

KUVEMPU



UNIVERSITY

Department of Hospitality & Event Management

Syllabus of BBA-HEM

Bachelor of Business Administration (Hospitality & Event Management)

**Scheme of Teaching & Evaluation for
Bachelor of Business Administration (Hospitality & Event Management)**

**As per State Education Policy (SEP)
2024-25 Onwards**

**Under Faculty of Commerce, Kuvempu
University, Shankaraghatta- 577451
Shivamogga, Karnataka**

BBA (HEM) PROGRAM

Semester wise allocation of Credits and Marks

Year	Semester	Credits	Marks
1	I	26	700
	II	24	650
2	III	24	700
	IV	20	600
3	V	20	500
	VI	20	500
Total		134	3650

BBA (Hospitality and Event Management) PROGRAM
Scheme of Teaching and Evaluation and Curriculum

SEMESTER I											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	C1	C2	C3	
1	HEM1.1	Language I	Language-1	3	3	0	0	10	10	80	100
2	HEM1.2	Language 2	Language-2	3	3	0	0	10	10	80	100
3	HEM1.3	Introduction to Tourism	DSC	4	4	0	0	10	10	80	100
4	HEM1.4	Hospitality Management	DSC	4	4	0	0	10	10	80	100
5	HEM1.5	Introduction to Event Management	DSC	4	4	0	0	10	10	80	100
6	HEM1.6	Principles and Practice of Management	DSC	4	4	0	0	10	10	80	100
7	HEM1.7	Constitutional Values - 1	Compulsory	2	2	0	0	5	5	40	50
8	HEM1.8	Environmental Studies	Compulsory	2	2	0	0	5	5	40	50
TOTAL				26	26			140	560	700	

SEMESTER II											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	C1	C2	C3	
1	HEM2.1	Language I	Language-1	3	3	0	0	10	10	80	100
2	HEM2.2	Language 2	Language-2	3	3	0	0	10	10	80	100
3	HEM2.3	Front Office Management	DSC	4	4	0	0	10	10	80	100
4	HEM2.4	Housekeeping Management	DSC	4	4	0	0	10	10	80	100
5	HEM2.5	MICE Management	DSC	4	4	0	0	10	10	80	100
6	HEM2.6	Services Marketing	DSC	4	4	0	0	10	10	80	100
7	HEM2.7	Constitutional Values - 2	Compulsory	2	2	0	0	5	5	40	50
TOTAL				24	24			130	520	650	

SEMESTER III											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	C1	C2	C3	
1	HEM3.1	Language I	Language-1	3	3	0	0	10	10	80	100
2	HEM3.2	Language 2	Language-2	3	3	0	0	10	10	80	100
3	HEM3.3	Hospitality Operations	DSC	4	4	0	0	10	10	80	100
4	HEM3.4	Food and Beverage Production - I	DSC	3	3	0	0	10	10	80	100
5	HEM3.5	Food and Beverage Service -I	DSC	3	3	0	0	10	10	80	100
6	HEM3.5P	Food and Beverage: Productions and Service - I	DSC	2	0	0	4	05	05	40	50
7	HEM3.6	Event Planning and Control	DSC	4	4	0	0	10	10	80	100
8	HEM3.7	Tourism Hospitality Management	OEC-1	2	2	0	0	5	5	40	50
TOTAL				24	22	0	4	70	70	560	700

List of DSC papers:

SEMESTER IV											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	C1	C2	SEE	
1	HEM4.1	Language I	Language-1	3	3	0	0	10	10	80	100
2	HEM4.2	Language 2	Language-2	3	3	0	0	10	10	80	100
3	HEM4.3	Event Logistics	DSC	4	4	0	0	10	10	80	100
4	HEM4.4	Food and Beverage Production - II	DSC	3	3	0	0	10	10	80	100
5	HEM4.5	Food and Beverage Service - II	DSC	3	3	0	0	10	10	80	100
6	HEM4.6P	Food and Beverage: Productions and Service - II	DSC	2	0	0	4	05	05	40	50
7	HEM4.7	Event Management	OEC-2	2	2	0	0	5	5	40	50
TOTAL				20				120	480	600	

