



UNIVERSITY OF JAMMU

NOTIFICATION
(10/August/ ADP/ 37)

It is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation to the approval of the Academic Council, has been pleased to authorize adoption of Newly Prepared Syllabi and Courses of Study by Faculty of Management Studies in the subject of **BBA (Hotel Management)** for I to VI semesters **from first session starting from August 2010** in School of Hospitality & Tourism Management, University of Jammu, for the examinations to be held in the years as given below:-

BBA (Hotel Management)

<u>Class</u>	<u>Semester</u>	<u>For the Examinations to be held in the year</u>
B.B.A. (HM)	I	Dec. 2010, 2011, 2012
	II	May 2011, 2012, 2013
	III	Dec. 2011, 2012, 2013
	IV	May 2012, 2013, 2014
	V	Dec. 2012, 2013, 2014
	VI	May 2013, 2014, 2015

Sd/-
(DR. P.S. PATHANIA)
REGISTRAR

F.Acd./10/ 55 76-5600
Dated: 28-08-2010

**CENTRE FOR HOSPITALITY & TOURISM
MANAGEMENT**

UNIVERSITY OF JAMMU

Syllabus for

3 Years

BBA (HOTEL MANAGEMENT)

Neelish Kumar
Dr. R. S. Sharma
Dr. R. S. Sharma
Dr. R. S. Sharma
Dr. R. S. Sharma
Dr. R. S. Sharma
Dr. R. S. Sharma

COURSE STRUCTURE FOR BBA (HOTEL MANAGEMENT)

Semester 1 BBA (Hotel Management)

Course Number	Course Title	Credit/ Marks
BBA(HM) 101	Fundamentals of Management	100
BBA(HM) 102	Basics of Hospitality Management	100
BBA(HM) 103	Introduction to Tourism	100
BBA(HM) 104	Basics of Front-Office	100
BBA(HM) 105	Introduction to Information Technology	100
BBA(HM) 106 (Internal)	Personality Development	50

Semester 2 BBA (Hotel Management)

Course Number	Course Title	Credit/ Marks
BBA(HM) 201	Hospitality Marketing	100
BBA(HM) 202	Accounting for Managers	100
BBA(HM) 203	Foundation of House-keeping	100
BBA(HM) 204	Tourism Resources of India	100
BBA(HM) 205	Basics of Food & Beverage	100
BBA(HM) 206 (Internal)	Business Communication	50

Semester 3 BBA (Hotel Management)

Course Number	Course Title	Credit/ Marks
BBA(HM) 301	Financial Management	100
BBA(HM) 302	Human Resource & Organisational Behaviour	100
BBA(HM) 303	House-keeping Management	100
BBA(HM) 304	Basics of Food-Production	100
BBA(HM) 305	Front office Management	100
BBA(HM) 306 (Internal)	Foreign Language-I	50

Jeetendra Singh
Dr. Jeetendra Singh

Dr. Shams

Dr. J. K. Singh

Dr. Anil Singh
Dr. Anil Singh

Semester 4 BBA (Hotel Management)

Course Number	Course Title	Credit/ Marks
BBA(HM) 401	Business Laws	100
BBA(HM) 402	Food Production Techniques	100
BBA(HM) 403	Project & facility planning	100
BBA(HM) 404	Food & Beverage Services	100
BBA(HM) 405	Information Technology in Tourism & Hospitality	100
BBA(HM) 406 (Internal)	Foreign Language-II	50

Semester 5 BBA (Hotel Management)

Course Number	Course Title	Credit/ Marks
BBA(HM) 501	Services Marketing	100
BBA(HM) 502	Room division Management.	100
BBA(HM) 503	Event Management.	100
BBA(HM) 504	Specialised Catering Operations	100
BBA(HM) 505	Entrepreneurial Development	100
BBA(HM) 506 (Internal)	Viva-voce	50

Semester 6 BBA (Hotel Management)

Industrial Training- The students in the 6th semester shall go for industrial training for a period of 15 weeks which shall cover Food & Beverage, House-keeping and Front-office. And after completing the Industrial Training, students shall be evaluated on the basis of their project reports, presentations and viva-voce, the details of which are as under-

Course Number	Course Title	Credit/ Marks
BBA(HM) 601	Presentation & report on Food & Beverage	100
BBA(HM) 602	Presentation & report on House-keeping	100
BBA(HM) 603	Presentation & report on Front-office	100
BBA(HM) 604 (Internal)	Viva-voce	100

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**CENTRE FOR HOSPITALITY & TOURISM
MANAGEMENT**

UNIVERSITY OF JAMMU

Syllabus for

SEMESTER 1

BBA (HOTEL MANAGEMENT)

*Examination to be held in the year
Dec, 2018, 2019, 2020*

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BBA (HM) 1ST SEMESTER

Module Title: Fundamentals of Management

Course No.: BBA (HM) 101

Contact Hours: Minimum 45

Duration of Examination: 3 Hours

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Objective: To familiarize the students with basic concepts, progresses and current issues in management and thus enhance their understanding of how organizations function and the complex relationship existing within the organization and process of management.

Course Contents :

Unit 1: Concept And Nature Of Management: Concept & Definitions, Features Of Management, Management As Science, Art & Profession, Levels Of Management, Scope Of Management, Nature Of Management Process, Classification Of Managerial Functions, Evolution Of Management Thought Approaches To Management (Classical, Behavioral, Quantitative Contingency), Contribution Of Leading Thinkers, Recent Trends In Management Thought.

Unit 2: Planning And Decision Making Nature, Process And Types of Planning, Management By Objectives (MBO), Decision Making, Forecasting

Unit 3: Organizing: Nature & Principles Of Organization, Departmentation, Span Of Management, Authority & Responsibility, Delegation And Decentralization, Forms Of Organization Structure Line & Staff Authority Relationships

Unit-4: Directing: Nature & Scope Of Directing, Motivation: concept, need and importance of Motivation. And Morale, Nature, process and importance of Communication.

Unit 5: Leadership, Coordination: Meaning and process, Controlling: Nature & Process Of Controlling, Techniques Of Control

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings:

- Chandra Bose/Principles Of Management & Administration, Prentice Hall Of India
- Management Theory & Practice C.B.Gupta (CBG) Sultan Chand & Sons
- Management Stoner, Freeman & Gilbert Prentice Hall Of India Pvt Ltd.
- Satya Raju/Management – Text & Cases, Prentice Hall Of India
- Essential Of Management Koontz & Wrihrich Tata McGraw-Hill Publishing Co. Ltd.
- Management Today : Principles and Practice - Burton, Jene, Tata Mc-Graw-Hill Publishing Co. Ltd.
- Management: A global perspective, Weihrich, Heinz and Koontz, Harold, New Delhi: Tata McGraw-Hill Publication Company, 1993.

