



UNIVERSITY OF CALICUT

Abstract

General & Academic - CBCSS UG - B.Sc Hotel Management & Catering Science Programme, w.e.f 2020 admn. - Change of Industrial Exposure Training (IET) from 5th semester to the 6th semester - Academic Council resolution implemented - Orders Issued.

G & A - IV - J

U.O.No. 2161/2022/Admn

Dated, Calicut University.P.O, 27.01.2022

*Read:-*1. U.O.No. 5752/2021/Admn Dated, Calicut University.P.O, 30.05.2021

2. Item No.4 in the minutes of the meeting of the Board of Studies in Catering Science and Hotel Management held on 16.06.2021

3. Item No.I.1 in the Minutes of the Faculty of Science held on 17.08.2021

4. Item No.II.H.4 in the Minutes of the LXXXII meeting of Academic Council held on 24.09.2021

5. Orders of the Vice Chancellor in the file no.120153/GA-IV-J1/2018/Admn dated 22.10.2021.

ORDER

1. The Scheme & Syllabus of BSc Hotel Management and Catering Science (LRP Pattern), incorporating Outcome Based Education (OBE) in the existing syllabus, in accordance with CBCSS UG Regulations 2019, is implemented with effect from 2020 Admission, vide paper read (1) above.
2. Vide paper read (2) above, the meeting of Board of Studies in Catering Science and Hotel Management (Single Board) considered the issue of Open Course and Industrial Exposure Training (IET) in the 5th semester B.Sc Hotel Management and Catering Science and B.Sc Hotel Management and Culinary Arts programmes based on the letter from Principal, Naipunnya Institute of Management & Information Technology.
3. The Board of Studies discussed the issue of Open Course and Industrial Exposure Training together in one semester, in detail, and observed that when it comes together it is practically difficult for the departments to manage the training of the students and they have to break in between. Most of the colleges offer training to the students to the best hotels outside Kerala and even some times outside India. Since the open course is offered from outside the department, they are forced to break the training for classes. The board also discussed the rules of Open Course and realized that it is not possible to change the Open Course to another semester. Finally it has been decided by the board to request the University to change the IET from 5th semester to the 6th semester, from the 2020 admission students for smooth conducting of Industrial Exposure Training [IET]
4. The Faculty of Science approved the recommendation of Board of Studies in Catering Science and Hotel Management, vide paper read (3) above.
5. The LXXXII meeting of Academic Council approved the minutes of the Board of Studies in Catering Science and Hotel Management, vide paper read (4) above, and the Vice Chancellor has ordered to implement the resolution of Academic Council, vide paper read (5) above.
6. Sanction is, therefore, been accorded to Change the Industrial Exposure Training for B.Sc Hotel Management & Catering Science programme, from 5th semester to the 6th semester with effect from the 2020 admission students, for the smooth conduct of the same.
7. Orders issued accordingly. (syllabus appended)

Arsad M

Assistant Registrar

To

The Principals of all Affiliated Colleges

Copy to: PS to VC/PA to PVC/ PA to Registrar/PA to CE/JCE I/JCE IV/JCE VIII/EX IV and EG Sections/GA I F/CHMK Library/Information Centres/SF/DF/FC

Forwarded / By Order

Section Officer

UNIVERSITY OF CALICUT

Bachelor of Science (B.Sc)

Syllabus of Outcome Based Education [OBE] in

**HOTEL MANAGEMENT AND
CATERING SCIENCE**

(UNDER THE FACULTY OF SCIENCE, UNIVERSITY OF CALICUT)

**AS PER THE REGULATIONS FOR
CHOICE BASED CREDIT AND SEMESTER SYSTEM FOR UNDER
GRADUATE (UG) CURRICULUM -2019
(CBCSSUG 2019)**

Bachelor of Science (B.Sc)

HOTEL MANAGEMENT AND CATERING SCIENCE

(UNDER THE FACULTY OF SCIENCE, UNIVERSITY OF CALICUT)

AS PER THE REGULATIONS FOR CHOICE BASED CREDIT AND SEMESTER SYSTEM FOR UNDER GRADUATE (UG) CURRICULUM -2019 (CBCSSUG 2019)

1.0 TITLE OF THE PROGRAMME

This DEGREE shall be called BACHELOR OF SCIENCE IN HOTEL MANAGEMENT AND CATERING SCIENCE (Language Reduced Pattern –LRP) under the Faculty of Science.

2.0 ELIGIBILITY FOR ADMISSION

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or Pre Degree of Calicut University or that of any other University or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with no less than 45% marks in aggregate is eligible for admission, However, SC/ST, OBC and other eligible communities shall be given relaxation as per University rules.

3.0 DURATION OF THE PROGRAMME

The programme shall be six semesters distributed over a period of 3 Academic years. The odd semesters (1, 3, 5) shall be from June to October and the even semesters (2, 4, 6) shall be from November to March. Each semester shall have 90 working days inclusive of all examinations.

4.0 MEDIUM OF INSTRUCTION

The medium of instruction and examination shall be English.

5.0 COURSES OF STUDY

Total number of courses for the whole BSc HM&CS Programme is 38 which are spread through 120 credits. The main courses shall be divided into 4 categories as follows.

Courses namely:-

1. Common courses

2. Core courses
3. Complementary courses and
4. Open course.

5.1 Common Courses: There shall be 10 Common courses (Total 38 Credits) for completing the programme. These Common Courses 1-6 shall be taught by the English teachers and 7-10 by the teachers of Additional Language and general courses by the teachers of departments offering core courses concerned. The additional language offered in this programme is French. The candidates will not get any chance to opt other languages as their additional language, other than French.

5.2 Core Courses: Core courses are the courses in the major subject of the programme. These are offered by the parent department. The number of core courses are 19 including Project work.

5.3 Complementary Courses: These courses cover the subjects related to the core subject and are distributed in first four semesters.

5.4 Open Courses: This Course shall be open to all students in the institution except the students in the parent department.

All the Core, Complementary and Open courses for the programme shall be taught by the Hotel Management faculties.

5.5 'Ability Enhancement course/Audit course' is a course which is mandatory as per the directions from the Regulatory authorities like UGC, Supreme Court etc.

6.0 COURSES IN THE PROGRAMME

6.1 Common courses

1. Transactions: Essential English Language Skills
2. Ways with Words: Literatures in English
3. Communicative Skill in French.
4. Writing for Academic and Professional Success.
5. Zeitgeist: Readings on contemporary Culture
6. Translation and communication in French.
7. Basic Numerical Methods.
8. Professional Business Skills.
9. Entrepreneurship Development.
10. Banking and Insurance.

6.2 Core courses

- | | | |
|----|-------------|---|
| 11 | BSH/C1B01 | Introduction to Hospitality Industry. |
| 12 | BSH2B02 | Accommodation Operation. |
| 13 | BSH2B02 (P) | Accommodation Operation- (Practical) |
| 14 | BSH3B03 | Food and Beverage Production –I |
| 15 | BSH3B03 (P) | Food and Beverage Production –I (Practical) |
| 16 | BSH3B04 | Food and Beverage Service-I |
| 17 | BSH3B04 (P) | Food and Beverage Service-I (Practical) |
| 18 | BSH4B05 | Food and Beverage Service-II |
| 19 | BSH4B05 (P) | Food and Beverage Service-II (Practical) |

20	BSH4B06	Food and Beverage Production –II
21	BSH4B06 (P)	Food and Beverage Production –II (Practical)
22	BSH5B07	Front Office Operation
23	BSH5B07(P)	Front Office Operation- (Practical)
24	BSH5B08	Accommodation Management
25	BSH5B09	Rooms Division Management
26	BSH/C 5B10	Food and Beverage Management
27	BSH6B11	Industrial Exposure Training and Report
28	BSH6B12	Comprehensive Self Study
29	BSH6B13	Project Report and Viva

6.3 Complimentary Courses

30	BSH/C 1CO1	Sales and Marketing
31	BSH/C 1C02	Travel and Tourism
32	BSH/C2C03	Event Management
33	BSH/C 2C04	Management Principles and Practices
34	BSH/C 3C05	Nutrition Hygiene and Sanitation
35	BSH/C 3C06	Facility Planning
36	BSH/C 4C07	Hotel Laws
37	BSH/C 4C08	Human Resource Management

6.4 Open Courses

38	BSH/C 5DO1	Tourism and Hospitality Management
	BSH/C 5DO2	Basics in Culinary.
	BSH/C 5DO3	Introduction to Banquets and Buffets

Program Outcome (PO's)

A graduate of BACHELOR OF SCIENCE IN HOTEL MANAGEMENT AND CATERING SCIENCE will demonstrate:

PO1: Performs work activities effectively and efficiently to the standards expected in the operation required in the hospitality sectors.

PO2: Undertakes task, functions, duties and activities in the operation of the hotels, restaurants, travel, government and non-government agencies in accordance with the competency standards.

PO3: Analyses situation, identifies problems, formulates solutions and implements corrective and/or mitigating measures and action management into foodservice and lodging operations.

PO4: Demonstrate the ability to develop, examine, question, and explore perspectives or alternatives to problems in hospitality operations.

PO5: Interpret practical, theoretical and personal skills required for a catering manager role within a variety of hospitality organizations.

PO6: Demonstrate awareness, understanding and skills necessary to live and work in a diverse world.

PO7: Practice professional ethics, provide leadership, demonstrate personal and global responsibility, and work effectively as a team member.

PO8: The course will develop awareness of the technical skills required in the food production department.

PO9: Gives insight into the commodities required, their characteristics, uses and handling procedures food production department. This shall help students to produce the varieties of dishes suitable for the various establishments.

7.0 SEMESTER WISE DISTRIBUTION OF COURSES

Semester I

SL NO	COURSE TYPE & CODE	SUBJECT	CRE DIT	HOURS /WEEK	EXAM HOURS	EXTE RNAL	INTE RNAL	TOT AL
1	Common A01	English	4	4	2.5	80	20	100
2	Common A02	English	3	4	2	60	15	75
3	Common FRE 1A 07 (3)	Second Language (Communicative Skills in French)	4	4	2.5	80	20	100
4	Core BSH/C 1B01	Introduction to Hospitality Industry	4	5	2.5	80	20	100
5	Complimentary BSH/C 1C01	Sales and Marketing	3	4	2	60	15	75
6	Complimentary BSH/C 1C02	Travel and Tourism	3	4	2	60	15	75
Total for semester I			21	25		420	105	525

Semester II

SL NO	COURSE TYPE & CODE	SUBJECT	CR E DIT	HOURS /WEEK	EXAM HOURS	EXTE RNAL	INTE RNAL	TOT AL
1	Common A03	English	4	4	2.5	80	20	100
2	Common A04	English	3	4	2	60	15	75
3	Common FRE 2A 08 (3)	Second Language (Translation and Communication in French)	4	4	2.5	80	20	100
4	Core BSH 2B02	Accommodation Operation	4	4	2.5	80	20	100
5	Core BSH 2B02 (P)	Accommodation Operation- (Practical)	2	2	2	40	10	50
6	Complimentary BSH/C 2C03	Event Management	3	3	2	60	15	75
7	Complimentary BSH/C 2C04	Management Principles and Practices	3	4	2	60	15	75
Total for semester II			23	25		520	115	575

Semester III

SL NO	COURSE TYPE & CODE	SUBJECT	CRE DIT	HOURS /WEEK	EXAM HOURS	EXTE RNAL	INTE RNAL	TOT AL
1	Common A11	Basic Numerical Methods	4	4	2.5	80	20	100
2	Common A12	Professional Business Skills	4	4	2.5	80	20	100
3	Core BSH3B03	Food and Beverage Production –I	3	3	2	60	15	75
4	Core BSH3B03 (P)	Food and Beverage Production –I (Practical)	3	3	2	60	15	75
5	Core BSH3B04	Food and Beverage Service-I	3	3	2	60	15	75
6	Core BSH3B04 (P)	Food and Beverage Service-I (Practical)	3	2	2	60	15	75
7	Complimentary BSH/C 3CO5	Nutrition Hygiene and Sanitation	3	3	2	60	15	75
8	Complimentary BSH/C 3CO6	Facility Planning	3	3	2	60	15	75
Total for semester III			26	25		520	130	650

Semester IV

SL NO	COURSE TYPE & CODE	SUBJECT	CRE DIT	HOURS /WEEK	EXAM HOURS	EXTE RNAL	INTE RNAL	TOT AL
1	Common A13	Entrepreneurship Development	4	4	2.5	80	20	100
2	Common A14	Banking and Insurance	4	4	2.5	80	20	100
3	Core BSH4B05	Food and Beverage Service-II	3	3	2	60	15	75
4	Core BSH4B05 (P)	Food and Beverage Service-II (Practical)	3	2	2	60	15	75
5	Core BSH4B06	Food and Beverage Production–II	3	3	2	60	15	75
6	Core BSH4B06 (P)	Food and beverage Production–II (Practical)	3	3	2	60	15	75
7	Complimentary BSH/C 4CO7	Hotel Laws	3	3	2	60	15	75
8	Complimentary BSH/C 4CO8	Human Resource Management	3	3	2	60	15	75
Total for semester IV			26	25		520	130	650

Semester V

SL NO	COURSE TYPE & CODE	SUBJECT	CRE DIT	HOURS /WEEK	EXAM HOURS	EXTE RNAL	INTE RNAL	TOT AL
1	Core BSH5B07	Front Office Operation	3	5	2	60	15	75
2	Core BSH5B07 (P)	Front Office Operation- Practical	2	3	2	40	10	50
3	Core BSH5B08	Accommodation Management	3	5	2	60	15	75
4	Core BSH5B09	Rooms Division Management	3	5	2	60	15	75
5	Core BSH/C 5B10	Food and Beverage Management	3	5	2	60	15	75
6	Open Course		3	2	2	60	15	75
Total for semester V			17	25		340	85	425

Semester VI

SL NO	COURSE TYPE & CODE	SUBJECT	CRE DIT	HOURS /WEEK	EXAM HOURS	EXTE RNAL	INTE RNAL	TOT AL
1	Core BSH6B11	Industrial Exposure Training And Report	3	15	Viva Voce	60	15	75
2	Core BSH6B12	Comprehensive self-Study	2	5	2	100		100
3	Core BSH6B13	Project Report and Viva	2	5	Viva Voce	40	10	50
Total for semester VI			7	25		200	25	225

8.0 Ability Enhancement courses/Audit courses: These are courses which are mandatory for a programme but not counted for the calculation of SGPA or CGPA. There shall be one Audit course each in the first four semesters. These courses are not meant for class room study. The students can attain only pass (Grade P) for these courses. At the end of each semester there shall be examination conducted by the college from a pool of questions (Question Bank) set by the University. The students can also attain these credits through online courses like SWAYAM, MOOC etc (optional). The list of passed students must be sent to the University from the colleges at least before the fifth semester examination. The list of courses in each semester with credits is given below.