SEMESTER V											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	C1	C2	SEE	
1	HEM5.1	Human Resource Management for Service Industry	DSC	4	4	0	0	10	10	80	100
2	HEM5.2	Accounting for Hospitality Industry	DSC	4	4	0	0	10	10	80	100
3	HEM5.3	IT for Hospitality Industry	DSC	4	4	0	0	10	10	80	100
4	HEM5.4	Research Methodology	DSC	4	4	0	0	10	10	80	100
5	HEM5.5	Computer Reservation System & GDS	SEC	2	0	0	4	5	5	40	50
6	HEM5.6	Practical Knowledge/Skill I - I	Compulsory	2	2	0	0	5	5	40	50
TOTAL				20				100	400	500	

SEMESTER VI											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	C1	C2	C3	
1	HEM6.1	Entrepreneurial Development	DSC	4	4	0	0	10	10	80	100
2	HEM6.2	Customer Relationship Management	DSC	4	4	0	0	10	10	80	100
3	HEM6.3	Sustainable Practices in Hotel Industry	DSC	04	4	0	0	10	10	80	100
4	HEM6.4	Industry Exposure Training	SEC	08	0	0	0	50		150	200
TOTAL				20	12			110		390	500
Grand Total				134							

The entire BBA (Hospitality & Event Management) Program would have

24 Discipline Specific Courses

2 Elective Papers

2 Skill Enhancement Courses

5 Languages: English, Kannada, Hindi, Sanskrit, and Urdu; which would be offered in the first, second, third and fourth semester and the students are required to select any of the two languages and study them during their first four semesters.

4 Compulsory Papers

In total 40 Papers would be studied by the student.

Internal Assessment and Semester End Examination

The Marks would be split into Internal and Semester End Exam in the ratio of 20: 80 ratios.

For 100 Marks Paper of 4 Credits: IA would have 20 Marks (C1 and C2), and the Semester End Examination would be for 80 Marks (C3).

For 50 Marks Paper of 2 Credits: IA would have 10 Marks (C1 and C2), and the Semester End Examination would be for 40 Marks (C3).

IA Marks would be further divided into Two components:

	C1		C2	
	Test 1	Test 2	Attendance	Assignment/Seminar
For 20 Marks	05	05	05	05
For 10 Marks	5		5	

C1 would be consolidated Marks of 2 Internal test of 5 Marks each.

C2 would be consolidated Marks of 5 Marks for Attendance, 5 Marks for Assignment and Seminars.

Range of Attendance (%)	Marks
75 to 79	1
80 to 84	2
85 to 89	3
90 to 94	4
95 to 100	5

Electives offered during the third and fourth semester would be to the students of other Degree programmes, and the students of BBA (HEM) Programme would be required to select and study electives offered by any other degree programmes and secure credits from such programmes.

Model Question Paper

QP CODE
(Time: 3 Hours)

Title of the Paper
(Max. Marks: 80)

SECTION- A

(10x2=20)

Answer any TEN sub questions each carries TWO marks

1.

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.
- i.
- j.
- k.
- l.

SECTION- B

Answer any SIX questions. Each carries FIVE marks (6X5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION - C

Answer any THREE questions. Each carries TEN marks

(3X10=30)

- 9.
- 10.
- 11.
- 12.

Model Question Paper

QP CODE
Time: 3 Hours]

Title of the Paper
[Max. Marks: 40
(5x2=10)

SECTION- A

Answer any Five sub-questions each carries TWO marks

1.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.

SECTION- B

Answer any Two questions. Each carries FIVE marks (2X5=10)

- 2.
- 3.
- 4.

SECTION - C

Answer any Two questions. Each carries TEN marks (2X10=20)

- 5.
- 6.
- 7.

Conditions to be complied with while preparing the question papers

- 1) The question papers are to be set strictly in compliance to the norms established and well within the scope of the syllabi designed.
- 2) Each unit will have to be provided with equal weightage.
- 3) The Practical subjects should have a well-balanced approach, equal weightage should be given to both theoretical concepts as well as problems, each section should at least have one problem question in it.