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BBA (HM) 1ST SEMESTER

Module Title: Basics of Hospitality Management

Course No.: BBA (HM) 102

Contact Hours: Minimum 45

Duration of Examination: 3 Hours

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Objective: The course shall familiarize students with importance of hospitality and its detailed sectors. The broad overview of industry will help learners to understand the integrated picture as well as industry among various sectors.

Course Contents:

Unit1: Hospitality Industry in World and Indian Context: Concept, Origin and Development over the ages, Future, Changing trends.

Unit 2: Type of Hotels: Different basis/criterion classification of Hotels, Categorization of Hotels in India.

Unit 3: Organizational Structure: organisational structure of Hotels- Small, Medium and Large

Unit 4: Departments of a hotel: Different departments in a hotel and brief role and functions of each and their interrelationships

Unit 5: Ownership Structure of Hotels: Introduction, Concept, Types, their features advantages and disadvantages

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings :

- Introduction to Hospitality, Walker John R. Prentice Hall of India.
- An introduction to the hospitality Industry : 4th edition Gerald W. Lattin Attn.
- Hospitality Today : Rocco; Andrew Vladimir, Pables E, Attn.
- Tourism and the hospitalities Joseph D. Fridgen
- Welcome to Hospitality Kye-Sung Chon, Roymond Sparrowe
- Hospitality Mgt. Kevin Baker, Jeremy Hayton
- Hotels for Tourism Development Dr. Jagmohan Negi
- Principles of grading and classification of hotels, tourism restaurant & resorts Dr. J. Negi
- Professional Hotel Management, Jagmohan Negi, Publisher : S. Chand & Co. Delhi
- Tourism and hospitality in 21st century, Ranga, Mukesh and Chandra, Ashish. New Delhi: Discovery publishing house, 2003.

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BBA (HM) 1ST SEMESTER

Module Title: Introduction to Tourism

Course No.: BBA (HM) 103

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The course is aimed to introduce the basic concepts of tourism to the beginners and to serve as a comprehensive resource for the seasoned professionals.

Course Contents :

Unit 1: Overview of travel and Tourism Industry

The nature of the travel and Tourism Industry; Why people travel; Factors which motivates and influence travelers; destination requirement to satisfy and support travel and tourism.

Unit 2: The Economic and social significance of Tourism

Contribution to national economy; growth in GDP; Employment potential; Development of rural and backward areas.

Unit 3: Status of India Tourism

India's share in international tourism arrival; Domestic Tourism, out bound tourism; Major issues and concerns to develop tourism; Tourism Policy; Scope of career opportunities.

Unit 4: Tourism Infrastructure

The need to augment capacity of existing Airports; Airlines; Accommodation; Railways and surface transport.

Unit 5 : Emerging Concepts and Trends in Tourism

Eco/Rural/Agri/Farm/Sustainable/Volunteer Tourism.

Growth and Development of Tourism, Tourism Traffic flows and receipt trends. Changing market-destination patterns, factors responsible therein.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings :

- Tourism and the hospitality Industries, Joseph D. Fridgen.
- Infrastructure of Tourism in India, Rattan Deep Singh, Kanishka Publishers.
- Introduction to Tourism and Hotel Industry, Mohammad Zulficar, Vikas Publication House.
- Progress in Tourism, Recreation and Hospitality, Vol. 1-3, C.P. Cooper; CBS Publishers and Distributions.

Tourism : The business of Travel Cook, Roy A, Yale, Laura J, Marqua, Joseph J., Prentice Hall of India.

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- Tourism and Hospitality in 21st Century, Ranga, Mukesh and Chandra, Ashish, Discovery publishing House, New Delhi.
- Tourism Development: Principles and Practices A.K. Bhatia Sterling Publishers, Delhi.
- Tourism Development and its impact, S.P. Bansal, Shri Sai Printographers. Publisher : NRI Publication New Delhi.
- Frontiers of new tourism, Bezbaruah, M.P., New Delhi, Gyan Publishing House.
- Millennium trends in travel and tourism, Sethi, Praveen, Delhi, Rajat Publication.

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BBA (HM) 1ST SEMESTER

Module Title: Basics of Front-office

Course No.: BBA (HM) 104

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The course is aimed at familiarizing the students with various functions of front office to develop work ethics towards customer care and satisfaction. Special efforts will be made to inculcate practical study skills

Course Contents:

Unit 1: . Front Office Organization & Personnel: Basic Layout and Design; Departmental Organisational Structure; Departmental Hierarchy; Attitude & Attributes and Salesmanship; Job Description and Job specifications of F.O Personnel.

Unit 2: Front Office Operations: The Front-office Desk- equipments in use; The Guest Room- types & status terminology; Key controls; Tariff plans; Types of rates

Unit 3: Functions of Front Office: Front-office responsibilities: Functions on arrival of the guests; Guest history- maintenance & importance; Communication- internal & interdepartmental; Emergency situations; Telecommunications- equipments & communication over telephones; Guest complaint handling

Unit 4: Reservations: Need, definition & importance; types of reservations; sources & modes of reservations; Individual & group bookings; Booking instruments- whitney slips, whitney racks, density charts, Booking conventional charts, A&D register, etc.

Unit 5: Front office cash/ check-out settlement: Functions at departure of the guest; F.O cashier- role & responsibilities; F.O Cash- importance, take over & handover; Check out & bill settlement Night Audit

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Front office management in hotel, Chkravarti B.K., CBS publishers and distributors, 1999.
- Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
- Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.
- Case studies in rooms operations and management, Huyton, Jeremy and Baker, Sue, Melbourne : Hospitality Press, 2001.
- Managing Front office operations, Michael L. Kasavana, Richard M. Brooks, Educational Institute of American Hotel & Lodging Association, (EI-AH&LA, USA).

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BBA (HM) 1ST SEMESTER

Module Title: Introduction to Information Technology

Course No.: BBA (HM) 105

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: Computer skills are essential in every modern framework of studies including hospitality due to the need to manage fast multiplying information and data. The course requires consistent efforts on the part of the students to practice methods and mechanism of computing and analysis. The course focuses on the basic software(s) application while providing an insight in computation process and analysis.