Sl NO	Name of the course	Credit	Semester to be taught
1	Environment Studies	4	1
2	Disaster Management	4	2
3	Human Rights/ Intellectual Property Rights/ Consumer Protection	4	3
4	Gender Studies/ Gerontology	4	4

Colleges can opt any one the courses.

8.1. Extra credit Activities: Extra credits are mandatory for the programme. Extra credits will be awarded to students who participate in activities like NCC, NSS and Swatch Bharath. Those students who could not join in any of the above activities have to undergo Calicut University Social Service Programme (CUSSP). Extra credits are not counted for SGPA or CGPA.

9.0 CREDITS

Each course shall have certain credits for passing the BSc HM&CS programme, the student shall be required to achieve a minimum of 120 credits of which 38 (14 for common English courses + 8 for common language other than English+ 16 credits for general common courses) credits shall be from common courses, a minimum of 2credits for project and 2 credits for open courses.62 credits from core courses, 16 credits from complimentary courses So minimum credits required for core, complimentary and open course put together are 82 (Including minimum 2 credits for each Practical, i.e.,2X4=8 credit for all the practical). In all other matters regarding the BSc HM&CS programme under Choice Based Credit Semester System which is not specified in this regulation, the common regulation **CBCSSUG 2019** will be applicable.

10.0 ATTENDANCE

A student shall be permitted to appear for the semester examination only if he/she secures not less than 75% attendance for theory classes and practical classes actually held for each of the course in a semester. If the candidate has shortage of attendance in any course in a semester, he/she shall not be allowed to appear for any examination in that semester. However the University may condone shortage if the candidate applies for it as laid down by the University common regulations for **CBCSSUG 2019** and if the Vice Chancellor is satisfied with the reason cited by the candidate for the absence in classes.

11.0 COMPREHENSIVE SELF STUDY

In the sixth semester, the candidates have to face an examination with multiple choice questions. The credit for this course is Two. It is a two hour examination with 100 marks and there is no any internal mark for this course. Out of 120 questions, 100 questions must be answered. The questions will be selected from a question pool, prepared by the board of studies. The evaluation of answer scripts will be done externally.

12.0 PROJECT REPORT

During the sixth semester every student shall do a project .The student may choose any topic from the subjects he/she has studied. The candidate shall prepare and submit a project report to the department. The report shall be in manuscript / typed and bound with not less than 50 A4 size pages. The project report should be submitted to the Department one month before the last working day of the sixth semester.

12.1 Project work shall have the following stages:

- Project proposal presentation
- Field work and data analysis
- Report writing
- Draft project report presentation
- Final project report submission

The project should be done individually. The work of each student shall be guided by one Faculty member. The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared if the organization or the guide or both ask for one copy each.

The duration for project work is 3 weeks. A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

Research Methodology course should be taught in beginning of this semester before students start their project work. This will help the students to get awareness about the research and its importance. The five hours per week allotted for project work can be utilised for this purpose. There should not be any external examination for this course, but the institute can conduct internal examination and the marks can be considered while assessing internal marks.

12.2 Structure of the report:

- Title page
- Certificate from the organization (If the project work is done under an organisation)
- Certificate from guide
- Acknowledgements
- Contents
- Chapter I: Introduction (Organization profile, Research problem, Objectives of the study, Research methodology etc.)
- Chapter II: Review of literature
- Chapters III and IV: Data Analysis (2 or 3 chapters)
- Chapter V: Summary, Findings and Recommendations.
- Appendix (Questionnaire, specimen copies of forms, other exhibits etc ;)
- Bibliography (books, journal articles etc. used for the project work)

12.3 Evaluation of Project.

- The project evaluation shall be conducted at the end of sixth semester.
- 20% of marks are awarded through internal assessment.
- A Board of two examiners (One Internal and One External) appointed by the University shall evaluate the report.
- Evaluation of project should involve submission of report with and project based viva-voce.
- A Viva voce based on the project report shall be conducted individually by the Board of Examiners.
- The total credits for Project work is 2.
- The Maximum Marks for evaluation of the report shall be 50 distributed among the following components.
 - Introduction (Organization profile, Research problem, Objectives of the study, Research methodology etc.) - 5 Marks
 - Review of literature- 5 Marks
 - Data Analysis (2 or 3 chapters)- 10 Marks
 - Summary, Findings and Recommendations- 5 Marks
 - Viva-Voce – 15 Marks
 - Internal – 10 Marks
 - Total- 50 Marks

13.0 EVALUATION AND GRADING

13.1. Mark system is followed instead of direct grading for each question. For each course in the semester the letter grade, grade point and % of marks are introduced in 7-point indirect grading system as per the guidelines of the University of Calicut **CBCSSUG 2019**

13.2. The evaluation scheme for each course shall contain two parts.

- 1) Internal Assessment
- 2) External Evaluation.

20% weight shall be given to the internal assessment. The remaining 80% weight shall be given for the external evaluation.

13.3 INTERNAL ASSESSMENT

20% of the total marks in each course are for internal examinations. The internal assessment shall be based on a system, involving written tests/assignments/seminars/ viva and attendance in respect of theory courses and lab involvements/ records and attendance in respect of practical courses.

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude.

The components with the percentage of marks of internal evaluation of theory courses are:

Attendance -25%, Assignment/ Seminar/ Viva- 25%, and Test paper- 50%.

(If a Fraction appears in internal marks, nearest whole number is to be taken).

Attendance of each course (Including Practical) will be evaluated as below:

Above 90% attendance	100 marks allotted for attendance.
85 to 89%	80%
80 to 84%	60%
76 to 79	40%
75%	20%

13.4 Internal Assessment for Practical: 20% of total marks are internal assessment. It should be done by the department based on the performance of the student in the practical Lab.

The components with the percentage of marks of internal evaluation of practical courses are:

Attendance- 25%, Record- 50% and Lab involvement- 25%.

(If a Fraction appears in internal marks, nearest whole number is to be taken).

13.5 External Evaluation: External evaluation carries 80% of marks. The external examination in theory courses is to be conducted with question papers set by experts. The evaluation of the answer scripts shall be done by examiners based on well-defined scheme of evaluation by the University. The external examination in practical courses shall be conducted by two examiners- one internal and external, appointed by the university. The project evaluation and viva can be conducted by the external examiners appointed by the university.

13.6 After external evaluation, only marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

13.7. External Evaluation for Practical Courses.

- The practical evaluation shall be conducted at the end of the concerned semester.
- 20% of marks are awarded through internal assessment.
- A Board of two examiners (One Internal and One External) appointed by the University shall conduct the evaluation.
- Evaluation of practical should involve submission of record.
- A viva voce based on the practical shall be conducted individually by the Board of Examiners.
- The Maximum Marks for evaluation of the practical shall be distributed among the following components.

Practical Knowledge – 50% of total external marks.

Viva Voce- 25% of total external marks.

Practical Record- 15% of total external marks.

Personal Grooming- 10 % of total external marks.

12.7 Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to **CBCSSUG 2019**. There is no revaluation facility available for practical.

14.0 QUESTION PAPER;

The pattern of question paper for 80 Marks as Maximum, should be as follows,

Question Type	Total No Of questions	No of questions to be answered	Marks for each Question	Maximum Marks	Total Marks
Short Answer	15	---	2	25	25
Short Essay	8	---	5	35	35
Long Essay	4	2	10	---	20
				Grand Total	80

The pattern of question paper for 60 Marks as Maximum, should be as follows,

Question Type	Total No Of questions	No of question to be answered	Marks for each Question	Maximum Marks	Total Marks
Short Answer	12	---	2	20	20
Short Essay	5	---	5	20	20
Long Essay	4	2	10	--	20
			Grand Total		60

There are some practical courses which are having 60 marks as maximum for external evaluation, the proportion for the marks can be taken as following.

<i>Evaluation Method</i>	<i>Maximum Marks</i>
Practical Record	10
Indent/ Preparation Writing	10
Technical Skills	20
Viva Voce	10
Presentation/ Hygiene/ Personal Grooming	10
<i>Total Marks</i>	<i>60</i>

There are some practical courses which are having 40 marks as maximum for external evaluation, the proportion for the marks can be taken as following.

<i>Evaluation Method</i>	<i>Maximum Marks</i>
Practical Record	10
Technical Skills	20
Viva Voce	10
<i>Total Marks</i>	<i>40</i>

15.0 AWARD OF DEGREE.

The successful completion of the courses (Common, Core, Complimentary and Open courses) prescribed for this programme with E- grade (minimum 40% -for external and 40% for internal) shall be the minimum requirement for the award of degree.

15.1 CREDITS: Each course shall have certain credits for passing the BSc HM & CS programme, the student shall be required to achieve a minimum of 120 credits of which 38 (14 for common English courses + 8 for common language other than English+ 16 credits for general common courses) credits shall be from common courses, a minimum of 2 credits for open courses, 56 credits from core courses and 24 credits from complimentary courses. So minimum credits required for core, complimentary and open course put together are 82 (Including practical).

In all other matters regarding the BSc HM & CS programme under Choice Based Credit semester system which are not specified in this regulation, the common regulation **CBCSSUG 2019** will be applicable.

16.0 FACULTY QUALIFICATIONS

Candidates, who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Hotel Management or in Tourism or in MBA in Tourism and / or Hotel Management with NET in that subject, can teach in this Programme. (If NET is not conducted by UGC, then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

Candidates, who are having PhD as the basic qualification instead of NET should have their PhD in the discipline of Tourism and/or Hotel Management.

The industry experiences should also be considered (In addition to basic qualification said above) while appointing teachers for programmes.

17.0 WORK LOAD FOR THE PROGRAMME.

All the matters related with the work load, should be as per the rules and regulation laid by the university and other authorities.

But in fifth semester of this programme, the students have to undergo Industrial exposure training. In this semester, the students have to face two written examinations in Comprehensive self study and Open course. Though the students are in the training, they are not available in the campus, and it will not affect the work load of the teachers in that semester. That is, in this semester also, the teachers teaching workload should be calculated as 25 hours per week.

The students, who are in training, are grouped as per the strength of teachers and students and one teacher training coordinator should be appointed for each group. The teacher coordinator manages and supervises all the needs for the training, of the candidate and should be done in a very effective way by frequent visits in the training properties and evaluating the training logbook twice in month. Regular contact with the properties should be ensured to monitor student's attendance, behaviour and benefits of training etc, by the teacher coordinator.

18.0 INDUSTRIAL TRAINING

18.1. Exposure to Industrial Training is an integral part of the 6th semester curriculum. The 20 weeks/ 5 months industrial training would be divided into four weeks each in the four

key areas of Food Production, Food & Beverage Service, and Accommodation Operations & Front Office Operations.

18.2. Attendance during the training would be calculated separately. Industrial Training will require an input of 120 working days i.e. (20 weeks x 06 days = 120 days). A student can avail leave to a maximum of 10% (12 days) only with prior permission of the hotel authorities. Similarly, the institute Principal can condone an additional 10% (12 days) on production of a medical certificate.

18.3. Evaluation of Industrial Exposure Training and report: The Maximum Marks for external evaluation of the Industrial Exposure Training and report shall be distributed among the following components.

Presentation of the training report – 25% of total external marks.

Viva Voce- 25% of total external marks.

Training Report- 25% of total external marks.

Personal Grooming- 25% of total external marks.

Internal Marks- 20% of total marks. (Including External and internal marks)

18.3.1 Internal marks for IET and report, will be based on the feed-back from the industry in a prescribed Performance Appraisal Form (PAF). It will be the students' responsibility to get this feed-back/assessment form completed from all the four departments of the hotel for submission to the institute at the end of Industrial Training.