Kuvempu University
Syllabus of BBA (HEM)

**Bachelor of Business Administration (Hospitality and
Event Management)**

As Per State Education Policy (SEP) 2024-25 Onwards

III and IV Semester Syllabus

III Semester
Name of the Program: BBA(HEM)
Course Code:HEM 3.3
Name of the Course: Hospitality Operations

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4Hrs	52Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to understand the core operational areas in hospitality management. - The ability to develop knowledge regarding Service aspects and financial concepts of hospitality. - The ability to apply service standards and customer relationship practices in real-world scenarios. - The ability to analyze operational challenges and propose efficient solutions.		
Syllabus		Hours
Module 1: Introduction to Hospitality Industry		10
Concept of Hospitality, Overview of the Hospitality Industry, Nature, characteristic and growth of Hospitality Industry, Concept of a Hotel, Classification of Hotels, types of rooms and different plans of a hotel.		
Module 2: Hospitality Operations and Service Quality		
Key departments & their interdependence, Understanding Service Quality, Service Gap Models, Measuring & improving serving quality (SERVQUAL Surveys, Mystery Audits, Guest Feedback Systems (Online Reviews, comment cards), Promotional strategies for hospitality businesses and Retention management in hospitality.		
Module 3: Revenue Management and Pricing Strategies		10
Introduction to revenue management, Pricing strategies in hospitality, Yield management and maximizing profitability, Managing booking channels (OTAs, direct bookings, etc.)		
Module 4: Human Resources and Sustainable Practices in Hospitality and Events		10
Staffing and training in the hospitality industry, Leadership and team-building in hospitality operations, Employee motivation, retention, and performance management, Labor laws and ethical considerations: Environmental sustainability in hospitality operations, Waste management and energy conservation, Sustainable sourcing and ethical practices in event management, Green certification programs in the hospitality industry and crisis management.		
Module 5: Technology and Trends in Hospitality Operations		12
The role of technology in hospitality management, Property management systems (PMS) and integrated technologies, Event technology (AV, ticketing, registration tools), Social media tools for hospitality businesses: Emerging trends in the hospitality and event management industry, Challenges: Labor shortages, competition, and changing consumer expectations.		
Suggested Readings:		

III Semester
Name of the Program: BBA(HEM)
Course Code:HEM 3.4

Name of the Course: Food and Beverage Production - I

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	42Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to understand the principles and concept of food and beverage production, including various cooking techniques and food presentation methods. - The ability to master basic to intermediate cooking techniques, culinary terminology and knowledge of basics food preparations. - The ability to maintain high standards of hygiene and food safety to comply with industry regulations. - The ability to manage food and beverage production in line with customer expectations and industry trends.		
Syllabus		Hours
Module 1: Introduction to the Art of Cookery		10
Introduction, Objective, Culinary History, Indian Regional Cuisine, Nouvelle Cuisine, Aims of Cooking, Action of heat on food, Textures of Food, Taste Sensation, Types of Kitchen, Kitchen hierarchy (Brigade system), Duties and Responsibilities of Chef, Coordination of Kitchen with other departments		
Module 2: Kitchen Organization and Food Safety, Hygiene and Sanitation		07
Structure of a commercial kitchen, Different sections of a kitchen (e.g., prep, pastry, hot section), Kitchen equipment and tools, Workflow and kitchen ergonomics: Importance of hygiene in the kitchen, Food borne illnesses and prevention, Safe handling, storage, and cooking temperatures, cleaning and sanitizing practices, Personal protective equipment (PPE) for kitchen staff, Basics principles of food production		
Module 3: Cooking Techniques , Methods and Terminology		10
Basic cooking methods: roasting, grilling, frying, boiling, poaching, steaming, etc. Cooking equipment and tools, Principles of Cooking, Mise-en-place (preparation and organization of ingredients), Cooking temperatures and time control, Plating and presentation of dishes. Culinary Terminology & Tools- Basic French culinary terms, Knife skills and cutting techniques (Vegetables), Identification and use of kitchen tools		
Module 4: Basic Food Preparation		9
Introduction to Vegetables and Fruit Cookery, Stocks, Sauces and Soups (mother sauces and derivatives), Salads and dressings, Breakfast preparations (continental and Indian), Pasta, rice, and starch cookery.		
Module 5: Advanced Food and Beverage Production, Operations Management		6
Modern cooking techniques (e.g: sous-vide, molecular gastronomy), Catering for large events and banquets, Inventory management and Stock Control, Customer Service Standards ,Special dietary requirements (vegan, gluten-free, allergen-free).		
<u>Suggested Readings:</u> - Food Production Operations, Bali Parminder S. (2011), Oxford University Press, New Delhi - Theory of cookery, Krishna Arora (2011), Frank Bros and Co. New Delhi		

