

Department of Hospitality & Event Management

Syllabus of BBA-HEM

Bachelor of Business Administration (Hospitality & Event Management)

Scheme of Teaching & Evaluation

As per State Education Policy (SEP)
2026-27 Onwards

Under Faculty of Management
Kuvempu University, Shankaraghatta-
577451 Shimogga, Karnataka

BBA (HEM) PROGRAM

Semester wise allocation of Credits and Marks

Year	Semester	Credits	Marks
1	I	24	650
	II	25	700
2	III	24	650
	IV	24	650
3	V	24	600
	VI	21	500
Total		142	3750

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	4	0	0	10	10	80	100
2	HEM1.2	Language 2	Language-2	3	4	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
TOTAL				24	26			130		520	650

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	4	0	0	10	10	80	100
2	HEM2.2	Language 2	Language-2	3	4	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	HEM2.5P	Room Division: Front Office & Housekeeping	DSC/Practical	2	0	0	4	5	5	40	50
6	HEM2.6	MICE Management	DSC	4	4	0	0	10	10	80	100
7	HEM2.7	Constitutional Values - 2	Compulsory	2	2	0	0	5	5	40	50
8	HEM2.8	Environmental Studies	Compulsory	3	4	0	0	10	10	80	100
TOTAL				25	26	0	4	140		560	700

SEMESTER III											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
								CIE		SEE	
					L	T	P	C1	C2	C3	
1	HEM3.1	Language I	Language-1	3	4	0	0	10	10	80	100
2	HEM3.2	Language 2	Language-2	3	4	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	4	4	0	0	10	10	80	100
5	HEM3.5	Food and Beverage Service -I	DSC	4	4	0	0	10	10	80	100
6	HEM3.6P	Food and Beverage: Production and Service-I	DSC/Practical	2	0	0	4	5	5	40	50
7	HEM3.7	Guest Psychology	DSC	2	2	0	0	5	5	40	50
8	HEM3.8	Event Management	OEC-1	2	2	0	0	5	5	40	50
TOTAL				24	24	0	4	130		520	650

SEMESTER IV											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
								CIE		SEE	
					L	T	P	C1	C2	C3	
1	HEM4.1	Language I	Language-1	3	4	0	0	10	10	80	100
2	HEM4.2	Language 2	Language-2	3	4	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	4	4	0	0	10	10	80	100
5	HEM4.5	Food and Beverage Service -II	DSC	4	4	0	0	10	10	80	100
6	HEM4.6P	Food and Beverage: Production and Service-II	DSC/Practical	2	0	0	4	5	5	40	50
7	HEM4.7	Computer Applications in Business	Compulsory /Skill	2	3	0	0	5	5	40	50
8	HEM4.8	Event Planning and Control	OEC-2	2	2	0	0	5	5	40	50
TOTAL				24	25	0	4	130		520	650

SEMESTER V											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
								CIE		SEE	
					L	T	P	C1	C2	C3	
1	HEM5.1	Human Resource Management for Service Industry.	DSC	4	4	0	0	10	10	80	100
2	HEM5.2	Accounting Practices for Hospitality	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	Food Science and Nutrition	DSC	4	4	0	0	10	10	80	100
6	HEM5.6	Computer Reservation System & GDS	DSC/Practical	2	0	0	4	5	5	40	50
7	HEM5.7	Employability Skills	Compulsory/Skill	2	2	0	0	5	5	40	50
TOTAL				24	22	0	4	120		480	600

SEMESTER VI											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
								CIE		SEE	
					L	T	P	C1	C2	C3	
1	HEM6.1	Startup and Entrepreneurial Development	DSC	4	4	0	0	10	10	80	100
2	HEM6.2	Brand Management and Marketing	DSC	4	4	0	0	10	10	80	100
3	HEM6.3	Hospitality Law	DSC	4	4	0	0	10	10	80	100
5	HEM6.4	Customer Relationship Management	DSC	4	4	0	0	10	10	80	100
4	HEM6.5	AI and Data Analytics for Hospitality & Events	DSC	3	3	0	0	5	5	40	50
6	HEM6.6	Industry Exposure Training /Internship	Compulsory-Research Methodology with survey project-2	2	0	0	0	10		40	50

TOTAL	21	19	100	400	500
Grand Total	142				3750

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

Scheme of Practical Training and Evaluation

HEM 2.5P, HEM3.6P and HEM 4.6P (II, III and IV Semester Practical Papers):

The practical papers offered under HEM 2.5P, HEM3.6P and HEM 4.6P during the Second, Third and Fourth Semesters shall be linked with practical assignments allotted to students by the concerned departments. Students are required to undergo internship / practical exposure in the relevant domain for a minimum of 60 hours and submit a practical training report to the Department.

The concerned faculty shall evaluate the submitted reports and conduct a seminar presentation based on the internship experience.

Basis of Awarding Internal Marks (CIE):

- C1 – Report: 5 Marks
- C2 – Presentation: 5 Marks

Total Internal Marks: 10 Marks

There shall be a Semester End Practical Examination (SEE) conducted for 40 Marks

HEM 5.6 – Computerized Reservation System (CRS & GDS):

For HEM 5.6, students are required to work on Computerized Reservation Systems (CRS) and Global

Distribution Systems (GDS) in a lab or agency. On successful completion of the practical training, students must submit a practical report to the Department.

The total marks for the subject shall be 50, distributed as follows:

Basis of Awarding Internal Marks (CIE):

- C1 – Report: 5 Marks
- C2 – Presentation: 5 Marks

Total Internal Marks: 10 Marks

There shall be a Semester End Practical Examination (SEE) conducted for 40 Marks.

