concept of share of wallet, customer definition, kinds of customers, customer experience definition, what comprises excellent customer service, organization's service level, buying process, managing irate customers, incident management and escalations.

TEXTBOOK

- Kumar, S. (2019), Communication Skills a Workbook: Oxford University Press

OTHER RECOMMENDED TEXTS

- Devendra, A. (2015), Soft Skills for Hospitality, Oxford University Press
- Bolles, R. N. (2015), The 2008 what color is your parachute? - A Practical Manual for Job-Hunters and Career-Changers. Berkeley, Ten Speed Press.
- Mukherjee, H.S (2013), Business Communication Connecting at Work, Oxford University Press

Final Assessment (FA)

Theory Internal (TI)	15%
Theory External (TE)	35%
Final Assessment (FA) = (TI+TE)	50%

Theory Internal (TI): The (TI) will be done through in-class continuous assessment/in-class test/opera exam/ coursework/presentation/journal & assignment.

Theory External (TE): The (TE) will be done through the end-term theory exam.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have five (5) MCQs (All Compulsory).	5*1=5 marks
Question 2	Questions No. Two (2) will have six (6) brief answer questions/ options.	5*2=10 marks

	(The learner has to answer five (5) out of the six (6).	
Question 3	Question No. Three (3) will have three (3) descriptive questions/ options. (The learner has to answer two (2) out of the three (3).	2*5= 10 marks
Question 4	Question No. Four (4) will have Two (2) descriptive questions/ options. (The learner can answer one (1) out of the Two (2).	1*10=10 marks
	Total Marks	35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	3	3	2	2
CO2	3	3	2	2
CO3	2	2	2	2
Average	2.66	2.66	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	3	3	2	2
CO2	3	3	2	2
CO3	2	2	2	2
Average	2.66	2.66	2	2

Digital Marketing
Course ID : 240/BBA/MD201
(Course to be studied by SOCE under MDC in SEM 2)

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	1	-	3	25	50	-	-	__ Hours

Type of Course : Multidisciplinary Course

Introduction to the Course:

The course aims to provide theoretical knowledge and practical experience in digital marketing. Learners will also be introduced to concepts of target audience, website development, content creation and its use on various popular social media platforms.

Course Outcome: - After completing the course learners will be able to:

CO1. Understand the objective of digital marketing to enhance brand visibility and recognition among the target audience with the use of popular platforms.

CO2. Discuss the importance of quality content creation in enabling businesses to market their product digitally.

CO3. Create a rudimentary digital/social media strategy based on the understanding of the target audience, social media platforms and key tools to create content.

CO4. Understand analytics and its impact on the digital media marketing strategy.

Detailed Syllabus:

Unit-I

Introduction to digital marketing- definition and scope, evolution, importance, roles and characteristics; trends and technologies- key concepts, terminology, uses; target audience- definition, aspects, identifying target audience, importance, customer journey, customer touch points.

Unit-II

Social Media- Introduction, role, aspects, social media platforms, strategies; content and website management- importance, components, types, website management, pillars, elements, barriers; user engagement- definition, importance, impact, types, content strategy, user-generated content, post time and frequency; brand promise- branding in new media, stages of web.

Unit-III

Introduction to analytics- definition, importance, use, advantages and disadvantages; key performance indicators- formulas, use, strategies, decision making, customer journey; search marketing- Introduction to SEO, SEM and PPC, advantages and disadvantages, integrations of keywords.

TEXTBOOK

- Hudson, S. and Hudson, L. (2017), *Marketing for Tourism, Hospitality & Events A Global & Digital Approach*, Sage
- Minazzi, R. (2015), *Social Media Marketing in Tourism and Hospitality*, Springer International

OTHER RECOMMENDED TEXTS

- Laudon. and Travor. (2007), *E-commerce. Business. technology. society*, Pearson
- OZ. (2002), *Foundations of E-Commerce*, Prentice-Hall
- Rayport. and Jaworski. (2003), *Introduction to e-commerce*, McGraw Hill

English Language and Communication: Level-II Course ID : 240/ENG/AE201

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	-	2	15	35	-	-	__ Hours

Type of Course: - Ability Enhancement Course

Course objectives:-

CO	Description
CO-1	To develop skills for effective communication across different cultures and contexts, recognizing and respecting cultural differences and adapting communication strategies accordingly.
CO-2	To actively seek and incorporate constructive feedback to continuously improve both written and oral communication skills.

CO-3	To equip students with the necessary language and communication skills required for success in academic and professional environments, including crafting resumes, cover letters, and professional emails.
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Course outcomes:-

CO	Description
CO-1	The students will be introduced to the phonetics and syllables in English
CO-2	They will learn various components of speaking skills and their use in communication.
CO-3	They will be able to apply punctuation and capitalisation rules in Practical life.

Contents of the Course:

Unit I: Sounds in English Language

Phonetic symbols and their understanding through a dictionary
(Oxford Advanced Learner's Dictionary)

Transcribing one and two syllable words in English

(*For Blind Students: Develop a story from the given general topic)

Unit II: Developing Fluency in Speaking Skills

Speech Making: Expository Speech, Argumentative Speech Dialogues, Role Plays and Group Discussions

Unit III: Proper use of Punctuation and Capitalization

Unit IV: Introduction to Tenses

Suggested Readings:

Fraleigh, Douglas M., and Joseph S. Tuman. Speak Up: An Illustrated Guide to Public Speaking. Macmillan, 2011.
Lucas, Stephen. The Art of Public Speaking. McGraw-Hill, 2008.
Murphy, Raymond. English Grammar in Use with Answers. Cambridge UP, 2002.

Instructions to the Paper Setters:

Question No 1 will be compulsory and will have 7 parts based on all the four Units and the students will be required to attempt all the 7. **7 marks**

Question No 2 and 3 will be set on Unit-I covering the entire Unit. Students will be required to attempt any one. **7 marks**

Question No 4 and 5 will be set on Unit-II covering the entire Unit. Students will be required to attempt any one. **7 marks**

Question No 6 and 7 will be set on Unit-III covering the entire Unit. Students will be required to attempt any one. **7 marks**

Question No. 8 and 9 will be based on Unit-IV having 7 parts each covering the entire Unit. Students will be required to attempt any one of these. **7 marks**

Evaluation of Internal Assessment (Theory)

Will be based on the following components.

Class Participation 4 Marks

Seminar/Presentation/Assignments/ Quiz 4 Marks

Class Test 7 Marks

Exam Total 15 Marks

Housekeeping Operations-II
Course ID - 240/HHA/SE201

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	2	3	15	35	5	20	__ Hours

Type of Course: - Skill Enhancement Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
				√		

Introduction to the Course:

The course aims to provide basic knowledge and understanding of housekeeping operations in a hotel. It equips learners with the knowledge of the various duties and responsibilities and areas within the department and the hotel that come under the purview of a housekeeper's responsibilities. As cleanliness sets a first impression for quality and demonstrates the standards of the hospitality establishment, particular emphasis is put on making learners competent in a range of housekeeping functions.

Course Outcome: - After completing the course learners will be able to:

CO1. Recognize the purpose, role and areas of responsibility of the housekeeping department in a hotel unit.

CO2. Explain the importance of cleanliness and hygiene and identify the guest room layouts, status codes, and the standard contents of a guest room.

CO3. Practice the process of cleaning different types of guest rooms, selection and usage of diverse cleaning equipment.

CO4. Demonstrate the ability to clean different hard surfaces.

Detailed Syllabus:

Unit-I

The housekeeping day, role of night supervisor and night GRA; area inventory list, frequency schedule, performance standard, work schedule; cleaning guest rooms and bathrooms, standards of cleaning, procedures for turn-down service, second service and closing down after cleaning; meaning of public area and list of such areas in the hotel; daily, weekly and periodic cleaning tasks; cleaning process for various public areas; science of cleaning and SOPs followed while cleaning.

Unit-II

Planning, layout and activities carried out in linen and uniform room, linen exchange procedure for guest rooms and F & B areas; linen par stock, importance and various aspects of linen control; uniform - uniform designing for hotel staff, uniform issuing and exchanging procedure, advantages of staff uniform, trends in hotel uniforms and uniform management system.

Unit-III

Types of laundries, planning and layout of a non-premises laundry, essential laundry equipment, aids and materials; laundry process & handling of guest laundry; contracts and outsourcing - considerations, types, services offered, guidelines for hiring contractors and drawing up contract specifications, advantages and disadvantages, stain removal process.

Unit-IV

Importance of flower arrangement; basic ingredients, common flowers and foliage species used in designing of flower arrangements; principles of 'Ikebana'; the importance of horticulture and its essential components; types of indoor plants, landscaping and bonsai in hotel property.

TEXTBOOK

- Raghubalan, G. and Raghubalan, S., (2015) Hotel housekeeping: Operations and Management, Oxford University Press, New Delhi

OTHER RECOMMENDED TEXTS

- Andrews, S., (2008) Hotel Housekeeping Operations and Management, McGraw Hill Education, New Delhi
- Aggarwal, D. K, (2006) Housekeeping management, Aman Publications, New Delhi
- Jones, T.J.A, (2005) Professional Management of Housekeeping Operations (4th edn), John Wiley, New Jersey
- Negi, D.S. and Verma, S.M., (2020) Fundamentals of Hotel Housekeeping: Operations & Management, Bharti Publications, New Delhi

Final Assessment (FA)

Theory Internal (TI)	15%
Theory External (TE)	35%
Practical Internal (PI)	5%
Practical External (PE)	20%
Final Assessment (FA) = (TI+TE+PI+PE)	100%

Theory Internal (TI): The (TI) will be done through in-class tests/ coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

Practical Internal (PI): The (PI) will be done through in-class continuous assessment.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Question 1	Questions No. One (1) will have five (5) MCQs (All Compulsory).	5*1=5 marks
Question 2	Questions No. Two (2) will have six (6) brief answer questions/ options. (The learner has to answer five (5) out of the six (6)).	5*2=10 marks
Question 3	Question No. Three (3) will have three (3) descriptive questions/ options. (The learner has to answer two (2) out of the three (3)).	2*5= 10 marks
Question 4	Question No. Four (4) will have Two (2) descriptive questions/ options. (The learner can answer one (1) out of the Two (2)).	1*10=10 marks
	Total Marks	35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	3	2	2
CO2	3	3	2	2
CO3	3	2	2	2
CO4	2	2	2	2
Average	2.5	2.5	2	2

ENVIRONMENTAL STUDIES (Mandatory for UG Programs)
Course ID : 240/HHA/VA201

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	-	2	15	35	-	-	__ Hours

Type of Course: - Value-added Course

Note: There shall be nine questions in all. Question no. 1 shall be compulsory, consisting of eight short answer type questions covering the entire syllabus. Two questions will be asked from each unit. Student will have to attempt one question from each unit. Each question shall carry equal marks.

For Internal Assessment the students will be required to, but not limited to, any of the following Field work:

- Visit to a local area to document environmental assets - river/forest/grassland/hill/mountain
- Visit to a local polluted site-Urban/Rural/Industrial/Agricultural
- Study of common plants, insects, fish-fauna, amphibians, reptiles, birds or mammals.
- Study of simple ecosystems-pond, river, hill slopes, etc. Or any innovative work or model related to environment.

Unit-I

Basic concepts: Environment - definition and significance; habitat and ecological niche; biosphere; atmosphere; lithosphere and hydrosphere.

Factors affecting environment: Abiotic factors - light, temperature, humidity, topography; Biotic factors - microorganisms, animals, plants and humans. Sources of energy: Renewable and non-renewable sources.

Unit-II

Ecosystem: Definition, types and functions; energy flow - food chains, food webs, trophic structure; concept of productivity.

Biogeochemical cycles: Hydrological, gaseous and sedimentary cycles. Biological invasion and its impact on environment.

Unit-III

Concept of population, population density, natality, mortality, carrying capacity, growth forms.

Human population: National and international concerns, Indian efforts to control the growing population; Sustainable development.

Unit-IV

Environmental pollution: Air pollution; Water pollution; Soil pollution; Noise pollution; Plastic pollution and Marine pollution. Solid waste management; Ozone depletion; Global warming and climate change.

Course Learning Outcomes

The course will empower the under graduate students by helping them to:

1. Gain in depth knowledge on natural processes and resources that sustain life and govern economy
2. Understand the consequences of human actions on the web of life and quality of life
3. Develop critical thinking for shaping strategies (Scientific, social, economic and legal) for environmental protection
4. Explain sustainable development, its goal, targets, challenges and strategies for sustainable development

Semester - 3
Food Production and Culinary Art- Level 3
Course ID - 240/HHA/CC301

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	0	2	4	15	35	15	35	2 Hours

Type of Course: - Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

The module tests the theories learned in level one and two modules simultaneously developing a critical perspective of the long and short-term culinary management decisions taken by senior chefs in the hospitality industry. Learners develop an understanding of the cost control systems, elements in food and beverage operations, the pricing strategies that need to be applied for a proud bottom line, and the steps and strategies for menu engineering and profitable service operation. Culinary operations regarding food, systems, and services in the hospitality industry are explored in detail which helps students expand their horizons in many ways.

Course Outcome: After completing the course students will be able to:

CO1: Demonstrate familiarization with Indian cuisine.

CO2: Identify food commodities, equipment, their characteristics, and uses.

CO3: Discuss information on bulk kitchen equipment.

CO4: Understand time management and the importance of teamwork.

Detailed Syllabus:

UNIT I:

Theory - Food quality, yield management, kitchen management, kitchen computer applications, familiarization with point of sales.

Practical: The Menu will be created as per the weekly theory inputs.

UNIT II:

Theory - Food production quality control function, product development, food production and beverage provision, operational areas, equipment, staffing, customer expectations, and service delivery.

Practical: The Menu will be created as per the weekly theory inputs.

UNIT III:

Theory - Concept of purchasing techniques, yield and cooking techniques for cost control, receiving, storage & inventory, recipes & standards, calculating the food cost.

Practical: The Menu will be created as per the weekly theory inputs.

UNIT IV:

Theory - Menu Pricing, inflationary price & demand, analysing working menu data, and relating pricing strategy to menu engineering.

Practical: The Menu will be created as per the weekly theory inputs.