- Understanding Food: Principles and Preparation, Brown Amy, (2008), Fourth Edition, Wadsworth, USA
- Theory of Catering – Victor Ceserani & Ronald Kinton, ELBS-Year 2003
- Practical Cookery – Victor Ceserani & Ronald Kinton, ELBS-Year 2004

III Semester

Name of the Program: BBA(HEM)

Course Code: HEM 3.5

Name of the Course: Food and Beverage Service - I

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	42Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to understanding of basics functional areas of Food and Beverage service. - The ability to learn about different aspects of menu planning. - The ability to learn the different types of service procedures. - The ability to learn different Non-alcoholic and Mock tail preparations. - The ability to understand different situation which occur while operations.		
Syllabus		Hours
Module 1: The Food & Beverage Service Industry		10
Introduction to the Food & Beverage Industry, Classification of Catering Establishments (Commercial & Non-Commercial), Introduction to Food & Beverage Operations (Types of F&B Outlets), Restaurant, Coffee Shop, Room Service, Bars, Banquets, Snack Bar, Executive Lounges, Business Centers, Discotheques & Night Clubs. Ancillary department.		
Module 2: F & B Personnel and Types of Service		10
Food & Beverage Service Organization Structure - Job Descriptions: Attributes of Food & Beverage personnel. Basic Etiquettes, Interdepartmental relationship Types / Styles of Food & Beverage Service Mise-en-place & Mise-en-scene, Table Service – English / Silver, American, French, Russian. Self Service – Buffet & Cafeteria, Specialized Service – Gueridon, Tray, Trolley, Lounge, Room etc. Single Point Service – Take Away, Vending Kiosks, Food Courts & Bars, Vending machines.		
Module 3: Non – Alcoholic Beverages & Mock tails		10
Introduction, Types (Tea, Coffee, Juices, Aerated Beverages, Shakes), Descriptions with detailed inputs, their origins, Varieties, popular brands, presentation and service tools and techniques. Mocktails- Introduction, Types, Brief descriptions, preparation and service techniques.		
Module 4: Menu knowledge		08
Introduction. Types – A la Carte & Table d'hôte. Menu Planning, Types of menu, considerations and constraints, Menu Terms, Cyclic menu, Classical French Menu. Classical Foods & its Accompaniments with Cover.		
Module 5: Situations Handling		04
Unavailability of Table/reservation, Wrong Order Taking, Handling Unavailability of food items, Illness & Drunken Guest, Unexpected appearance of Guest, Dealing with children and Infants, Handling Handicaps, Old age guest, Customer with communication difficulties, Handling Special Requests, Order Delays, Spillages, Return Food, Lost and found properties.		

Suggested Readings:

- Food and Beverage Service: A Training Manual; Sudhir Andrews, 2013
- Food & Beverage Service, Singaravelavan, R, Oxford University Press, New Delhi, 2011
- Food and Beverage Service, John Cousins, Dennis Lillicrap and Suzanne Weekes, 9th Edition, 2014

