

SCHEME OF EXAMINATION & SYLLAUS OF

4- Years

APPRENTICESHIP EMBEDDED DEGREE PROGRAMME BACHELOR OF BUSINESS ADMINISTRATION HOSPITALITY & SERVICES MANAGEMENT BBA(HSM)

PROGRAMME

(Based on National Education Policy(NEP)-2020)

WITH EFFECT FROM THE ACADEMIC SESSION

2025-26



MAHARSHIDAYANANDUNIVERSITY ROHTAK PROGRAMME SPECIFIC OUTCOMES

The programme specific outcomes of four years (Eight Semester) AEDP BBA (HSM) programme are as follows:

PSO 1:	Students will gain a strong foundation in the principles of hospitality, customer service, and business administration. They will understand the structure, functions, and scope of the hospitality and service sectors, including hotels, resorts, food services, wellness, and facility management.
PSO 2:	Students will acquire specialized skills in core hotel operations such as front office management, housekeeping, food and beverage service, and banquet operations. They will also understand customer experience design and guest satisfaction management.
PSO 3:	Students will gain essential knowledge of food production, kitchen operations, hygiene, menu planning, and world cuisines. They will be trained in both theoretical and practical aspects of culinary management.
PSO 4:	Students will develop expertise in organizing and managing events, conferences, and banquets, along with understanding the management of large hospitality facilities and corporate services.
PSO 5:	Through a two-year industry-based apprenticeship, students will work with hotels, restaurants, corporate offices, or wellness centers to gain practical experience. This hands-on exposure will bridge the gap between theory and practice, enhancing employability and professional conduct.
PSO 6:	Students will learn key aspects of business management such as financial accounting, marketing, human resources, and entrepreneurship with a hospitality focus. They will also be encouraged to develop business plans for startups in hospitality and service sectors.
PSO 7:	Students will understand and apply sustainable practices in hospitality operations, including energy and waste management, eco-friendly services, and community engagement. They will also explore innovation and technology-driven service solutions in the hospitality sector.
PSO 8:	Students will develop professional and interpersonal skills such as leadership, cross-cultural communication, problem-solving, and adaptability. These skills will enable them to excel in global hospitality environments and pursue leadership roles in the future.

Semester wise structure and Curriculum for UG Course in BBA (HSM)

SEMESTER-I

SEMESTER-I						
S. No	Course Code	Course Title	L	T	P	Credit
3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)						
1	25AEHSM401DS01	Principles and Practices of Management	3	1	0	4
2	25AEHSM401DS02	Fundamentals of Tourism & Hospitality	3	1	0	4
3	25AEHSM401DS03	Basics of Front Office	3	1	0	4
4	25AEHSM401AE01	Business Communication-I	1	1	0	2
5	Ability Enhancement Course (AEC)	Choose from the central pool of the university	1	1	0	2
6	Multidisciplinary Course (MDC)	Choose from the central pool of the university (MDC Courses)	2	1	0	3
7	Value Added Course (VAC)	Choose from the central pool of the university	2	0	0	2
Total						21

SEMESTER II

S. No	Course Code	Course Title	L	T	P	Credit
1	25AEHSM402DS01	Human Behaviour and Organization	3	1	0	4
2	25AEHSM402DS02	Marketing Management	3	1	0	4
3	25AEHSM402DS03	Food Production & Culinary Arts	3	1	0	4
4	25AEHSM402SE01	Emerging Technologies and Applications in Hospitality and Tourism Industry	2	1	0	3
5	Multidisciplinary Course (MDC)	Choose from the central pool of the university (MDC Courses)	2	1	0	3
6	Value Added Course (VAC)	Choose from the central pool of the university	2	0	0	2
7	Ability Enhancement Course (AEC)	Choose from the central pool of the university				2
Total						22

After Year 1, Students are advised to take Social Responsibility & Community Engagement-encompassing Community Engagement with an NGO in the Vacation time.

An UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded if a student wishes to exit at the end of the First Year.

The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a UG Certificate in Business Administration. Students on exit have to compulsorily complete additional 04 Credits either in a skill based subject or work based Vocational Course offered during summer term or Internship/Apprentice-ship/Social Responsibility & Community Engagement encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the University.

The exiting students will clear the subject/submit the Internship Report as per the University Schedule.

Re-entry Criteria in to Second Year (third Semester)

The students who takes an edit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the University schedule after earning requisite credits in the First Year.

SEMESTER III

S. No	Course Code	Course Title	L	T	P	Credit
1	26AEHSM403DS01	Great Indian Cuisine	3	1	0	4
2	26AEHSM403DS02	Basics of Food & Beverage Service	3	1	0	4
3	26AEHSM403DS03	Human Resource Management	3	1	0	4
4	Multidisciplinary Course (MDC)	Choose from the central pool of the university (MDC Courses)	2	1	0	3
5	26AEHSM403SE01	Accounting Skill for Tourism & Hospitality	2	1	0	3
6	Value Added Course (VAC)	Choose from the Central Pool of the University	2	0	0	2
Total						20

SEMESTER IV

S. No	Course Code	Course Title	L	T	P	Credit
1	26AEHSM404DS01	Entrepreneurship and Startup Ecosystem	3	1	0	4
2	26AEHSM404DS02	Basic of Accommodation Operation	3	1	0	4
3	26AEHSM404DS03	Event Management	3	1	0	4
4	26AEHSM404DS04	Business Research Methodology	3	1	0	4
5	26AEHSM404DS05	Safety & Security Management	3	1	0	4
6	Value Added Course (VAC)	Choose from the Central Pool of the University				2
Total						22

Semester - 1

25AEHSM401DS01 - PRINCIPLES AND PRACTICES OF MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To understand the nature and functions of management, evolution of management thinking and recent trends in management thought in Hospitality and Tourism Industry.
2. To make the students understand planning and types of plans, decision making process, MBO and forecasting.
3. To acquaint the students with principles of organizing, delegation and organizational structure and its forms.
4. To make students understand the concept of motivation and its theories, concept of communication, leadership styles and skills and controlling.