Core Textbooks:

- Bali, P.S. (2018), *Quantity Food Production Operations and Indian cuisine*, Oxford, New Delhi

Other Recommended Textbooks:

- Foskett, D., Paskins, P. and Rippington, N. (2019), *Practical Cookery* (14th edn), Hodder Education, UK
- Motarjemi, Y., Moy, G. and Todd, E.C.D. (2014), *Encyclopaedia of food safety*, Apple Academic Press, Amsterdam
- Arora, K. (2008), *Theory of Cookery*, Frank Bros & Co., New Delhi

Final Assessment (FA)

Theory Internal (TI)	15 marks
Theory External (TE)	35 marks
Practical Internal (PI)	15 marks
Practical External (PE)	35 marks
Final Assessment (FA) = (TI+TE+PI+PE)	100 marks

Theory Internal (TI): The (TI) will be done through in-class tests/coursework/presentations/journals or assignments.

Theory External (TE): The TE will be done through the end-term theory examination.

Practical Internal (PI): The (PI) will be done through in-class continuous assessment.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern:

Section A	Seven Short answer type questions covering all units. All compulsory.	7*1=7 marks
Section B	<u>Answer any one question from each Unit</u> Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	7*4=28 marks
Total Marks		35 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 3
Food and Beverage Service Operations-III
Course ID - 240/HHA/CC302

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	0	1	4	25	50	5	20	2.5 Hours

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

This course provides foundational knowledge of bar and banquet operations essential for today's hospitality professionals. Students will explore bar structure, beverage classifications, and function catering in detail, aligning theoretical concepts with real-world industry practices. Emphasis is placed on understanding global spirits, liqueurs, and operational controls to meet modern service standards. The course prepares students for roles in hotels, restaurants, resorts, and event catering businesses.

Course Outcome: After completing the course, students will be able to:

CO1: Identify and describe the types, layout, parts, and operational steps of a bar, including control measures and fraud prevention.

CO2: Classify liqueurs based on their production, flavour, colour, base, origin, and differentiate them from eaux-de-vie.

CO3: Explain the production process, types, and brand names of major spirits like Whisky, Brandy, Gin, Rum, Vodka, Tequila, and Mezcal.

CO4: Demonstrate understanding of banquet operations, including types of functions, equipment, layout planning, and outdoor catering setup.

Detailed Syllabus:

UNIT I (Bar Operations)

Theory: Introduction, types of bars, parts of bar and its function, bar design, steps involved in bar operations, bar control, and fraud that occurs in the bar.

Practical: Introduction to bar equipment.

UNIT II (Liqueurs and Eaux-de-vie)

Theory: Define liqueurs, production of liqueurs, Liqueurs- flavour, colour, base and origin, meaning of eaux-de-vie and their bases, difference between liqueurs and eaux-de-vie.

Practical: Cocktail-making class.

UNIT III (Distilled Beverages)

Theory: Whisky, Brandy, Gin, Rum, Vodka, Tequila, and Mezcal; introduction, production process, types, brand names.

Practical: Cocktail-making class.

UNIT IV (Function Catering)

Theory: Introduction, types of functions, types of equipment used in banquets, spacing, table set-ups, function booking organization, and outdoor catering.

Practical: Cocktail-making class.

Core Textbooks:

- Lillicrap, D. and Cousins, J. (2010), *Food & Beverage Service*. 8th edn., Book Power, U.K.
- Singaravelavan, R. (2016), *Food and beverage service*, 2nd edn. Oxford University Press, New Delhi

Textbooks:

- Andrews, S. (2009), *Food and beverage service: Training manual*, Tata McGraw-Hill, New Delhi
- Davis, B. et al. (2008), *Food and beverage management*, 4th edn. Elsevier, Oxford
 - Butterworth-Hein.
- Dhawan, V. (2006), *Food & Beverage Service*, 2nd edn., Frank Bros. & Co., Delhi

Internal publications/ books:

- Munjal, S. and Bhushan, S. (2017), *The Indian Hospitality Industry: Dynamics and future trends*, Apple Academic Press, Oakville, Ontario
- Munjal, S. and Sharma, S. (2022), *The food and beverage hospitality industry in India: An emergent segment*, Apple Academic Press, Palm Bay, FL, USA

Reading list:

- Assael, B. (2018), 'Waiting in the restaurant', *Oxford Scholarship Online* [Preprint]. doi:10.1093/oso/9780198817604.003.0004.
- Rai, H. and Prabhu, H.M. (2022), 'Impact of hotel attributes, service quality and brand image on customer satisfaction among diners at a fine dine restaurant - evidence from India', *International Journal of Business Excellence*, 26(4), p. 425. doi:10.1504/ijbex.2022.122746.

- Yoon, B., Chung, Y. and Jun, K. (2020) ‘Restaurant Industry Practices to promote healthy sustainable eating: A content analysis of restaurant websites using the value chain approach’, *Sustainability*, 12(17), p. 7127. doi:10.3390/su12177127.

Final Assessment (FA):

Theory Internal (TI)	25 marks
Theory External (TE)	50 marks
Practical Internal (PI)	5 marks
Practical External (PE)	20 marks
Final Assessment (FA) = (TI+TE+PI+PE)	100 marks

Theory Internal (TI): The (TI) will be done through in-class tests/coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

Practical Internal (PI): The (PI) will be done through in-class continuous assessment.

Question Paper Format (50 Marks)

Section A	Five Short answer type questions covering all units. All compulsory	5*2=10 marks
Section B	<u>Answer any one question from each Unit</u> Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*10=40 marks

Total Marks	50 marks
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Note: The duration of all the end-term theory examinations shall be 2.30 Hours.

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 3
Accommodation Operations Front Office
Course ID - 240/HHA/CC303

L	T	P	Credits	TI	TE	PI	PE	Time
2		-	3	25	50	-	-	2.5 Hours

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction to the Course:

The course aims to provide advanced knowledge and skills in Front Office operations. It introduces advanced-level concepts such as auditing, revenue management, inferring front-office office reports/statistics, inventory distribution, etc. The front office at a middle managerial level requires an in-depth understanding of accounts auditing, financial statistics, revenue strategies, and performance evaluation, therefore the curriculum represents a conscious and systematic approach to develop students' understanding of the same.

Course Outcome: - After completing the course learners would be able to:

CO1: Understand the importance of Auditing in hotel operations.

CO2: Understand the concept of revenue management, the application of various RM strategies, and inventory distribution through various channels.

CO3: Interpret management reports to evaluate the performance of the accommodation department in achieving its objectives.

CO4: Calculate front office statistics and understand key performance indicators and their role in measuring and analysing hotel revenue performance.

Detailed Syllabus:

UNIT I:

Night Audit Operations: Night Audit and Role of Night Auditor; Night Audit Process.

UNIT II:

Foundations of Revenue Management: Revenue Management and Yield Management; Concept of Revenue Management; Characteristics and Conditions of Revenue Management; Revenue Cycle; Tools of Revenue Management; High and Low Demand Tactics; Forecasting.

UNIT III:

Hotel Performance and Industry Trends: Evaluation of Hotel Performance; Methods of Measuring Hotel Performance; Report Reading and Analyses; Trends in Hotel Industry and Front Office.

UNIT IV:

Hotel Distribution Channels: Overview of Hotel Distribution Channels; Global Distribution System (GDS); Online Travel Agents (OTAs).

Textbook:

- Tewari, J. (2016), Hotel Front Office Operations and Management, Oxford, New Delhi.

Other Recommended Texts:

- Abbott, P. and Lewry, S. (2010), Front Office: Procedures, Social Skills, Yield and Management (2nd edn), Routledge, USA
- Andrews, S. (2017), Front Office Management and Operations, McGraw Hill Education, New Delhi
- Bardi, J. A. (2012), Hotel Front Office Management (5th edn), Wiley, USA
- Kasavana, M. L. (2012), Managing Front Office Operations (9th edn), AHMA, USA.

Final Assessment (FA):

Theory Internal (TI)	25 marks
Theory External (TE)	50 marks
Final Assessment (FA) = (TI+TE)	75 marks

Theory Internal (TI): The Theory Internal assessment will be conducted through in-class tests, coursework, presentations, journals, or assignments.

Theory External (TE): The Theory External assessment will be conducted through an end-term written examination.

The question paper pattern for the end-term examination will be **50 Marks** and will follow the following pattern:

Section A	Five Short answer type questions covering all units. All compulsory	5*2=10 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*10=40 marks
Total Marks		50

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2

CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 3
Facility Operations Housekeeping Level – 3
Course ID – 240/HHA/MI301

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	0	4	30	70	0	0	3 Hours

Type of Course: Skill Enhancement Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
	√					

Introduction to the Course:

The module endeavours to instill in students a detailed understanding of the critical aspects of facility operations and housekeeping management. Learners are introduced to the concept of interior design, ecotels, and facility management, which plays a crucial role in maintaining and managing buildings in the contemporary world. As the adoption of facility management solutions and services across different organizations fuels the overall growth of the facility management market in the years to come, the curriculum provides insight into the domain.

Course Outcome: After completing the course, students will be able to-

CO1: Learn about the safety and security procedures in a hotel or a hospitality organization.

CO2: Implement the concept and principal elements of interior decoration.

CO3: Recognize the factors relating to facility management and the stages in the development of a hospitality facility.

CO4: Examine the crucial components of creating eco-sensitive or ‘green’ hotels and evaluate the contemporary trends in housekeeping.

Detailed Syllabus:

UNIT I:

Theory - Safety and security – possible hazards, safety awareness, accident prevention, emergency handling, key control, and lost and found procedure.

UNIT II:

Theory - Interior design - concept, principle, and elements, use of colour, lighting, floor coverings, finishes, and process to maintain them, furniture arrangement in guestrooms, fixture and fitting and its types, beds, mattresses and bedding, soft furniture and its types, guest room accessories and placement of guest supplies; carpets - use and composition, types and their characteristics, carpet construction, and design/patterns, factors to consider in selection of an appropriate carpet, care, and maintenance.

UNIT III:

Theory - Facility planning and management, factors considered in planning and designing of hospitality facilities, stages of development, roles of the facility in the hotel building, role of facility manager; common services provided by facility management companies, stages in developing the hospitality property, and the hotel design process.

UNIT IV:

Theory - Eco-sensitive or ‘green’ hotels - concept, criteria for Ecotel certification, consideration in choosing a site, building specifications and construction parameters for an Ecotel, importance of energy and water conservation, methods of conserving energy, benefits of using environment-friendly guest supplies and stationery; contemporary trends in housekeeping.

Textbooks:

- Raghubalan, G. and Raghubalan, S., (2015) *Hotel housekeeping: Operations and Management*, Oxford University Press, New Delhi
- Andrews, S., (2017) *Housekeeping Operations and Management*, McGraw Hill Education, New Delhi

Recommended Textbooks:

- Andrews, S., (2017) *Housekeeping Operations and Management*, McGraw Hill Education, New Delhi
- Casado, Matt.A., (2012) *Housekeeping Management* (2nd. edn), John Wiley and Sons, New York, US
- Jones, T.J.A., (2005) *Professional Management of Housekeeping Operations* (4th edn), John Wiley, New Jersey
- Negi, D.S. and Verma, S.M., (2020) *Fundamentals of Hotel Housekeeping: Operations & Management*, Bharti Publications, New Delhi

Theory Internal (TI)	30 Marks
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Theory External (TE)	70 Marks
Final Assessment (FA) = (TI+TE)	100 Marks

Final Assessment (FA)

The Internal Assessment (IA) will have the following components:

S.No.	Internal Assessment Components (TI)	Marks/Weightage
1	Mid - Term Exam	10 marks
2	Project presentation	10 marks
3	In class participation & Attendance	10 marks
Internal Assessment (IA)		30 marks

External Assessment (EA)

The External Assessment (EA) will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage
1.	End term theory exam (ETTE)	70 marks
External Assessment (EA) = (ETTE)		70 marks

The question paper pattern for the end term examination will be **70 Marks:**

Section A	Seven Short answer type questions covering all units. All compulsory	7*2=14 marks
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Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*14=56 marks
Total Marks		70 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 3
Business Language- Professional Email Writing
Course ID - 240/HHA/AE301

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	-	2	15	35	-	-	2 Hours

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
			√			

Introduction to the Course:

This course is designed to develop the written communication competencies required in professional hospitality environments, with a primary focus on crafting effective business emails. Students will gain a comprehensive understanding of the role of email as a formal communication tool in hospitality, explore various email types and etiquettes, and learn to manage workplace communication scenarios with clarity and professionalism. The curriculum introduces students to the structure and formatting of professional emails, including best practices for subject lines, tone, document attachments, and response styles. Emphasis is placed on the SART model (Situation, Action, Response, the next step) for scenario-based writing and the 7 Cs of communication - completeness, conciseness, clarity, concreteness, correctness, courtesy, and consideration - to ensure impactful and reader-focused correspondence. Through hands-on practice, hospitality-specific case scenarios, and exposure to professional standards, learners will be equipped to write coherent, polite, and purposeful emails that meet the expectations of global business and service-oriented workplaces.

Course Outcome: After completing the course, learners would be able to:

CO1: Explain the significance of email communication in the hospitality industry and identify various types of emails along with the ethical and professional considerations involved.

CO2: Demonstrate appropriate use of email etiquette, tone, and formatting conventions to enhance clarity, readability, and professional tone in hospitality correspondence.

- CO3:** Construct well-organized professional emails by applying the standard structural components and using frameworks like SART to communicate effectively in hospitality-specific situations.
- CO4:** Apply the 7 Cs of communication -completeness, conciseness, clarity, concreteness, correctness, courtesy, and consideration - to write impactful, audience-oriented business emails in real-world hospitality contexts.

Detailed Syllabus:

UNIT I:

Introduction to Business Email Communication: Role of Email in Business & Hospitality; Common Types of Emails (Inquiry, Complaint, Confirmation, Apology, Request, Update); Flaming in Emails – What it is and how to avoid it; Forwarding Emails – Ethics and best practices.

UNIT II:

Email Etiquette and Professional Tone: Email Etiquette - Do's and Don'ts (Tone, Formality, Response Time); Crafting Effective Subject Lines; Salutations and Closings - Tone and Context; Paragraphing, Spacing, and Readability.