Practical Paper and Scheme of Examination**Name of the Program: BBA (HEM)**

Semester	III
Name of the Course	Food and Beverage: Production and Service-I
Course Code	HEM 3.5P
Credits	2
Course Outcomes: On successful completion of the course the student will demonstrate A) The understanding of different types of food service styles and able to recognize different types of cutlery, crockery and various food service equipment. B) The understanding of doing various table setup with its service procedures for different meals. C) The understanding of different procedures in F & B operations. D) The understanding of preparing mother sauces. E) The understanding of service procedures of different alcoholic and Non-Alcoholic beverages. F) The understanding of preparing different dishes according to respective cuisines.	
Scheme of Conducting Practical Classes & Examination Practical classes for HEM 3.5P and HEM 4.6P, will be conducted in the campus per week by the concerned faculty on the basis of theory topics given in HEM3.4/3.5 and HEM4.4/4.5 respectively for semester III and IV. During the respective semester, after gaining the required subject knowledge student will go for internship for minimum 60 hours and submit a report to the department. The concerned faculty would be then required to evaluate the reports and conduct a seminar on the same. Basis of awarding the internal marks-C1=5 Marks for the report and C2= 5 marks for the presentation made. Note: For semester End Exam, the concerned faculty will conduct the semester end practical in the campus in the following manner:	
Continuous Internal Exam (CIE)	
Total: 10 Marks	
Basis of Awarding Marks	Distribution of Marks
Report	05 Marks
Presentation	05 Marks
TOTAL	10 Marks
Semester End Exam (SEE)	
Total-40 Marks	
Basis of Awarding Marks	Distribution of Marks
Demonstration/Role Play by the student. (Any 3 Activities)	15 Marks
Journal (Handwritten)	10 Marks
Viva-Voce Exam	10 Marks
Grooming	05 Marks
TOTAL	40 Marks

III Semester

Name of the Program: BBA (HEM), Course Code: HEM 3.6

Name of the Course: Event Planning and Control

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs	52 Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.		
Course Outcomes: On successful completion of the course the student will demonstrate The ability to focus on the specific skills and knowledge required to plan, execute, and manage events within the hospitality industry. The ability to apply knowledge of food costing, inventory management, and menu planning. The ability to integrate aspects of hospitality services, customer service, venue management, and event logistics, all with a focus on delivering exceptional guest experiences.		
Syllabus		Hours
Module 1: The Event Planning Process		10
Identifying the purpose, objectives, and requirements of the event. Setting Event Goals: Specific, Measurable, Achievable, Relevant, and Time-bound (SMART) goals. Estimating costs, financial management, and contingency planning. Scheduling key tasks and deadlines leading up to the event. Criteria for selecting the right venue (size, location, amenities, accessibility).		
Module 2: Event Design and Conceptualization		12
Creating a cohesive event theme that aligns with the objectives. Consideration of aesthetics, guest flow, engagement activities, and atmosphere. Structuring the event's agenda (speakers, entertainment, activities). Branding and Marketing the Event: Creating a visual identity for the event and branding strategies. Logistics and Operations Management: Site Management and Layout: Planning event space utilization, furniture arrangements, accessibility. Vendor Selection and Management: Sourcing and managing vendors (catering, AV services, décor, security). Transport, accommodation, food and beverage arrangements. Health and Safety: Ensuring health, safety, and security protocols are in place (risk assessments, emergency plans). Technology in Events: Audio-visual requirements, event apps, and live streaming.		
Module 3: Event Control (Execution Phase)		10
On-the-Day Coordination: Overseeing event setup, vendor coordination, managing staff. Managing the Event Flow: Ensuring the event runs smoothly, adhering to the schedule. Problem Solving and Troubleshooting: Addressing last-minute issues that may arise during the event. Guest Services Management: Managing attendee needs, handling special requests, and addressing concerns.		
Module 4: Post-Event Evaluation and Reporting		10
Feedback Collection: Methods for collecting feedback from guests, staff, and stakeholders. Event Evaluation: Analyzing event success against objectives, guest satisfaction, and budget adherence. Reporting: Documenting lessons learned successes, and areas for improvement. Financial Reconciliation: Reviewing the event budget, finalizing expenses, and assessing financial performance.		
Module 5: Event Management Software and Tools		10
Event Management Software: Introduction to software tools used for planning, registration, and scheduling (e.g., Eventbrite, Cvent). Project Management Tools: Tools like Trello, Asana, or Monday.com for task management and collaboration. Data Management and Analytics: Using data to improve decision-making and measure event success.		
Suggested Reading: Successful Event Management By Anton Shone & Bryn Parry Event Management by Lynn Van Der Wagen & Brenda R Carlos		

III Semester

Name of the Program: BBA(HEM)

