



## **SYLLABUS OF**

**[BTTM]**

**BACHELOR'S OF TRAVELS & TOURISM MANAGEMENT**

**GYANVIHARSCHOOL OF  
HOTEL MANAGEMENT**

**EDITION – 2018**

## **Bachelor in Hotel Management Travel & Tourism (BTTM)- 4 year degree course.**

### **Objective:**

According to recent studies by the World Travel and Tourism Council, the hospitality & Tourism industry is the second largest employer globally, hiring one in 12 workers. And, with the continued expansion of the sector, this number is expected to grow manifold. Buoyant by the overwhelming Industry demand and keeping in view that the Hospitality Travel and Tourism Industry, which is directly linked to India's economic prosperity & growth, GyanVihar School of Hotel Management has started a 4 years Bachelor Degree Course in Hotel Management Travel & Tourism (BTTM) from the ensuing academic session 2011-12.

### **Main Features:**

The course is approved by University Grant Commission. The course will provide in-depth academic as well as practical exposure for the students to acquire the required knowledge and skills in all operational areas of Travel Agencies and Tourism Organizations. The integral part of the 4 Years curriculum is the 20 weeks Industrial Exposure Training.

**Employment Opportunities:** Travel Agencies, Tour Operators, Airlines, National and Regional Tourism Boards are the major recruiters for these Graduates. There is so much shortage of skilled and trained manpower that employability is 100%. With Visa on arrival scheme extended to 149 more countries this sector is set to grow manifold.

### **Credit distribution –**

**A) University core – (9+9+3+3+3+3)=30**

**B) Program core – (14+17+17+19+16+30+17+22)= 152**

**C) Program Elective – () = nil**

**D) University Elective – (2+2+2+3)=9**

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**Total 191**

**SURESH GYAN VIHAR SCHOOL OF HOTEL MGT.**

**Teaching and Examination Scheme for Bachelor's travel and tourism management (Regular) (4 Year Program )**

**Edition 2018**

**I-YEAR**

**SEMESTER: AUTUMN**

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		<b>Program elective group A</b>							
1	HM-115	INTRODUCTION TO TOURISM	2	2	-	-	3	40	60
2	HM-103	PROFESSIONAL SERVICE TECHNIQUES-I	2	2	-	-	3	40	60
3	HM-117	GLOBAL TOURISM GEOGRAPHY	2	2	-	-	3	40	60
4	HM-107	ROOM DIVISION MANAGEMENT-I	2	2	-	-	3	40	60
		<b>GROUP B</b>							
1	HM-101	FOOD PRODUCTION -I	2	2	-	-	3	40	60
2	HM-105	ACCOMMODATION OPERATION -I	2	2	-	-	3	40	60
3	HM-155	LAB.-ACCOMMODATION OPERATION -I	2	-	-	1	3	60	40
4	HM-151	LAB-FOOD PRODUCTION -I	2	-	-	1	3	60	40
		<b>PROGRAM CORE</b>							
5	HM-119	TOURISM CONCEPT AND LINKAGE	2	2	-	-	3	40	60
6	HM-157	LAB. ROOM DIVISION MANAGEMENT	3	-	-	3	3	60	40
7	HM-121	ARABIC LANGUAGE -I	2	2	-	-	3	40	60
		<b>UNIVERSITY CORE</b>							
8	EN-103	ENGLISH LANGUAGE -I	2	2	-	-	3	40	60
9	HS-101	<b>HUMAN ETHICS AND VALUES</b>	2	2	-	-	3	40	60
10	FD-101	FOUNDATION COURSE	2	2	-	-	3	40	60
11	PC-101	PROFICIENCY IN CO-CURRICULAR ACTIVITIES-I	-	-	-	-	-	100	-
		<b>UNIVERSITY ELECTIVE (OFFERED BY OTHER SCHOOL)</b>							
12		DISASTER MANAGEMENT	2	2	-	-	3	40	60
13	CP-105	ELEMENTORY OF COMPUTER	2	2	-	-	3	40	60
14	CP-163	LAB . COMPUTER-I	1			1	3	40	60
		<b>TOTAL CREDIT</b>	<b>23</b>						

**Teaching and Examination Scheme for Bachelor's travel and tourism management (Regular) (4 Year Program )**

**Edition 2018**

**I-YEAR**

**SEMESTER: SPRING**

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		<b>PROGRAM ELECTIVE GROUP A</b>							
1	<b>HM-110</b>	<b>TOURISM IN INDIA</b>	2	2			3	40	60
2	HM-104	PROFESSIONAL SERVICE TECHNIQUES-II	2	2			3	40	60
3	HM-114	IMPACT OF TOURISM	2	2			3	40	60
4	HM-108	ROOM DIVISION MANAGEMENT -II	2	2			3	40	60
		<b>PROGRAM ELECTIVE GROUP A</b>							
1	HM-102	FOOD PRODUCTION-II	2	2				40	60
2	HM-106	ACCOMMODATION OPERATION -II	2	2			3	40	60
3	HM-152	LAB- FOOD PRODUCTION -II	2			2	3	60	40

4	HM-156	LAB-ACCOMMODATION OPERATION -II	1			1	3	60	40
		<b>PROGRAM CORE</b>							
5	HM-112	FOOD SAFETY AND QUALITY	2	2			3	40	60
6	HM-158	LAB. ROOM DIVISION MANAGEMENT -II	2	-	-	2	3	60	40
7	HM-126	PRINCIPLE OF MANAGEMENT	2	2			3	40	60
8	HM-162	LAB.APPLICATION OF COMPUTER	1	-	-	1	3	60	40
		<b>UNIVERSITY CORE</b>							
9	EN-104	ENGLISH LANGUAGE -II	2	2			3	40	60
10	ES-101	ENVIRONMENTAL STUDIES	2	2			3	40	60
11	FD-102	FOUNDATION COURSE -II	2	2			3	40	60
12	PC-102	PROFICIENCY IN CO-CURRICULAR ACTIVITIES II	2					100	-
13	ES-102	EMPLOYABILITY SKILLS-II	1			1	3	60	40
		<b>UNIVERSITY ELECTIVE (OFFERED BY OTHER SCHOOL )</b>							
14		SWATCH BHARAT ABHIYAN	2	2				40	60
		<b>TOTAL CREDIT</b>	<b>24</b>						

L\* = Lecture    T\*=Tutorial    P\* = Practical

**Teaching and Examination Scheme for Bachelor's travel and tourism management (Regular) (4 Year Program )**

**Edition 2018**

**II-YEAR**

**SEMESTER : AUTUMN**

S. N o.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		<b>PROGRAM ELECTIVE GROUP A</b>							
1	HM-215	ADVENTURE TOURISM	2	2			3	40	60
2	HM-203	RESTAURANT AND BANQUET SERVICE -I	2	2			3	40	60
3	HM-217	RELIGIOUS TOURISM	2	2			3	40	60
4	HM-207	FRONT OFFICE OPERATIONS-I	2	2			3	40	60
5	HM-209	MANAGEMENT TECHNIQUES-I	2	2			3	40	60
6	HM-225	ACCOUNTING FOR HOSPITALITY AND TOURISM	2	2			3	40	60
7	HM-219	FRENCH LANGUAGE-I	2	2			3	40	60
		<b>PROGRAM ELECTIVE GROUP B</b>							
1	HM-227	GERMAN LANGUAGE -I	2				3	40	60
2	HM-229	CHINESE LANGUAGE -I	2				3	40	60
3	HM-201	CULINARY PREPARATION	2				3	40	60
4	HM-251	LAB. CULINARY PREPARATION	2				3	40	60
5	HM-205	ACCOMMODATION OPERATION	2				3	40	60
6	HM-255	LAB .ACCOMMODATION OPERATION	2				3	40	60
7	HM-257	VOCATIONAL TRAINING	1		1	-	-	100	-
		<b>PROGRAM CORE</b>							
8	HM-221	INDIA HISTORY,SOCIETY, AND CULTURE	2	2			3	40	60
9	HM-223	DIGITAL MARKETING -I	2	2			3	40	60
10	HM-257	LAB FRONT DESK OPERATIONS-I	2			2	3	60	40
		<b>UNIVERSITY CORE</b>						40	60
11	ES-201	EMPLOYABILITY SKILLS-III	1			1	3	60	40
12	PC-201	PROFICIENCY AND CO-CURRICULAR ACTIVITY – II	2					100	
		<b>UNIVERSITY ELECTIVE (OFFERED BY OTHER SCHOOL )</b>							
13		CONSUMER AFFAIRS	2				3	40	60
		<b>TOTAL CREDIT</b>	<b>23</b>						

Teaching and Examination Scheme for Bachelor's travel and tourism management (Regular) (4 Year Program )

Edition 2018

II-YEAR

SEMESTER : SPRING

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
		<b>PROGRAM ELECTIVE GROUP A</b>							
1	HM-216	RAJASTHAN TOURISM	2	2			3	40	60
2	HM-204	F&B THEMATIC SERVICE	2	2			3	40	60
3	HM-214	TOTAL QUALITY MANAGEMENT	2	2			3	40	60
4	HM-220	DIGITAL MARKETING-II	2	2			3	40	60
5	HM-218	TOURISM ECONOMICS	2	2			3	40	60
		<b>PROGRAM ELECTIVE GROUP B</b>							
1	HM-202	INTERNATIONAL CULINARY PREPRATION	2	2			3	40	60
2	HM-252	LAB INTERNATIONAL CULINARY PREPRATION	2			2	3	60	40
3	HM-254	LAB. F&B SERVICE THEMATIC	2	2		2	3	60	40
4	HM-226	GERMAN LANGUAGE –II	2	2			3	40	60
5	HM-228	CHINESE LANGUAGE –II	2	2			3	40	60
		<b>PROGRAM CORE</b>							
6	HM-208	FRONT DESK OPERATIONS –II	2	2			3	40	60
7	HM-210	MANAGEMENT TECHNIQUES-II	2	2			3	40	60
8	HM-212	MANAGEMENT CONCEPT AND ORGANIZATION BEHAVIOUR	2	2			3	40	60
9	HM-258	LAB. FRONT DESK OPERATIONS –II	1			1	3	60	40
10	HM-222	FRENCH LANGUAGE –II	2	2			3	40	60
11	HM-224	VOCATIONAL TRAINING	2	-		-	-	100	
		<b>UNIVERSITY CORE</b>							
12	ES-202	EMPLOYABLITY SKILLS-IV	1			1	3	60	40
13	PC-202	PROFECIENCY AND CO-CURRICULAR ACTIVITY – III	2					100	
		<b>UNIVERSITY ELECTIVE(OFFERED BY OTHER SCHOOLS)</b>							
14		INNOVATION AND ENTREPRENEURSHIP	3	3			3	40	60
		<b>TOTAL CREDIT</b>	<b>24</b>						

Teaching and Examination Scheme for Bachelor's travel and tourism management (Regular) (4 Year Program )

Edition 2018

III-YEAR

SEMESTER : AUTOMN

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
<b>A. PROGRAME CORE</b>									
1	HM-317	ADVANCE TOURISM	2	2	-	-	3	40	60
2	HM-319	TOURISM MARKETING	2	2	-	-	3	40	60
3	HM-331	STRATEGIC FOR TOURISM MANAGEMENT	2	2	-	-	3	40	60
4	HM-311	COMPUTER AND MANAGEMENT INFORMATION SYSTEM	2	2	-	-	3	40	60
5	HM-321	FACILITY PLANNING	2	2	-	-	3	40	60
6	HM-323	MANAGEMENT IN TOURSM	2	2	-	-	3	40	60
7	HM329	Sustainable tourism	2	2	-	-	3	40	60
8	HM-327	ITNERY PLANNING AND COSTING	2	2			3	40	60
9	HM-309	EVENT MANAGEMENT	2						
10	HM-333	LAB FIELD WORK	3			3	3	60	40
<b>UNIVERSITY CORE</b>									
11	PC-301	Proficiency in Co-Curricular Activities-IV	2	-	-	-	-	100	-
12	EM-301	Employability Skills-IV	1	-	-	2	3	60	40
<b>Total credit</b>			<b>24</b>						

Teaching and Examination Scheme for Bachelor's travel and tourism management (Regular) (4 Year Program)

Edition 2018

III-YEAR

SEMESTER: SPRING

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
<b>A. PROGRAME CORE</b>									
1	HM- 316	INDUSTRIAL TTRAINING ON EVENT MANAGEMENT	4	-	-	-	-	-	100
2	HM318	INDUSTRIAL TTRAINING ON TOUR OPERATIONS	4	-	-	-	-	-	100
3	HM 320	INDUSTRIAL TTRAINING ON ITINIRY PLANING	4	-	-	-	-	-	100
4	HM 322	INDUSTRIAL TTRAINING ON TOURISM RESEARCH	4	-	-	-	-	-	100
5	HM-324	INDUSTRIAL TTRAINING ON TRAINING REPORT	4	-	-	-	-	-	100
<b>Total credit</b>			<b>20</b>						

L\* = Lecture    T\*=Tutorial    P\* = Practical

**Teaching and Examination Scheme for Bachelor's travel and tourism management (Regular) (4 Year Program )**

**Edition 2018**

**IV-YEAR**

**SEMESTER : AUTUMN**

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
<b>A. PROGRAME CORE</b>									
1	HM-423	MARKETING FOR HOSPITALITY & TOURISM	2	2	-	-	3	40	60
2	HM-425	TOURISM PRODUCTS OF INDIA	3	3	-	-	3	40	60
3	HM-427	SALES AND DISTRIBUTION MANAGEMENT	2	2	-	-	3	40	60
4	HM-429	TRANSPORT MANAGEMENT	3	3	-	-	3	40	60
5	HM-431	TRAVEL DOCUMENTATION	2	2	-	-	3	40	60
6	HM-433	EMERGING TRENDS IN TOURISM	2	2	-	-	3	40	60
7	HM-437	LAB FIELD WORK	2				-	100	
8	HM-435	TRAVEL AGENCY & TOUR OPERATION	3	3	-	-	3	40	60
UNIVERSITY CORE									
9	PC-401	Proficiency in Co-Curricular Activities-V	2	-	-	-	-	100	-
10	EM-401	Employability Skills-V	1	-	-	2	3	60	40
<b>Total credit</b>			<b>22</b>						

**Teaching and Examination Scheme for Bachelor's travel and tourism management (Regular) (4 Year Program )**

**Edition 2018**

**IV-YEAR**

**SEMESTER: SPRING**

S. No.	Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
				L	T/S	P		CE	ESE
<b>PROGRAME CORE</b>									
1	HM-472	International Tourism	3	3	-	-	3	40	60
2	HM474	Entrepreneurship in tourism	2	2	-	-	3	40	60
3	HM-476	Retail management	3	3	-	-	3	40	60
4	HM-478	HUMAN RESOURSE PLANING AND DEVELOPMENT IN TOURISM	3	2	-	-	3	40	60
5	HM-480	Project report	3	-	3	-	3	-	100
6	HM-482	Dessertation	3	-	-	3	3		100
7	HM-484	Tourism policy,planning, and development	3	3			3	40	60
8	HM-486	Safety & security management	3	3			3	40	60
<b>Total credit</b>			<b>22</b>						

**GYANVIHARSCHOOL OF HOTEL MGT.**

**Teaching and Examination Scheme for Bachelor's Degree of Travels & Tourism Management (Regular)**

**(4 Year Program)**

**LIST OF COURSE OFFERED**

Course Code	Course Name	Credits	Contact Hrs/Wk.			Exam Hrs.	Weight age (in %)	
			L	T/S	P		CE	ESE
	<b>PROGRAM CORE</b>							
HM-119	TOURISM CONCEPT AND LINKAGE	2	2	-	-	3	40	60
HM-157	LAB. ROOM DIVISION MANAGEMENT	3	-	-	3	3	60	40
HM-121	ARABIC LANGUAGE -I	2	2	-	-	3	40	60
HM-112	FOOD SAFETY AND QUALITY	2	2			3	40	60
HM-158	LAB. ROOM DIVISION MANAGEMENT -II	2	-	-	2	3	60	40
HM-126	PRINCIPLE OF MANAGEMENT	2	2			3	40	60
HM-162	LAB.APPLICATION OF COMPUTER	1	-	-	1	3	60	40
HM-221	INDIA HISTORY,SOCIETY, AND CULTURE	2	2			3	40	60
HM-223	DIGITAL MARKETING -I	2	2			3	40	60
HM-257	LAB FRONT OFFICE OPERATIONS-I	2			2	3	60	40
HM-208	FRONT OFFICE OPERATIONS –II	2	2			3	40	60
HM-210	MANAGEMENT TECHNIQUES-II	2	2			3	40	60
HM-212	MANAGEMENT CONCEPT AND ORGANIZATION BEHAVIOUR	2	2			3	40	60
HM-258	LAB. FRONT OFFICE OPERATIONS –II	1			1	3	60	40
HM-222	FRENCH LANGUAGE –II	2	2			3	40	60
HM-224	VOCATIONAL TRAINING	2	-	-	-	-	100	
HM-317	ADVANCE TOURISM	2	2	-	-	3	40	60
HM-319	TOURISM MARKETING	2	2	-	-	3	40	60
HM-309	STRATEGIC FOR TOURISM MANAGEMENT	2	2	-	-	3	40	60
HM-311	COMPUTER AND MANAGEMENT INFORMATION SYSTEM	2	2	-	-	3	40	60
HM-321	FACILITY PLANNING	2	2	-	-	3	40	60
HM-323	MANAGEMENT IN TOURSM	2	2	-	-	3	40	60
HM329	Sustainable tourism	2	2	-	-	3	40	60
HM-327	ITNERY PLANNING AND COSTING	2	2			3	40	60
HM-331	EVENT MANAGEMENT	2						
HM-333	LAB FIELD WORK	3			3	3	60	40
HM- 316	INDUSTRIAL TTRAINING ON EVENT MANAGEMENT	4	-	-	-	-	-	100
HM318	INDUSTRIAL TTRAINING ON TOUR OPERATIONS	4	-	-	-	-	-	100
HM 320	INDUSTRIAL TTRAINING ON ITINIRY PLANING	4	-	-	-	-	-	100
HM 322	INDUSTRIAL TTRAINING ON TOURISM RESEARCH	4	-	-	-	-	-	100
HM-324	INDUSTRIAL TTRAINING ON TRAINING REPORT	4	-	-	-	-	-	100
HM-423	MARKETING FOR HOSPITALITY & TOURISM	2	2	-	-	3	40	60
HM-425	TOURISM PRODUCTS OF INDIA	3	3	-	-	3	40	60
HM-427	SALES AND DISTRIBUTION MANAGEMENT	2	2	-	-	3	40	60
HM-429	TRANSPORT MANAGEMENT	3	3	-	-	3	40	60
HM-431	TRAVEL DOCUMENTATION	2	2	-	-	3	40	60
HM-433	EMERGING TRENDS IN TOURISM	2	2	-	-	3	40	60
HM-437	LAB FIELD WORK	2			-	-	100	
HM-435	TRAVEL AGENCY & TOUR OPERATION	3	3	-	-	3	40	60

HM-472	International Tourism	3	3	-	-	3	40	60
HM474	Entrepreneurship in tourism	2	2	-	-	3	40	60
HM-476	Retail management	3	3	-	-	3	40	60
HM-478	HUMAN RESOURSE PLANING AND DEVELOPMENT IN TOURISM	3	2	-	-	3	40	60
HM-480	Project report	3	-	3	-	3	-	100
HM-482	Dessertation	3	-	-	3	3		100
HM-484	Tourism policy,planning, and development	3	3			3	40	60
HM-486	Safety & security management	3	3			3	40	60
	<b>PROGRAM ELECTIVE</b>							
HM-115	INTRODUCTION TO TOURISM	2	2	-	-	3	40	60
HM-103	PROFESSIONAL SERVICE TECHNIQUES-I	2	2	-	-	3	40	60
HM-117	GLOBAL TOURISM GEOGRAPHY	2	2	-	-	3	40	60
HM-107	ROOM DIVISION MANAGEMENT-I	2	2	-	-	3	40	60
HM-101	FOOD PRODUCTION -I	2	2	-	-	3	40	60
HM-105	ACCOMMODATION OPERATION -I	2	2	-	-	3	40	60
HM-155	LAB.-ACCOMMODATION OPERATION -I	2	-	-	1	3	60	40
HM-151	LAB-FOOD PROCUCTION -I	2	-	-	1	3	60	40
HM-110	TOURISM IN INDIA	2	2			3	40	60
HM-104	PROFESSIONAL SERVICE TECHNIQUES-II	2	2			3	40	60
HM-114	IMPACT OF TOURISM	2	2			3	40	60
HM-108	ROOM DIVISION MANAGEMENT -II	2	2			3	40	60
	<b>PROGRAM ELECTIVE GROUP A</b>							
HM-102	FOOD PRODUCTION-II	2	2				40	60
HM-106	ACCOMMODATION OPERATION -II	2	2			3	40	60
HM-152	LAB- FOOD PRODUCTION -II	2			2	3	60	40
HM-156	LAB-ACCOMMODATION OPERATION -II	1			1	3	60	40
HM-215	ADVENTURE TOURISM	2	2			3	40	60
HM-203	RESTAURANT AND BANQUET SERVICE -1	2	2			3	40	60
HM-217	RELIGIOUS TOURISM	2	2			3	40	60
HM-207	FRONT OFFICE OPERATIONS-I	2	2			3	40	60
HM-209	MANAGEMENT TECHNIQUES-I	2	2			3	40	60
HM-225	ACCOUNTING FOR HOSPITALITY AND TOURISM	2	2			3	40	60
HM-219	FRENCH LANGUAGE-I	2	2			3	40	60
	<b>PROGRAM ELECTIVE GROUP B</b>							
HM-227	GERMAN LANGUAGE -I	2				3	40	60
HM-229	CHINESE LANGUAGE -I	2				3	40	60
HM-201	CULINARY PREPRATION	2				3	40	60
HM-251	LAB. CULINARY PREPRATION	2				3	40	60
HM-205	ACCOMMODATION OPERATION	2				3	40	60
HM-255	LAB .ACCOMMODATION OPERATION	2				3	40	60
HM-257	VOCATIONAL TRAINING	1		1	-	-	100	-
HM-216	RAJASTHAN TOURISM	2	2			3	40	60
HM-204	F&B THEMATIC SERVICE	2	2			3	40	60
HM-230	TOTAL QUALITY MANAGEMENT	2	2			3	40	60
HM-220	DIGITAL MARKETING-II	2	2			3	40	60
HM-218	TOURISM ECONOMICS	2	2			3	40	60
	<b>PROGRAM ELECTIVE GROUP B</b>							
HM-202	FOOD PRODUCTION – QUANTITY	2	2			3	40	60

HM-252	LAB FOOD PRODUCTION – QUANTITY	2			2	3	60	40
HM-254	LAB. F&B SERVICE THEMATIC	2	2		2	3	60	40
HM-226	GERMAN LANGUAGE –II	2	2			3	40	60
HM-228	CHINESE LANGUAGE –II	2	2			3	40	60
	<b>UNIVERSITY CORE</b>							
EN-103	ENGLISH LANGUAGE -I	2	2	-	-	3	40	60
HS-101	HUMAN ETHICS AND VALUES	2	2	-	-	3	40	60
FD-101	FOUNDATION COURSE	2	2	-	-	3	40	60
PC-101	PROFICIENCY IN CO-CURRICULAR ACTIVITIES-I	-	-	-	-	-	100	-
EN-104	ENGLISH LANGUAGE -II	2	2			3	40	60
ES-101	ENVIRONMENTAL STUDIES	2	2			3	40	60
FD-102	FOUNDATION COURSE -II	2	2			3	40	60
PC-102	PROFICIENCY IN CO-CURRICULAR ACTIVITIES II	2					100	-
ES-102	EMPLOYABILITY SKILLS-II	1			1	3	60	40
ES-201	EMPLOYABILITY SKILLS-III	1			1	3	60	40
PC-201	PROFICIENCY AND CO-CURRICULAR ACTIVITY –II	2					100	
ES-202	EMPLOYABILITY SKILLS-IV	1			1	3	60	40
PC-202	PROFICIENCY AND CO-CURRICULAR ACTIVITY –III	2					100	
PC-301	Proficiency in Co-Curricular Activities–IV	2	-	-	-	-	100	-
EM-301	Employability Skills-IV	1	-	-	2	3	60	40
PC-401	Proficiency in Co-Curricular Activities–V	2	-	-	-	-	100	-
EM-401	Employability Skills-V	1	-	-	2	3	60	40
	<b>UNIVERSITY ELECTIVE (OFFERED BY OTHER SCHOOL)</b>							
	Disaster management	2	2	-	-	-	40	60
	Swatch bhara abhiyan	2	2	-	-	-	40	60
	Consumer affairs	2	2	-	-	-	40	60
	Innovation and entrepreneurship	3	3	-	-	-	40	60

Course Title: INTRODUCTION TO TOURISM	Course Code: HM 115
Semester: Ist	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:1:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Program me: Common for BTTM	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand different types of tourism industry .
2. To understand different types of relations with tourism and other industry.
3. To understand the role of tourism

**Course Content** PROFESSIONAL SERVICE TECHNIQUES-I

Unit	Course Contents	Marks	Hours
I	Introduction and Overview of the Tourism Industry <ul style="list-style-type: none"> <li>❖ The Power and Potential of Tourism</li> <li>❖ The Value of Tourism from Multiple Jurisdictions</li> <li>❖ Cost and Benefits of Tourism</li> <li>❖</li> </ul>	20	5
II	The Interrelationship between the Five Sectors of Tourism <ul style="list-style-type: none"> <li>❖ The Tourism System</li> <li>❖ Tourism Inventory Analysis</li> <li>❖ Tourism's Five Sectors</li> </ul>	20	5
III	Organizations That Support Tourism <ul style="list-style-type: none"> <li>❖ Destination Marketing Organizations</li> <li>❖ Other Supporting Organizations in the Tourism Industry</li> <li>❖ Travel Motivators</li> <li>❖</li> </ul>	20	5
IV	Understanding Tourism's Role in Contemporary Society <ul style="list-style-type: none"> <li>❖ Analyzing Macro Environmental Forces</li> <li>❖ Responding to Macro Environmental Forces</li> <li>❖ Special Interest Tourism</li> </ul>	20	5

V	The Future of the Tourism and Hospitality Industry ❖ The Futurists ❖ Future Trends in Travel and Hotels ❖ Careers in the Tourism Industry	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

### References:

- Beaver and Allan (2002), 'A Dictionary of Travel and Tourism Terminology', CAB International Wallingford, pp. 313.
2. Bezbaruah M.P. (1999), 'Indian Tourism – Beyond the Millennium', Gyan Publishing House, New Delhi.
  3. Bharadwaj S.M. (1984), 'Hindu Places of pilgrimage: A study of Cultural Geography', University of California Press, Berkley, 1973, reprint, New Delhi, 1984.
  4. Bhatia A.K. (1983), 'Tourism Development' Sterling Publishers (P) Ltd., New Delhi.
  5. Bhatia A.K. (1991), International Tourism, Sterling Publishers (P) Ltd., New Delhi.
  6. Bhatia A.K. (1997), Tourism Management and Marketing, Sterling Publishers (P) Ltd., New Delhi.