UNIT III:

Structure and Format of Professional Emails: Basic Structure of an Email (Recipient, Subject, Salutation, Lead-In, Body/Answer, Lead-Out, Signature); Attaching Documents & Writing with Clarity; The SART Framework in Hospitality Email Writing (Situation, Action, Response, the next step); Writing Emails Based on SART Scenarios.

UNIT IV:

7 Cs of Effective Email Communication: Completeness; Conciseness; Clarity; Concreteness; Correctness; Courtesy; Consideration.

Textbook:

- Guffey, M. E., & Loewy, D. (2022). Essentials of Business Communication (11th Edition). Cengage Learning.
- Bovee, C. L., & Thill, J. V. (2021). Business Communication Today (15th Edition). Pearson.

Other Recommended Textbooks

- Treasure, Julian. How to be Heard: Secrets for Powerful Speaking and Listening. Mango Media, 2017.
- Van Slyke, Eric. Listening to Conflict: Finding Constructive Solutions to Workplace Disputes. AMACOM, 1999.

- Hickey, Diana. Email Etiquette Made Easy: A Step-by-Step Guide to Writing Effective Emails. Independently published.
- Harvard Business Review Staff. HBR Guide to Better Business Writing. Harvard Business Review Press.
- Strunk, William, & White, E. B. The Elements of Style. Pearson.

Final Assessment (FA)

Theory Internal (TI)	15 marks
Theory External (TE)	35 marks
Final Assessment (FA) = (TI+TE)	50 marks

Theory Internal (TI): The (TI) will be done through in-class tests/coursework/presentations/journals or assignments.

Theory External (TE): The (TE) will be done through the end-term theory examination.

The question paper pattern for the end-term examination will be **35 Marks** and will follow the following pattern

Section A	Seven Short answer type questions covering all units. All compulsories.	7*1=7 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	7*4=28 marks
Total Marks		35

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2

CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Multidisciplinary Course from the department for pool of the Courses in the University
(These courses are to be offered to students of different discipline/Subject)

SEMESTER-3
Finance Basic

Course ID: 240/HHA/MD301

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	1	-	3	25	50	-	-	__ Hours

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
		v				

Introduction to the Course:

In an era of fast-moving and competitive businesses, it is crucial to possess a holistic understanding of the finance basics and financial building blocks of a successful organization. Through this course, the Learners will gain a well-rounded knowledge of key accounting & financial concepts that will help them apply an analytic mind set to understanding and driving organizational decisions and success. The course will enable Learners to learn how to examine the company's performance on a yearly basis, as well as against their peers. The students will be able to analyze the company's performance in terms of profitability, liquidity, activity, and solvency. The students then will be able to communicate their findings.

Course Outcome: - After completing the course students will be able to:

CO1. Understand the basics of accounts and have an understanding of accounting cycle.

CO2. Explain the purpose, underlying concepts, and format of the balance sheet, income statement, and statement of cash flows, and the importance of accounting quality.

CO3. Obtain an overview of useful tools for analysing a firm's profitability, growth, and risk, including financial ratios, common-size financial statements, and percentage change financial statements, as well as how to use this information to forecast the future business activities of a firm and the value of a firm.

Detailed Syllabus:

Unit-I

Meaning and scope of accounting, nature of financial accounting principles, basis of accounting; accounting process-from recording business transaction to preparation of trial balance, Depreciation

Unit-II

Financial reporting and conceptual framework for financial statements, Understanding financial statements, Balance sheet and Income statements, Cash flow statements, Additional disclosures and notes to accounts in financial statements.

Unit-III

Financial Analysis, Uses and Significance, Ratio Analysis, Comparative and Common size analysis, Trend Analysis

Note: All the topics mentioned above will cover theoretical concepts and simple numerical questions.

Text Book

- Sivasankaran, N. (2021), *Financial Analysis For Beginners*, New Delhi, Taxmann
- Grewal, T.S., *Introduction to Accounting*, S. Chand and Co., New Delhi.

Other Recommended Texts

- Lal, Jawahar, *Corporate Financial Reporting: Theory & Practice*, Taxmann Applied Services, New Delhi.
- Raiyani, J. R. and Lodha, G., *International Financial Reporting Standard (IFRS) and Indian Accounting Practices*, New Century Publications.
- Singh, N. T. and Agarwal, P., *Corporate Financial Reporting in India*, Raj Publishing, Jaipur.
- Hennie, V. G., *International Financial Reporting Standards: A practical guide*, Washington: World Bank.
- Alexander, D., Britton, A. and A. Jorissen, *Global Financial Reporting and Analysis*, Cengage Learning, Indian edition.

Final Assessment (FA)

Theory Internal (TI)	25 Marks
Theory External (TE)	50 Marks
Final Assessment (FA) = (TI+TE)	75 Marks

The Internal Assessment (**IA**) will have the following components:

S.No.	Internal Assessment Components (TI)	Marks/Weightage
1	Assessment 1: Mid Term Exam	10
2	Assessment 2: Presentation	10
3	Assessment 3: Assignment	10
Internal Assessment (IA)		30

External Assessment (EA)

The External Assessment (**EA**) will have the following components:

S. No.	External Assessments Components (EA)	Marks
1	End term theory exam (ETTE)	50
External Assessment (EA)		50

The question paper pattern for the end-term examination will be **50 Marks**:

Section A	Ten MCQ/ Fill in the Blanks/True or False/ Match the following type questions covering all units. This is a compulsory section.	10*1mark=10 marks
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Section B	Five short note questions type covering all units. This is a compulsory section.	5*2marks=10 marks
Section C	<u>Answer any one question from each Unit</u> Choice of Q. 1 or 2 From Unit I Choice of Q. 3 or 4 from Unit II Choice of Q. 5 or 6 from Unit III	3*10marks=30 marks
Total Marks		50 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	2	0	2	2	2	2	2	2
CO2	2	2	2	3	3	3	2	2
CO3	2	2	0	3	2	2	2	2
Average	2	1.3	1.3	2.6	2.6	2.6	2	2

Table 2: CO-PO Matrix for the Course

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	0	2	2	2	2	2	2
CO2	3	2	2	3	3	3	2	2
CO3	2	2	0	3	2	2	2	2
Average	2.6	1.3	1.3	2.6	2.6	2.6	2	2

Semester 4
Six Months Internship
Course ID – 240/HHA/CC401

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	12	12	-	-	90	210	__ Hours

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
√						

Introduction

SWE is a very important course and also gives an insight into the industry before the learner opts for a path that will lead him or her to success. The SWE focusses to give the learner a chance to apply the skills & knowledge which he/she has gathered in the institute in the workplace which gives them a chance to unravel their potential; and making an informed decision before choosing the department for specialization. The industry gets benefit by allowing fresh and young minds to harness their dream careers and in return get their future workforce which has been trained under their guidance and eventually fulfill their business goals.

Course Objectives:

After completing the course students will be able to:

- CO1:** Understand the competencies required for effective professional practice in different departments and evaluate their development against a competence framework.
- CO2:** Gain valuable work experience, evaluate organizational practices building on theory from the previous semesters of the program, and develop work-related skills.
- CO3:** Enhance their employability and employment prospects upon graduation.

UNIT I:

Practical – F&B service basic flow, menu and POS, set ups & layouts, table settings, polishing of equipment, Room Service, Banquets, bar displays, beer stacking, inventory counts

UNIT II:

Practical – Front Office check in process, reservations, back-office operations, bell desk, bell desk workflow, luggage handling, different form & formats used, housekeeping desk, chambermaid trolley stacking, room cleaning, room amenities, public area cleaning

UNIT III:

Practical – Kitchen mise-en-place, Garde manger, butchery, hot kitchen, banquet kitchen, kitchen stewarding, handling kitchen equipments,

UNIT IV:

Practical- Research work on theory components, data collection for primary data, research on secondary data for report writing

HDSC401 - Six Month Internship Report - PE – 210 marks (Practical external will be assessed based on the feedback given by industry mentors to the student via a personal interview from a panel of members from interdepartmental schools.)

The student will be marked on the following criteria:

- Introduction to topic - 30 Marks
- Research (Primary & Secondary data) - 50 Marks
- Report writing & Analysis - 80 Marks
- Conclusion & Recommendations: 50 marks

Assignment task

Below are the topics specific to each operational department:

F&B Service

Observe and examine the buffet operations at the All-day dining of the Hotel. Suggest recommendations for Operational efficiency.

Front Office & Housekeeping

Examine the guest cycle at the hotel. Suggest chances that may improve guest experience. Observe and examine the Sustainability practices implemented by the HK department. Make possible recommendation

F&B Production

Observe and examine the steps taken in the kitchen to ensure food safety and hygiene. Also provide relevant recommendations to improve the effectiveness of the same.

SWE Performance - PI 90 marks

The student will be marked on the following criteria:

- Attendance - 50 Marks
- Connect with the Mentor - 20 Marks
- Overall Internship Performance - 20 Marks

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 4
Work Based Learning Report
Course ID – 240/HHA/VO401

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	4	4	-	-	30	70	___ Hours

Type of Course:

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
	√					

Introduction to the Course:

Supervised work experience can greatly enhance a student's ability to secure premium graduate positions in the industry and increase their earnings and promotion prospects. The module enables students to focus on their learning in the workplace and be more self-aware of their key competencies to promote effective self-development while enhancing practical knowledge in operational roles.

Course Outcome: After completing the course learners will be able to:

CO1: Understand the competencies required for effective professional practice in different departments and evaluate their development against a competence framework.

CO2: Gain valuable work experience, evaluate organizational practices building on theory from the previous semesters of the program, and develop work-related skills.

CO3: Exhibit an understanding of the commercial/business environment and provide opportunities to evaluate experiences with international organizational practices.

CO4: Enhance their employability and employment prospects upon graduation.

Detailed Syllabus:

UNIT I:

Introduction to the Organization and Departmental Structure internship, where the student learns about the organization's structure, policies, work culture, and operational departments, particularly focusing on food production and related units.

UNIT II:

Daily Task Log and Skill Mapping: Students maintain a daily or weekly log of tasks, responsibilities, and hands-on training received in various kitchen or service sections. It also includes skill mapping and observation of standard operating procedures (SOPs).

UNIT III:

Application of Academic Knowledge to Work Practice: Students relate their real-time internship experience with academic theories, models, and frameworks studied in the first two semesters of their program.

UNIT IV:

Final Report, Reflection & Viva Voce -The concluding phase, where students consolidate their learning into a comprehensive report. It includes critical reflection on the overall experience, professional development, challenges faced, and contributions made.

Assessment

Practical Internal	70 Marks (Report or Presentation or Viva or Final Practical)
Practical External	30 Marks (The viva for internship will be conducted by a senior faculty member from the institute outside of the Hospitality school)
Final Assessment	100 Marks

Mapping Matrix of Course:**Table 1: CO-PO Matrix for the Course**

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 4
Language Skills for Hospitality Managers
Course ID – 240/HHA/AE401

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	2	2	-	-	15	35	__ Hours

Type of Course:

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
			√			

Course Outcome: After completing the course learners will be able to:

CO1: Understand the competencies required for effective professional practice in different departments and evaluate their development against a competence framework.

CO2: Gain valuable work experience, evaluate organizational practices building on theory from the previous semesters of the program, and develop work-related skills.

CO3: Exhibit an understanding of the commercial/business environment and provide opportunities to evaluate experiences with international organizational practices.

CO4: Enhance their employability and employment prospects upon graduation.

Detailed Syllabus:

UNIT I:

Personal Goals and Pre-Internship Self-Assessment -Introduction and personal learning objectives, SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats), pre-internship self-assessment on professional and technical competencies, goal setting for the internship period (technical, behavioural, soft skills), expectations from the organization and self.

UNIT II:

Workplace Behaviour and Professional Growth - Adapting to workplace culture and hierarchy, Communication with supervisors and colleagues, discipline, punctuality, and grooming standards, time and stress management, ethical behaviour and responsibility at the workplace.

UNIT III:

Skill Enhancement and Knowledge Application - Development of technical and operational skills, Practical application of academic theories or models, Learning new techniques, tools, or systems, Problem-solving and decision-making instances, Initiative-taking and accountability.

UNIT IV:

Reflective Analysis and Post-Internship Evaluation -Reflection on personal and professional transformation, re-evaluation using the same self-assessment tools, key takeaways from the internship, feedback from mentors and supervisors (if available), career direction and future development plans.

Assessment

Practical Internal	15 Marks (Report or Presentation or Viva or Final Practical)
Practical External	35 Marks (Practical external will be assessed based on the feedback given by industry mentors to the student via a personal interview from a panel of members from interdepartmental schools.)
Final Assessment	50 Marks

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 4
Appraisals and Reflective Entries
Course ID – 240/HHA/VA401

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	2	2	-	-	50	-	__ Hours

Type of Course:

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
					√	

Course Objectives:

After completing the course students will be able to:

CO1: Enhance their soft skills through interactions while interacting with their supervisors

CO2: Have a better understanding of the strengths and weakness of the core competency areas

Appraisals & Reflective Entries (PI- 50 marks)

SWE Internship certificate, Appraisal & Reflective Entries

UNIT I:

Internship certificates, Appraisal certificates, mentor feedback

UNIT II:

The appraisal process, learning and development, mentor meetings, logging of comments, appraisers' comments and feedback

UNIT III:

Reflective writing, reflection on KRAs, action plan for the identified aspects

UNIT IV:

Industry feedback, industry-based mentoring, industry key takes away, performance review

Practical Internal (PI-50)**Appraisals & Reflective Entries (PI- 50 marks)**

(SWE Internship certificate, Appraisal & Reflective Entries)

Mapping Matrix of Course:**Table 1: CO-PO Matrix for the Course**

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 5

Advanced Food Production - I

Subject code – HDSE501/FP

Course ID - 240/HHA/DSE501

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	0	2	4	15	35	15	35	2 Hours

Type of Course: - Discipline Specific Elective

Discipline Specific Elective (DSE)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
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Introduction to the Course:

The course aims to give students both a theoretical and practical understanding of Advanced Food Production Management. The students will get the chance to evaluate the delicacies they have created, hone their practical cooking skills, and create more intricate dishes that are presented in five-star hotels.

Course Outcome: - After completing the course, learners would be able to:

CO1. Understand and apply a range of food preparation techniques to a wide range of commodities.

CO2. Produce a wide range of cookery methods and presentation styles to a wide range of commodities to produce dishes, to an acceptable commercial standard.

