

**University of Jammu**

**Details of Courses for Undergraduate CBCS programme for Bachelors in  
Business Administration – Hotel Management (BBA-HM)**

**Semester -I**

Core Courses	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)	Elective Discipline Specific (DSE)	Elective Generic (GE)
C1- Fundamentals of Management	AECC-1- Communication-I (2 Credits)			GEI- Business Statistics (6 Credits)
C2- Basics of Tourism				
C3- Introduction to Hospitality Management (6 Credits each)	AECC-2- EVS-I (2 Credits)			

Total Credits = 28

**Semester II**

Core Courses	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)	Elective Discipline Specific (DSE)	Elective Generic (GE)
C4- Foundation course in accommodation operations	AECC-1- Personality Development & Communication (2 Credits)			GE 2- Accounting and Finance (6 Credits)
C5- Foundation course in front office operations (6 Credits each)	AECC2- EVS-II (2 Credits)			

Total Credits = 22

*A. Gaur* *H. J. Jaiswal* *K. K. Chaturvedi*

**Semester III**

Core Courses	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)	Elective Discipline Specific (DSE)	Elective Generic (GE)
C6- Food Production Operations		SEC 1-Foreign Language- I (4 Credits)	DSE 1- Marketing for Hospitality & Tourism (6 Credits)	
C7- Foundation Course in Food and Beverage Service				
C8- Tourism Products of India  (6 Credits each)				

**Total Credits = 28**

**Semester IV**

Core Courses	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)	Elective Discipline Specific (DSE)	Elective Generic (GE)
C9- Facility Planning		SEC 2- Foreign Language- II (4 Credit)		GE 3- Human Resource Management (6 Credits)
C10- Travel Agency & Tour Operations				
C11 - Nutrition and Food Safety  (6 Credits each)				

**Total Credits = 28**



Semester V

Core Courses	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)	Elective Discipline Specific (DSE)	Elective Generic (GE)
C 12- Room Division Management			DSE 2 – Regional Cuisines of India (6 credits)	GE4- Entrepreneurship Development & Innovation
C13- Food & Beverage Operations			DSE 3- Industrial Training (Report, presentation and Viva voce)	(6 Credits )
C 14 – Event Management (6 credits each)			(6 Credits)	

Total Credits = 36

## Semester VI

Core Courses	Ability Enhancement Compulsory Course (AECC)	Skill Enhancement Course (SEC)	Elective Discipline Specific (DSE)	Elective Generic (GE)
On Job Training			DSE 4- Training (Hospitality / Tourism) (Industry exposure report, presentation and viva voce)  (6 credits )	

**Total Credits = 6**

**COURSE STRUCTURE OF BACHELOR IN BUSINESS ADMINISTRATION - HOTEL MANAGEMENT (BBA-HM) PROGRAMME OFFERED THROUGH SCHOOL OF HOSPITALITY AND TOURISM MANAGEMENT, FACULTY OF BUSINESS STUDIES, UNIVERSITY OF JAMMU**

**SEMESTER – I (Total Credits: 28)**

Examination to be held December 2019, 2020, 2021

Course Code	Paper	Credits	L-T-P
UBHTC101	Fundamentals of Management	6	6-0-0
UBHTC102	Basics of Tourism	6	6-0-0
UBHTC103	Introduction to Hospitality Management	6	6-0-0
UBHTS104	Communication	2	2-0-0
UBHTS105	EVS -I	2	2-0-0
UBHTE106	Business Statistics	6	6-0-0

**SEMESTER – II (Total Credits: 22)**

Examination to be held May 2020, 2021, 2022

Course Code	Paper	Credits	L-T-P
UBHTC201	Foundation Course in Accommodation Operations	6	6-0-0
UBHTC202	Foundation Course in Front Office Operations	6	6-0-0
UBHTS203	Personality Development and communication	2	2-0-0
UBHTS204	EVS-II	2	2-0-0
UBHTE205	Accounting and Finance	6	6-0-0

**SEMESTER – III (Total Credits: 28)**

**Examination to be held December 2020, 2021, 2022**

Course Code	Paper	Credits	L-T-P
UBHTC301	Food Production Operations	6	6-0-0
UBHTC302	Foundation Course in Food and Beverage Service	6	6-0-0
UBHTC303	Tourism Products of India	6	6-0-0
UBHTC304	Foreign Language-I	4	4-0-0
UBHTD305	Marketing for Hospitality & Tourism	6	6-0-0

**SEMESTER – IV (Total Credits: 28)**

**Examination to be held May 2021, 2022, 2023**

Course Code	Paper	Credits	L-T-P
UBHTC401	Facility Planning	6	6-0-0
UBHTC402	Travel Agency & Tour Operations	6	6-0-0
UBHTC403	Nutrition and Food Safety	6	6-0-0
UBHTC404	Foreign Language-I	4	4-0-0
UBHTE405	Human Resource Management	6	6-0-0

\* The student will have to undergo Compulsory Summer Internship for a period of 6 to 8 weeks after the examinations of Semester IV



**SEMESTER – V (Total Credits: 36)**

**Examination to be held December 2021, 2022, 2023**

Course Code	Paper	Credits	L-T-P
UBHTC501	Room Division Management	6	6-0-0
UBHTC502	Food & Beverage Operations	6	6-0-0
UBHTC503	Event Management	6	6-0-0
UBHTD504	Regional Cuisines of India	6	6-0-0
UBHTD505	Industrial training Report	6	6-0-0
UBHTE506	Entrepreneurship Development & innovation	6	6-0-0

**SEMESTER – VI (Total Credits: 6)**

**Examination to be held May 2022, 2023, 2024**

Course Code	Paper	Credits	L-T-P
UBHTD601	Practices in Accommodation Management (Industry Exposure Report)	2	2-0-0
UBHTD602	Practices in Front Office Management (Industry Exposure Report)	2	2-0-0
UBHTD602	Practices in Food Service Management (Industry Exposure Report)	2	2-0-0



**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**

**Semester-I**

**Course Title: Fundamentals of Management**

**Course Code: UBHTC101**

**Maximum Marks :100**

**No. of Credits :6**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- Management: concept, functions, principles & levels and organization.
- Directing and controlling; Organization culture, motivation and control.
- Concept and relevance of organizational behavior in the tourism sector.
- Personality, perception and attitude.

**UNIT I**

**Management:** Meaning, functions and principles of management, levels of management, management skills, evolution of management; **Planning:** Meaning, nature, importance and steps of planning, types of plans; **Management by Objectives (MBO):** meaning, types, process, and models; **Organization:** Meaning, Characteristics and Importance, Types of Organization Structure.

**UNIT II**

**Directing and Controlling:** Direction: meaning, importance and principles; Organization Culture; Corporate social responsibility; Motivation – Motives – Characteristics – Motivation Theories; Leadership Styles & Approaches; Control Process – Nature, Need, Methods, Tools and Techniques.

**UNIT III**

**Organizational Behavior (OB):** meaning, nature and relevance; Historical evolution of OB; Opportunities and Challenges of OB in Hospitality and Tourism sector; Determinants of Individual Behavior.

**UNIT IV**

**Personality:** Determinants, Theories and relevance in OB; **Perception:** Process and Factors affecting perception, relevance in OB; **Attitudes:** Nature, Components, Functions; **Group Dynamics:** Types, Group Development, and Determinants of Group Behavior.

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**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**

**Semester-I**

**Course Title: Fundamentals of Management**  
**UBHTC101**

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

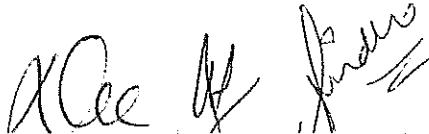
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**Suggested Readings:**

- Aswathappa, K. (2007). *Organisational Behaviour. Text Cases Games*.
- Koontz, H., O'Donnell, C., & Weihrich, H. (2012). *Essentials of Management*. McGraw-Hill.
- Prasad, L. M. (2013). *Principles and Practice of Management*. Chand.
- Rao, V. S. P., & Krishna, V. H. (2009). *Management: Text and Cases*. Excel Books India.
- Robbins, S., Judge, T. A., Millett, B., & Boyle, M. (2013). *Organisational behaviour*. Pearson Higher Education AU.
- Stoner, J., Freeman, E., & Gilbert, D. (2009). Management.(6<sup>TH</sup> ed.). *Prentice Hall, Englewood Cliffs NJ*, 267, 268.



**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**  
**Semester-I**

**Course Title: Basics of Tourism**

**Course Code: UBHTC102**  
**Maximum Marks :100**

**No. of Credits :6**  
**Semester Exam : 80**  
**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- Tourism: concept, definitions and differences, forms, scope and characteristics of tourism and different tourism systems.
- Tourism products: Features, types and typology and operating sectors of tourism industry.
- Tourism impacts, carrying capacity, tourism demand & supply and tourism circuits.
- Tourism organizations: role and functions

**Unit- I**

**Concept of tourism** – Tourist/ Visitor/ Traveller/ Excursionist- Definition and Differences, Early and Medieval period of travel, Renaissance and its effects in tourism, Birth of mass tourism, Old and new age tourism; Forms of tourism- Inbound, Outbound, National, International, Nature, Scope and Characteristics of Tourism; Need for measurement of tourism, Interdisciplinary approaches; Different tourism systems- Leiper's geo- spatial model, Mill- Morrison, Mathieson & Wall, Butler's tourism area life cycle (TACL) - Doxey's Irridex Index- Demonstration effect, Crompton's push and pull theory, Stanley Plog's model, and Gunn's model.

**Unit-II**

**Tourism product**- Features of tourism product; Types of tourism product; Tourism typology; Tourism industry- components (tourist destinations and attractions); Operating sectors of the tourism industry; Tourism paradigms- eco, green, farm, rural, soft, alternate, heritage, cultural, ethnic, senior citizen and sustainable tourism; special interest tourism- adventure, beach and island, health, wildlife and sports tourism.

**Unit-III**

**Tourism impacts:** Socio-cultural, Economic and Environmental impact assessment, positive and negative impacts of tourism; Carrying capacity of destinations; Tourism demand and supply-Meaning, factors affecting demand, determinants of supply; Tourism circuits – concept, importance and types.



**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**

**Semester-I**  
**Course Title: Basics of Tourism**  
**U8HTC102**  
**Unit-IV**

**Tourism organizations-** Role and function of important tourism organizations in development and promotion of tourism- UNWTO, IATA, ICAO, PATA, ASTA, FHRAI, IATO, TAAI, ITDC & State Tourism Development Corporation (in special reference to J&K tourism); Airport authority of India, Archeological survey of India, Ministry of tourism, Civil aviation of government of India.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**Suggested Readings:**

- Bhatia, A. K. (2006). *International Tourism Management*. Sterling Publishers Pvt. Ltd.
- Kamra, K. K. (1997). *Tourism: Theory, Planning, And Practice*. Indus Publishing.
- Swain, S. K., & Mishra, J. N. (2012). *Tourism: Principles and Practices*. Oxford University Press.

Four handwritten signatures are arranged horizontally. From left to right: 1) A signature that appears to be 'Gopal', 2) A signature that appears to be 'A. K. Bhatia', 3) A signature that appears to be 'J. N. Mishra', and 4) A signature that appears to be 'Oxford University Press'.

**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**

**Semester-I**  
**Course Title: Introduction to Hospitality Management**

**Course Code: UBHTC103**

**Maximum Marks :100**

**No. of Credits :6**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- Hotel Industry: concept & overview, classification, organization structure of hotels.
- Housekeeping in service industry: role, organization structure and emerging paradigms in accommodation sector
- Food & beverage service: overview and formats
- Food and beverage production: overview, organizational structure, HACCP and career prospects

**Unit I**

**Hotel Industry:** Concept, overview and historical development of Hotel industry; Classification of hotels; Hotel organizational structure-large, medium and small; Hotel departments and their functions; Star classification and criteria; Overview of Federation of Hotel and Restaurant Association of India (FHRAI), Hotel Association of India (HAI), Indian Heritage Hotel Association (IHHA).