Learning Outcomes:

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

1. Gain the knowledge regarding concept, functions and level of management and also will be able to learn the history and evolution of management thought.
2. Apply the knowledge pertaining to planning, decision making process and forecasting.
3. Acquire knowledge pertaining to organizing, delegation and its benefits and various forms of organizational structure.
4. Apply the knowledge regarding motivating employees, communication with employees and leadership skills and styles.

Unit – I: Fundamentals and Evolution of Management

Concept and Nature of Management: Concept & Definitions, Features of Management, Management As Science, Art & Profession, Levels of Management, Nature of Management Process, Classification of Managerial Functions, Evolution of Management Thought Approaches To Management (Classical, Behavioural, Quantitative Contingency), Contribution of Leading Thinkers, Recent Trends In management Thought.

Unit – II: Planning and Decision-Making in Management

Planning - Process and Types, Decision Making Process, Management By Objectives (MBO), Forecasting

Unit – III: Organizing and Organizational Structure

Organizing: Nature & Principles of Organization, Span of Management, Authority & Responsibility, Delegation and Decentralization, Forms of Organization Structure, Line & Staff Authority Relationships

Unit – IV: Motivation, Communication, Leadership, and Control

Motivation - Concept and concept and content theories, Communication - Process, Barriers and types, Leadership - concept, styles and skills, Coordination, Controlling: Nature & Process of Controlling

Suggested Readings:

- Chandra Bose/ Principles of Management & Administration, Prentice Hall of India
- Essential of Management Koontz & Wrihrich Tata McGraw - Hill Publishing Co. Ltd.
- Essentials of Management – Chatterji and by Koontz & O'donnel
- Fundamentals of Management – J.S. Chandran Principles of Mgt.- P.N, Reddy
- Management – Stoner & Freeman
- Management and Organization – M. Louis Allen Management Theory and Practice- Earnest Dale
- Management Stoner, Freeman & Gilbert Prentice Hall of India Pct Ltd
- Management Tasks – Peter F Drucker Management Prcess – Davar R
- Management Theory & Practice C.B. Gupta (CBG) Sultan Chand & Sons
- Management Today: Principles and Practice – Burton, Jene, Tata McGraw Hill Publishing Co. Ltd

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AEHSM401DS02 - FUNDAMENTALS OF TOURISM & HOSPITALITY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. This course aims at creating a basic understanding on the nature of Tourism business, meaning, type, elements and component of tourism
2. To enable the students to understand the growth and development of tourism and various factors which are influencing it

3. To develop the understanding regarding impacts on various aspects of life along with different service providers which are very important for the growth of tourism
4. To help students get acquainted with problems and prospects of tourism in future.

Learning Outcomes

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

1. Describe the history and structure of travel and hospitality industry
2. Appraise the positive and negative impacts of tourism destination development
3. Analyze arrange of tourist needs and motivations to travel
4. Discuss the development and distribution of tourism products

Unit - I : Introduction to Tourism

Meaning, definition, characteristics and Types of Tourism, History of Tourism through ages, components of Tourism, Tourism as an industry.

Unit - II : History & Impacts of Tourism

Travel Motivation, Pull and Push Forces in Tourism, Transportation: types and relevance in tourism, Accommodation: types and relevance in Tourism, Concept of Tourism Chain: Vertical and Horizontal integration in Tourism chain.

Unit - III : Tourism Organizations

Tourism Organizations: Origin, Organization and Function of WTO, IATA as International Organizations while TAAI, IATO and ITDC as Domestic Organizations

Unit - IV : Various Terms related to Tourism

Explaining of the terms-Tours, Tourist, and Visitor, traveller, Excursionist, Resource, Attraction, W.T.O. classification of Tourists and its significance. Problem and Prospects of Tourism

Suggested Readings:

- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- McIntosh, Robert, W. Goldner, Charles, Tourism: Principles, Practices and Philosophies, John Wiley and Sons Inc. New York, 1990 (9th edition)
- Mill, Robert Christie and Alastair M. Morrison, The Tourism System, Englewood
- Cliffs, N.J., Prentice Hall, 1985
- Negi, J.M.S., Tourism and Travel- Concepts and principles, Gitanjali Publishing House, New Delhi, 1990

- Robinson, H.A., Geography of Tourism, Me Donald and Evans, London, 1976

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AEHSM401DS03 – BASICS OFFRONT OFFICE

Evaluation: External - 70 Marks, Internal -30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To learn about the tourism and hospitality industry, its meaning, and how it developed in India.
2. To understand the different types and categories of hotels and accommodations.

3. To know about the structure of hotels and the work of different departments.
4. To learn the functions and importance of the front office and its sections like reception, reservation, and concierge.

Learning Outcomes

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

1. Students will understand what tourism and hospitality mean and how they have grown in India.
2. Students will be able to identify different hotel types and their star classifications.
3. Students will know how a hotel is organized and what each department does.
4. Students will be able to explain the duties of the front office and how it works with other departments.

Unit – I: Introduction to Tourism and Hospitality Industry

Tourism Industry: Introduction, 5A's of tourism, Hospitality Industry: Introduction, origin and its nature, Development and growth in India (ITD, ITDC, Taj, Oberoi and Jaypee Hotels)

Unit – II: Accommodation Industry and Hotel Classification

Accommodation Industry, Types & Classification of Hotels on different basis; Star categorization, Heritage Hotels and others

Unit – III: Hotel Organization Structure and Departments

Organization structure of hotels, various departments and sub-departments in a hotel, their profile and activities.