CO3. Prepare and present a wide range of forcemeat products.

CO4. Select, prepare, cook, present, and evaluate a selection of dishes to a commercially acceptable standard.

Detailed Syllabus:

Unit-I

Theory – Sichuan Cuisine – Concept, characteristics, tools and equipment, seasonings, famous dishes, specific techniques, ingredients, and spices.

Practical – The menu and the food items will be created as per the weekly theory inputs.

Unit-II

Theory- Sri Lankan Cuisine: Introduction, characteristics, types of cooking methods, utensils and equipment; historical background and geographical location, seasonal availability of fruits, vegetables, and staple ingredients.

Practical: The menu and food items will be created as per the weekly theory inputs.

Unit-III

Theory – Singaporean Cuisine: Introduction, characteristics, food practices & characteristics of ethnic groups, dishes specific to ethnic groups, different ingredients, popular dishes, cultural festivals, staple foods and common equipment and utensils.

Practical: The menu and food items will be created as per the weekly theory inputs.

Unit-IV

Theory - Introduction, history of North & South Indian cuisine, geographical and cultural differences, local produce, traditions, temperament and eating habits.

Practical: The menu and food items will be created as per the weekly theory inputs.

TEXT BOOK

- P. S. Bali (2014) “International Cuisine and Food Production Management”: Oxford University Press

OTHER RECOMMENDED TEXTS

- Cwierka, Katarzyna Joanna (2006), Modern Japanese Cuisine: Food, Power and National Identity, Reaktion Books, ISBN 978-1-86189-298-0
- Cost, Bruce. Asian ingredients: a guide to the foodstuffs of China, Japan, Korea, Thailand, and Vietnam. New York: Harper Perennial, 2000.
- Anderson, Eugene N. (1988). The Food of China. New Haven: Yale University Press.

All Assessment Details

Theory Internal (TI)	15 Marks
Theory External (TE)	35 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA)	100 Marks

The Internal Assessment (IA) will have the following components:

S. No.	Internal Components	Marks
1	Assessment 1: Midterm Exam (TI)	10 Marks
2	Assessment 2: Class Attendance (TI)	5 Marks
3	Assessment 3: Practical - Viva	10 Marks
4	Assessment 4: Continuous Assessment (PI)	5 Marks
Internal Assessment (IA)		30 Marks

External Assessment (EA)

The External will have the following components:

S. No.	External Assessments Components (EA)	Marks
1.	End-term theory exam (TE)	35 Marks
2	End Term practical (PE)	35 Marks
External Assessment (EA)		70 Marks

The question paper pattern for the end-term examination will be 35 Marks:

Section A	Seven short-answer type questions covering all units. All compulsory.	7*1=7 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I	7*4=28 marks

	Choice of Q. 4&5 from Unit II	
	Choice of Q. 6&7 from Unit III	
	Choice of Q. 8&9 from Unit IV	
Total Marks		35

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 5

Gourmet Desserts and Artisanal Breads

Course Code –HDSE502/FP

Course ID – 240/HHA/DSE502

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	0	2	4	15	35	15	35	2 Hours

Type of Course: - Discipline Specific Elective (DSE)

Discipline Specific Elective(DSE)	Minor Course (MIC including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project / Dissertation
√							

Introduction to the Course:

The Gourmet Desserts and Artisanal Breads module is designed to provide students with an in-depth understanding of creating exquisite and visually stunning desserts and breads for fine dining establishments. It aims to enhance their skills in dessert composition, flavour balancing, and artistic presentation. The module will cover various aspects of plated desserts, including advanced dessert techniques, flavour pairing, dessert architecture, and contemporary bread trends. Students will also learn about certain breads that are customised for a fine dining experience.

Course Outcome: - After completing the course, learners would be able to:

CO1. Develop advanced skills in creating plated desserts with artistic flair and attention to detail.

CO2. Explore contemporary dessert trends and understand their application in plated desserts.

CO3. Learn advanced techniques for dessert components, including mousse, creams, sauces, and garnishes.

CO4. Understand the importance of ingredient selection in breads, learning Braids and artisan bread display.

Detailed Syllabus:

Unit-I

Theory –The history, composition, and regional identity of classical European cakes; Authenticity, traditional techniques, and variations adapted for contemporary pastry kitchens.

Practical - Art and theory of plated dessert composition; balance of flavour, texture, temperature, and colour. Contemporary trends such as deconstruction, fusion influences, and restaurant-style dessert architecture.

Unit-II

Theory –Gluten formation and dough behaviour; Glutenin and gliadin interaction, hydration, mixing development stages, extensibility, elasticity, and dough strength. Overmixing, underdevelopment, and protein quality

Practical - Advanced skills using special ingredients in making pastry & bakery.

Unit-III

Theory –Composition, nutritional profile, and functional properties of whole wheat flour, rye flour, and semolina flour; bran, germ, and endosperm structure, influence on gluten development, hydration, fermentation, and crumb texture.

Practical - Advanced skills required to do bread making and shaping.

Unit-IV

Theory - Introduction to Baking Science, key Scientific Principles in Baking, Innovations in Baking Technology, Future Trends in Baking Science,

Practical - Create classic desserts and plate them in the bakery.

TEXT BOOK

- Gisslen, W. (2023). *Professional Baking*, John Wiley & Sons.
- Suas, M. (2021). *Advanced Bread and Pastry: A Professional Approach*, Delmar Cengage Learning.
- Williams, P. and Matijevic, D. (2015), *Faster Artisan Breads II: Sourdough*, United Kingdom, UK: Pendragon Publishing
- Boyle, T. And Moriarty, T.(1996), *Grand Finales: The Art of the Plated Dessert*, New York, NY: John Wiley and Sons

OTHER RECOMMENDED TEXT

- Bali, P.S. (2017), *Food Production Operations*, Oxford, New Delhi
- Hadjiandreou, E. (2011), *How to Make Bread*, New York, Ryland Peters & Small
- Motarjemi, Y., Moy, G. and Todd, E.C.D. (2014), *Encyclopaedia of food safety*, Apple Academic Press, Amsterdam
- Arora, K. (2008), *Theory of Cookery*, Frank Bros & Co., New Delhi
- <https://pastryartsmag.com/general/a-guide-to-plated-desserts/>

The Internal Assessment (IA) will have the following components:

S. No.	Internal Components	Marks
1	Assessment 1: Midterm Exam (TI)	10 Marks
2	Assessment 2: Class Attendance (TI)	5 Marks
3	Assessment 3: Practical - Viva	10 Marks
4	Assessment 4: Continuous Assessment (PI)	5 Marks
Internal Assessment (IA)		30 Marks

External Assessment (EA)

The External will have the following components:

S. No.	External Assessments Components (EA)	Marks
1.	End-term theory exam (TE)	35 Marks
2	End Term practical (PE)	35 Marks

External Assessment (EA)	70 Marks
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Question Paper Format

_Section A	Seven short-answer type questions covering all units. All compulsory.	7*1=7 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	7*4=28 marks
Total Marks		35

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4
CO1	3	2	3	2
CO2	2	2	2	2
CO3	1	2	2	3

CO4	2	3	1	2
Average	2	2.25	4	2.25

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4
CO1	2	2	2	2
CO2	2	2	3	2
CO3	2	2	2	3
CO4	3	2	2	2
Average	2.25	2	2.25	2.25

Semester 5

Hospitality Events Management - I

Course Code - HCC503

Course ID - 240/HHA/CC503

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	0	4	30	70	0	0	3 Hours

Type of Course: - Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

Event planning is a critical component within the field of hospitality events management, serving as the blueprint for delivering successful and engaging guest experiences. It involves a strategic and systematic process that encompasses identifying event objectives, selecting appropriate venues, coordinating logistics, managing resources, and ensuring client satisfaction. In the academic context, the planning phase is examined not only as a practical activity but also as a discipline that integrates principles of project management, marketing, operations, and customer service. A thorough understanding of planning practices enables hospitality professionals to anticipate challenges, optimize efficiency, and deliver high-quality events that meet both organizational goals and guest expectations.

Course Outcome: After completing the course, learners will be able to:

CO1. Apply appropriate tools and techniques to demonstrate knowledge and understanding of project management in a hospitality context from formulation of a plan to execution, evaluation and critical analysis of the event.

CO2. Critically evaluate a range of relevant theories and concepts in the areas of operations, marketing, human resources and finance.

CO3. Demonstrate self-management skills to operate in a complex context requiring selection and application of wide-ranging standard & innovative techniques into an Event Plan.

CO4. Demonstrate the ability to effectively manage personal learning and development.

Detailed Syllabus:

Unit-I

Theory - Hospitality Events: Definition & Scope; Types (Corporate, Social, Cultural, MICE); Event Planner Roles; Event Planning Phases (Pre, During, Post); Concept & Goal Setting; Client Requirements & Expectations.

Unit-II

Theory - Strategic Event Planning; Feasibility Study & SWOT Analysis; Project Management Tools (Gantt Chart, Timeline, Critical Path); Budgeting & Financial Planning; Vendor & Stakeholder Management; Legal & Ethical Considerations.

Unit-III

Theory - Venue Selection & Site Inspection; Food & Beverage Planning & Service Styles; AV, Lighting & Technical Setup; Décor, Theme & Ambience; Staffing & HR Planning; Logistics & On-site Coordination.

Unit-IV

Theory - Risk Assessment & Contingency Planning; Health, Safety & Security; Crisis & Crowd Management; Sustainable/Green Events; Event Marketing & Communication; Post-Event Evaluation & Feedback Analysis.

TEXT BOOK

- Bowdin, G.A.J. *et al.* (2012) *Events management*. London: Routledge.
- Bowie, D. & Buttle, F. (2011) *Hospitality Marketing; Principles and Practice*. 2nd Edition. Oxford: Butterworth-Heinemann.
- Burgess, C. (2010) *Essential Financial Techniques for Hospitality Managers - a practical approach*. Oxford: Goodfellows.
- Davis, B., Lockwood, A., Alcott, P. & Pantelidis, I. (2012) *Food and Beverage Management*. 5th edition. London: Routledge.

Assessments

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Total Marks = (TI)+(TE)	100 marks

Theory Internal **(TI)** will have the following components:

S. No.	Internal Assessment Components	Marks
1	Assessment 1: Mid Term Exam	10 marks
2	Assessment 2: Report Writing	15 marks
3	Class Attendance	5 marks
Theory Internal		30 marks

Theory External

The **question paper pattern** for the end term examination will be **70 Marks**:

Note: - The duration of all the end term theory examinations shall be 3 hours.

Question Paper Format (70 Marks)

Section A	Seven Short answer type questions covering all units. All compulsory.	7*2=14 marks
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Section B	Answer any one question from each Unit.	4*14=56 marks
	Choice of Q. 2&3 From Unit I	
	Choice of Q. 4&5 from Unit II	
	Choice of Q. 6&7 from Unit III	
	Choice of Q. 8&9 from Unit IV	
Total Marks		70 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

SEMESTER 5

Corporate Skills-III

Course Code – HVOC504

Course ID - 240/HHA/VO504

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	-	4	30	70	-	-	3 Hours

Type of Course:- Minor Vocational Courses

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
	√						

Introduction to the Course:

This module is designed to polish the professional persona of hospitality learners as they prepare for the transition from the classroom to the corporate world. It emphasizes Advanced Interview Readiness and High-Impact Presentation Skills using the ABCDE model. Furthermore, the course integrates essential life skills such as Time

Management and Strategic Planning, alongside advanced Customer Psychology and Service Recovery techniques. By the end of this module, students will be equipped to manage their professional time efficiently and navigate complex guest interactions with high emotional intelligence.

Course Outcome: - After completing the course learners will be able to:

CO1: Formulate a professional career identity by performing self-assessments, designing industry-standard resumes, and demonstrating proficiency in competitive recruitment through mock interviews and group discussions.

CO2: Execute structured professional presentations by applying the ABCDE model, utilizing mind-mapping for content architecture, and adapting delivery styles to specific audience profiles and environments.

CO3: Implement systematic productivity frameworks, including Stephen Covey's Time Management Grid and prioritization tools, to optimize personal and operational efficiency in a hospitality setting.

CO4: Evaluate customer behavior through observation and probing skills to manage difficult service recovery situations and build sustainable guest relationships.

Detailed Syllabus:

Unit 1:

Advanced Interview Readiness: Personality Self-Assessment; Resume Building; Organization Research; Target Audience (HR/HOD) Research; Defining Personal Career Objectives; Common Interview Questions; Personal Interview Etiquettes; Mock Interviews; Group Discussion Practical Session.

Unit 2:

Advanced Presentation Skills ABCDE: Introduction to Presentation and its purpose, Consider the audience, environment and build content, Mind Mapping, Design the approach and execute the presentation and Presenting tips.

Unit 3:

Time and basic planning: Time management, To-do list & Prioritization, Time Management Grid (Stephen Covey) and its tools, Basics of planning.

Unit 4:

Understanding Customer Personalities & Handling Difficult Situations: Observation & Probing Skills, Buying Signals & Sales Interaction, Handling Difficult Customers & Service Recovery, After-Sales Service & Relationship Building and Self-Development Report.

TEXT BOOK

- Amos, J.-A., 2011. *How to Pass that Job Interview*. [edition if available] Publisher. — Covers interview preparation and performance.
- Ryan, R., 2016. *60 Seconds and You're Hired!*. Penguin Books. — Practical techniques for answering questions and presenting yourself.
- Novorésumé, 2025. *Job Interview Masterclass*. Novorésumé. — Systematic approach to resumes, research and interview strategy.