**Unit II**

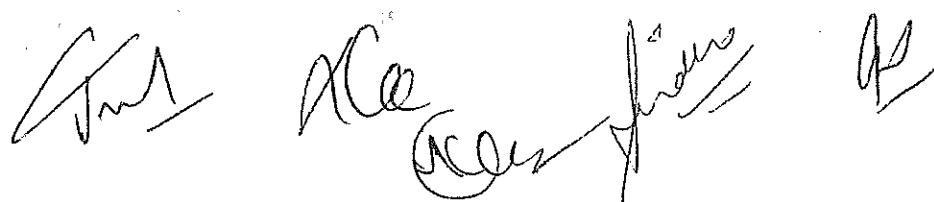
**Housekeeping:** Competencies of housekeeping professionals; Role of housekeeping in service industry; emerging paradigms in accommodation sector: Motels- Hostels, Bag-Packers, Bed and Breakfast, Cruising, Camping, and Extended stay hotels; Organizational structure of accommodation department-small, medium and large hotels; Management challenges in hotel operations.

**Unit III**

**Food & Beverage Service:** The restaurant business and its overview; restaurant formats- fine dining, casual upscale dining, mid-scale restaurants and quick service restaurants (QSR); Restaurant industry organization- chain, Independent and franchisee; Onsite food service- institutional, industrial, mobile and welfare.

**Unit IV**

**Food & Beverage Production:** Organizational Structure of kitchens- small, medium and large hotels; Attributes of a professional chef in hospitality industry; Importance of personal hygiene; Role of uniform



**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**

**Semester-I**  
**Course Title: Introduction to Hospitality Management**  
**UBHTC 103**

and protective clothing; Hazard Analysis and Critical Control Point (HACCP) and its relation with hospitality industry; Career Prospects of a professional chef in hospitality industry.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: .05 marks
- 3) Presentations: 05 mark

**Suggested Reading**

- Andrews, S. (2007). *Introduction to Tourism and Hospitality Industry*. Tata McGraw-Hill.
- Andrews, S. (2009). *Hotel Housekeeping Management*.
- Andrews, S. (2013). *Food and Beverage Service: A training manual*. Tata McGraw-Hill Education.
- Andrews, S. (2013). *Hotel Front office: A Training manual*. Tata McGraw-Hill Education.
- Raghulanan, G., Raghulanan, S.(2015) *Hotel Housekeeping: Operations and Management*, Oxford University Press
- Tewari ,Jatashakar (2016). *Hotel Front Office: Operation and Management*, Oxford Higher Education
- Walker, J.R.,& Walker, J.T. (2011). *Tourism Concepts and Practices*. Pearson Education India.



**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**

**Semester-I**

**Course Title: Communication**

**Course Code: UBHTS104**

**Maximum Marks: 50**

**No. of Credits:2**

**Semester Exam: 40**

**Internal Assessment:10**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- **Communication:** Meaning, process, types and barriers of effective communication
- **Principles of business communication and use of e-platforms of communication**
- **Types of messages and conveying them**

**Unit-I**

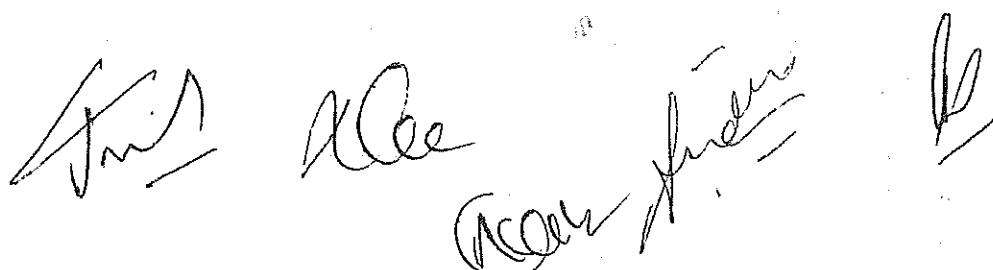
**The Communication Foundation:** Communication- meaning, nature, process, types and scope; barriers to effective communication; Cultural diversity in the workplace, multicultural perspective, communication in multinational and global business; Technological, legal and ethical considerations in communication.

**Unit-II**

**Principles of Business Communication:** Choosing words; developing sentences & paragraphs; using unbiased language; print & electronic messages; Development of written business messages; choosing vocabulary level; developing electronic messages- use of websites, social media & other e-platforms.

**Unit-III**

**Correspondence Applications:** Message formats; letters, envelopes, memos & e-mails; positive, neutral & social business messages; how to convey, unsolicited positive and neutral messages; requests for information; claims; social business messages; negative messages; persuasive messages.



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**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**

**Semester-I**

**Course Title: Communication**  
**U0HTS104**

**Note for paper setting**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation, there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

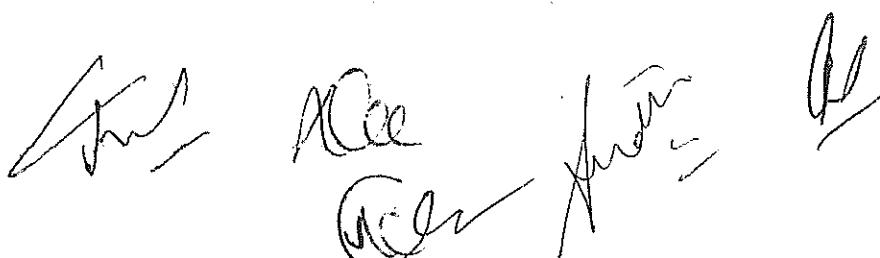
**Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 05 marks
- 2) Assignments: 2.5 marks
- 3) Presentations: 2.5 marks

**Suggested Readings**

- Arora, Vikas., Khanka, Sheetal. & Thakur, Pallavi. (2014). *Business Communication*. Global Vision Publishing House, New Delhi.
- Fielding, M. (2009). *Effective Communication in Organisations*. Juta and Company Ltd.
- Gupta, Sanjay & Ganguly, Amit. (2018). *Written Communication in English*. SBPD Publications.
- Krizan, A. C. B., Merrier, P., Logan, J., & Williams, K. (2016). *Effective Business Communication*. Cengage Learning, New Delhi.



**Detailed Syllabus  
Semester - I**

**Course No. : U ES TS 105**

**Title : Environmental Studies – 1**

**Time of Examination : 2:30 hrs.**

**a) Semester Examination : 80**

**Credits : 2**

**b) Sessional Assessment : 20**

**Syllabus for the examinations to be held in December 2019, 2020 & 2021**

**15 Lectures**

**UNIT - I THE ENVIRONMENT AND ECOSYSTEM**

1.1 Environment and Environmental studies: Definition, concept, components and importance.

1.2 Ecosystem: Structure and function of ecosystem.

1.3 Food chain, food web and ecological pyramids.

1.4 Bio-geochemical cycles in ecosystems: (carbon, nitrogen and phosphorous cycle).

1.5 Ecological succession: Definition, types, concept and process (Hydrosere, xerosere).

**UNIT -II BIODIVERSITY AND ITS CONSERVATION**

**15 Lectures**

2.1 Definition, concept, levels and values of biodiversity.

2.2 Biodiversity of India, India as a mega diversity nation. Hotspots of biodiversity.

2.3 Threats of biodiversity (Habitat loss, poaching of wildlife and man-wildlife conflicts).

2.4 Conservation of biodiversity : *In-situ* Conservation; *ex-situ* Conservation.

2.5 Ecotourism, concept of protected area network with special reference to Kishtwar, Dachigam and Hemis National Parks.

**UNIT -III NATURAL RESOURCES AND THEIR CONSERVATION** **15 Lectures**

3.1 Forest Resources: uses and overexploitation of forests and consequences of deforestation.

3.2 Water Resources: use and consequences of over-utilization, concept of rain water harvesting and watershed management, water conflicts.

3.3 Food Resources: Sources of food, Impacts of modern agriculture on environment (Fertilizer-pesticide problem, water logging and salinity), organic farming.

3.4 Energy Resources: renewable and non-renewable energy sources, growing energy needs and alternate energy sources.

3.5 Land Resources: global land use patterns, soil erosion, desertification, wasteland reclamation.

*Ansari* *Naqvi* *Ali* *Kanjwal*  
*(S)* *Student Infra*

Semester - I  
**QUESTS 105**

Course No. : U ES TS 104 (New), Syllabus under CBCS at U/G Level for the examinations to be held in Dec. 2019, 2020 & 2021

**Field / Practical Work**

All the students are required to undertake the following field/practical work on basis of which students will be assessed in internal assessment.

- 1) To record the biodiversity of the any visited area.
- 2) Identify the natural resources of your area.
- 3) Identify sources of energy used in your area.
- 4) Visit to a local area to document environmental assets/ecosystems River/Forest/Grassland/Mountain.
- 5) Construction of food chain / food web of the visited area

**Instructions for Students : Choice of questions**

**Section – A** Attempt All Three questions restricting your answer to 70 to 80 words. Each question carries 06 marks.

**Section – B** Attempt All Three questions restricting your answer to 250 to 300. Each question carries 14 marks.

**Section – C** Attempt Any One question restricting your answer to 500 to 600 words. Each question carries 20 marks.

**Note for Theory Paper Setters**

- a. Theory Question paper will consist of THREE sections "A", "B" and "C".  
Section A will consist of 3 short answer type questions of 6 marks each, representing all units i.e., at least ONE from each unit. All the questions would be compulsory. Candidate has to restrict the answers in 70 to 80 words.  
Section "B" will consist of 3 medium answer type questions of 14 marks each, representing all units i.e., at least ONE question from each Unit with internal choice. All the questions would be compulsory. Candidate has to restrict the answers in 250 to 300 words.  
Section "C" will consist of 2 or 3 long answer type questions of 20 marks each out of which candidates have to attempt only ONE. Candidate has to restrict the answers in 500 to 600 words.
- b. Internal assessment test of 20 marks would be based on questions from syllabus (10 marks) and from field trip visits (10 marks).

**Books recommended**

1. Rajagopalan, R. (2016) Environmental Studies .Oxford University Press , New Delhi
2. Rana, S.V.S.(2010) Essentials of Ecology and Environmental Science, PHI Learning Pvt. New Delhi
3. Sulphey, M.M. (2012) Introduction to Environment Management. PHI Learning Pvt. New Delhi
4. Sharma, S.K. (2015).Environment & Law. Wisdom Press. New Delhi
5. Sharma, P.D. (2018) Ecology and Environment .Rastogi Publishers, New Delhi
6. Santra ,S.C. (2016) Environmental Sciences. New Central Book Agency, Kolkata

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**BBA (HM) under CBCS**  
Examination to be held December 2019, 2020, 2021

**Semester-I**

**Course Title: Business Statistics**

**Course Code: UBHTCE106**  
**Maximum Marks :100**

**No. of Credits : 6**  
**Semester Exam : 80**  
**Internal Assessment :20**

**Learning Objective:** On the completion of this course the candidate shall be able to understand

- Meaning of statistics, central tendency, mean, median and mode.
- Measures of Dispersion, Q.D, S.D, Coefficient of variation, Skewness.
- Correlation, karl pearson method, Regression, index number concept.
- Time series, moving averages, least square method, research meaning and utility in hospitality and tourism.

**UNIT I**

Statistics – Meaning and significance. Measures of central tendency-mean, partition values- median, quartile, decile and percentile- mode.

**UNIT II**

Measure of Dispersion- meaning, quartile deviation, standard deviation, coefficient of variation, skewness meaning, karl pearson's method and Bowley's method.

**UNIT III**

Correlation -Concept, Karl Pearson's method, Rank correlation, Regression Concept, Regression equation, Regression coefficient and their properties. Index number concept, Laspleyre's, pasche's and Fisher's index number, Test of consistency- time reversal test and factor reversal test.

**UNIT IV**

Time series concept, components of time series, significance of time series, forecasting using time series, least square method and moving average for calculating trend. Research meaning and its utility in tourism and hospitality.

**BBA (HM) under CBCS**  
**Examination to be held December 2019, 2020, 2021**

**Semester-I**

**Course Title: Business Statistics**  
**UBHTCE 106**

**Note for Paper Setting:**

Each full credits course (6 Credits and/or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**Suggested Readings:**

- Gupta, S. P., & Gupta, M. P. (2014). *Business Statistics*. Sultan Chand & Sons.
- Spiegel, Murray & Stephens, L. R. (2017). *Statistics*. Schaum's Outlines Series.
- Gupta, S.C (2018).*Fundamental of Statistics*. Himalaya Publishing House.