HEM 6.6 – Industry Exposure Training (VI Semester):

Under HEM 6.6, students are required to undergo Industry Exposure Training in any live hospitality or allied Event organization under the supervision of faculty mentors for a minimum duration of 6 weeks just after the completion of V Semester End Examination.

On completion of the training, students shall submit a comprehensive Industry Training Report and Survey Project to the Department.

The total marks for this course shall be 50, distributed as follows:

- External Marks (SEE): 40 Marks
- Internal Marks (CIE): 10 Marks

Notes:

- One hour lecture is equal to 1 credit
- One hour tutorial is equal to 1 Credit (Except Languages)
- Two hours Practical is equal to 1 Credit.

Acronyms Expanded

- **AECC:** Ability Enhancement Compulsory Course
- **DSC:** Discipline Specific Core (Course)
- **SEC-SB/VB:** Skill Enhancement Course-Skill Based/Value Based
- **OEC:** Open Elective
- **SEE:** Semester End Examination
- **CIE:** Continuous Internal Evaluation
- **L+T+P:** Lecture + Tutorial + Practical(s)

Question Paper Pattern

Subjects with 4 Credits would have a semester end exam for 80 Marks, and those with 2 Credits would have a semester end exam for 40 Marks.

All Practical Paper question papers would be prepared in English only, and all other theory papers (other than languages) would be bilingual in nature (Both in English and Kannada).

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

Title of the Paper

Time: 3 Hours]

[Max. Marks: 40

SECTION- A

(5x2=10)

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 syllabus 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.

I Semester
Name of the Program: BBA (HEM)
Course Code: HEM 1.3
Name of the Course: Introduction to Tourism

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand concepts of tourism and travel management, principles and operations of tourism and travel industry. b) The ability to explain the theories and practices of tourism. c) The ability to explain the motivations behind travel behavior and identify tourism trends. d) The ability to explain the linkages of tourism industry with other industries.		
Syllabus		Hours
Module 1: Introduction to Tourism and Hospitality Industry		11
Brief history of tourism worldwide and in India, Types and forms of tourism: inter-regional and intra-regional tourism, inbound and outbound tourism, domestic and international tourism. Forms of tourism: religious, historical, social, adventure, health, business tourism, conferences, Tourist motivators. Socio-economic effects of tourism on destinations. Role of tourism policy and government regulations in tourism development.		
Module 2: Tourism Principles, Theories and Practices		10
Socio-cultural and economic impacts of tourism, Environmental impacts of tourism and need for sustainable tourism practices, Tourism systems: Leiper's Geo-spatial Model, Mill-Morrison Model, Mathieson & Wall Model, Butler's Tourism Area Life Cycle (TALC), Doxey's Irridex Index, Crompton's Push and Pull Theory, Stanley Plog's Allocentric and Psychocentric Model of destination preferences.		
Module 3: Travel Behaviour and Motivations		12
Origin of travel motivation, meaning of motivation and behaviour, Theories of travel motivation, Typology of tourists, Different travel motives, Tourist-centric approach, Leisure travel motivations. Tourist decision-making process, GIT, FIT and affinity group travel.		
Module 4: Tourism and Its Linkages with Industry		11
Meaning and nature of tourism industry, Tourism industry network: direct, indirect and support services. Basic components of tourism, Transport –Air transportation: national and private airlines major airports in India. Rail transport: major railway systems of the world (Euro Rail, Amtrak), Indian Railways, types of rail tours in India – Palace on Wheels, Royal Orient, Deccan Odyssey, Toy Trains, Indrail Pass.		
Module 5: Tourism Organizations, Functions and Legal Framework		12
Roles and functions of international tourism organizations: United Nations World Tourism Organization (UNWTO), International Hotel Association (IHA). Roles and functions of national tourism organizations: Ministry of Tourism, Government of India; India Tourism Development Corporation. Overview of National Tourism Policy of India. Consumer Protection Act and tourist grievance redressal mechanisms. Passport and visa regulations related to tourism (conceptual understanding).		
Skill Development Activities - Analysis of two syllabus-related case studies (to be recorded in the Skill Development Book). - Drafting different types of tourism and allied industries in Karnataka. - Study and preparation of Karnataka Tourism Map. - Preparation of Karnataka tour itineraries.		
Recommended Text Books: - Dr. Suryanath U Kamath, Formerly Reader, Department of History, Bangalore University – Jupiter Books, M.C.C. Publication, Banagalore. - Karnataka Sangathi, Kannada Development Authority, Bangalore		

- A Hand book of Karnataka-2005
- Environmental studies- Benny Joseph- Tata Mc-Graw Hill

I Semester

Name of the Program: BBA (HEM)