Final Assessment (FA)

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Final Assessment (FA) = (TI)+(TE)	100 marks

Theory Internal (TI) will have the following components:

S.No.	Internal Assessment Components	Marks
1	Assessment 1 : Mid Term Exam	10
2	Assessment 2 : Continuous Assessment	10
3	Assessment 3 : Presentation	10
Internal Assessment (TI)		30

External Assessment (EA)

S. No.	External Assessments Component (EA)	Marks
1	End-term theory exam (ETTE)	70 Marks
External Assessment (EA)		70 Marks

The question paper pattern for the end-term examination will be **70 Marks** and will follow the following pattern:

Section A	Seven short-answer type questions covering all units. All compulsory.	7*2=14 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*14=56 marks
Total Marks		70 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	3	3	3	2
CO2	3	1	2	2	2	2	2	2
CO3	3	1	1	3	2	3	2	2
CO4	3	2	2	3	2	2	3	2
Average	3	1.5	2	2.75	2.25	2.5	2.5	2

Table 2: CO-PSO Matrix for the Course

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	2	3	3	3	3	3	2
CO2	3	1	2	2	2	2	2	2
CO3	3	1	1	3	2	3	2	2
CO4	3	2	2	3	2	2	3	2
Average	3	1.5	2	2.75	2.25	2.5	2.5	2

SEMESTER 5

Food Truck Operations

Course ID – 240/HHA/SE505

Course Code – HSEC505

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	4	4	-	-	30	70	3 Hours

Type of Course: Skill Enhancement Course

Core Courses	General Elective Courses (GEC)	Ability Enhancement Courses (AEC)	Skill Enhancement Courses (SEC) / Community Outreach	Value Addition Courses (VAC)	Discipline-Specific Elective Course (DSE)	Internship/Project Report/Training	Entrepreneurship
			√				

Introduction to the Course:

The Food Truck Operations course is designed to provide hands-on exposure to mobile food business concepts, combining culinary skills with entrepreneurship, hygiene, customer service, and cost control. The course enables learners to plan, set up, and operate a food truck efficiently while

understanding legal requirements, menu engineering, marketing strategies, and real-time service management. Emphasis is placed on practical execution, teamwork, and live food service operations.

Course Outcome: After completing the course, learners will be able to:

CO1: Plan and design a functional food truck layout, menu, and operational workflow.

CO2: Prepare and serve popular street food and quick-service items following food safety standards.

CO3: Manage food truck operations including costing, procurement, service, and waste control.

CO4: Apply basic entrepreneurial and marketing skills to promote and sustain a food truck business.

Detailed Syllabus:

Unit 1: Workplace Readiness & Operational Setup Competency

Practical: Food truck models (mobile kitchen, kiosk, pop-up stalls), layout planning and equipment selection, menu planning, legal requirements: FSSAI registration, licenses, hygiene norms, basic branding and concept development, designing layout, sample food truck concept & menu card.

Unit 2: Food Production Techniques and Safety Practices

Practical: popular street foods (Indian & global), fast-moving items, portion control & standard recipes, time management during peak hours, hygiene and safe food handling practices, daily food production, speed cooking drills, recipe costing practice.

Unit 3: Service Excellence and Customer Engagement

Practical: Order taking & quick service techniques, queue management, customer interaction & complaint handling, cash handling & digital payment systems, presentation & packaging for takeaway, live service simulation, role plays, real-time food truck operation.

Unit 4: Business Operations and Entrepreneurial Management

Practical: Food costing & pricing strategies, procurement & inventory control, profit calculation & break-even concept, social media marketing for food trucks, event catering & pop-up sales strategies, preparing cost sheets, Instagram promotion

Core Textbooks:

- **Weber, D.** (2012) *The Food Truck Handbook: Start, Grow, and Succeed in the Mobile Food Business*. 1st edn. John Wiley & Sons, Hoboken, NJ.
- **The Staff of Entrepreneur Media & Mintzer, R.** (2021) *Start Your Own Food Truck Business: Cart, Trailer, Kiosk, Standard and Gourmet Trucks, Mobile Catering and Bustaurant*. 3rd edn. Entrepreneur Press, New York.

Other Recommended Textbooks:

Phillips, A. (2012) *The Complete Idiot's Guide to Starting a Food Truck Business*. 1st edn. Penguin Random House, New York.

- **Keyser, E. and Pennette, J.** (2023) *Starting and Running Your Restaurant: A Practical Guide to Success*. 2nd edn. Cengage Learning, Boston.
(Recommended for broader foodservice entrepreneurship and operations context)
- **SAN, D.** (2024) *The Food and Beverage Industry Handbook: A Complete Guide to Success in Menu Planning, Pricing, and Customer Satisfaction in the Food and Beverage Industry*. Amazon Digital Services LLC, Seattle

All assessment details (AAD):

S. No	Assessments Components (EA)	Marks/Weightage
1	Practical Internal (PI) a) Continuous Assessment (CA)- 15 Marks b) Class Attendance (CA)- 5 Marks	30 Marks

	c) POS Closing (PC)- 10	
2	Practical External (PE)	70 Marks
All Assessment (AA) = (PI) + (PE)		100 Marks

Please note that the Practical External will be assessed by the faculty of other school within the institute.

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 5

Advance Food and Beverage Service Management – I

Course Code - HDSE501/FS

Course ID - 240/HHA/DSE503

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	0	4	30	70	0	0	3 Hours

Type of Course:- Discipline Specific Elective

Discipline Specific Elective (DSE)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

By the end of the module, the student will have an insight into F&B management aspects. The student will be able to strategies F&B operations which will guide them in ensuring consistent profits can be generated. The module will also focus on enabling the student to formally design a process plan for F&B outlets along with aspects of facility planning. They will be able to optimise production which will help them to understand staffing, equipment planning & raw material planning. They will also be equipped with aspects of analysis menus, through Menu Engineering. The student will also explore budgeting along with tools of controls that are a must in ensuring cost controlling and managing profits. The module will enable the students to have hands-on experience of operating an F & B outlet and help them to understand the ethos and management part of a business.

Course Outcome: After completing the course, learners will be able to:

CO1. Explore the application of management principles for the success of any foodservice operations. Illustrate the importance of regular and consistent profits.

CO2. Apply theoretical knowledge in designing a food service facility concerning the service flow.

CO3. Exploring the need for organising the right standards for foodservice operations in terms of staffing, equipment planning and material by understanding the F&B cycle

CO4. Understand and apply the knowledge of analysing a menu. Understanding different types of budgets and F&B control systems.

Detailed Syllabus:

Unit-I

Theory - Structure, scope and future of the catering industry, types of catering operations, growth and future, changing trends and landscape of food and beverage

Unit-II

Theory - Factors and strategies considered and used, stabilising food costs, production scheduling, decision making, sales volume, sales mix, analysis, profit margins, expanding, diversifying, franchising

Unit-III

Theory - Facilities planning process, preliminary preparation, design development, space relationship, schematics, quality management, TQM, Standard recipe, SPS, Yield analysis, menu planning and analysis

Unit-IV

Theory - Planning and budgeting, types of budgets, types of control, food cost, HRM in F&B, recruitment and selection, training and performance appraisals

Text Books

- Cousins, J. and Weekes, S. (2020) *Food & Beverage Service*. 10th edn. London: Hodder Education.
- George, B. and Chatterjee, S. (2012) *Food & Beverage Service and Management*. 1st edn. New Delhi: Jaico Publishing.
- Gordon, R. and Brezinski, M. (2015) *The Complete Restaurant Management Guide*. Abingdon, Oxon: Routledge.
- Keiser, J., DeMicco, F. and Grimes, R. (2000) *Contemporary Management Theory*. 4th edn. Upper Saddle River, N.J.: Prentice Hall.
- Singaravelavan, R. (2016) *Food and Beverage Service*. 2nd edn. New Delhi: Oxford University Press.

Final Assessment (FA)

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Total marks = (TI)+(TE)	100 marks

Theory Internal (TI) will have the following components:

S. No.	Internal Assessment Components	Marks
1	Assessment 1: Mid Term Exam	15 marks
2	Assessment 2: Presentation	10 marks
3	Attendance	5 marks
Internal Assessment (TI)		30 marks

Theory External

1	Assessment: End Term Theory Exam	70 marks
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The **question paper pattern** for the end term examination will be **70 Marks**:

Note: - The duration of all the end term theory examinations shall be 3 hours.

Question Paper Format (70 Marks)

Section A	Seven Short answer type questions covering all units. All compulsory.	7*2=14 marks
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Section B	Answer any one question from each Unit.	4*14=56 marks
	Choice of Q. 2&3 From Unit I	
	Choice of Q. 4&5 from Unit II	
	Choice of Q. 6&7 from Unit III	
	Choice of Q. 8&9 from Unit IV	
Total Marks		70 marks

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 5

Introduction to Wines

Course Code – HDSE502/FS

Course ID – 240/HHA/DSE504

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	-	4	30	70	-	-	3 Hours

Type of Course: Discipline Specific Elective

Discipline Specific Elective (DSE)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

The course will enable students to develop knowledge of wines. It is designed to provide a sound but simple introduction to wines. The course will assist learners who need a basic familiarity with the main types and styles of wines. Learners will consequently be able to answer customer queries and provide recommendations for the service of wine. Professionals who work with wines as part of a larger beverage portfolio will enable the industry to benefit from their wine knowledge and convert it into a main revenue stream.

Course Outcome: After completing the course, learners will be able to:

CO1: Understand the fundamentals of wines.

CO2: Explore fortified and aromatized wines.

CO3: Know and understand the new world wine countries.

CO4: Know and understand the old-world wine countries.

Detailed Syllabus:

UNIT I (History of Wines)

Theory: Definition, classification of wines, viticulture, vinification, grape structure, grapes used in wine production, growing of grapes concerning terroir, soil, climate, characteristics of grapes, production of wines; still, sparkling, various methods of making sparkling wine, method champenoise, types of champagne, champagne brands, introduction to different types of wine glasses.

Unit II (Vermouth, Bitters, and Fortified Wines)

Theory: Definition, production process of vermouth, styles and popular brand names of Vermouth, Bitters- introduction to Bitters, list of Bitters. Fortified and Aromatized wines- introduction, types of Fortified wines, production of Fortified wines (Sherry, Port, Madeira, Marsala, Malaga), order taking of wine by bottle and glass, reading the wine label.

Unit III (Old World Wines)

Theory: France, Italy, Germany, Spain, and Portugal; introduction, major wine laws, major wine production regions, grapes used, and brand names, wine service and tasting.

Unit IV (New World Wines)

Theory: USA, Australia, South Africa, New Zealand, Argentina, Chile, Brazil, and India; introduction, major wine laws, major wine production regions, grapes used, brand names, and basics of food & wine pairing, storage faults that can lead to wine faults, and wine production.

Core Text Books:

- Cousins, J. and Weekes, S. (2020) *Food & Beverage Service*. 10th edn. London: Hodder Education.
- MacNeil, K. (2022) *The Wine Bible*. Workman Publishing, New York
- Singaravelavan, R. (2016), *Food and beverage service*, 2nd edn. Oxford University Press, New Delhi

Text Books:

- *Guide to pairing food with wine, beer, spirits, coffee, tea - even water - based on expert advice from America's best sommeliers*. Bulfinch Press, New York.
- MacLean, N. (2012) *Red, white, and drunk all over: A wine-soaked journey from grape to Glass*. Anchor, Toronto, Canada.
- Johnson, H. & Robison, J. (2019) *The World Atlas of Wines*. Mitchell Beazley, London.
- Robinson, J. (2015) *The oxford companion to wine*. Oxford University Press, Oxford.

Final Assessment (FA)

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Total marks = (TI)+(TE)	100 marks

Internal Assessment

S. No.	Internal Assessment Components	Marks
1	Assessment 1: Midterm Exam	15 marks
2	Assessment 2: Wine Making	10 marks
3	Class Attendance	5 marks
Internal Assessment (TI)		30 marks

Theory External

1	Assessment: End Term Theory Exam	70 marks
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Question Paper Format (70 Marks)

Section A	Seven short-answer type questions covering all units. All compulsory.	7*2=14 marks
Section B	Answer any one question from each Unit. Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*14=56 marks
Total Marks		70 marks

Note: - The duration of all the end-term theory examinations shall be 3 hours.

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 5

Advance Accommodation & Facility Management - I

Course Code - HDSE501/AM

Course ID – 240/HHA/DSE505

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	-	4	30	70	-	-	3 Hours

Type of Course: Discipline Specific Elective

Discipline Specific Elective (DSE)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

This course helps students understand how the accommodation (housekeeping and front office) departments work in hotels. It focuses on practical and updated methods used in managing hotel rooms and guest services. Students will learn how to plan budgets, select suitable materials such as textiles and carpets, manage renovation projects, and

apply interior design principles in hotel rooms. They will also explore how the front office handles room inventory, revenue forecasting, and budgeting to improve guest satisfaction and business performance. The course combines both housekeeping and front office functions to provide a complete view of accommodation management.

Course Outcome:

CO1: Understand how to plan housekeeping budgets and apply basic interior design concepts for better guest room experiences.

CO2: Identify and choose suitable textiles and carpets for hotel use, and understand the renovation process in hotel operations.

CO3: Complexities involved with carpets- in purchasing an appropriate one and maintaining it, the various types available in the market today, etc.

CO4: Understand Interior design and its importance in hotels, learn about the new concepts and their integration with Interior Decoration.

Detailed Syllabus:

UNIT 1: Budgeting and Housekeeping Expenses

Theory - Definition and objective importance of budgeting. Types of budgets. Components of a Housekeeping Budget – Capital budget, Operating budget. Pre-opening budget (for new properties). Types of Housekeeping Expenses. Budget Planning Process, Cost Control in Housekeeping - Methods to control expenses – Role of inventory control and standard operating procedures, Energy and utility cost management. Budget Implementation and Monitoring. Forecasting and Trend Analysis. Role of Executive Housekeeper in Budgeting.

Unit II: Textiles

Theory – Introduction to Hotel Textiles and Classification of Textiles; Role in functionality and aesthetics and Importance in guest experience, Natural vs synthetic fibers, Woven, non-woven, and knitted fabrics. Common Hotel Textiles: Application and Selection of Textiles; Textile use in various hotel areas, Criteria for selection. Textile Care and Maintenance. Washing and handling procedures, Storage and repair methods. Carpets in Hotels. Types of carpets. Areas of usage and selection factors.

UNIT III: Interior Design

Theory - Elements of Interior Design, Principles of Interior Design, Color Schemes, Types of Lighting, Types of Interior Styles; Basic Materials Used, Types of Flooring, Window Treatments, Furniture Types, Importance of Interior Design in Hospitality. Planning the Layout of a Guest Room- Standard Room Sizes, Zoning in Guest Room Layout, Standard Fixtures and Amenities. Accessibility Design, Technology Integration.