**BBA (HM) under CBCS**  
**Examination to be held May 2020, 2021, 2022**

**Semester-II**

**Course Title: Foundation Course in Accommodation Operations**

**Course Code: UBHTC201**  
**Maximum Marks :100**

**No. of Credits :6**  
**Semester Exam : 80**  
**Internal Assessment :20**

**Learning Objectives:-** The aim of this course is to familiarize the students with

- **Housekeeping:** Layout, duties and responsibilities, room types, supplies of the Housekeeping Department, housekeeping responsibilities and duties.
- **Cleaning organization and cleaning standard procedure**
- **Standard contents of a guest room and Inter departmental relationship.**
- **Housekeeping inventories, Pest control and Waste disposal and pollution control.**

**Unit I**

**The role of housekeeping in hospitality operation:** Role of Housekeeping in Guest Satisfaction and Repeat Business; Layout of the Housekeeping Department- overview of sub sections of housekeeping department; Identifying housekeeping responsibilities; Duties and responsibilities of housekeeping staff; Different types of rooms in a hotel; Standard supplies and amenities of guest room.

**Unit II**

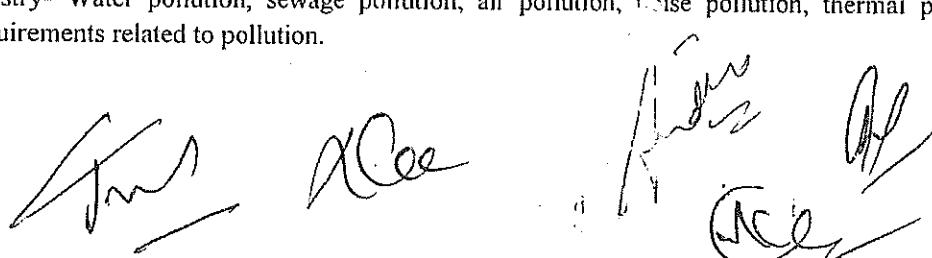
**Cleaning and standard procedure:** Principles of cleaning, hygiene and safety factors in cleaning; Methods of organizing cleaning; Frequency of cleaning daily- periodic, special; Design features that simplify cleaning, Use and care of cleaning equipments; **Cleaning of guest room and bathroom:** type of soil, nature of soil, standard procedure of cleaning; cleaning of public area; **Standard procedure of cleaning different surfaces:** Metals, glass, ceramic, wood, stone, leather, rubber.

**Unit III**

**Guest rooms-** Guest room furniture, furniture arrangement, Guest room fixtures and fittings, beds , mattresses and bedding, soft furnishing, guest room accessories; Placement of guest supplies; **Inter departmental relationship:** with- Front office, maintenance, security, stores, accounts, personnel; use of Computers in House Keeping department

**Unit IV**

**Housekeeping Inventory:** equipment, agents, supplies, linen, uniform; **Pest control-** Areas of infestation, preventive measures and control measure; **Waste disposal and pollution control-**Solid and liquid waste, sullage and sewage, disposal of solid waste, Sewage treatment; Pollution related to hotel industry- Water pollution, sewage pollution, air pollution, noise pollution, thermal pollution; Legal Requirements related to pollution.



**BBA (HM) under CBCS**  
**Examination to be held May 2020, 2021, 2022**

**Semester-II**

**Course Title: Foundation Course in Accommodation Operations**  
**UBHTC 201**

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

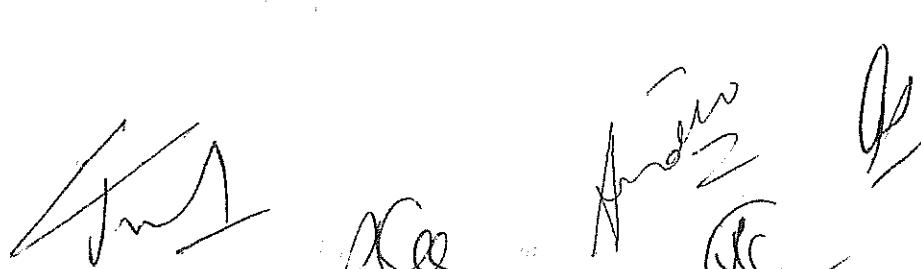
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**Suggested Readings:**

- Andrews, S. (2013). *Hotel housekeeping: A Training Manual*. Tata McGraw-Hill Education.
- Gorobets, S. A. (2008). *U.S. Patent Application No. 11/753,463*.
- Jones, T. J. (2007). *Professional Management of Housekeeping Operations*. John Wiley & Sons.
- Raghulalan, G., & Raghulalan, S. (2009). *Hotel Housekeeping: Operations and management*. Oxford University Press.
- Rutherford, D. G., & O'Fallon, M. J. (2007). *Hotel Management and Operations*. John Wiley & Sons.
- Singh, M. & George, J (2008). *Housekeeping-Operations, Design And Management*



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**BBA (HM) under CBCS**  
**Examination to be held May 2020, 2021, 2022**

**Semester-II**

**Course Title: Foundation Course in Front Office Operations**

**Course Code: UBHTC202**  
**Maximum Marks :100**

**No. of Credits :6**  
**Semester Exam : 80**  
**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- **Front Office:** Introduction, functions & organization structure and current practices
- **The Guest Arrival & Stay:** concept, systems and procedures
- **The Guest Departure and Post Departure:** concept, system and services
- **Front office Cashier, Night Auditing and Yield Management.**

**Unit I**

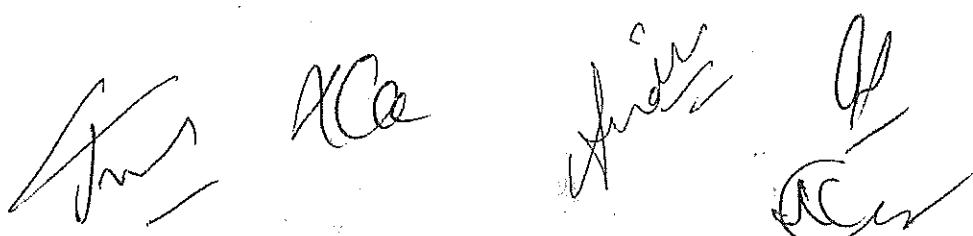
**Hotel Front Office:** Front Office Introduction, functions and its importance; Different sections of the front office department and their layout and importance – Reservation, Reception, Concierge, Bell desk, Lobby, Telephones, Cashier; Inter and Intra- department coordination; Organisation structure of Front Office; Key Responsibilities, Job Descriptions, Attributes of Front Office Personnel; Uniform and Grooming Standards; Current Practices in Hotel Front Office – Layout & Staffing.

**Unit II**

**The Guest Arrival & Stay with Hotel:** Reception & Registration- concept, systems and its procedure; Registration form and C Form; No Shows; scanty baggage; Rooming of Guests, Message Handling, Dealing with Guests Requests and Complaints; Travel Desk and Concierge: functions; luggage, paging, message and left luggage handling procedure, lost and found procedure; foreign currency handling, Room selling techniques, communicating with guests.

**Unit III**

**The Guest Departure and Post Departure Services:** guest accounting, guest ledgers, city ledger, tips and advances, front office cash sheet, paid out, bank net receipts, over and shorts, settlement of bills, credit card handling, handling vouchers of – room rate, food sales, laundry, other guest services, miscellaneous charges; credit security measures; cash and credit control; express check out, early and late check outs; group departures; post departure courtesy services.



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**BBA (HM) under CBCS**  
**Examination to be held May 2020, 2021, 2022**

**Semester-II**

**Course Title: Foundation Course in Front Office Operations**  
**UBHTC 202**  
**Unit-IV**

**Front office Cashier:** Introduction, duties of a front office cashier; **Night Auditing-** introduction, organization chart, duties of a Night auditor, task of a Night Auditor; **Yield Management:** Introduction, opportunity analysis, strategies and tactics, Yield statistics; Forecasting- benefits of forecasting.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

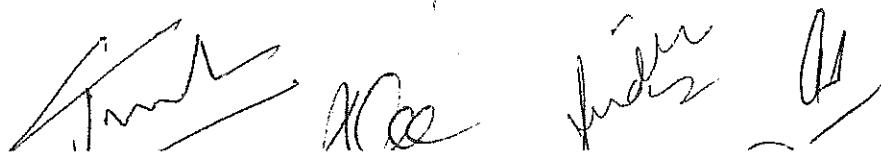
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**Suggested Readings:**

- Andrews, S. (2013). *Hotel Front Office*: A training manual. Tata McGraw-Hill Education.
- Arvind Gautam (2010). *Fundamental of Front Office Management*. Axis Publication
- Baker, S., Bradley, P., & Huyton, J. (2001). *Principles of Hotel Front Office Operations*. Cengage Learning EMEA.
- Bhatnagar, S. K. (2011). *Front Office Management*. Frank Brothers.
- Tewari, Jatashakar (2016). *Hotel Front Office: Operation and Management*, Oxford Higher Education



**BBA (HM) under CBCS**  
**Examination to be held May 2020, 2021, 2022**

**Semester-II**

**Course Title: Personality Development and communication**

<b>Course Code: UBHTS203</b>	<b>No. of Credits:2</b>
<b>Maximum Marks: 50</b>	<b>Semester Exam: 40</b>

**Internal Assessment:10**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- Definition, determinants and need of personality development
- Concept of self and managing individual and group behavior
- Concept of body language, stress management, leadership and team work

**UNIT- I**

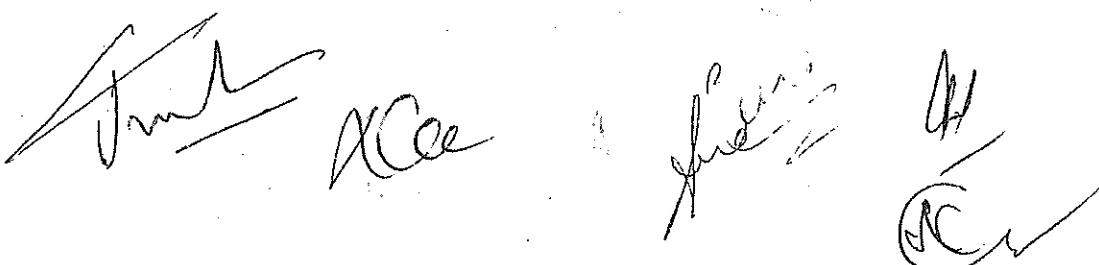
**Introduction to Personality Development:** Definition of Personality, Determinants of personality- Biological, psychological, Environmental and Socio-Cultural factors, Need for personality development, Dressing and personality; Basic etiquettes, effective listening and speaking.

**UNIT-II**

**Understanding self and managing individual & group behavior:** Introspection, self-assessment, self-appraisal, self-development, self-introduction, self-awareness; Meaning and components (SWOT analysis), the Johari window, improving self-awareness, building confidence, building one's self-esteem, managing self-talk, positive attitude; Perception, learning, values & attitude, persuasion, factors affecting group behavior.

**UNIT-III**

**Ideal Personality:** Effective communication & its key aspects, body language, gestures & postures, conflict & stress management, decision making skills, leadership & qualities of successful leader, teamwork-importance of working in a team, team building, professionalism in service industry, short-term & long-term goals, time management; Resume writing, training/job applications, interview skills; Group discussions- kinds, strategies and mock GD's.



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**BBA (HM) under CBCS**  
**Examination to be held May 2020, 2021, 2022**

**Semester-II**

**Course Title: Personality Development and communication**  
**UBHTS 203**

**Note for paper setting**

Each 2 credits course will be assessed for 50 marks, out of which 40 marks will be for the external evaluation and 10 marks will be for internal evaluation. In each course, external component will have semester end examination of 40 marks divided into two sections i.e. A & B. Section A will be of 10 marks comprising of 4 Questions of 2.5 marks each and there will be no choice. Section B shall be of 30 marks comprising of 6 long answer type questions in total i.e. 2 from each unit with internal choice. The students shall attempt 3 questions selecting one from each unit. The questions in section B will be the 10 marks each. For the internal evaluation there shall be one test of 5 marks, one assignment and one presentation of 2.5 marks each.