Course Code: HEM 1.4`

Name of the Course: Hospitality Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand the structure, scope, and evolution of the hospitality industry. b) The ability to explain the functions of front office, housekeeping, and food & beverage departments. c) The ability to apply operational knowledge in hospitality service delivery. d) The ability to understand regulatory, safety, and hygiene standards applicable to hospitality operations.		
Syllabus		Hours
Module 1: Evolution of Hospitality Services		13
Meaning and nature of hospitality, Features and characteristics of hospitality services, Evolution and growth of hospitality industry, Structure of accommodation industry, Hospitality industry network. Determinants of hospitality demand and supply, Accommodation demand and supply scenario in India, Types of accommodation: conventional, supplementary and customized accommodation, Commercial and non-commercial establishments, Hospitality business scenario in India, Role of Ministry of Tourism and government policies in hospitality development, Registration and classification of hotels (conceptual overview).		
Module 2: Functions of Front Office Management		15
Functions of front office department, Front office organization structure. Attributes, roles, and skills of front office managers and executives, Reservation systems and procedures, Handling cancellations, individual guests and group bookings. Guest registration and check-in / check-out procedures, Handling guest complaints and problem solving, Front office automation and Central Reservation Systems (CRS), Travel desk operations.		
Module 3: Functions of Housekeeping Management		14
Functions and responsibilities of housekeeping department, Housekeeping department organization structure, Role and duties of Executive Housekeeper, Room and floor cleaning procedures, Interior décor and aesthetics, Types of guest rooms, Housekeeping control desk operations, Housekeeping supply rooms and linen management, Uniforms and grooming standards, Coordination with other departments.		
Module 4: Food and Beverage Services Management		14
Food and Beverage department organization structure, Food production department: kitchen organization and layout, Buffet services and service styles, Beverage operations and control. Functions and types of F&B outlets, Types of meal plans, Types of restaurant menus, Room service operations, Catering services: airline catering, banquets, corporate catering, MICE. Retail food market and industrial food service, Healthcare food service, Food service in cruise ships and railways.		
Skill Development Activities • Case study analysis of hotel operations. • Preparation of organizational charts for hotel departments. • Visit to a hotel and submission of operational report. • Preparation of menu cards and meal plans.		
Recommended Text Books:		

- Andrews, S. – Hotel Front Office Training Manual, Tata McGraw Hill.
- Sudhir Andrews – Food & Beverage Management, Tata McGraw Hill.
- Raghubalan & Raghubalan – Hotel Housekeeping Operations and Management.
- Bardi, J. A. – Hotel Front Office Management, Wiley.

I Semester

Name of the Program: BBA (HEM)

Course Code: HEM 1.5

Name of the Course: Introduction to Event Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Role plays, Case studies, Industry interaction & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate		
a) The ability to understand the concepts, scope, and types of events.		
b) The ability to plan, organize, and schedule different categories of events.		
c) The ability to understand venue management and MICE operations.		
d) The ability to apply ethical, legal, and professional practices in event management.		
Syllabus		Hours
Module 1: Introduction to Events and Event Management		10
Understanding events, Types and size of events, Characteristics of events, Five C's of Event Management, Trends and scope of event business, Roles and functions of an event manager, Advantages of events to organizers, event planners, participants, economy, and society, Broad classification of events.		
Module 2: Planning and Scheduling Events		11
Managing events, corporate events, Trade shows and exhibitions, Events in educational institutions. Event planning process, Budget preparation for events, Estimating fixed and variable costs, Cash flow management, Sponsorship and subsidies, Ethical behavioral practices in MICE and event industry.		
Module 3: Event Venues and Conference Management		12
Concept and types of event venues, Conference venues: facilities, check-in and check-out procedures, Conference requirements and services, Conference room layouts and seating arrangements, Role and responsibilities of convention manager, Inter-related venues and project planning, Introduction to conference facilities in India, Role and functions of - ICPB and ICCA		
Module 4: Introduction to MICE Management		13
Evolution of MICE industry, Components of MICE: Meetings, Incentives, Conferences and Exhibitions, Economic and social significance of MICE, Professional meeting planning: concept and definition, Budgeting of MICE events, Types and roles of meeting planners: associate, corporate and independent planners, Role of travel agents and tour operators as meeting planners, Convention and Visitor Bureaus (CVB): functions, structure and funding sources.		
Module 5: Trade Shows, Exhibitions and Contract Management		10
Trade shows and exhibitions/expositions, Types of shows and exhibitions, Benefits of exhibitions, Participant decision-making process, Contract negotiations: principles and stages, Negotiations with hotels, airlines, transport operators and ground handlers.		
Skill Development Activities		
• Preparation of an event plan for a corporate or social event. • Case study analysis of a MICE event or exhibition. • Venue layout design for conferences and exhibitions. • Budget preparation and sponsorship proposal drafting.		

Recommended Text Books:

- Allen et al. – Festival and Special Event Management, Wiley.
- Tum, J., Norton, P. & Wright, J. – Management of Event Operations, Elsevier.
- Shone, A. & Parry, B. – Successful Event Management, Cengage Learning.
- Getz, D. – Event Studies: Theory, Research and Policy for Planned Events, Routledge.

I Semester**Name of the Program:** BBA (HEM)**Course Code:** HEM 1.6**Name of the Course:** Principles and Practice of Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies, Industry examples & Fieldwork.		
Course Outcomes: a) Understanding of management concepts applicable to service, hospitality, and tourism industries. b) Ability to explain planning, objectives, strategies, and decision-making processes. c) Understanding of organizing functions including delegation and decentralization. d) Ability to explain directing functions such as motivation, leadership, and communication. e) Understanding of control systems and performance management in service organizations.		
Syllabus		Hours
Module 1: Concept of Management and Planning		11
Functions and responsibilities of managers, Fayol's principles of management, management thought – classical school, human relations school, systems and contingency approach. Nature, purpose and principles of planning, types of planning, advantages and limitations.		
Module 2: Objectives, Strategies and Policies		11
Concept and nature of objectives, types and importance of objectives, Management by Objectives (MBO). Corporate strategy, formulation of strategies, types of strategies, policies and policy formulation principles, decision-making and decision-making process. Licensing and regulatory requirements in hotels, restaurants, and tourism operations.		
Module 3: Organizing and Delegation		11
Nature and purpose of organizing, departmentation, span of management, determinants of span, line and staff relationships and conflicts, delegation and decentralization, methods of decentralization.		
Module 4: Directing and Coordination		12
Directing and human relationship issues, motivation, communication, leadership styles, and coordination in service organizations.		
Module 5: Controlling and Performance Management		11
Concept and process of control, control of overall performance, human aspect of control, service quality control in hospitality and tourism organizations.		
Skill Development Activities • Case studies related to service and hospitality management. • Organizational analysis of hospitality or tourism enterprises. • Preparation of service quality improvement reports.		
Recommended Text Books: • Stephen P. Robbins – <i>Management</i> , Pearson • Koontz and O'Donnell – <i>Management</i> , McGraw Hill • L. M. Prasad – <i>Principles of Management</i> , Sultan Chand & Sons		