Unit – IV: Front Office Operations and Coordination

Front Office: Functions and its importance, Different sections of the front office department and their importance – Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier, Inter and Intra-department coordination

Suggested Readings:

- Front Office Training manual – Sudhir Andrews. Publisher: Tata Mac Graw Hill
- Managing Front Office Operations – Kasavana & Brooks Educational Institution AHMA
- Front Office – Operations and management – Ahmed Ismail (Thomson Delmar).
- Managing Computers in Hospitality Industry – Michael Kesavana & Cahell.
- Front Office Operations – Colin Dix & Chris Baird.
- Front Office Operation Management- S.K Bhatnagar, Publisher: Frank Brothers
- Managing Front Office Operations By Kasvan & Brooks
- Principal of Hotel Front Office Operations, Sue Baker & Jermy Huyton, Continuum

- Check in Check out – Jerome Vallen
- Hotel Front Office Management, 4th Edition by James Socrates Bardi; Wiley International

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AEHSM401AE01 - Business Communication

Evaluation: Formative Assessment (50 Marks)

Duration: 3 hours

Credits: 02

Learning Objectives

1. To understand the basic concept, types, and process of communication and identify barriers to effective communication.

2. To learn how to write business letters, reports, and meeting documents in a proper and professional way.
3. To develop skills for preparing and delivering speeches, presentations, and creative writing.
4. To build confidence in group communication, teamwork, and handling audience interaction during presentations.

Learning Outcomes

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

1. Students will understand different types and processes of communication and how to overcome communication barriers.
2. Students will be able to write effective business letters, reports, and meeting minutes using proper format and style.
3. Students will gain confidence in public speaking, speech writing, and personal presentation skills.
4. Students will learn how to plan and deliver group presentations effectively and respond to audience questions confidently.

Unit-ICOMMUNICATION –TYPES & PROCESS

Introduction, definitions, Process of communication, Types of communication, upward, downward, horizontal, vertical and diagonal, verbal, nonverbal and oral and written. Interpersonal communication - one way/ two way, Mediums of communication, Listening, Barriers to Communication

UNIT-IIWRITTEN COMMUNICATION

Business report, business representation, formal letter. Drafting effective letter, formats, style of writing, Use of jargons. Handling meetings: Types of meetings, structuring a meeting: agenda and minutes, conducting a meeting.

UNIT-III SPEECHES

Drafting, a speech, presentation, Personal grooming, Paragraphs and creative writing, Extempore

UNIT - IVGROUP PRESENTATION

Realizing the difference between a team and a group. Audience orientation, group projects. Planning a presentation - Mind Mapping, Theme, Subject, Handling question and feedback.

Suggested Reading:

- Bhaskar, W.W.S., AND Prabhu, NS., “ English Through Reading”, Publisher: MacMillan, 1978
- Business Correspondence and Report Writing” -Sharma, R.C. and Mohan K. Publisher: Tata Mc Graw Hill 1994

- Communications in Tourism & Hospitality- Lynn Van Der Wagen, Publisher: Hospitality Press
- BHMCT–SYLLABUS, IHTM-MDU-Rohtak 18
- Business Communication- K.K.Sinha
- Essentials of Business Communication By Marey Ellen Guffey, Publisher: Thompson Press
- How to win Friends and Influence People By Dale Carnegie, Publisher: Pocket Books
- Basic Business Communication By Lesikar & Flatley, Publisher Tata Mc Graw Hills
- Body Language By Allan Pease, Publisher Sheldon Press
- Business Correspondence and Report Writing", Sharma, RC. and Mohan, K., Tata McGraw Hill, 1994 "Model Business Letters", Gartside, L., Pitman, 1992
- Communications in Tourism & Hospitality, Lynn Van Oer Wagen, Hospitality Press

**Note:- Formative Assessment Model for Business Communication For Two Credits
Theory**

	Marks Distribution
Written test	10
Peer Discussion/ Debate/ Extempore Speech (2 X 10)	20
Role Play	05
Seminar / Presentation	10
Attendance	05
Total	50

Semester - 2

25AEHSM402DS01 - HUMAN BEHAVIOUR AND ORGANIZATION

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To understand the basic concepts and importance of human behavior in organizational settings.
2. To analyze individual differences and their impact on workplace relationships and performance.
3. To develop knowledge about group behavior, leadership, motivation, and teamwork.
4. To familiarize students with organizational culture, conflict, stress management, and change processes.

Learning Outcomes

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

1. Students will understand the fundamental principles of human behavior and organizational dynamics.
2. Students will be able to assess individual and group behavior within an organization.
3. Students will develop interpersonal and leadership skills for effective team management.
4. Students will apply behavioral concepts to manage stress, conflict, and organizational change.

UNIT – I: Introduction to Human Behaviour and Organization

Meaning, nature, and importance of organizational behavior, Relationship between individual and organization, Key elements of organizational behavior – people, structure, technology, and environment, Role of managers in understanding human behavior

UNIT – II: Understanding Individual Behaviour

Personality (meaning, types, and factors influencing personality), Perception (process, importance, and perceptual errors)&Attitudes (components, formation, and change of attitudes

UNIT – III: Group Behaviour and Team Dynamics

Meaning and types of groups in organizations, Stages of group development, Group norms, roles, and cohesiveness, Teamwork – importance, characteristics of effective teams, and team-building techniques, Leadership – meaning, styles, and theories of leadership (Trait, Behavioral, Situational), Communication – types, process, and barriers in organizations

UNIT – IV: Organizational Processes and Change

Organizational culture – meaning, features, and importance, Organizational conflict – causes, types, and conflict management, Organizational power and politics – nature and influence on behavior, Stress management – causes, symptoms, and coping strategies, Organizational change and development – meaning, need, and resistance to change

Suggested Readings

- **Organizational Behavior** – Stephen P. Robbins & Timothy A. Judge, Pearson Education
- **Human Behavior at Work: Organizational Behavior** – Keith Davis, Tata McGraw Hill
- **Organizational Behaviour** – Fred Luthans, McGraw Hill
- **Behavior in Organizations** – Jerald Greenberg & Robert A. Baron, Pearson Education
- **Organizational Behaviour** – K. Aswathappa, Himalaya Publishing House
- **Understanding Organizational Behavior** – Udai Pareek, Oxford University Press
- **Principles of Organizational Behavior** – John W. Newstrom, McGraw Hill

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AEHSM402DS02 - MARKETING MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To make the students understand the basic concepts, philosophies and evolution of marketing and also acquaint them with service marketing.
2. To make them analyze the various environmental factors which affect the consumer buying behavior and the buyer decision making process of travelers in Tourism Industry.
3. To enable the students understand the p's of marketing product, place and price.
4. To acquaint them with the marketing communication mix with a special reference to socially responsible marketing communication.