**Internal Assessment (Total Marks: 10)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 05 marks
- 2) Assignments: 2.5 marks
- 3) Presentations: 2.5 marks

**Suggested Readings:**

- Calvin S Hall; Gardner Lindzey, [1957] *Theories of Personality*, New York: Wiley.
- Kirzan, Merrier, Logan, and Williams (2011), *Effective Business Communication*.Cengage Learning.
- Masters, A., & Wallace, H. R. (2010). *Personal development for life and work*. Cengage Learning.
- Mitra, B. K. (2011). *Personality: development and soft skills*. Oxford University Press.
- Thill, J. V., Bovée, C. L., & Cross, A. (1991). *Excellence in business communication*. New York etc: McGraw-Hill.



**Detailed Syllabus**  
**Semester - II**

**Course No. : U ESTS 204**

**Title: Environmental Studies – 2**

Time of Examination: 2:30 hrs.

a) Semester Examination : 80

Credits: 2

b) Sessional Assessment : 20

**Syllabus for the examinations to be held in May 2020, 2021 & 2022**

**UNIT - I ENVIRONMENTAL POLLUTION AND DISASTER MANAGEMENT**

**15 Lectures**

- 1.1 Definition, causes, effects and control measures of:
  - a) Air pollution
  - b) Water pollution.
  - c) Radiation pollution and nuclear hazard
  - d) Noise pollution
- 1.2 Solid waste management: causes, effects and control measures.
- 1.3 Global warming, Ozone depletion – causes effects and control measures
- 1.4 Acid rain : causes, effects and control measures
- 1.5 Types and management of Natural Disaster (earthquakes; Droughts; Floods and Landslides).

**UNIT -II ENVIRONMENT AND HUMAN HEALTH**

**15 Lectures**

- 2.1 Human population growth and family welfare programme.
- 2.2 Common diseases : Air borne diseases (Tuberculosis, Influenza), water, (cholera, hepatitis ), Food borne (Salmonellosis, Botulism) and Vector, (Malaria, Dengue) .
- 2.3 HIV/AIDS : symptoms, causes, effect and control measures.
- 2.4 Drug addiction: Causes, symptoms, prevention and rehabilitation in India.
- 2.5 Role of IT in environment and human health.

**UNIT -III ENVIRONMENTAL TREATIES, LAWS AND ETHICS**

**15 Lectures**

- 3.1 Environmental Treaties: Montreal and Kyoto Protocol.
- 3.2 Salient features of following Acts:
  - a) Wildlife (Protection) Act, 1972
  - b) Water (Prevention and Control of pollution) Act., 1974
  - c) Forest (Conservation) Act., 1980
  - d) Air (Prevention and Control of pollution) Act., 1981
  - e) Environmental Protection Act., 1986
- 3.3 National Green Tribunal : Structure, composition and functions.
- 3.4 Environmental Ethics
- 3.5 Concept of Sustainability and Sustainable Development

*For All of Us  
Ranjan  
Sekharia  
Biju*

Semester - II  
UESTS 204

Course No. : U ESTS 204 (New) Syllabus under CBCS at U/G Level for the examinations to be held in May 2020, 2021 & 2022

**Field / Practical Work**

All the students are required to undertake the following field/practical work on basis of which students will be assessed in internal assessment.

- 1 To identify the sources of air pollution of your area.
- 2 To identify the sources of water pollution of your area
- 3 To identify the sources of soil pollution of your area.
- 4 To identify the sources of noise pollution of your area.
- 5 Visited to health centre for recording of common water/air/food borne diseases of your area.

**Instructions for Students : Choice of questions**

**Section – A** Attempt All Three questions restricting your answer to 70 to 80 words. Each question carries 06 marks.

**Section – B** Attempt All Three questions restricting your answer to 250 to 300. Each question carries 14 marks.

**Section – C** Attempt Any One question restricting your answer to 500 to 600 words. Each question carries 20 marks.

**Note for Theory Paper Setters**

- a. Theory Question paper will consist of THREE sections "A", "B" and "C".

Section A will consist of 3 short answer type questions of 6 marks each, representing all units i.e., at least ONE from each unit. All the questions would be compulsory. Candidate has to restrict the answers in 70 to 80 words.

Section "B" will consist of 3 medium answer type questions of 14 marks each, representing all units i.e. at least ONE question from each Unit with internal choice. All the questions would be compulsory. Candidate has to restrict the answers in 250 to 300 words.

Section "C" will consist of 2 or 3 long answer type questions of 20 marks each out of which candidates have to attempt only ONE. Candidate has to restrict the answers in 500 to 600 words.

- c. Internal assessment test of 20 marks would be based on questions from syllabus (10 marks) and from field trip visits (10 marks).

**Books recommended**

1. Rajagopalan, R. (2016) Environmental Studies .Oxford University Press .New Delhi
2. Rana,S.V.S.(2010) Essentials of Ecology and Environmental Science, PHI Learning Pvt. New Delhi
3. Sulphey, M.M.(2012) Introduction to Environment Management, PHI Learning Pvt. New Delhi
4. Sharma, S.K. (2015).Environmental Law. Wisdom Press. New Dehli
5. Sharma, P.D. (2018) Ecology and Environment .Rastogi Publishers, New Delhi
6. Santra ,S.C. (2016) Environmental Sciences. New Central Book Agency, Kolkata

**BBA (HM) under CBCS**  
**Examination to be held May 2020, 2021, 2022**

**Semester-II**

**Course Title: Accounting and Finance**

**Course Code: UBHTE205**  
**Maximum Marks :100**

**No. of Credits :6**  
**Semester Exam : 80**  
**Internal Assessment :20**

**Learning Objective: On the completion of this course the candidate shall be able to understand**

- Meaning & need for accounting, Basic accounting procedures and financial statement.
- Introduction and methods of Depreciation, Reserves and Provisions.
- Concept and Classification of costs.
- Financial Management long and short sources of finance.

**UNIT I**

Meaning, nature & need for accounting, scope and usefulness of financial accounting branching of accounting, end users of accounting information, accounting concept and conventions, Basic accounting procedures: journalizing transactions, ledger, trial balance, financial statement: trading a/c, profit & loss a/c and balance sheet.

**UNIT II**

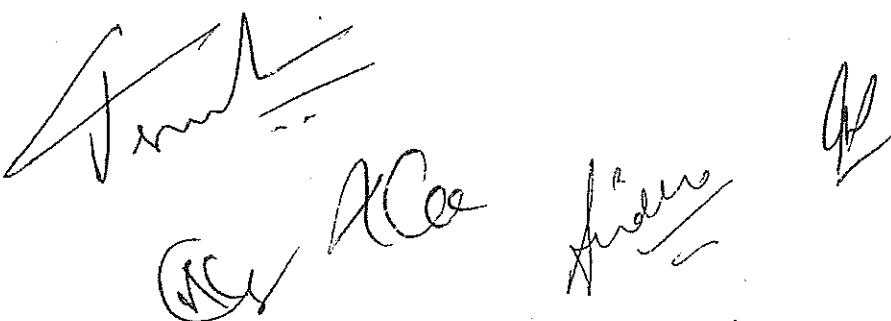
Depreciation: Nature, causes, basic factors and methods of depreciation (straight line and written down value method); Reserves and Provisions: Meaning, Types of Provisions and Reserves, difference between Reserves and Provision.

**UNIT III**

Concept of cost, Classification of costs, concept of cost sheet, Preparation of Cost Sheet, CVP analysis

**UNIT IV**

Financial Management: Finance Functions, Sources of Finance: Long Term Sources- Shares, Debentures, Term Loans; Short Term Sources- Bank Finance (Cash Credit and Overdraft), TFCI-Aims, Objectives and Functions.



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**BBA (HM) under CBCS**  
**Examination to be held May 2020, 2021, 2022**

**Semester-II**

**Course Title: Accounting and Finance**  
**UBHTE 205**

**Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**Suggested Readings:**

- Edmonds, T. P., McNair, F. M., Olds, P. R., & Milam, E. E. (2017). *Fundamental financial accounting concepts*. New York, NY: McGraw-Hill Irwin.
- Khan, M. Y., & Jain, P. K. (2010). Cost Accounting and Financial Management.
- Narayanaswamy, R., & Accounting, F(2015). A managerial perspective Prentice Hall India Pvt.Ltd., New Delhi.
- Weil, R. L., Schipper, K., & Francis, J. (2016). *Financial Accounting: an introduction to concepts, methods and uses*. Cengage Learning.



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**BBA (HM) under CICCS**  
**Examination to be held December 2020, 2021, 2022**

**Semester-III**

**Course Title: Food Production Operations**

**Course Code: UBHTC301**

**Maximum Marks :100**

**No. of Credits :6**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives: On the completion of this course the candidate shall be able to understand:**

- **Professional Kitchen:** introduction and hierarchy, Duties & Responsibilities of various chefs, kitchen equipments, fire, safety and first aid.
- **Familiarization of ingredients used in cooking and raising agents.**
- **Methods of Cooking and Hazard Analysis of Critical Control Point in kitchens.**
- **Stocks, Sauces, Soups and Salads- introduction and classification.**

**Unit-I**

**Professional Kitchen** - Introduction, Definition, and its importance; Personal & Kitchen Hygiene; Uniform and protective clothing, Kitchen Layouts (Basic, Bulk and Show kitchens); Hierarchy of Kitchen Department; Duties & Responsibilities of various chefs, their attributes; coordination of kitchen with other departments; Kitchen Equipments; Fuels & Safety, their usage, care & maintenance, workstations, fire, types and handling fires, first aid- burns, scalds, cuts, kitchen hygiene, beginning with day's work, closing of shifts.

**Unit-II**

**Ingredients used in cooking:** Herbs & Spices, Cereals and Pulses, Fruits and Vegetables, and Salt, Sweeteners, Fat, Milk and Milk Products, Eggs, Poultry, Meat, Fishes, Chicken: - Introduction, Types, Purchasing, Storing Considerations, Cuts and their key uses in kitchen. **Raising agents:** Classification of Raising Agents, Role of Raising Agents, Actions and Reactions

**Unit-III**

**Methods of Cooking:** - Introduction, Definition, and its importance; Types- Baking, Broiling, Grilling, Frying, Steaming, Stewing, Poaching, Poeling, Roasting, Frying, Sautéing, Braising Cooking with Microwave, Ovens, Gas, Induction Plates, Air Fryers and other such media. HACCP Standards in professional kitchens.

**Unit-IV**

**Stocks, Sauces, Soups and Salads:** Stocks: Introduction, Classification, Usage, Preparation; Sauces: Introduction, Classification, Usage, Thickening Agents, Preparation of Mother Sauces, Understanding their derivatives, propriety sauces, making of good sauce, emerging trends, Soups: Introduction,



**BBA (HM) under CBCS**  
**Examination to be held December 2020, 2021, 2022**

**Semester-III**

**Course Title: Food Production Operations**  
**U8HTC 301**

Classification, Preparation, Salient Features, Care and precautions, trends in soup presentation. Salads: Introduction, compositions, types, dressings, emerging trends.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

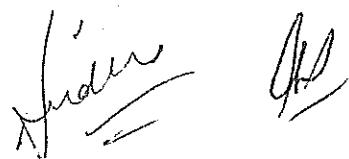
- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READINGS:**

- Bali, P. S. (2016). *International Cuisine and Food Production Management*. Oxford University Press.
- Bali, P.S. (2016). *Food Production Operations*. Oxford University Press.
- Jayaraman, S. (2018). *Behind the kitchen door*. Cornell University Press.
- Philip, T. E. (20014). *Modern Cookery: For Teaching and the Trade*. Orient Blackswan.
- Resh, H. M. (2012). *Hydroponic food production: a definitive guidebook for the advanced home gardener and the commercial hydroponic grower*. CRC Press.



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**BBA (HM) under CBCS**  
**Examination to be held December 2020, 2021, 2022**

**Semester-III**

**Course Title: Foundation Course in Food and Beverage Service**

**Course Code: UBHTC302**

**No. of Credits :6**

**Maximum Marks :100**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives: On the completion of this course the candidate shall be able to understand:**

- Introduction to food and beverage service organization and staffing
- Food service areas (F&B outlets)
- Types of service and menu principles and sequence
- F&B service equipment, layout and table set ups

**Unit-I**

**Introduction to Food and Beverage Service organization and staffing:** Organization of F&B department of a Hotel; Principal staff of various types of F&B operations; Job Descriptions and Job specifications of service staff; French terms related to F&B Staff; Attributes of F&B personnel; Inter and intra departmental relationship.