- V. S. P. Rao / Bajaj – *Management Process and Organization*, Excel Books
- Appanniah and Reddy – *Management*, HPH
- T. Ramaswamy – *Principles of Management*, HPH

II Semester

Name of the Program: BBA (HEM)

Course Code: HEM 2.3

Name of the Course: Front Office Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	52 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Role plays, Case studies, Industry interaction & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand the scope and Technical terms of the hotel front office department. b) The ability to explain hotel classification, room types, tariff structures, and guest cycle operations. c) The ability to apply front office procedures related to reservations, registration, guest services, and check-out. d) The ability to understand front office accounting, night auditing, safety, and security practices. e) The ability to analyze hotel performance using occupancy indicators, yield management, and forecasting techniques.		
Syllabus		Hours
Module 1: Introduction to Front Office		12
Front Office Department – meaning and scope, Classification of hotels based on size, location, ownership, length of stay, level of service, etc. Types of rooms and bed types, Room status terminology, Front office physical layout and functional areas, Front office equipment and forms, Role of front office in guest satisfaction and service quality, Legal importance of guest registration and record maintenance in hotels. Technical Terms: Concierge, Bell Desk, Uniformed Services, No-show, Walk-in, Scanty Baggage, Overbooking, Understay, Overstay, Stayover, Pre-registration, Express Check-out, Allowance, Rooming List, DND, GSI, FIT, GIT, VIP, VVIP, CIP, SPATT, PBX.		
Module 2: Room Tariff and Guest Cycle		10
Room tariff – meaning and objectives, Types of room rates/tariffs, Guest cycle stages with its activities, tasks and importance: Pre-arrival, Arrival, Occupancy, Departure & Post-Departure. Inter-departmental coordination during guest cycle operations.		
Module 3: Reservation, Registration and Guest Services		10
Room reservations – importance and sources, Types of reservations. Reservation procedures and reservation records, Reservation charts and status boards, Pre-registration process, Registration process – arrival procedures and documentation, Registration records and guest identification, Guest services and facilities. Bell desk and concierge services. Handling guest requests, complaints, and special situations.		
Module 4: Check-Out, Settlement and Front Office Accounting		10
Check-out procedures, Types of check-outs: normal, express, late, and group check-out. Guest settlement methods: Cash settlement, Credit card settlement, City ledger settlement, etc. Front office accounting – meaning and scope, Guest ledger and non-guest ledger, Billing procedures and folio maintenance, Night auditing – meaning and purpose, Functions, procedures, and reports of night audit.		
Module 5: Safety and Performance Evaluation		10

Safety and security in front office operations, Guest and employee safety measures. Key control systems, Fire safety and emergency procedures, Computer applications in front office (overview): PMS, Computerized reservation and billing systems, Front office operational reports, Hotel performance evaluation: Occupancy ratio, ARR, RevPAR, Yield management – meaning, objectives, and basic concepts, Forecasting – demand and occupancy forecasting.

Skill Development Activities

- Role play on guest handling during check-in and check-out.
- Preparation of reservation, registration, and billing formats.
- Case study on guest complaints, legal issues, and service recovery.
- Visit to a hotel front office to observe operational and safety procedures.

Recommended Text Books:

Sudhir Andrews – Hotel Front Office Operations and Management, Tata McGraw Hill.
Kasavana & Brooks – Managing Front Office Operations, AHLEI.
S. K. Bhatnagar – Front Office Management, Frank Brothers.
George Chacko – Front Office Management, McGraw Hill.

II Semester

Name of the Program: BBA (HEM)

Course Code: HEM 2.4

Name of the Course: Housekeeping Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	52 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand housekeeping terminology, facilities planning, and interior-related concepts. b) The ability to apply cleaning systems, equipment usage, and surface care practices. c) The ability to perform guest room and public area cleaning operations following hygiene standards. d) The ability to manage linen, laundry, uniforms, sewing room, pest control, and waste management systems. e) The ability to understand safety, security, ergonomics, and statutory compliance in housekeeping operations.		
Syllabus		Hours
Module 1: Housekeeping Terminology & Facilities Planning		10
Housekeeping terminology, Facilities planning in hotels – concept and importance. Housekeeping space planning: floor pantry, linen room, uniform room, sewing room, housekeeping store. Interior decoration – principles and elements, Interior designing, Flower arrangement – principles, styles, and types, Hotel renovation – meaning, need, stages, Role.		
Module 2: Cleaning Agents & Equipment		10
Cleaning equipment – manual and electrical: selection, use, care, and maintenance, cleaning agents: water, hard and soft water, causes of hardness and methods of softening. Soaps, detergents, alkalis, acids, solvents, abrasives, disinfectants, deodorants, sealants, and polishes – classification and application, Types of soil and principles of cleaning, Taski Chemicals, Care and cleaning of surfaces: metals, glass, leather, plastics, ceramics, wood, floor finishes, and wall finishes.		
Module 3: Guest Room and Public Area Operations		12