Course Code:HEM 3.7

Name of the Course: Tourism and Hospitality Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2Hrs	26Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to impart professionalism in Tourism Service through appropriate Tourism education. - The ability to inculcate administrative orientation through Tourism Management Subjects. - The ability to inculcate Entrepreneurship requisite among students.		
Syllabus		Hours
Module 1: Introduction to Tourism		06
Definition and meaning of tourism, Definition and differentiation of Tourist, travelers, visitor, transit visitor and excursionist, Travel and tourism through the Ages, Five A's of tourism, elements of tourism, Nature and Scope, Socio-economic and environmental impacts of tourism, Types and forms of tourism.		
Module 2: Tourism and Transportation		06
Transport: elements, types and linkages, tourism and transport interrelationship, Role of transport in Tourism, Multimodal transport in tourism, Factors influence tourist transport selection, Tourism Demand and transport, Travel formalities and Regulations - Passport, visa, foreign exchange, customs, immigration.		
Module 3: Hospitality Operations		07
Meaning & Definitions, Nature of Hospitality, Features of Hospitality Services, Evolution of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units - Front Office, Housekeeping, Food and beverage department, Significance of Accommodation in the Tourism Industry.		
Module 4: TRAVEL AGENCY AND TOUR OPERATIONS		07
Introduction to travel trade, travel agency and tour operators – role and contributions of travel agency in growth and development of tourism, Differentiation between travel agency and tour operators, Travel agent, Definition, Functions, income sources of travel agencies. Tour operations, Definition, Types and functions of tour operators.		
<u>Suggested Readings:</u> - Swain, S.K. & Mishra, J.M. (2012). Tourism Principles & Practices, Oxford University Press, New Delhi. - Bhatia A.K. (2002), International Tourism Management, Sterling Publishers, New Delhi. - Goeldner, C.R. & Brent Ritchie, J.R. (2006). Tourism, Principles, Practices, Philosophies. John Wiley and Sons, New Jersey. - Page Stephen J. Brunt Paul, Busby Graham and Cornell J (2007). Tourism: Modern Synthesis. Thomson Learning. London. U.K. - Gee, Chuck Y., James C. Makens,, and Dexter J.L. Choy. (1997). The Travel Industry, Van Nostrand Reinhold, New York. - Youell, R. (1998). Tourism-An Introduction. Addison Wesley Longman, Essex.		

IV Semester

Name of the Program: BBA(HEM)

Course Code:HEM4.3

Name of the Course: Event Logistics

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4Hrs	52Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to understand- Event “Logistic and Staging” Terms & Definitions used by Event Managers - The ability to identify the project management operational components of planning and staging an event - The ability to create effective control documents and templates to be used for planning and staging an event - The ability to identify the risks associated with staging an event, with different event briefs and venue considerations and complete a Risk Assessment		
Syllabus		Hours
Module 1: Introduction to Event Logistics		12
Overview of event types (conferences, festivals, corporate events, weddings, etc.), The importance of logistics in event planning, Key components of event logistics, Event planning cycle (Pre-event, during event, post-event). The Elements of Event Logistics		
Module 2: Planning of Logistics		08
Introduction, Importance of Logistics in Event Management, Logistics Plan, Elements of Event Logistics, Techniques of Logistics Management.		
Module 3: Venue Management & Site Logistics		12
Venue selection and negotiations, Site inspections and layout planning, Signage, decorations, and branding, Accessibility considerations. Transportation and Accommodation Logistics-Transportation planning (guest arrivals, shuttles, parking), Accommodation for guests and staff, Managing travel logistics for international events, Transportation technology and tools		
Module 4: Catering and Food Service Logistics		10
Catering options for different event types, Menu planning and dietary considerations, Managing food delivery and service at large events, Beverage and bar service logistics.		
Module 5: Technology and Audio-Visual Logistics		10
Audio-visual equipment and setup (sound systems, projectors, lighting), Event apps and technology platforms, Wi-Fi and connectivity needs, Managing technical teams and equipment rental.		