**Unit II**

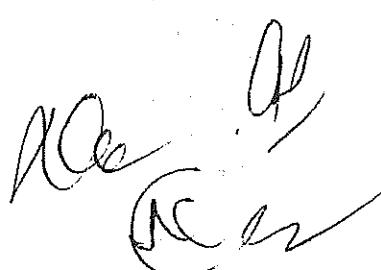
**Food Service areas (F&B outlets):** restaurants: types; coffee shop; types of bar and bar equipment; types of banquet; cafeteria; Types of fast-food outlets (QSR); Grill room; Vending machines; Discotheque; Night clubs.

**Unit III**

**Types of Service:** English service, French service, American service, Russian service, Silver service, Cafeteria service, Gueridon service; banquet service, buffet, Room service, breakfast service; Menu-Principles, Planning, sequence and types; Meals and its types.

**Unit IV**

**F&B Service Equipment:** Familiarization and selection factors of cutlery, crockery, glassware, flatware, hollow-ware and all other equipment related to F&B service; Preparation of Service- Mise-en-place, Mise-en-scene; Table layouts- types and linen used in table set-up; Introduction to alcoholic and non-alcoholic beverages.



**BBA (HM) under CBCS**  
**Examination to be held December 2020, 2021, 2022**

**Semester-III**

**Course Title: Foundation Course in Food and Beverage Service**  
**UBHTC 302**

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

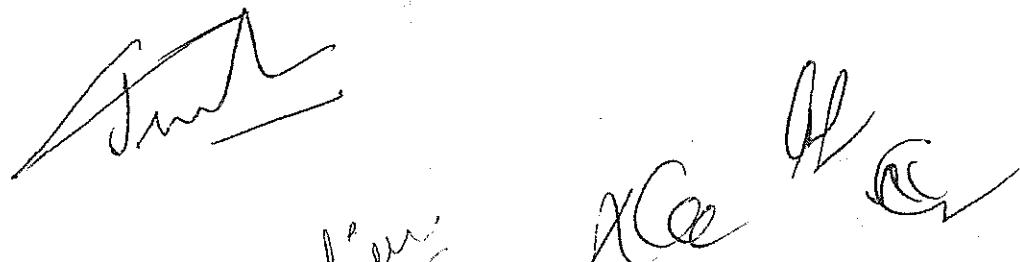
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READINGS:**

- Andrews, S. (2016). *Food and Beverage Service: A Training Manual*. Tata McGraw-Hill Education.
- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2017). *Food and beverage Management*.
- Waller, K. (2009). *Improving Food and Beverage Performance*. Routledge.
- Yam, K. L., & Lee, D. S. (Eds.). (2015). *Emerging Food Packaging Technologies: Principles and practice*. Elsevier.



**BBA (HM) under CBCS**  
**Examination to be held December 2020, 2021, 2022**

**Semester-III**

**Course Title: Tourism Products of India**

**Course Code: UBHTC303**

**Maximum Marks :100**

**No. of Credits :6**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives: On the completion of this course the candidate shall be able to understand:**

- **Tourism resources & products:** Concepts, classification, nature and characteristics of tourism products of India.
- **Philosophies of different religions of India**
- **Historical monuments and cultural heritage of India**
- **National parks, hill stations and beach resorts of India.**

**Unit-I**

**Tourism Resources & Products-** Concepts, definition and classification; Difference between Tourism resources and tourism products; Nature and Characteristics of Tourism products of India – Seasonality and Diversities; Handicrafts of India; fairs and Festivals of social & religious importance; Forms & types of performing arts, Classical dance, folk dance of different regions & Folk culture.

**Unit-II**

**Philosophies of different religions of India-** Popular religious centers – Hinduism (Char Dham, JyotirlingaYatra, Mathura – Vrindavan, Haridwar, Tirupati, Vaishno Devi), Islam (Ajmer Sharif, Haji Ali Dargah, NizammudinDargah), Buddhism (Lumbini, Bodhgaya, Sarnath, Kushinagar, Sanchi), Jainism (Dilwara Temples, Vaishali), Christianity (Churches of Goa), Sikhism (Golden Temple, Patna Sahib, Hemkund Sahib).

**Unit-III**

**Historical monuments & Cultural heritage of India-** Monuments (Mahabalipuram, Khajurao, Hampi), Forts (Red Fort, Amer Fort, Mehrangarh Fort); Caves (Ajanta, Ellora, Elephanta); Others (Taj Mahal, Sun Temple); Palaces (Mysore, Laxmi – Vilas, City Palace – Jaipur); Cultural Heritage of J&K ( Ambaran, Bahu Fort, Ramnagar Fort and Pari Mahal)

**Unit-IV**

**National Parks and Beach Resorts-** Major national parks, wildlife sanctuaries and Biosphere reserves of India and their locations- accessibility, facilities, uniqueness of Dachigam, corbett, Ranthambore,

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**BBA (HM) under CBCS**  
**Examination to be held December 2020, 2021, 2022**

**Semester-III**

**Course Title: Tourism Products of India**  
**UBHTC 303**

Hazaribagh, Kanha, Bandhavgarh, Periyar, Gir, Sundarbans, Manas. **Hill stations-** location, accessibility, facilities, uniqueness of Srinagar, Kullu & Manali, Shimla, Mussorie, Panchmarahi, Mahabaleshwar, Chikmangular, Munnar, Arakku, Darjeeling. **Beach Resorts-** Location, accessibility, facilities, amenities, uniqueness of beaches of Gujarat, Maharashtra, Goa, Kerala, Tamil Nadu, Puducherry, Odisha and West Bengal.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

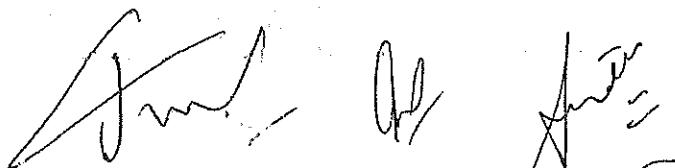
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**Suggested Readings:**

- Gupta, D.S.(2009). *Jammu Kashmir and Ladakh*. Anmol Publications
- Jhangi, Abhoy Das. (2019). *Tourism in India*. Pacific Books International.
- Sajnani, M. (2016). *Encyclopaedia of Tourism Resources in India*. Gyan Publishing House.
- Weaver, D., & Oppermann, M. (2016). *Tourism management*. John Wiley and Sons.



**BBA (HM) under CBCS**  
**Examination to be held December 2020, 2021, 2022**

**Semester-III**

**Course Title: Marketing for Hospitality and Tourism**

**Course Code: UBHTD305**  
**Maximum Marks :100.**

**No. of Credits :6**  
**Semester Exam : 80**  
**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand:

- Meaning, nature & process marketing, marketing mix in hospitality and tourism industry.
- Demand forecasting and tourist behavior in hospitality and tourism markets.
- New product development, tourism distribution and channels.
- Hospitality & tourism pricing & physical evidence in tourism, technology in hospitality and tourism marketing.

**UNIT-I**

**Introduction to Marketing:** Definition, nature, process; difference between selling/marketing; Marketing orientations; goods vs services; Tourism marketing system; Hospitality marketing- issues & challenges, environmental analysis; marketing mix in hospitality and tourism.

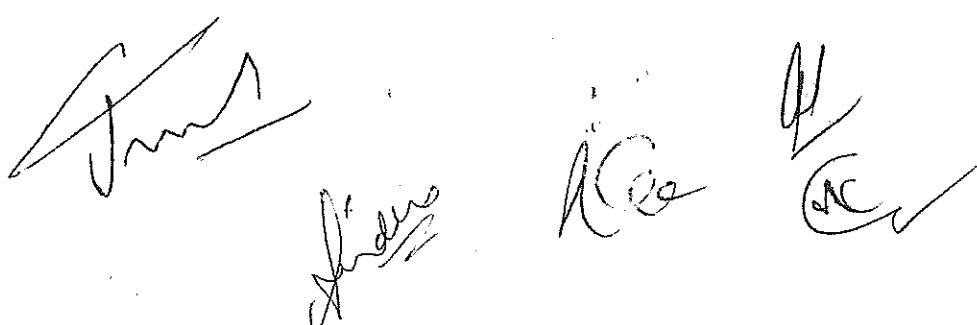
**UNIT-II**

**Marketing management information system & demand forecasting:** Marketing decisions, quality of information for good decision making, structure of marketing management information system, demand forecasting methods

Hospitality & tourism markets & tourist behavior- tourism markets, types, tourists behavior, risk involved in travel purchases, tourists buying process; Market segmentation, targeting & positioning.

**UNIT-III**

**Hospitality & tourism products:** packaged products, destination as a product, managing products, new product development, destination development, product life cycle & tourism area life cycle, brand & branding in tourism. Tourism and hospitality product marketing strategies- Accommodation, Transport, destination, seasonal marketing and Fam tours; Tourism distribution and distribution channels.

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**BBA (HM) under CBCS**  
**Examination to be held December 2020, 2021, 2022**

**Semester-III**

**Course Title: Marketing for Hospitality and Tourism**  
**UBHTD 305**

**UNIT-IV**

**Hospitality & tourism pricing:** Concepts, importance & process; Factors influencing pricing; Methods of price fixation & strategies; Hospitality & tourism promotion- concept, promotion and communication, objectives, promotion mix; promotion tools; People in hospitality & tourism- Service encounters, managing people & encounters in tourism experience; Physical evidence- concept, role, servicescapes & servuction; technology in hospitality and tourism.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consist of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

➤ **Suggested Readings:**

- Bowie, D. et al. (2017). *Hospitality Marketing*, 3<sup>rd</sup> Ed., Routledge: New York.
- Kotler, P., Bowen, J., & Makens, J. (2016). *Marketing for Hospitality and Tourism*, 4<sup>th</sup> Ed., Prentice Hall / Pearson Education: New Delhi.
- Lovelock, C., Wirtz, J. & Chatterjee, J. (2017). *Services Marketing: People, Technology, Strategy*, 7<sup>th</sup> Ed., Pearson India.
- Shanker, R. (2015). *Services Marketing – The Indian Perspective*. Excel Books: New Delhi.
- Zeithaml, V. A., et al. (2010). *Services Marketing*, 4<sup>th</sup> Ed., Tata McGraw-Hill, India.

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**BBA (HM) under CBCS**  
Examination to be held May 2021, 2022, 2023

**Semester-IV**

**Course Title: Facility Planning**

**Course Code: UBHTC401**

**No. of Credits : 6**

**Maximum Marks :100**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand:

- Hotel design and Facilities planning.
  - Planning and Architectural consideration of hotel.
  - Kitchen equipments, kitchen layout & design.
  - Stores Layout and Planning, Energy Conservation, Car Parking and Planning for Physically Challenged Project Management.

**Unit I**

**Hotel design:** Design Consideration, Attractive Appearance, Efficient Plan, Good location, Suitable material, Good workmanship, Sound financing, Competent Management; Facilities planning: The systematic layout planning pattern (SLP).

**Unit II**

**Planning consideration:** Flow process & Flow diagram, Procedure for determining space considering the guiding factors for guest room/ public facilities, support facilities & services, hotel administration, internal roads/budget hotel/5 star hotel.

**Architectural consideration:** Difference between carpet area, plinth area and super built area, their relationships, reading of blue print (plumbing, electrical, AC, ventilation, FSI, FAR, public Areas), Approximate cost of construction estimation, Approximate operating areas in budget type/5 star type hotel approximate other operating areas per guest room, Approximate requirement and Estimation of water/electrical load gas, ventilation.

**Unit III**

**Kitchen:** Equipment requirement for commercial kitchen- Heating - gas/electrical, Cooling (for various catering establishment); Developing Specification for various Kitchen equipments; Planning of various support services (pot wash, wet grinding, chef room, larder, store & other staff facilities); **Kitchen lay out & design-** Principles of kitchen layout and design, Areas of the various kitchens with recommended dimension, Factors that affect kitchen design, Placement of equipment, Flow of work, Space allocation, Kitchen equipment, manufacturers and selection, Layout of commercial kitchen (types, drawing a layout of a Commercial kitchen), Budgeting for kitchen equipment.