18.3.2 The University will appoint a Board of two examiners (One Internal and One External) to conduct the external evaluation of Industrial Exposure Training and report,

18.4. Responsibilities of institute, hotel and the student/trainee with aims & objectives have been prescribed for adherence.

18.5. Once the student has been selected / deputed for Industrial Training by the institute, he/she shall not be permitted to undergo IT elsewhere. In case students make direct arrangements with the hotel for Industrial Training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek Industrial Training on their own.

Course Outcomes

Course Outcome:

After completion of the course students will be expected to be able to:

Code	Course Name	Course Outcome
Core BSH 1B01	Introduction to Hospitality Industry	<p>Explain the relation of lodging and food service operations to the travel and tourism industry.</p> <p>Demonstrate knowledge of the history of the lodging and food service industry.</p> <p>Analyze, evaluate and discuss several aspects, development and trends which have affected lodging and food service operations in recent years and which will continue to have an impact on the industry in the future.</p> <p>Describe the areas in Hospitality Industry.</p> <p>Endorse the general classifications of hotels and describe the most distinctive features of each.</p> <p>Describe the two common divisions or functional areas of the hotel organization (Front Office and House Keeping) and explain the responsibilities and activities of each.</p>
Complimentary BSH/C 1C01	Sales and Marketing	<p>To get the knowledge of marketing the services of the hospitality industry and cope with the ever changing aspects.</p> <p>To understand the market, buyer behavior, and to promote the services accordingly this suits the customer and the organization the best.</p>
Complimentary BSH/C 1C02	Travel and Tourism	<p>Get the basic idea on tourism Industry.</p> <p>Understand the concepts of travel and tourism, the framework of the system, types and form of tourism as well as the impacts of tourism.</p> <p>Understand the people behavior on travel and travel motivations.</p> <p>Learn to national and international tourism organizations and their role to promote tourism and hospitality.</p> <p>To help you to develop strong business management and communication skills, broadening your job prospects in the tourism industry.</p>
Core BSH 2B02	Accommodation Operations	<p>Realize the role of the housekeeping department in hotels and its responsibilities.</p> <p>Develop personal skills and in accommodation operation and services</p> <p>Draw the organizational structure and the functional</p>

		<p>layout of housekeeping departments in various sized hotels.</p> <p>Co-ordinate with other departments in the hotel.</p> <p>Suggest the types of cleaning agents for different level of cleaning.</p> <p>Practice and create safe work environment.</p>
Core BSH 2B02 (P)	Accommodation Operations- (Practical)	<p>Understand the cleaning Agents, Standard Supplies and Practice the cleaning at various levels.</p> <p>Develop cleaning skill at special areas.</p> <p>Develop a skill of Stain Removal and Flower Arrangement.</p> <p>Practice cleaning of Ceramic, Brass and Plastic</p> <p>Understand the Guest Room inspection and Linen Folding..</p>
Complimentary BSH/C 2CO3	Event Management	<p>Learn the basics of event management. Develop and organise an event</p> <p>Understand the fairs, conventions and exhibitions in and around the world.</p> <p>Understanding the Travel Industry Fares.</p>
Complimentary BSH/C 2CO4	Management Principles and Practices	<p>Demonstrate effective management principles as outlined in selected text learning objectives. Apply effective management strategies, principles and techniques. Identify some of the key skills required for the training of staff. Demonstrate the ability to communicate effectively.</p>
Common A11	Basic Numerical Methods	<p>Understand numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.</p> <p>Acquire knowledge of numerical equations, matrices progressions, financial mathematics and descriptive statistics</p>
Common A12	Professional Business Skills	<p>To introduce students with the process of Business communication so that they can identify conditions favorable to effective communication.</p> <p>Teach them basics of Data analysis, Cyber information, E-Learning and Digital Marketing needed for professional careers.</p>
Core BSH3B03	Food and Beverage Production –I	<p>The subject will develop basic awareness of the technical skills required in the food production department. It also gives a comprehensive insight into the commodities required, their characteristics uses, methods and handling procedures. This shall help students to produce the varieties of dishes especially</p>

		related to meet, rice, pulses and milk related products suitable for the various establishments.
Core BSH3B03 (P)	Food and Beverage Production –I (Practical)	The subject will develop basic awareness of the technical skills required in the food production department. Practical knowledge on cuts of vegetables, preparation of tocks, soups, Egg, Fish, Poultry, Meat, Potatoes, Salads and sandwiches. Practical knowledge on preparation of Indian Dishes.
Core BSH3B04	Food and Beverage Service-I	To develop a comprehensive knowledge & understanding of Food & Beverage Service in the Hotel & Catering industry. It also aims to enable the students to acquire professional competence for Food & Beverage Service.
Core BSH3B04 (P)	Food and Beverage Service-I (Practical)	Familiarise F&B service areas and equipments. Basic technical skills on waiter’s toolkit, cutlery, crockery, glassware, flatware, and hollowware service equipments. Practical knowledge on Menu, Restaurant Service, Meal Courses, Breakfast Service and Sequence of Service.
Complimentary BSH/C 3CO5	Nutrition Hygiene and Sanitation	To describe the characteristics, functions and food sources of major nutrients and how to maximize nutrient retention in food preparation and storage. To develop an understanding of the basic principles of sanitation and safety and be able to apply them in the foodservice operations. To reinforce personal hygiene habits and food handling practices that protects the health of the consumer
Complimentary BSH/C 3CO6	Facility Planning	The student will acquire knowledge of the nature of hospitality facilities, maintenance needs, the primary facility systems, Kitchen and Restaurant Design, Project Management and Energy conservation of Hotels. This course provides students the required knowledge to become successful managers in the field of hospitality.
Common A13	Entrepreneurship Development	The importance of entrepreneurship development is to create and enable the entrepreneurs initiating and sustaining the process of economic development.
Common A14	Banking and Insurance	Acquire knowledge about the basics of Banking and Insurance. Familiarize the students with the modern trends in banking.
Core BSH4B05	Food and Beverage Service-II	Understand the various types beverages Identify the alcoholic beverages and its service methods

		and styles of liqueurs, wines and spirits Acquire the skills the producing and servicing of liqueurs, wines and spirits
Core BSH4B05 (P)	Food and Beverage Service-II (Practical)	Familiarising bar equipment and plan and operate beverage outlets. Practice and learn the service of Cocktails and Mixed drinks. Learn the method of service of non alcoholic beverages
Core BSH4B06	Food and Beverage Production-II	The subject will develop additional basic awareness of the technical skills required in the food production department. It also gives a comprehensive insight into the Indian Cookery, Quantity Food Production, Menu Planning International Cuisine, and Bakery. This shall help students to produce the varieties of dishes suitable for the various establishments. They should also develop the right attitude, good work habits, right cooking techniques, use of correct tools and equipments.
Core BSH4B06 (P)	Food and beverage Production-II (Practical)	Practical Knowledge on French Classical Menu. Its preparation, Setting and Presentation.
Complimentary BSH/C 4CO7	Hotel Laws	Define contracts and identify the legislation that affects the hospitality facilities. Describe the key areas of hotel legislation. List the licenses required for operating catering establishments and its procedure of procurement and renewal. Discuss and select appropriate courses of action when faced with legal problems Explain the legal issues involved in discrimination in the hotel and tourism industry.
Complimentary BSH/C 4CO8	Human Resource Management	To understand the major areas of Human Resource Management. To understand the importance and role of human resource department in the hospitality industry. It also focuses on the development of the human resource.
Core BSH5B07	Industrial Exposure Training And Report	To improve the Students' employability skills and ensure smooth on boarding to their careers. It helps them to translate the knowledge gained from the institute to be put to practice. Helps them gain work related skills and

		expertise related to their future careers. Real work situations enable them to establish their career goals. Knowledge of collecting, preparing and submitting training related report from the supervisors and managers of the training establishment.
Core BSH5B08	Comprehensive self-Study	Check the student's capacity of theoretical knowledge in which they studied in all the previous semesters. Analyze the student capacity to solve the questions within the stipulated time. Improve the observing and listening capacity of students in the classrooms and the other learning areas, including training.
Core BSH6B09	Front Office Operations	To establish the importance of front office department & its role in the hospitality industry. It helps the students to acquire basic knowledge & skills necessary to industry required standards in this area.
Core BSH6B09 (P)	Front Office Operations-Practical	Familiarise the reservation, Registration, Telephone Handling, Daily Transaction, and Accounting Procedures in Front Office.
Core BSH6B10	Accommodation Management	To elaborate the knowledge and importance of housekeeping department & its role in the hospitality industry. It helps the students to acquire basic knowledge & skills on Linen and Uniform room Management, Laundry Operation, Interior Design and Flower arrangements. It also enhance knowledge on Housekeeping Supervision and contract and outsources the contract in Housekeeping.
Core BSH6B11	Rooms Division Management	It helps students to acquire knowledge and skill on use of technology and soft skills in front office. It also enables students to evaluate the Yield Management and Performance of Hotels.
Core BSH/C 6B12	Food and Beverage Management	To develop a management skills in the area of Food & Beverage Service in the Hotel & Catering industry. It also aims to enable the students to acquire professional competence for Food & Beverage Management.
Core BSH6B13	Project Report and Viva	To understand project characteristics and various stages of a project, the conceptual clarity about project organization and feasibility analyses Market, Technical, Financial and Economic, analyze the learning and understand techniques for Project planning, scheduling and Execution Control.

COURSES DETAILS

CORE COURSES

BSH/C 1B01 INTRODUCTION TO HOSPITALITY INDUSTRY

Module	Topic	Content
1	Introduction to the Hospitality industry	<ul style="list-style-type: none"> a. The origin of hospitality b. History of travel -in India and international –early times, Persian, Macedonian times, Mayurian empire ,the Mugal Empire, The Muslim Empire, English Raj, Post Independence c. Hospitality –Guest relation, customer satisfaction d. Types of hospitality e. Hospitality ethics and standards f. Traits of hospitality employees g. Evolution and growth of hotel industry in India
2	History of Hotels ,Resorts and Motels	<ul style="list-style-type: none"> a. Inns of early times b. History of hotels in America c. History of motels and it's features d. Advent of hotel chains .
3	Types of hotels, Hotel Organization And Job Description	<ul style="list-style-type: none"> a. Small, medium and Large hotels b. Revenue Departments c. Non revenue departments d. Minor revenue departments e. Uniformed services of hotel f. Organisation chart g. Job description and job specification of front office employees
4	Customer service and Understanding guest service	<ul style="list-style-type: none"> a. What is customer service b. Why is customer service is important c. Who is the customer d. Creating excellent mindset e. Customer relationship management f. Difference between service and physical products
5	Areas of Hospitality industry	<ul style="list-style-type: none"> a. Basis of classification of hotels: resorts, commercial hotels, floating hotels, motels, casino hotels, time share, condominiums, boutique hotels and supplementary accommodations b. Air lines c. Railway d. Limousines, luxury Cruise lines, e. Fast food restaurants, Institutional catering, Theme park, welfare catering and outdoor catering.

REFERENCE BOOK

Sl.No	Book Name	Author
1	Hospitality reception and front office procedures and systems	Dr.JagmohanNegi
2	Introduction to tourism &hospitality industry	Sudhir Andrews
3	Hotel front office operations and management	Jatashankar. R.Tewari
4	Front office management	S.k.Bhatnagar
5	Training manual for front office operations	Sudhir Andrews

BSH2B02ACCOMMODATION OPERATIONS

Module	Topic	Content
1	Housekeeping	<ul style="list-style-type: none"> a. Introduction – What is Housekeeping? b. Classifications of hotels. c. Importance of housekeeping in hospitality industry. d. Responsibilities of housekeeping Department. e. Personal attributes of housekeeping staff.
2	Organizational Framework of the department	<ul style="list-style-type: none"> a. Organizational structure of housekeeping department. (small, medium, large) b. Job description, job specification, job list, job breakdown and job procedures. c. Duties and responsibilities of housekeeping personnel. (EHK, Deputy Housekeeper, Desk control supervisor, Room and public area supervisor, guest room and public area attendants) d. Types of rooms and room status. e. Coordination with other department.
3	Cleaning Procedures & Types of cleaning	<ul style="list-style-type: none"> a. Principles of cleaning, cleaning agents, cleaning equipment's. b. Frequency of cleaning. c. Spring cleaning d. Sequence of guest room cleaning- entering the guest room, removal of soiled linen, making the bed, cleaning the bathroom, replenish the supplies servicing VIPs room. e. Second service, turndown service, guest floor practices, Room report.
4	Housekeeping Procedures	<ul style="list-style-type: none"> a. Daily routine system in housekeeping. b. Housekeeping control desk, forms formats and registers maintained in control desk. c. Types of Keys and key handling. d. Lost and found procedures. e. First Aid& Fire safety procedures

5	Public Area Cleaning	<ul style="list-style-type: none"> a. Entrance, lobbies, front desk, b. Elevators, stair case, guest corridors, c. Public rest rooms, d. Banquet halls, restaurants e. Leisure areas.
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REFERENCE BOOKS