Learning Outcomes:

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

1. To understand what service marketing is and how the present marketing management philosophy evolved.
2. Apply the knowledge regarding various environmental factors which affect the buying decisions of guests in Hospitality and Tourism Industry.
3. Gain the knowledge about the various p's and major strategies and decisions regarding these p's of marketing in Hospitality and Tourism industry.
4. Understand the various ways of communicating with the customers and also the role of socially responsible marketing communication in Hospitality and Tourism Industry.

Unit - I: Introduction to Marketing

Needs, Wants and Demands; Products and Services; Markets; Marketing; The Production Concept, The Product Concept, The Selling Concept, The Marketing Concept, The Societal Marketing Concept; The Marketing Process, Service Characteristic of Hospitality and Tourism Business

Unit - II: Marketing Environment, Consumer Markets and Consumer Buyer Behavior

Micro and Macro Environment, Characteristics, Factors Affecting Consumer Behaviour, Buying Decision Behaviour, The Buyer Decision Process.

Unit - III: Distribution Channels, Product Pricing and Services Strategy

Nature and Importance of Distribution System, Marketing Intermediaries, What is Product, Product Classification, Individual Product Decisions, Product Life Cycle, Approaches to hospitality service pricing.

Unit - IV: Public Relations, Sales Promotions and Integrated Marketing Communication

The Marketing Communications Mix, The Changing Face of Marketing Communications, Integrated Marketing Communications, Socially Responsible Marketing Communication, Advertising, Sales Promotion, Public Relations, The Public Relation Process, Personnel Selling, Direct Marketing.

Suggested Readings:

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

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

25AEHSM402DS03 - FOOD PRODUCTION AND CULINARY ART

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To understand the fundamental principles of cooking, hygiene, and food safety in professional kitchens.
2. To develop knowledge of kitchen organization, accident handling, and fire safety measures.
3. To explore the evolution, role, and technical skills involved in the field of culinary art.
4. To enhance creativity and innovation through knowledge of flavor pairing, plating, and presentation in culinary design.

Learning Outcomes:

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

1. Students will identify and apply first-aid procedures and fire safety practices in culinary operations.
2. Students will recognize the historical development of culinary art and effectively use tools and techniques in food preparation.
3. Students will apply principles of culinary aesthetics—flavor balance, color, and presentation—to create visually appealing dishes.

Unit I -Introduction to Cooking

Introduction, Definition, and its importance. Hygiene: introduction, importance and types. Qualities of F & B production employees

Unit II - Handling kitchen accidents

e.g. burns cuts, fractures and Heart attack. Fire:
Introduction, Types and how to extinguish different types of fire.

Unit III - Introduction to Culinary Art

Evolution and history of culinary art, Role and importance of a culinarian, Tools, equipment, and utensils in the art of cooking, Understanding mise-en-place and mise-en-scène

Unit IV - Principles and Elements of Culinary Design

Principles of flavor pairing and balance (sweet, sour, bitter, salty, umami), Elements of food plating and presentation, Color, texture, and shape in food aesthetics, Knife skills and advanced cutting styles

Suggested Readings

- Professional Cooking – Wayne Gisslen, Publisher: Wiley
- Practical Cookery – Victor Ceserani & Ronald Kinton, Publisher: Hodder Education
- Foundations of Basic Cooking Theory and Practice – David Foskett, Victor Ceserani & John Campbell, Publisher: Hodder Education
- On Cooking: A Textbook of Culinary Fundamentals – Sarah R. Labensky, Priscilla A. Martel & Alan M. Van Damme, Publisher: Pearson

- Food Hygiene and Sanitation – S. Roday, Publisher: Tata McGraw-Hill
- On Food and Cooking: The Science and Lore of the Kitchen – Harold McGee, Publisher: Scribner
- Culinary Artistry – John Vines, Publisher: Wiley
- Food Safety and Hygiene – Sandra Andrews, Publisher: CreateSpace Independent Publishing
- The Escoffier Cookbook: A Guide to the Fine Art of Cookery – Auguste Escoffier, Publisher: Clarkson Potter
- Food Poisoning and Food Hygiene – Betty C. Hobbs & D. Roberts, Publisher: Hodder Arnold

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks

**25AEHSM402SE01 - EMERGING TECHNOLOGIES AND APPLICATION IN
HOSPITALITY AND TOURISM INDUSTRY**

Evaluation: Formative Assessment (75 Marks)

Duration: 3 hours

Credits: 03

Learning Objectives:

1. To introduce students to emerging technologies shaping the hospitality and tourism industry.
2. To understand how digital tools improve operational efficiency and enhance guest experiences.
3. To explore the role of innovation in tourism promotion and sustainability.
4. To evaluate future trends, challenges, and ethical issues in adopting new technologies.

Learning Outcomes:

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

1. Students will gain foundational knowledge of key emerging technologies in hospitality and tourism.
2. Students will be able to identify and analyse technological applications in hotel and tourism operations.
3. Students will develop the ability to assess how digital innovation enhances customer satisfaction and sustainability.
4. Students will demonstrate awareness of future trends, challenges, and ethical considerations in technology adoption.