Course Contents:

Unit 1:

Introduction to Computers-their origin, evolution & types

Unit 2:

Components of Computers-hardware: Hardware elements - input, storage, processing & output devices

Unit 3:

Components of Computers – Software: Operating softwares – DOS & Windows

Components of Computers- Software: Application Software – DOS Based – Wordstar & lotus123, Word Processing-capabilities and its application

Unit 4:

Components of Computers- Software: Application Softwares - Windows Based MS-Word & Excel(MS office), WordStar-features-menus-keys and commands

Unit 5:

MIS (interface in Hotel computer system)

Telephone system, Point of sale, call a/c, Energy management, Payroll

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested References:

- Management information system, Lucey T., New Delhi : BPB Publication, 1997.
 - Management information systems : managing information technology in the e-business enterprise, Obrien, James A., New Delhi : Tata McGraw-Hill Publication Company, 2002.
 - Managing Computers in the Hospitality Industry, Michael I. Kasavana, John J. Cahill, EIAH& LA, USA.
- veerendra kumar*
Ali Shah
Asim Ali
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**CENTRE FOR HOSPITALITY & TOURISM
MANAGEMENT**

UNIVERSITY OF JAMMU

Syllabus for

SEMESTER 2

BBA (HOTEL MANAGEMENT)

*Examination to be held in
May, 2011, 2012, 2013.*

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BBA (HM) 1ST SEMESTER

Module Title: Personality Development

Course No.: BBA(HM) 106
Contact Hours: Minimum 25

Maximum Marks:50
(a) Internal Assessment: 50

Objective: To develop oral and written communication skills so as to enable the participants to present their ideas logically and effectively.

Course contents

- Unit 1** Meaning, Definition, Nature and Scope of Communication, Importance of Communication
- Unit 2** Process of Communication, Barriers to Effective Communication, Overcoming the Barriers Listening – Importance and Barriers
- Unit 3** Importance of Oral Communication; Preparing and Delivering Presentations; Types of Oral Presentations; Group Communication

Suggested Readings

- Robert L. Shurter & J. Peter Williamson Written Communication in Business
- William C. Hunstrut Business Communications. Principle and Methods
- & Wayen M. Batty
- Krizan, Merrier, Logan and Williams Business Communication
- Matthukutty Business Communication Strategies
- M Monippally

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BBA (HM) 2nd SEMESTER

Module Title: Hospitality Marketing

Course No.: BBA (HM) 201

Contact Hours: Minimum 45

Duration of Examination: 3 Hours

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Objective: The course aims at understanding the tools and techniques of marketing in general; and their application with specific reference to tourism

Course Contents:

Unit 1:

Introduction to Marketing

Definition, difference in selling/marketing; core marketing concepts; production, product, selling, marketing, social concept; marketing environment

Unit 2:

New product development

Product level; classification; product mix; new product and its development; branding; product positioning; product launching strategies; identifying marketing segment and selecting target markets.

Unit 3:

Pricing

Concept of Price, Pricing Objectives, Factors in influencing Pricing decisions, Price setting methods, Pricing policies and strategies.

Unit 4:

Channel types and functioning

Evaluating channel alternatives; developing channel members; channel dynamics; retailing wholesaling and market logistics; web marketing; sales force decisions

Unit 5:

Sales promotion and market research

Advertising and sales promotion; public relations; personal selling; definition of market research; suppliers of MR; process; forecasting and demand measurement.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings:

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- Kotler Philip, Marketing Management: Analysis, planning, implementation and control, Prentice Hall of India, New Delhi
- Kotlet Philip and Armstrong, Gary, Principles of Marketing; Prentice Hall of India
- Saxena, Rajan, Marketing Management; Tata McGraw Hill, New Delhi
- Staton, Willian et al. Fundamentals of Marketing; McGraw Hill International Edition
- Wilson, Richard and Gilligan Colin, Strategic Marketing Management-Planning, Implementation and Control; Viva Books Pvt. Ltd. New Delhi
- Marketing Management; V. S. Ramakumari MAC MILLAN India Ltd.
- Hospitality Marketing, Wearne, Neil, Global Books & Subscriptions Services.
- Marketing & Sales Strategies for Hotels and Travel Trade, Dr. Jagmohan Negi, S. Chand & Co.
- Marketing for Hospitality & Tourism, Kotler Philip, Pearson Education Asia.
- Contemporary tourism and hospitality marketing, Sethi, Praveen, New Delhi, Rajat Publication, 1999.
- Marketing in the Hospitality Industry, Ronald A. Nykiel, EI-AH&LA, USA.
- Contemporary hospitality marketing, William lazer, Roger Laygon, EI-AH&LA.
- Global marketing strategies, Jeannet, Jean Pierre, Jaico Publishing House, Delhi.

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BBA (HM) 2nd SEMESTER

Module Title: Accounting for Managers

Course No.: BBA (HM) 202

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: To provide basic knowledge about accounting procedures and understanding the tools and techniques for planning, decision making and control.

Course Contents:

Unit 1:

Meaning, nature & need for Accounting, Scope and Usefulness of Financial Accounting, Branches of Accounting, External & Internal end users of accounting information, Accounting Concept and Conventions, Accounting Equation

Unit 2:

Basic Accounting Procedures: Journalizing transactions: Rules of Debit and Credit, classification of accounts, steps of journalizing; Ledger: Concept, Posting & balancing the ledger. Trial Balance: Definition, objects & preparation of trial balance; Financial statements: meaning, types, Trading A/C, Balance Sheet – need and importance (Practical Problems with Adjustments)

Unit 3:

Depreciation: Nature, causes, basic factors and methods of depreciation (straight line and written down value method); Reserves and Provisions: Meaning, Types of Provisions, capital Reserve & General Reserve, Secret reserve;

Unit 4:

Joint Venture Accounts: Concept & Accounting Treatment (simple problems), Rectification of errors; types of errors & their rectification

Unit 5:

Classification of costs, Preparation of Cost Sheet, CVP analysis

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings:

- Narayanswamy/ Financial Accounting – A managerial perspective, Prentice Hall Of India.
- Juneja, Chawla & Saxena – Double Entry Book Keeping – Kalyani Publications.

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- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House.
- Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.
- R.L. Gupta – Advanced – Sultan Chand & Sons.
- S.N. Maheshwari – Principals of management accounting – XI Edition – Sultan Chand & Sons.
- Khan & Jain, Financial Accounting

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BBA (HM) 2nd SEMESTER

Module Title: Foundation of House-keeping

Course No.: BBA (HM) 203

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The course familiarizes students with the organization of housekeeping, its systems and function. A blend of theory and practical will be used to develop sensitivity and high work ethics towards guest care and Cleanliness.

Course Contents:

Unit 1: Housekeeping- Introduction, Importance and Significance; Sections of Housekeeping and their functions; Inter and Intra-departmental co-ordination of housekeeping.

Unit 2: Organisation structure of the department in different types of Hotels; Job description and specifications for different job positions; Layout of housekeeping department.