Sl.No	Book Name	Author
1	Hotel Housekeeping Operations & Management	G.Raghubalan, Smartee Raghubalan
2	Housekeeping Theory & Practices	Dr.Jagmohan Negi
3	Professional Management of Housekeeping Operations	Robert.J.Martin
4	Hotel Housekeeping	Milani Singh
5	Hotel Housekeeping Training Manuel	Sudhir Andrews
6	Accommodation Operation Management	S.K .Kaushal, S N Gautham

BSH2B02 (P) ACCOMMODATION OPERATIONS (PRACTICAL)

Sl.No	Topic	Method
1	Cleaning Equipment's	Demo
2	Cleaning Agents	Demo
3	Cleaning of Different Surface	Demo & Practice
4	Bed Making	Demo & Practical Session
5	Daily Cleaning of Guest Rooms	Demo /Practice
6	Standard Supplies	Demo
7	Periodical Cleaning & Special Cleaning	Demo/Practice
8	Public area cleaning	Demo/Practice
9	Guest Room inspection	Demo /Practice
10	Maids cart , different types of trolleys	Demo
11		Demo/Practice

	Turn down service , Second service	
12	Folding of Linen	Demo/Practice
REFERENCE BOOKS		
Sl.No	Book Name	Author
1	Hotel Housekeeping Operations & Management	G.Raghubalan,SmarteeRaghubalan
2	Housekeeping Theory & Practices	Dr.JagmohanNegi
3	Professional Management of Housekeeping Operations	Robert.J.Martin
4	Hotel Housekeeping	Milani Singh
5	Hotel Housekeeping Training Manuel	Sudhir Andrews
6	Accommodation Operation Management	S.K .Kaushal, S N Gautham

BSH3B03 FOOD AND BEVERAGE PRODUCTION –I

Module	Topic	Content
1	INTRODUCTION TO COOKERY	Levels of skills and Experience- Attitudes and Behavior in the Kitchen- Personal Hygiene- Safety Procedure in Handling Equipment-Aims and objectives of cooking food-Variou textures- Basic Culinary terms. HIERARCHY AND DEPARTMENT STAFFING; Classical Brigade- Modern staffing in various category hotels-Role of Executive Chef-Duties &Responsibilities of various chef-Co-operation with other Departments. KITCHEN ORGANIZATION & LAY OUT; General layout of kitchen in various organization-Layout of Receiving Areas- Layout of storage Area- Layout of service and wash up- Various Fuels used- Advantages & Disadvantages.
2	BASIC PRINCIPLES OF FOOD PRODUCTION;	Introduction, Classification of vegetables- Effects of heat on vegetables- Cuts of vegetables- Classification of fruits- Uses of Fruit in Cookery- Salads & Salad dressing stocks- Definition of Stock- Types of Stocks- Preparation of stock- Storage of Stocks - Uses of Stocks –Soups -Classification of soups with examples- Basic recipes- Consommés- Garnishes and accompaniment for Soups - Classification of Sauces- Recipes for mother Sauces- Derivatives.

3	MEAT, RICE & PULSES	Meat; Introduction- Cuts of Beef/Veal- Cuts of Lamb/Mutton- Cuts of Pork - Variety meats (Offal). Fish; Classification of fish with examples - Cuts of fish - Selection fish and & shellfish- Cooking of fish. Egg; Introduction of Egg Cookery- Structure of an egg- Selection of egg- Uses of egg in Cookery. Rice; Introduction - Classification and Identification - Cooking of rice, cereals & pulses - Varieties of rice & other cereals.
4	METHODS OF COOKING FOOD;	Roasting, Grilling, Frying, Baking, Broiling, Poaching, Boiling. BASIC COMMODITIES; Flour; Types of wheat- Types of flour -. Uses of flour in food production- Shortening- Role of shortening- Varieties of shortenings- Advantages & Disadvantages of using different shortenings- Fats & Oil - Types, varieties -Raising agents -Classification of raising agent- Role of raising agents. Sugar; Importance of sugar- Types of sugar- Cooking of sugar- (various stages)- Uses of sugar.
5	BEVERAGES, MILK & MILK PRODUCTS	Tea; Types of tea available- Preparing tea for consumption- Popular brand. Coffee; Types of coffee- Preparing coffee- Varieties of coffee- blends Chocolate- Manufacture of chocolates- Types of chocolates - Tempering of chocolates. Milk; Pasteurization, Homogenization, Types of milk. e.g. skimmed condensed.- Nutritive value. Cream; Processing of cream - Types of cream- Butter - Processing of butter- Types of butter. Cheese; Processing of cheese- Types of cheese- Classification of cheese- Cooking of cheese- Uses of cheese. USES OF HERBS AND WINES IN COOKERY.

REFERENCE BOOKS

Sl.No	Book Name	Author& Publisher
1	Practical Cookery, .	Victor Ceserani & Ronald Kinton, ELBS
2	Theory of Catering,	Victor Ceserani& Ronald Kinton, ELBS
3	Theory of Catering,	Mrs. K.Arora, FrankBrothers
4	Modern Cookeryfor Teaching & Trade	Vol. I, Ms. ThangamPhilip, Orient Longman
5	Herrings Dictionaryof Classical& Modern Cookery,	Walter Bickel
6	Chef Manual of Kitchen Management,	Fuller, John

BSH3B03 (P) FOOD AND BEVERAGE PRODUCTION – I (PRACTICAL)

I.No	TOPIC
1	Identification and cuts of vegetables
2	Preparation of stocks – White, Brown and Fish
3	Preparation of Sauces
4	Soups: Cream – vegetable, spinach, tomato greenpeas Consomme – Royale, Celestine c National – Vichyssoise, cabbage chowder
5	Eggs – boiled, fried, poached, scrambled, omelettes.
6	Fish – Fisho’rly a la nglaise, Colbert, poached, saumongrille,Florantine, mornay, pomfretmeuniere, fish fingers.
7	Poultry – jointing chicken, poulet roti a l anglaise, pouletsautéchasseur, poulet Maryland, roast chicken, chicken a la king
8	Meat - Fillet steak, tournedos, escalope, lamb stew, hot pots, grilled steak.
9	Potatoes – French fries, lyonnaise, sauté, mashed, cream, parsley, parsienne
10	Vegetable – Veg. cooking, boiled, glazed, fried, stewed, braised.
11	Salads and sandwiches – coleslaw, Russian salad, potato salad, carrot, salad nicoise , fruit salad, waldrof salad, sandwiches varieties Sweets – honey comb mould, trifle, chocolate mousse, lemon soufflé, bread and butter pudding, caramel custard, albert pudding, Christmaspudding.
12	Indian Dishes <ul style="list-style-type: none"> a. Snacks – dhokla, uppama, idly, wadas, samosa, paltice, cutlets b. Breads – chappaties, poories, parathas, bhaturas, missieroti, roomali roti, baki roti c. Rice – jeerapulao, veg. pulao, lime rice, alukithahari, yakhinipulao, prawnpulao, peas pulao, chicken biryani, muootn biryani, prawns biryani, veg. biryani, hyderabadi biryani, kashmiripulao d. Gravies (veg/ non veg) – khorma (chicken, mutton veg.) shajahani, jalfraize, rogini chicken, rogan josh, chicken / mutton do pyaz, chickenchettinad, paneermalaikofta, palakpaneer, butte chicken, alogobi, fish moilee, goan fish curry, macherjhol, dal makhani, dal thadka, mixed veg curry, pepper chicken, kadaichicken, mutton vindaloo, e. Dry (veg./ non veg.) - salads, raitas, foogath, bhaaji, bhujjia, kuchumber, friedbhindi, avail, brinjalbhurta, masala fried fish, karimeenpollichudhu f. Sweets – Gajjarhulwa, sheera, gulabjamun, boondhiladoo, semiyapayasam, pal payasam, badam/carrot kheer, jangri, shahitukra, mysorepak, kesari, rasagullas, pumpkin hulwa. g. Tandoor – Naan, kulcha, roti, chicken tikka , fish tikka, sheekkebab, tandoori chicken, hariyali chicken/ fish tikka, tangdikebab.

BSH3B04 FOOD ANDBEVERAGE SERVICE-I

Module	Topic	Content
1	Introduction to catering	<p>Introduction to the Hotel Industry and growth of the hotel Industry in India</p> <p>Catering establishments: Definition and structure</p> <p>Role of catering establishment in the travel/tourism industry</p> <p>Classification of the catering industry</p>
2	Department organization and staffing	<p>Organization of Food and Beverage department of hotel</p> <p>Principal staff of various types of F&B operations, duties and responsibilities</p> <p>French terms related to F&B staff.</p> <p>Inter-departmental relationships (Within F&B and other department)</p> <p>Attributes of a waiter- Personal hygiene, punctuality, personality, attitude towards guests, appearance, salesmanship and sense of urgency</p> <p>Types of restaurants: overview and key characteristics - coffee shop, continental restaurants, specialty restaurants, pubs, night clubs, discotheques, snack and milk bar.</p>
3	Operating equipments	<p>Classification of crockery, cutlery, glassware, hollowware, flatware and special equipments</p> <p>Restaurant linen and furniture</p> <p>Dummy waiter- arrangement and uses during services.</p> <p>Ancillary departments: Pantry, still room, silver room, wash-up and hot-plate.</p>
4	Menu	<p>Origin of menu, Objectives of Menu Planning, Types of menu- table d'hôte menu, a la carte menu (Cover and layout)</p> <p>French classical menu with examples</p> <p>Food and their usual accompaniments</p> <p>Breakfast: Types, menu for each type, terms used in the service of continental breakfast</p> <p>Cover laying for continental and English breakfast.</p> <p>Order taking procedures: In-person, telephone and door hangers.</p>

5	Types of service	<p>Different styles of service, advantages and disadvantages. Restaurant service: Misen scene, Misen place. Points to be remembered while laying a table, Do's and don'ts in a restaurant Sequence of service Floor / Room service: Meaning, Full & Partial room service, Breakfast service in room, tray & trolley set-up for room service Lounge service: Meaning, organization of lounge service. Tea service: Afternoon tea and high tea, order of service. Banquets and buffets – Types and layout.</p>
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REFERENCE BOOKS

Sl.No	Book Name	Author & Publisher
1	Food and Beverage Service	Dennis Lillicarp, Hodder and Stoughton Educational
2	Food and Beverage Service	John Cousins, Hodder and Stoughton Educational
3	Food and Beverage Service	Sudhir Andrew , Tata McGraw Hill Education
4	Food and Beverage Service	Jagmohan Negi, Frank Brothers & Co .Ltd, Delhi
5	Food and Beverage Service	Bobby George and Sandeep Bhattacharya, Jaico Publishing House, Delhi

BSH3B04 (P) FOOD AND BEVERAGE SERVICE -I(PRACTICAL)

Module	Topic	Content
1	Food and Beverage service areas	<p>Induction and familiarization of F & B service areas Ancillary F & B service areas –Induction and profile Familiarization of F& B Service equipment-cutlery, crockery, glassware, flatware, hollowware, linen and miscellaneous equipments Care & Maintenance of F&B Service equipment Cleaning / polishing/wiping /storing of F & B service equipments-cutlery, crockery and glassware.</p>

2	Basic technical skill	<p>Waiter's tool kit</p> <p>Arrangement of sideboard</p> <p>Handling/ storing cutlery, crockery, glassware, flatware, hollowware</p> <p>Manipulating service spoon and fork for serving various courses</p> <p>Laying and relaying of table cloth</p> <p>Serviette folds</p>
3	Menu	<p>Practice of simple menu compilation.</p> <p>Types of menu -Table lay up for different menu - A La Carte, Table d'hôte,</p> <p>French classical Menu</p> <p>Points to be remembered while laying a table for a menu</p>
4	Food and Beverage service	<p>Restaurant service -Organizing Mise-en-scene,OrganizingMise-en-Place. Opening, Operating & Closing duties</p> <p>Restaurant vocabulary – English and French</p> <p>Different forms of service in a restaurant- Russian, American, French, Silver and English.</p> <p>Service of water</p> <p>Carrying a Tray /Salver</p> <p>Carrying glasses</p> <p>Service of various forms of a meal courses: Hors d' oeuvres, Potege, Poisson, Entrée, Releve (main), Sorbet, Roti, Legumen, Entrement, Savoury, Desserts and Cafe.</p> <p>Clearing soiled plates/Clearing of a meal (course by course)Sequence of service-Receiving and seating of guests, presenting the menu, taking orders, serving courses, bill presentation and seeing off the guest.</p>
5	Breakfast service	<p>Breakfast –Types</p> <p>Breakfast Menu (English, American Continental, Indian, buffet)</p> <p>Breakfast table setting - Continental breakfast cover and tray set up.English breakfast cover and tray set up. Buffet</p> <p>Service of non – alcoholic drinks, tea and coffee</p>

REFERENCE BOOKS

Sl.No	Book Name	Author& Publisher
1	Food and Beverage Service	Dennis Lillicarp, Hodder and Stoughton Educational
2	Food and Beverage Service	John Cousins, Hodder and Stoughton

		Educational
3	Food and Beverage Service	Sudhir Andrew , Tata McGraw Hill Education
4	Food and Beverage Service	JagmohanNegi, Frank Brothers & Co .Ltd, Delhi
5	Food and Beverage Service	Bobby George and Sandeep Bhattacharya, Jaico Publishing House, Delhi