UNIT I – Introduction to Emerging Technologies in Hospitality and Tourism

Concept and definition of technology in hospitality and tourism, Evolution of technology in the service industry, Importance and role of technology in improving efficiency and guest experience, Emerging technology domains: Artificial Intelligence (AI), Internet of Things (IoT), Robotics, Big Data, and Cloud Computing

UNIT II – Digital and Smart Applications in Hospitality Operations

Property Management Systems (PMS): OPERA, eZee, and Cloud-based PMS, Point of Sale (POS) systems in F&B operations, Contactless check-in/check-out and digital key systems, Mobile apps and online reservation platforms, Use of Chatbots, virtual concierges, and AI-driven guest interaction tools, Smart rooms and IoT applications in hotels (energy efficiency, automation, personalization)

UNIT III – Emerging Technologies in Tourism Management

Virtual Reality (VR) and Augmented Reality (AR) in travel planning and destination marketing, Blockchain and its role in travel booking and payments, Big Data analytics and customer relationship management (CRM) in tourism, Social media, influencer marketing, and digital storytelling, Use of drones in tourism photography and destination promotion, Sustainable tourism and technology-enabled eco-initiatives

UNIT IV – Future Trends, Challenges, and Ethical Considerations

Future of Artificial Intelligence and automation in hospitality and tourism, Data privacy, cybersecurity, and digital ethics, Human-robot collaboration and workforce transformation, Impact of technology on employment and service quality, Sustainable digital transformation and green technology adoption, Case studies of technology implementation in leading hotel chains and tourism organizations

Practical:

- Exploring Property Management and Guest Interaction Systems
- Digital Tools and Emerging Technologies in Tourism Marketing

Suggested Readings

- Information Technology for Management – Turban, Rainer & Potter, Publisher: Wiley
- Hospitality Information Technology: Learning How to Use It – Ahmed, K., & Lockwood, A., Publisher: Pearson
- Technology Application in Hospitality and Tourism Industry – Kandampully, J., Publisher: Routledge
- E-Tourism: Information Technology for Strategic Tourism Management – Buhalis, D., Publisher: Pearson Education
- Digital Transformation in the Hospitality Industry – Xiang, Z., & Fesenmaier, D., Publisher: Springer
- Emerging Technologies and the Digital Transformation of Tourism – Gretzel, U., Sigala, M., Xiang, Z., Publisher: Springer
- Smart Hospitality: Managing Service Robots and AI – Ivanov, S., & Webster, C., Publisher: Emerald Publishing

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

Semester - 3

26AEHSM403DS01 - GREAT INDIAN CUISINE

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. Understand the key features and factors affecting eating habits in Northern India, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
2. Analyze the culinary traditions of Western India and Madhya Pradesh, focusing on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
3. Explore the food culture of Eastern India, including West Bengal, Orissa, Bihar, and the North-Eastern states, with an emphasis on geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.
4. Learn about the diverse culinary practices of South India and Goa, including geographic location, historical background, available ingredients, equipment, staple foods, and regional specialties.

Learning Outcomes:

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

1. Explain the key features and factors affecting eating habits in Northern India and identify regional specialties.
2. Analyze and describe the culinary traditions of Western India and Madhya Pradesh, identifying key ingredients and regional specialties.
3. Explore and articulate the food culture of Eastern India, recognizing the influence of geographic location and historical background on regional specialties.
4. Understand and describe the diverse culinary practices of South India and Goa, including the key ingredients, equipment, and regional specialties.

Unit – 1: Introduction to Indian Cuisine and Food of Northern India

Indian Food: Introduction, Key Features & Factors that affect eating habits in different parts of the country i.e. geographic location, historical background, available ingredients, equipments, staple foods. Essentials of Indian Food: Spices, Herbs etc. Food of Northern India (Kashmir, Punjab, Haryana, Delhi, Himachal, Uttar Pradesh): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 2: Regional Cuisines of Western India and Madhya Pradesh

Western India (Rajasthan, Gujarat, Maharashtra) & Madhya Pradesh: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 3: Regional Cuisines of Eastern and North-Eastern India

Food of Eastern India (West Bengal, Orissa, Bihar and North-Eastern States): Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Unit – 4 : Regional Cuisines of Southern India and Goa

Food of South India (Andhra Pradesh, Tamil Nadu, Karnataka & Kerala) & Goa: Introduction, geographic location, historical background, available ingredients, equipments, staple foods & Regional specialities.

Suggested Readings:

- Theory of Cookery, Krishna Arora, Frank Bros. & Co.
- Food Production Operations: Parvinder S Bali, Oxford University Press
- Modern Cookery (Vol- I & II) By Philip E. Thangam, Publisher: Orient Longman
Practical Cookery By Kinton & Cesarani
- Theory of Catering By Kinton & Cesarani

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AEHSM403DS02 - BASICS OF FOOD AND BEVERAGE SERVICE

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help students understand what Food and Beverage Service is, its importance, main functions, and different types of catering establishments.
2. To make students familiar with how the F&B Service department is organized, the roles and duties of staff, and the qualities needed for good service.
3. To help students learn about different types of F&B service equipment, their uses, and how to handle and maintain them properly.
4. To introduce students to different methods and styles of serving food and beverages used in hotels and restaurants.

Learning Outcomes:

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

1. Develop general knowledge on the origins and development of food service in hotels, restaurants, and institutions. Distinguish between commercial and institutional food service facilities.
2. Identify trends likely to affect food service in the coming years.
3. Identify a variety of managerial, production, and service positions that are typical of the food service industry and describe the roles these positions play in providing food service.
4. Identify and describe the four types of table service and at least two other food

Unit – 1 F & B Services:

Introduction, Importance, Functions, Sections Classification of catering establishment-commercial and non commercial

Unit – 2 Departmental Organization & Staffing

Organization Structure of F & B Services in different types of Hotels. Job Descriptions and job specifications of different F & B service positions, attributes of F & B personnel

Unit – 3 Food & Beverage Service equipments:

Introduction, Classification and features.

Unit – 4 Food & Beverage Service Methods:

Introduction, Classification and features.

Suggested Reading:

- Food & Beverage Service – Dennis R.Lillicrap. & John A. Cousines. Publisher: ELBS
- Food & Beverage Service Management – Brian Varghes
- Food & beverage Service Training Manual – Sudhir Andrews, Tata Mc GrawHill. Food & Beverage Service Lillicrap & Cousins, ELBS
- Introduction F & B Service- Brown, Heppner & Deegan
- Menu Planning- Jaksa Kivela, Hospitality Press
- Modern Restaurant Service- John Fuller, Hutchinson

- Professional Food & Beverage Service Management – Brian Varghese
- The Restaurant (From Concept to Operation)
- The Waiter Handbook By Graham Brown, Publisher: Global Books & Subscription
- Services New Delhi.

