

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

**For**

**Under Graduate Programme**

**Bachelor of Science in Hospitality Management (To be effective from the Academic Session 2023)**



**Department of Management, Gurugram University,**

**Gurugram**

**(A State Govt. University Established Under Haryana Act 17 Of 2017)**

**VEDATYA INSTITUTE**  
Garhi Murl, Garhi Bazidpur  
Sohna Road, Gurgaon (Hr.)

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### Scheme of Programme

#### Semester 1

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC101	Food Production and Culinary Art - Level 1	HDSC101	2	0	4	4	30	70	35	15	150
HDSC102	Food and Beverage Service Operations - Level 1	HDSC102	2	0	4	4	30	70	35	15	150
HVOC106	Front Office Operations - Level 1	HVOC103	3	0	2	4	30	70	35	15	150
HMDC104	Environment and Disaster Management	HMDC104	3	0	0	3	30	70	0	0	100
<b>Ability Enhancement Course(s)</b>											
HAEC105	Campus to Corporate - Level 1	HAEC105	1	0	2	2	30	70	35	15	150
HAEC103	Introduction to Marketing	HAEC103	2	0	0	2	30	70	0	0	100
<b>Skill Enhancement Course(s)</b>											
HSEC108	Housekeeping Operations - Level 1	HSEC108	2	0	2	3	30	70	35	15	150
<b>Value Addition Course(s)</b>											
HVAC107	English for EFSET Score 6 - Level 1	HVAC107	2	0	0	2	0	0	0	50	50
<b>Total Credits</b>			<b>17</b>	<b>0</b>	<b>14</b>	<b>24</b>	<b>210</b>	<b>490</b>	<b>175</b>	<b>125</b>	<b>1000</b>

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**Semester 2**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC201	Food Production & Culinary Art- Level 2	HDSC201	2	0	4	4	30	70	35	15	150
HDSC202	Food and Beverage Service Operations - Level 2	HDSC202	2	0	4	4	30	70	35	15	150
HVOC204	Accommodation Operations Front Office - Level 2	HVOC204	3	0	2	4	30	70	35	15	150
HMDC203	Finance Basics Level 1	HMDC203	3	0	0	3	30	70	0	0	100
<b>Ability Enhancement Course(s)</b>											
HAEC205	Campus to Corporate - Level 2 (Branding Self and Effective Communication)	HAEC205	1	0	2	2	30	70	35	15	150
HAEC208	Introduction to Digital Marketing	HAEC208	2	0	0	2	0	0	70	30	100
<b>Skill Enhancement Course(s)</b>											
HSEC206	Accommodation Operations Housekeeping - Level 2	HSEC206	2	0	1	3	30	70	35	15	100
<b>Value Addition Course(s)</b>											
HVAC207	English for EFSET Score 6 - Level 2	HVAC207	2	0	0	2	0	0	0	50	50
<b>Total Credits</b>			<b>17</b>	<b>0</b>	<b>13</b>	<b>24</b>	<b>180</b>	<b>420</b>	<b>245</b>	<b>155</b>	<b>950</b>

**NOTES:**

1. The duration of the end term examination shall be 3 Hrs.
  2. After successfully completing 1st Year, Certificate in Business Management (CHM-48 Credits) will be awarded to the learner, in addition they complete one vocational course of 4 Credits during the summer vacation of the first year.
- \* BL stands for Blended Learning

**Semester 3**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC301	Food Production & Culinary Art - Level 3	HDSC301	2	0	4	4	30	70	35	15	150
HDSC302	Food and Beverage Service Operations - Level 3	HDSC302	2	0	4	4	30	70	35	15	150
HVOC304	Accommodation Operations-Front Office - Level 3	HVOC304	4	0	0	4	30	70	0	0	100
HMDC306	Analysis of Managerial Financial Statements	HMDC306	3	0	0	3	30	70	0	0	100
<b>Ability Enhancement Course(s)</b>											
HAEC305	Campus to Corporate - Level 3	HAEC305	1	0	2	2	30	70	35	15	150
HAEC303	Human Resource Management	HAEC303	2	0	0	2	30	70	0	0	100
<b>Skill Enhancement Course(s)</b>											
HSEC308	Facilities Operations Housekeeping - Level 3	HSEC308	3	0	0	3	30	70	0	0	100
<b>Value Addition Course(s)</b>											
HVAC307	Design Thinking	HVAC307	2	0	0	2	0	0	0	50	50
<b>Total Credits</b>			<b>19</b>		<b>10</b>	<b>24</b>	<b>210</b>	<b>490</b>	<b>105</b>	<b>95</b>	<b>900</b>

**Semester 4**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC401	Food Production WBLR	HDSC401	0	0	8	4	0	0	70	30	100
HDSC402	Food and Beverage Service WBLR	HDSC402	0	0	8	4	0	0	70	30	100
HDSC403	Front Office WBLR	HDSC403	0	0	8	4	0	0	70	30	100
HDSC404	Housekeeping WBLR	HDSC404	0	0	8	4	0	0	70	30	100
HVOC405	Soft Skills Self Development Report	HVOC405	0	0	8	4	0	0	70	30	100
<b>Supervised Work Experience (Internship)</b>											
HINT406	Supervised Work Experience Report	HINT406	0	0	8	4	0	0	70	30	100
<b>Total Credits</b>			<b>0</b>	<b>0</b>	<b>24</b>	<b>24</b>	<b>0</b>	<b>0</b>	<b>420</b>	<b>180</b>	<b>600</b>

**NOTES:**

1. The Supervised Work Experience Report prepared by the students shall be assessed a month after the completion of their internship and the credit is awarded in the semester when the internship was completed.
2. The Supervised Work Experience Report shall be submitted by the students in the manner as specified by the department.
3. After successfully completing 2nd Year, Diploma in Hospitality Management (DHM- 96 Credits) will be awarded to the students.
4. WBLR stands for Work based learning report.
5. Practical external will be assessed on the basis of the internship completion certificate and feedback given by industry mentors in the student appraisals.
6. The viva for internship will be conducted by a senior faculty member from the institute outside of the hospitality school.

**Semester 5 (Food Production)**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC501	Hospitality Events Management - Planning	HDSC501	4	0	0	4	30	70	0	0	100
HDSC502	Campus to Corporate Level - 4	HDSC502	3	0	2	4	30	70	35	15	150

HDSC50 3	Hospitality Entrepreneurship	HDSC50 3	4	0	0	4	30	70	0	0	100
HDSC50 4/FP	Advance Food Production - Level 1	HDSC50 4/FP	1	0	6	4	30	70	35	15	150
HVOC50 5/FP	The Art of Baking - Bakery and Pastry	HVOC50 5/FP	2	0	4	4	30	70	35	15	150
<b>Ability Enhancement Course(s)</b>											
HAEC50 6	Consumer Behavior in Hospitality Industry	HAEC50 6	2	0	0	2	30	70	0	0	100
<b>Value Addition Course(s)</b>											
HVAC50 7	Science of Happiness	HVAC50 7	2	0	0	2	0	0	0	50	50
<b>Total Credits</b>			<b>19</b>	<b>0</b>	<b>12</b>	<b>24</b>	<b>180</b>	<b>420</b>	<b>105</b>	<b>95</b>	<b>800</b>

**Semester 5 (Food & Beverage Service)**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC5 01	Hospitality Events Management - Planning	HDSC5 01	4	0	0	4	30	70	0	0	100
HDSC5 02	Campus to Corporate Level - 4	HDSC5 02	3	0	2	4	30	70	35	15	150
HDSC5 03	Hospitality Entrepreneurship	HDSC5 03	4	0	0	4	30	70	0	0	100
HDSC5 04/FS	Advance Food and Beverage Service Management - Level 1	HDSC5 04/FS	3	0	2	4	30	70	35	15	150
HVOC5 05/FS	Introduction to Wines	HVOC5 05/FS	2	0	4	4	30	70	35	15	150
<b>Ability Enhancement Course(s)</b>											
HAEC5 06	Consumer Behavior in Hospitality Industry	HAEC5 06	2	0	0	2	30	70	0	0	100
<b>Value Addition Course(s)</b>											
HVAC5 07	Science of Happiness	HVAC5 07	2	0	0	2	0	0	0	50	50
<b>Total Credits</b>			<b>20</b>	<b>0</b>	<b>8</b>	<b>24</b>	<b>180</b>	<b>420</b>	<b>105</b>	<b>95</b>	<b>800</b>