BSH4B05FOOD ANDBEVERAGE SERVICE-II

Module	Topic	Content
1	Beverages	Classification of beverages: Types of beverages, preparation of common non-alcoholic Beverages. Examples tea, coffee, milk based drinks, juice, squash and aerated water, other bar non-alcoholic drinks used in dispense and main bar. Alcoholic beverage: Meaning, classification of alcoholic beverages.
2	Dispense bar	Introduction and definition Bar layout – physical layout of bar Bar stock – alcohol & non alcoholic beverages Bar equipment
3	Wines	Common grape varieties used in making wines, factors affecting the quality of wines, Manufacturing process of table wines (red, white and rose), brand names, Wine producing regions of France, Grape varieties, popular red and white wines. Champagne: Manufacturing process of Champagne, styles, brand names and bottle sizes Wine producing regions of Germany and Italy, grape varieties and brands. Fortified wines: Sherry, Port and Madeira –Production methods, and styles, Cider & Perry: Meaning. Aperitifs - Introduction and Definition, Types of Aperitifs, Vermouth (Definition, Types & Brand names), Bitters (Definition, Types & Brand names)

4	Liqueurs	<p>Meaning, color, flavor & country of origin of Absinthe, Advocaat, Abricotine, Anisette, Aurum, Benedictine, Cointreau Crème de menthe, crème, demokka, all, curacaos, Dram buie, Glavya, Gold wasser, grandmarnier, Kahlua, Sambuca, Tia Maria, etc</p> <p>Beer: Manufacturing process, types of beer and popular brands.</p> <p>Cocktail- Meaning, types of Cocktails, Methods of making cocktails, points observed while making cocktails, Recipes of Whisky, rum, Gin, Brandy, Vodka, Tequila, Champagne based cocktails. (Given in reference text only) Mock tails-Meaning and recipes of famous mock tails.</p> <p>Specialty coffee – meaning and examples</p>
5	Spirits	<p>Spirit production methods - pot still and patent still Manufacturing process of Spirits (Whisky, Rum, Gin, Brandy, Vodka and Tequila), styles and brand names</p> <p>Checking, control & Billing: Introduction & checking systems, Types of checks, copies, triplicate system and duplicate system, checking for wines & other drinks</p> <p>The Bill - method of making a bill & settlement of accounts</p> <p>Tobacco - Important tobacco producing countries of the world, quality of cigars & cigarettes strength & size of cigars, service method.</p> <p>Menu Engineering: Meaning</p> <p>Menu Merchandising: Methods of pricing menus, Shape and design of menu, Size of menu, Type & colour of paper or card, Layout, printing & reprinting.</p>

REFERENCE BOOKS

Sl.No	Book Name	Author & Publisher
1	Food and Beverage Service	Dennis Lillicarp, Hodder and Stoughton Educational
2	Food and Beverage Service	John Cousins, Hodder and Stoughton Educational
3	Food and Beverage Service	Sudhir Andrew, Tata McGraw Hill Education
4	Food and Beverage Service	Jagmohan Negi, Frank Brothers & Co .Ltd, Delhi

5	Food and Beverage Service	Bobby George and Sandeep Bhattacharya, Jaico Publishing House, Delhi
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BSH4B05(P) FOOD AND BEVERAGE SERVICE-II(PRACTICAL)

Module	Topic	Content
1	Dispense Bar– Organizing Mise-en- place	Wine service equipment Beer service equipment Cocktail bar equipment Liqueur / Wine Trolley Bar stock - alcoholic & non-alcoholic beverages Bar accompaniments & garnishes Bar accessories & disposables
2	Planning and Operating Food & Beverage Outlets	Class room Exercise Developing Hypothetical Business Model of Food & Beverage Outlets Case study of Food & Beverage outlets - Hotels & Restaurants Function Catering – Banquets Planning & organizing Formal & Informal Banquets Planning & organizing Outdoor caterings Function Catering – Buffets Planning & organizing various types of Buffet
3	Cocktails and Mixed drinks	Definition and History Classification Recipe, Preparation and Service of Popular Cocktails: - Martini – Dry & Sweet - Manhattan – Dry & Sweet - Dubonnet - Roy-Roy - Bronx - White Lady - Pink Lady - Side Car - Bacardi - Alexandra - John Collins - Tom Collins - Gin FIZZ - Pimm’s Cup – no. 1,2,3,4,5- Flips - Noggs- Champagne Cocktail - Between the Sheets - Daiquiri - Bloody Mary - Screw Driver - Tequilla Sunrise - Gin-Sling - Planters Punch - Singapore Sling - Pinacolada - Rusty Nail - B&B - Black Russian- Margarita - Gimlet – Dry & Sweet - Cuba Libre- Whisky Sour- Blue Lagoon- Harvey Wall Banger - Bombay Cocktail

4	Alcoholic Beverages	Service of Wines -Service of Red Wine, white/Rose Wine, Sparkling Wines, Fortified Wines, Aromatized Wines, Cider, Perry & Sake, Aperitifs,Bitters, Vermouths, Beer, Service of Spirits - Service styles – neat/on-the-rocks/with appropriate mixers - Whisky, Vodka, Rum, Gin, Brandy, Tequila Service of Liqueurs - Service styles – neat/on-the-rocks/with cream/en frappe
5	Matching Wines with Food	Menu Planning with accompanying Wines - Continental Cuisine and Indian Regional Cuisine Table laying & Service of menu with accompanying Wines - Continental Cuisine and Indian Regional Cuisine

REFERENCE BOOKS

Sl.No	Book Name	Author& Publisher
1	Food and Beverage Service	Dennis Lillicarp, Hodder and Stoughton Educational
2	Food and Beverage Service	John Cousins, Hodder and Stoughton Educational
3	Food and Beverage Service	Sudhir Andrew , Tata McGraw Hill Education
4	Food and Beverage Service	JagmohanNegi, Frank Brothers & Co .Ltd, Delhi
5	Food and Beverage Service	Bobby George and Sandeep Bhattacharya, Jaico Publishing House, Delhi

BSH4B06 FOOD & BEVERAGE PRODUCTION –II

Module	Topic	Content
1	INDIAN COOKERY	Introduction to Indian foods . CONDIMENTS AND SPICES; Spices used in Indian Cookery - Role of spices in Indian cookery - Indian equivalent of spices (names). BASIC MASALAS; Blending of spices and concept of 'masala'- Different masalas used in Indian Cookery - Wet masalas - Dry masalas - Composition of different masalas - Varieties of masalas available in regional areas - Special

		masala blends. THICKENING AGENTS; Role of thickening agents in Indian cuisine - Types of thickening agents
2	QUANTITY FOOD PRODUCTION	EQUIPMENT- Quality of equipment used - Specification of equipment - Care & maintenance of equipment - Heat and cold generating equipment - Modern developments in equipment manufacturing.
3	MENU PLANNING	Basic menu planning – recapitulation, Special emphasis on quantity food production, planning of menus for various categories, such as; School/college students, industrial Workers Hospitals, canteens, outdoor, party’s theme dinners, Transport/mobile catering, Parameters for quantity food menu planning. INDENTING: Principles of indenting - Quantities/portions for bulk production - Translation of recipes for indenting - Practical difficulties involved in indenting.
4	INTERNATIONAL CUISINE	British, Middle East, Spanish, French, Italian, Oriental And Mexican. SANDWICHES: Parts, Filling, Spreads And Garnishes, Types, Making And Storing. CHARCUTIERE; - Sausages - Force meats - - Marinades, Cures, Brines- Bacon, Ham, Gammon- Galantines - Pates And Terrines - Mousses And Mousselines - ChaudFroid - Aspic Jelly - Non Edible Displays. APPETIZERS AND GARNISHES; - Classification - Examples, Different Garnishes.
5	BAKERY	Short Crust – Laminated – Choux- Hot Water/Rough Puff - Recipes and methods of preparation - Care to be taken while preparing pastry - Role of each ingredient - Temperature of baking pastry. BREADS; Principles of bread making - Simple yeast breads - Role of each ingredient in bread making - Baking temperature and its importance. PASTRY CREAM; Basic pastry creams. Uses in confectionery. ICING AND TOPPING; FORZEN DESSERTS

REFERENCE BOOKS

Sl.No	Book Name	Author & Publisher
1	Practical Cookery, .	Victor Ceserani & Ronald Kinton, ELBS
2	Theory of Catering,	Victor Ceserani & Ronald Kinton, ELBS
3	Theory of Catering,	Mrs. K.Arora, Frank Brothers
4	Modern Cookery for Teaching & Trade	Vol. I, Ms. Thangam Philip, Orient Longman

5	Herrings Dictionary of Classical & Modern Cookery,	Walter Bickel
6	Chef Manual of Kitchen Management,	Fuller, John

BSH 4B06 (P) FOOD & BEVERAGE PRODUCTION – II (PRACTICAL)

FRENCH MENUS	
MENU 1 Consommé Carmen Poulet Saute Chasseur Pommes Lorette Haricots Verts Salade de Betterave Brioche Baba au Rhum	MENU 6 Barquettes Assort is Stroganoff De Boeuf Pommes Persilles Salade De Chou-Cru Garlic Rolls Crepe Suzette
MENU 2 Bisque D'ecrevisse Escalope De Veau Viennoise Pommes Battaille Courge Provencale Epinards au Gratin. Gateau De Peche	MENU 7 Duchesse Nantua Poulet Maryland Croquette Potatoes Salade Nicoise Brown Dread Pate Des Pommes
MENU 3 Crème Dubarry Dorne De Saumon Grille Sauce Poloise Pommes Fondant Petits Pois A La Flammande French Bread Tarte au fruit	MENU 8 Kromeskies Filet De Sole Walweska Pommes Lyonnaise Funghi Marirati Bread Sticks Soufflé Milanaise
MENU 4 Veloute Dame Blanche Cote De Pore Charcuterie Pommes De Terre A La Crème Carottes Glace Au Gingembre Salade Verte Harlequin Bread Chocolate Cream Puffs	MENU 9 Vol-Au-Vent De Volaille et Jambon Homard Thermidor Salade Waldorf Vienna Rol1s Mousse Au Chocolate
MENU 5 Cabbage Chowder Poulet A La Rex	MENU 10 Crabe En Coquille Quiche Lorraine Salade de

Pommes Marquise Ratatouille SaladeDeCarottes et Celeri CloverLeaf Bread SavarinDesFruits	Viande Pommes ParisienneFoccacia Crème Brulee
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BSH5B07FRONT OFFICE OPERATION

Module	Topic	Content
1	Introduction to Hospitality industry	<ul style="list-style-type: none"> f. Introduction – What is Hospitality g. Classifications of hotels. h. Hotel organisation-Hospitality ethics and standards i. Hospitality Ethics in practice j. Traits of Hospitality employees
2	Front office organization	<ul style="list-style-type: none"> f. Functional areas, sections and Layout of front office g. Organization of front office staff h. Duties and Responsibilities of some front office personnel i. Qualities of front office personnel e. Importance of Organization
3	Room Tariff	<ul style="list-style-type: none"> f. Introduction of Room tariff g. Room rate designation h. Meal plans,Room tariff card,Room tariff fixation,Guest cycle i. Reservations,Types of reservation,Modes of Reservation sources of reservation,reservation reports and importance of reservation j. Registration,pre-registration,formc,passport,visa,registrationrecords,Check in procedures for Individual,Group and crew arrivals,very important persons in a hotel.

4	Guest services	<ul style="list-style-type: none"> f. Handling Guest mail, Message handling g. Custody and control of keys, Guest paging, safe deposit locker h. Guest room change, left luggage handling, wake up call i. Guest complaints, Types of Guest complaint, Handling Guest complaint j. Check out and settlement, departure procedure, Mode of settlement of bills, foreign exchange, cash settlement, credit settlement, potential check out problems and solutions, late checkout, improper posting of charges in guest folio, control of cash and credit, Credit limit for customers.
5	Front office accounting	<ul style="list-style-type: none"> f. Introduction of front office accounting g. Types of Accounts h. Vouchers i. Folios and ledger j. Front office accounting cycle and Night audit process

REFERENCE BOOK

Sl.No	Book Name	Author
1	Hotel front office operations and Management	Mr Jatashankar R Tewari
2	Hospitality Reception and front office procedure and system	Dr. Jagmohan Negi
3	Front office Management	Mr S.K Bhatnagar
4	Training manual for front office operations	Mr Sudhir Andrews
5	Managing front office operations	Mr Michael L Kasavana

BSH5B07 (P) FRONT OFFICE OPERATIONS (PRACTICALS)

PRACTICALS		
Sl.No	Topic	Method
1	Reservation	Demo in PMS Lab
2	Registration	Demo in PMS Lab
3	Guest history	Demo in PMS Lab
4	Telephones	Demo & Practical Session
5	Housekeeping	Demo in PMS Lab
6	Daily transactions	Demo in PMS Lab
7	Front office accounting procedures	Demo/Practice
	(a) Manual accounting	Demo/Practice
	(b) Machine accounting	Demo /Practice
8	(c) Payable, Accounts receivable, Guest history.	Demo
9	Role play	Demo/Practice
10	Situation handling	Demo/Practice
REFERENCE BOOK		
Sl.No	Book Name	Author
1	Hotel front office operations and Management	Mr Jatashankar R Tewari
2	Hospitality Reception and front office procedures and system	Dr. Jagmohan Negi
3	Front office Management	Mr S K Bhatnagar
4	Hotel Front office training manual	Sudhir Andrews

BSH5B08 ACCOMMODATION MANAGEMENT

Module	Topic	Content
1	Linen and Uniform room management	<ul style="list-style-type: none">a. Layout, responsibilities of linen room supervisor, and attendant.b. Type's storage and exchange of linen, par stock and linen control.c. Purchase of Linen.d. Issue and exchange procedures of linen.e. Advantage of providing staff uniforms.
2	Laundry Operations	<ul style="list-style-type: none">a. Types of laundry and laundry equipment's.