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AEHSM403DS03 - HUMAN RESOURCE MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives:

1. To help the students understand the concept of HRM, its scope and functions in Hospitality and Tourism Industry with a focus on contemporary issues in HRM
2. To accredit the students with the various functions of HRM like HRP, recruitment, selection, induction, outplacement etc. To make them learn the importance of employee welfare and maintenance.
3. To enable the students understand the various methods of training and executive development and the concept of transfer and promotion.
4. To acquaint the students with the most important functions of HRM like compensation, performance appraisal and various latest methods used for the same.

Learning Outcomes:

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

1. Understand the role and importance of Human Resource Management in Hospitality and Tourism Industry-. They will also be able to recognize the challenges faced by HRM in Hospitality and Tourism Industry.
2. Gain the knowledge about the selection and recruitment procedure used by companies in Industry and also understand the importance of induction, outplacement and welfare facilities provided by the employer to its employees.
3. Acquire the knowledge regarding training and development methods and importance of transfers and promotion.
4. To apply the knowledge pertaining to compensation and performance appraisal methods in the Industry.

Unit - I: Introduction to Human Resource Management

Concept of HRM; role of HR practitioner; managing the HR function; scope of HRM, contemporary issues in HRM

Unit - II: Human Resource Planning and Employee Management

Job, role and competence analysis; human resource planning; recruitment and selection; induction; redundancy, outplacement and dismissal; maintenance and welfare activities – employee health and safety, fatigue and welfare activities

Unit - III: Training, Development, and Career Management

Training and its methods; Executive development and its techniques Career management; transfer and promotion

Unit - IV: Compensation and Performance Management

Aims, components, factor influencing employee compensation; internal equity, external equity and individual worth; pay structure; incentive payments, performance appraisal; 360-degree feedback.

Suggested Readings:

- Human Resource Development & Management in the Hotel Industry – S.K. Bhatia, Nirmal Singh
- Principles and Techniques of Personnel Management Human Resource Management – Dr. Jagmohan Negi
- Human Resource Development Practice in Travel and Tourism – S.C. Bagri

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AEHSM403SE01 - ACCOUNTING SKILLS FOR TOURISM

Evaluation: Formative Assessment (75 Marks)

Duration: 3 hours

Credits: 03

Learning Objectives

1. Understand fundamental accounting concepts, including business transactions, accounting functions, and principles.
2. Learn principles of the double entry system and practical application in journal entries, ledgers, and subsidiary books.
3. Analyze components of financial statements and learn preparation and presentation of final accounts.
4. Explore concepts of depreciation, reserves, provisions, and computer applications in financial statement preparation.

Learning Outcomes

After completing the course students will be able to

1. Explain fundamental accounting concepts and the importance of accounting principles.
2. Demonstrate proficiency in the double entry system and preparation of journal entries, ledgers, and subsidiary books.
3. Prepare and present basic financial statements, including trial balances and final accounts.
4. Understand and apply depreciation, reserves, and provisions, utilizing computer applications for financial statements.

Unit I: Accounting Theory

Business Transaction and Basic Terminology, Need to Study Accounting, Accounting functions, Purpose of Accounting Records, Accounting Principles – Concepts and Conventions.

Unit II: Account Records

Principles of Double Entry System, Journal Entries, Ledger, Subsidiary Books– Cash, Sales & Purchase books, Bank Reconciliation statement.

Unit III: Financial Statement

Basic Financial Statements, Trial Balance, Preparation of Final Accounts Basic Adjustments to final Accounts, Methods of Presenting Final Accounts Practical Problem,

Unit IV: Depreciation Reserves and Provisions

Meaning, basic Methods, Computer Application Preparation of Records and Financial statements.

Suggested Readings:

- Hospitality Management Accounting, Michael M Coltman
- Hotel Accountancy & Finance – S.P. Jain & K.L. Narang, First 1999 Kalyani

- Hotel Accounting Earnest B. Horwath & Luis Toth
- Uniform System of Accounts, Publisher: EIAH & LA, USA
- Hotel Accounting & Financial Control By Ozi A.D' Cunha & Gleson O. D'
- Cunha Publisher: Dicky, sEnterprize, Kandivali, Mumbai
- Hospitality Accounting – Publisher: Prentia Hall Upper Sadde, River New Jersey
- Accounting for Management, S K Bhattacharya, Vikas Publishing House
- Hospitality Financial Accounting By Jerry J Weygandt, Publisher Wiley & sons
- Accounting in Hotel & Catering Industry – Richard Kotas- Four – 1981-
- International Textbook Company
- Comprehensive Accountancy, SA Siddiqui
- A complete Course in Accounting Volume – I, N.D. Kappor
- Double – Entry Book- Keeping, Rc. Chawla & C. Junejaq

Note:- Formative Assessment Model for Skill Enhancement Courses For Three Credits Theory

	Marks Distribution
Written test (2X10)	20
MCQ/Quizzes/Group Discussion (2 X 10)	20
Assignment /Case Study/Mini Project (2X10)	20
Seminar / Presentation	10
Attendance	05
Total	75

Semester- 4

26AEHSM404DS01 - ENTERPRENEURSHIP AND STARTUP ECOSYSTEM

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To understand the concept, nature, and role of entrepreneurship in economic development.
2. To develop skills in generating and evaluating business ideas and opportunities.
3. To gain knowledge about India's startup ecosystem and institutional support mechanisms.
4. To learn how to prepare and manage a business plan for startup ventures.

Learning Outcomes

After completing the course students will be able to:

1. Students will be able to explain the fundamentals and importance of entrepreneurship.
2. Students will identify viable business ideas and evaluate their feasibility.
3. Students will understand the functioning of the Indian startup ecosystem and related policies.
4. Students will develop a basic business plan and demonstrate startup management strategies.