### Course Outcome:

- After successfully completing this course, students should be able to accomplish the following:
- Describe the characteristics of tourism.
- Define, understand, and explore a variety of tourism terminology and concepts.
- Identify evolving issues and trends in the tourism industry and discuss their implications for festivals and events.
- Define the interrelationship of the five sectors of the tourism industry and evaluate their role in supporting events.
- Assess the environment in which community events take place.
- Identify travel motivators and tourism generators.
- Assess and appreciate the impact of tourism and events as a worldwide economic, environmental, cultural, political, and social force.
- Describe the role and function of industry and government organizations that support tourism at the regional, national, and international level.
- Identify tourism-related products at local, provincial and national level and describe their role in supporting events.
- Demonstrate an ability to critically assess a variety of explanations of the nature and value of tourism.

Course Title: PROFESSIONAL SERVICE TECHNIQUES-I	Course Code: HM 103
Semester: Ist	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:1:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Program me: Common for BHMCT/BTTM	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

4. To understand different types of catering establishments.
5. To understand different types of Food & Beverage Service areas in hotels.
6. To understand different types of equipments their usages, care etc.
7. To understand organization chart their duties responsibilities, attributes etc.
8. To understand different types of services personal, automats.
9. To understand KOT, BOT their control system and importance.

**Course Content** PROFESSIONAL SERVICE TECHNIQUES-I

Unit	Course Contents	Marks	Hours
I	<b>The F&amp;B Ser. Industry</b> <ul style="list-style-type: none"> <li>❖ Introduction</li> <li>❖ Types of catering establishment</li> <li>❖ Intro.to F&amp;B Operation</li> </ul>	20	5
II	<b>F&amp;B areas in hotel: -</b> <ul style="list-style-type: none"> <li>❖ Restaurant</li> <li>❖ Coffee Shop</li> <li>❖ Room Ser.</li> <li>❖ Bar, Banquets</li> <li>❖ Discotheque</li> <li>❖ Still Room</li> <li>❖ Grill Room</li> <li>❖ Snack Bar</li> <li>❖ Executive lounge</li> <li>❖ Business Centre and night Clubs</li> </ul>	20	5
III	<b>F&amp;B Equipments: -</b> <ul style="list-style-type: none"> <li>❖ Usage and types of equipments criteria for selection</li> <li>❖ Requirements and quantity of furniture</li> <li>❖ Linen, China ware (types)</li> <li>❖ Silverware &amp; Glassware Disposables</li> <li>❖ Other equipments</li> <li>❖ Care &amp; Maintenance</li> </ul>	20	5
IV	<b>F&amp;B Ser. Personnel: -</b> <ul style="list-style-type: none"> <li>❖ F&amp;B Ser. Organization,</li> <li>❖ Job Description &amp; Specification of F &amp; B Ser.</li> <li>❖ Staff attitude &amp; Attributes of F&amp;B Personnel,</li> <li>❖ Competences Basic etiquettes for catering staff Interdepartmental relationship.</li> </ul>	20	5
V	<b>F&amp;B Ser.: -</b> <ul style="list-style-type: none"> <li>❖ Table Ser.- Silver, American, French, Russian</li> <li>❖ Self Ser.- Buffet &amp; Cafeteria</li> <li>❖ Specialized Ser. – Tray, Trolley, Lounge, Room</li> <li>❖ SinglePointSer. – Take away wending, Kiosks, Food courts &amp; Bars, Automats.</li> </ul>	20	5

	❖ Simple Control Systems (KOT & BOT)		
	<b>Total</b>	<b>100</b>	<b>25</b>

**References:**

**Course Outcome:**

1. Students will be aware about different catering establishment their menus, their nutrition, their themes, type of services offered.
2. Students will be having knowledge about the operations in depth in accordance to different areas their service, their operations, specialty etc.
3. Students will be having good knowledge of equipments their usages, precautions, storing, cleaning, upkeep which will be good for smooth operations.
4. Students will understand roles & responsibility of different team members their attributes, their work style, specification.
5. Students will be capable enough to work as per the demand of service as per type of function or event.
6. Student will understand different control procedures their importance for a business.

Course Title: global tourism geography	Course Code: HM 117
Semester: Ist	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:1:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Program me: Common for /BTM	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

- 1) To familiarize the students with aspects of tourism which have a relation with the subject matter of Geography
- 2) To orient the students to the logistics of tourism industry and the role of tourism in regional development.
- 3) To understand the impact of tourism on physical and human environments.
- 4) To familiarize the students with local, regional and national tourism

**Course Content** global tourism geography

Unit	Course Contents	Marks	Hours
I	<b>Nature and Scope of Geography of Tourism</b> <ul style="list-style-type: none"> <li>• Meaning and Definition of tourism.</li> <li>• Nature &amp; Scope</li> <li>• Importance of tourism ,</li> <li>• Tourism as an interdisciplinary</li> </ul>	20	5
II	<b>Factors affecting tourism development</b> Physical Factors –Relief ,Climate ,Vegetation ,Wild life , Water Bodies Socio – Cultural Factors ,Religious Factors ,Historical and Cultural Factors ,Economic Factors ,Transportation ,Accommodation	20	5
III	<b>Classification and Recent Concepts of Tourism</b> Classification on the basis of - Nationality , Time of travel , Number of tourist , Purpose , Mode of transportation Season Nature of tourism	20	5
IV	<b>Recent Concepts of Tourism</b> - Agro-tourism ,Eco-tourism ,Heritage tourism , Adventure tourism	20	5
V	Impact of Tourism On- <ul style="list-style-type: none"> <li>• Economy</li> <li>• Socio-cultural aspects</li> <li>• Environment</li> <li>• Sustainable Development of Tourism</li> </ul>	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

#### References:

1. Cabaj W., Kruczek Z., Podstawy geografii turystycznej, proksenia, Kraków 2009.
2. Kraje pozaeuropejskie. Zarys geografii turystycznej, praca zbiorowa pod red. Z. Kruczka, Proksenia, Kraków, 2010.
3. Nawrot Ł., Zmyślony P., Międzynarodowa konkurencyjność regionu turystycznego, Proksenia, Kraków, 2009.
4. Kruczek Z., Regiony Turystyczne, „Folia Turistica” nr 2, AWF Kraków, 2009.
5. Kowalczyk A., 2002: Geografia turystyki. PWN, Warszawa.
6. Senetra A., Cieślak I., 2004: Kartograficzne aspekty oceny i waloryzacji przestrzeni. Uniwersytet Warmińsko-Mazurski, Olsztyn
7. Bartkowski T., 1977: Wypisy do geografii turystycznej, Monografie AWF w Poznaniu nr 111.

#### Course Outcome:

presenting information about basic terms concerning tourist regions in Poland and macro regions in the world

- presenting information about cartography, creating descriptions of objects, resorts, regions and places

- presenting information about creation of tourism product, which basis are tourist attractions and other advantages

Course Title – ROOM DEVISION MANAGEMENT	Course Code – HM107
Semester –I	Core/elective : core
Teaching scheme in hrs(L;T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE- 70 MARKS
Programmes – common for BHMCT/BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

1. To understand the Hospitality industry.
2. Highlight the modern trends of the hotel industry.
3. To understand the difference between service & facility
4. Classification of the Hotels.
5. To understand the room tariff.
6. To learn the room plans.
7. To learn the front office terminology.
8. To understand the front office management.

Course Content:-

HM 107 ROOM DEVISION MANAGEMENT C (L, T, P) = 2 (2, 0, 0)

Unit	Course Contents	Marks	Hours
I	<b>Intro.to the Hospitality Industry:-</b> <ul style="list-style-type: none"> <li>❖ Meaning &amp; Definition</li> <li>❖ Historical Background</li> <li>❖ Intro.of Hotel Industry</li> <li>❖ Over-view of accommodation Industry in perspective of Travel &amp; Tourism Industry</li> <li>❖ Modern-trends that accelerate the growth hotel industry</li> </ul>	20	5
II	<b>Hospitality Product &amp; Ser.:-</b> <ul style="list-style-type: none"> <li>❖ Hospitality Accommodation</li> <li>❖ F&amp;B Facility</li> <li>❖ Ancillary &amp; Support Ser.</li> </ul>	20	5

III	<b>Classification of hotels on basis of size, location, Ser., Mgt..</b> <b>Types of Rooms: -</b> <ul style="list-style-type: none"> <li>❖ Single</li> <li>❖ Double</li> <li>❖ Studio</li> <li>❖ Suite</li> <li>❖ Cabana5</li> <li>❖ Lanai etc.</li> </ul>	20	5
IV	<b>Basis of Room Tariff &amp; Various types of plans.</b> <ul style="list-style-type: none"> <li>❖ Classifying function areas</li> <li>❖ F.O. Org.</li> <li>❖ Job Description of F.O. Staff</li> <li>❖ Attribute of F.O. Staff</li> </ul>	20	5
V	<b>F.O. Operation &amp; Terminology: -</b> <ul style="list-style-type: none"> <li>❖ Guest Cycle</li> <li>❖ Reservation</li> <li>❖ Registration</li> <li>❖ Log book</li> <li>❖ Walk-in</li> <li>❖ No-Show</li> <li>❖ Occupancy</li> <li>❖ Check in – Check out</li> </ul>	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-**

Principle of Hotel F.O. Operation By: Sue Baker

Managing F.O. Operation By: Michael L. Kasvana, Published by Education Institute AHXNA

F.O. Procedures, Social Skills & Mgt. By: Peter Abort

F O Training Manual By Sudhir Andrews

**Course Outcomes:-**

1. Students will learn accommodation industry.
2. Students will learn the f&b Services and support services
3. Students will understand the types of rooms & hotels
4. It will provide the essential knowledge of front office.

<b>Course Title – food production -I</b>	<b>Course Code – HM 101</b>
<b>Semester – I</b>	<b>Core/elective : core</b>
<b>Teaching scheme in hrs.(L;T:P) 3:0:0</b>	<b>Credits: 2 credits</b>
<b>Type of course:- lecture+ assignment</b>	<b>Total contact hours – 25</b>
<b>Continuous Internal Evaluation : 40 marks</b>	<b>SEE- 60 MARKS</b>
<b>Programs – common for BHMCT/BTTM</b>	

**Pre requisites**

Basic knowledge / 12<sup>th</sup> pass in any stream

## **COURSE OUTLINE**

This course is structured to teach the fundamental and basic concepts of culinary techniques and cookery to include the Brigade system, cooking techniques, heat transfer, sanitation, safety, equipment usage and maintenance, menu knowledge and professionalism.

## **COURSE OBJECTIVES**

Upon successful completion of the course, the student will be able to demonstrate the following,

### **Knowledge based**

- 1) Show proficiency in dry, moist, and combination heat cooking methods.
- 2) Implement professional standards in food preparation.
- 3) General (Basic) culinary product knowledge

### **Skill based**

- 1) Demonstrate skill in knife, tool and equipment handling.
- 2) Operate equipment safely and correctly
- 3) Apply principles of food handling and preparation
- 4) Production of food products
- 5) Setup, breakdown and prepare menu items in a commercial kitchen.

## **Course content**

Unit	Course Contents	Hours
I	<b>Intro. to Cookery: -</b> <ul style="list-style-type: none"><li>❖ Level of Skills and experience Attitudes and Behavior in the kitchen</li><li>❖ Personal hygiene, Uniforms, Safety Procedure in handling equipment.</li><li>❖ Origin of Modern Cookery</li></ul>	5
II	<b>Hierarchy and department Staffing: -</b> <ul style="list-style-type: none"><li>❖ Classical Brigade, Modern Staffing in various category hotels</li><li>❖ Role of Executive Chef, Duties &amp; Responsibility of various chefs</li><li>❖ Co-operation with other departments.</li></ul>	5
III	<b>Aims and Objectives of Cooking &amp; Method of Cooking: -</b> <p>Importance of cooking food with reference to the catering industry</p> <ul style="list-style-type: none"><li>❖ Various Textures, Consistencies</li><li>❖ Action of heat on foods-Color Pigments, Flour, Meats</li><li>❖ Basic Principles of F.P.</li><li>❖ Method of Cooking-Boiling,roasting,Poaching,braising,grilling,baking,broiling, Stewing, Sautéing, Blanching, Steaming, Micro-Wave etc.</li></ul>	5
IV	<b>Basic Preparation &amp; Method of Cooking: -</b>	5

	<ul style="list-style-type: none"> <li>❖ Knife handling, Technique used in preparation</li> <li>❖ Classification of Vegetables, Vegetables Cuts, Mire Poix, Bouquet garni</li> <li>❖ Classification of fruits &amp; their uses</li> <li>❖ Stocks- Definition, Types, Care &amp; Precaution</li> <li>❖ Classification, Principles, Equipment Required</li> </ul>	
V	<b>Bakery &amp; Confectionary: -</b> <ul style="list-style-type: none"> <li>❖ Principle of Baking, Uses of different types of Oven</li> <li>❖ Role of Ingredients and menu example</li> <li>❖ Principle of bread making ingredients used,</li> <li>❖ Steps &amp; different method of bread making</li> <li>❖ Temperature variation and Its importance</li> <li>❖ Pastries:-Short crust, Laminated, Choux, Hot water/Rough puff, Recipes and method of preparation</li> </ul>	5
	<b>Total</b>	<b>25</b>

### Course Learning Outcomes

After completion of this course, the student will:

1. Determine the different positions and function of kitchen production.
2. Identify and properly operate equipment & common culinary hand tools.
3. Productively apply appropriate cooking skills
4. Identify various cooking techniques.
5. Comply with and practice safe work habits, identify safety hazards, employ preventative safety measures.
6. Maintain positive relations with others, cooperate through teamwork and group participation.
7. Exhibit appropriate work habits and attitudes; demonstrate a willingness to compromise.
8. Identify behaviors for establishing successful working relationships
9. Demonstrate a positive attitude, conversation skills, & personal hygiene
10. Prepare, clarify and utilize basic stocks, sauces, soups & thickeners.
11. Identify & properly select grains, cereals, pastas & rice then cook dishes utilizing these.
12. Utilize portion control, work flow, plating and garnishing principals.

### References:

1. Professional Chef – Le Rol A Poson
2. A Taste Of India – Jaffery Madhur
3. Food Commodities – Benard Davis
4. Cookery an Intro.– Ceserani & Kinton
5. Modern Cookrey – Philip E Thangan
6. Professional Baking – Wayne Glasslen
7. Professional Naking – Crrisslen Wayhe
8. Theory of Cookrey – Krishna Arora

Course Title – Accommodaton operations-I	Course Code – HM107
Semester –I	Core/elective : core
Teaching scheme in hrs(L:T:P:) 2:0:0	Credits: 2 credits

Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE- 70 MARKS
Programmes – common for BHMCT/BTTM	

7.

**8. Pre requisites**

9. Basic knowledge / 12<sup>th</sup> pass in any stream

**10. Course objectives**

**11. 1. To understand the Hospitality industry.**

**12. 2. Highlight the modern trends of the hotel industry.**

**13. 3. To understand the difference between service & facility**

**14. 4. Classification of the Hotels.**

**15. 5. To understand the room tariff.**

16. 6. To learn the room plans.

17. Course Content:-

**HM 103**

**Accommodation operation-I C (L, T, P) = 3 (2, 1, 0)**

Unit	Course Contents	Hours
I	<b>The F&amp;B Ser. Industry</b> ❖ Introduction ❖ Types of catering establishment ❖ Intro.to F&B Operation	5
II	<b>F&amp;B areas in hotel: -</b> ❖ Restaurant ❖ Coffee Shop ❖ Room Ser. ❖ Bar, Banquets ❖ Discotheque ❖ Still Room ❖ Grill Room ❖ Snack Bar ❖ Executive lounge ❖ Business Centre and night Clubs	5
III	<b>F&amp;B Equipments: -</b> ❖ Usage and types of equipments criteria for selection ❖ Requirements and quantity of furniture ❖ Linen, China ware (types) ❖ Silverware & Glassware Disposables ❖ Other equipments ❖ Care & Maintenance	5
IV	<b>F&amp;B Ser. Personnel: -</b> ❖ F&B Ser. Organization, ❖ Job Description & Specification of F & B Ser. ❖ Staff attitude & Attributes of F&B Personnel, ❖ Competences Basic etiquettes for catering staff Interdepartmental relationship.	5
V	<b>F&amp;B Ser.:-</b> ❖ Table Ser.- Silver, American, French, Russian ❖ Self Ser.- Buffet & Cafeteria ❖ Specialized Ser. – Tray, Trolley, Lounge, Room ❖ Single Point Ser. – Take away vending, Kiosks, Food courts & Bars, Automats. ❖ Simple Control Systems (KOT & BOT)	5
	<b>Total</b>	<b>25</b>

REFERENCES :-

Hotel Accommodation Management (Routledge Hospitality Essentials Series)” by Roy C Wood

Catering: Housekeeping and Front Office” by Ursula Jones

“Organizing from the Inside Out, second edition: The Foolproof System For Organizing Your Home, Your Office and Your Life” by Julie Morgenster

Francis Brennan’s Book of Household Management: How to Create a Happy Home” by Francis Brennan

HM 155

LAB- ACCOMMODATION OPERATIONS

C (L, T, P) = 1 (0, 0, 2)

Unit	Course Contents	Hours
I	Bed making procedure	5
II	Guest room cleaning – dusting, mopping, (routine, periodic and spring)	5
III	Content of a guest room – amenities and supplies	5
IV	Turn down Ser.	5
V	Cleaning of public area	5
	<b>Total</b>	<b>25</b>

**Reference Books:-**

Hotel Housekeeping – Sudhir Andrews, Tata Mc Graw Hill

HM 151

LAB-food production -I

C (L, T, P) = 3 (0, 0, 6)

Unit	Contents of the Subject	Hours
I	<b>Identification of Vegetables: -</b> ❖ Varieties of vegetables/fruits/fish/chicken ❖ Cuts of Vegetable ❖ Methods of cooking -10 methods	14 hrs
II	<b>Preparation of Stocks &amp; Sauces: -</b> ❖ Demonstration + Preparation of White Stock, Brown Stock, Fish Stock ❖ Demonstration+ Preparation of basic mother sauces & 2-3 derivatives of each.	14 hrs
III	<b>Bakery &amp; Confectionary: -</b> ❖ Demonstration + Preparation of simple and enriched bread recipes ❖ Bread loaf (white & brown) ❖ Bread rolls (various shapes) ❖ Morning breakfast rolls any 6	14 hrs
IV	<b>Tandoor: -</b> ❖ Any 3 Indian Breads	14 hrs

	<ul style="list-style-type: none"> <li>❖ Any 3 veg kebabs</li> <li>❖ Any 3 Non Veg Kebabs</li> <li>❖ Accompaniments- Salad &amp; Chutneys</li> </ul>	
<b>V</b>	<p><b>Identification of various varieties of rice cereals and pulses: -</b></p> <ul style="list-style-type: none"> <li>❖ Preparation of simple preparation such as</li> <li>❖ 6 types of rice preparations</li> <li>❖ Basic Indian gravies</li> <li>❖ Any 5 Simple dal preparations</li> <li>❖ Wheat products like <ul style="list-style-type: none"> <li>➤ Chapaties</li> <li>➤ Parathas</li> <li>➤ Phulkas</li> <li>➤ Poories</li> </ul> </li> </ul>	12 hrs
	<b>Total</b>	<b>68</b>

Course Title – TOURISM CONCEPT AND LINKAGE	Course Code – HM119
Semester –I	Core/elective : core
Teaching scheme in hrs(L;T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE- 70 MARKS
Programmes – common for BHMCT/BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

**1**

Course Content:-

**HM 119**

**C (L, T, P) = 2 (2, 0, 0)**

Unit	Course Contents	Marks	Hours
<b>I</b>	<b>Conceptual framework and development of tourism:</b> Concepts, types of traveler; recreation and leisure; psychographic classification of tourist, classification of Gray's, Plog's and Cohen's; historical development of tourism; Tourism system and its nature, Leiper's model and Keyser model.	20	5
<b>II</b>	<b>Tourism infrastructure and linkages:</b> Components of tourism industry; 6A framework in tourism, hospitality services, entertainment and shopping, Tourist transport services.	20	5

III	<b>Tourism market scenario:</b> Forms of tourism; Types of Tourism; Analysis of pattern of growth and profile of International and domestic tourist movements; Tourism Statistics, Types and methods of measurement, Case studies on India Tourism statistics, UNWTO statistics	20	5
IV	<b>Travel motivation and impacts:</b> Travel motivation and types, Tourist Motivation theories of McIntosh, Krapf, Witt and Wright; Impacts of Tourism, Socio- Cultural, Economic, Environment and Political Impacts, Assessment of Impacts , Social Impact Assessment, Environment Impact Assessment and Economic Impact Assessment; Environmental Auditing, Social Auditing, Tourism Satellite Accounting (TSA).	20	5
V	<b>Tourism organizations &amp; linkages:</b> Government initiatives in India for tourism development, ITDC, ASI, TFCI; Role of Ministry of Tourism ,Ministry of Civil Aviation & Ministry of Railways in Indian Tourism development; National and International organizations/ associations in Tourism, IATO, TAAI, FHRAI, FAITH , WTO, ICAO and IATA.	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-**

Medlik, S. (1997). Understanding Tourism, Butterworth Heinemann, Oxford. Hayward, Peter (2000). Leisure and Tourism, Heinemann GNVQ Intermediate, Heinemann Educational Publishers

**Course Outcomes:-**

1. To realize the interrelationship between tourism and its constituent segments.
2. To understand the stages of growth & development of Tourism.
3. To know various industry linkages through which tourism operates.
4. To realize the socio cultural & economic impacts generated out of tourism.
5. To realize the functions of various international & National Tourism Organizations and its operations

HM 157

LAB -ROOM DIVISION MANAGEMENT

C (L, T, P) = 2 (0, 0, 3)

Unit	Course Contents	Hours
I	Different types of conversation at F.O.	6
II	Coordination with other departments	6
III	Taking reservation	6

<b>IV</b>	Guest registration	6
<b>V</b>	Welcome procedure & Bell Desk Operation	6
	<b>Total</b>	<b>30</b>

**Reference Books:-**

Principle of Hotel F.O. Operation By: Sue Baker

Managing F.O. Operation By: Michael L. Kasvana, Published by Education Institute AHXNA

F.O. Procedures, Social Skills & Mgt. By: Peter Abort

F O Training Manual By Sudhir Andrews

**EN – 103**

**English Language 1st(L,T,P) = 2(2,0,0)**

<b>UNIT</b>	<b>Course Contents</b>	<b>Total Contact Hours = 25</b>
<b>I</b>	Grammar  Sentences, Prepositions, Subject-verb agreement, Correct Usage- Tenses, Active & Passive, Modals, Direct and indirect Speech, Idioms, Determiners	<b>5</b>
<b>II</b>	Vocabulary Building  Introduction, Synonyms, Antonyms, Homophones, Homonyms, Words Often Confused, One Word Substitution, Affixes, Select Vocabulary of about 300-500 new words	<b>5</b>
<b>III</b>	Verbal Communication  Definition, Working with customers, developing professional telephone skills & improving informal communication	<b>5</b>
<b>IV</b>	Professional Writing  Writing Official/ Business/ Formal letters; Writing Application and CV; Writing for Official Meetings  Report Writing- Size of the Report, Kinds of Reports, How to write Reports, Format for reporting  Technical Proposals: Parts, Types, Writing of Proposal, Significance.	<b>5</b>
<b>V</b>	Composition  Paragraph Writing- Parts of a paragraph, Writing a good paragraph, Characteristics of a good paragraph; Developing Outlines, Note- making, Review Writing	<b>5</b>

<b>Human Values and Ethics Unit-I</b>	
Universal human aspirations: Happiness and prosperity; Human values and ethics: Concept, definition, significance and sources; Fundamental values: Right conduct, peace, truth, love and non-violence; Ethics: professional, environmental, ICT; Sensitization towards others particularly senior citizens, developmentally challenged and gender.	
<b>Unit- II</b>	
Spirituality, positive attitude and scientific temper; Team work and volunteering; Rights and responsibilities; Road safety; Human relations and family harmony; Modern challenges and value conflict: Sensitization against drug abuse and other social evils; developing personal code of conduct (SWOT Analysis); Management of anger and stress.	
Reference books	<ol style="list-style-type: none"> <li>1. Gaur RR, Sangal R &amp; Bagaria GP. 2011. <i>A Foundation Course in Human Values and Professional Ethics</i>. Excel Books.</li> <li>2. Mathur SS. 2010. <i>Education for Values, Environment and Human Rights</i>. RSA International.</li> <li>3. Sharma RA. 2011. <i>Human Values and Education -Axiology, Inculcation and Research</i>. R. Lall Book Depot.</li> <li>4. Sharma RP &amp; Sharma M. 2011. <i>Value Education and Professional Ethics</i>. Kanishka Publishers.</li> <li>5. Srivastava S. 2011. <i>Human Values and Professional Ethics</i>. S K Kataria &amp; Sons.</li> <li>6. Srivastava S. 2011. <i>Environmental Science</i>. S K Kataria &amp; Sons.</li> <li>7. Tripathi A.N. 2009. <i>Human Values</i>. New Age International (P) Ltd Publishers.</li> </ol>
Mode of Examination	Weekly Tests (02 per course) Midterm Examination (Total 02: One Mid-term Test after completion of each 02 Units) 02 Graded assignments End-Semester Examination

**Learning objective:** This introductory course input is intended .to help the students appreciate the essential complementarily between 'VALUES' and 'SKILLS' to ensure sustained happiness and prosperity which are the core aspirations of all human beings.