Guest room cleaning procedures: Occupied room, Vacant room ,Departure room ,Stay-over room, Turn-down service, Bed making procedures, Guest room inspection and checklist, Neglected areas in guest rooms, Standard contents of a guest room: guest amenities, eco-friendly amenities, guest essentials, expendables, and loan items – placement and frequency of replacement, Rules to be followed on guest floors, Floor pantry operations, Public area cleaning, Cleaning schedules.	
Module 4: Linen Management and Control Systems	10
Linen management – types of linen, linen cycle, par stock, storage, and control, laundry operations – on-premise and off-premise laundry systems, laundry processes, Uniform management, sewing room – functions, basic equipment, and repair activities, Lost and found procedures and records, handling guest complaints related to housekeeping services.	
Module 5: Safety & Security	10
Personal Hygiene and sanitation of guest rooms and public areas, Pest control – types, methods, preventions, Waste management, Ergonomics in housekeeping, Fire prevention & fighting, Potential hazards, accidents, records. Employee theft, missing and damaged property – procedures and records, Key control systems: types of keys, register, issue, return, deactivation & key belts.	
Skill Development Activities • Demonstration of bed making and guest room cleaning procedures. • Flower arrangement and interior décor practical exercise. • Preparation of cleaning schedules and inspection checklists. • Case study on hygiene failure, pest control, or safety incident in hotels. • Visit to a hotel housekeeping department.	
Recommended Text Books: Raghubalan & Raghubalan – <i>Hotel Housekeeping: Operations and Management</i> , Oxford University Press. S. K. Bhatnagar – <i>Housekeeping Management</i> , Frank Brothers. G. Raghubalan – <i>Hotel Housekeeping</i> , Oxford. Sudhir Andrews – <i>Hotel Housekeeping</i> , Tata McGraw Hill. Branson & Lennox – <i>Hotel, Hostel and Hospital Housekeeping</i> , Edward Arnold. WHO Guidelines on Hygiene and Sanitation (Hospitality Applications). Government of India Manuals on Fire Safety and Occupational Health (latest editions).	

II Semester
Name of the Program: BBA (HEM)
Course Code: HEM 2.5P
Name of the Course: Room Division: Front Office & Housekeeping
Scheme of Conducting Practical Classes & Examination

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to perform front office procedures such as reservations, check-in, check-out, room allocation, and guest handling. b) The understanding of housekeeping operations, including room cleaning procedures, linen and laundry management, and public area maintenance. c) The ability to maintain guest records, logs, registers, and basic front office documentation. d) The understanding of inter-departmental coordination between Front Office, Housekeeping, and other hotel departments. e) The ability to follow professional grooming standards, communication skills, and guest service etiquette required in room division operations.		
COURSE CONTENT		Hours
Front Office:		28
Grooming and Personal Hygiene, Welcoming of Guest, Telephone Etiquettes, Check-in & Check-Out Procedure (Group, FIT, VIP, Foreigners), Bell Desk Activities, Situation Handling (Drunken, Fire, etc.), Handling Guest Enquiries/Complaint, Wake Up Call Procedures, Role Play-Upselling, Upgrading, Overbooking, Reservation, POS, CRM.		
Housekeeping:		28
Introduction to Cleaning Equipment & Cleaning Agents, Daily Cleaning of Guest Rooms-Departure, Occupied, Vacant & Weekly, Bed Making-Day/Evening, Inspection Records-Checklist & Linen Inventory-Stock Taking, Preparation of Duty Roaster, Placement of Guestroom Supplies, Towel Folding (Any 4), Public Area Cleaning (Elevator, Glass, Corridor, Staircase, Lawns & Gardens).		
Scheme of Conducting Examination		
Practical classes for HEM2.5P- Room Division: Front Office & Housekeeping, will be conducted in the campus per week by the concerned faculty on the above topics. During the current semester, after gaining the required Practical 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 of External Marks- 40, 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
Practical Demonstration/Role Play by the student. (Any 3 Activities)	15 Marks
Journal (Handwritten)	10 Marks
Viva-Voce Exam	10 Marks
Grooming & Communication	05 Marks
TOTAL	40 Marks

II Semester

Name of the Program: BBA (HEM)

Course Code: HEM 2.6

Name of the Course: MICE Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate		
a) Understand the structure, scope, and significance of the MICE industry.		
b) Plan, design, budget, and market meetings, incentives, conferences, and exhibitions.		
c) Identify key stakeholders and manage coordination among MICE service providers.		
d) Organize and execute conferences professionally with documentation and administration.		
e) Understand legal, regulatory, and compliance requirements applicable to MICE operations.		
Syllabus		Hours
Module 1: Introduction to MICE		11
Evolution of MICE industry, Components of MICE, Economic and social significance of MICE, Introduction to professional meeting planning – definition, Budgeting of MICE – types and roles. Associate, corporate, and independent meeting planners. Travel Agents and Tour Operators as meeting planners. Convention Visitor Bureaus (CVB) – functions, structure, and sources of funding.		
Module 2: Meetings Management		10
Introduction to meetings, Types of meetings, Meeting planner – types and responsibilities. Emergence of MICE business in India and the world, Legal aspects related to meeting organization: venue contracts, service agreements, cancellation clauses, liability issues, taxation (GST on meetings), and compliance with local laws governing public gatherings.		
Module 3: MICE and Major Stakeholders		13
Major stakeholders (Public and Private Sectors: Hotels, Airlines, Transport Companies, Travel Agencies, etc.) in MICE business and their contribution. Legal responsibilities and compliance of stakeholders in MICE operations including contracts, service-level agreements, labor laws, transport regulations, and aviation norms relevant to MICE activities.		
Module 4: Conference Management		12