Unit 3: Planning work of H/K departments: Briefing; Control desk (importance, role, coordination); Role of control desk during emergency; Duty Rota & work schedule;

Unit 4: Equipment- classification and their use; Systematic method of making rooms and bathrooms ready

Unit-5 Linen/ Uniform/ Tailor Room: Par stock; Types of Linen; Procedure for requisitioning Fresh Linen; Procedures for requisitioning Guest and Cleaning supplies; Records kept in Floor Linen Room; Linen Exchange Procedure.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Housekeeping training manual, Andrews, Sudhir, New Delhi : Tata Mcgraw-Hill Publication Company, 1985.
- Hotel, Hostel and hospital housekeeping, Branson, Joan C. and Lennox, Margret, London : ELST, 1988.
- Managing Housekeeping operations, Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert, EI-AH&LA, USA.

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BBA (HM) 2nd SEMESTER

Module Title: Tourism Resources of India

Course No.: BBA (HM) 204
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: To know the major historical, cultural, coastal, pilgrimage and Himalayan destinations of India.

Course Contents:

Unit 1:

Culture and Tourism: Museums, Ancient monuments and buildings, Fairs and Festivals, Handicrafts

Unit II:

Culture and Tourism: Performing Arts of India, Music and dance, Arts and Sculptures, Paintings

Unit III:

Pilgrimage and Tourism: Kumbh melas, Char dhams, Mahabalipuram, Khajuraho, Konark, Ajanta, Ellora, Elephant caves

Unit IV:

Coastal Areas and Tourism: Goa, Kerala, Karnataka, Andhra Pradesh, Tamil Nadu, Orissa, West Bengal, Andaman and Nicobar Islands, Lakshadweep

Unit V:

Tourism and Himalayas: J&K, Himachal Pradesh, Uttarakhand, Sikkim, National parks and Wild life sanctuaries

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings:

- Lonely Planet India – The Lonely Planet
- Cultural Heritage of India- N.K.Bhandari, sheetal printers
- Indian Himalaya Handbook- Robert & Roma Bradnock- Footprint Handbooks
- Dynamics of Historical Cultural & Heritage Tourism- Ratandeep Singh- Kanishka publishers

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BBA (HM) 2nd SEMESTER

Module Title: Basics of Food & Beverage

Course No.: BBA (HM) 205

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The course is designed to introduce the learners to food production through fundamentals of food composition, food preparation and food planning. Knowledge of managerial and operational principles and practices of planning, operating and evaluating food operations will be imparted through a balance of theory and practice.

Course Contents:

Unit 1: Introduction to F&B Service Industry: The evolution of catering industry; Organisational Structure of F&B department

Unit 2: F&B Service Personnel- Staff Organisation; Basic Etiquettes for catering staff; Duties & Responsibilities of Service staff; Attitudes & Attributes of F&B Service Personnel.

Unit 3: F&B Service Areas in a Hotel: Restaurants & their subdivisions- coffee shop, Room service, Bars, Banquets, Discotheques, Grill Room, Snack Bar, Night club, Back areas- Still room, wash-up, hot-plate, plate room, kitchen stewarding.

Unit 4: F&B Service Methods: Table-Service: Silver/ English, Family, American, Butler/ French, Russian Self-Service: Buffet, Cafeteria service; Specialised Service: Gueridon trolley, Room single point Service: Takeaway, Vending, Kiosks, Food courts, Bars

Unit 5: Beverages and F&B Equipments: Types of beverages; Introduction, Definition & Classification of Wares: Glasses used for beverages.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings:

- Andrews S. 1981: Food & Beverages Service Training.
- Fuller 1983: Modern Restaurant Service a Manual for Students and Practitioners,**** London
- Fuller, J. Curee A.J. 1983: The Waiter Hutchinson, London
- Lillicrap D.R. 1983: Food and Beverage Service, Edward Arnold, Melbourne.
- Magris, Marzia and McCreery, Cathy 2001 : Introduction to Food & Beverage Services.

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Module Title: Business Communication

Maximum Marks:50
(a) Internal Assessment: 50

Course Contents

- ### Suggested Readings

Relevant material shall be provided to the students.

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**CENTRE FOR HOSPITALITY & TOURISM
MANAGEMENT**

UNIVERSITY OF JAMMU

Syllabus for

SEMESTER 3

BBA (HOTEL MANAGEMENT)

*Examination to be held in
DEC 2011, 2012, 2013-*

Neel Khandelwal
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BBA (HM) 3rd SEMESTER

Module Title: Financial Management

Course No.: BBA (HM) 301

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: To acquaint the students with the underlying concepts, issues and broad framework of financial management.

Course Contents:

Unit 1:

Nature of Financial Management:

Introduction; finance functions; goals of financial management; risk & return trade off; organisation of finance functions, Time value of Money.

Unit 2:

Basics of Capital Budgeting:

Nature of investment decisions; importance of investment decisions; investment evaluation criteria; capital budgeting techniques – NPV, IRR, Payback and accounting rate of return.

Cost of Capital:

Meaning and significance of the cost of capital; The concept of cost of capital; opportunity cost;

component cost of capital: - debt, equity, preference capital, and retained earnings; weighted average cost of capital.

Unit 3:

Capital Structure:

Sources of finance; meaning of capital structure; factors influencing capital structure; theories of

capital structure: - NI, NOI, MM, and traditional approaches venture capital.

Leverages: Meaning and types: - operating and financial leverage; EBIT – EPS Analysis; concept of composite leverage.

Unit 4:

Working Capital Management:

Concepts of working capital; need for working capital; determinants of working capital; computation of working capital; an elementary knowledge of components of working capital management: - cash management, receivables management and inventory management.

Unit 5:

Dividend Decisions:

Introduction; meaning of dividend; aspects of dividend policy; practical considerations in dividend policy; forms of dividends.

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Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings:

- Van Horne/Financial Management & Policy, 12th Edition, Prentice Hall of India
- Financial Management by I. M. Pandey (IMP) – Vikas Publishing house
- Financial Management – Theory & Practice by Prasanna Chandra (PC) – Tata McGraw Hill
- Financial Management – Text and Problems by M. Y. Khan & P. K. Jain (KJ) – Tata McGraw Hill Publishing Co. Ltd.
- Financial Management (Taxmann's) by – Ravi M. Kishore
- Management Accounting – Principles and Practice – R. K. Sharma & Shashi K. Gupta – Kalyani Publishers.
- Financial Management by P. V. Kulkarni & B. G. Sathyaprasad (PVK) – Himalaya Publishing House.