### DISASTER MANAGEMENT

UNIT	COURSE CONTANT	TEACHING HOURS
UNIT-I	Introduction to Disasters: Concepts and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks)	5
UNIT-II	Disasters: Classification Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.), Differential impacts- in terms of caste, class, gender, age, location, disability, Global trends in disasters! Urban disasters, pandemics, complex emergencies, Climate change	5
UNIT-III	Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural non-structural ensures roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.	5
UNIT-IV	Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation.Relevance of indigenouknowledge, appropriate technology and local resources	5
UNIT-V	Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness,	5

	DM Act and Policy, Other related policies, plans, programs and legislation)	
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- Alexander David, Introduction in 'Confronting Catastrophe', Oxford University Press, 2000
- Andharia J. Vulnerability in Disaster Discourse, JTCDM, Tata Institute of Social Sciences Working Paper no. 8, 2008
- Blaikie, P, Cannon T, Davis I, Wisner B 1997. At Risk Natural Hazards, Peoples' Vulnerability and Disasters, Routledge.
- Coppola P Damon, 2007. Introduction to International Disaster Management,
- Carter, Nick 1991. Disaster Management: A Disaster Manager's Handbook. Asian Development Bank, Manila Philippines.
- Cuny, F. 1983. Development and Disasters, Oxford University Press.
- Govt. of India: Disaster Management Act 2005, Government of India, New Delhi.
- Government of India, 2009. National Disaster Management Policy,
- Gupta Anil K, Sreeja S. Nair. 2011 Environmental Knowledge for Disaster Risk Management, NIDM, New Delhi , Indian Journal of Social Work 2002.Special Issue on Psychosocial Aspects of Disasters, Volume 63, Issue 2, April.

CP 163

PRA. – APPLICATION OF COMPUTER-I

C (L, T, P) = 1 (0, 0, 1)

Unit	Course Contents	Hours
I	Making of Files in MS-Word	3
II	Creating & Deleting Folders	3
III	Copying & Renaming Files & Folders	3
IV	Basic knowledge of various Hardware & Software	3
V	Finding of Files & Folders	3
	<b>Total</b>	<b>15</b>

**Reference Books:-**

Fnd. of Computers – V Rajaraman

Mastering Microsoft Office, Lonnie E. Moseley – David M Booder

## *HM-110 : TOURISM IN INDIA*

**Objective:** This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

### **Course Contents:**

**Unit – I Introduction:** What is Tourism? Definitions and Concepts, tourist destination, services and industry, definition and historical development, Past to 2<sup>nd</sup> world war, recent and current 1945–2002, Future from 2002 onwards. General Tourism Trends. Types of Tourists, Visitor, Traveller, and Excursionist–Definition and differentiation. Tourism, recreation and leisure, their inter–relationships.

**Unit – II Tourism Products & Attraction:** Nature, Characteristics and Components of Tourism Industry. Why it is different from other types of consumer product? Elements and characteristics of tourism products. Tourism product production system, Tourism Product Life Cycle, typology of tourism products.

**Unit –III Types and Forms of Tourism:** Inter–regional and intra–regional tourism, inbound and outbound tourism, domestic, international tourism. Forms of Tourism: religious, historical, social, adventure, health, business, conferences, conventions, incentives, sports and adventure, senior tourism, special interest tourism like culture or nature oriented, ethnic or ‘roots’ tourism and VFR.

**Unit – IV Tourist Transportation: Air transportation:** The airline industry present policies, practices. Functioning of Indian carriers. Air Corporation Act, Air charters.

**Surface Transport:** Rent-a-car Scheme and Coach-Bus Tour, Fare Calculation. Transport & Insurance documents, All-India Permits

**Rail Transport:** Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Place-on-Wheels and Royal Orient, Deccan Odessy, Toy Trains. Indrail Pass.

**Water Transport:** Historical past, cruise ships, ferries, hovercrafts, river and canal boats, Fly-cruise.

**Unit – V A study of International Tourism Organisations:** Origin, location and functions of WTO, IATA, PATA, ASTA, UFTAA, and ICAO.

### **Suggested Readings:**

- Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Pretience Hall, New Jersey.

- Bhatia, A.K., - International Tourism
- Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

Course Title: <b>PROFESSIONAL SERVICE TECHNIQUES-II</b>	Course Code: HM 104
Semester: II nd	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Program me: Common for BHMCT/BTTM	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand classification of non alcoholic beverage.
2. To Understand type of menu and their planning
3. To understand the French classical menu
4. To understand the simple control system
5. To understand importance of K.O.T and B.O.T
6. To understand theft control procedure.
7. To understand to tobacco and their products
8. To understand the room service department

**Course Contents:**

**HM 104 PROFESSIONAL SERVICE TECHNIQUES-II C (L, T, P) = 2 (2, 0, 0)**

Unit	Course Contents	Marks	Hours
I	<b>Non-Alcoholic Beverages: -</b> ❖ Classification ❖ Origin & Manufacture ❖ Types and Brands ❖ Preparation & Service	20	5
II	<b>Meals and Menu Planning with Service Procedure: -</b> ❖ Origin of Menu ❖ Types of meal & Types of Menu (A-la-carte & Table-de-hote) ❖ Mise-en-scene & Mise-en-place including arrangement of side boards ❖ Laying tables for different meals and menu including laying, Relaying table cloths and folding Serviettes & sizes of linen ❖ Restaurant reservation, Receiving the guest	20	5
III	<b>Simple Control Systems: -</b> ❖ Necessity and functions ❖ F & B Control cycle – KOT & BOT ❖ Making bills cash handling equipment ❖ Theft control procedures ❖ <b>Various Forms, Formats and Records</b>	20	5
IV	<b>Tobacco: -</b> ❖ History ❖ Processing of cigarettes ❖ Cigars-Shape, Size Colour ❖ Storage & Service of Cigars and Cigarettes	20	5
V	<b>Room Service: -</b> ❖ Types of Room Service ❖ Room Service Organization		5

	❖ House rules for room service staff ❖ Tray and trolley set up & Mise-en-place ❖ Room Service equipments	20	
	<b>Total</b>	<b>100</b>	<b>25</b>

**:Reference Books:-**

F & B Ser. Training manual – Sudhir Andrews  
 Food & Beverage Ser. – Lillicrap & Cousins  
 F & B Ser. – Vijay Dhawan  
 Intro.to F & B Ser. – Brown, Heeper, Beegan

**Course Outcome:**

1. Understand better about the classification of beverages
2. Awareness about the non alcoholic beverage served in hotel industry
3. Knowledge of different folding Serviettes
4. Understanding of Mise-en-scene & Mise-en-place including arrangement of side boards
5. Knowledge from Storage & Service of Cigars and Cigarettes
6. Different areas of room service and organization chart of food and beverage service
7. Students will understand about basic terminology used in Food and beverage service in different hotels.

Course Title: <b>IMPACT OF TOURISM</b>	Course Code: HM 114
Semester: II nd	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Program me: Common for BTM	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:** tourist flows and movements; 2. types and forms of tourist areas and destinations; 3. traditional and recent destinations; 4. Tourism demand & supply 5. tourist motivations; 6. major and minor tourism generating countries, and their tourism policies; 7. tourism development; 8. socioeconomic and planning; 9. examination of tourism opportunities; 10. impacts of tourism on economies, societies, and environments; and, planning and management issues associated with tourism.

**Course Contents:**

**HM 114**

**IMPACT OF TOURISM**

**C (L, T, P) = 2 (2, 0, 0)**

Unit	Course Contents	Marks	Hours
I	Tourism: an overview Elements,NatureandCharacteristics–TypologyofTourism– ClassificationofTourists– Tourism network – Interdisciplinary approaches to tourism- Historical Developmentof Tourism – Major motivations and	20	5

	deterrents to travel.		
II	Tourism Industry Structure and Components: Attractions- Accommodation- Activities – transportation- F&B– Shopping – Entertainment – Infrastructure and Hospitality – Emerging areas of tourism- Rural. Eco, Medical. MICE, Indigenous, Wellness, etc. – Ideas of Responsible Tourism – Alternate Tourism – Case Studies on International Tourism – Tourism Area Life Cycle (TALC) – Doxy's Index – Demonstration Effect.	20	5
III	Tourism Organizations Role and Function of World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC)– Ministry of Tourism, Govt. of India, ITDC	20	5
IV	Department of Tourism, Govt. of Sikkim, FHRAI, IHA, IATA, TAAI, IATO: Tourism Regulations, Present trends in Domestic and Global – Tourism: push and, pull theory.	20	5
V	Tourism in Five Year Plans: Eleventh and Twelfth Five Year Plans for Tourism Development and Promotion; National Action Plan, National Tourism Policy – Code of Conduct for safe and sustainable Tourism for India	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**:Reference Books:-**

1. Koontz & Weirich (2004) Management, McGraw-Hill, Tokyo
2. Hodgets, R (1993) Management, Academic Press, New Jersey
3. Hampton (1992) Management, McGraw-Hill, International Edition, Tokyo
4. Stoner & Wankel (1999), Management, Prentice Hall of India, New Delhi
5. Drucker, P (1987), Practice of Management, Pan Books, London, Reprint
6. Virmani, B.R (2006). The Challenges of Indian Management, Response books, N. Delhi
7. Sharleker and Sharleker (2005) Business Organisation and Management S Chand Publications
8. Paul, R.R. (2010) Money & Financial Systems; Kalyani Publishers
9. T.N. Chhabra: (2012) Principles and Practice of Management: Dhanpat Rai & Co., New Delhi
10. I.M. Pandey, (2010) Financial Management, Vikas Publishing House, New Delhi

**Course Outcome:**

1. Evaluate the economic, socio-cultural and environmental impacts of tourism on a specific location;
2. Assess the significance of managing tourism impacts in the context of sustainable tourism planning and management;
3. Have a critical understanding of the research methods and protocols used to undertake effective impact research;
4. Analyse the roles of different stakeholders in the decision-making process on managing tourism impacts;
5. Demonstrate their key skill development in the following areas:  
Communication and Literacy; Problem Solving; Independent Learning and Working

Course Title: ROOM DIVISION MANAGEMENT -II	Course Code: HM 108
Semester: IInd	Core/Elective :Core
Teaching Scheme:2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Programme :Common for BHMCT/BTM	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective**

1. To understand Major Hospitality Distribution Channels.
2. To understand coordination between different departments.
3. To understand reservation, modes, source, cancellation, amendment, charts records & problems.
4. To understand Pre registration Activities, selling techniques & self registration.
5. To understand Key control procedure, Safe deposit box and emergency procedures.
6. To understand basic etiquettes require for telephone handling.
7. To understand different types of lobby layouts.
8. To understand guest relations and its importance.
9. To understand basic of complaint handling & different complaints arise in hotels.
10. To understand impact of international and national events on Hospitality industry.

**Course Content**

**HM 108 ROOM DIVISION MANAGEMENT -II**

Unit	Course Contents	Marks	Hours
I	<ul style="list-style-type: none"> <li>❖ Major Hospitality distribution channel.</li> <li>❖ Inter-relation ship &amp; Co-ordination between different dept. of hotel.</li> </ul>	20	5
II	<b>Types of Reservation: -</b> <ul style="list-style-type: none"> <li>❖ Source of Reservation</li> <li>❖ Modes of Reservation</li> <li>❖ Reservation Charts &amp; Records</li> <li>❖ Computerized System</li> <li>❖ Cancellation &amp; Amendment</li> <li>❖ Reservation Problems</li> </ul>	20	5
III	<b>Registration &amp; Security: -</b> <ul style="list-style-type: none"> <li>❖ Pre-Registration Activities</li> <li>❖ Selling Techniques</li> <li>❖ Room Change</li> <li>❖ Types of Key's</li> <li>❖ Self Registration</li> <li>❖ Safe – Deposit Boxes</li> <li>❖ Lost &amp; Found.</li> <li>❖ Emergency Procedure</li> <li>❖ Telephone Handling</li> <li>❖ Lay-out of Lobby-Location &amp; Jobs</li> </ul>	20	5
IV	<b>Marketing &amp; Public Relation: -</b> <ul style="list-style-type: none"> <li>❖ Guest Relation</li> <li>❖ Complaint Handling</li> </ul>	20	5
V	<ul style="list-style-type: none"> <li>❖ Impact of International &amp; National events on Hospitality Industry</li> </ul>	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**References:-**Front Office Management: S.K Bhatnagar  
Hotel Front office Operations & Management: J.R Tewari  
Hotel front Office Training Manual: Sudhir Andrews  
Hotel Front Office Management: James A Bardi

### Course Outcome

1. It will increase knowledge of sales & Marketing and different channels of distribution.
2. Students will understand better how to work effectively with co ordination with different departments.
3. Understanding about reservation, process, cancellation, amendment, modes, source, and problems will increase.
4. It will increase different types of registration process.
5. Student will understand how to use safe deposit box & how to handle different keys.
6. Student will understand different emergency procedure need to be followed during different emergencies.
7. It will increase make understand about guest relation, complaint handling in Front office.
8. Students will understand impact of national and international events on tourism & hospitality industry.

<b>Course Title – PROFESSIONAL KITCHEN TECHNIQUES-II</b>	<b>Course Code – HM 102</b>
<b>Semester –</b>	<b>Core/elective : core</b>
<b>Teaching scheme in hrs.(L:T:P) 2:0:0</b>	<b>Credits: 2 credits</b>
<b>Type of course:- lecture+ assignment</b>	<b>Total contact hours – 25</b>
<b>Continuous Internal Evaluation : 40 marks</b>	<b>SEE- 60 MARKS</b>
<b>Programs – common for BHMCT/BTTM</b>	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### **COURSE OUTLINE**

This course is structured to teach the fundamental and basic concepts of culinary techniques and cookery to include the Brigade system, cooking techniques, heat transfer, sanitation, safety, equipment usage and maintenance, menu knowledge and professionalism.

### **COURSE OBJECTIVES**

Upon successful completion of the course, the student will be able to demonstrate the following,

#### **Knowledge based**

- 1) Show proficiency in dry, moist, and combination heat cooking methods.
- 2) Implement professional standards in food preparation.
- 3) General (Basic) culinary product knowledge

#### **Skill based**

- 1) Demonstrate skill in knife, tool and equipment handling.
- 2) Operate equipment safely and correctly

- 3) Apply principles of food handling and preparation
- 4) Production of food products
- 5) Setup, breakdown and prepare menu items in a commercial kitchen.

## Course content

Unit	Course Contents	Hours
I	<b>Kitchen Organization layout and hierarchy: -</b> <ul style="list-style-type: none"> <li>❖ Kitchen layout and function</li> <li>❖ Receiving area, Storage area, Cold butchery, and Vegetable mise en place area, Cold kitchen, hot kitchen, Garde Manger, Bakery &amp; Confectionery.</li> <li>❖ The Classical and new kitchen brigade.</li> </ul>	5
II	<b>Basic Principles of Food Production: -</b> <ul style="list-style-type: none"> <li>❖ Fruit and Vegetable Cookery: <ul style="list-style-type: none"> <li>➤ Cut of vegetable – Introduction Classification of vegetable</li> <li>➤ Pigments and colour change effects of heat on vegetable</li> <li>➤ Cuts of vegetables</li> <li>➤ Classification for fruits uses of fruit in cookery</li> <li>➤ Salad &amp; salad dressings</li> </ul> </li> <li>❖ <b>Stock: -</b> <ul style="list-style-type: none"> <li>➤ Definition of stock</li> <li>➤ Types of stock, Preparation of stock, Recipes, storage of stocks</li> <li>➤ Uses of stocks</li> <li>➤ Care and precautions in stock making</li> </ul> </li> <li>❖ <b>Soups: -</b> <ul style="list-style-type: none"> <li>➤ Classification with examples</li> <li>➤ Basic recipes</li> <li>➤ Consommés</li> <li>➤ Garnishes and accompaniments for soups</li> </ul> </li> <li>❖ <b>Sauces: -</b> <ul style="list-style-type: none"> <li>➤ Classification of sauces</li> <li>➤ Recipes for mother sauces</li> <li>➤ Derivatives</li> </ul> </li> <li>❖ <b>Rice, Cereals and pulses: -</b> <ul style="list-style-type: none"> <li>➤ Introduction,</li> <li>➤ Classification &amp; Identification,</li> <li>➤ Cooking of rice &amp; other cereals</li> </ul> </li> </ul>	5
III	<ul style="list-style-type: none"> <li>❖ <b>Meat Cookery: -</b> <ul style="list-style-type: none"> <li>➤ Introduction to meat cookery</li> <li>➤ Cuts of Beef/Veal</li> <li>➤ Cuts of Lamb/Mutton</li> <li>➤ Cuts of Pork</li> <li>➤ Variety meats (Offal's)</li> </ul> </li> <li>❖ <b>Fish Cookery: -</b> <ul style="list-style-type: none"> <li>➤ Introduction to fish mongery</li> <li>➤ Classification of fish with examples</li> <li>➤ Cuts of fish, Selection of fish &amp; Shellfish</li> <li>➤ Cooking of fish effects of heat</li> </ul> </li> <li>❖ <b>Egg Cookery: -</b> <ul style="list-style-type: none"> <li>➤ Introduction to Egg cookery</li> <li>➤ Structure of an egg</li> <li>➤ Selection of egg</li> <li>➤ Uses of egg in cookery</li> <li>➤ Methods of cooking egg</li> </ul> </li> </ul>	5
IV	<ul style="list-style-type: none"> <li>❖ <b>Breakfast: -</b> <ul style="list-style-type: none"> <li>➤ International and Indian menus</li> <li>➤ Preparations</li> <li>➤ Traditional/Classical items – Power breakfast- &amp; Brunch- concept</li> </ul> </li> <li>❖ <b>Indian Cookery: -</b></li> </ul>	5

	<ul style="list-style-type: none"> <li>➤ History</li> <li>➤ Characteristics</li> <li>➤ Different ingredients used</li> <li>➤ Regional differences</li> <li>➤ Equipments used</li> <li>➤ Cooking methods</li> <li>➤ Religious influences</li> <li>❖ <b>Culinary Terms (Cookery):-</b> <ul style="list-style-type: none"> <li>➤ List of culinary (Common &amp; basic) terms</li> <li>➤ Explanation with examples</li> </ul> </li> </ul>	
V	<ul style="list-style-type: none"> <li>❖ <b>Bakery: -</b> <ul style="list-style-type: none"> <li>➤ <b>Breads:-</b> <ul style="list-style-type: none"> <li>• Principles of bread making</li> <li>• Simple yeast breads</li> <li>• Role of each ingredient in bread making</li> <li>• Baking temperature and its importance</li> <li>• Pastry Creams: Basic Pastry creams</li> <li>• Uses in confectionery</li> <li>▪ Preparation and care in production</li> </ul> </li> </ul> </li> </ul>	5
	<b>Total</b>	<b>25</b>

### Course Learning Outcomes

After completion of this course, the student will:

13. Determine the different positions and function of kitchen production.
14. Identify and properly operate equipment & common culinary hand tools.
15. Productively apply appropriate cooking skills
16. Identify various cooking techniques.
17. Comply with and practice safe work habits, identify safety hazards, employ preventative safety measures.
18. Maintain positive relations with others, cooperate through teamwork and group participation.
19. Exhibit appropriate work habits and attitudes; demonstrate a willingness to compromise.
20. Identify behaviors for establishing successful working relationships
21. Demonstrate a positive attitude, conversation skills, & personal hygiene
22. Prepare, clarify and utilize basic stocks, sauces, soups & thickeners.
23. Identify & properly select grains, cereals, pastas & rice then cook dishes utilizing these.
24. Utilize portion control, work flow, plating and garnishing principals.

### References:

9. Professional Chef – Le Rol A Poson
10. A Taste Of India – Jaffery Madhur
11. Food Commodities – Benard Davis
12. Cookery an Intro.– Ceserani & Kinton
13. Modern Cookrey – Philip E Thangan
14. Professional Baking – Wayne Glasslen

15. Professional Naking – Crrisslen Wayhe  
 16. Theory of Cookrey – Krishna Arora

Course Title – LODGING OPERATIONS-II	Course Code – HM106
Semester –II	Core/elective : core
Teaching scheme in hrs(L;T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE-760 MARKS
Programmes – common for BHMCT/BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

1. To understand the practices of guest room.
2. To understand the procedure of guest room.
3. To understand the desk procedure of housekeeping department.
4. To understand the pest control.
5. To understand the waste disposal management.
6. To understand the fire prevention.

### Course content

HM 106                      LODGING OPERATIONS-II                      C (L, T, P) = 2 (2, 0, 0)

Unit	Course Contents	Marks	Hours
I	<b>Rooms &amp; Floors – Practices &amp; Procedures: -</b> <ul style="list-style-type: none"> <li>❖ Types of rooms</li> <li>❖ Rules on a guest floor</li> <li>❖ Types of cleaning – special cleaning spring cleaning and public area cleaning</li> <li>❖ Making up of a guest – room, the maids cart</li> <li>❖ Content of a guest room and bathroom supplies</li> <li>❖ Turn down service and second service</li> </ul>	20	5
II	<b>Housekeeping Control Desk: -</b> <ul style="list-style-type: none"> <li>❖ Role of Control Desk</li> </ul>		5

	❖ Types of Registers & Files maintained	20	
III	<b>Key control, Types of Formats: -</b> ❖ Types of Keys ❖ Check List, Lost & Found, Maintenance Report, Occupancy & Housekeeping Report. etc. ❖ Housekeeping Key Terms	20	5
IV	<b>Pest control: -</b> ❖ Types of Rests found in different areas of Hotels ❖ Eradication and their control ❖ <b>Integrated Pest Management</b> ❖ <b>Waste Disposal</b>	20	5
V	<b>Fire Prevention: -</b> ❖ Types of Fires, Fire Extinguishers ❖ <b>Prevention of Fire</b> ❖ <b>Fire Warning System</b> ❖ Fire Doors, Fire Drills ❖ Fire Protection check list	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-**

Hotel Housekeeping – Sudhir Andrews, Tata Mc Graw Hill

The Professional Housekeeper Tucker – Schneider, VNR

Professional Mgt. of Housekeeping Operations – Martin Jones, Wiley

Housekeeping Mgt. for Hotels – Rosemary Hurst, Heineman

Hotel, Hostel & Hospital House Keeping – Joan C. Branson & Margaret Lennox, ELBS

HM 152

LAB-PROFESSIONAL KITCHEN TECHNIQUES –II C (L, T, P) = 3 (0, 0, 6)

Unit	Course Contents	Hours
I	<b>Preparation of Soups: -</b> ❖ Classification of soups ❖ Preparation of basic soups ❖ Consomme, cream, Puree, Cut Vegetable, Veloutes, National soups, Bisque	14
II	<b>Egg Cookery: -</b> ❖ Preparation of varieties of egg dishes ❖ Fried (sunny side up double fried) ❖ Poached ❖ Fried ❖ Omelet's (plain, stuffed) ❖ En cocotte	14

<b>III</b>	<b>Identification and Preparation of Fish: -</b> <ul style="list-style-type: none"> <li>❖ Identification &amp; classification of fish</li> <li>❖ Cuts of fish such as fillet, darne, troncon, paupiette, goujon</li> <li>❖ Preparation of simple fish dishes</li> </ul>	14
<b>IV</b>	<b>Identification and preparation of Poultry: -</b> <ul style="list-style-type: none"> <li>❖ Cuts of poultry</li> <li>❖ Preparation and joining of chicken</li> <li>❖ Preparation of simple dishes</li> </ul> <b>Identification &amp; Preparation of Meat: -</b> <ul style="list-style-type: none"> <li>❖ Identification of various cuts</li> <li>❖ Preparation of basic cuts such as lamb &amp; pork chops tournedos, fillet steak &amp; escalope roast leg of lamb</li> </ul>	14
<b>V</b>	<b>Bakery – Pastry: -</b> <ul style="list-style-type: none"> <li>❖ Demonstration +Preparation of dishes using varieties of pastry</li> <li>❖ Jam, Tarts, Turnovers, Khari Biscuits etc.</li> </ul> <b>Bakery – Simple Cookies: -</b> <ul style="list-style-type: none"> <li>❖ Demonstration &amp; preparation of simple cookies like Nankhatai, Majestic Golden Goodies</li> <li>❖ Melting Moments, Swiss Tarts, Tri Colour Biscuits, Chocolate Chip Cookies, Chocolate Cream Fingers, Bachelor Buttons</li> </ul>	12
<b>Total</b>		<b>68</b>

**Recommended Books**

Professional Chef – Le Rol A Posen  
A Taste Of India – Jaffery Madhur  
Food Commodities – Benard Davis  
Cookery an Intro.– Ceserani & Kinton  
Modern Cookrey – Philip E Thangan  
Professional Baking – Wayne Glasslen  
Professional Naking – Crrisslen Wayhe  
Theory of Cookrey – Krishna Arora

HM 156

**LAB LODIGING OPERATIONS -II**

C (L, T, P) = 1 (0, 0, 2)

Unit	Course Contents	Hours
<b>I</b>	Cleaning of different surfaces and materials	5
<b>II</b>	Maid's trolley	5
<b>III</b>	Bathroom cleaning and <b>Bed making</b>	5
<b>IV</b>	Handling emergencies – sickness, fire alarm, theft,	5
<b>V</b>	Use of Housekeeping Formats	5
<b>Total</b>		<b>25</b>

**Reference Books:-**

Hotel Housekeeping – Sudhir Andrews, Tata Mc Graw Hill  
The Professional Housekeeper Tucker – Schneider, VNR  
Professional Mgt. of Housekeeping Operations – Martin Jones, Wiley  
Housekeeping Mgt. for Hotels – Rosemary Hurst, Heineman  
Hotel, Hostel & Hospital House Keeping – Joan C. Branson & Margaret Lennox, ELBS

HM 158

**LAB ROOM DEVISION MANAGEMENT –II**

C (L, T, P) = 2 (0, 0, 3)

Unit	Course Contents	Hours
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<b>I</b>	Telephone handling & Case Study	6
<b>II</b>	Projects & Assignments	6
<b>III</b>	Check-In Procedure: - ➤ Guaranteed Reservation ➤ Non-Guaranteed Reservation ➤ Walk-in ➤ Group Checking ➤ Individual Checking	6
<b>IV</b>	Formats & Different types of Bill Settlements	6
<b>V</b>	Role play	6
	<b>Total</b>	<b>30</b>

**Reference Books:-**

Principle of Hotel F.O. Operation By: Sue Baker  
 Managing F.O. Operation By: Michael L. Kasvana Published by Education Institute AHXNA  
 F.O. Procedures, Social Skills & Mgt. By: Peter Abort  
 F O Training Manual By Sudhir Andrews  
 ProfessionalHotelMgt.Concept By Jagmohan Negi

<b>Course Title – FOOD SAFETY &amp; QUALITY</b>	<b>Course Code – HM 112</b>
<b>Semester –2nd</b>	<b>Core/elective : core</b>
<b>Teaching scheme in hrs(L:T:P) 2:0:0</b>	<b>Credits: 2 credits</b>
<b>Type of course:- lecture+ assignment</b>	<b>Total contact hours – 25</b>
<b>Continuous Internal Evaluation : 40 marks</b>	<b>SEE- 60 MARKS</b>
<b>Programmes – common for BHMCT/BTTM / Diploma</b>	

Basic knowledge / 1<sup>st</sup> sem pass

**Course objectives**

1. Basic introduction of food safety and food Hazards, contamination and food Hygiene.
2. Study of fungi, viruses, parasites, bacteria in food.
3. Type and cause of food spoilage
4. Type and cause of food contamination
5. Basic methods and techniques of food spoilage.
6. Beneficial role of microorganism.
7. Various food borne diseases.
8. Food safety laws for hotels
9. Importance and use of food additives
10. Effects of food adulterations.