**Semester 5 (Accommodation Management)**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC501	Hospitality Events Management - Planning	HDSC501	4	0	0	4	30	70	0	0	100
HDSC502	Campus to Corporate Level - 4	HDSC502	3	0	1	4	30	70	35	15	150
HDSC503	Hospitality Entrepreneurship	HDSC503	4	0	0	4	30	70	0	0	100
HDSC504/AM	Advance Accommodation and Facility Management - Level 1	HDSC504/AM	1	0	6	4	30	70	35	15	150
HVOC505/AM	Revenue and Pricing Management	HVOC505/AM	4	0	0	4	30	70	0	0	100
<b>Ability Enhancement Course(s)</b>											
HAEC506	Consumer Behavior in Hospitality Industry	HAEC506	2	0	0	2	30	70	0	0	100
<b>Value Addition Course(s)</b>											
HVAC507	Science of Happiness	HVAC507	2	0	0	2	0	0	0	50	50
<b>Total Credits</b>			<b>20</b>	<b>0</b>	<b>7</b>	<b>24</b>	<b>180</b>	<b>420</b>	<b>70</b>	<b>80</b>	<b>750</b>

**Semester 6 (Food Production)**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC601	Hospitality Events Management-Implementation	HDSC601	0	0	8	4	0	0	100	50	150
HDSC602	Luxury Retail management	HDSC602	4	0	0	4	30	70	0	0	100
HDSC603/FP	Advance Food Production- Level 2	HDSC603	1	0	6	4	30	70	35	15	150
HDSC606	Leadership and Business Strategies	HDSC606	4	0	0	4	30	70	0	0	100
HVOC604	Wellness and Resort Management	HVOC604	4	0	0	4	30	70	0	0	100
<b>Skill Enhancement Course(s)(Choice of the one from the pool of courses)</b>											
HSEC605	Specialized Coffee and Tea	HSEC605	1	0	2	2	30	70	35	15	150
HSEC607	Facility Planning and Service Design	HSEC607	2	0	0		30	70	0	0	100
<b>Total Credits</b>			<b>16</b>	<b>0</b>	<b>16</b>	<b>22</b>	<b>180</b>	<b>420</b>	<b>170</b>	<b>80</b>	<b>850</b>

**Semester 6 (Food & Beverage Service)**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC601	Hospitality Events Management-Implementation	HDSC601	0	0	8	4	0	0	100	50	150
HDSC602	Luxury Retail management	HDSC602	4	0	0	4	30	70	0	0	100
HDSC603/FS	Advance Food and Beverage Service Management - Level 2	HDSC603/FS	3	0	2	4	30	70	35	15	150
HDSC606	Leadership and Business Strategies	HDSC606	4	0	0	4	30	70	0	0	100
HVOC604	Wellness and Resort Management	HVOC604	4	0	0	4	30	70	0	0	100
<b>Skill Enhancement Course(s)(Choice of the one from the pool of courses)</b>											
HSEC605	Specialized Coffee and Tea	HSEC605	1	0	2	2	30	70	35	15	150
HSEC607	Facility Planning and Service Design	HSEC607	2	0	0		30	70	0	0	100
<b>Total Credits</b>			<b>18</b>	<b>0</b>	<b>10</b>	<b>22</b>	<b>180</b>	<b>420</b>	<b>170</b>	<b>80</b>	<b>850</b>



**Semester 6 (Accommodations Management)**

Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
<b>Core Course(s)</b>											
HDSC601	Hospitality Events Management-Implementation	HDSC601	0	0	8	4	0	0	100	50	150
HDSC602	Luxury Retail management	HDSC602	4	0	0	4	30	70	0	0	100
HDSC603/AM	Advanced Accommodation & Facilities Management - Level 2	HDSC603/AM	3	0	2	4	30	70	35	15	150
HDSC606	Leadership and Business Strategies	HDSC606	4	0	0	4	30	70	0	0	100
HVOC604	Wellness and Resort Management	HVOC604	4	0	0	4	30	70	0	0	100
<b>Skill Enhancement Course(s) (Choice of the one from the pool of courses)</b>											
HSEC605	Specialized Coffee and Tea	HSEC605	1	0	2	2	30	70	35	15	150
HSEC607	Facility Planning and Service Design	HSEC607	2	0	0		30	70	0	0	100
<b>Total Credits</b>			<b>18</b>	<b>0</b>	<b>12</b>	<b>22</b>	<b>180</b>	<b>420</b>	<b>170</b>	<b>80</b>	<b>850</b>

**Semester 7**

**(Honors)**

<b>Core Course(s) (Major)</b>											
Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
HDSC701/GEN	Business Models and Business Model Innovation	HDSC701/GEN	4	0	0	4	30	70	0	0	100
HDSC702/GEN	International Business and Entrepreneurial Funding	HDSC702/GEN	4	0	0	4	30	70	0	0	100
HDSC703/GEN	Continuing Professional Development for Leadership	HDSC703/GEN	4	0	0	4	30	70	0	0	100
HDSC704/GEN	Research Problem Solving & Business Reporting	HDSC704/GEN	4	0	0	4	30	70	0	0	100
HDSC705/GEN	Business and Professional Ethics	HDSC705/GEN	4	0	0	4	30	70	0	0	100
HMIC706/GEN	Personal Finance	HMIC706/GEN	4	0	0	4	30	70	0	0	100
<b>Total Credits</b>			<b>24</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>180</b>	<b>420</b>	<b>0</b>	<b>0</b>	<b>600</b>

**Semester 8**

**Option 1 (Honors)**

Dissertation/Internship/Academic Project/Entrepreneurship/On the Job Training											
Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
HDSOTJ 801	6 months On the Job Training & Report Submission	BDSOTJ T 701	20				0	0	350	150	500
HMIC802	MOOC (on any discipline of interest)	BOTJP7 02	4	0	0	4	30	70	0	0	100
<b>Total Credits</b>			<b>4</b>	<b>0</b>	<b>0</b>	<b>24</b>	<b>30</b>	<b>70</b>	<b>350</b>	<b>150</b>	<b>600</b>

**NOTE:**

1. The On-the-Job training Report shall be submitted by the candidates in the manner as specified by the department.
2. After successfully completing 4th Year, Bachelor of Science in Hospitality Management (Honours) 190 Credits will be awarded to the students.
3. On the Job Training (OTJ) will comprise of discipline specific training focusing on 5 important areas:
  - . Industry Understanding
  - a. Domain Specific Practical Application
  - b. Domain Specific Latest Technology & Innovations
  - c. Managing Complexities
  - d. Interpersonal and Other Soft Skills

**Semester 8**

**Option 2 (Honors with Research)**

Dissertation/Internship/Academic Project/Entrepreneurship/On the Job Training											
Course Code	Course Title	Course ID	L	T	P	Credits	TI	TE	PE	PI	Total
HDSC801	Research Methodology	BDSC801	4	0	0	4	30	70	0	0	100
HDSC802	Statistics for Research	BDSC802	4	0	0	4	30	70	0	0	100
HMIC803	Research Ethics and Tools for Plagiarism	BMIC803	4	0	0	4	30	70	0	0	100
HDR804	Dissertation Report	BDR804	4	8	0	12	0	0	0	100	100
<b>Total Credits</b>			<b>16</b>	<b>8</b>	<b>0</b>	<b>24</b>	<b>90</b>	<b>210</b>	<b>0</b>	<b>100</b>	<b>400</b>

**NOTES:**

- a. The students who exercise the exit option after 3 years of UG course, the PG program will be of 2 years.
- b. The students who exercise the exit option after 4 years of UG course opting for either option 1 or 2, the PG program will be of 1 year.
- c. The students who exercise the exit option after 4 years of UG course option for option 2 will be eligible directly for admission in the Ph.D. program



**Semester 5**  
**Hospitality Events Management - Planning**  
**Course ID - HDSC501**

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

**Type of Course:- Core 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
√							

**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** - Definition and scope of hospitality events, types of hospitality events (corporate, social, cultural, MICE, etc.), role of event planners in the hospitality industry, phases of event planning: Pre-event, during-event, post-event, event conceptualization and goal setting, understanding client requirements and expectations

**Unit-II**

**Theory** - Strategic event planning process, event feasibility study and SWOT analysis, project management tools and techniques (Gantt charts, timelines, critical paths), budget development and financial planning, vendor and stakeholder management, legal and ethical considerations in event planning

**Unit-III**

**Theory** - Venue selection and site inspection, food and beverage planning and service styles, audio-visual, lighting, and technical requirements, décor, theme, and ambience creation, staffing and human resource planning, logistics and on-site coordination

**Unit-IV**

**Theory** - Risk assessment and contingency planning, health, safety, and security protocols, crisis and crowd management, sustainable practices in hospitality events (green events), event marketing and communication strategies, post-event evaluation and 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*. 2<sup>nd</sup> 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.
- Johnston, R. & Clark, G. (2008) *Operations Service Management*. 3<sup>rd</sup> edition. Harlow: FT - Prentice Hall.

