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:-

<table>
<thead>
<tr>
<th>Class</th>
<th>Semester</th>
<th>For the Examinations to be held in the year</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>IV</td>
<td>May 2012, 2013, 2014</td>
</tr>
<tr>
<td></td>
<td>VI</td>
<td>May 2013, 2014, 2015</td>
</tr>
</tbody>
</table>

Dated: 28-08-2010

Sd/-
(DR. P.S. PATHANIA)
REGISTRAR
CENTRE FOR HOSPITALITY & TOURISM MANAGEMENT

UNIVERSITY OF JAMMU

Syllabus for

3 Years

BBA (HOTEL MANAGEMENT)
### COURSE STRUCTURE FOR BBA (HOTEL MANAGEMENT)

#### Semester 1: BBA (Hotel Management)

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

#### Semester 2: BBA (Hotel Management)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credit/ Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA(HM) 201</td>
<td>Hospitality Marketing</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 202</td>
<td>Accounting for Managers</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 203</td>
<td>Foundation of House-keeping</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 204</td>
<td>Tourism Resources of India</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 205</td>
<td>Basics of Food &amp; Beverage</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 206</td>
<td>Business Communication</td>
<td>50</td>
</tr>
<tr>
<td>(Internal)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

#### Semester 3: BBA (Hotel Management)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credit/ Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA(HM) 301</td>
<td>Financial Management</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 302</td>
<td>Human Resource &amp; Organisational Behaviour</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 303</td>
<td>House-keeping Management</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 304</td>
<td>Basics of Food-Production</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 305</td>
<td>Front office Management</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 306</td>
<td>Foreign Language-I</td>
<td>50</td>
</tr>
<tr>
<td>(Internal)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Semester 4  BBA (Hotel Management)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credit/ Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA(HM) 401</td>
<td>Business Laws</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 402</td>
<td>Food Production Techniques</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 403</td>
<td>Project &amp; facility planning</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 404</td>
<td>Food &amp; Beverage Services</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 405</td>
<td>Information Technology in Tourism &amp; Hospitality</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 406</td>
<td>Foreign Language-II</td>
<td>50</td>
</tr>
</tbody>
</table>

Semester 5  BBA (Hotel Management)

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credit/ Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA(HM) 501</td>
<td>Services Marketing</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 502</td>
<td>Room division Management</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 503</td>
<td>Event Management</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 504</td>
<td>Specialised Catering Operations</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 505</td>
<td>Entrepreneurial Development</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 506</td>
<td>Viva-voce</td>
<td>50</td>
</tr>
</tbody>
</table>

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-

<table>
<thead>
<tr>
<th>Course Number</th>
<th>Course Title</th>
<th>Credit/ Marks</th>
</tr>
</thead>
<tbody>
<tr>
<td>BBA(HM) 601</td>
<td>Presentation &amp; report on Food &amp; Beverage</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 602</td>
<td>Presentation &amp; report on House-keeping</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 603</td>
<td>Presentation &amp; report on Front-office</td>
<td>100</td>
</tr>
<tr>
<td>BBA(HM) 604</td>
<td>Viva-voce</td>
<td>100</td>
</tr>
</tbody>
</table>
Syllabus for

SEMESTER 1

BBA (HOTEL MANAGEMENT)

Examinations to be held in the year
Dec, 2018, 2019, 2020
Module Title: Fundamentals of Management

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


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
Module Title: Basics of Hospitality Management

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:


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.
- Hospitality Today: Rocco; Andrew Vladimir, Pables E, Attn.
- Tourism and the hospitality 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
Module Title: Introduction to Tourism

Course No.: BBA (HM) 103
Contact Hours: Minimum 45
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

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.
- Introduction to Tourism and Hotel Industry, Mohammad Zulficar, Vikas Publication House.
Tourism and Hospitality in 21st Century, Ranga, Mukesh and Chandra, Ashish, Discovery publishing House, 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.
Module Title: Basics of Front-office

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:

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

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:
- Managing Computers in the Hospitality Industry, Michael I. Kasavana, John J. Cahill, LA, USA.
Syllabus for

SEMESTER 2

BBA (HOTEL MANAGEMENT)

Examination to be held in May, 2011, 2012, 2013.
Module Title: Personality Development

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 & Wayen M. Batty  Business Communications. Principle and Methods

Krizan, Merrier, Logan and Williams  Business Communication

Matthukutty M Monippally  Business Communication Strategies
Module Title: Hospitality Marketing

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:
Kotler Philip, Marketing Management: Analysis, planning, implementation and control, Prentice Hall of India, New Delhi

Kotler Philip and Armstrong, Gary, Principles of Marketing; Prentice Hall of India

Saxena, Rajan, Marketing Management; Tata McGraw Hill, New Delhi


Marketing Management; V. S. Ramakumari MAC MILLAN India Ltd.