**Course content**

<b>Unit</b>	<b>Course Contents</b>	<b>Hours</b>
<b>I</b>	<ul style="list-style-type: none"> <li>• Basic Introduction to Food Safety, Food Hazards &amp; Risks, Contaminants and Food Hygiene</li> </ul> <b>MICRO-ORGANISMS IN FOOD: -</b> <ul style="list-style-type: none"> <li>• General characteristics of Micro-Organisms based on their occurrence and structure.</li> <li>• Factors affecting their growth in food (intrinsic and extrinsic)</li> <li>• Common foodborne micro-organisms:</li> <li>• Bacteria (spores/capsules)</li> <li>• Fungi</li> </ul>	5

	<ul style="list-style-type: none"> <li>Viruses</li> <li>Parasites</li> </ul>	
II	<b>FOOD SPOILAGE &amp; FOOD PRESERVATION</b> <ul style="list-style-type: none"> <li>Types &amp; Causes of spoilage</li> <li>Sources of contamination</li> <li>Spoilage of different products (milk and milk products, cereals and cereal products, meat, eggs, fruits and vegetables, canned products)</li> <li>Basic principles of food preservation</li> <li>E. Methods of preservation (High Temperature, Low Temperature, Drying, Preservatives &amp; Irradiation)</li> </ul>	5
III	<b>BENEFICIAL ROLE OF MICRO-ORGANISMS</b> <ul style="list-style-type: none"> <li>Fermentation &amp; Role of lactic acid bacteria</li> <li>Fermentation in Foods (Dairy foods, vegetable, Indian foods, Bakery products and alcoholic beverages)</li> <li>Miscellaneous (Vinegar &amp; anti-biotics)</li> </ul> <b>FOOD BORNE DISEASES</b> <ul style="list-style-type: none"> <li>Types (Infections and intoxications)</li> <li>Common diseases caused by foodborne pathogens</li> <li>Preventive measures</li> </ul>	5
IV	<b>FOOD CONTAMINANTS &amp; ADULTERANTS</b> <ul style="list-style-type: none"> <li>Introduction to Food Standards</li> <li>Types of Food contaminants (Pesticide residues, bacterial toxins, mycotoxins, seafood toxins, metallic contaminants, residues from packaging material)</li> <li>Common adulterants in food</li> <li>Method of their detection (basic principle)</li> </ul>	5
V	<b>FOOD ADDITIVES</b> <ul style="list-style-type: none"> <li>Introduction</li> <li>Types (Preservatives, anti-oxidants, sweeteners, food colours and flavours, stabilizers and emulsifiers)</li> </ul> <b>FOOD LAWS AND REGULATIONS</b> <ul style="list-style-type: none"> <li>National – PFA Essential Commodities Act (FPO, MPO etc.) B. International – Codex Alimentarius, ISO</li> <li>C. Regulatory Agencies – WTO D. Consumer Protection Act</li> </ul>	5

### Reference Books:-

Nutrition, Hygiene (Sanitation) S. Srilaxmi

Sanitation for good Ser. Workers by Richardson & Nicodenis

Nutritive Value of Indian Food – ICMR New Delhi

### Course outcomes:-

- Understand the importance of food safety and hygiene techniques.
- Understand the meaning and importance of food Law's.
- Understood the various additives and their importance in kitchen
- Understood the various food borne disease.
- Understood the importance & BENEFICIAL ROLE OF MICRO-ORGANISMS.
- Understood the Common adulterants in food and Method of their detection (basic principle)

HM 158

LAB ROOM DEVISION MANAGEMENT –II

C (L, T, P) = 2 (0, 0, 3)

Unit	Course Contents	Hours
I	Telephone handling & Case Study	6

<b>II</b>	Projects & Assignments	6
<b>III</b>	Check-In Procedure: - <ul style="list-style-type: none"> <li>➤ Guaranteed Reservation</li> <li>➤ Non-Guaranteed Reservation</li> <li>➤ Walk-in</li> <li>➤ Group Checking</li> <li>➤ Individual Checking</li> </ul>	6
<b>IV</b>	Formats & Different types of Bill Settlements	6
<b>V</b>	Role play	6
	<b>Total</b>	<b>30</b>

**Reference Books:-**

Principle of Hotel F.O. Operation By: Sue Baker  
Managing F.O. Operation By: Michael L. Kasvana Published by Education Institute AHXNA  
F.O. Procedures, Social Skills & Mgt. By: Peter Abort  
F O Training Manual By Sudhir Andrews  
ProfessionalHotelMgt.Concept By Jagmohan Negi

HM-126

PRINCIPLE OF MANGEMENT

<p><b>UNIT I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS</b>  Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers - managerial roles and skills – Evolution of Management – Scientific, human relations , system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.</p>
<p><b>UNIT II PLANNING</b>  Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.</p>
<p><b>UNIT III ORGANISING</b>  Nature and purpose – Formal and informal organization – organization chart – organization structure – types – Line and staff authority – departmentalization – delegation of authority – centralization and decentralization – Job Design - Human Resource Management – HR Planning, Recruitment, selection, Training and Development, Performance Management , Career planning and management.</p>
<p><b>UNIT IV DIRECTING</b>  Foundations of individual and group behaviour – motivation – motivation theories – motivational techniques – job satisfaction – job enrichment – leadership – types and theories of leadership – communication – process of communication – barrier in communication – effective communication – communication and IT.</p>
<p><b>UNIT V CONTROLLING</b>  System and process of controlling – budgetary and non-budgetary control techniques – use of computers and IT in Management control – Productivity problems and management – control and performance – direct and preventive control – reporting.</p>

Unit	Course Contents	Hours
I	Making of Files in MS-Word Creating & Deleting Folders	3
II	Copying & Renaming Files & Folders Basic knowledge of various Hardware & Software	3
III	Finding of Files & Folders DOS – External and Internal Commands, Batch Files	3
IV	Windows Operating Systems – Start Menus, Different Bars, Window explorer My Computer, Recycle Bin, Printing of Documents	3
V	Window based packages – word processing, spread sheets, presentations internet-browsing the web, sending and receiving E-mail Project: - Three Presentations on Academic Slides Three Presentations on Corporate Slides Three Presentations on Marketing Slides	3
	<b>Total</b>	<b>15</b>

**Reference Books:-**

Fnd. of Computers – V Rajaraman

Mastering Microsoft Office, Lonnie E. Moseley – David M Booder

**EM Program for all 4 years Courses from Second Semester onwards****(B.Tech/BHMCT/BTTM/B.Phrama/B.Sc.Agri)****Course Code: EM-102****Course Name : Employability Skills – I****LTPC: 0201 Total Contact Hours : 25****COURSE CONTENTS**

S.No.	Topic	Details	Contact Hrs
1	Motivation	Orientation for all & Importance of Soft Skills & Confidence in Business	1
2	Communication	Basics, Introduction, Barriers in Communication, Types, Verbal, Non-verbal, Face/Eye/Body Language, Interview Skills & Types	15
3	Attitude & Manners	Grooming & Etiquettes, Values & Ethics, What is personality, Good Human Being, Confidence Building	9
Course Title – environment study		Course Code – sc102	
Semester –II		Core/elective : core	
Teaching scheme in hrs(L:T:P:) 2:1:0		Credits: 2 credits	
Type of course:- lecture+ assignment		Total contact hours – 25	
Continuous Internal Evaluation : 40 marks		SEE- 60 MARKS	
Programmes – BHMCT/BHMTT			

**Course Objectives**

1. Recognize major concepts in environmental sciences and demonstrate in-depth understanding of the environment.
2. Develop analytical skills, critical thinking, and demonstrate problem-solving skills using scientific techniques.
3. Demonstrate the knowledge and training for entering graduate or professional schools, or the job market
4. Develop an understanding of systems and cycles on the earth;
5. how individual organisms live on the earth;
6. how different organisms live together in complex communities;

SC...102.....

**ENVIRONMENTAL STUDIES**

**C (L, T, P) = 2 (2,0,0)**

Units	Contents of the Course	Hours
I	Man & Environment: Definition of Environment & its various components. Ecosystem concepts. Dependence of Man on nature for its various various needs. Human population growth & its impacts on environment. Environment & human health. Environmental concerns including climate change, Global warming, Acid Rain, Ozone layer Depletion etc. Environmental ethics. Traditional ways of utilising various components of environment. Sustainable developments.	6
II	Natural Resources: Forest resources, Mining , Dams & their effects on forests & tribal people. Water resources-over utilization of water, floods, droughts and conflicts over water resources. Mineral Resources- Use of various minerals for Human welfare & environmental effects of mining. Food resources -World food problem. Impacts of changing Agriculture practices on Environment. Energy Resources-Renewable and non renewable energy Resources & exploration of alternative energy sources. Land Resources- land degradation, soil erosion, desertification& soil contamination.	6
III	Ecosystems: Structure & function, energy flow, food chains, food webs, Ecological pyramids. Basics of forest grasslands, desert & aquatic ecosystem (Ponds, Streams, Lakes, Rivers, Oceans & Estuaries)	6
IV	Biological Diversity: Genetic, species & ecosystem diversity, Values of Biodiversity, Global, National & Local Biodiversity. Hot-spots of Biodiversity, threat to biodiversity. Endangered & endemic species of India. Conservation of biodiversity in situ & ex-situ	6
V	Environment pollution: Causes, effects & control of- Air pollution, Water pollution, Soil pollution, Noise Pollution, Thermal pollution & Nuclear Hazards. Solid wastes & their Management. Disaster Management-Flood, Drought, Earthquake, Land slides etc.	6
	Total	30

**References**

1. Agarwal KC, 2001. Environmental Biology, Nidi Publishers Ltd. Bikaner.
2. Bharucha Erach, 2003. The Biodiversity of India, Mapin Publishing Pvt. Ltd, Ahmedabad – 380013, India. Email: mapin@icenet.net
3. Brunner RC, 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480pgs.
4. Clark RS, Marine Pollution, Clanderson Press, Oxofrd (TB).
5. Cunningham WP, Cooper TH, Gorhani E & Hepworth MT, 2001. Environmental Encyclopaedia, Jaico Publishing House, Mumbai, 1196pgs.
6. De AK, Environmental Chemistry, Wiley Eastern Ltd.
7. Down to Earth, Center for Science and Environment (R)
8. Gleick HP, 1993. Water in Crisis, Pacific Institute for Studies in Development, Environment and Security. Stockholm Environmental Institute, Oxford University Press, 473pgs.
9. Hawkins RE, Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
10. Heywood VH, and Watson RT, 1995. global Biodiversity Assessment. CambridgeUniversity Press 1140pgs.
11. Jadhav H and Bhosale VM, 1995. Environmental Protection and Laws. Himalaya Publishing House, Delhi 284pgs.
12. Mckinney ML and Schoch RM, 1996. Environmental Science Systems and Solutions. Web enhanced edition, 639pgs.
13. Mhaskar AK, Matter Hazardous, Techno-Science Publications (TB)
14. Miller TG, Jr. Environmental Science, Wadsworth Publishing CO. (TB)
15. Odum EP, 1971. Fundamentals of Ecology. WB Saunders Co. USA, 574pgs

Course outcomes

- Critically evaluate information on human/environmental systems;
- Integrate human ecology and science of environmental problems;
- Articulate issues of social construction of science
- Evaluate information on political economy of environmental issues;
- Demonstrate knowledge of complex theories of environmental problems;
- Communicate relationships between social institutions and environmental problems.

UNIT	Course Contents	Total Contact Hours = 25
<b>I</b>	<b>Commercial Correspondence:</b> <ul style="list-style-type: none"> <li>a) Style and Construction</li> <li>b) Significant Commercial terms and Phrases</li> <li>c) Letter of Inquiry</li> <li>d) Letter of Quotation</li> <li>e) Letter of Order</li> <li>f) Letter of Execution of Order</li> <li>g) Letter of Complaint</li> <li>h) Letter of Collection</li> <li>i) Circular Letter</li> <li>j) Application for Agency</li> </ul>	<b>5</b>
<b>II</b>	<b>Official Correspondence:</b> Official Letter <ul style="list-style-type: none"> <li>a) Semi-Official Letter</li> <li>b) Memorandum</li> </ul> Journalistic Competitions on Commercial Topics: <ul style="list-style-type: none"> <li>a) Editorial Note on a Commercial Topic</li> <li>b) Letter to the Editor on Economic and Commercial Topics</li> <li>c) Script Writing for the Media</li> <li>d) Journalistic Report Writing, Press Release</li> <li>e) Writing Advertisement Copy</li> <li>f) Writing for Internet</li> </ul> Precise Writing	
<b>III</b>	<b>Theme Writing (Report writing/Academic and Journalistic writing)</b>	<b>5</b>
<b>IV</b>	<b>Paragraph Writing and Essay writing</b>	<b>5</b>
<b>V</b>	<b>Advanced Comprehension</b>	<b>5</b>
Recom mende d by BOS on :	19 / 05 / 2015	

## Swachh Bharat Abhiyan Syllabus

UNIT	COURSE CONTENT	TEACHING HOURS
UNIT -I	Introduction to Health, Hygiene, and Sanitation ; The Need for Health, Hygiene, and Sanitation Education ; Related International projects on Health and Hygiene; Overview of the Swachh Bharat ; Qualities of Healthy Living.	5
UNIT -II	Hygiene - Understanding of Hygiene; Desired Definition of Hygiene; The Hygiene Practices of the different categories of family in India; Role of Family, Institutions and Corporations and government in Developing Hygiene consciousness	5
UNIT -III	Sanitation ; Understanding the importance of sanitation; The facilities developed for sanitation; Means adopted to promote the use of Sanitation Facilities; Sanitation Facilities provided by government under Swachh Bharat Abhiyaan	5
UNIT-IV	Water Storage Methods; Water Contamination ; Prevention of Water Contamination ; The Health Risks, especially due to Water Borne Diseases; Water Purification ; Importance of Safe water use; Government's role and actions taken for awareness generation for consumption of pure water and preventing contamination of Water.	5
UNIT-V	Waste Management – Introduction, importance and need; Action Plans for Healthy Living introduced under Swachh Bharat Abhiyaan; Means adopted for Waste Management under Swachh Bharat Abhiyaan.	5

Course Title –ADVENTURE TOURISM	Course Code – HM-215
Semester –III	Core/elective : core
Teaching scheme in hrs(L:T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE-760 MARKS
Programmes – BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

### Course content

Unit	Course Contents	Marks	Hours
I	❖ Adventure Tourism: Concept of adventure tourism, classification of adventure tourism,.	20	5
II	Adventure on Ground: Mountain climbing, trekking, skiing, ice skating, motor car rally, rock climbing, camel safari, bungee jumping. HMI, NIM	20	5
III	❖ : Adventure in Water: - River running-canoeing, kayaking, white water rafting, diving, rowing, surf 15 boating, wind surfing etc. River reading	20	5
IV	❖ Adventure in Air:- Ballooning, parachuting & sky diving, paragliding, Para sailing, gliding, soaring, hang gliding, micro lighting, weather observations.	20	5
V	❖ Air based adventure. Future prospects of adventure tourism in India, Importance of human resource in adventure tourism, emerging trends of adventure tourism.	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-** 1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development. Routledge 2. Satyendra Malik. Adventure Tourism. 3.Hall, CM and Page, SJ. The Geography of Tourism and Recreation. Routledge. 4.Dixit, M. Tourism Products. Royal Publishers. 5. Weare G, Trekking in the Indian Himalayas, Lonely Planet Pub,Hong Kong,Hand book of National Parks, Wildlife Sanctuari

## Learning outcomes

1. Examine the growth and historical development of adventurous activities & tourism.
2. Analyse the typologies and motivations of adventure and activity participants.
3. Appreciate the range and diversity of adventure and activity tourism environments, destinations & their unique characteristics.
4. Evaluate the role of leadership and group/team dynamics involved in adventure activities and apply the knowledge in a class based environment.
5. Explore the key risk factors and current legislation influencing the adventure and activity tourism product

Course Title –RELIGIOUS TOURISM	Course Code – HM-217
Semester –III	Core/elective : core
Teaching scheme in hrs(L;T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE-760 MARKS
Programmes – BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

### Course content

HM -215                      RELIGIOUS TOURISM                      C (L, T, P) = 2 (2, 0, 0)

Unit	Course Contents	Marks	Hours
I	Physical Geography and Cultural and Religious Tourism : Indian Landforms - Its Diversity and Landscape -Hills, Mountains, Coast and Reports - Indian Climate, Weather and Seasons	20	5

II	Indian Rivers, Floods, Cyclones - Historical Sites and Monuments - Museum - Libraries - Archaeological sites - Handicrafts,	20	5
III	fair and festivals - Customs, Food and Drinks - Religion - Places of Hindu, Buddhist, Jain, Sikkism, Islam and Christianity and their importance	20	5
IV	Tourist Development VIS-A VIS Impacts, Range of Impacts, costs and benefits of (sociocultural, economic and physical) at TGR.TTR and TDR	20	5
V	Impact assessment methods, Social impact assessment, Environmental impact assessment and environmental audit. Managing impacts: Role of various policy measures, control, standard capacities.	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-** 1. Pearce, D.G. and Butler, R.W. Contemporary issues in tourism development. Routledge 2. Satyendra Malik. Adventure Tourism. 3.Hall, CM and Page, SJ. The Geography of Tourism and Recreation. Routledge. 4.Dixit, M. Tourism Products. Royal Publishers. 5. Weare G, Trekking in the Indian Himalayas, Lonely Planet Pub,Hong Kong,Hand book of National Parks, Wildlife Sanctuari

### ***Learning outcomes***

1.

Course Title: Restaurant and Banquet service	Course Code: HM 203
Semester: III	Core/Elective :Core
Teaching Scheme:2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Programme :Common for BHMCT/BHMTT	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective**

11. To understand procedure for IRD
12. To understand introduction of wine
13. To understand Vilification of still, Sparkling, Aromatized & Fortified wine
14. To understand region of France ,Italy ,Spain, etc
15. To understand Beer production
16. To understand international and national brands of India
17. To understand Sake. Cider and Perry

**Course Content**

HM 203

**Restaurant and Banquet service**

C (L, T, P) = 2 (2, 0, 0)

Unit	Course Contents	Marks	Hours
I	<p><b><u>In Room Dining</u> :-</b></p> <ul style="list-style-type: none"> <li>❖ Introduction</li> <li>❖ Scheduling and staffing, Cycle of service</li> <li>❖ Forms and formats, Order taking</li> <li>❖ Breakfast cards</li> <li>❖ Use of modern technology</li> <li>❖ Time management</li> </ul>	20	5
II	<p><b><u>Introduction to Wines:</u></b></p> <ul style="list-style-type: none"> <li>❖ Introduction, Definitions &amp; Classification of wines</li> <li>❖ Vinification of still, Sparkling, Aromatized &amp; Fortified wines</li> <li>❖ Vine Diseases</li> <li>❖ New World Wines and Old World Wines.</li> </ul>	20	5
III	<p><b><u>Alcoholic Beverages(World Wines ):-</u></b></p> <ul style="list-style-type: none"> <li>❖ Wines of France, Italy, Spain, Portugal, Australia, Germany&amp;India</li> <li>❖ Storage and Service of wine</li> <li>❖ <b>Wine and Dine</b></li> </ul>	20	5

<b>IV</b>	<b>Beer: -</b> ❖ Introduction ❖ Making Process ❖ Types of Beer ❖ International & Indian Beer ❖ Service of bottled, Canned and draught beers	20	5
<b>V</b>	<b>Other fermented beverages: -</b> ❖ Sake ❖ Cider ❖ Perry ❖ <b>Food &amp; Beverage Terminology</b>	20	5
	<b>Total</b>		<b>25</b>

### Reference Books:-

F & B Ser. Training manual – Sudhir Andrews  
Food & Beverage Ser. – Lillicrap & Cousins  
F & B Ser. – Vijay Dhawan  
Intro.to F & B Ser. – Brown, Heeper, Beegan

### Course Outcome

9. It will increase knowledge of room service department,
10. Students will understand wine and their classification.
11. Understanding about production process of wine.
12. Student will understand beer production process.
13. Student will understand different type of beer with suitable example.
14. It will increase make understand about sake, cider and Perry.

Course Title – Front desk techniques -I	Course Code – HM207
Semester –III	Core/elective : core
Teaching scheme in hrs(L:T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE- 70 MARKS
Programmes – common for BHMCT/BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

**1. To understand the Front office operations.**

2. To understand the technical term of the front office.
3. To understand the front office salesman ship.
4. To understand the front office calculations.
5. To understand the front office accounting.
6. To learn & understand the yield management in front office.

**Course Content:-**

<b>HM 207</b>		Course Title – Front desk techniques –I	<b>C (L, T, P) = 2 (2, 0, 0)</b>
Unit	Course Contents	Hours	
<b>I</b>	<b>F.O. Ope.: -</b> <ul style="list-style-type: none"> <li>❖ Reservation</li> <li>❖ Types of Reservation</li> <li>❖ Cancellation</li> <li>❖ Amendment</li> <li>❖ Overbooking</li> <li>❖ Reservation Record / copy</li> <li>❖ Registration – Pre-registration, Individual Registration, Group Registration work responsibly, F.O. manager, Reservation Mgt., lobby manager (GRF) bell desk, attendant, door man</li> </ul>	5	
<b>II</b>	<b>F.O. Sales man ship: -</b> <ul style="list-style-type: none"> <li>❖ Up selling – Reservation, Reception as a sales tool marketing for different type of travelers</li> </ul>	5	
<b>III</b>	<b>F.O. Calculation: -</b> <ul style="list-style-type: none"> <li>❖ House Count</li> <li>❖ Room Count</li> <li>❖ Average Room Revenue (ARR)</li> <li>❖ Single, Double occupancy percentage, No show walk-in percentage</li> </ul>	5	
<b>IV</b>	<b>F.O. accounting: -</b> <ul style="list-style-type: none"> <li>❖ Importance, Function of F.O. accounting</li> <li>❖ Posting of bills</li> <li>❖ Guest Folio</li> <li>❖ Cashier report</li> <li>❖ Guest charge</li> <li>❖ Guest Accounting cycle</li> <li>❖ Foreign exchange, passport, visa, city ledge, night auditing, Bill settlement by credit card, Exchange order, Letter of authority</li> </ul>	5	
<b>V</b>	<b>Yield Mgt.: -</b> <ul style="list-style-type: none"> <li>❖ Intro.&amp; Concept</li> </ul>	5	
<b>Total</b>		<b>25</b>	

**Reference Books:-**

- Principle of Hotel F.O. Operation By: Sue Baker  
 Managing F.O. Operation By: Michael L. Kasvana, Published by Education Institute AHXNA  
 F.O. Procedures, Social Skills & Mgt. By: Peter Abort  
 ProfessionalHotelMgt. concept principles By: Dr. Jagmohan Negi, Published by S. Chand  
 Hotel F.O. Mgt. By: James Bardi  
 F.O. Training manual By: Sudhir Andrews

**Course outcomes:-**

1. Students will learn the types & modes of reservation.
- 2 Students will understand the reservation process.

3. Students will understand the up-selling process.
4. Students will understand the types of traveler.
5. Students will learn the front office calculations.
6. Students will learn the revenue calculations.
7. Students will learn the accounting function of front office.
8. Students will understand the concept of yield management.

Course Title – Management techniques -I	Course Code – HM209
Semester –III	Core/elective : core
Teaching scheme in hrs(L:T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 40 marks	SEE- 60 MARKS
Programmes – common for BHMCT/BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

1. To facilitate students’ understanding of their own managerial skills.
2. To improve communication skills.
3. Have a lot of fun while learning a lot of stuff!
- 4 To explain the basic concepts, principles, and processes of management.
- 5 To expose students to the evaluation of management thought.
- 6 To explore organizational culture
- 7 To use management thought to develop a better understanding of the ways in which gender, race, class, culture and other contextual differences play out among people in the workplace.