#### Final Assessment (FA)

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

Theory Internal (TI) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Mid Term Exam (MTE)	10 marks
2	Assessment 2: Report writing (RW) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment/ Essay/ Report writing	15 marks
3	Class Attendance (CA)	5 marks
<b>Internal Assessment (TI) = (MTE) + (RW)+ (CA)</b>		<b>30 marks</b>

#### 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.

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

#### 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**  
**Campus to Corporate Level - 4**  
**Course ID - HDSC502**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	-	1	4	30	70	15	35	3 Hours

**Type of Course: Core 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
√							

**Introduction to the Course:**

This course is designed to equip learners with essential personal and professional competencies required for success in the hospitality and corporate world. It covers foundational skills in time and stress management, impactful communication, structured presentation, professional email writing, and interview readiness. Through a blend of theory and practical sessions, learners will reflect on their current abilities and develop strategies to enhance workplace productivity, resilience, and employability. Emphasis is placed on building self-awareness, managing emotions under pressure, and presenting oneself effectively during recruitment processes.

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

**CO1:** Apply time management strategies such as prioritization and scheduling using tools like Stephen Covey's Time Management Grid to enhance personal productivity.

**CO2:** Demonstrate awareness of personal stress patterns and apply appropriate stress management techniques to maintain emotional well-being in professional environments.

**CO3:** Create and deliver structured presentations and professional emails using frameworks like ABCDE and the 7 Cs, tailored to hospitality industry standards.

**CO4:** Prepare effectively for job interviews through self-assessment, research, and the development of compelling application documents and interview responses.

**Detailed Syllabus:**

**UNIT I**

**Theory:** Time Management: To do list & Prioritization, Time Management Grid (Stephen Covey) and its tools.

**Practical:** Weekly To-Do List Creation & Prioritization Task & Time Audit Exercise (Stephen Covey Time Management Grid)

**UNIT II**

**Theory:** Stress Management: Stress vs. Eustress; Methods and Tools of dealing with Stress.

**Practical:** Stress Awareness Reflection Sheet & coping methods; Positive Stress (Eustress) Brainstorm & Creative Stress Relief

**UNIT III**

**Theory:** Presentation Skill: Introduction to presentation & ABCDE Framework of impactful presentation (A - Analyze the purpose using Mind Mapping by Tony Buzan, B - Build the content, C - Consider the audience and environment (demographics), D - Design the approach & E - Execute the presentation (Albert Mehrabian Study, Audience Engagement & Visual Aide)); Email Writing.

**Practical:** Structure & format of professional email; basic etiquettes of email; 7Cs of email writing.

#### UNIT IV

**Theory:** Interview Readiness; Personality Self-Assessment; Organization Research; Target Audience (HR/HOD) Research; Defining Personal Career Objectives; Common Interview Questions & Personal Interview Etiquettes.

**Practical:** Resume Building; Mock Interviews & Group Discussion Practical Session.

#### Text Book:

- Covey, S. R. (1989). The 7 Habits of Highly Effective People: Powerful Lessons in Personal Change. New York: Free Press.

#### Other Recommended Texts:

- Selhub, E. (2016). The Stress Management Handbook: A Practical Guide to Staying Calm, Keeping Cool, and Avoiding Blow-Ups. Beverly, MA: Fair Winds Press.
- Gallo, C. (2014). Talk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds. New York: St. Martin's Press.
- Garner, B. A. (2013). HBR Guide to Better Business Writing. Boston, MA: Harvard Business Review Press.
- Yate, M. (2017). Knock 'Em Dead Job Interview: How to Turn Job Interviews into Job Offers. Avon, MA: Adams Media.
- Harvard Business Review. (2016). Guide to Acing the Interview. Boston, MA: Harvard Business Review Press.

#### Final Assessment (FA):

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Practical Internal (PI)	15 marks
Practical External (PE)	35 marks
Final Assessment (FA) = (TI)+(TE)+(PI)+(PE)	150 marks

#### Internal Assessment (TI & PI) will have the following components:

S.No.	Internal Assessment Components	Marks/Weightage
1	Theory Internal : Mid Term Exam (MTE)	10 marks
2	Theory Internal : Report Writing (RW) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment/ Essay/ Report writing	15 marks
3	Theory Internal : Class Attendance (AT)	5 marks
4	Practical Internal: Continuous assessment (CA)	10 marks
5	Practical Internal: Viva Voice (VV)	5 marks
Internal Assessment (TI) + (PI) = (MTE)+(RW)+(AT)+(CA)+(VV)		45 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 5**  
**Hospitality Entrepreneurship**  
**Course ID - HDSC503**

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

**Type of Course: Core 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
√						

**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 mindset 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)	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 (MTE)	10 marks
2	Assessment 2 : Group Project Business Pitch Presentation	15 marks
3	Class Attendance	5 marks
Theory Internal (TI)		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.

Section A	Seven Short answer type questions covering all units. All compulsory.	7*2=14 marks
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<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

### Mapping Matrix of Course

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

COURSE OUTCOMES	PO 1	PO2	PO3	PO4	PO 5	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	PS O1	PSO2	PSO 3	PSO 4	PS O5	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

### Advance Food Production - 1

Course ID - HDSC504/FP

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
1	-	3	4	30	70	15	35	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
√						

### Introduction to the Course:

The aim of the course is to give students both theoretical and practical understanding of Advanced Food Production Management. The learner 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. As menu planning and cost control are some of the most crucial aspects of food production, the curriculum incorporates thoughtful implementation of the same.

**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. Demonstrate 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** - Effective menu planning and precise costing, maintain profitability and the basic difference between menu planning, designing, and menu engineering, significance of research and development in culinary arts, develop and create new recipes with regard to specific market segments, historical development of various regional cuisines and the socio-cultural factors that influenced their evolution.

**Practical** – Menu will be created as per the weekly theory inputs.

##### **Unit-II**

**Theory** - Fundamental components involved in controlling food costs, key principles of menu planning, procurement, and efficient kitchen management for large-scale catering, basic principles of indenting for volume feeding and learn about purchase systems and the importance of specifications.

**Practical** – Menu will be created as per the weekly theory inputs.

##### **Unit-III**

**Theory** - Concept of healthy cooking, principles of effective kitchen organization, including workflow optimization and staff coordination, create effective production plans that align with menu requirements and customer demand.

**Practical** – Menu will be created as per the weekly theory inputs.

##### **Unit-IV**

**Theory** - International cuisine involves exploring their unique ingredients, cooking techniques, cultural significance, and the historical and geographical factors, historical and cultural aspects of French cuisine, connecting traditions with modern practices, and regional diversity of Italian cuisine. Each region has its own unique specialties, ingredients, and culinary traditions.