		<ul style="list-style-type: none"> b. Wash cycle c. Dry cleaning d. Stain removal. e. Layout of laundry, on premises laundry – location & planning.
3	Interior design & flower arrangements	<ul style="list-style-type: none"> a. Objectives types and principals of design. b. Types / styles of flower arrangements. c. Equipment's and types of flower used for the arrangements d. Flower arrangements at various locations. e. Care and Conditioning of flowers.
4	Housekeeping supervision	<ul style="list-style-type: none"> a. Importance of supervision. b. Check list for guest room inspection. c. Types of guest complains d. Handling of guest complaints e. Guest floor reportable and guest floor rules.
5	Contracts and out sourcing in Housekeeping	<ul style="list-style-type: none"> a. Contracts –contract services in housekeeping, hiring contract providers, Contract specification, pricing contract. b. Out sourcing c. Changing trends in housekeeping d. Pest control – types and methods e. Waste management- collection segregation and disposal

Reference Books:

Sl.No	Book Name	Author
1	Hotel Housekeeping Operations & Management	G.Raghubalan, SmarteeRaghubalan
2	Housekeeping Theory & Practices	Dr.JagmohanNegi
3	Professional Management of Housekeeping Operations	Robert.J.Martin
4	Hotel Housekeeping	Milani Singh
5	Hotel Housekeeping Training Manuel	Sudhir Andrews
6	Accommodation Operation Management	S.K .Kaushal, S N Gautham

BSH 5B09 ROOMS DIVISION MANAGEMENT

Module	Topic	Content
1	Computer applications in front office	<ul style="list-style-type: none"> f. Property Management system g. Different types of Modules in PMS h. Different property management system i. Interface j. Self service terminal and information kiosk
2	Yield Management	<ul style="list-style-type: none"> f. Yield Management and forecasting g. Measuring yield in the industry h. Yield management in the hotel industry i. Elements of yield management j. Benefits of yield management, yield management strategies, challenges or problems in yield management, Measuring yield, forecasting, benefits of forecasting, Data required for forecasting, record required for forecasting room availability, yield management prospects .
3	Evaluating Hotel performance	<ul style="list-style-type: none"> f. Methods of measuring hotel performance g. Occupancy ratio h. Average daily rate and average room rate per guest i. Revenue per available room j. Market share index and evaluation of hotels by guest
4	Overview of soft skills for hospitality	<ul style="list-style-type: none"> f. Introduction g. Job opportunities and their skill requirement h. Definition of Hard and soft skills i. Role of National skill development corporation j. Soft skill requirements for the service industry and teaching soft skills
5	Total Quality Management	<ul style="list-style-type: none"> f. Guests perception of quality g. Introduction to total Quality Management h. Practices in total quality management i. Japanese 5 s practice j. Business process Re-engineering, Quality control circles, kaizen, Benchmarking, Benefits of total quality management

REFERENCE BOOKS

Sl.No	Book Name	Author
1	Hotel front office operations and management	Jatashankar. R.Tewari

2	Hospitality reception and front office procedures and systems	Dr.JagmohanNegi
3	Front office management	S.k.Bhatnagar
4	Managing front office operations	Michael. L.kasavana
5	Soft skills for hospitality	Amitabh Devendra

BSH/C 5B10FOOD AND BEVERAGE MANAGEMENT

Module	Topic	Content
1	Cost & Sales Dynamics	Cost & Cost Accounting - Elements of Cost - Classification of Cost - Sales Concept - Uses of Sales Concept
2	Inventory Control	Importance, Objectives, Methods, Levels and Techniques. Perpetual Inventory - Monthly Inventory. Pricing of Commodities - Comparison of Physical and Perpetual Inventory
3	Food & Beverage Control Purchasing & Budgetary control	Receiving- Storing- Issuing- Sales Control Production Control- Standard Recipe - Standard Portion Size - Bar Frauds - Books maintained- Beverage Control - Sales Control - Procedure of Cash Control- Machine System- ECR- NCR- POS – Reports - Budgetary Control- Budget, Budgetary Control, Objectives, Frame Work, Key Factors, Types of Budget
4	Standard Costing, Variance Analysis & Breakeven	Standard Cost- Standard Costing. Cost Variances- Material Variances- Overhead Variances - Labour Variance - Fixed Overhead Variance- Breakeven Analysis- Breakeven Chart - P V Ratio – Contribution- Marginal Cost
5	Menu Merchandising	Menu Control- Menu Structure – Planning. Pricing of Menu - Types of Menu. Menu as a Marketing tool – Layout - Constraints of Menu Planning

REFERENCE BOOKS

Cost Accounting: S.P.JAIN, K.L.NARANG

Food and Beverage Management: BERNAD DAVIS, ANDREW LOCKWOOD, SALLY STONE

BSH6B11 INDUSTRIAL EXPOSURE TRAINING AND REPORT

Industrial Exposure Training is an integral part of the curriculum. Student has to undergo industrial training minimum 22 weeks at a single stretch. They will be awarded 100 marks (80 marks external evaluation and 20 marks internal evaluation) for the industrial training & report and for viva voce.

- 1) For award of 100 marks of IET would be on the basis of feed-back from the industry in a prescribed Performance Appraisal Form (PAF). It will be the student's responsibility to get this feed-back/assessment form completed from all the four departments of the hotel for submission to the institute at the end of Industrial Training.
- 2) Responsibilities of institute, hotel, the student/trainee with aims & objectives have been prescribed for adherence.
- 3) Once the student has been selected / deputed for Industrial Training by the Institute, he/she shall not be permitted to undergo it elsewhere. In case students make direct arrangements with the hotel for Industrial Training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek Industrial Training on their own.

INDUSTRIAL EXPOSURE TRAINING

Objective of industrial Exposure Training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial Training is also expected to provide the students the basis to identify their key operational area of interest.

RESPONSIBILITIES OF THE TRAINEE

1. Should be punctual
2. Should maintain the training logbook up-to date
3. Should be attentive and careful while doing work
4. Should be keen to learn and maintain high standards and quality of work
5. Should interact positively with the hotel staff.
6. Should be honest and loyal to the hotel and towards their training.
7. Should get their appraisals signed regularly from the HODs or training manager.
8. Gain maximum from the exposure given, to get maximum practical knowledge and skills.
9. Should attend the training review sessions / classes regularly

10. Should be prepared for the arduous working condition and should face them positively
11. Should adhere to the prescribed training schedule.
12. Should take the initiative to do the work as training is the only time where you can get maximum exposure.
13. Should on completion of industrial Training, hand over all the reports, appraisal, logbook and completion certificate to the institute.

RESPONSIBILITIES OF THE INSTITUTE

1. Should give proper briefing to students prior to the industrial training
2. Should make the students aware of the industry environment and expectations.
3. Should notify the details of training schedule to all the students.
4. Should coordinate (emergencies) with the hotel especially with the training manager
5. Should visit the hotel wherever possible, to check on the trainees
6. Should sort out any problem between the trainees and the hotel
7. Should take proper feedback from the students after the training
8. Should brief the students about appraisals, attendance, marks, logbook and training report.
9. Should ensure trainees procure training completion certificate from the hotel before joining institute.

RESPONSIBILITIES OF THE HOTEL

First exposure: A young trainee's first industry exposure is likely to be the most influential in that person's career. If the managers / supervisors are unable or unwilling to develop the skills young trainees need to perform effectively, the latter will set lower standards than they are capable of achieving, their self-images will be impaired, and they will develop negative attitudes towards training, industry, and in all probability - their own careers in the industry.

Hotels:

1. Should give proper briefing session! Orientation / induction prior to commencement of training.
2. Should make a standardized training module for all trainees.
3. Should strictly follow the structured training schedule.
4. Should ensure cordial working conditions for the trainee.
5. Should coordinate with the institute regarding training programme
6. Should be strict with the trainees regarding attendance during training
7. Should check with trainees regarding appraisals, training report, log boom, etc.
8. Should inform the institute about truant trainees
9. Should allow the students to interact with the guest
10. Should specify industrial training "Dos and Don'ts" for the trainee
11. Should ensure issues of completion certificate to trainees on the last day of training

BSH 6B12 COMPREHENSIVE SELF STUDY

The aim of this course is to assess the student's knowledge of the entire programme in which he/she has gone through. It will be assessed by conducting a Multiple Choice Questions (MCQ) examination with two hours duration. 120 multiple choice questions will be asked, out of which 100 questions must be answered, in the examination. The answer scripts will be sent for external evaluation.

The main objectives of this course are,

1. To understand the student capacity of theoretical knowledge in which they studied in all the previous semesters.
2. To analyse the student capacity to solve the questions within the stipulated time.

To improve the observing and listening capacity of students in the class rooms and the other learning areas, including training.

COMPLIMENTARY COURSES

BSH/C 1C01 SALES AND MARKETING

Module I: Marketing – basic concepts – needs, wants, demand, exchange, transaction, value and satisfaction in hospitality industry – marketing process – marketing philosophies – Products and Services, Application of different marketing concepts in hotel/ service industry.

Module II: Marketing information system – concepts and components – internal record system (result area) – marketing intelligence system – scope in hospitality business – processes and characteristics – managerial use – MIS with special reference to rooms, restaurants – banquets and facilities.

Module III: Product – defining the hospitality products – difference between goods and services product – levels of product – generic, expected, augmented, potential tangible and intangible products – Product life Cycle - product mix in hospitality business.

Module IV: Marketing environment – a basis for needs and trend analysis and marketing effectiveness – SWOT analysis for hospitality industry of Micro and Macro environment. Pricing and Pricing Strategies - Advertisement and Promotion.

Module V: Branding – basic concepts – brand equity – branding of hotels. Pricing of hospitality – concepts and methodology. Organizational customer- Types. Methods & Steps. Principles and practice of hospitality selling – Selling process – AIDA model. Latest trends in Hospitality Marketing

REFERENCE BOOKS

1. Marketing and sales strategies for hotels and travel trade – JAGMOHAN NEGI
2. Marketing for hospitality and tourism – PHILIP KOTLER, JOHN BOWEN AND JAMES MAKEN
3. Tourism marketing – S.M. JHA
4. Tourism marketing and communication – ROMILA CHAWLA
5. Marketing in travel and tourism – VICTOR T.C MIDDLETON
6. Principles of Marketing – PHILIP KOTLER & ABRAHAM KOSHI.
7. Principles of Marketing – NAMATHA KUMARI.
8. Fundamentals of Marketing – TAPAN PANDEY, BUCKLEY R AND CAPLE, JIM,

BSH/C1C02TRAVEL AND TOURISM

Module I. Introduction to travel and tourism – meaning – nature – definitions –Tourism, Tourist, Visitor, Excursionist -purpose of travel- travelers and visitors-the industry definitions followed in India-international tourism-domestic tourism-in bound tourism -out bound tourism-mass tourism -basic components of tourism- elements of tourism-future of tourism- Characteristics of Tourism. History of travel and tourism – Role of Transportation in Tourism– Air, Rail, Road, Sea-Cruises-

Module II. Tourism planning and development-Tourism Policy formation-Types of tourism Planning- Steps o tourism Planning-Role of international organizations Planning-Tourism Policy of India- Tourism in Kerala and its policy- Participation of Public and private sector in Planning Economics of Tourism- Travel motivations- Job opportunities and employment generation- Govt. Revenue and foreign currency exchange- Economic growth based on tourists statistics- Economic benefit of tourism

Module III. Organizations in tourism – World Tourism Organization (WTO), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Pacific Area Travel Association (PATA), India Convention Promotion Bureau (ICPB), Federation of Hotel and Restaurant Association of India (FHRAI), Travel Agent Association of India (TAAI),Universal Federation of Travel Agents Association (UFTAA).

Module IV. Travel Agency-concept, -role-functions-types of Travel agencies, Department of Travel agencies, Major activities-Income sources of travel agencies-Tour Operation-Meaning-definition-functions-types of tour operation overseas, domestic, specialist-main types of tour packages-Independent, escorted, guided- FIT, GIT, inbound, outbound.- Travel formalities, types of passport, types of VISA, health related documents.