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.

Module Title: Accounting for Managers

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.
Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.
Khan & Jain, Financial Accounting
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:

- Managing Housekeeping operations, Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert, EI-AH&LA, USA.
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 I:
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, Mahablipuram, 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
Module Title: Basics of Food & Beverage

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:

- Fuller 1983: Modern Restaurant Service a Manual for Students and Practitioners,**** London
Objective: The objective of this course is to introduce the students with the concepts of business etiquettes and business protocol; cross cultural communication and training and understand the importance and role of Group Discussion in the Corporate Selection Process.

Course Contents

Unit 1 Introduction to Personality Development; Elements of a Good Personality; Importance of Soft Skills; Introduction to Corporate Culture; Professionalism in Service Industry

Unit 2 Non Verbal Communication, Body Language – Physical Expression, Gestures; Elements of Effective Presentation

Unit 3 Employment Communication – Resume Styles, Resume Writing, Elements of an Effective Resume, Job Interview & Corporate Dressing

Suggested Readings

Relevant material shall be provided to the students.
Syllabus for

SEMESTER 3

BBA (HOTEL MANAGEMENT)

Examination to be held in
DEC 2011, 2012, 2013...
Module Title: Financial Management

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.
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:

- Financial Management by I. M. Pandey (IMP) – Vikas Publishing house
- Financial Management (Taxmann’s) by – Ravi M. Kishore
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.
- Organisational Behavior by Stephen Robbins, Prentice Hall of India
- Organisational Behavior by L M Prasad
Module Title: House-keeping Management

Course No.: BBA (HM) 303
Contact Hours: Minimum 45
Duration of Examination: 3 Hours

Objective: To provide knowledge of various cleaning methods and to ensure standards of cleaning. To emphasized 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:
- Managing Housekeeping operations, Margaret M. Kappa, Aleta Nitschke, Patricia B. Schappert, EI-AH&LA, USA.
Module Title: Basics of Food-Production

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:
Module Title: Front Office Management

Objectives: 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:
- William S Gray, Salvatore C Liquor - Hotel and Motel Management and Operation, Prentice
Hall, Englewood Cliffs New Jersey 07632.


> Front Office Management in Hotel, Chakravarti B.K.,

> CBS Publishers and Distributors.
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.
Syllabus for

SEMESTER 4

BBA (HOTEL MANAGEMENT)

Examination to be held in
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:

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.
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.
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: classroom 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-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:
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:
Kamra Krishan K. Economics of Tourism, New Delhi, Kanishka Publisher and Distributors, 2000.


Module Title: Food & Beverage Services

Course No.: BBA (HM) 404
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 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, nightclubs

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.
- Fuller J 1983 Modern restaurant service a manual for students and practitioner Hutchison 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.
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:
- Managing Computers in the Hospitality Industry, Michael I. Kasavana, John J. Cahill, EIAH&LA, USA.
Objective & Syllabus

To develop advanced skills on French Language.
Syllabus for
SEMESTER 5
BBA (HOTEL MANAGEMENT)

Examinations to be held in
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:

BBA (HM) 5th SEMESTER

Module Title: Room division Management

Course No.: BBA (HM) 502
Contact Hours: Minimum 45
Maximum Marks: 100
Duration of Examination: 3 Hours

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:
- Denneys G Ruther ford. Hotel management and operations van Nostrand Reinbold. New York
Module Title: Event Management

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.
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
BBA (HM) 5th SEMESTER

Module Title: Specialised Catering Operations

Course No.: BBA (HM) 504
Contact Hours: Minimum 45
Duration of Examination: 3 Hours

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

Objective: The course is designed to introduce students to various specialized catering operations and management in India. The aim of the 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:
- Understanding cooking, Arnold, Hanemann, India
- Saulnier L., 1914: Le repertoire de la cuisine
- Ronald F. Cichy, Quality Sanitation Management, El-AH&LA, USA.
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 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


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
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)


[Signatures]
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
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