**Practical** – Menu will be created as per the weekly theory inputs.

#### **TEXT BOOK**

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

#### **OTHER RECOMMENDED TEXTS**

- Parragon Books (2006). *BBQ Bible*. Parragon Books Ltd. Bath, UK.
- Sahu, J.K. (2014). *Introduction to Advanced Food Process Engineering*. Boca Raton: Crc Press, Taylor & Francis Group.
- Arora, K. (2008), *Theory of Cookery*, Frank Bros & Co., New Delhi

#### **Final Assessment (FA)**

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Practical Internal (PI)	15 marks
Practical External (PE)	35 marks
Final Assessment (FA) = (TI+TE+PI+PE)	150 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 **70 Marks** and will follow the following pattern:

Section A	Seven Short answer type questions covering all units. All compulsory.	7*2=14 marks
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<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

**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

**The Art of Baking – Bakery and Pastry**  
**Subject code - HVOC505/FP**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	2	4	30	70	15	35	3 Hours

**Type of Course: Core 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)	Inte	Research Project/ Dissertation
√							

### Introduction to the Course:

This course is focused on two objectives that are pursued by the bakery operations: Understanding - That is, possessing a conceptual knowledge of how to create and serve. Baking, which is the ability to master the specific set of talents and put them to use with a variety of baking principles and goods.

The course aims to provide both theoretical knowledge and practical experience in Bakery Kitchen Operations. Particular emphasis is placed on baked goods and the development of baking skills. Students will also learn the reasons behind baking errors and the techniques used for better baked products.

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

**CO1:** Introduction to Modern Desserts

**CO2:** Introduction to Specialty Desserts & Cakes

**CO3:** Understanding of various items and equipment used in the Plating

**CO4:** Implementation of advanced skills to produce desserts & breads.

### Detailed Syllabus:

#### UNIT I

**Theory:** Theory of Cream based desserts, Understand the methods used in preparation of classic sauces, Various Classic desserts like Crème Brûlée, Crème Caramel and Crème anglaise.

Understand the different techniques of plating, Uses of different items for plating, Identify the various steps involved in Planning Dessert Plating, apply design principles, Visualization, Flavour profile, introduce the other senses.

**Practical:** Implementation of the skills in the Plating Desserts

#### UNIT II

**Theory:** Speciality Desserts and Cakes

Historical Background of Pastries & Gateau, Dobos Torte, Sacher Torte, Linzer Torte, Opera Gateau, Tiramisu, Yule Log (German) & Bûche de Noël(French), Speciality Pastries, Napoleons, Gâteau St-Honoré, Mirabelle Pithiviers, Sfogliatelle

**Practical:** Implementation of the skills in preparing the pastries and Gateaux

#### UNIT III

**Theory:** Introduction to Origin and History of Chocolate, Science behind the Production of Chocolate, Handling and tempering Chocolate, Using the right equipment for Chocolate, Preparing desserts and Truffles, Usage and Varieties of Chocolate.

**Practical:** Understanding of the skills involved in Handling of Chocolate in the pastry & bakery.

#### UNIT IV

**Theory:** Introduction to International Breads, Understanding the usage of the ingredient in the process to support bread baking and pastry, Techniques in bread making, Process of Bread making, using techniques: sifting, kneading, proving, understand different types of sponge for different use, Understand the technique for preparing sponge, Handling of sponge

**Practical:** Implementing of the basic skills required to do bread making and cake baking.

### Core Text Books:

- Victoria, B.C. (2015) "Modern Pastry and Plated Dessert Techniques". The BC Cook Articulation Committee
- Bali, P.S. (2018) "THEORY OF BAKERY AND PATISSERIE". New Delhi: Oxford

### Final Assessment (FA)

Internal Assessment (IA)	45 marks
External Assessment (EA)	105 marks
Final Assessment (FA) = (IA+EA)	150 marks

Theory Internal (TI) will have the following components:

### Internal Assessment (IA)

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

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1 : Continuous Assessment (CA)	10 marks
2	Assessment 2 : In Class test	30 marks
3	Assessment 3 : Practical assessment (PA) Journal	5 marks
Internal Assessment (IA) = (CA) + (MTE) + (PA)		45 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
2	End term practical (ETPE)	35 marks
External Assessment (EA) = (ETTE + ETPE) (1+2)		105 marks

**Theory External**

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

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

**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
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**

**Consumer Behaviour in Hospitality Industry**  
**Course ID - HAEC 506**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	0	2	30	70	0	0	3 Hours

**Type of Course: Ability 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:**

It's imperative to understand customers to remain in the business. The successful businesses understand their customers. They have accurate mental models that allow them to predict what people perceive, what they learn, what they prefer, and what makes



them keep coming back. The best mental models rest on psychological principles and insights. This course will give you a solid understanding of consumers' perceptual, cognitive, and emotional processes. The course will also discuss social influences like reference groups, competition, and tipping points in the context of business problems.

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

- CO1:** Examine theories, findings, methods, and procedures to understand consumers.
- CO2:** Gain insights about predicting and understanding consumer behavior, including cognitive and emotional mechanisms.
- CO3:** Learn the implications of consumer behavior on marketing strategies
- CO4:** Develop ethical workplace practices

**Detailed Syllabus:**

#### UNIT I

**Theory:** Consumer Behavior & Culture: Introduction and concept: Introduction market strategy, consumer behavior, market analysis, consumer decision process. Culture and consumer behavior: - Meaning of culture, characteristics of culture, function of culture. Types of culture; cross-cultural, consumer analysis: - cross-cultural marketing objectives, basic areas for cross-cultural marketing, problems in cross-cultural marketing.

#### UNIT II

**Theory:** Motivation and Consumer Behavior: - Introduction, motives and motivation, positive or negative motivation, Consumer motives: - personal, social motives, Involvement: - types of involvement, measuring involvement, values, values and attitudes, means and end chain model.

#### UNIT III

**Theory:** Perception and Consumer Behavior: - Introduction, groups, advantages and disadvantage of groups, reference group, types of reference group, social class and consumer behavior- Introduction social class categorization, social class life style and buying behavior, social class and market segmentation, social factors, social class and consumer behavior. Importance and limitation of perception, barriers to accurate perception, sensation, perception of values, perception process. Determining consumer buying behavior: -Consumer purchase decision, types of decision, types of decision behavior, buying stage and situational influence, models of consumer behavior, economic model, learning model, sociological model, Howard Sheth model of buying.

#### UNIT IV

**Theory:** Attitude and Consumer Behavior:- Meaning of attitude, nature and characteristics of attitude, types of attitudes, learning of attitude, sources of influence on attitude formation, Model of attitude- Tricomponent attitude model, multi attribute attitude model, Consumer decision making process: - Introduction, levels of consumer decision, consumer information processing model, Hierarchy of effects model.

**Core Text Books:**

- Sumathi, S., & Saravanavel, P. (2009), *Marketing Research & Consumer Behavior*, Vikas Publishing House Pvt Ltd, Noida
- Schiffman, L. G., & Kanuk, L. L. (2000), *Consumer behavior (7th edn)*, Prentice Hall, NY

**Text Book:**

- Nair, S. R. (2008), *Consumer Behavior and Marketing Research: Text and Cases*, Global Media, Canada
- Majmudar, R. (2009) *Consumer Behavior - Insights from Indian Market (2nd edn)*, PHI, New Delhi
- Engel, J.F. (1979) *Consumer Behavior(10th edn)*., Cengage Publication

**Final Assessment (FA)**

Internal Assessment (IA)	30 marks
External Assessment (EA)	70 marks
<b>Final Assessment (FA) = (IA+EA)</b>	<b>100 marks</b>

**Internal Assessment (IA):**

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

S. No.	Internal Assessment Components	Marks
1	Assessment 1: Class Attendance (CA)	5 marks
2	Assessment 2: Mid-Term Exam (MTE)	15 marks
3	Assessment 3: Case Study Analysis (CSA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment	10 marks
<b>Internal Assessment (IA) = (CA) + (MTE) + (CSA)</b>		<b>30 marks</b>

**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
<b>External Assessment (EA) = (ETTE)</b>		<b>70 marks</b>

**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.

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

**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
CO4	3	3	3	3	3	3	2	2
<b>Average</b>	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
<b>Average</b>	3	3	3	3	3	3	2	2

**Semester - 5**  
**Science of Happiness**  
**Course ID – HVAC507**

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

**Type of Course: Value Addition 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
					√	

#### Introduction to the Course:

This course is designed to explore the scientific study of happiness, well-being, and positive emotions. Through a combination of readings, lectures, discussions, and practical exercises, students will learn about the theories and research findings related to happiness and well-being and will develop strategies for increasing their own happiness and that of others.

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

**CO1:** Understand the biology of happiness and stress, including the brain's role, happy chemicals, and how practices like meditation, yoga, and gratitude influence emotional well-being.