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BBA (HM) 3rd SEMESTER

Module Title: Human Resource & Organisational Behaviour

Course No. BBA (HM) 302
Contact Hours Minimum 45 ©

Maximum Marks: 100
(a) Semester Exam : 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective

The objective of this course is to introduce the basic concepts of Human Resource Management and Organisational Behaviour

Course Contents:

Unit 1:

Concept of HRM and HRD; role of HR practitioner; managing the HR function; contribution of HR function to organizational success

Unit 2:

Human resource planning; recruitment and selection; induction and training of employees, Learning and Development, Career Management

Unit 3

Employee Compensation; Employee benefits and services; Performance appraisal; 360 degree feedback.

Unit 4:

Introduction to Organisational Behavior, Basic Motivation concepts, Maslow need hierarchy theory of Motivation; Herzberg's two factor theory, Applications of Motivation concepts in Organization

Unit 5:

Personality Leadership; Trait theory and Situational theory of Leadership; Organisational Culture; Organisational Change

Suggested Readings:

- Pattanayak/Human Resource Management, Prentice Hall of India.
- Dessler/Human Resource Management, 7th Edition, Prentice Hall of India.
- Aswathappa K. Human Resource and Personal Management, Tata McGraw Hill, New Delhi.
- Human Resource Management, Dessler, Gary, Prentice Hall of India.
- Organisational Behavior by Stephen Robbins, Prentice Hall of India
- Organisational Behavior by L M Prasad

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M. Sharma

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BBA (HM) 3rd SEMESTER

Module Title: House-keeping Management

Course No.: BBA (HM) 303
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: To provide knowledge of various cleaning methods and to ensure standards of cleaning. To emphasize on supervision skills knowledge and to perform administration functions in housekeeping department.

Course contents:

Unit 1: The role and importance of housekeeping in accommodation operations. standard cleaning methods, procedure manual and mechanical, manpower planning for housekeeping department.

Unit 2: Cleaning procedure for floor, public areas and guest rooms, pest control for rooms and public areas.

Unit 3: Knowledge of forms, registers and records maintained on the floors and public areas, room keystand key control Reports and their preparations.

Unit 4: Flower arrangements- principles, characteristics, knowledge of various flower and their uses
Types of arrangements in guest rooms & other areas

Unit 5: Handling procedure relating to guests. inter-departmental and intra- departmental coordination
Administrative and control functions of housekeeping

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Housekeeping training manual, Andrews, Sudhir, New Delhi : Tata McGraw-Hill Publication Company, 1985.
- Hotel, Hostel and hospital housekeeping, Branson, Joan C. and Lennox, Margret, London : ELST, 1988.
- Managing Housekeeping operations, Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert, EI-AH&LA, USA.

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BBA (HM) 3rd SEMESTER

Module Title: Basics of Food-Production

Course No.: BBA (HM) 304
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The course is designed to introduce the learners to food production through fundamentals of food composition, food preparation and food planning. Knowledge of managerial and operational principles and practices of planning, operating and evaluating food operations will be imparted through a balance of theory and practice.

Course Contents:

Unit – 1 Cooking: –Introduction, Definition, importance, Aims and objectives; F&B Production Employees:- Qualities of F&B production employees, and their duties and responsibilities.

Unit -2 Different sections of kitchen in different hotels; Organizational Hierarchy of different hotel kitchens.

Unit- 3 Ingredients used in cooking: Cereals and Grains, Fruits and Vegetables, Sweetners, Egg, milk and Milk Products, Spices and condiments -Introduction, Types, Purchasing and Storing considerations.

Unit- 4 Equipments- Classifications, Selection criterion; Pre-Preparation Techniques: Introduction, and Types.

Unit- 5 Cooking Methods: Terms used in cookery; **Fuel-** Introduction, Types, characteristics, advantages and disadvantages.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Around the world cookbook : over 350 authentic recipets from the world's best-loved cuisines, Ainley, Sarah, London: Lorenz books, 1999.
- Basic baking, Dubey, S.C., New Delhi: The Society of Indian Bakers, 2002.
- Catering college delights: Vegetarian, Chakravarti, B.K. New Delhi: CBS Publishers.
- Soup : simply sensational, Drennan's Mathew, London: Aquamarine, 2000.
- Step-by-step baking : good housekeeping, Farrow, Joanna, London : Ted Smart Publication, 1999.
- Stock marketing analysis intelegent investor : how to win the dalal street gama, Yassaswy, N.J., New Delhi : Vision books, 1995.

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BBA (HM) 3rd SEMESTER

Module Title: Front Office Management

Course No.: BBA (HM) 305

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The course is aimed at familiarizing the students with various functions of front office & to develop work ethics toward customer care & satisfaction. Special efforts will be made to inculcate practical skills.

Course contents:

Unit 1:

Communication and its importance in the Front office. Concept of reservation, reservation process, amendments in reservation, cancellations, room availability charge etc.

Unit 2:

Front desk operations & functions before guest arrival, on guest arrival, during stay and at departure. Sources of groups, issues in handling groups, procedures in handling groups. Handling of guest problems and difficult situations in the hotel.

Unit 3:

Cash and billing operations, manual and computer accounting, foreign exchange handling (Cash / Credit / Debit Card transaction). Telephone services – telephone equipment, telephone manners, telephone procedures & use of right procedures.

Unit 4:

Role and functions of lobby manager; Guest relations- complaint handling and follow up procedure for emergency situation handling. Front office security.

Unit 5 :

Front office Organisation-Function areas, Front office hierarchy, Duties and responsibilities, Personality Traits

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings:

- Sudhir Andrew – front office training manual- tata McGraw Hill Publishing Co Ltd.
- Michael L Kasavana .Richard M Brooks managing Front officer operations , Educational institute of American Hotel & Lodging Association.
- Roco M angelo, Andrew N Vladimir- Hospitality today an introduction , educational institute of American Hotel & lodging Association.
- William S Gray,Salvatore C Liquor Hotel and Motel Management and operation , Prentice

- Hall, Englewood Cliffs New Jersey 07632.
- Denneyl G Ruther ford, Hotel and Motel Management and operations, Van Nostrand Reinbold, New York.
 - R N Kaul, Dynamics of Tourism, Vol 2. The Accommodation, Sterling Publishing Pvt Ltd, New Delhi.
 - Front Office Management in Hotel, Chakravarti B.K.,
 - CBS Publishers and Distributors.

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BBA (HM) 3rd SEMESTER

Module Title: Foreign Language-I

Course No.: BBA (HM) 306

Maximum Marks: 50

INTERNAL EVALUATION PAPER

Objective

To develop oral and written basic skill on French Language so as to enable the students to know the basics of French.