**BBA (HM) under CBCS**  
**Examination to be held May 2021, 2022, 2023**

**Semester-IV**

**Course Title: Facility Planning**  
**UBHTC 401**

**Unit IV**

**Stores- Layout and Planning:** stores layout and planning (dry, cold and bar), various equipment of the store, work flow in store

**Energy Conservation:** Necessity for conservation, Methods of conserving energy in different area of operation of a hotel, Developing and implementing energy conservation program for a hotel; **Car Parking:** Calculation of car park area for different types of hotels; **Planning for Physically Challenged Project Management:** C.P.M and PERT, comparison of CPM and PERT, classroom exercises.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

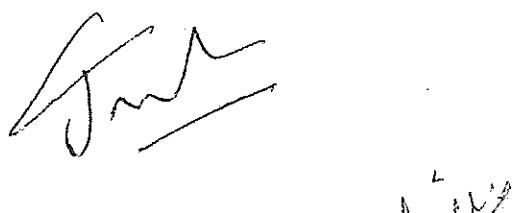
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READING**

- Bansal, Tarun. (2018) *Hotel Facility Planning*. Oxford University Press, Delhi.
- Tompkins, James A. , Bozer, Yavuz A., & White, John A.(2016). *Facilities Planning*. Wiley



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**BBA (HM) under CBCS**  
**Examination to be held May 2021, 2022, 2023**

**Semester-IV**

**Course Title: Travel Agency and Tour Operations**

**Course Code: UBIHTC402**  
**Maximum Marks : 100**

**No. of Credits : 6**  
**Semester Exam : 80**  
**Internal Assessment : 20**

**Learning Objectives: On the completion of this course candidate shall be able to understand:**

- **Travel Agency Business:** Historical background and significance, skills and competencies for running and organization structure
- **Tour operation management:** Types, Classification & Components
- **Itinerary planning and costing**
- **Travel facilitation and services**

**Unit-I**

**Travel Agency Business-** Historical background of travel trade, Significance of Travel agency business, types of travel agents- full-service agency, commercial agency, implant agency, group/ incentive agency, skill and competencies for running travel agency business, wholesale and retail agents, future of travel wholesaling & retailing. Essential requirements for starting travel agency & tour operation business, Travel agency organization structure, sources of revenue, use of information technology in travel agency business.

**Unit-II**

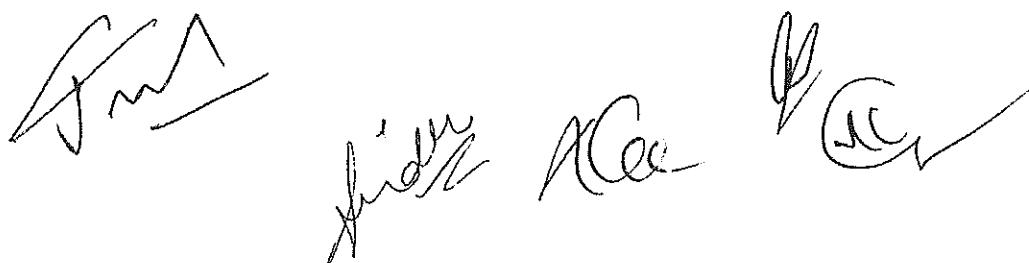
**Tour Operations Management-** Types and Classification of Tours – Independent tour, escorted tour, hosted tour, incentivized tour, specialized tours, Inbound and Outbound Tours; Concept of tour packaging, package tours and its demand revenue team, tour operation business, components of tour brochure, tour execution and post tour management.

**Unit-III**

**Itinerary Planning-** Types of itinerary, resources and steps for itinerary planning, tour costing: tariff, FIT & GIT, confirmation of tour, creation of Docket/ File, Issue of tour vouchures, reconfirmation with airlines, hotel & ground service providers, Distributing customized itinerary to tour leader, guide, driver & transporter, standard procedure for pickup and drop, preparation of feedback or guest comment sheet, analysis of comments of guests, tour guides & escorts, relation with service suppliers, travel agency appointments.

**Unit-IV**

**Travel Facilitation and Services-** Familiarization with TIM (travel information manual), passport & VISA- meaning, types, procedures, validity, necessary information to fill the passport and VISA form for



**BBA (HM) under CBCS**  
**Examination to be held May 2021, 2022, 2023**

**Semester-IV**

**Course Title: Travel Agency and Tour Operations**

**UBHTC 402**

issuance, health certificates, currency, travel insurance, credit & debit card, customs, Baggage and airport information, Foreigners registration Act- Customs, baggage allowance, free access baggage, weigh and piece concept, accountability of lost baggage, dangerous goods.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

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- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READINGS**

- Negi, Jagmohan (2015). *Travel Agency and Tour Operation- Concepts and Principles*. New Delhi: Kanishka Publishers, Distributors.
- Chand, Mohinder (2014). *Travel Agency Management- An Introductory Text*, 2/e. New Delhi: Anmol Publications Pvt. Ltd.
- Gee, Chuck and Makens, Y. (2016). *Professional Travel Agency Management*, New York: Prentice Hall.
- Syratt, Gwenda and Archer, Jane (2018). *Manual of Travel Agency Practice*, 3/e. Burlington: Butterworth-Heinemann.
- Bhatia, A.K. (2017). *The Business of Travel Agency and Tour Operations Management*. Sterling Publishers



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**BBA (HM) under CBCS**  
**Examination to be held May 2021, 2022, 2023**

**Semester-IV**

**Course Title: Nutrition and Food Safety**

**Course Code: UBHTC403**  
**Maximum Marks :100**

**No. of Credits : 6**  
**Semester Exam : 80**  
**Internal Assessment :20**

**Learning Objective:** On the completion of this course the candidate shall be able to understand

- Nutrition introduction and classification, concept of Energy and Diet sources.
- Macro and Micro nutrients classification and its significance.
- Food safety and methods of Food Preservation.
- Food additives, food contaminants & adulterant, hygiene and sanitation.

**Unit I**

**Nutrition:** Definition of the term Health, Nutrition and Nutrients; Importance of Food – Physiological, Psychological and Social function of food in maintaining good health, Classification of nutrients.

**Energy:** Definition of Energy and Units of its measurement (Kcal), Energy contribution from macronutrients (Carbohydrates, Proteins and Fat), Factors affecting energy requirements, Concept of BMR, SDA, Thermodynamic action of food, Dietary sources of energy. Concept of energy balance and the health hazards associated with Underweight, Overweight.

**Unit II**

**Macro nutrients:** Carbohydrates-Definition, Classification Dietary Sources, Functions, Lipids-Definition, Classification : Saturated and unsaturated fats, Dietary Sources, Functions , Cholesterol – Dietary sources and the Concept of dietary and blood cholesterol ,Proteins-Definition, Classification , Dietary sources, Functions, Methods of improving quality of protein in food

**nutrients:** Vitamins-Definition and Classification (water and fat soluble vitamins),Food Sources, function and significance of: Fat soluble vitamins(Vitamin A, D, E, K),Water soluble vitamins (Vitamin C, Thiamine, Riboflavin, Niacin, Cyanocobalamin Folic acid

**MINERALS-Definition and Classification (major and minor),Food Sources, functions and significance of :Calcium, Iron, Sodium, Iodine & Fluorine**  
**WATER:** Definition, Dietary Sources (visible, invisible), Functions of water, Role of water in maintaining health (water balance). Balanced diet: Definition, Importance of balanced diet, RDA for various nutrients – age, gender, physiological state.

**Unit III**

**Introduction:** Food Safety, Food Hazards & Risks, Contaminants and Food Hygiene; micro-organisms in food: General Characteristics of Micro-Organisms, based on their Occurrence and Structure, Factors affecting their Growth in Food ,Common Food Borne Micro Organisms:{Bacteria, (Spores/Capsules), Fungi, Viruses, Parasites; food spoilage & food preservation: Types & Causes of Spoilage, Sources of

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**BBA (HM) under CBCS**  
**Examination to be held May 2021, 2022, 2023**

**Semester-IV**

**Course Title: Nutrition and Food Safety**  
**UBHTC 403**

Contamination, Basic Principles of Food Preservation, Methods of Preservation (High Temperature, Low Temperature, Drying, Preservatives & Irradiation); beneficial role of micro-organisms, food borne diseases: Types (Infections and intoxications), Common diseases caused by food borne pathogens, Preventive measures.

**Unit IV**

**Food additives:** Introduction, Types (Preservatives, Anti-Oxidants, Sweeteners, Food Colours and Flavours, Stabilizers and Emulsifiers); **food contaminants & adulterants:** Introduction to Food Standards, Types of Food Contaminants (Pesticide Residues, Bacterial Toxins, Mycotoxins, Seafood Toxins, Metallic Contaminants, Residues from Packaging Material), Common Adulterants in Food, Method of Detection (Basic Principle); **hygiene and sanitation in food sector:** General Principles Of Food Hygiene, Safety Aspects of Processing Water (Uses & Standards), Waste Water & Waste Disposal, water conservation.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READING**

- Roday, S. (2018). *Food science and nutrition*. Oxford University Press.
- Srilakshmi, B. (2018). *Food Science*. New Age International Publishers.
- Srilakshmi, B. (2017). *Nutrition Science*. New Age International Publishers.



**BBA (HM) under CBCS**  
Examination to be held May 2021, 2022, 2023

**Semester-IV**

**Course Title: Human Resource Management**

**Course Code: UBHTE405**

**No. of Credits : 6**

**Maximum Marks :100**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand:

- Human Resource Management process and importance
- Procurement and Development Functions
- Training and Development
- Motivation, Management by Objective and Job Satisfaction

**Unit I**

**Process and Importance of Human Resource Management:** Meaning, Nature and Scope, Concept of human resource management, human resource management practices in India, Functions and Role of HR Manager – Advisory and service function to other Department -- HRM function planning -- objectives and policies, organizing the HRM Department.

**Unit II**

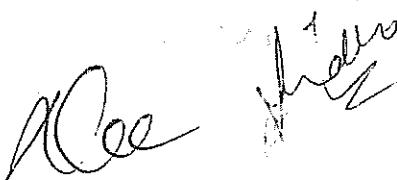
**Procurement and Development Functions:** Organization structure, Line Authority, Staff Authority, Job Analysis, Job description, Writing a Job Description, Job Design, job Specification, job enrichment recruitment, selection, placement, orientation and induction and socialization ,

**Unit -III**

**Training and Development:** Concept and Significance of Training, Training Needs, Training Methods, Types of Training—career planning and development, Induction promotion, demotion, transfer, separations, Job Design, Job evaluation, Employee grievances and their redressal, suggestion schemes.

**Unit IV**

**Motivation, Audit and Control Function:** Motivation Theories, Performance appraisal – Introduction, Concept of Performance Appraisal, Purpose of performance appraisal, Process, Methods of Performance Appraisal, Major Issues in Performance Appraisal purpose, factors, methods, Management by Objective approach - definition, concept, advantages and disadvantages, Stress Management and JOB Satisfaction, human resource accounting.



**BBA (HM) under CBCS**  
**Examination to be held May 2021, 2022, 2023**

**Semester-IV**

**Course Title: Human Resource Management**  
**U8HTE405**

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

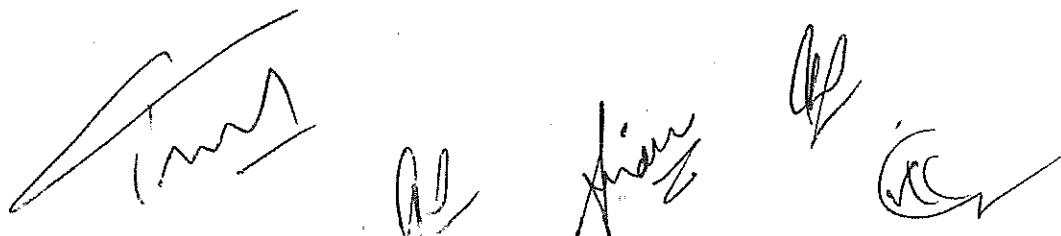
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READINGS:**

- Aswathappa, K. (2017). *Human Resource Management*. McGraw-Hill.
- Dessler, G., & Varrikey, B. (2017). *Human Resource Management, 15e*. Pearson Education India.
- Koontz, H., O'Donnell, C., & Wehrich, H. (2013). *Essentials of management*. McGraw-Hill.
- Michael, A. (2017). *A handbook of human resource management practice*. London and Sterling VA.