**CO2:** Use simple techniques such as mindfulness, affirmations, and healthy food habits to effectively manage stress and improve happiness.

**CO3:** Apply practical strategies for cultivating happiness, like daily routines, positive thinking, and lifestyle choices, in real-life situations to enhance personal well-being.

#### Detailed Syllabus:

##### UNIT I

Introduction to the science of happiness - What does it mean; Importance of Happiness; The cultural influence; Why Happiness Matters in the hospitality industry, Impact on customer service and the service attitude.

##### UNIT II

Biology of Happiness- The Brain; Happy Chemicals and the bodily processes that impact; The Physical signs; Long-term health impact.

##### UNIT III

The 3 legged stool - (Exercise, Diet, Sleep with stress reduction); The impact of Exercise, Diet, Sleep on mental state; Self awareness and impact of life goals.

##### UNIT IV

Practices and techniques that support: Meditation, Breathing exercises, Yoga, Gratitude practice; affirmations practice,

#### TEXT BOOK

- Klein, S., 2015. *The science of happiness: how our brains make us happy – and what we can do to get happier*. Translated by S. Lehmann. Melbourne: Scribe Publications
- De Neve, J.-E. and Layard, R., 2023. *Wellbeing: science and policy*. Cambridge: Cambridge University Press.
- Davies, W., 2015. *The happiness industry: how the government and big business sold us well-being*. London: Verso Books.

#### Final Assessment (FA)

Practical Internal (PI)	50 marks
Final Assessment (FA) = (PI)	50 marks

**Practical Internal (PI):** Practical Internal will have the following components:

S.No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Continuous Assessment (CA)	20 marks

2	Assessment 2: Written Assessment (WA)  Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play / Live Projects/ Simulation / Worksheet Assessment	25 marks
3	Assessment 3: Attendance (AT)	5 marks
Internal Assessment (PI) = (CA) + (WA)+ (AT)		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
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

#### Advance Food and Beverage Service Management Level - 1 Course ID - HDSC504/FS

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	-	1	4	30	70	15	35	3 Hours

### Type of Course:- Core 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
√							

### 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

- George, Bobby, and Sandeep Chatterjee. (2012) *Food & Beverage Service And Management*. 1st ed. New Delhi: Jaico Publishing.
- Keiser, J., DeMicco, F. and Grimes, R. (2000). *Contemporary management theory*. 4th ed. Upper Saddle River, N.J.: Prentice Hall.
- Gordon, R. and Brezinski, M. (2015). *The Complete Restaurant Management Guide*. Abingdon, Oxon: Routledge.

#### Recommended Text books

- Alworth, J. (2015). *The Spirit Bible*. 1st ed. New York: Workman Publishing
- Davis, B., Lockwood, A., Pantelidis, I. and Alcott, p. (2008). *Food and Beverage Management*. 4th ed. Noida: Elsevier.
- Cousins, J., Foscett, D. and Shortt, D. (1995). *Food and beverage management*. 1st ed. Essex: Longman
- Cousins, J., Foscett, D. and Gillespie, C. (2005). *Food and beverage management*. 2nd ed. Harlow u.a.: Prentice Hall.
- Hampson, T. (2008). *The Spirit Book*. London: Dorling Kindersley.
- Jackson, M. (1998). *Spirit*. London: Dorling Kindersley.
- Ninemeier, J. (n.d.). *Management of food and beverage operations*. 1st ed.
- Palmer, J. (2006). *How to brew*. 3rd ed. Boulder, CO: Brewers Publications.
- Singaravelavan R. (2011) *Food and Beverage Service*, New Delhi, Oxford University Press
- Waller, K. (2011). *Improving Food and Beverage Performance*. Eastbourne, GB: Elsevier Science & Technology.
- Wood, R. (2011). *Strategic questions in food and beverage management*. Abingdon, Oxon: Routledge.
- Barth, S., Hayes, D. and Ninemeier, J. (2001). *Restaurant law basics*. New York, N.Y: J. Wiley

#### Final Assessment (FA)

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Practical Internal (PI)	15 marks
Practical External (PE)	35 marks
Final Assessment (FA) = (TI)+(TE)	150 marks

Theory Internal (TI) will have the following components:

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Mid Term Exam (MTE)	15 marks
2	Assessment 2: Report writing (RW) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment/ Essay/ Report writing	10 marks
3	Attendance (AT)	5 marks
4	Practical Internal: Continuous assessment (CA)	10 marks
5	Practical Internal: Viva Voice (VV)	5 marks
Internal Assessment (TI) = (MTE) + (RW) + (AT)+(CA)+(VV)		45 marks

**Theory External**

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: End Term Theory Exam (ETTE)	70 marks
2	Assessment 2: End Term Practical Exam (ETPE) (Analysing Menu through BCG Matrix)	35 marks
3	Total (ETTE) + (ETPE)	105 marks

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.

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

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

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

**Semester 5**

**Introduction to Wines**  
**Course ID – HVOC505/FS**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	2	4	30	70	15	35	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
	√					

#### 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 and 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.

**Practical:** 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).

**Practical:** 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.

**Practical:** 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.

**Practical:** Storage faults that can lead to wine faults, and wine production.

#### Core Text Books:

- 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

#### 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.
- MacNeil, K. (2022) *The Wine Bible*. Workman Publishing, 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)**

Internal Assessment (IA)	45 marks
External Assessment (EA)	105 marks
Final Assessment (FA) = (IA+EA)	150 marks

**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 Exam (MTE)	15 marks
3	Assessment 3: Class Attendance (CA)	5 marks
4	Assessment 4: Wine Service (WS)	10 marks
5	Assessment 5: Viva-Voice (VV)	5 marks
Internal Assessment (IA) = (P) + (MTE) + (CA) + (WS) + (VV)		45 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
2	End term practical exam (ETPE)	35 marks
External Assessment (EA) = (ETTE) + (ETPE)		105 marks

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	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



**Advance Accommodation & Facility Management - Level 1**  
**Course ID - HDSC504/AM**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
1	-	3	4	30	70	15	35	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)	Inter nship
√						

**Introduction to the Course:**

**Advanced Accommodation Management:**

This module is designed to provide students with the opportunity to study and examine the contemporary practices in the accommodation industry in detail and the issues being faced by hospitality Accommodation Managers. The services and products within this department will be considered and those factors, which optimize management and business performance, will be evaluated. Achieving a satisfactory balance between demand patterns, resource scheduling and operational capacity is one of the most difficult tasks facing accommodation managers today. There will be an analysis of the scope of strategic, operational and financial decisions, which affect the success and development of the Accommodation department.

**Course Outcome:**

**CO1:** The budget-planning process in the housekeeping department and income statement of rooms division.

**CO2:** Make a wise selection of textile products for specific use and suggest technical specifications for the linen commonly used in hotels.

**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 used in housekeeping. Components of a Housekeeping Budget-Capital budget, Operating budget. Pre-opening budget (for new properties). Types of Housekeeping Expenses. Budget Planning Process- Steps in preparing a housekeeping budget. Budget calendar and timelines. Cost Control in Housekeeping-Methods to control expenses- Role of inventory control and standard operating procedures.

**Unit II: Textiles**

Theory - Introduction to Textiles -Types of textiles used in hotels, Functional and aesthetic roles of textiles in guest experience. Classification of Textiles - Natural vs synthetic fibers, Woven, non-woven, and knitted fabrics, Common hotel textiles: cotton, polyester, blends, linen, wool, silk. Textile Applications in Hotel Areas. Textile Selection Criteria. Textile Care and Maintenance. Quality Standards and Specifications.. Carpets in Hotels Types of Carpets Used in Hotels. Areas of Carpet Application in Hotels. Selection Criteria for Carpets.