Syllabus

The topics related to articles, adjectives, pronouns, tense and verbs. The focus will be to build up the foundations of the language

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**CENTRE FOR HOSPITALITY & TOURISM
MANAGEMENT**

UNIVERSITY OF JAMMU

Syllabus for

SEMESTER 4

BBA (HOTEL MANAGEMENT)

*Examination to be held in
May, 2012, 2013, 2014*

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BBA (HM) 4th SEMESTER

Module Title: Business Laws

Course No.: BBA (HM) 401

Contact Hours: Minimum 45

Duration of Examination: 3 Hours

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Objective: The paper aims to provide an exposure to important laws that govern the hotel industry directly and indirectly the knowledge of legal dimensions arising in the hotel industry ranging from the establishment of a hotel to the hotel operations and services to the customers makes sense in order to understand the complex character of the hotel industry.

Course contents:

Unit 1:

Role of ethics and law in Business with special reference to hotel industry
The companies Act.1956 Meaning and nature of company, Classification of companies, Incorporation of companies, Memorandum and Articles of association, Prospectus.

Unit 2:

Indian contract Act 1872, Definition of Contract Offer and acceptance, Essentials of a valid contract, Void agreements, Performance of Contract, Breach of contracts Significance of the act for the hotel industry.

Unit 3:

Consumer Protection Act 1986, Definitions, Consumer disputes Redressal Agencies at District State and national levels then jurisdiction composition , power and functions, penalties and Appeals.

Unit 4:

The Prevention of food Adulteration Act, 1954 Definition. Central committee for Food Standards Central Food Laboratory, Analysis of food , offences and penalties under the act.

Unit 5:

Laws relating to Food and Beverage, laws relating to front desk.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

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Selected References:

- Gulshan S.S Mercantile Law
- Kapoor ND Mercantile Law,
- Trade Union Act 1926; Industrial Dispute Act 1947; Workman's Compensation Act; Industrial Employment (Standing Order) Act 1946; Payment and Wages Act 1936; Payment of minimum wages Act 1948; Payment of Bonus Act] 1965; Employees State Insurance Act (ESI) 1948; Employees Provident Fund Act 1952; Payment of Gratuity Act 1972, **Universal Law Publishing Co.**
- Hotel and Tourism Law, Dr. Jagmohan Negi, Frank Bros. & Co.
- Elements of Co. Law, Kapoor, G.K., New Delhi : Taxmann, Allied Services, 2003.
- Socio-environmental and legal issues in tourism, Malhotra, R.K., New Delhi : Anmol Publications P. Ltd. 1998.

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BBA (HM) 4th SEMESTER

Module Title: Food Production Techniques

Course No.: BBA (HM) 402

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: This course is designed to give the knowledge of food planning . preparation and food & beverage costing for the learners of food production. Teaching practices: class room lectures . assignments. Cases, discussions and seminars.

Course Contents:

Unit-1 Larder- Introduction and importance in hotel kitchens. Equipments **Fish-** Introduction, Types, Selection criterion, Nutritional value, and Cuts. **Poultry-** Introduction, Types, Selection criterion, Nutritional value, and Cuts.

Unit – 2 Lamb/Mutton- Introduction, Types, Selection criterion, Nutritional value, and Cuts. **Beef/Veal and Pork-** Introduction, Types, Selection criterion, Nutritional value, and Cuts.

Unit-3 Stock- Introduction, Classification, and their recipes; **Soup-** Introduction, Classification, and their Recipes; **Sauce-** Introduction, Classification, and their recipes

Unit – 4 Baking – Introduction & importance; Baking Ingredients - Flours, sugar & sweeteners, Fats, Thickeners, Flavourings, Milk & milk products, eggs, Cake and Pastry- Introduction, Ingredients, types and Methods

Unit – 5 – Soups – Introduction of soups, Special points to be considered while preparation, Classification of soup , Basic recipes of soups, International Soups, Accompaniments and garnishes of soup .

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Around the world cookbook : over 350 authentic recipets from the world's best-loved cuisines, Ainley, Sarah, London: Lorenz books, 1999.
- Basic baking, Dubey, S.C., New Delhi: The Society of Indian Bakers, 2002.
- Catering college delights: Vegetarian, Chakravarti, B.K. New Delhi: CBS Publishers.
- Soup : simply sensational, Drennan's Mathew, London: Aquamarine, 2000.
- Step-by-step baking : good housekeeping, Farrow, Joanna, London : Ted Smart Publication, 1999.
- Stock marketing analysis intelegent investor : how to win the dalal street gama, Yassaswy, N.J., New Delhi : Vision books, 1995.

BBA (HM) 4th SEMESTER

Module Title: Project & Facility planning

Course No.: BBA (HM) 403

Contact Hours: Minimum 45

Duration of Examination: 3 Hours

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Objective: The course aims at familiarizing students with different aspects of projects and facilities planning in a hotel. The concepts of feasibility study; cost and market analysis and environmental standards keeping in mind the ongoing trends in the hotel industry have been covered in the course structure.

.Course contents:

Unit 1:

Concept objectives and significance of project. Planning and project planning in the context of hotels. Basic consideration in planning and operations of a hotel project.

Unit 2:

Feasibility study, market feasibility, economic and financial feasibility, technical feasibility, preparation of project feasibility reports market demand and demand forecast.

Unit 3:

Planning and development of hotel building plans with particular reference to various facilities available. Architecture and interior designers role in hotel planning control measures.

Unit 4:

Establishing administrative and operational systems, policies, procedures and programmes for operation of a project. A detailed study of every aspect, prelaunch marketing campaign. A general overview.

Unit 5:

Project cost analysis, capital costs, sources of finance, financial pattern, tariff structure. Profitability and depreciation. Franchising, management contract.

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Government of India, ministry of programme implementation, a manual of project implementation, New Delhi 1980

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- Kamra Krishan K. Economics of Tourism new Delhi Kanishka publisher and distributors 2000.
- Kerzner Harold, project management for executives New York Van Nostrand Reinhold co. 1982.
- Kharbanda O. P F A Stallworths etal project cost control in action New Jersey Prentice Hall, 1981.
- Koontz, Harold and Heinz Weihrich Managemnt new York Mc Graw Hill 1988
- Lock, Dennis, project management England Gower 1984
- little I M D and J A mirrlees Project Appraisal and planning for developing countries London Heinemann 1974.
- modder J J etal project management with CPM , PERT and precedence Diagram New Ork Van Nostrand Reinhold 1964.
- Prasanna Chandra projects preparation appraisals , budgeting and implementation. New Delhi Tata Mc Graw Hill 1987

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BBA (HM) 4th SEMESTER

Module Title: Food & Beverage Services

Course No.: BBA (HM) 404

Contact Hours: Minimum 45

Duration of Examination: 3 Hours

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Objective: This course is designed to give the knowledge of restaurant and bar operation and types of food services.