Unit – I: Fundamentals of Entrepreneurship

Meaning, Nature, and Scope of Entrepreneurship, Characteristics and Types of Entrepreneurs, Role and Importance of Entrepreneurship in Economic Development, Entrepreneurial Process and Functions of an Entrepreneur, Difference between Entrepreneur, Intrapreneur, and Manager, Challenges and Barriers to Entrepreneurship

Unit – II: Entrepreneurial Motivation and Idea Generation

Entrepreneurial Mindset and Creativity, Idea Generation Techniques and Opportunity Identification, Feasibility Study: Technical, Economic, and Financial Feasibility, Business Model Canvas and Value Proposition, Risk Management in Entrepreneurship

Unit – III: Startup Ecosystem and Institutional Support

Concept and Components of Startup Ecosystem, Role of Incubators, Accelerators, Angel Investors, and Venture Capitalists, Government Policies and Schemes for Startups (Startup India, MSME Support, Atal Innovation Mission, etc.), Role of Institutions: NITI Aayog, SIDBI, NABARD, and DICs, Role of Educational Institutions in Promoting Entrepreneurship

Unit – IV: Business Plan Development and Startup Management

Meaning and Components of a Business Plan, Steps in Developing a Business Plan, Funding Sources for Startups – Bootstrapping, Crowdfunding, Venture Capital, etc., Legal and Ethical Issues in Entrepreneurship, Startup Growth and Sustainability Strategies, Case Studies of Successful Indian Startups.

Suggested Readings

- Entrepreneurship Development – S.S. Khanka (S. Chand)
- Entrepreneurship and Small Business Management – C.B. Gupta & S.S. Khanka
- Entrepreneurship Development and Project Management – P. Saravanavel
- Dynamics of Entrepreneurial Development & Management – Vasant Desai
- Innovation and Entrepreneurship – Peter F. Drucker (Harper Business)
- Startup India: The Complete Guide – Prachi Juneja
- Entrepreneurship in the New Millennium – Kuratko & Hodgetts
- Entrepreneurship: Creating and Leading an Entrepreneurial Organization – Arya Kumar (Pearson Education)
- The Lean Startup – Eric Ries (Crown Business)
- Indian Government Startup Policy Documents (Startup India Portal, NITI Aayog Reports)

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AEHSM404DS02 - BASICS OF ACCOMMODATION OPERATIONS

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To provide students with a clear understanding of housekeeping functions and its importance in hotel operations.
2. To develop knowledge of cleaning science, tools, and control systems used in the housekeeping department.
3. To familiarize students with cleaning techniques for public areas and guest rooms.
4. To enable students to understand interdepartmental coordination, documentation, and professional housekeeping standards.

Learning Outcomes

After completing the course students will be able to

1. Students will understand the structure, role, and importance of housekeeping in hotels.
2. Students will learn correct procedures for cleaning, maintenance, and guest service.
3. Students will be able to identify and use appropriate cleaning tools, chemicals, and control systems.
4. Students will demonstrate knowledge of guest room management, documentation, and hygiene practices.

UNIT – I: Introduction to Accommodation Industry

Meaning, definition, and scope of accommodation operations, Historical development of the lodging industry, Classification of accommodation (Commercial and non-commercial, Star classification of hotels, Alternative accommodation: guest houses, motels, hostels, resorts, homestays, serviced apartments), Structure and organization of the accommodation sector, Role and importance of accommodation in the hospitality industry

UNIT – II: Front Office and Housekeeping Coordination

Relationship between front office and housekeeping departments, Communication and coordination in guest service, Role of front office in room sales and revenue generation, Types of room plans (EP, CP, MAP, AP), Room status terminology (occupied, vacant, OOO, OOS, DND, etc.), Standard procedures for room allocation and release

UNIT – III: Guest Handling and Service Procedures

Guest cycle in accommodation operations (Pre-arrival, Arrival, Stay, Departure, Post-departure), Reservation and registration processes, Handling guest requests, complaints, and special situations, Role of concierge and bell desk, VIP guest handling and amenities, Communication etiquette and service recovery practices

UNIT – IV: Safety, Security, and Environmental Practices in Accommodation

Importance of safety and security in guest accommodation, Common security measures and procedures, Fire prevention and emergency procedures, Lost and found system in accommodation operations, Sustainable and eco-friendly housekeeping practices, Waste management and energy conservation in hotels

Suggested Readings

- Hotel, Hostel, and Hospital Housekeeping – Joan C. Branson & Margaret Lennox, ELBS
- Hotel Housekeeping Operations and Management – Raghubalan & Raghubalan, Oxford University Press
- Hotel Housekeeping – Sudhir Andrews, Tata McGraw Hill
- The Professional Housekeeper – Schneider Tucker, Wiley Publications
- Professional Management of Housekeeping Operations – Robert J. Martin & Thomas J. A. Jones, Wiley Publications
- Housekeeping Management – Margaret M. Leappa & Aleta Nitschke, Wiley Publications
- Housecraft – Valerie Paul
- In-House Management – A.K. Bhatia
- Key of Housekeeping – Dr. Lal
- Commercial Housekeeping and Maintenance – Stanley Thornes
- Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke
- Hotel and Catering Studies – Ursula Jones

Instructions for External Examiner: The question paper shall be divided into two sections. Section ‘A’ shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section ‘B’ shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AEHSM404DS03 - EVENT MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To help students get acquainted with the meaning, concept, types and implications of the event management and to enlighten them about the skills required for a good event planner.
2. To enable the students to understand the concept and design of event, elements of events and to make aware the students about event infrastructure and negotiating contract with event organizer.
3. To provide the students the first- hand knowledge about the nature and process of event marketing and promotion
4. To develop the understanding regarding financial management of events and to make aware the students regarding various safety and security consideration or crowd management and evacuation in events.