**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

**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
Practical Internal (PI)	15 Marks
Practical External (PE)	35 Marks
<b>Final Assessment (FA) = (TI+TE+PI+PE)</b>	<b>150 Marks</b>

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

S.N o.	Internal Assessment Components (TI)	Marks/Weightage
1	Assessment 1: Mid Term Exam (MTE)	15 marks
2	Assessment 2: Project presentation (PP)	10 marks
3	Assessment 3: In Class Participation (Attendance) (AT)	5 marks
4	Practical Internal: Continuous Assessment (CA)	10 marks
5	Practical Internal: Viva Voice (VV)	5 marks
<b>Internal Assessment (IA): (MTE+PP+AT+CA+VV)</b>		<b>45 marks</b>

**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
2	Assessment 2: End Term Practical Exam (ETPE)	35 marks
<b>External Assessment (EA) = (ETTE+ETPE)</b>		<b>105 marks</b>

**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.

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
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<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

### 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 HVOC505/AM

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

### Type of 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 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:**

Introduction to Revenue Management: Overview and Objectives of Revenue Management; Characteristics: Fixed Capacity, Perishable Inventory, Time-Variable Demand, Differential Pricing; The Revenue Manager's Role: Functions and Strategic Importance; Departmental Collaboration and Ethics in Revenue Management.

##### **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, ARP); 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
<b>Final Assessment (FA) = (TI)+(TE)</b>	<b>100 Marks</b>

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 : Class Participation	10 marks
3	Assessment 3 : Assignment	10 marks
<b>Internal Assessment (TI)+(PI)</b>		<b>30 marks</b>

#### **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

Practical External will be conducted through panel members who will be from different departments of the institute.

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

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

#### 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

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

#### Hospitality Event Management - Implementation Course ID – HDSC601

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
-	-	4	4	-	-	50	100	

#### Type of Course: Core 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
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### 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 Assessment (PIA)

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

S. No.	Practical Internal Assessment Components	Marks/Weightage
1	Assessment 1: Menu Trail (MT)	20 marks
2	Assessment 2: Decor & Layout designing (DLD)	10 marks
3	Assessment 3: Bar Trial (BT)	20 marks
<b>Internal Assessment (IA) = (MT) + (DLD) + (BT)</b>		<b>50 marks</b>

### Practical External Assessment (PEA):

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

S. No.	Practical External Assessments Components (PEA)	Marks/Weightage
1	Assessment 1 - Event Execution (EE)	70 marks
2	Assessment 2 - Event Evaluation Presentation (EEP)	30 marks
<b>PEXternal Assessment (EA) = (PEA) + (EEP)</b>		<b>100 marks</b>

### 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 6**  
**Luxury Retail management**  
**Course ID - HDSC602**

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

**Type of Course: Core 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
√							

**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 - Understanding 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.
- Choi, T.-M. & Shen, B. (Eds.). (2016). *Luxury Fashion Retail Management*. Springer.
- Som, A. (2015). *The Road to Luxury: The Evolution, Markets and Strategies of Luxury Brand Management*. Wiley.
- Tungate, M. (2009). *Luxury World: The Past, Present and Future of Luxury Brands*. Kogan Page.
- Godart, F. (2012). *Unveiling Fashion: Business, Culture, and Identity in the Most Glamorous Industry*.
- Neumeier, M. (2003). *The Brand Gap: How to Bridge the Distance Between Business Strategy and Design*.

**Final Assessment (FA):**

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

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

S. No	Internal Assessment Components	Marks/Weightage
1	<b>Theory Internal : Mid Term Exam (MTE)</b>	<b>10 marks</b>
2	<b>Theory Internal : Report Writing (RW)</b> <b>Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment/ Essay/ Report writing</b>	<b>15 marks</b>
3	<b>Theory Internal : Class Attendance (AT)</b>	<b>5 marks</b>
<b>Internal Assessment (TI) = (MTE)+(RW)+(AT)</b>		<b>30 marks</b>

**Theory External:**

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

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

**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**  
**Advance Food Production - Level 2**  
**Course ID – HDSC603/FP**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
1	0	3	4	30	70	15	35	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
√						

**Introduction to the Course:**

The aim of the Garde Manger 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, familiarity with the meaning and types of chaudfroid and storage of meat in a 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 work- definition, and layout of larder with equipment and various sections; essential of larder control, Importance of larder control, devising larder control systems; Liaison with other department- duties and responsibilities of larder chef, Function of larder, hierarchy of larder chef, section of larder; Salads & salad dressings - define salad, different salad types, judging the quality of fruits & vegetables, composition of salad, vinaigrette preparation, identify dairy-based sauces, salsas, coulis and purées, coating sauces, use of Gelatin.

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

**Unit-II**

**Theory** - Appetizers and Hors d'oeuvre - classification of appetizers, examples of appetizers, historic importance of garnishes, explanation of different garnishes, Cold Sauces & soup - cold soups fruits & vegetables based; Sandwiches & Canapé - parts of sandwiches & canapé, types of filling, spreads and garnishes, types of sandwiches, making of sandwiches, storing of sandwiches; history of cured and smoked foods, ingredients for preserving foods, salt role. dehydration, Cured, Smoked Foods, Bacon, Ham and Gammon- fermentation, curing salts, seasoning and flavouring for cured and smoked foods, dry cures and brines.

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

**Unit-III**

**Theory** – Sausages - role of sausages in culinary history, ingredients for sausages, equipment selection, care and use in making sausages, classify various types of sausage, basic grind sausages; Terrines and Pates - preparation pate, define terrines, preparation of terrines; introduction to charcuterie, sausage and varieties, casings type and varieties, filling types and varieties,

additives, preservatives, forcemeat, types of forcemeats, preparation of forcemeats, uses of forcemeats. chaudfroid: meaning, making of chaudfroid, uses of chaudfroid; Forcemeat and Mousse - types of mousse, preparation of mousse, preparation of mousseline, differences between mousse and mousseline, quenelles, parfaits, roulade, and its preparations.

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

#### Unit-IV

**Theory** – Gelatin and Aspic - preparation and use of gelatine, gel formation, define aspic jelly, preparation of aspic jelly, preparation of dishes using aspic; Galantines, Ballotine and Roulades - forcemeats including straight, country-style, gratin, and mousseline, pâté en croûte, process of making galantines and roulades; Food Presentation & Preservation - objectives of food technologies, different usage.

**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 Curing*. New York, NY: W. W. Norton & Company.

#### Assessment

Theory Internal (TI)	30 marks
Theory External (TE)	70 marks
Practical Internal (PI)	15 marks
Practical External (PE)	35 marks
<b>Final Assessment (FA) = (TI+TE+PI+PE)</b>	<b>150 marks</b>

**Theory Internal (TI):** The (TI) will be done through in-class continuous assessment/in-class test/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 **70 Marks** and will follow the following pattern:

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

#### Mapping Matrix of Course

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

COURSE OUTCOMES	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8
<b>CO1</b>	3	3	3	3	3	3	2	2
<b>CO2</b>	3	3	3	3	3	3	2	2
<b>CO3</b>	3	3	3	3	3	3	2	2
<b>CO4</b>	3	3	3	3	3	3	2	2
<b>Average</b>	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 6**

**Leadership and Business Strategies**  
**Course ID – HDSC606**

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

**Type of Course: Core 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
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**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:** Identify and discuss the leadership theories and uncover the meaning of effective leadership specifically in the hospitality and tourism sectors; Understand the difference between leadership & management; Importance of traits & its change over the years; Understand different types of traits; Evaluate the limitation of trait approach; Understand the list of qualities; Understand charismatic leadership; Understand the Cognitive Approach to leadership; Understanding the Change in leadership styles; Evaluate the influence of leader behavior on corporate cultures.

## UNIT II

**Theory:** Understand the different styles of leadership; Challenges of different styles; Analyse the styles which are currently persuaded in the hospitality industry; Understand the different reasons for resisting change; Understanding the psychological processes involved in making major changes; Understand the characteristics of an effective vision; Understand the processes that determine group performance; Understand how leaders can influence group processes and improve performance; Understanding the primary leadership functions in decision groups.

## UNIT III

**Theory:** Understand what organizational processes determine an organization's performance; Evaluate the conditions that make strategic leadership important; Understand the procedures used to monitor the environment and formulate a good competitive strategy; Understand the importance of leadership training and development; Understanding different tools of feedbacks; Evaluate the requirements of developing the skills of a leader; Analyse the integration of human resource management with strategic planning; Understand the importance of cross-cultural research on leadership; Evaluate the different types of cross cultural leadership; Understand how cultural values influence leadership behaviours.