UNIT IV: Hotel Renovation and New Property Operations

Theory - Definition and Need for Renovation, Types of Renovation, Phases of Renovation Process, Challenges in Renovation, Sustainability in Renovation, New Property Operations and Role of Housekeeping - Pre-Opening Activities, Setting Up Housekeeping Department.

Core Textbooks:

- Raghubalan, G. and Raghubalan, S., (2015) *Hotel housekeeping: Operations and Management*, Oxford University Press, New Delhi.
- Andrews, S., (2017) *Housekeeping Operations and Management*, McGraw Hill Education, New Delhi.
- Bardi, J. A. (2012). *Hotel Front Office Management*. 5th ed. Hoboken: John Wiley & Sons.

Textbooks:

- Casado, Matt.A., (2012) *Housekeeping Management* (2nd. edn), John Wiley and Sons, New York, US
- Jones, T.J.A, (2005) *Professional Management of Housekeeping Operations* (4th edn), John Wiley, New Jersey
- Negi, D.S. and Verma, S.M., (2020) *Fundamentals of Hotel Housekeeping: Operations & Management*, Bharti Publications, New Delhi

Final Assessment (FA):

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Final Assessment (FA) = (TI)+(TE)+(PI)+(PE)	100 marks

Internal Assessment (TI) will have the following components:

S.No.	Internal Assessment Components (TI)	Marks

S.No.	Internal Assessment Components (TI)	Marks
1	Assessment 1: Mid Term Exam (MTE)	10 Marks
2	Assessment 2: Project presentation (PP)	10 Marks
3	Assessment 3: Class Attendance (AT)	10 Marks
Internal Assessment (IA):(MTE+PP+CA+)		30 Marks

External Assessment (EA)

The External Assessment (EA) will have the following components:

S. No.	External Assessments Components (EA)	Marks
1	End term theory exam (ETTE)	70 Marks
External Assessment (EA)		70 Marks

Theory External

The **question paper pattern** for the end term examination will be **70 Marks**:

Note: - The duration of all the end term theory examinations shall be 3 hours.

Section A	Seven Short answer type questions covering all units. All compulsory.	7*2=14 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*14=56 marks
Total Marks		70 marks

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	2	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	2.75	2.50	2.75	3	3	3	3

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	2	2	2	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	2.75	2.50	2.75	3	3	3	3

SEMESTER 5
Revenue and Pricing Management

Course Code – HDSE502/AM

Course ID 240/HHA/DSE506

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	-	4	30	70	-	-	3 Hours

Type of Course: Discipline Specific Elective

Discipline Specific Elective (DSE)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

This course is designed to equip students with the practical skills and analytical tools essential for maximizing revenue in the hospitality industry. Students will learn how to develop pricing strategies, forecast demand, manage capacity, and utilize distribution channels to optimize financial performance. Emphasis is placed on understanding key industry metrics such as RevPAR, ADR, and GOPPAR, and how they influence operational and strategic decisions.

By studying real-world case studies and hospitality-focused applications, students will gain insight into how revenue management is implemented in hotels, resorts, restaurants, and other service-based businesses. The course reflects current industry trends and prepares students to make data-driven decisions in dynamic and competitive environments. Upon completion, students will be industry-ready to contribute to revenue optimization roles across front office, sales, reservations, and general operations.

Course Outcome: - After completing the course learners will be able to:

CO1: Explain the fundamental concepts and characteristics of revenue management and evaluate the strategic role of the revenue manager in hospitality operations.

CO2: Apply various pricing models and value-based strategies using key industry performance metrics to maximize revenue across different hospitality services.

CO3: Demonstrate forecasting techniques and demand management strategies, including overbooking and displacement analysis, to make data-driven revenue decisions.

CO4: Assess distribution channel strategies and manage rate parity and cost considerations to optimize multi-channel revenue performance.

Detailed Syllabus:

Unit 1:

Revenue management- Introduction, Overview, Objectives, Characteristics: Fixed Capacity, Perishable Inventory, Time-Variable Demand, Differential Pricing; KRA's of Revenue Manager.

Unit 2:

Pricing Strategies and Value-Based Revenue Models: Fundamentals of Pricing Strategy; Rate Fences and Differential Pricing; Value Proposition and Customer Perceptions; Dynamic Pricing and Price Elasticity; Key Metrics of the Hospitality Industry (RevPAR, ADR, Occupancy, GOPPAR, TRevPAR, ARPAR); Ancillary Revenue in Non-Room Departments (Spa, F&B, etc.); Bundling, Upselling, and Cross-Selling; Value-Added Pricing Models.

Unit 3:

Forecasting, Demand & Capacity Management: Revenue Forecasting Techniques; Booking Curves and Pick-up Analysis; Market Segmentation and Segmented Forecasting (Market, Group, Channel); Capacity Constraints in Hospitality; Overbooking Strategies and No-Show Forecasting; Displacement Analysis and Contribution Margins.

Unit 4:

Distribution and Channel Management: Hotel Distribution Channels (Direct, OTA, GDS, etc.); Channel Costs and Rate Parity; Strategic Channel Selection; Managing Opaque and Discount Channels.

TEXT BOOK

- Browning, R.H. (2023). *Hotel Revenue Management: From Theory to Practice*. London: The Hospitality Press.
- Hereter, G. (2018). *Introduction to Revenue Management for Hotels: Tools and Strategies to Maximize the Revenue of Your Property*. London: Hospitality Books.
- Hayes, D.K. and Miller, A.A. (2016). *Revenue Management for the Hospitality Industry*. Hoboken, NJ: John Wiley & Sons.
- Cross, R.G. (2009). *Revenue Management: Hard-Core Tactics for Market Domination*. New York: Broadway Books.
- Phillips, R.L. (2005). *Pricing and Revenue Optimization*. Stanford, CA: Stanford University Press.
- Vouk, I. (2015). *Revenue Management Made Easy: A Practical Guide to Increasing Your Revenues*. London: Hospitality Press.

Final Assessment (FA)

Theory Internal (TI)	30 Marks
Theory External (TE)	70 Marks
Final Assessment (FA) = (TI)+(TE)	100 Marks

Theory Internal (TI) will have the following components:

S.No.	Internal Assessment Components	Marks
1	Assessment 1 : Mid Term Exam	15
2	Assessment 2 : Assignment	10
3	Assessment 3 : Class Attendance	5
Internal Assessment (TI)		30

Theory External (TE): 70 marks

The Theory External assessment will be conducted through an end-term written examination.

The question paper pattern for the end-term examination will be **70 Marks** and will follow the following pattern:

Section A	Seven Short answer type questions covering all units. All compulsory.	7*2=14 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*14=56 marks
Total Marks		70 marks

Mapping Matrix of Course :

Table 1: CO-PO Matrix for the Course

Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	3	3	3	3	3	2
CO2	3	1	2	2	2	2	2	2
CO3	3	1	1	3	2	3	2	2
CO4	3	2	2	3	2	2	3	2
Average	3	1.5	2	2.75	2.25	2.5	2.5	2

Table 2: CO-PSO Matrix for the Course

Course Outcomes	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	2	3	3	3	3	3	2
CO2	3	1	2	2	2	2	2	2
CO3	3	1	1	3	2	3	2	2
CO4	3	2	2	3	2	2	3	2
Average	3	1.5	2	2.75	2.25	2.5	2.5	2

Semester 6

Advanced Food Production - II

Course code – HDSE601/FP

Course ID – 240/HHA/DSE601

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	0	2	4	15	35	15	35	2 Hours

Type of Course: Discipline Specific Elective

Discipline Specific Elective (DSE)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

The aim of this module is to provide students with a comprehensive understanding of the principles, techniques, and skills required in the field of Garde Manger, specifically within the context of culinary arts and hospitality. The course covers charcuterie and preservation methods used by different cultures, canapés and hors d'oeuvres, decorative centrepieces, cheese identification, other cold food items, familiarize with the meaning and types of chateaufroid and storage of meat in larder kitchen.

Course Outcome: - After completing the course learners would be able to:

CO1. Develop foundational knowledge of Garde Manger principles and techniques.

CO2. Acquire practical skills in cold food preparation techniques, such as curing, smoking, and pickling.

CO3. Create visually appealing and flavourful canapés and hors d'oeuvres.

CO4. Develop culinary creativity and artistic presentation skills.

Detailed Syllabus:

Unit-I

Theory – Introduction to larder - definition, and layout of larder; essentials of larder control, Importance of larder control, duties and responsibilities of larder chef, Function of larder, hierarchy of larder chef, section of larder.

Practical: Practical will be conducted based on the unit theory syllabus.

Unit-II

Theory - Appetisers and Hors d'oeuvre - classification of appetisers, examples of appetisers, Cold Sauces & cold soups. Canapé - parts of canapé, types of filling, spreads and garnishes, history of cured and smoked foods, ingredients for preserving foods, and the role of salt.

Practical: Practical will be conducted based on the unit theory syllabus.

Unit-III

Theory – Sausages - role of sausages in culinary history, ingredients for sausages, sausage and varieties, casings types and varieties, filling types and varieties, additives, preservatives, forcemeat, types of forcemeats, preparation of forcemeats, uses of forcemeats. equipment selection, care and use in making sausages, classify various types of sausage, and basic ground sausages. Terrines and Pates - preparation of pate, definition of terrines, preparation of terrines.

Practical: Practical will be conducted based on the unit theory syllabus.

Unit-IV

Theory – Galantines, Ballotine and Roulades - forcemeats including straight, country-style, gratin, and mousseline, pâté encroûte, galantines and roulades; food presentation & preservation.

Practical: Practical will be conducted based on the unit theory syllabus.

TEXT BOOK

- The Culinary Institute of America. (2012). **Garde Manger: The Art and Craft of the Cold Kitchen**. Hoboken, NJ: Wiley.

OTHER RECOMMENDED TEXTS

- Kowalski, J. and The Culinary Institute of America. (2011). The Art of Charcuterie. Hoboken, NJ: Wiley.

Ruhlman, M. and Polcyn, B. (2005). Charcuterie: The Craft of Salting, Smoking, and Final Curing. New York, NY: W. W. Norton & Company.

All Assessment Details

Theory Internal (TI)	15 Marks
Theory External (TE)	35 Marks
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
Final Assessment (FA)	100 Marks

The Internal Assessment (IA) will have the following components:

S.No.	Internal Components	Marks
1	Assessment 1: Midterm Exam (TI)	10 Marks
2	Assessment 2: Class Attendance (TI)	5 Marks
3	Assessment 3: Practical – Viva (PI)	10 Marks
4	Assessment 4: Continuous Assessment (PI)	5 Marks
Internal Assessment (IA)		30 Marks

External Assessment (EA)

The External will have the following components:

S. No.	External Assessments Components (EA)	Marks
1.	End-term theory exam (TE)	35 Marks
2	End Term practical (PE)	35 Marks
External Assessment (EA)		70 Marks

The question paper pattern for the end-term examination will be 35 Marks:

Section A	Seven short-answer type questions covering all units. All compulsory.	7*1=7 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	7*4=28 marks
Total Marks		35

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2

Average	3	3	3	3	3	3	2	2
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Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

SEMESTER 6

Hospitality Events Management - II

Course Code – HCC602

Course ID - 240/HHA/CC602

L	T	P	Credits	TI	TE	PI	PE
0	0	4	4	0	0	30	70

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

Implementing effective hospitality events management requires a structured approach to ensure that every detail is meticulously planned and executed. Whether the event is a corporate conference, a wedding, a large-scale public gathering, or a private dinner party, the aim is to provide a seamless and memorable experience for all attendees. The hospitality industry, especially in event management, revolves around offering outstanding services and creating environments that are both engaging and accommodating.

Course Outcomes: After completing the course, learners will be able to:

CO1: Learn how to effectively consult with clients and define event objectives through practical client interaction.

CO2: Develop the ability to create and manage budgets for events, allocating resources effectively

CO3: Gain practical experience in designing a catering menu and overseeing food and beverage service.

CO4: Develop the ability to execute events, handling all moving parts in real-time to ensure smooth operations.

Detailed Syllabus:**UNIT I**

Practical: Menu trials for the event, Trial indenting, trial resourcing, trail staff planning, trail budgeting

UNIT II

Practical: Decor & layout, decor ideation, decor resourcing, client meeting for decor, decor finalization, decor budgeting

UNIT III

Practical: Layout designing, restaurant layout, bar layout, cover allocations, table appointments, menu card designings.

UNIT IV

Practical: Staff planning, kitchen staffing, service staffing, entertainment staffing, decor staffing, staff meals, budgets for staff meal

Core Textbooks:

- Mill R. C. (2000). Restaurant Management: Customers, Operations, and Employees Upper Saddle River, NJ : Prentice Hall.

Other Recommended Textbooks:

- Miller, J. E., Dopson, L.R. and Hayes, D. K. (2008). Food and Beverage Cost Control (4th ed.)Hoboken, N.J.,Chichester, Wiley
- Kumar, V., 2013. 100 Design Methods. 1st ed. New York: John Wiley & Sons Inc.

Practical Internal

It will have the following components:

S. No.	Practical Internal Assessment Components	Marks
1	Assessment 1: Menu Trial	10 marks
2	Assessment 2: Mise en Place	10 marks
3	Assessment 3: Event Evaluation	10 marks
Total marks (PI)		30 marks

Practical External Assessment (PEA):

The External Assessment (PEA) will have the following components:

S. No.	Practical External Assessments Component	Marks
1	Assessment - Event Execution	70 marks

Please note that the Practical External will be assessed by the faculty of other school within the institute.

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO 2	PSO3	PSO 4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

SEMESTER 6

Leadership and Business Strategies

Course Code – HCC603

Course ID - 240/HHA/CC603

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	1	0	3	25	50	0	0	2 Hours

Type of Course: Core Course

Core Course (CC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

This module will develop students' leadership and professional development skills in line with the theories on graduate employability, by using students' own work, university, and community-based experiences to identify and explore key relationship management competencies. The module builds upon previous modules within the

International Hospitality Management programme and challenges students to further reflect and reassess their ability to effectively manage their own development amidst a diverse range of relationships and demonstrate authentic leadership skills within the international hospitality and tourism industry.

Course Outcomes: After completing the course, learners will be able to:

CO1: Critically analyse and evaluate the contemporary approaches to leadership and apply this evaluation to an

investigation of a sector of the hospitality and tourism industry.