IV Semester

Name of the Program: BBA(HEM)

Course Code:HEM 4.4

Name of the Course: Food and Beverage Production - II

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	42Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to plan menus and manage kitchen operations effectively. - The ability to learn about food commodities, ingredients, and nutrition. - The ability to understand the distinguishing characteristics of International and national Cuisines - The ability to learn about bakery and confectionery products and its methods.		
Syllabus		Hours
Module 1: Menu Planning and Recipe Development		07
Understanding menu types (à la carte, table d'hôte, buffet), Writing and costing a menu, Planning and Indenting, Volume Feeding, Creating balanced menus, Understanding dietary needs (vegetarian, vegan, gluten-free, etc.), Recipe standardization and portion control.		
Module 2: Food Commodities		11
Vegetables, fruits, cereals, pulses, nuts, and seeds, Milk and dairy products, Eggs: selection, storage, uses and cookery, Meat Cookery, poultry and fish Cookery.		
Module 3: Introduction to different Cuisines		12
Overview of Regional Indian Cuisines and International Cuisines (e.g., French, Italian, Asian, Chinese, Mexican etc.) , Fusion and Modern Cuisines, Knowledge of Indian Food (Ingredients, Spices & Gravies, Accompaniments).		
Module 4: Bakery and Confectionery Basics		08
Introduction to baking ingredients, Basic doughs and batters, Bread and simple pastry preparation, Basics Sponges, Cake and Cookies, Desserts-Hot & Cold		
Module 5: Appetizers, Sandwiches and Charcuterie		04
Introduction & Classification of Appetizers, Sandwich-Introduction, Parts, Types of filling, Charcuterie Overview.		
<u>Suggested Readings:</u> - Food Production Operations, Bali Parminder S. (2011), Oxford University Press, New Delhi - Theory of cookery, Krishna Arora (2011), Frank Bros and Co. New Delhi - Understanding Food: Principles and Preparation, Brown Amy, (2008), Fourth Edition, USA - Theory of Catering- Victor Ceserani & Ronald Kinton, ELBS-Publisher - Hodder Edu. - 2003		

● Practical Cookery-Victor Ceserani & Ronald Kinton, ELBS-Publisher-Edward Arnold- 2004
Modern Cookery (Volume 1 & Volume 2) by Thangam E. Philip.

IV Semester

Name of the Program: BBA (HEM)

Course Code: HEM 4.5

Name of the Course: Food and Beverage Service - II

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	42Hrs
Pedagogy: Classroom lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to understand the fundamentals and importance of food and beverage service in hospitality. - The ability to identify service equipment and demonstrate service techniques. - The ability to learn various meal of the day. - The ability to apply customer service skills in practical restaurant settings. - The ability to master the alcoholic beverage classifications, fermentation, distillation, cocktail preparation and bar operations across bar types.		
Syllabus		Hours
Module 1: Meals and Service Procedure		12
Introduction, Types of Meals-Early Morning Tea, Breakfast (English, American, Continental, Indian) Brunch, Lunch, Afternoon/High Tea, Dinner and Supper. Service Procedure Introduction; Mise-en-Scene; Mise-en-Place, Rules for laying a table, Cover setup, Napkin Folding (Atleast 10 Types), Ancillary Department-(Pantry, Still Room, Plate Room, hot plate, wash kitchen).		
Module 2: Alcoholic Beverages, Cocktail and Bar Operations		11
Classification of Alcoholic Beverages, Fermentation process, Distillation process. Fermented beverages, Overview of Wine preparations: Distilled Spirits, Liqueurs Components of Cocktail, Methods of making Cocktails, Equipments and tools required for making cocktail and Mixed Drinks, Introduction to bar operations, types of bar (Pub, Lounge, Wine, Cocktail, Banquet, Dispense), Operations, records and Licensing.		
Module 3: Banquet and Event Service		07
Banquet setup and seating styles, Banquet menu and function prospectus (BEO), Outdoor catering service, Buffet management.		
Module 4: Food Service Equipment		08
Introduction, Objectives, Food Service Tools and Equipments- (Crocery; Glassware; Cutlery; Hollowware; Silverware; Disposables; Side Station; Trolley; Tools and Furnishing, Electronic Chillers, Coffee Plungers, Bar Guns; Induction Warmers, Special Equipment; MATS, Runners) Care and Maintenance.		
Module 5: Billing and Control Systems		04
Methods of taking orders: KOT, BOT, Manual and electronic billing systems, Cash handling and Inventory control basics.		