Types of conferences, Detailed planning of why, what, and where of the conference, Executive checklist, Session planning and timing, Types of presentation, Role of delegates and audience. Policies related to conference promotion, Documentation and administration related to organization of conferences, Legal requirements related to conference organization: permissions and approvals, intellectual property rights, speaker agreements, data protection of delegates, fire and safety regulations, crowd management norms, and insurance requirements.	
Module 5: MICE Market in India	10
Internal and external environment of MICE market, Bidding for events and scheduling of events. Role of events in tourism promotion, Socio-economic importance of MICE business in India. Competitiveness of India in MICE business, Case study of Trade Fair Authority of India and its activities,	
Skill Development Activities • Preparation of a MICE event proposal and budget. • Case study analysis of a national or international conference. • Designing a conference checklist and delegate flow chart. • Study of a MICE venue and preparation of a venue evaluation report.	
Recommended Text Books: Shone, A. & Parry, B. – <i>Successful Event Management</i> , Cengage Learning Rogers, T. – <i>Conferences and Conventions: A Global Industry</i> , Butterworth-Heinemann Tum, J., Norton, P. & Wright, J. – <i>Management of Event Operations</i> , Elsevier Getz, D. – <i>Event Studies: Theory, Research and Policy</i> , Routledge India Convention Promotion Bureau (ICPB) Publications Ministry of Tourism, Government of India – MICE Guidelines	

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	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) Ability to understand the structure, functioning of the hospitality industry and hotel operations. b) Ability to explain service quality concepts and coordination among hotel departments. c) The ability to apply revenue management and pricing strategies in hospitality operations. d) The ability to understand human resource practices, sustainability measures, and legal compliance in hospitality and event operations. e) The ability to analyze the role of technology and emerging trends in hospitality operations.		
Syllabus		Hours
Module 1: Introduction to Hospitality Industry		11
Concept of Hospitality, Overview of the Hospitality Industry, Nature, characteristics and growth of Hospitality Industry, Concept of a Hotel, Classification of Hotels, Types of rooms and different plans of a hotel, hotel registration and licensing requirements, consumer rights context with hospitality		
Module 2: Hospitality Operations and Service Quality		10
Key departments and their interdependence, Understanding Service Quality, Service Gap Models, Measuring and improving service quality through 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	12
Introduction to revenue management, Pricing strategies in hospitality, Yield management and maximizing profitability, managing booking channels such as OTAs and direct bookings, etc.) GST (conceptual understanding).	
Module 4: Human Resources and Sustainable Practices	11
Staffing and training in the hospitality industry, Leadership and team-building in hospitality operations, Employee motivation, retention and performance management, labor laws applicable to hospitality such as Factories Act, Shops and Establishments Act, Minimum Wages Act, Payment of Wages Act, Employees' Provident Fund and ESI Acts, Ethical considerations in hospitality operations. Environmental sustainability in hospitality operations, Sustainable sourcing and ethical practices in event management, Green certification programs in the hospitality industry, Crisis management and emergency preparedness.	
Module 5: Technology and Trends in Hospitality Operations	12
Role of technology in hospitality management, Property Management Systems (PMS) and integrated hospitality technologies, Event technology including AV systems, ticketing and registration tools, social media tools for hospitality businesses, cyber security and digital transactions under Information Technology Act, Emerging trends in the hospitality and event management industry.	
Skill Development Activities • Case study analysis on hospitality operations and service quality. • Preparation of interdepartmental coordination chart of hotel operations. • Conducting a basic SERVQUAL survey for a hospitality unit. • Designing a simple room tariff and yield management plan. • Preparation of a checklist for sustainable practices in hospitality operations.	
Recommended Text Books: • Andrews, Sudhir, Hotel Front Office Training Manual, Tata McGraw Hill. • Walker, John R., Introduction to Hospitality Management, Pearson Education. • Bardi, James A., Hotel Front Office Management, Wiley. • Davis, Lockwood & Pantelidis, Food and Beverage Management, Butterworth-Heinemann. • Kapoor, B., Hospitality Industry Management, Oxford University Press.	

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
4 Credits	4 Hrs.	52 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to understand the fundamentals of cookery and kitchen organization. - The ability to apply food safety, hygiene, and sanitation practices in food production areas. - The ability to perform basic cooking techniques and food preparation methods. - The ability to understand menu-related preparations, modern cooking trends and operational controls. - The ability to manage food production operations with attention to quality, safety, and customer expectations.		
Syllabus	Hours	
Module 1: Introduction to the Art of Cookery	10	