Module V- Tourism Products - meaning-definition–Types-India’s rich heritage- architectural heritage, forts, palaces, monuments-World heritage sites-Museums and Art Galleries- handicrafts- Culture and tradition-folklore, cuisine, costume, religions (Jainism, Islam, Hinduism, Christianity, Sikhism) Dance (Classical) and Music (instruments) - Fairs and festivals in India- Natural Products of India- Mountains, hill stations ,caves, Forests, Deserts, Waterfalls, Beaches, Backwaters, islands, farms and plantations - Wildlife resources of India – national parks and wildlife sanctuaries in India – bio reserve centers

Reference

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia

BSH/C2C03 EVENT MANAGEMENT

Module I:- Events-Event management – definition – Broad classification of Events (types). Event planning, Five C's of event management -Conceptualization, Costing, Canvassing, Customization, Carrying out- Role of events in promotion of tourism.

Module II:- MICE – Meeting – Incentives – Conference – Convention – Exhibition –Trade shows and fairs, Leisure Events, Sports Events – organizers – sponsorship – event management as a profession.

Module III:- Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

Module IV:Event Marketing – Customer care – Marketing equipment and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication– Event Presentation – Event Evaluation – Case Studies of events.

Module V: Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII- Events, PATA Travel Mart- India Convention Promotion Bureau (ICPB).

Reference Books:

1. Event marketing and management – Sanjayasingh Gaur,
2. Event management and event tourism – Gelz,
3. Hospitality marketing and management – J M Mathews
4. Event and entertainment marketing, Avrighbarry (1994), Vikas, Delhi.
5. Event management, Bhatia A.K. (2001), Sterling Publishers, New delhi.
6. Event management in leisure and tourism, David C Watt (1998), Pearson, UK.
7. Event planning 2nd Edn. By Allen, Judy, 1952- the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events / Judy Allen. ISBN 978-0-470-15574-5

BSH/C 2C04 MANAGEMENT PRINCIPLES AND PRACTICES.

Module I: Nature and Scope of Management: Evolution of Management - Schools of management thought - F.W.Taylor and Henry Fayol - Principles of Management - Management as a science and an art - Management process.

Module II: Functions of Management: Planning: Types of plan - Planning process – Organizing: Span of control - Line and staff functions - Centralization and decentralization – Delegation - Staffing: Manpower planning: Recruitment - Selection and placement. Directing. Principles of direction – Co-coordinating and controlling.

Module III: Manager Vs Leader: Leadership and motivation: leadership styles -Theories of motivation- MBO - Management of performance - Team Management Characteristics of work group - Work group behaviour and productivity - Team creation and management.

Module IV: Communication in Management-Importance,SMMR model,Communication & Information,Communication Process, barriers to Communication,Types of Communication,verbal &Non verbal communication.Conflict resolution.

Module V: Ethics &Management : Relevance of values in management – Holistic approach for managers in decision making - Ethical Management: Role of organisational culture in ethics - structure of ethics management - Ethics Committee.

Reference Books:

1. Essential of Management – Harold Koontz &HeinzWeirich
2. Management – H. Koontz &Cyrill O’Donnell.
3. Management Theory – Jungle, H. Koontz.
4. Principles of Management – Peter F. Drucker.
5. Management Concepts – V.S.P. Rao, Konark Publishers
6. Principles & Practice of Management – L.M. Prasad, S. Chand.
7. Organization & Management – R. D. Agarwal, Tata McGraw Hill.
8. Modern Business Administration – R.C., Pitman.
9. Human Resource Management – Railey M., Butterworth Heinemann

BSH/C 3C05 NUTRITION HYGIENE AND SANITATION

Module 1: Definition of the terms Health, Nutrition and Nutrients. Importance of Food – (Physiological, Psychological and Social function of food). NUTRIENTS:Classification of nutrients. CARBOHYDRATES: Definition, Classification (mono, di and polysaccharides), Dietary Sources, Functions, Significance of dietary fiber (Prevention/treatment of diseases). LIPIDS: Definition, Classification : Saturated and unsaturated fats, Dietary Sources, Functions, Significance of Fatty acids (PUFAs, MUFAs, SFAs, EFA), Cholesterol – Dietary sources and the Concept of dietary and blood cholesterol.

Module 2:PROTEINS: Definition, Classification based upon amino acid composition, Dietary sources, FunctionsMethods of improving quality of protein in food (special emphasis on Soya proteins and whey proteins). VITAMINS: Definition and Classification (water and fats soluble vitamins), Food Sources, function and significance of:Fat soluble vitamins (Vitamin A, D, E, K), Water soluble vitamins (Vitamin C, Thiamine, Riboflavin, Niacin,Cyanocobalamin Folic acid. MINERALS: Definition and Classification (major and minor), Food Sources, functions and significance of: Calcium, Iron, Sodium, And Iodine& Fluorine.Effects of heat on starch, milk, meat, vegetables, role of fat in cooking, types of fat, spoilage of fat

Module 3:BALANCED DIET: Definition, Importance of balanced diet. RDA for various nutrients – age, gender, physiological state. MENU PLANNING: Planning of nutritionally balanced meals based upon the three food group system, Factors affecting meal planning, Critical evaluation of few meals served at the Institutes/Hotels based on the principle of meal planning.Calculation of nutritive value of dishes/meals.Food additives, Food adulteration, Food standards, Role of microorganisms in manufacturing bread, cheese, beverages etc. Egg white foams.

Module 4: MICRO-ORGANISMS IN FOOD: General characteristics of Micro-Organisms based on their occurrence and structure. Factors affecting their growth in food (intrinsic and extrinsic) Common food borne micro-organisms: Bacteria (spores/capsules), Fungi, Viruses, Parasites

Module 5: FOOD SPOILAGE & FOOD PRESERVATION: Types & Causes of spoilage, Sources of contamination, Basic principles of food preservation, Methods of preservation (High Temperature, Low Temperature, Drying, Preservatives & Irradiation). HYGIENE AND SANITATION IN FOOD SECTOR General Principles of Food Hygiene, GHP for commodities, equipment, work area and personnel Cleaning and disinfection (Methods and agents commonly used in the hospitality industry) HACCP (Basic Principle and implementation)

REFERENCE BOOKS

- 1) Food Science: B Srilakshmi
- 2) Food Science and Nutrition: Malathi
- 3) Nutrition Science: B Srilakshmi
- 4) Food and Nutrition: P K Jas.

BSH/C 3C06 FACILITY PLANNING

Module –I

HOTEL DESIGN: Hotel design considerations, Systematic Layout Planning, Rules for allocation of space in a hotel.

Module-II

HOTEL CLASSIFICATION: Types of hotel, Guidelines for Approval of Hotel Projects and its classification, Classification of hotels including Heritage and Apartment Hotels

Module -III

KITCHEN and RESTAURANT DESIGN: Designing and planning restaurant, Bar design, Physical layout of kitchen, Kitchen configuration and environmental conditions

Module-IV

PROJECT MANAGEMENT: Basic rules and procedure for network analysis, CPM & PERT, Comparison of CPM & PERT

Module V

ENERGY CONSERVATION PROGRAMME IN HOTEL INDUSTRY: Energy conservation, Conservation of energy in different hotel areas, Energy Audit

REFERENCE BOOKS:

- Systematic layout planning-Richard MutherCahners
- Hotels and resort planning by Fred Lawson
- Food service planning-layout and equipment-Lendall H Kotschevar,Margret E Tarell

Hotel facility planning-Tarun Bansal

BSH/C 4C07 HOTEL LAWS**Module 1:**

Indian Contract Act 1872 – Contract – Nature and Classification of Contracts – offer and acceptance – consideration – capacities of parties – free consent – coercion – undue influence misrepresentation- fraud – mistake – void agreements – discharge of contract – breach of contract and remedies- contingent contract - quasi contracts.

Module 2:

Special Contracts – Contract of Indemnity – meaning – nature – right of indemnity holder – and indemnifier – Contract of Guarantee- Meaning – nature - and features- surety and co-surety- rights and liabilities- discharge of surety from his liabilities.

Module 3:

Contract of Bailment And Pledge – rights and duties of bailer and bailee – pledger and pledge – pledge by non owner – Agency – duties and liabilities of agent and principal - termination of agency.

Module 4:

Sale of Goods Act, 1930 – Contract of sale of goods – Meaning – Essentials of contract of sale – Conditions and warranties- caveat emptor – sale by non owners – rules as to delivery of goods – auction sale - rights of unpaid seller.

Module 5:

Hotel laws-Shops & establishment act-Rights of Innkeeper &tenant,Various laws pertaining to hotel Industry-The Consumer Protection Act,1986 – Definition – consumer – complainant – goods – service –complaint – unfair trade practices – restrictive trade practices – rights and remedies for consumers -consumer protection council – consumer disputes redressal agencies.

REFERENCE BOOKS :

HOTEL LAWS- AMITHABH DEVENDRA; OXFORD PUBLICATIONS.

MERCANTILE LAW: M.C KUNHAL.

MERCANTILE LAW: GARY AND CHAWLA.

BUSINESS LAW : TULSIAN.

BUSINESS LAW: GARY AND CHAWLA.

BSH/C 4C08HUMAN RESOURCE MANAGEMENT

Module	Topic	Content
1	Human Resource Planning	A. Micro B. Macro HRD applications in Hotel Industry Relevance of HRD in Hotel Industry
2	Personnel Office	A. Functions B. Operations Hotel Environments and Culture HRD Systems
3	Job Evaluations	A. Concepts B. Scope C. Limitations Job Analyses and Job Description Job Evaluation Methods Task Analyses Demand and Supply Forecasting Human Resource Information System Human Resource Audit Human Resource Accounting Practices Recruitment and Selection
4	Attracting and Retaining Talents	Strategic Interventions Induction and Placement Staff Training and Development Training Methods and Evaluation Motivation and Productivity Motivation and Job Enrichment Career Planning
5	Employee Counseling	Performance Monitoring and Appraisal Transfer, Promotion and Reward Policy Disciplinary Issues Employees' Grievance Handling Compensation and Salary Administration Employee Benefits and Welfare Schemes Labour Laws and Regulations Related to Hotel Industry Gender Sensitivities Emerging Trends and Perspectives Impacts of Mergers and Acquisitions on Human Resource Practices

Reference Books

1. Human Resource Management for Hospitality and Tourism Industries by Dennis Nickson, Paperback
2. Human Resources Management in the Hospitality Industry. David K. Hayes, Ph.D. and Jack D. Ninemeier, Ph.D
3. Human Resource Management in the Hospitality Industry A guide to best practice Ninth edition Michael J. Boella and Steven Goss-Turner
4. HRM in Hotel and Tourism Industry - Existing Trends and Practices Percy K. Singh, Jain Book agency
5. HRM in Hotel and Tourism Industry - Existing Trends and Practices O P Agarwal, Jain Book agency

OPEN COURSES

BSH/C 5D01 TOURISM AND HOSPITALITY MANAGEMENT

Module I: Introduction to travel and tourism:- Important phenomenon's helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travelers and visitors-the industry-definitions followed in India-international tourism-basic components of tourism- elements of tourism-future of tourism

Module II:Development of means of transport: - Road transport-Sea/Water transport, Cruise industry-Rail transport-luxury trains of India-Air transport-India and international- Travel Documents.

Module III: Tourism Products:-Types (Natural, Manmade, Symbiotic) –Eco tourism, Adventure tourism- Sustainable tourism- Responsible tourism- Nature based tourism- Green tourism- Multi sport adventures- Cultural tourism- Health tourism- Rural tourism- Ethnic tourism - Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Important Tourist Destinations in India and Kerala

Module IV: Accommodation Industry- History-Types-Departments-Categorisation in India (Star)-Room types-Travel Agency-Types and Functions-Tour Operators-Types and Functions - Characteristics of tourism- Impacts of tourism (Economic, Environmental, Socio-cultural) -

Reference Books

Reference Books

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers
7. Page, S: Tourism Management: Routledge, London
8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

BSH/C 5D02 BASICS IN CULINARY

Module I: Cooking Principles:What is cooking?, Objectives of Cooking- The Basic Cooking Methods- Dry-Heat Cooking Methods- Moist-Heat Cooking Methods.

Module II: Knife Skills & Basic Knife Cuts:Knife Skills 101, The Anatomy of a Chef's Knife, How to Use A Chef's Knife, How To Chop an Onion, Basic Knife Cuts.

Module III: Food Safety: When Food Goes Bad- What is Cross- contamination?- Food Temperature Danger Zone - Chicken & Poultry Safety Tips- Ground Beef Safety Tips- Slow Cookers and Food Safety- Brown Bag Lunches and Food Safety- Cutting Boards and Food Safety - Food Temperature Danger Zone - Food Poisoning Symptoms - How to Wash Your Hands.