CO2: Effectively deploy a self-development approach to ascertain and hone their leadership, intercultural

awareness and wider tactics.

CO3: Demonstrate an ability to develop and maintain a network of contacts through effective relationships and

impression management skills.

CO4: Show an ability to mentor and/or lead others through engagement with the experiential opportunities offered

by the module and programme.

Detailed Syllabus:

UNIT I

Theory: The leadership theories; Effective leadership; Leadership & management; Importance of traits & its change over the years; types of traits; limitation of trait approach; charismatic leadership; Cognitive Approach to leadership; Change in leadership styles; Influence of leader behavior on corporate cultures.

UNIT II

Theory: Styles of leadership; Challenges of different styles; Reasons for resisting change; Psychological process of making change; Characteristics of an effective vision; Group performance; Group processes and improve performance; Primary leadership functions in decision groups.

UNIT III

Theory: Organizational process & organizational objectives; Strategic leadership important; Environment and formulate a good competitive strategy; Leadership training and development; Tools of feedbacks; Developing skills of a leader; Integration of human resource management & strategic planning; cross-cultural leadership - Importance; Types; Cultural values & influence.

UNIT IV

Theory: Scope of strategic change; Styles of managing change; Role of strategic leaders; Corporate Parenting in multi-business organization; Rationales of corporate parent; Differentiation strategies; Principles of game theory concerning business strategy.

Core Textbooks:

- Sinek, S. (2019), *Leaders eat last: Why some teams pull together and others don't*, Penguin Group, New York
- Adair, J. (2007), *Develop your Leadership skills*, Kogan Page, London

Other Recommended Textbooks:

- Antonacopoulou, E. & Bento, R. (2011), *Learning leadership, chapter 5 in Storey, J. (ed.) Leadership in Organizations: Current Issues and Key Trends*, Routledge, London
- Antonakis, J. Cianciolo, A.T. & Sternberg, R.J. (2004), *The Nature of Leadership*, Thousand Oaks, Sage, CA
- Avery, G.C. (2005), *Understanding Leadership: Paradigms and Cases*, Sage, London
- Baum T. (2006), *Human Resource Management for Tourism, Hospitality and Leisure: an international perspective*, Thomson Learning, London

Theory Internal

It will have the following components:

S. No.	Theory Internal Assessment Components	Marks
1	Assessment 1: Continuous Assessment	5 marks
2	Assessment 2: Mid Term Exam	15 marks
3	Assessment 3: Class Attendance	5 marks
Theory Internal		25 marks

Theory External

It will have the following components:

S. No.	Theory External Assessments Component	Marks
1	End term theory exam (ETTE)	50 marks

Theory External:

The **question paper pattern** for the end term examination will be **50 Marks**:

Section A	Five Short answer type questions covering all units. All compulsory.	5*2=10 marks
Section B	Answer any one question from each Unit. Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*10=40 marks
Total Marks		50 marks

Note: - The duration of all the end-term theory examinations shall be 2 hours.

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2

CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO 2	PSO3	PSO 4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

SEMESTER 6

Specialized Tea and Coffee

Course Code – HMIC604

Course ID – 240/HHA/MI604

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	-	1	4	25	50	5	20	2 Hours

Type of Course: Minor/Vocational

Discipline Specific Course (DSC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
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Introduction to the Course:

The course will give an insight into the world of tea and coffee. The student will recall the history of tea and coffee. The module will help students understand the processes of tea and coffee making. It will also cover the different types of tea and coffee. It will provide a perspective on speciality coffees and the current trends that have evolved over a period of time in the field of the tea & coffee business.

Course Outcome: After completing the course, learners will be able to

CO1: Describe the history of coffee and tea.

CO2: Examine social and cultural meaning as well as consumption patterns of coffee and tea along different eras and cultures.

CO3: Name the characteristics of different types of coffee and tea and their origins.

CO4: Analyze coffee and tea production from harvesting to packaging.

Detailed Syllabus:

Unit 1: Coffee – History, Culture and Global Consumption

Theory: Origin of coffee Rise of coffee houses, Coffee habits across cultures, Speciality coffee trends

Practical: Traditional coffee styles such as Turkish coffee, filter coffee, and café-style brewed coffee while maintaining appropriate serving temperatures.

Unit 2: Coffee – Varieties, Production and Brewing Techniques

Theory: Major coffee species - Arabica, Robusta, Liberica, and Excelsa. Coffee production - Harvesting, pulping, drying, roasting, grinding, and packaging. Brewing techniques: espresso, French press, pour-over, cold brew, and speciality beverages. Grind size and extraction affect flavour.

Practical: Students will prepare espresso-based beverages (espresso, cappuccino, latte, americano) and manual brews, observing correct serving temperatures.

Unit 3: Tea – History, Cultural Traditions and Consumption Patterns

Theory: Origin of tea, Tea rituals (Worldwide), Impact on culture & consumption pattern, Role of tea & changing global consumption habits.

Practical: Students will prepare and serve traditional tea styles such as Indian masala chai, Chinese green tea infusion, and English black tea, maintaining suitable serving temperatures.

Unit 4: Tea – Types, Processing and Brewing Methods

Theory: Categories of tea - black, green, white, oolong, yellow, herbal, and speciality blends, Tea cultivation, plucking standards, oxidation levels, drying, grading, blending, and packaging. Impact of processing on flavor, aroma, and color, modern speciality tea trends.

Practical: Students will brew various teas using correct steeping times and temperatures and conduct sensory evaluation of color, aroma, and taste.

Textbooks:

- Hoffmann, J. (2025) *The World Atlas of Coffee: From Beans to Brewing - Coffees Explored, Explained and Enjoyed*. 3rd edn. Mitchell Beazley, London.
- Gascoyne, K., Marchand, F., Desharnais, J. and Americi, H. (2018) *Tea: History, Terroirs, Varieties*. 3rd edn. Firefly Books Ltd, Richmond Hill.

Other Recommended Textbooks:

- Kingston, L. (2017) *How to make coffee: The science behind the Bean*. The Ivy Press, Brighton, UK.
- Smith, K. (2016) *World Atlas of Tea: From the leaf to the cup, the world's teas explored and enjoyed*. Mitchell Beazley, London.
- Mudgil, D. and Mudgil, S. (2024) *Beverages: Processing and Technology*. 1st edn. Scientific Publishers, Jodhpur.
- Grumezescu, A. M. and Holban, A. M. (eds.) (2019) *Caffeinated and Cocoa Based Beverages: The Science of Beverages*. 1st edn. Woodhead Publishing, Cambridge.

- **Thurston, R. W., Morris, J. and Steiman, S. (eds.)** (2025) *Coffee: A Comprehensive Guide to the Bean, the Beverage, and the industry*. 1st edn. Rowman & Littlefield / Bloomsbury, London.
- **Ahuja, P. S., Gulati, A., Singh, R. D., Sud, R. K. and Boruah, R. C.** (2020) *Science of Tea Technology*. 1st edn. Scientific Publishers, Jodhpur.

Internal Assessment (IA):

The Internal Assessment **(IA)** will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Presentation(P)	10 marks
2	Assessment 2: Mid-Term Examination (MTE)	10 marks
3	Assessment 3: Class Attendance (CA)	5 marks
4	Assessment 4: Continuous Assessment (CA) – Practical Internal	5 marks
Internal Assessment (IA) = (P) + (MTE) + (CA) + (CA)		30 marks

External Assessment (EA):

The External Assessment **(EA)** will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage
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1	End term theory exam (ETTE)	50 marks
2	End term practical (ETPE)	20 marks
External Assessment (EA) = (ETTE + ETPE)		70 marks

Please note that the Practical External will be assessed by the faculty of other school within the institute.

Theory External:

The **question paper pattern** for the end term examination will be **50 Marks**:

Section A	Five short-answer type questions covering all units. All compulsory.	5*2=10 Marks
Section B	<u>Answer any one question from each Unit</u> Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*10=40 Marks

Total Marks	50
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Note: - The duration of all the end-term theory examinations shall be 2 hours.

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

SEMESTER 6**Butler Service****Course ID – 240/HHA/VO605****Course Code – HVOC605**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	-	1	4	25	50	5	20	2 Hours

Type of Course: Minor/Vocational

Discipline Specific Course (DSC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
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Course Introduction

The Butler Service course focuses on delivering personalized luxury hospitality services with emphasis on professionalism, discretion, etiquette, and attention to detail. It equips students with knowledge and practical skills required to manage high-end guest requirements in hotels, resorts, private

residences, and premium hospitality settings. The course covers butler responsibilities, service techniques, communication skills, wardrobe management, food and beverage service, and guest relationship handling to ensure exceptional guest satisfaction.

Course Outcomes

After completing the course, learners will be able to:

CO1: Explain the role, responsibilities, and professional standards of a butler in luxury hospitality.

CO2: Demonstrate proper etiquette, grooming, and personalized service techniques.

CO3: Perform essential butler tasks including room setup, wardrobe care, and in-room service.

CO4: Manage guest requests efficiently while maintaining confidentiality and service excellence.

Detailed Syllabus:

Unit 1: Introduction to Butler Service and Professional Standards

Theory: Butler Service - Introduction service, historical evolution, and importance; Roles and responsibilities; Service ethics, confidentiality, grooming standards, body language, and communication skills; Guest expectations, cultural sensitivity, Art of personalized service.

Practical: Grooming and professional conduct drills

Unit 2: In-Room Service and Guest Comfort Management

Theory: Preparing guest rooms and suites, room inspection, unpacking and packing guest luggage, bed presentation, flower arrangement basics, minibar management, turndown service, and coordinating special amenities, anticipating guest needs and creating memorable experiences.

Practical: Guest room setup and turndown service

Unit 3: Butler-Assisted Food and Beverage Service

Theory: In-room dining service, private dining setup, beverage service, tea and coffee service, tray and trolley service, and etiquette; Basic knowledge of wines, spirits, and non-alcoholic beverages

Practical: Butler-style food and beverage service

Unit 4: Wardrobe, Valet Services and Guest Relationship Handling

Theory: Wardrobe management - garment care, pressing, shoe polishing, stain removal, and packing techniques; Valet services, coordinating guest transportation, handling complaints, maintaining guest profiles, and managing special requests

Practical: Wardrobe and valet service techniques, Role plays for guest interaction and problem handling.

Textbooks:

- **Ferry, S. M. and Trevers, E. N.** (2023) *Hospitality Butlers: Bringing About a Completely New Level of Service*. Independently published, USA.
- **Harrold, G.** (2017) *The Butler's Guide to Household Management*. Bloomsbury, London.

Other Recommended Textbooks:

- **Mechelse, H. R.** (2015) *The Art of Butling: A Practical Guide for Butlers and Personal Service Providers*.
- **Clayton, N.** (2004) *Butler's Guide to Running a Home: A Manual for the Modern Butler*
- **MacPherson, C.** (2014) *The Butler Speaks: A Return to Proper Etiquette, Stylish Entertaining, and the Art of Good Housekeeping*.
- **Ferry, S.M.** (2008) *Hotel Butlers: The Great Service Differentiators*. Bloomington, IN: AuthorHouse

Internal Assessment (IA):

The Internal Assessment (**IA**) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Presentation(P)	10 marks
2	Assessment 2: Mid-Term Examination (MTE)	10 marks
3	Assessment 3: Class Attendance (CA)	5 marks
4	Assessment 4: Continuous Assessment (CA) – Practical Internal	5 marks
Internal Assessment (IA) = (P) + (MTE) + (CA) + (CA)		30 marks

External Assessment (EA):

The External Assessment (**EA**) will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage
1	End term theory exam (ETTE)	50 marks
2	End term practical (ETPE)	20 marks
External Assessment (EA) = (ETTE + ETPE)		70 marks

Please note that the Practical External will be assessed by the faculty of another school within the institute.

Theory External:

The **question paper pattern** for the end term examination will be **50 Marks**:

Section A	Five short-answer type questions covering all units. All compulsory.	5*2=10 Marks
Section B	<u>Answer any one question from each Unit</u> Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*10=40 Marks
Total Marks		50

Note: - The duration of all the end-term theory examinations shall be 2 hours.

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
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S								
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOME S	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 6

Hospitality Entrepreneurship

Course Code: HSEC606

Course ID - 240/HHA/SE606

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	1	0	3	25	50	0	0	2 Hours

Type of Course: Skill Enhancement Course

Discipline Specific Course (DSC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship
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Introduction to the Course:

Hospitality Entrepreneurship is a dynamic course designed to cultivate entrepreneurial thinking and business acumen among students interested in the hospitality industry. The course integrates concepts of entrepreneurship, innovation, leadership, and sustainability within the context of hospitality businesses such as hotels, restaurants, tourism,

event planning, and food service. Through a combination of theoretical knowledge, case studies, practical exercises, and industry engagement, students develop the skills and mind set necessary to identify opportunities, create value, and succeed as hospitality entrepreneurs.

Course Outcome: After completing the course learners will be able to:

CO1: Understand the role and importance of entrepreneurship in the hotel and hospitality industry.

CO2: Identify and evaluate entrepreneurial opportunities specific to the hotel sector.

CO3: Apply basic business planning, financial, and marketing concepts to create a hospitality business model.

CO4: Develop and present a business plan and pitch for a hotel-based entrepreneurial venture.

Detailed Syllabus:

UNIT I: Introduction to Hospitality Entrepreneurship

Definition, characteristics - personal and environmental and need of entrepreneurship in the hotel industry; Entrepreneurial mindset and success traits; Types of hospitality ventures.

UNIT II: Opportunity Identification and Business Model Design

Identifying business opportunities in hospitality; Customer needs analysis; Basic tools for market research; Feasibility analysis (product, customer, competitor, location)

UNIT III: Basics of Business Planning and Operations

Key components of a hotel business plan; Basic budgeting and financial planning; Revenue generation and pricing strategies in hotels; Legal and regulatory compliance in hospitality (licenses, FSSAI, GST, fire safety); Financial basics: cost structure, pricing, basic budgeting.

UNIT-IV: Marketing, Pitching and Funding

Branding and marketing strategies for hospitality startups; Digital marketing tools; Basics of funding: self-funding, bank loans, investors, government schemes; Pitching techniques and communication skills

Core Textbooks:

- Burns, P., *Entrepreneurship and Small Business: Start-up, Growth and Maturity*, 5th edn (London: Macmillan Education UK, 2022)

- Hisrich, R.D., Peters, M. & Shepherd, D., *Entrepreneurship*, 12th edn (New York: McGraw Hill Education, 2023).