### Course content

**HM 209**

**MANAGEMENT TECHNIQUE-I**

Unit	Course Contents	Marks	Hours
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I	<b>Research Methodology: -</b> <ul style="list-style-type: none"> <li>❖ Meaning &amp; Importance of Research</li> <li>❖ Types of Research</li> <li>❖ Collection of data analysis through graphs, tables etc.</li> <li>❖ Introduction to PERT AND CPM</li> </ul>	20	5
II	<b>Effective Management: -</b> <ul style="list-style-type: none"> <li>❖ Leadership qualities</li> <li>❖ Organizational culture</li> <li>❖ Communication Skills</li> <li>❖ Multitasking Skills</li> </ul>	20	5
	<b>Understanding Motivation:-</b> <ul style="list-style-type: none"> <li>❖ What is Motivation?</li> <li>❖ Motivational Theories (Maslows Law, Hertzberg etc.)</li> <li>❖ Implications for managers.</li> </ul>	20	5
IV	<b>Project on Managing a Hotel and giving presentation as if: -</b> <ul style="list-style-type: none"> <li>❖ Hotel Manager</li> <li>❖ F. O. Manager</li> <li>❖ F &amp; B Manager</li> <li>❖ Housekeeping Manager</li> </ul>	20	5
V	<b>Future Planning: -</b> <ul style="list-style-type: none"> <li>❖ Budgeting &amp; Types</li> <li>❖ Trend analysis</li> <li>❖ Analysis of Risk and Uncertainty</li> </ul>	20	5
<b>Total</b>		<b>100</b>	<b>25</b>

### Reference:

A Handbook of Management Techniques - Michael Armstrong  
The Ultimate Business Library - Stuart Crainer  
A Handbook of Management Techniques  
[Principles of Management Prof. Charles W.L.Hill & Prof. Steven L.McShane/rc bhatia](#)

### Course outcomes:-

1. understood the historical backdrop and fundamentals of Management thoughts vital for understanding the conceptual frame work of Management as a discipline.
2. Discuss the various concepts of planning, Decision making and controlling to help solving managerial problems 3. Understanding concepts of Ethics, Delegation, Coordination and Team work.
4. Study and understand management concepts and styles in Global context.
5. Develop understanding about emerging concepts in management thought and philosophy

Course Title – ACCOUNTING FOR HOSPATILITY AND TOURISM	Course Code – HM225
Semester –III	Core/elective : core
Teaching scheme in hrs(L;T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 40 marks	SEE- 60 MARKS
Programmes – BTTM	

#### Pre requisites

Basic knowledge of maths / 12<sup>th</sup> pass in any stream

#### Course objectives

1. Explain fundamental accounting concepts, the elements of financial statements, and basic accounting vocabulary.
2. Explain and use the accounting equation in basic financial analysis and explain how the equation is related to the financial statements.
3. Prepare basic entries for business transactions and present the data in an accurate and meaningful manner.
4. Prepare basic financial statements and explain the articulation between the basic statements. 5. Prepare and interpret basic financial data.
6. Explain the issues of ethics in financial accounting reporting.
7. Explain the basic features of accounting and reporting by organizations, including the principles underlying the design, integrity, and effectiveness of information systems.

#### Course content

### ACCOUNTING FOR HOSPATILITY AND TOURISM

Unit	Course Contents	Hours	Marks 20
I	<b>Accounting meaning &amp; objectives: -</b> <ul style="list-style-type: none"> <li>❖ Need for accounting in Hotel</li> <li>❖ Definition &amp; function of accounting in Hotel</li> <li>❖ Basic Accounting Terms</li> </ul>	5	
II	<b>Theory base of accounting: -</b> <ul style="list-style-type: none"> <li>❖ Meaning &amp; Need of accounting theory</li> <li>❖ Accounting principles</li> <li>❖ Accounting concepts</li> <li>❖ Accounting rules</li> <li>❖ Rules of debit &amp; credit</li> <li>❖ Practical problems</li> <li>❖ Ledger rules</li> <li>❖ Posting</li> </ul>	5	
III	<b>Uniform system of accounts for hotel</b> <ul style="list-style-type: none"> <li>❖ Intro .to uniform system of accounts</li> <li>❖ Contents on income statement</li> </ul>	5	
IV	<b>Final accounting: -</b> <ul style="list-style-type: none"> <li>❖ Contents of balance sheet(Under uniform system )</li> <li>❖ Department income statement &amp; expenses statement</li> <li>❖ Pra. problems</li> </ul>	5	
V	<b>Departmental accounting</b> <ul style="list-style-type: none"> <li>❖ Intro to department al accounting</li> <li>❖ Allocation &amp; apportionment of expenses</li> <li>❖ Advantages of allocations</li> <li>❖ Drawback of allocation</li> <li>❖ Basics of allocation</li> <li>❖ Practical problem</li> </ul>	5	
	<b>Total</b>	<b>25</b>	<b>100</b>

#### Reference Books:-

Book Keeping – T.S. Grewal

Intro.to accountancy –T.S. Grewal

Principal Of Accounting – S.N. Maheshwari

### Course outcome

1 Students will demonstrate the ability to communicate clearly and concisely with internal and external customers, establish and maintain relationships, and facilitate constructive interactions with individuals and groups

2 Students will demonstrate an understanding of how to inspire individual and organizational excellence, create a shared vision and successfully manage change to attain the organization's strategic ends and successful performance.

3 Students will be able to comprehend the alignment of personal and organizational conduct with ethical and professional standards within healthcare, including a responsibility to the patient and community, a service orientation, and a commitment to lifelong learning and improvement.

4 Students will demonstrate knowledge of the healthcare environment, including healthcare systems and the environment in which healthcare managers and providers function.

6 Students will be able to apply business principles, including systems thinking, to the healthcare environment.

HM 219	French
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	To create an understanding regarding the topic
	To gain knowledge about the subject
	To have understanding about the technicalities involved
	Able to analyze different aspects of the course
Salient features	The students will be able to
	Able to conceptualize different points of the topic involved
	Able to get better understanding of the subject
	Can involve in analysis of the situation
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	<b><u>BASIC KNOWLEDGE OF FRENCH:</u></b>
	Les alphabets, Les Jours de La semaine , Les mois de l’annee , Les nombres cardinaux & Les Salutation
UNIT – II	<b><u>VERBS CONJUGATIONS :</u></b>
	Conjugation: Verbs: I , Erte, Avoir Exercise based on verbs conjugation
UNIT – III	<b><u>ELEMENTARY KNOWLEDGE OF GRAMMER:</u></b>
	Sentences - affirmative, negative, interrogative, Singular and Plural, Masculine and Feminine,
UNIT – IV	<b><u>TRANSLATION: (FRENCH TO ENGLISH) :</u></b>

Paragraph translations from French to English, Book referred: Cours de Langue et de Civilisation Francaises - I (Lesson; 1 to 5)	
UNIT – V	<b><u>BASIC COMPREHENSION:</u></b>
Comprehension, Answer the questions based on the text given.	
List of Expt.	
Text Book	
Reference Books	<ul style="list-style-type: none"> <li>• Cours de Langue et de Civilisation Francaises - I</li> <li>• Apprenons le Francais</li> <li>• Larousse compact Dictionary: French-English/ English-French</li> </ul>

HM-227

German Language I

Unit	Situation	Speech intention	Structure	Suggested activity
Unit 1	Students introduce themselves	<ul style="list-style-type: none"> <li>• to greet</li> <li>• to introduce oneself</li> <li>• to enquire about name and age</li> <li>• to count till 20</li> </ul>	<ul style="list-style-type: none"> <li>• Verb - „heißen“, „sein“ (1st and 2nd Person)</li> <li>• Interrogative pronoun-„Wer?“</li> <li>• Sentence structure - Statement</li> </ul>	<ul style="list-style-type: none"> <li>• introduce oneself as a fictitious character/ or as a celebrity</li> <li>• connect numbers to make a drawing</li> <li>• A game of Ludo</li> </ul>
Unit 2	Members of a family introduce themselves	<ul style="list-style-type: none"> <li>• to introduce one’s family</li> <li>• to elicit information about a person and reproduce the same</li> <li>• to report</li> </ul>	<ul style="list-style-type: none"> <li>• 3rd Person singular</li> <li>• Plural form of regular verbs in present tense</li> <li>• Personal pronouns in the 3rd person</li> <li>• Definite article (Singular and Plural)</li> </ul>	<ul style="list-style-type: none"> <li>• Students interview each other and/or the teacher in class</li> <li>• Students interview a celebrity (Role play)</li> <li>• Family</li> </ul>

		about a person	<ul style="list-style-type: none"> <li>• Possessive pronouns (1. and 2. person Singular -masculine and feminine)</li> </ul>	photographs as a speech stimulus
Unit 3	Students talk about their siblings and ask the teacher about his/her family	<ul style="list-style-type: none"> <li>• to elicit and give information about the family</li> <li>• to characterise a person</li> <li>• to count from 20 onwards</li> <li>• to give and elicit information about a persons age</li> <li>• to enquire about telephone numbers and give one's own</li> <li>• to interview an adult</li> </ul>	<ul style="list-style-type: none"> <li>• Accusative case (just basics)</li> <li>• Verb - "haben"</li> <li>• the formal Address (Sie)</li> <li>• Sentence structure: Question (Interrogative structures – "W-Fragen" and Ja/Nein Fragen)</li> </ul>	<ul style="list-style-type: none"> <li>• Tambola</li> <li>• to characterise celebrities with the help of pictures</li> </ul>
Unit 4	An interview about the family	<ul style="list-style-type: none"> <li>• to ask peers about their family and answer their questions</li> <li>• to ask peers about their domicile and answer</li> </ul>	<ul style="list-style-type: none"> <li>• Personal pronouns in the 1st and 2nd person plural</li> <li>• regular verbs in present tense</li> <li>• Interrogative pronoun – "Wo"</li> <li>• Prepositions- "in" and "bei"</li> </ul>	<ul style="list-style-type: none"> <li>• find cities first on the Indian map and then on the maps of German speaking countries- Germany, Austria and Switzerland</li> <li>• identify global</li> </ul>

		questions about the same <ul style="list-style-type: none"> <li>• to localise a city in a country</li> </ul>		cities through their landmarks
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HM-229

CHINESE LANGUAGE –I

S.NO .	COURSE CONTANT	TEACHING HOURS
UNIT 1	Greetings Basic Vocabulary—how to say hi, ask names, nationalities, greetings Sentence Patterns— Authentic (daily-used)	5
UNIT 2	expressions Vs. Textbook expressions of greetings Activity--“I live in the global village” Cultural Note--Chinese Names (formation + history)	5
UNIT 3	Numbers Warm-up activity—how to count 1-10 in Chinese (with hand-gesture expressions) Basic expressions in asking time Basic expressions in asking price Activity—counting game (clap your hand without speaking up the number when it comes to number 7) Cultural note— (1) semantic meaning of numbers in Chinese culture (2) bargaining cultures in China	5
UNIT 4	Transportation Basic vocabulary—means of transportation; directions; taxi language Sentence patterns—asking ways; communicating with taxi drivers (drive slowly, drive fast, turn left/right, stop, etc.) Activity— role play Cultural note—road names in China, road designing ideas in China, Fengshui and directions	5
UNIT 5	: Food Basic vocabulary—fruit and vegetables; meats Sentence patterns—buying food, asking price, ordering food, making reservations Activity— role play Cultural Note—Chinese people consider “Food is the first happiness”; eight types of Chinese food; Chinese food philosophy and Taoism	5

Course Title – <b>CULINARY PREPARATION</b>	Course Code – HM201
Semester –III	Core/elective : core
Teaching scheme in hrs(L:T:P:) 3:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE- 70 MARKS
Programmes – common for BHMCT/BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

1. To understand the basic Indian Masala.
2. To understand the quantity food production.
3. To understand the industrial catering
4. To understand the institutional catering.
5. To understand the regional cuisine.
6. To understand the Indian gravies.

### Course content

HM 201

CULINARY PREPARATION

Unit	Course Contents		Hours
I	<b>Basic Masala: -</b> <ul style="list-style-type: none"> <li>❖ Intro.to spices</li> <li>❖ Role of spices in Indian cookery</li> <li>❖ Blending of spices</li> <li>❖ Different masala used</li> <li>❖ Dry and wet masala</li> <li>❖ Composition of basic Indian masala</li> </ul>	20	5
II	<b>Quantity F.P.: -</b> <ul style="list-style-type: none"> <li>❖ Intro.to volume feeding</li> <li>❖ Industrial and Institutional catering</li> <li>❖ Staff organization, Kitchen layout</li> </ul>		5

	<ul style="list-style-type: none"> <li>❖ Kitchen equipment and utensils</li> <li>❖ Volume forecasting</li> </ul>	20	
III	<b>Regional Indian Cuisine: -</b> <ul style="list-style-type: none"> <li>❖ Detail study on regional food of North, South, East and West Cuisine</li> <li>❖ Staple food, Dishes of region</li> <li>❖ Traditional preparation methods</li> <li>❖ Utensils and accompaniments</li> <li>❖ Indian Sweets and Breads</li> </ul>	20	5
IV	<b>Indian Gravies: -</b> <ul style="list-style-type: none"> <li>❖ Composition of basic gravies,</li> <li>❖ Different types of gravies</li> </ul>	20	5
V	<b>Banquet Menus: -</b> <ul style="list-style-type: none"> <li>❖ Planning</li> <li>❖ Indenting and costing</li> <li>❖ Forecasting</li> <li>❖ Pre-Preparation and cooking techniques</li> </ul>	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-**

The creative art of garnishes by –  
 Complete Indian cook book by Mridula Badrekar  
 Le Repertoire de la cuisine by louij Jaulmier

**Course outcomes:-**

1. Students will understand the Basic Indian Masala.
2. Students will understand the volume feeding.
3. Students will learn the regional food of India.
4. Students will learn the different types of gravies.
5. Students will understand the banquet menu planning.

**HM 251**

**LAB –CULINARY PREPRATION**

**C (L, T, P) = 3 (0, 0, 6)**

Unit	Course Contents	Hours
I	Preparation of gravies and commonly used Indian Masala.	14
II	Regional cookery of North, South, East & West with accompaniment like chutney	14
III	Indian bread, Rice and dessert preparations.	14



	<ul style="list-style-type: none"> <li>❖ Security – Security of Guest Room &amp; Public area</li> <li>❖ First Aid – Concept &amp; Emergency Procedures</li> </ul>		
<b>III</b>	<b>Safeguarding assets: -</b> <ul style="list-style-type: none"> <li>❖ Concept of Safeguarding Assets</li> <li>❖ Theft – Employee, Guest, External Person</li> </ul>	20	5
<b>IV</b>	<b>Floors &amp; Floor Finishes: -</b> <ul style="list-style-type: none"> <li>❖ Types and their care</li> </ul>	20	5
<b>V</b>	<b>Carpets: -</b> <ul style="list-style-type: none"> <li>❖ Classification</li> <li>❖ Selection</li> <li>❖ Carpet Laying</li> <li>❖ Cleaning of Carpets</li> </ul>	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-**

Hotel Housekeeping – Sudhir Andrews, Tata Mc Graw Hill  
The Professional Housekeeper Tucker – Schneider, VNR  
Professional Mgt. of Housekeeping Operations – Martin Jones, Wiley  
Housekeeping Mgt. for Hotels – Rosemary Hurst, Heineman  
Hotel, Hostel & Hospital House Keeping – Joan C. Branson & Margaret Lennox, ELBS

Course outcomes

1. Students will understand the cleaning procedure
2. Students will understand the concept & importance of safety
3. Students will understand the concept of safeguarding assets
4. Students will understand the floor types & care
5. Students will understand the classification & selection of the carpets

**HM 255**

**LAB –ACCOMMODATION OPERATION-I**

**C (L, T, P) = 1 (0, 0, 2)**

<b>Unit</b>	<b>Course Contents</b>	<b>Hours</b>
<b>I</b>	Room attendant trolley	5
<b>II</b>	Room Cleaning (Daily , Weekly)	5
<b>III</b>	Spring cleaning of various areas	5
<b>IV</b>	Inspection of guest room and public area with help of check list	5
<b>V</b>	First Aid, Roller & Triangular Bandages	5
	<b>Total</b>	<b>25</b>

**Reference Books:-**

Hotel Housekeeping – Sudhir Andrews, Tata Mc Graw Hill  
The Professional Housekeeper Tucker – Schneider, VNR  
Professional Mgt. of Housekeeping Operations – Martin Jones, Wiley  
Housekeeping Mgt. for Hotels – Rosemary Hurst, Heineman  
Hotel, Hostel & Hospital House Keeping – Joan C. Branson & Margaret Lennox, ELBS

Course Title – <b>INDIAN HISTORY SOCIETY AND CULTURE</b>	Course Code – HM 221
Semester –III	Core/elective : core
Teaching scheme in hrs(L;T:P) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE- 70 MARKS
Programmes –BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course Content

**HM 205**

**INDIAN HISTORY SOCIETY AND CULTURE**

**C (L, T, P) = 2 (2, 0, 0)**

Unit	Course Contents	Marks	Hours
I	Indian History- Brief Understanding of Indian History, Cultural Heritage with special references of Ancient, Medieval and Modern History of India	20	5
II	Indian Culture: General Features, Sources, Components and Evolution. Structure of Indian Society, Caste System of India, Ashram Vyavastha. Religions in India: Chief Indian communities and religious faiths - Hinduism, Buddhism, Jainism, Christianity, Islam, Sikhism, folk & tribal religion.	20	5
III	Indian Art & Architecture: Indian Art and Sculptures, Archaeological sites – Monuments – Ancient Temples of India – Forts - Palaces and Museums – Buddhist heritage sites of India, Islamic Art & Architecture, UNESCO World Heritage Sites in India, conservation & Management.	20	5
IV	Colonial Heritage in India: Rise of colonial power- British, French, Dutch & Portuguese, Influence of Colonial Powers on Indian society & culture. Churches, Synagogues architecture in India.	20	5
V	Cultural Diversities of India : Indian Music & Dances, Musical Instruments, , Indian Handicrafts, Fairs & Festival, Indian Theatre- Different Theatrical forms, Indian Cinema- Evolution- Role in Tourism Development, Indian Cuisines.	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

Reference Books:-

Basham, A.L. , The Wonder That Was India. Rupa & Co. New Delhi 2. Thapar, Romila , A History of India: Volume 1. Penguin Book, New Delhi, 3. Basham, A.L. , A Cultural History of India. Oxford University Press, USA. 4. Singh, Upinder , .A History Of Ancient and Early Medieval India: From The Stone Age To The 12Th Century, Pearson Education India, New Delhi. 5. Chandra, B. , History of Modern India. Orient Blackswan, New Delhi 6. Brown, P. , Indian Architecture (Buddhist and Hindu Period), Tobey Press, New York 7. Brown, P. , Indian Architecture (the Islamic Period), Palmer Press, New York 8. Allchin, B., Allchin, F.R. et al. Conservation of Indian Heritage, Cosmo Publishers, New Delhi. 9. New Inskeep, Edward, Tourism Planning: An Integrated and Sustainable Development Approach ,VNR, New York. 10. Ashworth, G. J. The Tourist Historic City. Retrospect and Prospect of Managing the Heritage City, Pergamon, Oxford 11. UNESCO-IUCN Eds. Masterworks of Man and Nature, Pantoga, Australia

HM 257		PRA. – FRONT DESK TECHNIQUES-I	C (L, T, P) = 2 (0 0, 3)
Unit	Course Contents		Hours
I	All the Pra. function of I & II Semester		7
II	Know the process of Room Calculation		7
III	Reservation methods		7
IV	Group reservation		7
V	Reservation reports		7
	<b>Total</b>		<b>35</b>

**Course Code: EM-201**

**Course Name: Employability Skills – II**

**LTPC: 0201 Total Contact Hours: 25**

### **COURSE CONTENTS**

S.No	Topic	Details	Contact Hrs
1	Communication	Role Play, Reading, Formal writing skills Listening, Interaction Process, Interpersonal Relationship	15
2	Attitude& Manners	Motivation, Team Building, Winning Strategy, CAN DO,	5
3	Preparation, presentation	Presentation skills, Preparation Skills,	4
4	Industry	Concept & Importance of SIP, Industrial Mentoring & Networking	1

**Paper: Consumer Affairs**  
**(For Undergraduate courses in any discipline as an elective)**

**Objective:** This paper seeks to familiarize the students with their rights and responsibilities as a consumer, the social framework of consumer rights and legal framework of protecting consumer rights. It also provides an understanding of the procedure of redress of consumer complaints, and the role of different agencies in establishing product and service standards. The student should be able to comprehend the business firms' interface with consumers and the consumer related regulatory and business environment.

***Unit 1: Conceptual Framework***

***5 Lectures***

**Consumer and Markets:** Concept of Consumer, Nature of markets: Liberalization and Globalization of markets with special reference to Indian Consumer Markets, E-Commerce with reference to Indian Market, Concept of Price in Retail and Wholesale, Maximum Retail Price (MRP), Fair Price, GST, labeling and packaging along with relevant laws, Legal Metrology.

**Experiencing and Voicing Dissatisfaction:** Consumer buying process, Consumer Satisfaction/dissatisfaction-Grievances-complaint, Consumer Complaining Behaviour: Alternatives available to Dissatisfied Consumers; Complaint Handling Process: ISO 10000 suite

**Unit 2: The Consumer Protection Law in India**

**5 Lectures**

**Objectives and Basic Concepts:** Consumer rights and UN Guidelines on consumer protection, Consumer goods, defect in goods, spurious goods and services, service, deficiency in service, unfair trade practice, restrictive trade practice.

**Organizational set-up under the Consumer Protection Act:** Advisory Bodies: Consumer Protection Councils at the Central, State and District Levels; Adjudicatory Bodies: District Forums, State Commissions, National Commission: Their Composition, Powers, and Jurisdiction (Pecuniary and Territorial), Role of Supreme Court under the CPA with important case law.

**Unit 3: Grievance Redressal Mechanism under the Indian Consumer Protection Law** 5 Lectures

Who can file a complaint? Grounds of filing a complaint; Limitation period; Procedure for filing and hearing of a complaint; Disposal of cases, Relief/Remedy available; Temporary Injunction, Enforcement of order, Appeal, frivolous and vexatious complaints; Offences and penalties.

**Leading Cases decided under Consumer Protection law by Supreme Court/National Commission:** Medical Negligence; Banking; Insurance; Housing & Real Estate; Electricity and Telecom Services; Education; Defective Products; Unfair Trade Practices.

***Unit 4: Role of Industry Regulators in Consumer Protection***

***5 lectures***

- i. Banking: RBI and Banking Ombudsman
- ii. Insurance: IRDA and Insurance Ombudsman
- iii. Telecommunication: TRAI
- iv. Food Products: FSSAI

- v. Electricity Supply: Electricity Regulatory Commission
- vi. Real Estate Regulatory Authority

### *Unit 5: Contemporary Issues in Consumer Affairs*

*4 Lectures*

**Consumer Movement in India:** Evolution of Consumer Movement in India, Formation of consumer organizations and their role in consumer protection, Misleading Advertisements and sustainable consumption, National Consumer Helpline, Comparative Product testing, Sustainable consumption and energy ratings.

**Quality and Standardization:** Voluntary and Mandatory standards; Role of BIS, Indian Standards Mark (ISI), Ag-mark, Hallmarking, Licensing and Surveillance; Role of International Standards: ISO an Overview

**Suggested Readings:**

1. Khanna, Sri Ram, Savita Hanspal, Sheetal Kapoor, and H.K. Awasthi. (2007) *Consumer Affairs*, Universities Press.
2. Choudhary, Ram Naresh Prasad (2005). *Consumer Protection Law Provisions and Procedure*, Deep and Deep Publications Pvt Ltd.
3. G. Ganesan and M. Sumathy. (2012). *Globalisation and Consumerism: Issues and Challenges*, Regal Publications
4. Suresh Misra and Sapna Chadah (2012). *Consumer Protection in India: Issues and Concerns*, IIPA, New Delhi
5. Rajyalaxmi Rao (2012), *Consumer is King*, Universal Law Publishing Company
6. Girimaji, Pushpa (2002). *Consumer Right for Everyone* Penguin Books.
7. E-books :- [www.consumereducation.in](http://www.consumereducation.in)
8. Empowering Consumers e-book,

9. ebook, [www.consumeraffairs.nic.in](http://www.consumeraffairs.nic.in)

10. *The Consumer Protection Act, 1986 and its later versions.* [www.bis.org](http://www.bis.org)

### **Articles**

1. Misra Suresh, (Aug 2017) "Is the Indian Consumer Protected? One India One People.

2. Raman Mittal, Sonkar Sumit and Parineet Kaur (2016) Regulating Unfair Trade Practices: An Analysis of the Past and Present Indian Legislative Models, Journal of Consumer Policy.

3. Chakravarthy, S. (2014). MRTP Act metamorphoses into Competition Act. CUTS Institute for Regulation and Competition position paper. Available online at [www.cuts-international.org/doc01.doc](http://www.cuts-international.org/doc01.doc).

4. Kapoor Sheetal (2013) "Banking and the Consumer" Akademos (ISSN 2231-0584)

5. Bhatt K. N., Misra Suresh and Chadah Sapna (2010). Consumer, Consumerism and Consumer Protection, Abhijeet Publications.

6. Kapoor Sheetal (2010) "Advertising-An Essential Part of Consumer's Life-Its Legal and Ethical Aspects", Consumer Protection and Trade Practices Journal, October 2010.

7. Verma, D.P.S. (2002). Regulating Misleading Advertisements, Legal Provisions and Institutional Framework. Vikalpa. Vol. 26. No. 2. pp. 51-57.