Course contents:

Unit 1: Restaurants : Types full service, specialty, quick service /fast foods, family , Ethnic, casual dining, theme, celebrity. Trends in restaurant development

Unit 2: Menu planning, advertising and merchandising, Human resource planning for food and beverage service areas

Unit 3: Bars: Bar setup, inventory control, Laws relating to Beverages Restaurant and hotel bars, night clubs

Unit 4: Food beverage management for casual dining restaurants Food and beverage management for Restaurants.

Unit 5: Food and beverage management for ethnic, celebrity, specialty, fast foods and other type of restaurants

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested Readings:

- Andrews S 1981 Food and beverage service training.
- Fuiler J 1983 Modern restaurant service a manual for students and practitioner Hutchison London.
- Fuller J Curee A.J.1983, Warter, Hutchinson, London.
- Lillicrap D R 1983, Food and beverage service, Edward Arnold, Melbourne.
- Bartender's guide to cocktails, Steaben, Russell and corsar, Frank, New Delhi, Global books and subscription services, 1999.

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BBA (HM) 4th SEMESTER

Module Title: Information Technology in Tourism & Hospitality

Course No.: BBA (HM) 405

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The course is designed to help students to examine the current hotel computerization trend including the latest technologies advances and software packages. Student shall stimulate and actual front desk experience by using the system and managing hypothetical guest accounts.

Course contents:

Unit 1: Introduction to use of information technology in hospitality industry: use of networks, extranet: Internet, centralized and global reservation system, intranet; property management systems

Unit 2: Computer for communication in hotels; application in MS word, MS excel and power point for hospitality.

Unit 3: Front office operations; performing front office operation with the help of computers, features of packages used at front office.

Back office management; use of property management system to manage all back office operations

Unit 4: F&B service: Performing F&B service operations with the help of the computers (restaurant management); restaurant management system and their application for sales and yield management and billing.

Unit 5: House-keeping: Performing operations with the help of computers. Computer applications (cost control and hotel accounting)

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Suggested References:

- Management information system, Lucey T., New Delhi : BPB Publication, 1997.
- Management information systems : managing information technology in the e-business enterprise, Obrien, James A., New Delhi : Tata McGraw-Hill Publication Company, 2002.
- Maging Computers in the Hospitality Industry, Michael I. Kasavana, John J. Cahill, EIAH& LA, USA.

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BBA (HM) 4th SEMESTER

Module Title: Foreign Language-II

Course No.: BBA (HM) 406

Maximum Marks: 50

INTERNAL EVALUATION PAPER

Objective & Syllabus

To develop advanced skills on French Language.

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**CENTRE FOR HOSPITALITY & TOURISM
MANAGEMENT**

UNIVERSITY OF JAMMU

Syllabus for

SEMESTER 5

BBA (HOTEL MANAGEMENT)

*Examination to be held in
Dec, 2012, 2013, 2014.*

Neel Kumar
R. V.

Allesh Kumar
Ch. B.

Allesh Kumar
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Ch. B.

BBA (HM) 5th SEMESTER

Module Title: Services Marketing

Course No.: BBA (HM) 501
Contact Hours: Minimum 45

Maximum Marks: 100
(a) Semester Exam: 70
(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The subject of Service Marketing will open the area for the students to know about the field other than the goods marketing. The main income source of developed countries is well established service industry. This will help the students in performing better will selling the intangible products.

Course Contents:

- Unit 1.** Introduction to Hospitality and Tourism Services; Characteristics of Services; Services Marketing Mix; Gap Model of Service Quality; Managing Service Encounters in Hospitality and Tourism
- Unit 2.** Tourist Behavior in Services; Tourist Expectations of Service; Tourist Perception of Service; Service Quality
- Unit 3.** Service Failure and Recovery; Service Recovery Strategies; Services Design and Development; Service Standards; ServiceScapes
- Unit 4.** Employee Role in Service Delivery; Customer Role in Service Delivery; Service Distribution; Integrated Services Marketing Communication; Technology and Service Strategy
- Unit 5.** Role of Government in Hospitality and Tourism Marketing; Marketing of Transportation Services; Marketing India to the World (The Incredible India Campaign); Destination Marketing

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Services Marketing – Integrating Customer Focus Across the Firm, 4th Edition, Valarie A Zeithmal, Mary Jo Bitner, D D Gremler, Ajay Pandit, Tata McGraw Hill Publication
- Services Marketing – People, Technology, Strategy, 6th Edition, Christopher Lovelock, Pearson Education

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BBA (HM) 5th SEMESTER

Module Title: Room division Management

Course No.: BBA (HM) 502

Contact Hours: Minimum 45

Duration of Examination: 3 Hours

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Objective: This course is designed to give the knowledge of banquet operations and management.

Course Contents:

Unit 1: Administrative and management functions of Room Division Managers. Importance of Leadership especially in front office. Principles of sales and marketing for hotel industry.

Unit 2: Establishing room rates - different methods and strategies adopted. Pricing strategies adopted by hotels – high and low demand tactics

Unit 3: Cost analysis, budget and budgetary control. Preparation of various statutory statements Audit and Audit Control Night Auditors functions, duties and responsibilities

Unit 4: Revenue Management (Yield Management) – concept elements of yield management Group and transient room sales Forecasting room revenue by understanding Cost and Expenses, Revenue Report, Impact of Room Division Management on Hotel Revenue.

Unit 5 : Application of computers in Rooms Division Management, Property Management Systems, Emerging trends and technological Issues in Room Division Operations of a hotel/Resort. Role of Room Division Management in guest satisfaction and repeat Business

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Michael L Kasavana . Richard M Brookes. Managing front officer operations educational institutes of American hotel and lodging association.
- Roeo M. Angelo. Andrew N Vladimir: hospitality today: An introduction. Educational institute of American hotel and lodging association.
- Willian S Ray. Salvatore C. Liquor: hotel and motel management and operation. Prentice hall, Englewood Cliffs New Jersey 07632.
- Denneys G Ruther ford. Hotel management and operations van Nostrand Reinbold. New York
- R N kaul. Dynamics of tourism. Vol 2. the accommodation, Sterling publishing Pvt. ltd new Delhi.

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- Huyton, Jeremy and Baker, Sue, Case studies in rooms operations and management, Melbourne : Hospitality Press, 2001.
- Chakravarti B.K., Front office management in hotel, CBS publishers and distributors, 1999.
- Abbott, Peter and Lewry, Sue, Front office : procedures, social skills, yield and management, New Delhi, Butterworth-Heinemann, 1999.