Textbooks:

- Kuratko, D.F. & Hodgetts, R.M., *Entrepreneurship: Theory, Process, Practice*, 12th edn (New Delhi: Cengage Learning India Pvt. Ltd., 2020).
- Morrison, A., Rimmington, M. & Williams, C., *Entrepreneurship in the Hospitality, Tourism and Leisure Industries*, 1st edn (London: Routledge, 2016).
- Lee-Ross, D. & Lashley, C., *Entrepreneurship and Small Business Management in the Hospitality Industry*, 1st edn (London: Routledge, 2015).
- Local case studies: Lemon Tree Hotels, Zostel, FabHotels

Final Assessment (FA)

Theory Internal (TI)	25 marks
Theory External (TE)	50 marks
Final Assessment (FA) = (TI)+(TE)	75 marks

Theory Internal (TI) will have the following components:

S.No.	Internal Assessment Components	Marks
1	Assessment 1: Mid Term Exam (MTE)	10 marks
2	Assessment 2: Group Project Business Pitch Presentation	10 marks
3	Class Attendance	5 marks
Theory Internal (TI)		25 marks

Theory External

The question paper pattern for the end-term examination will be **50 Marks** and will follow the following pattern:

Section A	Five Short answer type questions covering all units. All compulsory	5*2=10 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*10=40 marks
Total Marks		50

Mapping Matrix of Course

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	2	2	2	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	2.75	2.50	2.75	3	3	3	3

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO 1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	2	2	2	3	3	3	3
CO2	3	3	2	3	3	3	3	3
CO3	3	3	3	3	3	3	3	3
CO4	3	3	3	3	3	3	3	3
Average	3	2.75	2.50	2.75	3	3	3	3

SEMESTER 6

Advance Food and Beverage Service Management -II

Course ID – 240/HHA/DSE602

Course Code – HDSE601/FS

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	0	4	30	70	-	-	3 Hours

Type of Course: Discipline Specific Elective

Discipline Specific Elective (DSE)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

The student will have an insight into F&B management aspects. The student will be able to develop strategies for F&B operations, which will guide them in ensuring consistent profits can be generated. They will also be equipped with aspects of analysis menus through Menu Engineering. The student will also explore budgeting along with tools of controls that are a must in ensuring cost control and managing profits. The students will be equipped to handle operations and analyse menus while working in the industry.

Course Outcome: After completing the course, learners will be able to:

CO1: Evaluate the major factors affecting the growth of the Restaurant industry

CO2: Analyse the various elements of the immediate package and the external environment

CO3: Evaluate the need for high-quality service & the various stages of the promotional process

CO4: Critically analyse the channels & behavioural aspects through the management approach & evaluate the importance of the training process

Detailed Syllabus:

UNIT I

Theory: Overview- Food service Industry and trends; The Restaurant Industry Dollar; Failure to Increase sales; Failure to Cost controls; Right concept; Careful Expansion; Skillful execution; Common Denominations - Utility versus pleasure; Service and Menu Price; Food Preparation Methods; Menu Development, cost control techniques and their application.

UNIT II

Theory: Planning, preliminary preparation; concept creation and outlet design; space management in relation to cost and revenue; schematic drawing; types of food service systems; performance improvement programmes; Training- process, methods, career development, motivation; theories of motivation; Management by Objectives (MBO); job redesign; punishment and positive reinforcement; development of trust; leadership theories; preparation and application of snag lists.

UNIT III

Theory: Market categories: captive, mass, status, trend spotters, early adopters and traditional research; meal occasions—breakfast, lunch and dinner; marketing plan, advertising- types of campaigns and media selection criteria; personal selling, sales promotion, merchandising and public relations; menu as a merchandising tool; sales versus marketing; PR techniques; digital marketing; traditional and differentiated marketing.

UNIT IV

Theory: Delivering High-quality service; The service encounter; Enduring insights; Service problems; Assessing customer satisfaction; Service Gaps; Lack of knowledge; Lack of standards; Setting service standards; Lack of Performance; Promising too Much; Planned Attack. Employee Orientation; Importance of Training; Training Process; Training Methods; Career Development.

Core Textbooks:

- Mill, R.C. (2020) *Restaurant management: Customers, operations, and employees*. 3rd edn. Pearson, Prentice Hall, Upper Saddle River, NJ.

Other Recommended Textbooks:

- Gordon, R. and Brezinski, M. (2015). *The Complete Restaurant Management Guide*. Abingdon, Oxon: Routledge.
- Keiser, J., DeMicco, F. and Grimes, R. (2000). *Contemporary management theory*. 4th ed. U: Prentice Hall, Upper Saddle River, N.J.
- Lillicrap, D. and Cousins, J. (2016). *Food and Beverage Service*. 8th ed. Bookpower, pp.440-442, London.

Final Assessment (FA)

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Total marks = (TI)+(TE)	100 marks

Theory Internal (TI) will have the following components:

S. No.	Internal Assessment Components	Marks
1	Assessment 1: Midterm Exam	15 marks

2	Assessment 2: Report writing	10 marks
3	Class Attendance	5 marks
Internal Assessment (TI)		30 marks

Theory External

1	Assessment: End Term Theory Exam	70 marks
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The **question paper pattern** for the end-term examination will be **70 Marks**:

Note: - The duration of all the end term theory examinations shall be 3 hours.

Question Paper Format (70 Marks)

Section A	Seven Short answer type questions covering all units. All compulsory.	7*2=14 marks
Section B	Answer any one question from each Unit. Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*14=56 marks
Total Marks		70 marks

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

COURSE OUTCOMES	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 6

Advanced Accommodation & Facilities Management - II

Course Code - HDSE601/AM

Course ID – 240/HHA/DSE603

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	-	4	30	70	-	-	3 Hours

Type of Course: Discipline Specific Elective

Discipline Specific Elective (DSE)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
√							

Introduction to the Course:

This course helps students understand how to manage housekeeping and front office departments in a hotel at an advanced level. It focuses on how to improve service quality, manage staff effectively, and use data and reports to make better decisions. Students will also learn about sustainable practices, leadership roles, and how to plan and bring new ideas to hotel operations. The course prepares learners to become confident and responsible managers by giving them knowledge about real hotel challenges and ways to solve them.

Course Outcome: After completing the course, learners will be able to:

CO1: Understand how to manage housekeeping staff, solve daily operational problems, and apply sustainable practices in hotel operations.

CO2: Evaluate housekeeping service quality, identify service gaps, and apply innovative ideas to improve performance.

CO3: Read and interpret front office reports and financial data to assess hotel performance and support decision-making.

CO4: Develop leadership and communication skills required to manage front office teams and implement innovative guest service strategies.

Detailed Syllabus:**UNIT I - Performance Evaluation, Statistics & Service Quality**

Theory: Hotel performance evaluation- Reports comp set report, Market mix report, P&L Statement. SERVQUAL in Hospitality.

UNIT II Sustainability in Hospitality Operations

Theory: Sustainability concepts; cost reduction strategies; customer experience enhancement; green practices; green buildings and certifications; 3R's (Reduce, Reuse, Recycle); CSR—aims, pillars, significance; sustainability audit (guest rooms/laundry); findings and presentation.

UNIT III: Managerial Skills and Housekeeping Leadership

Theory: Customer & employee satisfaction metrics; communication skills; personal effectiveness; employee development; team capability building; executive housekeeper as leader/manager; training & evaluation of supervisors/managers; personal development planning; future housekeeping managers; group presentations—traditional vs participative management (hotel examples).

UNIT IV: Capstone Project and Innovation in Hospitality

Theory: Knowledge & skill synthesis; capstone project; integration of learning; operational mastery; innovation/initiative identification; hospitality/tourism application; capstone practical work.

Text Book:

- Tewari, J. R. (2016). Hotel Front Office: Operations and Management. 2nd ed. New Delhi: Oxford University Press.
- Abbott, P. and Lewry, S. (2010). Front Office: Procedures, Social Skills, and Management. 5th ed. Oxford: Butterworth-Heinemann.

Other Recommended Texts:

- Bardi, J. A. (2012). Hotel Front Office Management. 5th ed. Hoboken: John Wiley & Sons.
- Andrews, S. (2017). Hotel Housekeeping: A Training Manual. 3rd ed. New Delhi: McGraw-Hill Education.
- Jones, T. (2007). Professional Management of Housekeeping Operations. 5th ed. Hoboken: John Wiley & Sons.
- Kasavana, M. L. (2012). Managing Front Office Operations. 9th ed. Lansing: Educational Institute of the American Hotel & Lodging Association.

- Casado, M. A. (2012). Hospitality Facilities Management and Design. 3rd ed. Hoboken: John Wiley & Sons.

Final Assessment (FA):

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Final Assessment (FA)	100 marks

Theory Internal will have the following components:

S.No.	Internal Assessment Components	Marks
1	Assessment 1: Midterm Exam	10 marks
2	Assessment 2: Presentation/Project work	10 marks
3	Assessment 3: Class Attendance	10 marks
Internal Assessment		30 marks

External Assessment (EA)

The External Assessment (EA) will have the following components:

S. No.	External Assessments Components (EA)	Marks
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1	End-term theory exam (ETTE)	70 Marks
External Assessment (EA) =		70 Marks

Theory External

The **question paper pattern** for the end-term examination will be **70 Marks**:

Note: - The duration of all the end-term theory examinations shall be **3 hours**.

Section A	Seven short-answer type questions covering all units. All compulsory.	7*2=14 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*14=56 marks
Total Marks		70 marks

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Semester 6

Luxury Retail Management

Course Code – HMIC606

Course ID -240/HHA/MI606

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	1	0	4	30	70	0	0	3 Hours

Type of Course: Minor Vocational Course

Discipline Specific Course (DSC)	Minor Course (MIC) including Vocational Courses (VOC)	Multidisciplinary Course (MDC)	Ability Enhancement Course (AEC)	Skill Enhancement Courses (SEC)	Value Addition Courses (VAC)	Internship	Research Project/ Dissertation
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Introduction to the Course:

This course provides an overview of the luxury retail industry, including its history, trends, and challenges. Students will learn about the unique aspects of luxury retailing, such as customer experience, brand management, and the importance of service excellence. The course will also explore the relationship between luxury retail and the hotel industry.

Course Outcome: After completing the course learners will be able to:

CO 1: Understand the key elements of luxury retail management and its role in the hotel industry.

CO 2: Analyse and evaluate luxury retail operations and strategies.

CO 3: Develop skills in customer relationship management, customer service, and luxury branding.

CO 4: Apply key concepts to real-life case studies and develop practical solutions to luxury retail challenges

Detailed Syllabus:

UNIT I

Theory: Introduction to Luxury Retail & Branding - Luxury & the Luxury Retail Market; Luxury Retail in the Hospitality Industry; The Luxury Customer & Customer Journey; Strategies for a Memorable Luxury Experience; Luxury Branding & Brand Identity.

UNIT II

Theory: Marketing & Operations in Luxury Retail - The Luxury Retail Marketing Mix; Digital & Experiential Marketing in Luxury Retail; Trend Forecasting & Visual Merchandising; Logistics & Supply Chain in Luxury Retail; Inventory & Stock Control in Luxury Retail.

UNIT III

Theory: Sales & Customer Relationship Management - The Luxury Retail Sales Process; Client Relationship Management (CRM) in Luxury; Cross-Selling, Up-Selling & Revenue Optimization; Luxury Service Excellence & Service Recovery.

UNIT IV

Theory: Leadership, Financials & Future of Luxury Retail - Leadership & Emotional Intelligence in Luxury Retail; Financial Metrics, Budgeting & Forecasting; Luxury Retail Entrepreneurship & Innovation; Case Studies & Final Project Presentation.

Text Book:

- Chevalier, M. & Gutsatz, M. (2020). *Luxury Retail and Digital Management: Developing Customer Experience in a Digital World* (2nd ed.). Wiley.
- Kapferer, J.-N. & Bastien, V. (2012). *The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands* (2nd ed.). Kogan Page.

Other Recommended Texts:

- Okonkwo, U. (2010). *Luxury Online: Styles, Systems, Strategies*. Palgrave Macmillan.
- Kuehlwein, J.P. & Schaefer, W. (2015). *Rethinking Prestige Branding: Secrets of the Ueber-Brands*. Kogan Page.
- Thomas, D. (2007). *Deluxe: How Luxury Lost Its Luster*. Penguin Press.

Internal Assessment (IA):

The Internal Assessment (**IA**) will have the following components:

S. No.	Internal Assessment Components	Marks
1	Assessment 1: Presentation(P)	10 marks
2	Assessment 2: Mid-Term Examination (MTE)	15 marks
3	Assessment 3: Class Attendance (CA)	5 marks

Internal Assessment (IA) = (P) + (MTE) + (CA)		30 marks

External Assessment (EA):

The External Assessment (**EA**) will have the following components:

S. No.	External Assessments Components (EA)	Marks/Weightage
1	End term theory exam (ETTE)	70 marks
External Assessment (EA)		70 marks

Please note that the Practical External will be assessed by the faculty of other school within the institute.

Final Assessment (FA):

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Final Assessment (FA) = (TI)+(TE)	100 marks

Theory External:

The question paper pattern for the end term examination will be **70 Marks**:

Question Paper Format (70 Marks)

Section A	Seven Short answer type questions covering all units. All compulsory	7*2=14 marks
Section B	Answer any one question from each Unit Choice of Q. 2&3 From Unit I Choice of Q. 4&5 from Unit II Choice of Q. 6&7 from Unit III Choice of Q. 8&9 from Unit IV	4*14=56 marks
Total Marks		70

Note: The duration of all the end term theory examinations shall be 3 hours.

Mapping Matrix of Course:

Table 1: CO-PO Matrix for the Course

CO/PO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2

CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2

Table 2: CO-PSO Matrix for the Course

CO/PSO	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7	PSO8
CO1	3	3	3	3	3	3	2	2
CO2	3	3	3	3	3	3	2	2
CO3	3	3	3	3	3	3	2	2
CO4	3	3	3	3	3	3	2	2
Average	3	3	3	3	3	3	2	2