S.NO .	COURSE CONTANT	TEACHING HOURS
UNIT 1	<ul style="list-style-type: none"> <li>• History of Rajasthan</li> <li>• India &amp; State since Independence</li> <li>• Industrialization of the state technological achievements</li> <li>• Local Values and Code of Conduct for Tourists</li> </ul>	5 HOURS
UNIT 2	<ul style="list-style-type: none"> <li>• Five year plans of the state</li> <li>• Religions of India : (a) Hinduism (b) Islam (c) Christianity (d) Sikhism (e) Buddhism (f) Jainism (g) Zoroastrianism</li> <li>• Art, Culture, tradition and way of life in the area and state</li> </ul>	5 HOURS
UNIT 3	<ul style="list-style-type: none"> <li>• History of archaeology of the state</li> <li>• Fairs and festivals of the state</li> <li>• Architecture of the state</li> <li>• Sculpture of the state</li> <li>• Wild life of the state-game reserve and National Parks</li> </ul>	5 HOURS
UNIT 4	<ul style="list-style-type: none"> <li>• Flora and fauna, Trekking</li> <li>• Tourist centers of the state</li> <li>• Youth Tourism/Adventure Tourism in the state</li> <li>• Handicrafts of the state</li> <li>• Shopping in the state</li> <li>• Foreign Exchange regulation Act</li> </ul>	5 HOURS
UNIT-5	<ul style="list-style-type: none"> <li>• Rural and Pilgrimage Tourism in Rajasthan</li> <li>• State Government Tourism Development Corporation.</li> <li>• Hotel accommodation in the state : (i)Approved hotels, Heritage Hotels (ii) Classification of Hotels (iii) Travelers Lodges (iv)Forest lodges (v) Dharamshala guest houses, Paying guest houses &amp; other accommodations.</li> </ul>	5 HOURS

Course Title: Food and Beverage Thematic Service	Course Code: 204
Semester: IV	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Program me: Common for BHMCT/BHMTT	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand different classification of spirits
2. To understand brands and service of sprits
3. To understand type of liqueurs
4. To understand layout of bar and operation of bar
5. To understand cocktail and mock tail
6. To understand Tobacco and their brands

Unit	Course Contents	Marks	Hours
I	<b>Spirits: -</b> <ul style="list-style-type: none"> <li>❖ Introduction &amp; types of distilled spirits (Gin, Rum, Whiskey, Vodka, Brandy, Tequila)</li> <li>❖ Brands of distilled spirits</li> <li>❖ Service of spirits</li> <li>❖ Introduction to other alcoholic beverages like – Absinthe, Grappa, Aquavit, Arrack, Fene</li> </ul>	20	5
II	<b>Liqueurs: -</b> <ul style="list-style-type: none"> <li>❖ <b>Introduction</b></li> <li>❖ Types</li> <li>❖ <b>Production and Storage</b></li> <li>❖ Brands &amp; Service</li> </ul>	20	5
III	<b>Bar: -</b> <ul style="list-style-type: none"> <li>❖ Introduction, Types, Layout</li> <li>❖ Bar stock maintenance</li> <li>❖ Bar equipment</li> <li>❖ Bar frauds and control methods</li> <li>❖ Staffing</li> <li>❖ Bar planning, Bar menus</li> <li>❖ Costing in bar &amp; corkage</li> </ul>	20	5
IV	<b>Cocktail: -</b> <ul style="list-style-type: none"> <li>❖ Introduction, History, Types &amp; Preparation</li> <li>❖ Recipes for classic cocktails &amp; mock tails</li> <li>❖ Cocktail and Mock tail Garnishes &amp; accessories.</li> <li>❖ Cocktail bar equipment</li> </ul>	20	5
V	<b>Tobacco: -</b> <ul style="list-style-type: none"> <li>❖ Types, Production</li> <li>❖ Brands storage &amp; service</li> <li>❖ Food &amp; Beverage terminology</li> </ul>	20	5
<b>Total</b>		<b>100</b>	<b>25</b>

**Reference Books:-**

F & B Ser. Training manual – Sudhir Andrews  
 Food & Beverage Ser. – Lillicrap & Cousins  
 F & B Ser. – Vijay Dhawan  
 Intro.to F & B Ser. – Brown, Heeper, Beegan

**Course Outcome**

1. It will make students understand about the sprits served in hotel industry
2. Students will understand bar layout and bar operation.
3. Students will understand preparation of cocktail and mock tail.
4. It will help the student to achieve knowledge about tobacco.

Course Title: total quality management	Course Code: HM 214
Semester: IV SEM	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Program me: Common for BHMCT /BHMTT	

**Pre –requisites:**

Basis Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand the role of food and beverage control department in hotel industry
2. To understand the importance of methodology of food and beverage control
3. To understand cost and sale concepts in food and beverage operation
4. To understand budgetary control
5. To understand budgetary control process.
6. To understand how to make departmental budget

**Course Contents:**

HM 214

TOTAL QUALITY MANAGEMENT

C (L, T, P) = 2 (2, 0, 0)

Unit	Course Contents	Marks	Hours
I	<p><b>Food Cost Control</b></p> <ul style="list-style-type: none"> <li>• Introduction to Control.</li> <li>• Definition.</li> <li>• Objective and Advantages of Cost Control.</li> <li>• Obstacle to Food and Beverage Controls.</li> <li>• Limitation of Cost Control.</li> <li>• Methodology and Phases of Cost Control.</li> <li>• Essentials of Cost Control</li> </ul>	20	5
II	<p><b>Cost and Costing</b></p> <ul style="list-style-type: none"> <li>• Elements of Cost: <ul style="list-style-type: none"> <li>○ (i) Food Cost.</li> <li>○ (ii) Labor Cost.</li> <li>○ (iii) Over Heads.</li> </ul> </li> <li>• Break Even Point.</li> </ul>	20	5
III	<p><b>Introduction to Cost Control Cycle</b></p> <ul style="list-style-type: none"> <li>• Purchasing.</li> <li>• Receiving.</li> <li>• Storing.</li> <li>• Issuing.</li> </ul>	20	5

	<ul style="list-style-type: none"> <li>• Production Control.</li> <li>• Sales Control.</li> </ul>		
IV	<p><b>Beverage Control</b></p> <ul style="list-style-type: none"> <li>• Beverage Sales Control.</li> <li>• Beverage Order Ticket (BOT).</li> <li>• Beverage Cheque.</li> <li>• Beverage Summary Sheet.</li> <li>• Beverage Sales Summary Sheet.</li> <li>• Visitors Tabular Ledger/NCR.</li> <li>• Guest Weekly Book/Day Book/NCR.</li> </ul>	20	5
V	<p><b>Budgetary Control: -</b></p> <ul style="list-style-type: none"> <li>❖ Budgetary Control Process</li> <li>❖ Stages in the preparation &amp; budgets</li> <li>❖ Budgeting ..... F &amp; B Operation</li> </ul>	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-**

Food and Beverage – Mgt. and cost control By: Dr. Jagmohan Negi  
 Financial & Cost Control Techniques in Hotel & Catering Industry By: Dr. Jagmohan Negi, Gaurav Manohar  
 Food and Beverages Mgt. By: Bernard Davis and Sally Stone  
 Food and Beverage Control By: Richard Kotas & Bernard Devis  
 Principles of food, beverage and labour cost control By: Paul R. Dittmer

**Course Outcome**

1. Students will understand role of food and beverage control department.
2. Students will understand importance of food and beverage control
3. Students will understand methodology use in food and beverage control.
4. Student will know different types cost and their analyses.
5. Students will understand different type of budget and budgetary contro

S.NO	COURSE CONTANT	TEACHING HOURS
UNIT I	Nature, scope and application of economics in tourism and hospitality; Tourism demand determination of tourism demand-measurement of tourism demand-elasticity of demand-tourism demand forecasting- methods of forecasting	5
UNIT -II	Tourism supply; Determinants of tourism supply; Law of supply- Elasticity of supply , tourism supply forecasting;	5
UNIT-III	Consumer Behaviour; Cardinal and ordinal approaches; Consumer's equilibrium; the revealed preference;	5
UNIT-IV	Employment and Income creation , Tourism Multiplier Effects, Balance of Payments, Foreign Exchange, Displacement effect and tourism, Tourists spending, Cost and Benefits analysis of Tourism	5
UNIT –V	Economic transition in post independent India-A quick review- liberalization, privatization and globalization, tourism forecasting of WTTC & UNWTO Managing Tourism Business during Economic Slowdown, FDI in Tourism	5

## REFERENCES :-

Hailstones, Thomas J. and Rathwell, John C., Managerial Economics, Prentice Hall International, New Delhi. 2. Chopra, O.P., Managerial Economics, Tata-McGraw Hill, New Delhi. 3. Agarwal, Manju, Economics for decision Making, Indian Institute of Finance, 1997, Delhi. 4. Davis, J.R. and Chang, Simon, Principles of Managerial Economics, Prentice Hall International, New Delhi. 5. Mehta, P.L., Managerial Economics, Sultan Chand, New Delhi. 6. Petterson: Managerial Economics, 3 rd Ed., Prentice Hall of India, Delhi. 7. Adhikary M., Managerial Economics, Khosla Pub. 8. Salvatore, Domnick, Managerial Economics in a global economy, Irwin McGraw Hill. 9. Tribe, J. 2001, The Economics of Leisure and Tourism, New Delhi, Butterworth – Heineman. 10. Cullen, P. 1997, Economics for Hospitality Management, London, International Thomson Business Press. 11. Sinclair, M.T. and Stabler, M., 1997, The Economics of Tourism, London, Routledge.

Unit	Course Contents	Marks	Hours
I	<b>Appetizers and Garnishes: -</b> <ul style="list-style-type: none"> <li>❖ Appetizers: - Definition, Classification, Standard accompaniments, Uses with menu examples</li> <li>❖ Garnishes: - Definition, Classical Garnishes and Historic importance, Uses with menu examples.</li> </ul>	20	5
II	<b>International Cuisine: -</b> <ul style="list-style-type: none"> <li>❖ Geographic location</li> <li>❖ Historical background</li> <li>❖ Staple food with regional influences</li> <li>❖ Specialties</li> <li>❖ Recipes</li> <li>❖ In Relation to the following cuisines: - France, Italy, Spain, Portugal, Germany, Middle eastern, Mexican, Arabic, Chinese etc.</li> </ul>	20	5
III	<b>Uses of Herbs and Wines in cookery: -</b> <ul style="list-style-type: none"> <li>❖ Difference between cooking wine and table wines</li> <li>❖ Ideal use of wine in cooking</li> <li>❖ Herbs and Spices: - Classification and ideal use of herbs and spices in cooking</li> </ul>		5

		20	
IV	<b>Icings and Meringues: -</b> <ul style="list-style-type: none"> <li>❖ Icings: - Types, Uses, Methods of Preparation, Recipes and Difference between icings and toppings</li> <li>❖ Meringues: - Definition, Types, Preparation methods, Factors affecting stability, Cooking of meringues</li> </ul>	20	5
V	<b>Cakes and Gateaux: -</b> <ul style="list-style-type: none"> <li>❖ Definition</li> <li>❖ Types</li> <li>❖ Regional Specialties</li> <li>❖ Role of different ingredients used</li> <li>❖ Faults and remedies</li> <li>❖ Care and Precautions</li> </ul>	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Reference Books:-**

The creative art of garnishes by –  
 Complete Indian cook book by Mridula Badrekar  
 Le Repertoire de la cuisine by louij Jaulmier

**Course outcomes:-**

1. This course will induce all the skills related to professional cooking also knowledge to maintain the quality of food in terms of flavor, texture, color etc
2. This course impart the skills and complete knowledge of personal hygiene, workplace sanitation and food hygiene
3. This course impart the skills to plan all kind of Menu, Recipe Methods And Photography of Foods.
4. This course to the will impart the skills of stock storage in fridge according to the principles of FIFO
5. This course imparts the knowledge and skills to keep record for reference.
6. This course will impart the skills required for resolving defects related to food preparations and servings.
7. This course imparts all the techniques and procedures required for standard buffet set up
8. This course will produce skills and comprehensive knowledge required to manage special and specific events.

**HM 252 LAB. – INTERNATIONAL CULINARY PREPRATION WITH CARVING C (L, T, P) = 3 (0, 0, 6)**

Unit	Course Contents	Hours
I	Three Cors. menu of International Cuisine (France, Italy, Spain, Portugal, Germany)	10
II	Three Cors. menu of International Cuisine (Middle eastern, Mexican, Arabic, Chinese etc.)	10
III	Making of Cakes and Gateaux	10

IV	Different Icings and Meringues, Calculation of Nutritive value of recipes	10
V	Carving –fruits and vegetable	10
	<b>Total</b>	<b>50</b>

1. Reference Books:-
2. The creative art of garnishes by –
3. Complete Indian cook book by Mridula Badrekar
4. Le Repertoire de la cuisine by louij Jaulmier

#### HM 254 LAB F&B THEMATIC SERVICE WITH GUERIDON SERVICE C (L, T, P) = 2 (0, 0, 3)

Unit	Course Contents	Hours
I	Service of spirits & liqueurs	7
II	Bar set-up & operations	7
III	Cocktail & Mocktail preparation , Service of cigars & cigarettes	7
IV	<b>Presentation of spirits &amp; liqueurs and cigars &amp; cigarettes</b>	7
V	<b>Gueridon service- crepes suzette, saesar salad, banana flambé,</b>	7
	<b>Total</b>	<b>35</b>

1. Reference Books:-
2. F&B Ser. training manual – Sudhir Andrews
3. F&B Ser. – Lillicrop & Cousins
4. F&B Ser. Mgt. – Brian Vergheese
5. Beverage Mgt. – Michael Cottman
6. F&B Ser. – Vijay Dhawan

#### HM-226

#### German Language II

Unit	Situation	Speech intention	Structure	Suggested activity
Unit 1	At home	<ul style="list-style-type: none"> <li>• to name the rooms in a home</li> <li>• enquire about the rooms and describe the same</li> <li>• ask about objects at home and answer the questions-</li> </ul>	<ul style="list-style-type: none"> <li>• Nouns</li> <li>• definite and indefinite Articles- masculine, feminine and neutrum</li> <li>• Demonstrative pronoun - “Das ist...”</li> <li>• Interrogative sentence “Was</li> </ul>	<ul style="list-style-type: none"> <li>• show a film sequence and ask students to describe a house shown in the film</li> <li>• name objects in the classroom</li> </ul>

		negative answer also possible	ist..." • Negation - "nicht" and "kein"	
Unit 2	A visit to the neighbours	<ul style="list-style-type: none"> <li>to ask about the wellbeing of a person and answer questions about the same</li> <li>offer something to guests, acceptance or refusal by the guest</li> <li>to express a wish or preference</li> </ul>	<ul style="list-style-type: none"> <li>"möchte" as a single verb</li> <li>the idiom "Wie geht's"</li> <li>Personal Pronouns - "mir, dir, Ihnen"</li> </ul>	<ul style="list-style-type: none"> <li>„Tante kommt zu Besuch“ - A visit from an aunt - Roleplay</li> <li>Split the class into hosts and guests. Hosts offer their tiffin to the guests and the guests can accept or refuse</li> </ul>
Unit 3	Pets	<ul style="list-style-type: none"> <li>to enquire whether peers have pets</li> <li>to say, whether one has pets</li> <li>to say, whether one likes pets or not</li> <li>to say, what animals eat</li> </ul>	<ul style="list-style-type: none"> <li>Advanced forms of haben</li> <li>Accusative case</li> <li>Negation - "kein"</li> <li>to introduce the verb "mögen"</li> </ul>	<ul style="list-style-type: none"> <li>Memory game with Indian animals</li> <li>prepare a collage of animals or pets</li> </ul>
Unit 4	A visit from the neighbours	<ul style="list-style-type: none"> <li>to ask about one's place of origin and answers questions</li> </ul>	<ul style="list-style-type: none"> <li>Verb "sprechen" in the present tense</li> <li>the impersonal structure-"man"</li> </ul>	<ul style="list-style-type: none"> <li>to match Indian languages with Indian names</li> <li>to speak about the languages</li> </ul>

		<p>about the same</p> <ul style="list-style-type: none"> <li>to ask about knowledge of foreign languages and answer questions about the same</li> <li>say, which language is spoken in a particular country</li> </ul>	<ul style="list-style-type: none"> <li>Sentence structure with subject as apposition</li> <li>interrogative pronoun- “Woher”</li> <li>Preposition - “aus”</li> </ul>	they know
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**BOOKS**

PREScribed BOOK : WIR 1 (Textbook and Workbook - Module 1 & 2)

SUGGESTED REFERENCES : PINGPONG NEU 1

WIR LIVE (DVD)

LANGENSCHIEDT EURO DICTION

HM-228

CHINISE LANGUAGE –II

S.NO .	COURSE CONTANT	TEACHING HOURS
UNIT 1	Family Warm-up activity—introducing the formation of Chinese character 家 Basic vocabulary—family members, measure word for people, professions Sentence patterns—introduce family members	5
UNIT 2	introduce family members’ professions Activity—family album Cultural note—different family concept; one-child policy; different addressing in Chinese family	5
UNIT 3	‡Grammar explanations, examples, and practices	5
UNIT 4	Ordering meals, times	5
UNIT 5	Colors , how to talk with doctors	5

Course Title – Front DESK TECHNIQUES-II	Course Code – HM208
Semester –IV	Core/elective : core
Teaching scheme in hrs(L:T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE- 70 MARKS
Programmes – common for BHMCT/BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

1. To understand the computer operations in the industry.
2. To understand the reservation & registration process.
3. To understand the credit control.
4. To understand the front office functions.
5. To learn the crisis management.
6. Learn to prepare front office reports
7. To understand the back office works in the front office department.

### Course contents

HM 208 Front DESK TECHNIQUES-II			
Unit	Course Contents		Hours
I	<b>F.O. computer operation: -</b> <ul style="list-style-type: none"> <li>❖ Basic of computer</li> <li>❖ Application in Reservation, Registration, Cashiering, Night auditing</li> </ul>	20	5
II	<b>Credit control: -</b> <ul style="list-style-type: none"> <li>❖ Credit control measures at check-in, during occupancy &amp; check-out</li> </ul>	20	5
III	<b>F.O. security function &amp; Crisis Mgt.: -</b> <ul style="list-style-type: none"> <li>❖ Role of F.O. in Hotel security</li> <li>❖ Check in – use of metal detector, Scanty Baggage handling</li> <li>❖ Key Control – Electronic Lock System, Grand Master / Master key, use of keycard</li> <li>❖ Guest &amp; staff movement &amp; access control</li> <li>❖ Fire, Sabotage, VIP's security problems, Drunken Guest, Bomb threat, typical guest situation –death</li> </ul>	20	5
IV	<b>F.O. Statistics Report: -</b> <ul style="list-style-type: none"> <li>❖ Flash report, occupancy report, Total ,Revenue report, Housekeeping</li> </ul>	20	5

	discrepancy report, movement list, forecast report, future budgeting & planning of F.O.		
V	<b>Back office operations: -</b> ❖ Various enquiries and reports, Account payable, A/c receivable credit controlling, high balance report	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Course outcomes:-**

1. Students will learn the basics of commuters'
2. Students will learn the reservation & registration.
3. Students will understand the credit control masseur.
4. Students will understand the importance of front office in security.
5. Students will VIP's handling procedure.
6. Students will understand the statistics reports of front office.

Course Title – Management techniques -II	Course Code – HM210
Semester –IV	Core/elective : core
Teaching scheme in hrs(L;T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 40 marks	SEE- 60 MARKS
Programmes – common for BHMCT/BTTM	

**Pre requisites**

Basic knowledge / 12<sup>th</sup> pass in any stream

**Course objectives**

- 1 To facilitate students' understanding of their own managerial skills.
- 2 To improve communication skills.
- 3 Have a lot of fun while learning a lot of stuff!
- 4 To explain the basic concepts, principles, and processes of management.
- 5 To expose students to the evaluation of management thought.
- 6 To explore organizational culture
- 7 To use management thought to develop a better understanding of the ways in which gender, race, class, culture and other contextual differences play out among people in the workplace.

**Course content**

**MANAGEMENT TECHNIQUES-II**

Unit	Course Contents	Hours	MARKS 20
I	<b>Management concept &amp; significance: -</b> ❖ Meaning & definition of management ❖ Levels of management ❖ Management and Administration ❖ Characteristics of Management	5	
II	<b>Management Process: -</b> ❖ Process of Management ❖ Managerial skills & roles Importance of POM	5	
III	<b>Planning:</b> ❖ Nature of Planning ❖ Importance of Planning ❖ Forms of Planning ❖ Limitations of Planning	5	
IV	<b>Coordination: -</b> ❖ Meaning & Definition ❖ Difference between cooperation & coordination	5	
V	<b>Decision making: -</b> ❖ Meaning , Nature & Definition ❖ Importance of Decision making ❖ Process & Classification	5	
<b>Total</b>		<b>25</b>	<b>100</b>

**Reference Books:-**

Mgt. By: Stoner & Wanicet  
 Organization Behaviour By: K. Aswattappa  
 Essentials of Organization Behaviour By: Stephons Robbins  
 Principles of Mgt. By: L.M. Prasad  
 Mgt. By: Storen & Freeman

**Course outcomes:-**

1. understood the historical backdrop and fundamentals of Management thoughts vital for understanding the conceptual frame work of Management as a discipline.
2. Discuss the various concepts of planning, Decision making and controlling to help solving managerial problems 3. Understanding concepts of Ethics, Delegation, Coordination and Team work.
4. Study and understand management concepts and styles in Global context.
5. Develop understanding about emerging concepts in management thought and philosophy

Course Title – management concept and organization behavior	Course Code – HM212
Semester –IV	Core/elective : core
Teaching scheme in hrs(L:T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 40 marks	SEE- 60 MARKS
Programmes – common for BHMCT/BTTM	

**Pre requisites**

Basic knowledge / 12<sup>th</sup> pass in any stream

**Course objective**

- To gain a solid understanding of human behavior in the workplace from an individual, group, and organizational perspective.
- To obtain frameworks and tools to effectively analyze and approach various organizational situations. • To integrate course materials with your own workplace experiences.
- To reflect upon your own beliefs, assumptions, and behaviors with respect to how individuals, groups, and organizations act in order to expand your options of approaches and increase your own effectiveness

## Course content

### MANAGEMENT CONCEPTS AND ORGANIZATIONAL BEHAVIOUR

Unit	Course Contents	Hours	Marks 20
I	<b>Application of Management: -</b> ❖ Defining planning, Organizing Staffing, Coordination & Controlling ❖ Practical approaches in hospitality industry	5	
II	<b>Organization –</b> ❖ Meaning and Definition ❖ Types of organizations. ❖ Organizational Structures.	5	
III	<b>Introduction to Organizational Behaviour:</b> ❖ Understanding the need ❖ Disciplines of OB ❖ Importance of OB	5	
IV	<b>The Individuals in the organizations:-</b> ❖ Attitudes, ❖ Personality and ❖ Perception	5	
V	<b>Managerial Economics: -</b> ❖ Importance & Understanding the economy ❖ Cost & Demand Analysis	5	
	<b>Total</b>	<b>25</b>	<b>100</b>

#### Reference Books:-

Principles & Practices of Mgt. in the Hospitality Industry By: James R. Keise

Mgt. of organizational behaviour By: Paul Hersy & Mennenh Blanchard

Mgt. a Global perspective By: Helnz, Wlihrich & Harold Koonty

The Managers handbook By: Arther Young

#### Course outcome

On successful completion of this program you will be able to:

- Critically analyse, evaluate and apply organisational behaviour theories, practices and issues to formulate appropriate strategies and solutions in diverse business contexts
- Integrate relevant theories, evidence from research and business data to analyse the impact of organisational behaviour issues on strategic business decision making and organisational effectiveness
- Effectively communicate concepts and arguments in a logical and coherent manner and work collaboratively with others in analysing problems and identifying solutions in the workplace

HM 222	French
Prerequisite	Completion of senior secondary course with basic IQ Level
Learning Objectives	The Objectives of the course are :
	To create an understanding regarding the topic
	To gain knowledge about the subject
	To have understanding about the technicalities involved
	Able to analyze different aspects of the course
Salient features	The students will be able to
	Able to conceptualize different points of the topic involved

	Able to get better understanding of the subject
	Can involve in analysis of the situation
Utility	The student will be able to gather knowledge for the practical life and profession
UNIT – I	<b><u>BASIC KNOWLEDGE OF FRENCH:</u></b>
	Les nombres ordinaux, Les couleurs , Les professions, Les legumes et Les fruits
UNIT – II	<b><u>VERBS CONJUGATIONS :</u></b>
	Conjugation: Verbs: II & IIIrd Exercise based on verbs conjugation
UNIT – III	<b><u>BASIC KNOWLEDGE OF FRENCH:</u></b>
	Le Corps, La tete, L’heure, Les saisons, L’hotel, La restaurant Et La Maison
UNIT – IV	<b><u>TRANSLATION: (FRENCH TO ENGLISH):</u></b>
	Paragraph translations from French to English, Book referred: Cours de Langue et de Civilisation Francaises - I (Lesson; 6 to 10)
UNIT – V	<b><u>ADVANCE COMPREHENSION :</u></b>
	Comprehension, Answer the questions based on the text given.
List of Expt.	
Text Book	
Reference Books	<ul style="list-style-type: none"> <li>• Cours de Langue et de Civilisation Francaises - I</li> <li>• Apprenons le Francais</li> <li>• Larousse compact Dictionary: French-English/ English-French</li> </ul>
Mode of Evaluation	
Recommended by BOS on :	
Approved by Academic Council on :	

**Course Code : EM-202**

**Course Name : Employability Skills – III**

**LTPC : 0201 Total Contact Hours : 25**

### **COURSE CONTENTS**

<b>S.No.</b>	<b>Topic</b>	<b>Details</b>	<b>Contact Hrs</b>
1	Communication	Negotiation & Reasoning, Interaction Process, Interpersonal Relationship	5
2	Quantitative	Number System, Ratio & Proportion, Partnership, Percentage, Profit & Loss	5

3	Reasoning,	Analytical Reasoning, Coding & Decoding, Series	5
4	Motivation	Mission, Vision ,Goal, Motivation & Types of Motivation Self Esteem, Winning strategies,	5
5	Preparation, presentation	Self Esteem, Preparation of CV, Writing Application, Placement Mantra	5

Course Title: Advance Food and Beverage service	Course Code: hm 303
Semester: VI/V	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours 25 Hours
Continuous Internal Evaluation: 40 Marks	SEE:60 Marks
Programme: Common for BHMCT/BHMTT	

**Pre –requisites:**

Basis Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand restaurant operation through planning, set –up-of restaurant and thumb rules
2. To understand other catering establishment like hospital,railway,airline,industrial catering
3. To understand banquet operations.
4. To understand importance of guerdon (flambé service)
5. To understand cheese with their brands and classification

**HM 258**

**LAB – FRONT DESK TECHNIQUES -II**

**C (L, T, P) = 2 (0, 0, 3)**

Unit	Course Contents	Hours
<b>I</b>	Revision of III Semester	7
<b>II</b>	Various Statistical Reports like housekeeping discrepancy report, Daily statistics	7
<b>III</b>	Currency and Credit Card handling	7
<b>IV</b>	Basics of Computer	7
<b>V</b>	Role Plays	7
	<b>Total</b>	<b>35</b>

**Reference Books:-**

Principle of Hotel F.O. Operation By: Sue Baker  
 Managing F.O. Operation By: Michael L. Kasvana, Published by Education Institute AHXNA  
 F.O. Procedures, Social Skills & Mgt. By: Peter Abort  
 ProfessionalHotelMgt. concept principles By: Dr. Jagmohan Negi, Published by S. Chand  
 Hotel F.O. Mgt. By: James Bardi  
 F.O. Training manual By: Sudhir Andrews

HM-317

## ADVANCE TOURISM

S.NO	COURSE CONTANT	TEACHING HOURS
UNIT -I	Tourism; an overview: Elements, Nature and Characteristics - Typology of Tourism – Classification of Tourists - Tourism network - Interdisciplinary approaches to tourism - Historical Development of Tourism - Major motivations and deterrents to travel.	
UNIT-II	Tourism Industry; Structure and Components: Attractions – Accommodation – Activities – Transportation - F&B – Shopping - Entertainment - Infrastructure and Hospitality – Emerging areas of tourism - Rural, Eco, Medical, MICE, Literary, Indigenous, Wellness, Film, Golf, etc., – Ideals of Responsible Tourism - Alternate Tourism - Case Studies on International Tourism.	
UNIT -III	Tourism Impacts - Tourism Area Life Cycle (TALC) - Doxey's Index - Demonstration Effect – Push and Pull Theory - Tourism System - Mathieson and Wall Model & Leiper's Model - Stanley Plog's Model of Destination Preferences - Demand and Supply in tourism - Tourism regulations - Present trends in Domestic and Global tourism – MNC's in Tourism Industry.	
UNIT-IV	Tourism Organizations: Role and Functions of World Tourism Organization (WTO), Pacific Asia Travel Association(PATA) , World Tourism &Travel Council (WTTC) - Ministry of Tourism, Govt. of India, ITDC, Department of Tourism, Govt. of Puducherry, FHRAI, IHA, IATA, TAAI, IATO.	
UNIT -V	Overview of Five Year Plans with special reference to Eleventh Five Year Plan for Tourism Development and Promotion, National Action Plan, National Tourism Policy - Code of conduct for safe and Sustainable Tourism for India.	