Suggested Readings:

- Food and Beverage Service: A Training Manual; Sudhir Andrews, 2013
- Food & Beverage Service, Singaravelavan, R, Oxford University Press, New Delhi, 2011
- Food and Beverage Service, John Cousins, Dennis Lillicrap and Suzanne Weekes, 9th Edition, 2014

Practical Paper and Scheme of Examination**Name of the Program: BBA (HEM)**

Semester	IV
Name of the Course	Food and Beverage: Productions and Service-II
Course Code	HEM4.6P
Credits	2

Course Outcomes: On successful completion of the course the student will demonstrate

- The understanding of different types of food service styles and able to recognize different types of cutlery, crockery and various food service equipment.
- The understanding of doing various table setup with its service procedures for different meals.
- The understanding of different procedures in F & B operations.
- The understanding of preparing mother sauces.
- The understanding of service procedures of different alcoholic and Non-Alcoholic beverages.
- The understanding of preparing different dishes according to respective cuisines.

Scheme of Conducting Practical Classes & Examination

Practical classes for HEM 3.5P and HEM 4.6P, will be conducted in the campus per week by the concerned faculty on the basis of theory topics given in HEM3.4/3.5 and HEM4.4/4.5 respectively for semester III and IV. During the respective semester, after gaining the required subject knowledge student will go for internship for minimum 60 hours and submit a report to the department. The concerned faculty would be then required to evaluate the reports and conduct a seminar on the same. Basis of awarding the internal marks-C1=5 Marks for the report and C2= 5 marks for the presentation made.

Note: For semester End Exam, the concerned faculty will conduct the semester end practical in the campus in the following manner:

Continuous Internal Exam (CIE)		Total: 10 Marks
Basis of Awarding Marks	Distribution of Marks	
Report	05 Marks	
Presentation	05 Marks	
TOTAL	10 Marks	
Semester End Exam (SEE)		Total-40 Marks
Basis of Awarding Marks	Distribution of Marks	
Demonstration/Role Play by the student. (Any 3 Activities)	15 Marks	
Journal (Handwritten)	10 Marks	
Viva-Voce Exam	10 Marks	
Grooming	05 Marks	
TOTAL	40 Marks	

IV Semester
Name of the Program: BBA(HEM)
Course Code: HEM 4.7
Event Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs	26 Hrs
Pedagogy: Classrooms lecture, Tutorials, Group discussion, Seminar, Case studies & fieldwork etc.,		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to understand the fundamentals and scope of event management. - The ability to plan and manage different types of events. - The ability to coordinate logistics, venues, vendors, and budgets. - The ability to apply marketing, budgeting, and risk management strategies. - The ability to evaluate event success and client satisfaction.		
Syllabus		Hours
Module 1: Introduction to Event Management		06
Definition, scope, and importance of event management, Types of events: social, corporate, cultural, sports, exhibitions, Event management as a profession, Event lifecycle and key stakeholders. SWOT Analysis		
Module 2: Event Marketing and Legal Management		05
Market Concept: Segmentation, targeting, positioning, Marketing strategies: traditional and digital, social media and influencer marketing, Media partnerships and public relations, Designing promotional materials. Legal, Licensing & Risk Management - Permits and licenses required for events, Insurance and liability considerations, Safety, crowd control, and emergency planning, Risk assessment and mitigation.		
Module 3: Event Execution and On-site Management		05
Pre-event briefing and setup, Staff coordination and delegation, Real-time troubleshooting, Guest management and VIP protocol. Event Evaluation and Closure - Post-event reporting and feedback collection, Success measurement (KPIs, ROI, client satisfaction), Debriefing with team and vendors, Documentation and learning.		
Module 4: Event Technology & Innovation		06
Event management software and tools, Virtual/hybrid event platforms, Use of audio-visual tech, RFID, ticketing apps, Future of tech in events.		
Module 5: Event Evaluation & Sustainability		04
Measuring event success (KPIs, ROI, feedback forms), post-event reports and client feedback, Eco-friendly and sustainable event practices, Event legacy and CSR.		
Suggested Reading: - Successful Event Management By Anton Shone & Bryn Parry - Event Management by Lynn Van Der Wagen & Brenda R Carlos		