Module IV: Stocks & Sauces: Role of Stocks and sauces in cooking- The Mother Sauces- Stock Making Basics- Chicken Stock Recipe- Vegetable Stock Recipe - Chicken Velouté Sauce - SuprêmeSauce Recipe - Making Beef Stock - Espagnole: Basic Brown Sauce - Demi-Glace Recipe - Beurre Blanc Sauce - Béchamel Sauce Recipe - Hollandaise Sauce Recipe

BSH/C 5D03 INTRODUCTION TO BANQUETS AND BUFFETS

Module	Topic	Content
1	Introduction to function catering	1.Introduction to function catering 2.Banquets 3.Types of functions 4.Function staff 5.Staff requirement calculation
2	Function Menu and equipment	1.Function Menus 2.Banquet menu planning 3.Wine list 4. Food Service equipment 5. Other function equipment
3	Table set-ups and service methods	1.Table plans 2.Spacing 3.Table set-ups 4. Service during formal functions 5. Service during informal functions
4	Function Booking and organization	1.Booking a function 2.Organizing a function 3.Briefing 4.Procedure for toasts at formal function 5.Procedure for toasts at formal wedding
5	Outdoor catering & Buffet	1.Introduction to outdoor catering

		2. Staff requirement 3. Calculating tables & equipments required 4. Introduction to Buffet 5. Types of buffet, buffet settings
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Reference Book

Sl.No	Book Name	Author
1	Food and Beverage Service	R. Singaravelavan-Oxford university press
2	Food & Beverage Service	Vijay Dhawan-Frank Bros & Co
3	Text book of Food and Beverage Management	Sudhir Andrews-The McGraw-Hill companies

Common courses

BSH3A11 BASIC NUMERICAL METHODS

Course No: 3.1

Course Code: BSH3A11

Course Name: Basic Numerical Methods

Credits: 4

Hours per week: 4

Total hours: 64

Course Objectives:

- To enable the students to acquire knowledge of numerical equations, matrices progressions, financial mathematics and descriptive statistics
- At the end of this course, the students will be able to understand numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.

Module I:

Numerical expressions and Equations: Simultaneous linear equations (up to three variables), Quadratic equations in one variable-factorization and quadratic formula [10 Hours]

Module II

Matrices: introduction - type of matrices –trace and transpose and determinants - matrix operations – adjoint & inverse–rank- solving equations by matrices: Cramer’s Rule(not more than 3 variables). (15 Hours)

Module III

Sequence, Series and Progression : Concepts and differences - Arithmetic progression- nth term and sum of n terms of an AP - Insertion of Arithmetic means in AP - Geometric progression- ‘n’th term and sum of n terms of an GP - Insertion of Geometric Mean in GP - Harmonic progression. (20 Hours)

Module IV

Interest and Time value : *Concept* of interest-Types of interest: Simple interest and compound interest – nominal, real and effective rate of interest. Future value and Present Value; Annuity and Perpetuity . Computing future and present values of annuity (regular and immediate) - multi and growing period perpetuity. Compound annual growth rate- computation of Equated Monthly Installments (EMI). (15 Hours)

Module V:

Descriptive Statistics: Measures of Central Tendency – Mean : Arithmetic mean , Geometric mean and Harmonic Mean- Median ,Mode and other position values. Measures of Dispersion: mean deviation, quartile deviation, standard deviation and coefficient of variation. Measures of Skewness and Kurtosis. (20 Hours)

Reference Books

1. Business Mathematics and Statistics- N G Das & J K Das (Tata McGraw Hill)
2. Basic Mathematics and its Application in Economics – S. Baruah (Macmillan)
3. Mathematics for Economics and Business – R. S. Bhardwaj (Excel Books)
4. Business Statistics – G. C. Beri (Tata McGraw Hill)
5. Fundamentals of Statistics – S.C.Gupta (Himalaya Publishing House)
- 6.SP Gupta ,Statistical Methods, Sultan Chand
- 7.Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations.
8. Dr. Agarwal.R.S– Quantitative Aptitude for Competitive Examinations, S.Chand &Co. Limited.
- 9.. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill,
(Theory and problems may be in the ratio of 20% and 80% respectively. An over view of the topics is expected and only simple problems shall be given)

BSH3A12 PROFESSIONAL BUSINESS SKILLS

Lecture Hours per week: 4

Credits: 4

Internal: 20

External: 80

Examination 2.5 Hours

Objectives:

- To update and expand basic Informatics skills of the students
- To equip the students to effectively utilize the digital knowledge resources for their study

Module I

Professionalism: Meaning -Definition – Characteristics - Traits and Qualities of a good professional - Professionalism in business - Professional Skills: important soft skills for business success Professionalism in Communication: Verbal Communication: Professional Presentation - Different Presentation Postures- Written Communication: Email - Significance of Email in business – Email etiquette: format - rules – dos and don'ts - Technical Documentation: Standards – Types (15 Hours, 15 marks)

Module II

E-Learning :Introduction of electronic learning - benefits and drawbacks of e-Learning - Online education - Digital age learners - Knowledge resources on internet - E-books, Audio, Video and other means for e-learning- Introduction to e-content development and tools - Online libraries – MOOCs - The e-Learning as a service Industry - major technologies used in e-earning- different approaches for eLearning delivery - E-learning in India (12 Hours, 12 marks)

Module III

Business Data Analysis : Features of New Generation Computers – Concept of data analysis – Business Data Analysis – Data Analyst – Types of analysts - organisation and source of data, importance of data quality, dealing with missing or incomplete data- Social Networking Analysis – Big Data Analysis - Role of Data Scientist in Business & Society - Role of Artificial Intelligence and Intelligent Agents in ebusiness - Ethical and Legal considerations in Business Analytics (18 Hours, 18 marks)

Module IV

Socio - Cyber Informatics: IT and society - Digital Divide – Digital natives-Cyber space- New opportunities and threats - Cyber ethics - Cyber-crimes -Types - Cyber Laws – Organisations related with cyber laws-Cyber addictions - Information overload - Health issues - e-waste and Green Computing –Recent E-governance initiatives in India (15 Hours, 15 marks)

Module V

Digital Marketing : Introduction to Digital marketing Environment –meaning & Concept – Need for digital marketing – Advantages and disadvantages of digital marketing -Trends in digital marketingTypes of digital marketing – Business models in digital marketing Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Business to Employees (B2E), Business to Government (B2G) - Online advertising - types of online advertising - Top e-commerce websites around the world and its scenario in India. PPC (Pay per Click) advertising – Search engine Analytics – search engine ads – social media channels and ads.

(20 Hours, 20 marks)

References Books:

1. Professional Business Skills – Lee Pelitz 2nd Edition
 2. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.
 3. Alan Evans, ITL ESL, Leslie Lamport, Dolores Etter, Darren George, Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.
 4. V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited,New Delhi, 2009.
 5. Daniel Minoli&EmmaMinoli, Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi, 2009
 6. Godfrey Parkin,DigitalMarketing:Strategies for online success,New Holland publishers Ltd,2009
 7. Damian Ryan,Understanding Digital marketing:Marketing strategies for Engaging the Digital generation,Kogan page,3rd Edition,2014
 8. Jonah Berger,Contagious Why things catch on,Simon&Schuster,2013
 9. Turban E, Armson, JE, Liang, TP &Sharda, Decision support and Business Intelligence Systems, 8thEdition, John Wiley & Sons, 2007
 10. Frank J. Ohlhorst, Big Data Analytics, 1st Edition, Wiley, 2012.
 11. Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, 9th Edition, Pearson Education, 2009.
 12. Microsoft Office 2007 Business Intelligence - Reporting, Analysis, and Measurement from the Desktop, Doug Harts, TATA McGraw-Hill Edition, 2008
 13. Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner, GalitShmueli, Nitin R. Patel, Peter C. Bruce, Wiley Publication, 2010
 14. Data Mining: Concepts and Techniques”, Morgan Kaufmann Publication, 3rd Edition, 2011
- Data Science for Business – What you need to know about data mining and data-analytic thinking, Foster Provost, Tom Fawcett, O’ Reilly Media Publication, 2013

BSH4A13 ENTREPRENEURSHIP DEVELOPMENT

Course No: 4.1

Course Code: BSH4A13

Course Name: Entrepreneurship Development

Credits: 4

Hours per week: 4

Total Hours 64

Course Objectives

- To familiarize the students with the concept of entrepreneurship.
- To identify and develop the entrepreneurial talents of the students
- To generate innovative business ideas in the emerging industrial scenario.

Module 1

Concepts of entrepreneur: Entrepreneur- Definitions - Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits -Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth – Entrepreneurship – Meaning – definition - Entrepreneur vs Intrapreneur - Women Entrepreneurs - Recent development – Problems - Entrepreneurial Development Programmes - Objectives of EDP - Methods of training - Phases of EDP.

(10Hours)

Module 2

Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)-Functions of National Small Industries Corporation(NSIC)- Functions of Small Industries Development Bank of India (SIDBI) - Khadi Village Industry Commission (KVIC)-Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical Consultancy Organisation (KITCO)- Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board (NEDB) -Objectives of National Institute for entrepreneurship and small business development (NIESBUD) - Techno park-Functions of techno park Incentives Importance- Classification of incentives – Subsidy - Types of Subsidy

(12 Hours)

Module 3

Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates-Classification-Benefits- Green channel- Bridge capital-Seed capital assistance-Margin money schemes –Single Window System- Sickness- Causes – Remedies Registration of SSI

(12 Hours)

Module 4

Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis-Feasibility study Scope of technical feasibility- Financial feasibility- Social cost benefit analysis-Government regulations for project clearance-Import of capital goods- approval of foreign collaboration- Pollution control clearances- Setting up of micro small and medium enterprises-Location decision- Significance.

(15 Hours)

Module 5

Project Report - Meaning-Definition - Purpose of project reports-Requirements of good report - Methods of reporting - General principles of a good reporting system - Performa of a project report - Sample project report. (The preparation of sample project report shall be treated as an assignment of this course). (15 Hours,)

Books Recommended:

1. Shukla M.B. Entrepreneurship and small Business Management, Kitab Mahal Allahabad.
2. Sangram Keshari Mohanty, Fundamentals of entrepreneurship, PHI, New Delhi.
3. Nandan H. Fundamentals of Entrepreneurship, PHI, New Delhi.
4. Small-Scale Industries and Entrepreneurship, Himalaya Publishing, Delhi
5. C.N. Sontakki, Project Management, Kalyani Publishers, Ludhiana.
6. Sangam Keshari Mohanty. Fundamentals of Entrepreneurship, PHI, New Delhi
7. Peter F. Drucker- Innovation and Entrepreneurship.
8. Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.
9. MSME Act 2006.

BSH4A14 BANKING AND INSURANCE

Course No: 4.2

Course Code: BSH4A14

Course Name: Banking And Insurance

Credits: 4

Hours per week: 4

Total Hours : 64

Course Objectives:

- To enable the students to acquire knowledge about basics of Banking and Insurance.
- To familiarize the students with the modern trends in banking.

Module 1

-Introduction to Banking : Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India - Banks and economic development - Functions of commercial banks (conventional and innovative functions) - Central bank RBI – Functions - Emerging trends in banking.

- Activity: List out the name of banks as per their different category
- Assignment: Procedure for creating an account in a bank

(10 Hours)

Module 2

Negotiable Instruments : Definition - Characteristics - Types - Parties to negotiable instruments - Cheques - Types of cheques - Crossing of cheques - Drafts - Cheque vs. Draft - Endorsement - Significance - Regularity of endorsement - Liability of endorser -Electronic payments.

Activity / Assignment:

- Writing of cheque , writing of challan for Demand Draft
- Procedures for a Bank Loan.

(10 Hours)

Module 3

E-Banking-centralized online real time electronic banking (CORE)-Electronic Clearing service (ECS) - Electronic Fund Transfer - Real Time Gross settlement (RTGS)—National Electronic Fund transfer(NEFT)-society for worldwide interbank financial telecommunication(SWIFT) - E-cheque - Any Time Money - ATM.s- Credit card - Debit card-smart card - Internet banking - mobile banking - Tele-banking - financial inclusion - recent initiatives in financial inclusion.

Activity / Assignment:

- Chelan filling for RTGS, EFT and NEFT
- Different types of Cards, the Procedure for application of different cards and the Procedure for blocking cards
- Procedure for application or activation of net banking, m-banking and tele-banking.

(15 Hours)

Module 4

Introduction to insurance: Concept - need of insurance-insurance as a social security tool – insurance and economic development-principles of insurance - various kinds of insurance - life and general insurance (fire, marine, medical, personal accident, property and motor vehicle insurance) - features life insurance Vs. general insurance.

- Activity / Assignment: List out different names of insurance companies

(15 Hours)

Module 5

Life insurance-law relating to life insurance-general principles of life insurance contract, proposal and policy—Assignment and nomination - title and claims - general insurance - law relating to general Insurance - IRDA - powers and functions - insurance business in India.

- Case Study: Preparation of a proposal for life insurance and how to claim insurance in case of any accident, death or damage.

(14 Hours)

Reference Books:

1. . Jyotsna Sethi and Nishwan Bhatia's *Elements of Banking and Insurance*, published by Phi Learning Private Ltd.
2. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II)Vol- III.
3. Varshaney: Banking Law and Practice.Sultan Chand
4. Dr. P. Periasamy: Principles and Practice of Insurance Himalaya Publishing House, Delhi.
5. Inderjit Singh, RakeshKatyal& Sanjay Arora: Insurance Principles and Practices,Kalyani Publishers, Chennai.
6. M.N. Mishra: Insurance Principles and Practice, S. Chand & Company Ltd, Delhi.
10. G. Krishnaswamy : Principles & Practice of Life Insurance
11. Kothari &Bahl: Principles and Practices of Insurance
12. B.S. Khubchandani, "Practice and Law of Banking",MacMillan India Ltd
13. K.C. Nanda, " Credit Banking", Response Book, Sage Publication,