TEXT BOOKS 1. Charles R. Goeldner & Brent Ritchie, J.R. (2006), Tourism, Principles, Practices, Philosophies, John Wiley and Sons, New Jersey. 2. Bhatia A.K. (2001), International Tourism Management, Sterling Publishers, New Delhi

. REFERENCES 1. Page J. Stephen & Brunt Paul (2007), Tourism- A Modern Synthesis, Thomson 2. Publishers, London. 3. Chuck Y. Gee, James C. Makens & Dexter J. L. Choy (1989), The Travel Industry, Van Nostrand Reinhold, New York. 4. Ray Youell (1998), Tourism-an introduction, Addison Wesley Longman, Essex. 5. Michael M. Coltman (1989), Introduction to Travel and Tourism- An International Approach, Van Nostrand Reinhold, New York. 6. Burkart A.J., Medlik S. (1974), Tourism - Past, Present and Future, Heinemann, London. 7. Sunetra Roday, et al (2009), Tourism Operations and Management, Oxford University Press. 8. Ghosh Bishwanath (2000), Tourism and Travel Management, Vikas Publishing House, New Delhi.

Course Title: Ttourism marketing	Course Code: HM 319
Semester: VIst	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 30 Marks	SEE:70 Marks
Program me: Common for BHMTT	

Pre –requisites:

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand different types of Tourism.
2. To understand different Constituents and threats obstacles arises in Tourism.
3. To understand different types Travels Agency Tour operators' modes of Transport.
4. To understand Geography of Tourism ecology, environment, Landscape.
5. To understand tourism planning, policy, development.

**Course Content**

**HM 319 TOURISM MARKETING**

Unit	Course Contents	Marks	Hours
I	<b>Understanding Entrepreneurship &amp; Management :-</b> <ul style="list-style-type: none"> <li>❖ Introduction to Tourism Marketing – Approaches, Relevance &amp; Role</li> <li>❖ Marketing Segmentation</li> <li>❖ Tourism markets: International &amp; Domestic</li> </ul>	20	5
II	<b>Market Analysis :-</b> <ul style="list-style-type: none"> <li>❖ Marketing Research</li> <li>❖ Competitive Analysis &amp; Strategies</li> <li>❖ Forecasting for Tourism &amp; Its Product</li> <li>❖ Role of Technology in Tourism Marketing</li> </ul>	20	5
III	<b>Development Role of Marketing :-</b> <ul style="list-style-type: none"> <li>❖ Role of Public organizations, Local Bodies &amp; NGO's</li> <li>❖ Socially Responsible Marketing</li> <li>❖ Social Marketing</li> </ul>	20	5
IV	<b>Marketing Mix : Specific Situations</b> <ul style="list-style-type: none"> <li>❖ Product Designing ( Regions, Cities, leisure Spots &amp; Events)</li> <li>❖ Pricing Strategies ( Shopping, Education &amp; Culture )</li> <li>❖ Promotion &amp; Distribution Strategies ( Marketing Local Foods )</li> <li>❖ The Fifth P: People, Process &amp; Physical Evidence</li> <li>❖ Familiarization Tours &amp; Seasonal Marketing</li> </ul>	20	5
V	<b>Accommodation Marketing, Transport &amp; Travel Service Marketing</b> <ul style="list-style-type: none"> <li>❖ Star Category hotels</li> <li>❖ Alternate &amp; Supplementary Accommodation</li> <li>❖ Air Lines &amp; Tourist Transport Marking</li> <li>❖ Travel Agency and Tour Operators Marketing</li> <li>❖ Linkage in the Trade</li> </ul>	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

1. **References:** Tourism Products of India : Robinet Jacob
2. Travel & Tourism Industry: Mohinder Chand

**Course Outcome:**

1. Student will understand different types of Tourism.
2. Student will understand different Constituents and threats obstacles arise in Tourism.
3. Student will understand different types Travels Agency Tour operators' modes of Transport.
4. Student will understand Geography of Tourism ecology, environment, Landscape.
5. Student will understand tourism planning, policy, development.

Course Title – STRATEGIC FOR TOURISM MANAGEMENT	Course Code – HM 331
Semester –V/VI	Core/elective : core
Teaching scheme in hrs(L:T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 40 marks	SEE- 60 MARKS
Programmes –BTTM	

#### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

#### Course objective

1. Introduction
2. Strategic Management Concepts
3. Industry Analysis: An Overview of the External Environment and the Internal Environment, Competitive Positioning via Cost Leadership versus Differentiation, Value Chain Analysis
4. Game Theory Approach to Competitive Dynamics
5. Business Strategies in Different Industry Contexts: Technology-Based versus Mature Industries
6. Corporate-Level Strategy: Scope of the Firm and Vertical Integration, Multinational Corporations. Diversification
7. Current Trends and New Challenges in Strategic Management 8. Wrap-up

HM-331

### STRATEGIC FOR TOURISM MANAGEMENT

S.NO	COURSE CONTANT	TEACHING HOURS
UNIT -1	<b>ORGANISATIONAL STRATEGY</b> <ul style="list-style-type: none"> <li>❖ MISSION- Mission StatementElements anditsimportance</li> <li>❖ OBJECTIVES- Necessity offormal objectives, ObjectiveVs Goal</li> <li>❖ STRATEGY- DEVELOPING STRATEGIES</li> </ul>	
UNIT -2	<b>ENVIRONMENTALANDINTERNALRESOURCE ANALYSIS</b> <ul style="list-style-type: none"> <li>❖ NEED FOR ENVIRONMENTAL ANALYSIS</li> <li>❖ KEY ENVIRONMENTALVARIABLE FACTORS C. OPPORTUNITIESANDTHREATSInternal resourceanalysis</li> </ul> FUNCTIONAL AREASRESOURCE DEVELOPMENTMATRIX E. STRENGTHS ANDWEAKNESSES	
UNIT-III	<b>STRATEGY FORMULATION</b> <ul style="list-style-type: none"> <li>❖ STRATEGY (GENERAL) ALTERNATIVES</li> <li>❖ COMBINATION STRATEGIES</li> </ul> Forwardintegration, Backward integration,Horizontal integration, Market penetration, Market development, Productdevelopment, Concentric diversification, Conglomeratediversification, Horizontal diversification, JointVenture	
UNIT-IV	<b>STRATEGIC ANALYSISANDCHOICE(ALLOCATION OF RESOURCES)</b> <ul style="list-style-type: none"> <li>❖ FACTORSINFLUENCINGCHOICE               <ul style="list-style-type: none"> <li>○Strategy formulation</li> </ul> </li> <li>❖ MATCHING STAGE               <ul style="list-style-type: none"> <li>○Threatsopportunities–weaknesses–strengths matrix(TOWS)</li> <li>○Strategic positionandaction evaluationmatrix (SPACE)</li> <li>○Bostonconsulting groupmatrix (BCGM)</li> </ul> </li> </ul>	
UNIT-V	<b>POLICIESIN FUNCTIONAL AREAS</b> <ul style="list-style-type: none"> <li>❖ POLICY</li> <li>❖ PRODUCTPOLICIES</li> <li>❖ PERSONNELPOLICIES D. FINANCIAL POLICIES</li> <li>❖ MARKETING POLICIES</li> <li>❖ PUBLIC RELATION POLICIES</li> </ul> <b>STRATEGIC IMPLEMENTATION REVIEWANDEVALUATION</b> <ul style="list-style-type: none"> <li>❖ MCKINSEY 7-SFRAMEWORK</li> <li>❖ LEADERSHIP ANDMANAGEMENTSTYLE</li> <li>❖ STRATEGY REVIEWANDEVALUATION</li> </ul>	

## Reference book

- Albrecht, K. 1980. *Brain Power: Learning to Improve Your Thinking Skills*. New York: Simon and Schuster.
- Allaire, Y., and M. E. Firsirotu, M.E. 1984. Theories of organizational culture. *Organization Studies* 5:193-226.
- Allen, R.W., et al. 1979. Organizational politics:tactics and characteristics of its actors. *California Management Review* 22: 77-83.
- Andrews, Kenneth. 1989. Ethics in practice. *Harvard Business Review* (Sept- Oct): 99-104.
- Argyris, Chris. 1987. Double loop learning in organizations. *Harvard Business Review* (Sept-Oct): 115-125.
- Ashforth, B.E., and F. Mael. Social identity theory and the organization. *Academy of Management Review* 14 (1): 20-39.
- Ashmos, D.P., and G.P Huber. 1987 The systems paradigm in organizational theory: Correcting the record and suggesting the future. *Academy of Management Review* 12 (4): 607-621.
- Augustine, Norman R. 1987. Reshaping an industry: lockheed martin's survival story. *Harvard Business Review* (May-June).

### Course outcome

By the end of the semester, students should be able to:

1. Analyze the main structural features of an industry and develop strategies that position the firm most favorably in relation to competition and influence industry structure to enhance industry attractiveness.
2. Recognize the different stages of industry evolution and recommend strategies appropriate to each stage.
3. Appraise the resources and capabilities of the firm in terms of their ability to confer sustainable competitive advantage and formulate strategies that leverage a firm's core competencies.
4. Demonstrate understanding of the concept of competitive advantage and its sources and the ability to recognize it in real-world scenarios.
5. Distinguish the two primary types of competitive advantage: cost and differentiation and formulate strategies to create a cost and/or a differentiation advantage.
6. Analyze dynamics in competitive rivalry including competitive action and response, first-mover advantage, co-opetition and winner-take-all and make appropriate recommendations for acting both proactively and defensively.
7. Formulate strategies for exploiting international business opportunities including foreign entry strategies and international location of production.

## HM-311 COMPUTER AND MANAGEMENT INFORMATION SYSTEM

S.NO	COURSE CONTANT	TEACHING HOURS
UNIT-I	Information Systems – Introduction (Information system's definitions, Types of information systems in Tourism) The components of Information Systems in Tourism. Information system design (Hardware, Software, Human resources, Data, Procedures. Information system life cycle, Information systems development methodologies, System Development Life Cycle)	5
UNIT-II	Property Management Systems (Overview of PMS: Micros Fidelio, Medallion, Hostware winFRO. Cloud based PMS: ibelsa.rooms) Property Management Systems (PMS main characteristics. Interfaces with other systems. User interface. Main features of Medallion and ibelsa.rooms. Individual and group reservation. Advanced search. Client history. Customer Management Systems (CRM))	5
UNIT-III	Property Management Systems (Checkin – Checkout, payments, invoices, rooms management, housekeeping, rate management. Reports. Night audit.) Transportation and Information Technology (Airline Reservation Systems, Revenue Management Systems, Geographic Information System (GIS))	5
UNIT-IV	Information systems for Events management (Main characteristics and usage: eXpressoft Event, Medallion Banqueting Module) . Accounting information systems (Characteristics; Overview of accounting information systems: WinMentor, SAGA.)	5
UNIT-V	Management information systems in Tourism (Decision support systems; Executive Information Systems; Expert Systems; Business Intelligence.) Information systems for Travel Intermediaries (Computer reservation systems(CRS), Global distribution systems (GDS))	5

Course Title – Facility Planning	Course Code – HM 321
Semester –VI	Core/elective : core
Teaching scheme in hrs(L:T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 30 marks	SEE- 70 MARKS
Programme for BTTM	

### Pre requisites

Basic knowledge / 12<sup>th</sup> pass in any stream

### Course objectives

1. This subject introduces various aspects from the point of view of Hotel & Restaurant Business.
2. Introduction to hotel classification norms hotel industry in India, comparison between facilities & services.
3. To aware the students about the design & its thumb rules.
4. to use facility & service thought to develop a better functioning of the organization which gender, race, class, culture and other contextual differences play out among people in the workplace.
5. To understand the project & project management.

### Course content

HM 321 FACILITY PLANNING		C (L, T, P) = 2 (2, 0, 0)	
Unit	Course Contents	Marks	Hours
I	<b>Hotel Design: -</b> <ul style="list-style-type: none"> <li>❖ Design Consideration <ul style="list-style-type: none"> <li>• Attractive appearance</li> <li>• Efficient plan</li> <li>• Good location</li> <li>• Suitable material</li> <li>• Good workmanship</li> <li>• Sound financing</li> <li>• Competent Mgt.</li> </ul> </li> <li>❖ Evaluation of accommodational needs thumb rules</li> <li>❖ Ensuring that the hotel must combine the integrated function of housing feeding, entertainment, rentals, Ser., maintenance and light manufactures</li> </ul>	20	5
II	<b>Facilities Planning: -</b> <ul style="list-style-type: none"> <li>❖ The systematic layout planning pattern (SLP), Planning consideration.</li> <li>❖ Flow process and flow diagram</li> <li>❖ Procedure for determining space, ways of determining space requirement, space relationship</li> <li>❖ Architectural consideration</li> <li>❖ Difference between carpet area and plinth area</li> <li>❖ Approximate operating areas in budget type / 5 star type hotel, approximate other operating areas per guest room.</li> <li>❖ Approximate water / electrical load requirement – estimation</li> </ul>	20	5

<b>III</b>	<b>Star Classification of Hotel: -</b> ❖ Criteria for star classification of Hotel	20	5
<b>IV</b>	<b>Kitchen: -</b> ❖ Equipment requirement for commercial kitchen ❖ Specification of different equipments ❖ Layout of commercial kitchen ❖ Planning of various supporting Ser.	20	5
<b>V</b>	<b>Project Mgt.: -</b> ❖ Network analysis ❖ Basic rules and procedure for network analysis ❖ CPM ❖ PERT ❖ Comparison of CPM and PERT ❖ Network crashing determining crash cost, normal cost ❖ Classroom exercise	20	5
<b>Total</b>		<b>100</b>	<b>25</b>

**Reference Books:-**

Systematic layout planning by Richard Muther

Hotel Facility Planning by Tarun Bansal

**Course outcomes:-**

1. To understand the students the difference between design architectural.
2. To make them understand the physical layout of the hotel
3. To understand the space requirement
4. To make them aware about the dealing with cellar & store.
5. To make them understand the CPM & PERT.

Course Title – MANAGEMENT IN TOURISM	Course Code – HM -323
Semester –VI	Core/elective : core
Teaching scheme in hrs(L;T:P:) 2:0:0	Credits: 2 credits
Type of course:- lecture+ assignment	Total contact hours – 25
Continuous Internal Evaluation : 40 marks	SEE- 60 MARKS
Programmes –BTTM	

**Pre requisites**Basic knowledge / 12<sup>th</sup> pass in any stream**Course objective**

Students will be taught management theories and concepts and their application to the various functions, structures and operations of the modern organisation. Learners will be provided with the requisite knowledge and skills to develop and manage an integrated marketing communications campaign. Thus course provides learners with the fundamental concepts of the Internet/WWW and e-business transactions that occur through the Internet. In addition to this students are taught the practical knowledge, innovation and creativity to plan organise and manage events.

**Course content****HM 323****Management in Tourism****C (L, T, P) = 3 (3, 0, 0)**

Unit	Cors. Contents	Total Contact Hrs.25
I	<b>Understanding Entrepreneurship &amp; Management :-</b> ❖ Management & Entrepreneurship: (Both Concept & Functions ) ❖ Corporate Forms in Tourism ❖ Management Issues in Tourism	5
II	<b>Organizational Theory &amp; Behavior issues :-</b> ❖ Understanding Organization ❖ Planning, Organizing, Monitoring, Controlling & Decision Making ❖ Small Group & Supervisory Behavior ❖ Inter Personal & Inter group Behavior ❖ Human Resource Management	5
III	<b>Managing Financial Operations :-</b> ❖ Financial Management ❖ Understanding Profit & Loss Statements ❖ Profitability Analysis ❖ Project Formulation & Appraisal	5
IV	<b>Managerial Practices in Tourism :-</b> ❖ Tour Operators & Travel Agencies ❖ Hotels & Public Relations ❖ Operations Management ❖ Food Service & Tourist Transport ❖ Airlines & Airports	5
V	<b>Convention Promotion &amp; Management</b> ❖ Convention Industry ❖ Planning Conventions ❖ Management & Implementation of Conventions	5

**Reference**

Boniface, B.G. and Cooper, C. (1994) 'Geography of Travel and Tourism', Butterworth Heinemann: UK, PB, ISBN 0750616709 stlg17.99

Boniface, P. (1995) 'Managing Quality Cultural Tourism', Routledge: UK, HB, ISBN 0415099854 stlg35.00

Boo, E. (1990) Ecotourism: the potentials and pitfalls, World Wildlife Fund, Baltimore

Briggs, S. (1997) 'Successful Tourism Marketing', Kogan Page: UK, PB, ISBN 0749421231 stlg19.95

**Outcomes of the course**

Course outcome

1. Demonstrate critical thinking skills and creativity required to effectively function in the tourism and hospitality industry.
2. Demonstrate adequate preparation for career development and/or baccalaureate degree program success through the acquisition of a solid foundation in the tourism and hospitality industry.
3. Demonstrate knowledge of the basic theories and techniques in tourism destination development and marketing of tourism and hospitality services.
4. Employ proficient written and oral communication skills, including the appropriate uses of technology.
5. Utilize interpersonal communication skills necessary for effective customer service and teamwork.
6. Demonstrate knowledge of current events and future trends, including sustainability, in the hospitality industry and identify the global impact of each.
7. Identify and analyze historical events and their effects on the development of the tourism and hospitality industry, as well as recognizing the contributions and accomplishments of key industry pioneers.

**HM—329**

**SUSTAINABLE TOURISM**

<b>S.NO</b>	<b>COURSE CONTANT</b>	<b>TOTAL TEACHING HOURS</b>
<b>UNIT -I</b>	Concept of Sustainable Development: Evolution, Meaning, Principles, Key Dimensions of Sustainability, Stockholm Conference 1972 ( Human & Environment), World Conservation Union 1980 – World Commission on Environment & Development (WCED) 1987 and Brundtland Commission - Rio Declaration 1992 – Kyoto Protocol 1997 – World Summit on Sustainable Development (WSSD) 2002 - Global Warming & Climate Change	<b>5</b>
<b>UNIT -II</b>	Sustainable Tourism Development: Meaning- Principles - 10 Rs-Agenda 21 for Travel and Tourism Industry - World Conference on Sustainable Tourism 1995 - Globe 90 Conference - Berlin Declarations - Bali Declarations 2005 - Cape Town Declarations 2002 and Kerala Declarations, Ecotourism- Quebec Declaration 2002 - Kyoto Protocol 1997 - Oslo Declaration 2007	<b>5</b>
<b>UNIT -III</b>	Planning for Sustainable Tourism: - Topographical Analysis - Analysis of Local Resources - Land Use Pattern – Environmental Impact Assessment (EIA), Environmental Information System (EIS), Environmental Management System (EMS) & Community Participation and Types of Community Participation and Socio- Economic and Cultural Conditions - Evaluation of Impact of Tourism Site - Zoning System - Carrying capacity & its Type	<b>5</b>
<b>UNIT -IV</b>	Approaches of Sustainable Tourism- Standardization and Certification – Alternative Tourism - Responsible Tourism - Collaboration and Partnership - Waste Management – Eco-friendly Practices - Basic Laws & ideas in Ecology-Function and Management of Ecosystem-Biodiversity 17 and its Conservation- Pollution-Ecological Foot Prints - Relationship between Tourism & Ecology, Sustainable Tourism and Poverty Alleviation - Pro-poor Tourism and Community Participation.	<b>5</b>
<b>UNIT -V</b>	Eco- tourism - Evolution, Principles, Trends. Functions of Ecotourism - Mass Tourism Vs Ecotourism -Typology of Eco-tourists - Ecotourism Activities & Impacts -Western Views of Ecotourism. Eco- tourism travel essentials. Eco-tourism and protected areas: visitor management for sustainability.Major Eco tourism destinations of India.	<b>5</b>

Suggested Readings: 1. Inskip, E. Tourism Planning: An Integrated and Sustainable Development Approach, New York: Van Nostrand Reinhold. 2. Ritchie, J.R. & Crouch, I.G. Competitive Destination –A Sustainable Tourism Perspective, CABI Publishing, UK. 3. Mowforth, M. and Munt, I. Tourism and Sustainability. Development and New Tourism in the Third World. Routledge, London. 4. Middleton, V.T.C and Hawkins, R. Sustainable Tourism: A Marketing Perspective, Butterworth – Heinemann, Oxford. 5. Weaver, D. , The Encyclopedia of Ecotourism, CABI Publication, UK. 6. Wahab, S and John J. Pigram, J.J. Tourism, Development and Growth: The Challenge of Sustainability, Routledge, London.

HM-327

ITNNERY PLANNING AND COSTING

S.NO	COURSE CONTANT	TOTAL TEACHING HOURS
UNIT-I	Itinerary Preparation: Concept, Typology, Duration, GIT, FIT Do's and don'ts of itinerary preparation-Limitations and Constraints	5
UNIT-II	Custom made itinerary and Ready made itinerary, Factors to be considered while preparing an itinerary - Seasonal itinerary-Product based itinerary-All inclusive itinerary.	5
UNIT-III	Tour Packaging-Definition-Types-Forms and Components of Package Tour. Advantages and Disadvantages of Package Tour. Laisoning and Negotiation of Package Tour. Promotion of Tour Operation: Mix and Media, Types of media, Selection criteria.	5
UNIT-IV	Product Oriented Package tour: Health tourism, Yoga, Meditation and Nature Cure –Beach holidays-Rail journey (Tourist Trains) in India-Pilgrim Tours. Adventure Package: Soft and Hard adventure -Concepts and guidelines: Desert safaris, Mountaineering, Skiing, White Water Rafting, and Scuba Diving, Golf tours, Theme tours and Cruise. Special Interest Tours: MICE Tours- Eco and Wildlife tours- Ethnic tours and Architectural tours - Farm tours-Fairs and Festivals-Rural/Village tour.	5
UNIT-V	Costing a Tour: Components, Considerations- Types of Costs-Cost sheet, FIT Costing and Group Costing. Differential Tariff Plan-Accommodation Cost-Transportation Cost-Meals Plan etc. Pricing Strategies and Distribution Mechanism	5

Course Title: EVENT MANAGEMENT	Course Code: HM 309
Semester: Vth	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 30 Marks	SEE:60 Marks
Program me: BHMCT/BTTM	

**Pre –requisites:**

Basis Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:** To enable students to understand the essentials of planning an event

To acquaint students with practical aspects of organizing events of various forms

To enable students to get knowledge of legal and ethical issues involved in event management

**Course Contents:**

HM 309		EVENT MANAGEMENT	
Unit	Course Contents	Marks	Hours
I	Marketing Management for Events- To introduce the students with basic concepts of marketing, various orientation that guide marketing and its key concepts, modern marketing – customer relationship management.	20	5
II	PLANNING FOR EVENT -Nature, scope, significance and components of event tourism, relationship between business and leisure tourism, Responsibility of event planners, identifying suitable venue, layout.	20	5
III	PLANNING FOR EVENT MANAGEMENT- Planning, Concept, Nature and Practices in Event Management: Organizing and planning events, Customer relationship management, Starting and managing events business, Event coordination	20	5
IV	Preparing human resources for event: Introduction – training of employees – training needs identification – training methods and evaluation of training – promotions – performance and potential appraisal – career development	20	5
V	Wage and Salary Administration: Meaning – Purpose – Developing Wage and Salary Structure – Job Evaluation – Working Condition – Services. Performance of Evaluation Methods of Evaluation – Employee Morale – Stress Management and Quality of Work Life.	20	5
<b>Total</b>		<b>100</b>	<b>25</b>

**REFERENCES-**

BUHALIS & e. Laws(EDS) (2001) tourism distribution channels: Practices, issues and transformation London: continuum. 2. Lawson, F (2000). Congress, convention & exhibition facilities: Planning, Design & Management Oxford: Architectural press. 3. Rogers, T. (1998, 2003). Conference & Conventions: A Global industry. Oxford: Butterworth – Heinemann 4. Swarbrook, J & Horner, S. (2001). Business Travel and a Tourism. Oxford: Butterworth – Heinemann.

To acquire the knowledge and skills of human resources practices To enlighten and appreciate role of human resource in organizing a successful event—

**Course Outcome**

- To interpret the fundamental principles of essential hospitality and tourism business functions,
- To demonstrate professional behavior and competencies in customer service,
- To develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict,
- To communicate effectively in oral and written communication,
- To analyze and solve problems, using appropriate tools and technology,
- To recognize the challenges and opportunities of working effectively with people in a diverse environment.