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**BBA (HM) under CBCS**  
Examination to be held December 2021, 2022, 2023

**Semester-V**

**Course Title: Room Division Management**

**Course Code: UBHTC501**

**No. of Credits : 6**

**Maximum Marks :100**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- Yield Management, room division, Capacity management, software and team
- Revenue Management tools, forecasting, practices and Total Quality Management
- Planning & Organizing the House-keeping Department and Standard Operating manuals
- Budgeting, budgetary controls and Purchasing systems

**Unit 1**

**Yield Management** - Concept and importance; Applicability to rooms division; Capacity management; Discount allocation; Duration control; Measurement yield; Potential high and low demand tactics; Yield management software; Yield management team.

**Unit II**

**Revenue Management** – Concept, Goals, Importance and Benefits; Tools of Revenue Management; Forecasting Revenue Management; Revenue Management Practices; **Total Quality Management (TQM)**- Introduction, Practices and benefits.

**Unit III**

**Planning & Organizing the House-keeping Department**- Area inventory list, Frequency Schedules, Performance and Productivity standards, Time and Motion study in House Keeping operations, Standard Operating manuals - Job procedures, Job allocation and work schedules, Calculating staff strengths & Planning duty rosters, team work and leadership in House Keeping, Horticulture and landscaping.

**Unit IV**

**Budgeting**- Inventory level for non- recycled items; Budget and budgetary controls- The budget process, Planning capital budget, Planning operation budget; Operating budget - controlling expenses - income statement; Purchasing systems - methods of buying; Stock records - issuing and control; Contract services; Equipment Replacement policy.

**BBA (HM) under CBCS**  
**Examination to be held May 2021, 2022, 2023**

**Semester-V**

**Course Title: Room Division Management**  
**U8HTC501**

**Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

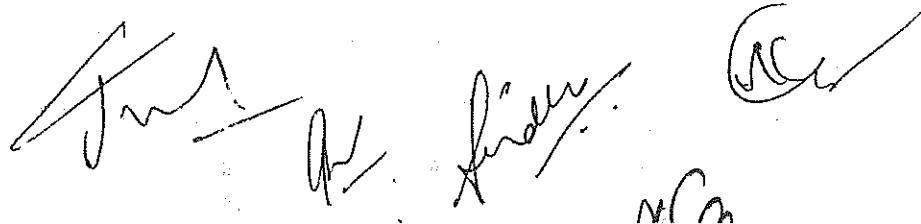
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READINGS:**

- Andrews, S. (2017). *Hotel Housekeeping Management & Operations*. Tata McGraw Hill
- Raghulanan, G., & Raghulanan, S. (2015). *Hotel Housekeeping: Operations and Management*. Oxford University Press.
- Singh, Malini. (2012). *Housekeeping Operations*. Jaico Publishing House.
- Kasavana, M. L., & Brooks, R. M. (2012). *Managing front office operations*. Tata McGraw Hill
- Bhatnagar, S. K. (2016). *Front office management*. Frank Brothers



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**BBA (HM) under CBCS**  
Examination to be held December 2021, 2022, 2023

**Semester-V**

**Course Title: Food and Beverage Operations**

**Course Code: UBHTC502**  
**Maximum Marks :100**

**No. of Credits : 6**  
**Semester Exam : 80**  
**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- Beverage Industry, Beverage service, types of Bar
- Non Alcoholic Beverages & Mocktails types, preparation and Service Techniques.
- Alcoholic Beverages, Major Indian and International Brands and wines
- Beers Types and brands, Spirits and Other Alcoholic Beverages

**Unit I**

**The Beverage Industry:** Introduction, Yesterday & Today, Responsible Beverage Service, Creating and Maintaining a Bar Business, Sanitation and Bar Setup, Legal Aspects, Professional Services, Bar Introduction, Importance and Types, Organization Structure, Layout, Equipments used and BOT & Bar Menus, Tobacco & Cigars, Tobacco: Types, Production, Brands & Service – Indian and International, Juice Bars.

**Unit II**

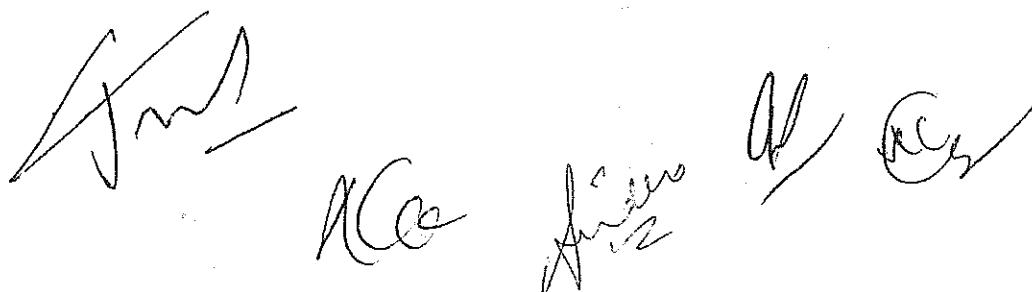
**Non Alcoholic Beverages & Mocktails:** Introduction, Types (Milk, Tea, Coffee, Juices, Aerated Beverages, Shakes) Descriptions with detailed inputs, their origin, varieties, popular brands, presentation and service tools and techniques. Mocktails – Introduction, Types, Brief Descriptions, Preparation and Service Techniques.

**Unit III**

**Alcoholic Beverages:** Wines – Introduction, Classification, Brief Description, about manufacturing process, storage and its service. Major Indian and International Brands. Bar kit, Glasses and equipment, Storage and service of wine. **Wines:** Definition, Classification with examples, - Table/Still/Natural, Sparkling, Fortified, Aromatized, Production of each classification, Principal wine regions and wines of France, Germany, Italy, Spain, Chile, Australia, India, Japan.

**Unit IV**

**Beers:** Introduction, Ingredients Used, Production, Types and brands, Indian and International. Services, bottled, canned and drought beers. Other Fermented & Brewed Beverages: Sake, Cider, Perry, Alcohol Free Wines. **Spirits:** Introduction to Spirits (Whisky, Brandy, Rum, Vodka, Gin & Tequila), Spirits- Types, Production, Brands Indian and International & Service, Other Alcoholic Beverages- Liqueurs.



**BBA (HM) under CBCS**  
**Examination to be held May 2021, 2022, 2023**

**Semester-V**

**Course Title: Food and Beverage Operations**  
**UBHTC 502**

**Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

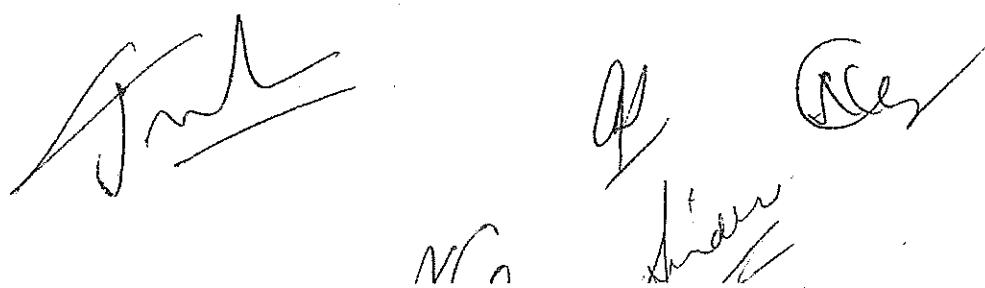
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READINGS:**

- Davis, B., Lockwood, A., Pantelidis, I., & Alcott, P. (2013). *Food and beverage management*. Routledge.
- Andrews, S. (2013). *Food and Beverage Service: A Training Manual*. Tata McGraw-Hill Education.
- Bansal, Tarun. (2016). *Food and Beverage: Operations to Management*. I.K. International Publishing.
- Kant, Jay Prakash. (2015). *Food & Beverage: Management And Cost Control*. Aman Publications



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**BBA (HM) under CBCS**  
**Examination to be held December 2021, 2022, 2023**

**Semester-V**

**Course Title: Event Management**

**Course Code: UBHTC503**

**Maximum Marks : 100**

**No. of Credits : 6**

**Semester Exam : 80**

**Internal Assessment : 20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- **Event Management, Event Team, concepts & designing and logistics**
- **Managing events, planning & designing and financial & marketing planning**
- **Managing events, executing the event and managing as a project**
- **MICE , role of travel agency & hotels in the management of conference**

**Unit-I**

**Event Management:** Introduction, types and characteristics of events, need, functions and size of events. Event team. Structure: public & private sectors, companies and their roles, voluntary bodies, committee and their roles. Code of ethics, principles of event management, concepts & designing. Analysis of concept, logistics of concepts, major elements of events, events in hospitality & tourism sectors in India.

**Unit-II**

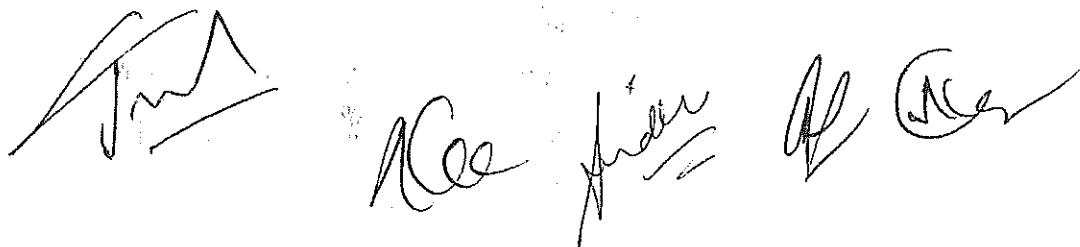
**Managing events-I:** planning & designing of events- making a start, getting organized, event feasibility, finding idea & testing, screening & finalizing. The event planning- objectives, environment search, demand & operational planning, financial & marketing planning, budgeting, issues & challenges, handling press.

**Unit-III**

**Managing events-II:** The event- Venue, logistics & ambiance, marketing & public relations of events, executing the event and managing as a project, the organisations, management, managing team during the events, feedback, analysis, close down, evaluation and legacies.

**Unit-IV**

**MICE:** Concepts, need & travel, conference & conventions. Definition of conference and the components of conference market. Demand of conference facilities, role of travel agency & hotels in the management of conference. Benefits of conference facilities. Management of conference at site. Applications of technology enabled communication in conference management, budget, planning conference brochures, drafting guest invitations, conference kits, registration and



**BBA (HM) under CBCS**  
**Examination to be held December 2021, 2022, 2023**

**Semester-V**

**Course Title: Event Management**  
**UBHTC 503**

accommodation, conference management, handling press & media, safety & security aspects, email writing, use of social media. Do's & don'ts with technology enabled communication.

**Note for Paper Setting:**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

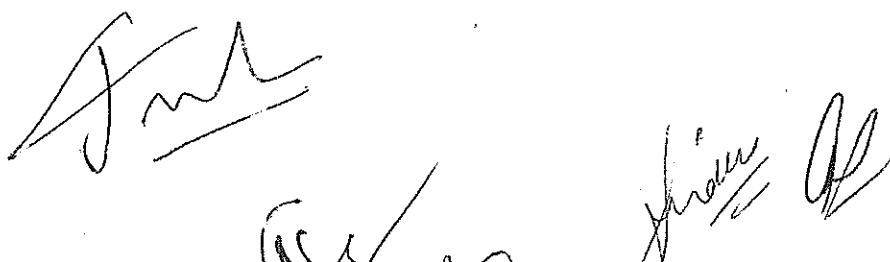
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READINGS:**

- Gaur, S. S., & Saggere, S. V. (2015). *Event Marketing and Management*. Vikas Publishing House.
- Shone, A., & Parry, B. (2017). *Successful event management: a practical handbook*. Cengage Learning EMEA.
- Wagon, L. V. D., & Carlos, B. R. (2016). *Event Management*. Pearson.
- Watt, D. C. (2008). *Event management in leisure and tourism*. Addison Wesley Longman Ltd.