## UNIT IV

**Theory:** Understand differences in scope of strategic change; Describe the main styles of managing change; Analyse the role of strategic leaders in the management of strategic change; Analyse the word 'Corporate Parent' in multi-business organization; Understand the different rationales of corporate parent; Understand the meaning and importance of differentiation strategies; Evaluate the 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

### Internal Assessment (IA)

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

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Report Writing (RW)	10 marks
2	Assessment 2: In-class test (MTE)	15 marks
3	Assessment 3: Class Attendance (CA)	5 marks
Internal Assessment (IA) = (RW) + (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) = (ETTE)		70 marks

### Theory External:

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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<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

### 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 6 Wellness and Resort Management Course ID - HVOC604

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

Type of Course: - Core 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 course aims to provide a deep understanding of the fundamentals of classical business theory and the critical thinking skills needed to question, re-design, and find solutions in retail & wellness management. It provides key industry knowledge and detailed insight into industry trends, pertaining to the global industry workforce, consumer behaviour, financial decision making, and sustainable development. It enables students to build sound business principles and strategies to manage resort and wellness business.

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

CO1: Identify and critically evaluate resort & wellness operational structures and management organization.

CO2: Quantify the financial contributions of recreation services to resort & wellness center profitability.

CO3: Identify and develop informed opinions about current and emerging issues in resort recreation management and wellness centers.

CO4. Identify a range of career opportunities in the resort & wellness center industry.

**Detailed Syllabus:****Unit-I**

**Introduction of Resort Management-** Origin of the concept of resorts, modernization of resort, types of resorts, operations in a resort, hierarchy of the resort, attributes of staff in a resort, service aspect of resort, roles and duties of resort managers.

**Unit-II**

**Resort Management and Current Techniques-** Challenges of Managing a Resort; marketing strategies of resort properties; current trends in resort setup; advancement of resort management.

**Unit-III**

**Wellness Centre Operations-** Origin of the concept of wellness centres; Modernization of wellness centres; Types of wellness centres; Operations in a wellness centre; Hierarchy of the wellness centre management; Attributes of staff in a wellness centre; Roles and duties of wellness centre managers.

**Unit-IV**

**Wellness Centre and Management Issues and Challenges -** Challenges of managing wellness centres; Marketing strategies of wellness centres; Current trends in wellness centre setup; Technological advancement of wellness centre management. Issues and challenges of resort management; Issues and challenges of wellness centre management; Financial challenges of resort and wellness centre management and its impact on profitability; The current trends in operating a resort and wellness centre; The current global trends in resort business; The current global trends in wellness centers.

**TEXT BOOK**

- Jordan, R., 2021. *Resort Management*. Brooklyn, NY: States Academic Press.

**OTHER RECOMMENDED TEXTS**

- Brigham, E.F. and Houston, J.F., 2022. *Fundamentals of Financial Management*. Boston: Cengage.
- Stevenson, W.I.L.L., 2019. *Operations Management: Theory and Practice*. Europe: McGraw-Hill.

**Final Assessment (FA)**

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

Theory Internal (TI) will have the following components:

S.No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Continuous Assessment (CA)	<b>10 marks</b>
2	Assessment 1 : Mid Term Exam (MTE)	<b>10 marks</b>
3	Assessment 2 : Presentation assessment (PA) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment/ Essay/ Report writing	<b>10 marks</b>
<b>Internal Assessment (IA) = (CA) + (MTE) + (PA)</b>		<b>30 marks</b>

**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.

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>

Total Marks	70 marks
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### 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 6 Specialized Coffee and Tea Course ID – HSEC605

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
1	-	1	2	30	70	-	-	3 Hours

#### Type of Course: Skill Enhancement Courses (SEC) / Community Outreach

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 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 specialty 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 I

**Theory:** Different hot non-alcoholic beverages; origin of tea; evolution of tea; harvesting of tea; types of teas; production of tea; impact of culture on tea consumption; current tea trends in global market; packaging of tea; Indian tea market; making a perfect cup of tea; Service of different tea.

**Practical:** Different grades of tea leaves; brewing different types of tea; servicing of different teas

## UNIT II

**Theory** - Current tea trends in global market; packaging of tea; Indian tea market; making a perfect cup of tea; Service of different tea., career scopes in the tea industry, The Indian tea industry

**Practical**- Preparation of tea and special teas

## UNIT III

**Theory:** Origin of coffee; evolution of coffee; cultural impact on coffee drinking; harvesting of coffee beans; types of coffee beans; production of coffee; geographical distribution of coffee as a beverage; current coffee trends in global market; Indian coffee market; Packaging of coffee; making a perfect cup of coffee; Service of coffee.

**Practical:** Understanding different coffee beans; Brewing of coffee; Service of coffee.

## UNIT IV

**Theory** - Different types of coffee; classification of coffee; espresso and non-espresso coffee; types of specialty coffee; making a perfect espresso; alcoholic coffee drinks; trends of specialty coffee; concept of Barista in India; service of specialty coffee.

**Practical**- Preparation of espresso and other specialty coffees; preparation of alcoholic coffee-based drinks.

### Textbooks:

- Hoffmann, J. (2018) *The World Atlas of coffee from beans to brewing - coffees explored, explained and enjoyed*, Firefly Books, Buffalo, NY.
- Smith, K. (2016) *World Atlas of Tea: From the leaf to the cup, the world's teas explored and enjoyed*. Mitchell Beazley, London.

### Other Recommended Textbooks:

- Gascoyne, K. (2019) *Tea: History, terroirs, varieties*. Firefly Books, Richmond Hill.
- Gebely, T. (2016) *Tea: A user's guide. Eggs and Toast Media, LLC*.
- Kingston, L. (2017) *How to make coffee: The science behind the Bean*. The Ivy Press, Brighton, UK..
- Moldvaer, A. (2015) *Café obsesión. Tres Cantos, H. Blume, Madrid*.

### Internal Assessment (IA):

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

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Continuous Assessment (CA)	10 marks
2	Assessment 2: In-class test	30 marks
3	Assessment 3: Practical assessment (CA) Class Attendance	5 marks
Internal Assessment (IA) = (CA) + (MTE) + (CA)		45 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
2	End term practical (ETPE)	35 marks
External Assessment (EA) = (ETTE + ETPE) (1+2)		105 marks

### Theory External:

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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<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

**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
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 - 6**  
**Facility Planning and Service Design**  
**Course ID - HSEC607**

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
2	-	-	2	30	70	-	-	3 Hours

**Type of Course: Core 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:** Facility planning takes into account both short-term and long-term business goals. Whether it is a feasibility study, space usage, food court design layout, or kitchen planning, every element of the roadmap sets the business up for growth and success. One of the key elements in hotel facility planning, feasibility assessment consists of market studies to identify trends, competition, and growth opportunities. It examines how a business is likely to fare over a particular period. Depending upon the outcomes of the studies, a facility plan usually includes room for future growth and expansion.

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

**CO1:** Illustrate the flow process of systematic layout planning and analyse the impact of facility planning on operationalizing any F&B POS

**CO2:** Understand maintenance needs in terms of policy requirements and resource planning.

**CO3:** Understanding of the planning process and its application to site operation planning, and creating blueprints with various facilities with their features

**CO4:** Understanding and knowledge of cost, progress, and quality control, and illustrating the points to be considered while planning & designing storing facilities

#### Detailed Syllabus:

##### Unit-I:

**Theory** - Importance of business facility planning, Impact to operationalize any F&B POS, understand the feasibility report and design process, understanding the flow of materials, facilities that are offered in a good restaurant, key points that are to be considered while designing a new restaurant, recognize the schematic colour coding in creating an atmosphere, the calculations of space required for various F&B facilities, understanding standard layouts and space allocation.

##### Unit-II:

**Theory** - Principles of kitchen designing and various kitchen configurations, Role of workflow in kitchen planning, Role of a chef in kitchen planning, List of kitchen equipment and points to be considered while planning & designing storing facilities and various storing temperature as per the items, recognize the security aspects of the cellar & storerooms; understanding kitchen stewarding, introduction to cold water system in hotels, Hot water generation and distribution system, recognize basic water system fittings, Methods of water treatment.

##### Unit-III:

**Theory** - Determine different modes of ventilation and its requirement, importance of refrigeration, refrigeration process and terminologies, air conditioning process and its requirement; illustrate the different types of wastes, recognize the process involved in the segregation of different types of waste and importance of waste management.