Course Code : EM-301

Course Name : Employability Skills – IV

LTPC : 0201 Total Contact Hours : 25

### COURSE CONTENTS

S.No.	Topic	Details	Contact Hours
1	Communication	Role Plays - Negotiation, Listening, Interaction Process, Interpersonal Relationship	4
2	Quantitative	Mixture & Allegation, Simple & Compound Interest, Time and work, Pipes and cistern, Time Speed Distance,	7
3	Reasoning,	Blood Relations, Direction Sense, Analogies, Odd one out, Logical Reasoning,	6
4	Motivation	Leadership & Styles,, Practice Sessions on Leadership thru case method,	4
5	Preparation, presentation	Role play Presentation skills & Preparation	4

#### IIIrd year BTM

#### V/VI-Semester

I.T. is an important component of V & VI Semester of 4 year Mgt. degree to be impacted by Suresh Gyan Vihar University.

The main objectives of I.T. are: -

1. To strengthen theoretical inputs through exposure in Star Hotels.
2. To develop understanding of industry concept and encourage independence of thought for handling the range of Hospitality situations.
3. To master social and leadership skills.

All the students of III-Year will be divided in two groups i.e. 30 in each group, i.e. Group-I (summer batch), Group-II (winter batch).

The schedule for the above batches as follows: -

#### Batch

#### INDUSTRIAL TRAINING .

#### Academic Input

1<sup>st</sup> June to 31<sup>st</sup> October      15<sup>th</sup> November onwards

Each Students will undergo the following schedule of I.T. in Hotel: -

S. No.	Course Code	Course Name / Area	NO. OF WEEKS
		<b>A. Pra. I.T.</b>	
1	HM 316	INDUSTRIAL TRAINING ON EVENT MANAGEMENT	6 weeks
2	HM 318	INDUSTRIAL TRAINING ON TOUR OPERATIONS	4 weeks

4	HM -320	INDUSTRIAL TRAINING ON ITNERY PLANING	4 weeks
3	HM 322	INDUSTRIAL TRAINING ON TOURISM RESEARCH	4 weeks
5	HM 324	INDUSTRIAL TRAINING ON TRAINING REPORT	4 weeks
		<b>B. D.E.C.A.</b>	
		<b>Total</b>	
		<b>Total weeks</b>	<b>22 weeks</b>

Total weeks = 22

Marks = 600

All the students will be submitting I.T. Report after the completion of training (within 2 weeks) to the Principal/HOD.

**Note: -**

1. Both batches will take their theory exam for VI Semester in month of may i.e. end of session.
2. Pra. exam will be taken after end of academic semester (VI-Semester) before/after going for I.T..

The Pra. training report will be made separately for all 4 areas & the marks will be given as per the following: -

Unit	Subject	Contains	Viva	Presentation
<b>I</b>	EVENT MANAGEMENT	40	40	20
<b>II</b>	TOUR OPERATIONS	40	40	20
<b>III</b>	ITINERY PLANNING	40	40	20
<b>IV</b>	TRINING REPORT	40	40	20
<b>V</b>	TOURISM RESEARCH	40	40	20
	<b>Total = 500</b>		<b>500</b>	

Written report marks will be awarded by a faculty committee constituted by the Dean. In case students fail to complete training within prescribed period or remain absent for more than 4 weeks for any reason his training will be treated as canceled for the session & his marks will not be sent to the university & will not be promoted to next semester & will have to repeat the semester.

Course Title: <b>MARKETING FOR HOSPITALITY &amp; TOURISM</b>	Course Code: HM 423
Semester: VII	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 30 Marks	SEE:70 Marks
Program me: Common for BHMTT	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand different types of Tourism.
2. To understand different Constituents and threats obstacles arises in Tourism.
3. To understand different types Travels Agency Tour operators’ modes of Transport.
4. To understand Geography of Tourism ecology, environment, Landscape.
5. To understand tourism planning, policy, development.

**Course Content**

**.....HM423.....MARKETING FOR HOSPITALITY & TOURISM**

Unit	Course Contents	Marks	Hours
I	<b>Introduction to Marketing</b> Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business	20	5
II	<b>Marketing Environment, Consumer Markets and Consumer Buyer Behaviour</b> Micro and Micro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.	20	5
III	<b>Distribution Channels, Product Pricing and Services Strategy</b> Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.	20	5
IV	<b>Public Relations, Sales Promotions and The Marketing Communications Mix, The Changing Face of Marketing Communications,</b>		5

	Integrated Marketing Communications, Socially Responsible	20	
V	<b>Integrated Marketing Communication</b> Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

### Suggested Readings:

- Services Marketing – Ravishankar
- Services Marketing – ZeitalValerire – A and Mary Jo Baiter Publisher: McGraw Hill Company
- Service Marketing - Wood ruffe Helen Publisher Macmillan
- Foundation and Practices Marketing of Services – Strategies for Success, Harsh V. Verma, Professional Manager’s Library, Global Business Press
- BTTM 2015 ONWARDS MDU ROHTAK Page 45
- Marketing Management, Philip Kotler, Prentice – Hall of India, New Delhi
- Hospitality & Travel Marketing, Alastair M. Morrison
- Strategic Hotel and Motel Marketing – Hart & Troy
- Marketing for Hospitality Industry – Robert
- Marketing Management in South Asian Perspective, Kotler, Philop, Kevin Keller, A. Koshy and M.Jha,- Pearson Education, New Delhi
- Marketing – Kerin, Hartley, Berkowitz and Rudelium, TMH, New Delhi

Course Title: <b>TOURISM PRODUCTS OF INDIA</b>	Course Code: HM 425
Semester: VII	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 30 Marks	SEE:70 Marks
Program me: Common for BHMTT	

### Pre –requisites:

Basic Knowledge / 12<sup>th</sup> pass in any stream

### Course Objective:

1. To understand different types of Tourism.
2. To understand different Constituents and threats obstacles arises in Tourism.
3. To understand different types Travels Agency Tour operators’ modes of Transport.
4. To understand Geography of Tourism ecology, environment, Landscape.
5. To understand tourism planning, policy, development.

### Course Content

**HM 425****TOURISM PRODUCTS OF INDIA**

Unit	Course Contents	Marks	Hours
I	India: General introduction, states & capitals, physiographic units, seasons and climatic regions & their impacts on tourism. Natural vegetation & wild animals of India & wild life tourism, India: a destination for all reasons & seasons.	20	5
II	The Northern Mountains: General introduction of the Himalayas & other ranges, their importance for religious, hill station & adventure tourism. A case study of Sri Nagar, Shimla, Nainital, Darjeeling & Gangtok.	20	5
III	The Central Plains: General introduction of deserts & central plains. Their Importance for cultural, religious & adventure tourism. A case study of Amritsar, Jaipur, Delhi, Lucknow, Kolkata.	20	5
IV	The Peninsula: General features of Indian peninsula with their tourism Significance. A case study of Bhopal, Khajuraho, Hyderabad, Bangalore, Ooty	20	5
V	The coastal plains and islands: General features of coastal regions, their Importance for religious, cultural & beach tourism. A case study of Mumbai, Goa, Cochin, Chennai, Andaman & Nicobar.	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Suggested Readings**

- Ahmad, Aizaz: General Geography of India, NCERT, New Delhi
- Goh Cheong Long: An Economics Atlas of India, Oxford University.
- National Atlas of India, Govt. of India Publication, Calcutta 1997.
- Atlas of World Oxford Press, New Delhi.
- Singh, R.L.(ed) India: A Regional Geography National Geographical Society of India, Varanasi, 1989.
- Manorama Year Book 2009
- India Year Book 2009, Publication Division. Govt. of India, New Delhi

S.NO	COURSE CONTANT	TOTEL TEACHING HOURS
UNIT-1	Evolution of Sales Management, Types of Personal Selling, Nature and Scope of Sales Managements; Setting and Formulating Personal Selling Objectives; Selling Skills and Selling Strategies, The selling process	5
UNIT-II	Recruiting and Selecting Sales Personnel; Developing and Conducting Sales Training Programmes; Designing and Administering Compensation Plans, Supervision of Salesmen;	5
UNIT-III	Sales Force Motivation; Sales Meetings and Sales Contests; Designing Territories and Allocating Sales Efforts; Objectives and Quotas for Sales Personnel; Evaluation of Sales Force; Performance Appraisal Process.	5
UNIT –IV	Overview of Marketing Channels, their Structure, Functions and Relationships, Designing Customer Oriented Marketing Channels, Logistics Planning, Inventory Management, Organizational Patterns in Marketing Channels, Managing Marketing Channels and Channel Member Behaviour;	5
UNIT –V	Information System and Channel Management; Assessing Performance of Marketing Channels; International Channels of Distribution.	5

### Suggested Readings

- . Anderson, R, Professional Sales Management : Englewood Cliffs, New Jersey, Prentice Hall Inc. 1992. 7.  
 Anderson, R, Professional Personal Selling. Englewood Cliffs, New Jersey, Prentice Hall Inc 1991. 8.  
 Buskirk R.H. and Stanton. W.J. Management of Sales Force, Homewood Illinois, Richard D. Irwin 1983.

Course Title: <b>TRANSPORT MANAGEMENT</b>	Course Code: HM 429
Semester: VII	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 30 Marks	SEE:70 Marks
Program me: Common for BHMTT	

### Pre –requisites:

Basic Knowledge / 12<sup>th</sup> pass in any stream

### Course Objective:

1. To understand different types of Tourism.
2. To understand different Constituents and threats obstacles arises in Tourism.
3. To understand different types Travels Agency Tour operators' modes of Transport.
4. To understand Geography of Tourism ecology, environment, Landscape.
5. To understand tourism planning, policy, development.

### Course Content

Unit	Course Contents	Marks	Hours
I	<b>History of different modes of transportation</b>	20	5
II	<b>Airlines &amp; tourism:</b> history of airlines' in India. Role of airlines in tourism promotion: recent Policies regarding airlines, Problems of airlines business.	20	5
III	<b>Growth and development</b> of surface transport in India, importance of surface transportation. Infrastructural basis for surface transport.	20	5
IV	<b>Railway &amp; tourism:</b> history & present status of Indian railway. Role of Indian railway in tourism promotion. Special trains & packages for tourists. Problems faced by Indian railway.	20	5
V	<b>Landmarks in the development of transport</b> sector and factors affecting the development of different modes of transport	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Suggested Readings:**

JagmohanNegi – Travel Agency and Tour Operations.

Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text

Bhatia, A.K., - International Tourism

Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

[www.indianrailways.gov.in](http://www.indianrailways.gov.in)

[www.iretc.co.in](http://www.iretc.co.in)

[www.dorth.gov.in](http://www.dorth.gov.in)

[www.morth.nic.in](http://www.morth.nic.in)

Course Title: <b>TRAVEL DOCUMENTATION</b>	Course Code: HM 431
Semester: VII	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 30 Marks	SEE:70 Marks
Program me: Common for BHMTT	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand different types of Tourism.
2. To understand different Constituents and threats obstacles arises in Tourism.

3. To understand different types Travels Agency Tour operators' modes of Transport.
4. To understand Geography of Tourism ecology, environment, Landscape.
5. To understand tourism planning, policy, development.

#### Course Content

### HM 431 TRAVEL DOCUMENTATION

Unit	Course Contents	Marks	Hours
I	<b>Passport</b> Passport, requirements, checklists, types, changes, procedure ,atkal scheme And fees, passport act and penalties under section 12 (1)B	20	5
II	<b>Rules and regulations about eligibility, quantum and documentation Required for</b> Travel Out of India Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business Visits Travel Into India Foreign Currency, Indian Currency, Process for Encashment of Foreign Currency	20	5
III	<b>Visas</b> Documents for obtaining visa of major tourist destinations of world including Health check documents, Types of visa, visa fees, , Refused or Pending Visas, Destination Departure Records.	20	5
IV	<b>Destinations</b> Tourist visa for New Zealand and Australia Tourist Visa for Europe	20	5
V	<b>Destinations cont.</b> Tourist Visa of USA & Canada	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

#### Suggested Readings

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange

Course Title:-EMERGING TRENDS IN TOURISM	Course Code: HM 433
Semester: VII	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 30 Marks	SEE:70 Marks
Program me: Common for BHMTT	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand different types of Tourism.
2. To understand different Constituents and threats obstacles arises in Tourism.
3. To understand different types Travels Agency Tour operators' modes of Transport.
4. To understand Geography of Tourism ecology, environment, Landscape.
5. To understand tourism planning, policy, development.

**Course Content**

**HM 433 EMERGING TRENDS IN TOURISM**

Unit	Course Contents	Marks	Hours
I	<b>Concepts of emerging trends</b> and dimensions, importance of study and Major emerging types of tourism in India.	20	5
II	<b>Rural Tourism-</b> concept and its relation with other types of tourism. Aims And objectives behind promoting rural tourism. Resource available in India for rural tourism, Rural tourism- Benefits or Burden?	20	5
III	<b>MICE-</b> Meaning and concept of MICE, understanding planning and Organizing conference, exhibitions and trade fares, facilities available in India for MICE, Convention Management- Role of the meeting manager, Types, skills required and responsibilities.	20	5
IV	<b>Medical Tourism-</b> concept and its relation with other types of tourism. Overview and operational aspects of medical tourism facilitators. Major markets of Indian medical tourism Resource available in India medical Tourism,	20	5
V	<b>Adventure Tourism and its destinations.</b> Current trends and resources.	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

**Suggested Readings:**

- A.K. Bhatia, 'Event Management', Sterling Publishers Pvt. Ltd. Delhi, 2001.
- Anton Shone & Bryn Parry, 'Successful Event Management', 2002.37
- Leonard H. Hoyle, Jr, 'Event Marketing', John Willy and Sons, New York, 2002.
- Joe Jeff Goldblatt, "Special Events: Best Practices in Modern Event Management (Hospitality, Travel & Tourism)", John Willy and Sons, New York, 1997.

- Avrich, Barry 'Event and Entertainment Marketing', Vikas, Delhi. 1994.
- Panwar J.S, 'Marketing in the New Era', Sage, Delhi, 1998.

Course Title: <b>TRAVEL AGENCY &amp; TOUR OPERATION</b>	Course Code: HM 435
Semester: VII	Core/Elective: Core
Teaching Scheme in hrs (L:T:P): 2:0:0	Credits: 2 Credits
Types of Course: Lecture+ Assignment	Total Contact Hours: 25 Hours
Continuous Internal Evaluation: 30 Marks	SEE:70 Marks
Program me: Common for BHMTT	

**Pre –requisites:**

Basic Knowledge / 12<sup>th</sup> pass in any stream

**Course Objective:**

1. To understand different types of Tourism.
2. To understand different Constituents and threats obstacles arises in Tourism.
3. To understand different types Travels Agency Tour operators' modes of Transport.
4. To understand Geography of Tourism ecology, environment, Landscape.
5. To understand tourism planning, policy, development.

**Course Content**

**HM 435 TRAVEL AGENCY & TOUR OPERATION**

Unit	Course Contents	Marks	Hours
I	<b>Travel Agency-</b> History, growth, definition, types and present status of Travel agency, Organizational structure and working of travel agency, Differentiation between travel agency and tour operation business, Process for approval of travel agency in India	20	5
II	<b>Travel Agents-</b> Definition, types, rights and duties of travel agent, Functions: understanding the function of travel agency, travel Information and counselling of the tourist, itinerary preparation, travel Retailing and operations, preparation of tour packages, source of Income- commission, service charges and mark up on tours	20	5
III	<b>Tour Operators-</b> Types of tour operators, rules for recognition of tour Operators, role of tour operators, Functions- market research and tour Package formulation, assembling, processing and disseminating Information on destinations. Liaison with principles, preparation of Itineraries, tour operations and post tour management. Practical Exercise and basic requirements in setting up a travel agency and tour Operation unit	20	5

IV	<b>Tour Package Management-</b> Concept, nature, features and methods. Types of tours, tour package pricing – Nature, need and determination, Formulation, Printing and distribution of tour package brochure.	20	5
V	<b>Tour Package strategy,</b> Inbound and Out Bound Tourism- Definition, Operations, Handling booking techniques and procedures, maintenance of different registers, planning package tours, Itinerary Planning and Their costing and communicating with clients and Principles.	20	5
	<b>Total</b>	<b>100</b>	<b>25</b>

### Suggested Readings:

- Holloway, J. c., The Business of Tourism (1983), Mac Donald and Events,
- Plymouth.SyrattGwenda, Manual of Travel Agency Practice,
- Butterworth Heinmann,London, 1995
- Stevens Laurence, Guide to Starting and Operating Successful Travel Agency,Delmar Publishers Inc., New York. 1990
- Gee, Chuck and Y. Makens, Professional Travel Agency Management,
- Prentice Hall, Nt.: York, 1990.

**Course Code : EM-401**

**Course Name : Employability Skills – VI**

**LTPC : 0201Total Contact Hours : 25**

### COURSE CONTENTS

S.No.	Topic	Details	Contact Hours
1	Group Discussions & PI	Objective and Managing GD/PI, GD/PI- Technical/Mkt/HR/IT/Gen round, Factual, Argumentative, Opinion, Abstract GDs, Practice, Mock, Recorded PI/GD.	10
2	Industry	Importance of SIP & Networking, Workplace Competency, Value and Ethics, Problem Solving & Decision Making, Resume Writing/ Sample Resumes, , Business Sectoral Information	6
3	General Awareness	News paper reading & interpretation, Quiz, Current topics, Small Talks, Discussions, Speak Smart, Current affairs, Current Political Issues/Topics	6
4	Preparation Presentation	Role play Presentation skills & Preparation	3

HM-472

**International Tourism**

C (L, T, P) = 2 (2, 0, 0)

Unit	Contents of the Subject	Hours
I	Meaning, definition, types of international tourism based on variables direction of movement, demand forecasting and its significance.	7
II	types of motivations, purchasing power of Tourists and importance of typology for industry	7
III	Characteristics of International Tourism Destinations and tourists: Allocentric, Midcentury and Psycho centric, Factors affecting global and Regional tourist movements	7
IV	India out bound Tourism, characteristics and patterns of India's major International markets, domestic tourism in India, patterns and Characteristics of major tourist generating states	7
V	Case study of China, Thailand, Switzerland, France, USA and Japan. Case studies of Rajasthan, Himachal Pradesh, Orissa and Orissa	7
	<b>Total</b>	<b>35</b>

Reference:-

Chand Mohinder, Kamra K.K : Basics of Tourism

2. Tourism Statistics at a Glance 2008 &amp; 2009 by Ministry of tourism Govt. Of

3. India

4. Lonely Planet – Singapore, Malaysia, Thailand, China, Hong Kong, Australia,

5. New Zealand, UK, France, Switzerland, Germany, Italy, Greece, Austria,

6. USA, CANADA, Brazil, UAE, South Africa, Kenya, Tanzania

7. Various Tourism Board Websites such as.

a. <http://www.yoursingapore.com>b. <http://www.tourism.gov.my/>c. <http://www.tourismthailand.org/>d. <http://www.tourismchina.org/>e. <http://www.discoverhongkong.com/login.html>f. <http://www.tourism.australia.com/en-au/>g. <http://www.tourismnewzealand.com/>h. <http://www.southafrica.net/sat/content/en/in/home>

## HM-474 ENTREPRENEURSHIP IN TOURISM

SR.NO	COURSE CONTENT	TOTAL TEACHING HOURS
UNIT-I	Tourism industry and business ideas; business strategy- understanding customers and analyzing competition;	
UNIT-II	Tourism marketing mix; tourism marketing planning; financial planning; planning for people and operations.	
UNIT-III	Form of organisation and legal considerations; networking and collaboration; good business practices;	

UNIT-IV	Feasibility; Writing a business plan- marketing, financial, operations, people, etc. Financial requirements and sources of finance;	
UNIT-V	Setting up a tourism enterprise- steps, procedures, licenses, registration etc	

Suggested Readings: 1. Vasant Desai, Entrepreneurship & Small Scale Industries, Himalaya Pub 2. Vasant Desai, Entrepreneurship Development, Himalaya Pub 3. Feroze Banker, Progressive Entrepreneur, Kanishka Publications 4. Colin Coulson-Thomas, The Knowledge Entrepreneur 5. Gupta & Srinivasan, Entrepreneurial Development

**HM-476**

**RETAIL MANAGEMENT**

(L, T, P) = 2 (2, 0, 0)

Unit	Contents of the Subject	Hours
I	Retailing- Concept, functions of a retailer, Relationship between retail and Marketing, Retail as a career.	7
II	Retail in India- Evolution, changes in the retail sector, Challenges to retail development in India. Concept of Customer Service, Importance of Service in Retail, C R M in Retail.	7
III	Retail Models and Theories of Retail Development- Theories of retail development, concept of life cycle in retails, Business models in retails, Airport Retailing, Services retailing	7
IV	Understanding the Retail Consumer and Servicing - Need for Studying Consumer Behaviour, The Customer Decision-Making process , Market Research- A Tool for Understanding Retail Markets & Consumers,	7
V	Retail store operations; servicing the retail customers; retail human resource management; financial aspects of retail management; retail information system; supply chain management in retailing	7
	<b>Total</b>	<b>35</b>

References:

- Pradhan, Swapna; Retailing Management; Tata McGraw Hill; New Delhi
- Bajaj, Chetan, Tuli, Rajnish and Srivastava, Nidhi; Retail Management ;Oxford University Press; New Delhi
  - Berman, Barry & Evans, Joel R.;Retail Management – A Strategic approach; Pearson Education/Prentice Hall of India; New Delhi
  - Levy, Michael & Weitz , Barton A.; Retailing Management; Tata McGraw Hill; New Delhi
  - Newman, Andrew J & Cullen, Peter; Retailing -- Environment and Operations; Thomson Asia Pvt. Ltd.; New Delhi
  - Dunne, Patrick m.; Lusch, Robert F & Griffith, David A.; Retailing; Thomson Asia Pvt. Ltd; New Delhi
  - Lamba, A.J.; The Art of Retailing; Tata McGraw Hill; New Delhi

**HM-478****HUMAN RESOURCE PLANNING AND DEVELOPMENT IN TOURISM**

<b>S.NO.</b>	<b>COURSE CONTANT</b>	<b>TOTAL TEACHING HOURS</b>
<b>UNIT-I</b>	Introduction to HRM: Meaning and Scope - Organization and Functions of HR and Personnel department - HR structure and Strategy - HR policies - HR objectives and Functions in Tourism Organization - Role of HR Managers in Tourism	
<b>UNIT-II</b>	HR Planning: Selection and Recruitment process in Tourism, Induction - HRM practices and Issues in Tourism Industry - Outsourcing as a strategy in Tourism MNCs - Job Analysis - Job Description - Job Specification - Job Evaluation Methods - Job Rotation - Retirement and Seperation Processes in Tourism.	
<b>UNIT-III</b>	Human Resource Development: Training and Development in Tourism - Methods, Design and Evaluation of T&D Programs - Performance and Potential appraisal - Career Development in Tourism - Incentives, Promotions and Transfers in Tourism - Personnel Empowerment in Tourism.	
<b>UNIT-IV</b>	Compensation: Compensation Issues and their management in Tourism - Productivity and Employee morale in Tourism - Stress Management and Quality Work Life in Tourism. Building Relationships: Trade Unions and Cooperative Societies in Tourism – Conflicts - Disciplinary procedures - Collective Bargaining - Role of Host Communities	
<b>UNIT-V</b>	Legislative Framework: Trade Unions Act,1926 - Salient features of Industrial Disputes Act, 1947 - Payment of Wages Act, 1936 - Employees Provident Fund (Miscellaneous and Provisions) Act, 1952 - Payment of Bonus Act,1965 - Payment of Gratuity Act,1972.	

Suggested Readings: 1. Ian Beardwell & Len Holden– Human Resource Management: A contemporary perspective, Macmillan 2. Wayne F. Cascio – Managing Human Resources: Productivity, Quality of Work Life, Profits, Tata Mcgraw Hill 3. M. Madhukar - Human Resource Management in Tourism , R. Publications

**HM-478****SAFETY & SECURITY MANAGEMENT****(L, T, P) = 2 (2, 0, 0)**

Unit	Contents of the Subject	Hours
I	Hotel Security: concept, importance, Type, Organization structure, Application of security in Hotels, scope and trends.	5
II	First Aid, The First Aid box, Handling Burns & scalds, bleeding, fainting, fractures, heart attack, sprain, and shock.	5
III	Handling Emergency procedures: Fire, Bomb threat, Theft, Death, Terrorism, and Natural Calamity	5
IV	Risk Management & Safety Security Process of risk Management and standards for Risk Management. Emergency Response plan, Occupation Safety and Health Act	5
V	Safety & Security in Rooms Division, Work environment safety, Job Safety Analysis, Safety Awareness & Accident Prevention, Case Studies	5
	<b>Total</b>	<b>25</b>

References:

Darrell Clifton; Hospitality Security: Managing Security in Today's Hotel, Lodging, Entertainment, And Tourism Environment; CRC Press, Taylor & Francis Group.

- Yoel Mansfield & Abrahann Pizam; Tourism, Security, Security and safety from theory to practice: Elsevier Publication.
- Colin Michael Hall, Dallen J. Timothy, David Timothy Duval: Safety and Security in Tourism: Relationships, Management and Marketing: Haworth Hospitality

HM-484

**TOURISM POLICY, PLANNING AND DEVELOPMENT**

S.NO	COURSE CONTANT	TOTAL TEACHING HOURS
UNIT-I	Concept, need, objective, institutional framework of public tourism policy. The role of govt., public and private sector in formulation of tourism policy Policy making bodies and its process at national levels.	7
UNIT-II	An out line of L.K. Jha Committee - 1963, National Tourism Policy - 1982, National Committee Report - 2002, National Action Plan on Tourism - 1992, The latest Policy Document on Tourism. Opportunities for investment in hotel sectors and tourism related organisations. Incentives & concessions extended for tourism projects and sources of funding.	7
UNIT-III	Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination life cycle concept.	7
UNIT-IV	Tourism Planning at International, national, regional, state and local level. Tourism and Five-year Plans in India with special reference to 11 th Five-year Plan. Agents and typologies of tourism development	7
UNIT-V	Ecotourism Planning and Development. Design considerations for eco-tourism facilities. Community participation in tourism planning	7

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