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**BBA (HM) under CBCS**  
Examination to be held December 2021, 2022, 2023

**Semester-V**

**Course Title: Regional Cuisines of India**

**Course Code: UBHTD504**

**No. of Credits : 6**

**Maximum Marks :100**

**Semester Exam : 80**

**Internal Assessment :20**

**Learning Objectives:** On the completion of this course the candidate shall be able to understand

- Indian Cooking, Condiments, Herbs and Spices Used in India Cuisine, Pastes and Gravies in Indian cooking and Commodities and their usage in Indian Kitchens
- Regional Cuisines of India, Cuisines of Jammu & Kashmir, Himachal, Uttarakhand, Punjab & Haryana, key ingredients
- Regional Cuisines of India, Cuisines of Rajasthan, Gujarat, Awadh and Bengal
- Regional Cuisines of India, Cuisines of Maharashtra, Goa, Tamil Nadu and Andhra Pradesh

**Unit I**

**Indian Cooking:** - Introduction, Philosophy of Indian Food, The great Indian Cuisine – Key features, Condiments, Herbs and Spices Used in India Cuisine: Introduction, Condiments, Herbs and Spices used in Indian Cuisine (Allspice, Ajwain, Aniseed, Asafoetida, Bay leaf, Cardamom, Cinnamon, Cloves, Coriander seeds, Cumin, Chilli, Fenugreek, Mace, Nutmeg, Mustard, Pepper, Poppy Seeds, Saffron, Tamarind, Turmeric, Celery, Curry Leaf, Marjoram, Pomegranate Seeds, Stone Flowers, Basil, Betel Root, Black Salt, Red Chilli, Rock Salt) Various ways of using spices, their storage and usage tips. **Masalas, Pastes and Gravies in Indian cooking:** Masalas and Pastes. Introduction, Types, Blending of Spices, Concept of Dry and Wet Masalas, Pastes used in Indian Cooking, Purchasing, Storing Considerations. **Basic Indian Gravies:** Introduction, Gravies and Curries, Regional Gravies, Gravy Preparations. **Commodities and their usage in Indian Kitchens:** Introduction, Sourcing Agents, Colouring Agents, Thickening Agents, Tendering Agents, Flavouring and Aromatic Agents, Spicing Agents in Indian Kitchens .

**Unit II**

**Regional Cuisines of India - I: Cuisines of Jammu & Kashmir, Himachal Pradesh, Uttarakhand, Punjab & Haryana:** Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine , Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialities during Festivals and Other Occasions, Community Foods.

**Unit III**

**Regional Cuisines of India - II: Cuisines of Rajasthan, Gujarat, Awadh and Bengal:** Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialities during Festivals and Other Occasions, Community Foods.



**BBA (HM) under CBCS**  
**Examination to be held December 2021, 2022, 2023**

**Semester-V**

**Course Title: Regional Cuisines of India**  
**UBHTD 504**

**Unit IV**

**Regional Cuisines of India – III: Cuisines of Maharashtra, Goa, Tamil Nadu and Andhra Pradesh:**  
Introduction, Geographical Perspectives, Brief Historical Background, Characteristics & Salient Features of Cuisine, Key Ingredients, Popular Foods, Seasonal Foods, Special Equipments, Staple Diets, Specialities during Festivals and Other Occasions, Community Foods.

**Note for Paper Setting**

Each full credits course (6 Credits and/ or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (All Compulsory).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (All Compulsory).
- 3) Four/Five (4/5) long answers to the questions (Two to be attempted) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

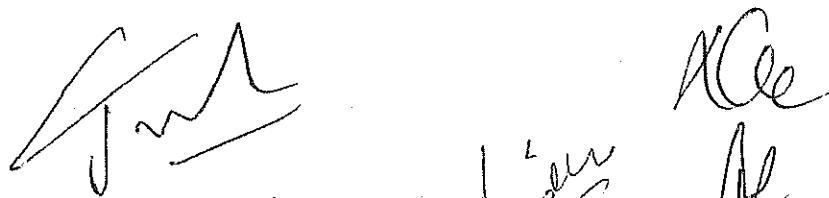
**Mid Semester Test: 10 marks**

**Assignments: 05 marks**

**Presentations: 05 marks**

**SUGGESTED READINGS:**

- Bali, Parvinder. S. (2016). *Quantitative Food Production Operations and Indian Cuisine*. Oxford University Press.
- Jafferey, Madhur. (2016) *A Taste of India*. John Wiley & Sons.
- Dahiya, Dr. Ashish. (2015). *Food of Haryana: The Great Chutneys*. University Press.
- Gill, Manjit. (2014). *Secrets of Indian Gastronomy*. DK Publishers
- Khanna, Vikas. (2017). *My Great India Cook Book*. Penguin Viking
- Philip E. Thangam. (2013) *Modern Cookery*. Orient Longman



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**BBA (HM) under CBCS**  
**Examination to be held December 2021, 2022, 2023**

**Semester-V**

**Course Title:** Internship Training (Report presentation and Viva-voce)

**Course Credits:** 2

**Semester:** V

**Course Code:** UBHTD505

**Total marks:** 50

**Training Report (Internal):** 25

**Presentation and Viva-voce (External):** 25

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**Objective:** The students in the 4th semester shall go for internship training for a period of 4-6 weeks which shall cover and after completing the Industrial Training; students shall be evaluated on the basis of their project reports, presentations and viva-voce.

**Note for Teacher Concerned:**

1. There shall be a written report of 25 marks on Food Service Management (Food Production and Food and Beverage Service Department)
2. There shall be a power point presentation and viva voce of 25 marks on Food Service Management (Food Production and Food and Beverage Service Department) which will be based on communication skills, grooming, subject knowledge etc.



**BBA (HM) under CBCS**  
**Examination to be held December 2021, 2022, 2023**

**Semester-V**

**Course Title: Internship Training (Report presentation and Viva-voce)**  
**UBHTD505**

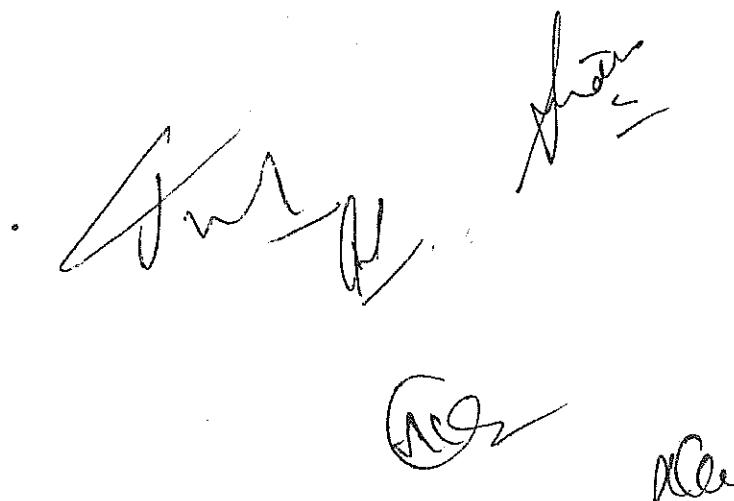
**Important Instructions**

*Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:*

- Logbook
- A copy of the offer letter and
- industry exposure/ Job Training Certificate
- Power Point presentation on a CD, based on the report.

*The Report will be submitted in the form specified as under:*

- The typing should be done on both sides of the paper (instead of single side printing)
- The font size should be 12 with Times New Roman font.
- The Training Report may be typed in 1.5line spacing.
- The paper should be A-4 size.
- one copy meant for the purpose of evaluation submitted to the approved authority.



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**BBA (HM) under CBCS**  
**Examination to be held December 2021, 2022, 2023**

**Semester-V**

**Course Title: Entrepreneurship Development & Innovation**

Course Code: UBHTE506  
Maximum Marks : 100

No. of Credits : 6  
Semester Exam : 80  
Internal Assessment : 20

**Learning Objectives:** On the completion of this course candidate shall be able to understand

- Entrepreneur, Entrepreneurship, Entrepreneurial competencies and skills
- Entrepreneurial Process, Business Planning, Market Plan and Operation Plan
- Entrepreneurship environment and culture, Entrepreneurial Development Programmes, women and rural Entrepreneurship
- Project, Project cycle, types and sources of finance and financial institution

**Unit I**

**Entrepreneur:** Meaning, Nature of Entrepreneur, Factors influencing Entrepreneurship, Characteristics and Qualities of an entrepreneur, Entrepreneurial competencies and Skills required by an entrepreneur, Classification of entrepreneurs, Difference between Entrepreneur and Intrapreneur, Functions of entrepreneur and Role of entrepreneur, Entrepreneurial motivations, Entrepreneurship opportunities in hospitality and tourism.

**Unit II**

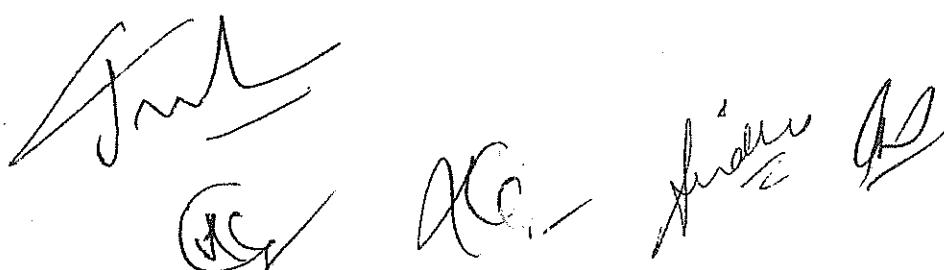
**Entrepreneurial Process:** Identification of opportunities; Business Planning Process: concept of Business Plan, Preparing a Business Plan, Project Report Preparation; Market Plan: Market Segmentation, and Marketing Mix; Financial Analysis; Operation Plan: definition, types of layout, capacity plan.

**Unit III**

Entrepreneurship environment; Entrepreneurial culture; Entrepreneurial Development Programmes (EDP): EDP, their role, relevance and achievements; Women Entrepreneurship; Rural Entrepreneurship.

**Unit IV**

**Project:** Meaning, objectives and characteristics, Project cycle, Project Report Preparation; Types of finance, source of finances, financial institution helping entrepreneurs and enterprises, problems of entrepreneurship.



**BBA (HM) under CBCS**  
**Examination to be held December 2021, 2022, 2023**

**Semester-V**

**Course Title: Entrepreneurship Development & Innovation**  
**UBHTE506**

**Note for Paper Setting**

Each full credits course (6 Credits and / or 4 Credits) will be assessed for 100 marks, out of which 80 marks will be for the external evaluation and 20 marks will be for internal evaluation. The external examination in theory shall consists of the following:

- 1) Five (5) short answers to the questions representing all units/syllabi i.e. at least one from each unit (without detail explanation having 70 to 80 words) and having 3 marks for each answer to the question (**All Compulsory**).
- 2) Five (5) medium answers to the questions representing all units/ syllabi i.e. at least one from each unit (with explanation having 250-300 words) and having 7 marks for each answer to the question (**All Compulsory**).
- 3) Four/Five (4/5) long answers to the questions (**Two to be attempted**) representing whole of the syllabi with detailed analysis/ explanation/ critical evaluation/ solutions to the stated problems within 500-600 words and having 15 marks each answer to the question.

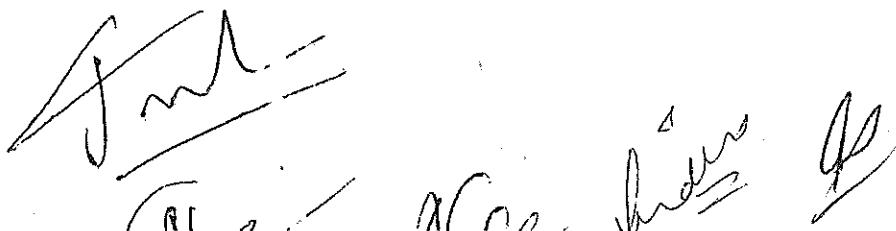
**Internal Assessment (Total Marks: 20)**

The Marks shall be distributed as under:

- 1) Mid Semester Test: 10 marks
- 2) Assignments: 05 marks
- 3) Presentations: 05 marks

**SUGGESTED READINGS**

- Alias, A. (2017). Entrepreneur and Entrepreneurship, Fundamentals of Entrepreneurship.
- Desai, V. (2015). *Fundamentals of Entrepreneurship and small business management*. Global Media.
- E. Gordon. & K, Natarajan. (2014). *Entrepreneur Development 5/E*. Himalayan Publishing House
- M, Harantimath Poornima.(2018). *Entrepreneurship Development and Small Business Enterprises*. Pearson
- Nandan, H. (2013). *Fundamentals of entrepreneurship*. PHI Learning Pvt. Ltd..
- Sharma, Sangeetha. (2017). *Entrepreneurship Development*. PHI Learning Pvt. Ltd..



Handwritten signatures of faculty members, including Dr. A. S. Rao, Dr. A. S. Rao, Dr. A. S. Rao, and Dr. A. S. Rao, are visible at the bottom of the page.