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BBA (HM) 5th SEMESTER

Module Title: Event Management

Course No.: BBA (HM) 503

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: To familiarize the students with basic concepts and current issues related to event management

Course contents:

Unit 1:

Introduction to Event management

Event management-meaning, concept, and objectives. Types of events-conference, convention, exhibition and others, meeting planning-meaning and process; role and contribution of event management in hospitality industry; the event business of tomorrow and hospitality industry.

Unit 2:

Planning Events

The nature of planning; planning for one time events; planning the setting. Location and site; the operation plan; developing the strategic plan; event planning principle- theme, logistics, graphics and special effects. developing a marketing plan; the diff. Between sales and marketing; the importance of marketing; the marketing plan, steps of the marketing plan.

Unit 3:

Convention services

The service function; the convention service manager and other convention service staff; guest room reservation system; room assignment; preparing the event, function rooms and meeting setups; audio visuals requirements; budgeting and financial control for the events; convention billing and post convention review/performance.

Unit 4:

Food services

Food services- Type of food function ; menu planning; managing food for the events; factor affecting for the food and beverage decisions; food and beverage services for various types of events; staffing requirements for serving the food and beverage; food and beverage control procedure; display and exhibitions.

Unit 5:

Module-4 Human resource management

The HR planning process; need assessment; policies and procedures; job description; recruitment and selection; training and professional development; supervision and evaluation; termination; outplacement; and maintenance function; motivating and managing the volunteer; career in event management.

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Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Donald getz, event management & event tourism 1999
- Goldbaltt jj ; the art of science ;new york 1990
- Watt dc event management in leisure and Tourism Harlow, Essex; audition welsy ltd;1998
- Event Management : for tourism, cultural, business and sporting events, Wagen, Lynn Van Der, Melbourne, Hospitality Press, 2001.
- Successful event management : a practical handbook, Shone, Anton and Parry, Bryn, London and New York : Continuum, 2001.

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BBA (HM) 5th SEMESTER

Module Title: Specialised Catering Operations

Course No.: BBA (HM) 504

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: The course is designed to introduce the students to various specialized catering operations and management in India. the aim of course is to increase the knowledge of the learners both operational and managerial in food and beverage sector which will couple with balanced mix of theory and practice.

Course Contents :

Unit 1: Off premises catering: meaning, types and conduct of party, menu planning, hiring of service personnel, making a list of service equipment requirements,

Unit 2: Operations and management of catering at : Restaurants, Bars, Banquets, Conferences and Seminars

Unit 3: A detailed study of:

Institutional catering

Industrial catering

Hospital catering

Catering to armed force

Prison catering

Other welfare sector catering, old-age homes and orphanages

Unit 4: Operation and management of: Fast food operations, Take away service, Home delivery, Mobile vans, Q.S.R Food court

Unit 5: Specialised Catering: Highway catering, Airline catering, Cruise catering, Railway catering

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Arora, Krishna, 1977: Theory of cooking, Frank Bros & Co. Delhi
- Understanding cooking, Arnold, Hanemann, India

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BBA (HM) 5th SEMESTER

Module Title: Entrepreneurial Development

Course No.: BBA (HM) 505

Contact Hours: Minimum 45

Maximum Marks: 100

(a) Semester Exam: 70

(b) Internal Assessment: 30

Duration of Examination: 3 Hours

Objective: To recognize and appreciate the potential opportunities of becoming an entrepreneur in tourism Industry. The basic aim of the course is to expose the students with basic concepts of entrepreneurship & small business management

Course Contents :

Unit 1: Entrepreneur & Entrepreneurship, Entrepreneur Types, Entrepreneurial Competencies, Role of Entrepreneurship in SSE and Economic Development

Unit 2: Entrepreneurial Process: Identification of an Opportunity, Market Assessment, Analyzing Competitive Situation, Understanding Trade Practices.

Unit 3: Technology Determination, Site Selection, Financial Planning, Financial Institutions for Small Enterprises

Unit 4: Preparation of Business Plan, Elements of Business Plan, Feasibility Report, Ownership Structures & Organizational Framework

Unit 5: Financial Management Issues, H R Issues, Strategies for Growth & Stability, Managing Family Enterprises

Note for Paper Setting

The question paper will contain two questions from each unit and the candidates will be required to answer one question from each unit i.e. there will be internal choice within each unit.

Selected References:

- Vasant Desai Entrepreneurship & Small Business Management
- Peter Drucker Innovation & Entrepreneurship
- S S Khanna Entrepreneurial Development
- C B Gupta, N P Srinivasan Entrepreneurial Development
- D N Mishra Entrepreneur and Entrepreneur Development & Planning in India

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**CENTRE FOR HOSPITALITY & TOURISM
MANAGEMENT
UNIVERSITY OF JAMMU**

Syllabus for

SEMESTER 6

BBA (HOTEL MANAGEMENT)

INDUSTRIAL TRAINING

(The students in the 6th semester shall go for industrial training for a period of 15 weeks which shall cover Food & Beverage, House-keeping and Front-office. And after completing the Industrial Training, students shall be evaluated on the basis of their project reports, presentations and viva-voce)

*On the Job Training, Presentation,
External viva-voce to be held in
May, 2013, 2014, 2015.*

Neeb Kohli

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Alia Sharma

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INDUSTRIAL TRAINING (for 15 weeks)

What to observe?

F&B

1. How to take a banquet booking
2. Types of banquet layouts
3. Types of banquet equipment, furniture and fixtures
4. Types of functions and services
5. Guests complaints and services
6. Par stock maintained (glasses, cutlery, crockery, etc)
7. Taking handover from previous shift
8. Preparation of mis-en-place and arrangements and setting up of station
9. Service of wines, champagnes and especially food items
10. Methods of folding napkins

House-keeping

1. Learn to identify the linen/ uniform by category/ size even when in fold
2. Observe the cleaning equipments and detergents/ any other cleaning supplies used
3. Study the systematic kept in guestroom and bathroom
4. Study the systematic approach in cleaning a room and bathroom and the various checks made of all guests facilities e.g telephone, channel music, A/C, T.V, etc.
5. Carpet brushing and vaccum cleaning procedure
6. Maintenance of log book
7. Understand the functions in different shifts
8. Observe the area and span of control
9. Observe the duty and staff allocation, scheduling of work and daily briefing
10. Observe the pest control procedure and its frequency.

Front-office

1. Greeting, meeting & escorting the guest
2. Total capacity and tariffs of the rooms
3. Forms and formats used in the department
4. How to receive and room a guest
5. Guest registration, types of guest folios, arrival-slips, c-forms and their purpose
6. Departure control
7. Scanty baggage policy
8. Mail and message handling procedures
9. Key check policy
10. Concierge functions

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Neelam Sharma, R, V, 40, Alleshwar, Anurag, Kere, Um, S, P