##### Unit IV:

**Theory** - Different Modes of Ventilation. Air Conditioning Process and Its Requirements, HVAC system in hotels, Principles and components of air conditioning. Understanding the term 'energy'; process of conducting energy audits; illustrate the development of an energy conservation program and various energy conservation practices.

#### Textbooks:

- Bansal, T. (2015). Hotel Facility Planning. 7th ed. New Delhi: Oxford University Press.
- Katsigris C., Thomas C., (2009). "Design and Equipment for Restaurants and Foodservice 3rd ed. John Wiley & Sons, Inc., Hoboken, New Jersey.

#### Other Recommended Textbooks:

- Kazarian, E. (1997). Foodservice Facilities Planning, 3rd Edition. John Wiley & Sons.
- Stipanuk, D. (2006). Hospitality facilities management and design. East Lansing, Mich.: Educational Institute, American Hotel & Lodging Association.
- Sujit Ghosal.(2011) Hotel Engineering, New Delhi: Oxford University Press

#### Final Assessment (FA)

Internal Assessment (IA)	30 marks
External Assessment (EA)	70 marks
Final Assessment (FA) = (IA+EA)	100 Marks

#### Internal Assessment (IA)

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

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Continuous Assessment (CA)	10 marks
2	Assessment 2: Mid-Term Exam (MTE)	10 marks
3	Assessment 3: Presentation	10 marks
Internal Assessment (IA) = (CA) + (MTE) + (PA)		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:



<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

#### 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 6

#### Advance Food and Beverage Service Management - Level 2

Course ID – HDSC603/FS

L	T	P	Credits	TI	TE	PI	PE	Time Allowed
3	-	1	4	30	70	15	35	3 Hours

#### Type of Course: Discipline-Specific Elective 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 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 & behavioral aspects through the management approach & evaluate the importance of the training process

### Detailed Syllabus:

#### UNIT I

**Theory:** Overview of the Food service Industry; Understanding the Industry 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.

**Practical:** Case study on Cost Control techniques and their application.

#### UNIT II

**Theory:** Planning an F&B outlet, Preliminary preparation required for facility planning, creating & designing of an F&B outlet, Space Management; value of space instead of costs and revenue, schematic drawing guidelines & techniques, types of food service systems, importance of performance improvement program. Employee Orientation; Importance of Training; Training Process; Training Methods; Career Development; The role of managers in Motivation; Theories of Motivation; Management by Objective; Implementing the concept; Job redesign; Punishment; Positive reinforcement; Development of trust; Leadership Theories

**Practical:** Study a fast food restaurant and prepare a snag list as per the facility planning principles.

#### UNIT III

**Theory:** Market categories - Captive Market; Mass Market; Status Market; Trend spotters; Early adopters; Traditional research; Meal Occasion - Breakfast; Lunch & Dinner; Developing a Marketing Plan - Conduct a marketing audit; select target markets; Position the property; Determine marketing objectives; Monitor and evaluate the marketing plan. Functions of Advertising; Types of Campaigns; Media Selection Criteria; Personal Selling; Sales Promotion; Merchandising; Public Relations, Analyse the menu as a merchandising tool; Sales versus Marketing; Techniques of PR activity; Digital Marketing; Comparison between traditional and differentiated marketing.

**Practical:** Present a marketing plan for an upcoming food festival

#### 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; The role of managers in Motivation; Theories of Motivation; Management by Objective; Implementing the concept; Job redesign; Punishment; Positive enforcement; Development of trust; Leadership Theories.

**Practical:** Illustrate the service gaps that you can identify for our cafeteria services.

### 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.

### Internal Assessment (IA):

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

S. No.	Internal Assessment Components	Marks/Weightage
1	Assessment 1: Continuous Assessment (CA)	10 marks
2	Assessment 2: In-class test	30 marks
3	Assessment 3: Practical assessment (CA) Class Attendance	5 marks
Internal Assessment (IA) = (CA) + (MTE) + (CA)		45 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)	70 marks
2	End term practical (ETPE)	35 marks
External Assessment (EA) = (ETTE + ETPE)		105 marks

#### Theory External:

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
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
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 6 Advanced Accommodation & Facilities Management Level 2 Course ID - HDSC603/AM

L	T	P	Credits	TI	TE	PI	PE	Total	Time Allowed
3	-	1	4	30	70	15	35	150	3 Hours

Type of Course: Core Course

Core Course	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 provide learners with the opportunity to study and examine the contemporary practices in the accommodation and facility management industry in detail and the issues being faced by Hospitality/Accommodation Managers. Learners will evaluate factors which optimize management and business performance in a hotel. Service quality and effective leadership skills have been one of the critical factors in search for sustainable competitive advantage, thus the module reflects the same.

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

**CO1:** Apply and analyze hotel statistics and interpret financial and managerial reports for decision making.

**CO2:** Synthesize strategic management of service quality in hospitality and tourism and apply strategic decision making while exhibiting managerial skills.

**CO3:** Integrate sustainable development practices to decrease the operational cost, and enhance customer experience.

**CO4:** Exhibit an understanding of managerial skills by applying problem solving attitude, managerial styles and different attributes of executive housekeeper, EHK- manager or leader.

#### Detailed Syllabus:

##### UNIT I

**Theory:** Performance Evaluation, Statistics & Service Quality - Reports used in the hotel to evaluate performance; Study of competition set report; Market mix report; P&L Statement of a hotel to evaluate its performance. Managing Service Quality in Hospitality and Tourism; Evaluate service quality, service quality failures, and service recovery strategies; Assess how capacity and demand strategies affect overall business profitability, customer satisfaction, and loyalty.

##### UNIT II

**Theory:** Sustainability in Hospitality Operations - Key ingredients, developing sustainable plans to decrease the operational cost; Enhancing customer experience through sustainable practices; Green practices, green buildings, green certifications; 3 R's of environmental awareness; CSR - aims, pillars, significance in present scenario.

**Practical:** Conduct an audit of a specific area (e.g., guest rooms or laundry) for sustainable practices and present findings; Create a waste segregation and recycling plan based on the 3 R's.

##### UNIT III

**Theory:** Managerial Skills and Housekeeping Leadership - Customer and employee satisfaction as leadership metrics; Communication skills, personal effectiveness; Employee development and building team's capabilities; The executive housekeeper - manager or leader; Development of others - developing executive housekeepers, training, and evaluating supervisors and managers; Personal development - the personal plan, housekeeping managers of the future.

**Practical:** Groups prepare presentations on traditional vs participative management using real-life hotel examples; Design a brief training plan for a new housekeeping supervisor focusing on motivation, hygiene standards, and supervision techniques.

##### UNIT IV

**Theory:** Capstone Project and Innovation in Hospitality - Synthesis of knowledge and skills experience gained throughout the program in a culminating capstone project; Identification of an innovative idea or initiative to improve a business or organizational unit in the hospitality or tourism industry.

#### 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
Practical Internal (PI)	15 marks
Practical External (PE)	35 marks
<b>Final Assessment (FA) = (TI)+(TE)+(PI)+(PE)</b>	<b>150 marks</b>

#### Internal Assessment (TI & PI) will have the following components:

S. No	Internal Assessment Components	Marks/Weightage
1	Theory Internal : Mid Term Exam (MTE)	10 marks
2	Theory Internal : Report Writing (RW) Reflective Entries/ Case Analysis / Presentation/ Group Project/ Role Play/ Live Projects/ Simulation / Worksheet Assessment/ Essay/ Report writing	15 marks
3	Theory Internal : Class Attendance (AT)	5 marks
4	Practical Internal: Continuous assessment (CA)	10 marks
5	Practical Internal: Viva Voice (VV)	5 marks
<b>Internal Assessment (TI) + (PI) = (MTE)+(RW)+(AT)+(CA)+(VV)</b>		<b>45 marks</b>

#### 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
2	Assessment 2: End Term Practical Exam (ETPE)	35 marks
<b>External Assessment (EA) = (ETTE+ETPE)</b>		<b>105 marks</b>

#### 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.

<b>Section A</b>	Seven Short answer type questions covering all units. All compulsory.	<b>7*2=14 marks</b>
<b>Section B</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	<b>4*14=56 marks</b>
<b>Total Marks</b>		<b>70 marks</b>

#### 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

*Amrta*

**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

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