Introduction and objectives of cooking, culinary history, Indian regional cuisines, Nouvelle cuisine, Aims of cooking, Action of heat on food, Textures of food, Taste sensations, Types of kitchens, 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	12
Structure of a commercial kitchen, Different sections of a kitchen (pre-preparation, hot kitchen, cold kitchen, pastry 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, Basic principles of food production.	
Module 3: Cooking Techniques, Methods and Terminology	10
Basic cooking methods: roasting, grilling, frying, boiling, poaching, steaming, sautéing, baking. Cooking equipment and tools, Principles of cooking, Mise-en-place, Cooking temperatures and time control, Plating and presentation of dishes. Culinary terminology, Basic French culinary terms, Knife skills and vegetable cutting techniques, Identification and proper use of kitchen tools.	
Module 4: Basic Food Preparation	10
Introduction to vegetable and fruit cookery, Stocks, sauces and soups (mother sauces and derivatives), Salads and dressings, Breakfast preparations (continental and Indian), Pasta, rice and starch cookery, portion control and standardization for cost control, consumer food quality and safety expectations.	
Module 5: Advanced Food and Beverage Production	10
Modern cooking techniques (sous-vide, molecular gastronomy), Catering for large events and banquets, Quantity food production, Inventory management and stock control, Cost control in food production, Customer service standards in food service operations, Special dietary requirements (vegan, gluten-free, allergen-free).	
Skill Development Activities • Demonstration of basic cooking methods and knife skills • Preparation of standardized recipes and portion control sheets • Identification and handling of kitchen equipment • Food safety and hygiene checklist preparation • Visit to a commercial kitchen / hotel production unit	
Recommended Text Books: Arora & Gupta – Theory of Cookery, Frank Brothers Krishna Arora – Food Production Operations, Oxford University Press Fuller & Waller – Food and Beverage Management, Hodder Education Auguste Escoffier – Le Guide Culinaire Singh, K. – Food Production Management, Kalyani Publishers	

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
4 Credits	4 Hrs.	52 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand the structure and functioning of the Food and Beverage Service industry. b) The ability to explain types of catering establishments, service styles, and outlet operations. c) The ability to apply service etiquettes, mise-en-place, and beverage service techniques. d) The ability to understand menu knowledge, service situations, and customer handling skills. e) Ability to follow food safety, hygiene, and customer service standards in F&B operations.		

Syllabus	Hours
Module 1: The Food & Beverage Service Industry	10
Introduction to the Food & Beverage Industry, Classification of catering establishments (Commercial and Non-Commercial), Introduction to Food & Beverage Operations, Types of F&B outlets: Restaurants, Coffee Shops, Room Service, Bars, Banquets, Snack Bars, Executive Lounges, Business Centres, Discotheques and Night Clubs, Ancillary departments.	
Module 2: F&B Personnel and Types of Service	12
Food & Beverage Service organization structure, Job descriptions, Attributes of Food & Beverage personnel, Basic etiquettes and grooming standards, Interdepartmental relationships. Types and styles of Food & Beverage service: Mise-en-place and Mise-en-scene, Table service (English/Silver, American, French, Russian), Self-service (Buffet and Cafeteria), Specialized service (Gueridon, Tray, Trolley, Lounge, Room service), Single point service (Take-away, Vending kiosks, Food courts and Bars, Vending machines).	
Module 3: Non-Alcoholic Beverages and Mocktails	10
Introduction to non-alcoholic beverages, Types: Tea, Coffee, Juices, Aerated beverages, Shakes, Descriptions with detailed inputs, origin, varieties, popular brands, Presentation and service tools and techniques. Mocktails: Introduction, Types, Brief descriptions, Preparation and service techniques.	
Module 4: Menu Knowledge	10
Introduction to menu, Types of menus: À la Carte and Table d'Hôte, Menu planning, Types of menus, Considerations and constraints in menu planning, Menu terms, Cyclic menu, Classical French menu, Classical foods and their accompaniments with cover.	
Module 5: Situations Handling	10
Handling unavailability of tables or reservations, Wrong order taking, Handling unavailability of food items, Illness and drunken guests, unexpected appearance of guests, dealing with children and infants, Handling guests with disabilities, elderly guests, Customers with communication difficulties, Handling special requests, Order delays, Spillages, returned food, Lost and found properties, guest safety, service liability and grievance redressal.	
Skill Development Activities • Role-play on table service and guest handling situations • Demonstration of mise-en-place and table layouts • Mock menu planning and menu card design • Beverage and mocktail preparation demonstration • Case study on service recovery and complaint handling	
Recommended Text Books: Lillicrap, Dennis & Cousins, John – Food and Beverage Service, Hodder Education Sudhir Andrews – Food & Beverage Service Training Manual, Tata McGraw-Hill Sethi, Mohini – Food & Beverage Service, Oxford University Press Davis, Lockwood & Pantelidis – Food and Beverage Management, Butterworth-Heinemann Arora & Arora – Food and Beverage Service, Frank Brothers	

III Semester
Name of the Program: BBA (HEM)
Course Code: HEM 3.6P
Name of the Course: Food and Beverage: Production and Service-I
Scheme of Conducting Practical Classes & Examination