Learning Outcomes

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

1. Gain the knowledge of events and its types and their implications.
2. To acquire the skills to professionally fit into the event planner business and how to develop professionally.
3. To develop the competencies to start their own business in the field of event organizers and to understand the process of event marketing and promotions.
4. Recognise the requirements of crowd management as well as understand the principles of safety and security consideration.

Unit I: Introduction to Events

Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners.

Unit II: Concept and Design of Events

Key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Set Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

Unit III: Marketing & Promotion of Events

Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation.

Unit IV: Financial Management

Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation.

Suggested Readings:

- Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AH & MA.
- Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.
- Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.
- Fenich, Meetings, Exposition, Events and Convention, Pearson.
- Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AEHSM404DS04 - BUSINESS RESEARCH METHODOLOGY

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To understand the fundamental concepts and scope of business research.
2. To develop skills in data collection, sampling, and questionnaire design.
3. To learn techniques of data processing, analysis, and interpretation.
4. To prepare students for writing structured and professional business research reports.

Learning Outcomes

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

1. Students will understand the systematic process of conducting business research.
2. Students will be able to design samples and collect relevant data effectively.
3. Students will analyze, interpret, and present data using appropriate tools.
4. Students will prepare professional and structured research reports suitable for business and academic purposes.

UNIT – I: Introduction to Business Research

Meaning, definition, and nature of research, Importance and scope of business research, Characteristics of good research, Types of business research – basic, applied, exploratory, descriptive, causal, Research process – steps involved, Formulation of research problem, Research design – meaning, importance, and types

UNIT – II: Sampling and Data Collection

Sampling – meaning, objectives, and importance, Types of sampling: probability and non-probability sampling, Sample design and its steps, Data collection – meaning and importance, Primary data – meaning, advantages, and methods: observation, interview, questionnaire, schedule, Secondary data – meaning, sources, advantages, and limitations, Questionnaire design and essentials of a good questionnaire

UNIT – III: Data Processing and Analysis

Editing, coding, classification, and tabulation of data, Graphical presentation – bar charts, pie charts, histograms, frequency polygons, Statistical tools for data analysis (basic introduction): mean, median, mode, correlation, regression, Hypothesis testing – concept and types of errors (simple overview), Interpretation of results – importance, techniques, and precautions

UNIT – IV: Report Writing and Presentation

Meaning and importance of report writing, Types of research reports – technical and popular reports, Steps in report writing, Layout of a research report – preliminary, main, and supplementary parts, Essentials of good research report writing – clarity, coherence, consistency, Bibliography, referencing, and citation styles (APA basics), Common problems and challenges in report writing

Suggested Readings

- **Business Research Methods** – Donald R. Cooper & Pamela S. Schindler, McGraw Hill
- **Research Methodology: Methods and Techniques** – C.R. Kothari & Gaurav Garg, New Age International
- **Business Research Methods** – William G. Zikmund, Cengage Learning
- **Research Methods for Business Students** – Mark Saunders, Philip Lewis & Adrian Thornhill, Pearson Education
- **Business Research Methods: A Skill-Building Approach** – Uma Sekaran & Roger Bougie, Wiley Publications
- **Methodology of Research in Social Sciences** – P.N. Mukherjee, New Central Book Agency.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.

26AEHSM404DS05 - SAFETY AND SECURITY MANAGEMENT

Evaluation: External - 70 Marks, Internal - 30 Marks

Duration: 3 hours

Credits: 04

Learning Objectives

1. To provide students with an understanding of the concepts, importance, and organizational structure of hotel security.

2. To develop knowledge of first aid techniques and emergency handling procedures for various medical and safety situations in hotels.
3. To introduce students to risk management processes, safety standards, and emergency response planning in hospitality operations.
4. To create awareness of safety and security practices in rooms division and overall work environment, including accident prevention strategies.

Learning Outcomes

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

1. Students will be able to explain hotel security concepts, identify different types of security measures, and understand their application in hotel operations.
2. Students will demonstrate knowledge of first aid procedures and effectively respond to emergencies such as burns, bleeding, fractures, heart attacks, and fire incidents.
3. Students will understand risk management processes, occupational safety standards, and be able to apply emergency response plans in hotel settings.
4. Students will be able to implement safety and security practices in rooms division and workplace environments, minimizing accidents and ensuring a safe environment for guests and staff.

Unit - I: Hotel Security

Concept, importance, Type, Organization structure, Application of security in hotels, scope and trends.

Unit - II: First Aid

The First Aid box, Handling Burns & scalds, bleeding, fainting, fractures, heart-attack, sprain, and shock. Handling Emergency procedures: Fire, Bomb threat, Theft, Death, Terrorism, and Natural Calamity.

Unit - III: Risk Management

Risk Management & Safety Security Process of risk Management and standards for Risk Management. Emergency Response plan, Occupation Safety and Health Act

Unit - IV: Safety & Security

Safety & Security in Rooms Division, Work environment safety, Job Safety Analysis, Safety Awareness & Accident Prevention, Case Studies

Suggested Reading:

- Darrell Clifton; Hospitality Security: Managing Security in Today's Hotel, Lodging, Entertainment, And Tourism Environment; CRC Press, Taylor & Francis Group.
- Yoel Mansfield & Abrahann Pizam; Tourism, Security, Security and safety from theory to practice: Elsevier Publication.
- Colin Michael Hall, Dallen J. Timothy, David Timothy Duval: Safety and Security in Tourism: Relationships, Management and Marketing: Haworth Hospitality Press, 2003
- David M. Stipanuk & Raymond C. Ellis, Jr.; Security and loss Prevention

- Management; American Hotel & Lodging Association Institutes.

Instructions for External Examiner: The question paper shall be divided into two sections. Section 'A' shall comprise seven short answer type questions from the whole of the syllabus carrying two marks each, which shall be compulsory. The answer to each question should not exceed 50 words normally. Section 'B' shall comprise 8 questions (2 questions from each unit). The students will be required to attempt four questions selecting one question from each unit. All questions will carry equal marks.