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to perform food production procedures such as ingredient handling, basic cuts, cooking methods, and preparation of stocks, soups, sauces, and salads. b) The understanding of kitchen operations, including hygiene practices, equipment usage, and basic culinary techniques. c) The ability to maintain restaurant service standards, including mise-en-scene, mise-en-place, table setup, and service gear handling. d) The understanding of food and beverage service tools, equipment, and table appointments for effective guest service. e) The ability to follow professional etiquette, hygiene, and communication skills required in food and beverage service operations.		
COURSE CONTENT		Hours
Food and Beverage: Production		28
Introduction to Kitchen, SOP's to be followed in kitchen; Basic Hygiene Practices, Familiarization and Understanding of - Equipment and tools, commonly used Raw Materials. Proper usage of a Kitchen knife and hand tools, Basic Cuts of Vegetables, Methods of Cooking, 4S (Sauce, Soup, Stock & Salad Preparation-Two famous dishes in each), Various South & North Indian Recipes.		
Food and Beverage: Service		28
Restaurant- Etiquettes, Hygiene Practices, Mis-En-Scene activities, Mis-En-Place activities. Identification of- Tools, Equipment, Cutlery, Crockery, Glass & Chinaware, Flatware, Hollowware, Table Appointments, Linen etc. Laying & Relaying of Table Cloth, practicing 10 Napkin Folds, Rules for Laying a basic Cover, carrying a Salver/tray, Service of Water, Handling Service Gear, Carrying Plates, Glasses & Other Equipment's.		
Scheme of Conducting Examination		
Practical classes for HEM3.6P- Food and Beverage: Production and Service-I, will be conducted per week by the concerned faculty on the above topics. During the current semester, after gaining the required Practical 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 of External Marks- 40, 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
Practical Demonstration/Role Play by the student. (Any 3 Activities)	15 Marks
Journal (Handwritten)	10 Marks
Viva-Voce Exam	10 Marks
Grooming & Communication	05 Marks
TOTAL	40 Marks

III Semester

Name of the Program: BBA (HEM)

Course Code: HEM 3.7

Name of the Course: Guest Psychology

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs.	26 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate		
a) The ability to understand basic concepts of psychology relevant to hospitality guests.		
b) The ability to identify guest needs, expectations, perceptions, and behavioral patterns.		
c) The ability to handle diverse guest personalities and service situations effectively.		
d) The ability to apply psychological principles to enhance guest satisfaction and service quality.		
e) The ability to manage guest complaints and service recovery with empathy and professionalism.		
Syllabus		Hours
Module 1: Introduction to Guest Psychology		06
Meaning and scope of psychology, Importance of psychology in hospitality and Event industry, Concept of guest psychology, Relationship between human behavior and hospitality service, Factors influencing guest behavior, Expectations and perceptions of guests.		
Module 2: Guest Needs, Motivation and Perception		06
Guest needs and wants, Maslow's hierarchy of needs applied to hospitality, Motivation of guests, Perception and perceptual process, Sensory perception in hospitality services, Influence of ambience, service environment and employee behavior on guest satisfaction.		
Module 3: Guest Personality and Behaviour Patterns		07
Concept of personality, Types of guest personalities, Behaviour patterns of guests, Cultural influences on guest behavior, Individual differences among guests, Handling VIP guests, corporate guests, Leisure travellers, Group travellers, ethical treatment of guest.		
Module 4: Guest Complaints, Emotions and Service Recovery		07
Nature and causes of guest complaints, Emotional responses of guests, Stress and frustration in service encounters, Complaint handling techniques, Service recovery strategies, Communication skills for complaint resolution, Building guest loyalty and positive service experience.		
Skill Development Activities		
• Role-play on handling different guest personalities • Case study on guest complaints and service recovery • Observation of guest behavior in hospitality settings • Situational analysis of service encounters		

Recommended Text Books:

- Walker, John R. – *Introduction to Hospitality Management*, Pearson
- Kotler, Philip et al. – *Marketing for Hospitality and Tourism*, Pearson
- Lashley, Conrad – *Hospitality Retail Management*, Butterworth-Heinemann
- Baron, Robert A. – *Psychology*, Pearson Education
- Robbins, Stephen P. – *Organizational Behavior*, Pearson

III Semester**Name of the Program:** BBA (HEM)**Course Code:** HEM 3.8**Name of the Course:** Event Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs.	26 Hrs.

Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.

Course Outcomes:

- Understanding the scope, concepts, and types of events in hospitality and tourism.
- Planning, organizing, and conducting events effectively while following legal and safety rules.
- Using marketing tools and technology to promote events and ensure smooth execution.
- Evaluating event performance using KPIs and ROI and following sustainable and responsible practices.
- Using legal knowledge related to licensing, safety, crowd management, and contracts in event management.

Syllabus**Hours****Module 1: Introduction to Event Management****05**

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**06**

Market Concept: Segmentation, targeting, positioning, Marketing strategies: traditional and digital, social media and influencer marketing, Media partnerships and public relations, Designing promotional materials.

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**05**

Event management software and tools, Virtual/hybrid event platforms, Use of audio-visual technology, RFID, ticketing apps, Future of technology in events.

Module 5: Event Evaluation & Sustainability**05**

Measuring event success (KPIs, ROI, feedback forms), post-event reports and client feedback, Eco-friendly and sustainable event practices, Event legacy and CSR.

Skill Development Activities

- Role-play on planning, coordination, and execution of different types of events (corporate, social, sports).
- Mock event budgeting, risk assessment, and permit filing exercises.
- Hands-on use of event management software or virtual event platforms.
- Case studies on event marketing strategies and post-event evaluation.
- Group projects on sustainable event practices and CSR integration.

Recommended Text Books:

Goldblatt, Joe – Special Events: A New Generation and the Next Frontier, Wiley.
 Bowdin, G. et al. – Events Management, Routledge.
 Allen, Judy et al. – Event Planning: The Ultimate Guide, Wiley.
 Raj, A. – Event Management, Oxford University Press.
 Shone, Anton & Parry, Bryn – Successful Event Management, Cengage Learning.

IV Semester**Name of the Program:** BBA (HEM)**Course Code:** HEM 4.3**Name of the Course:** Event Logistics

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate		
a) The ability to understand the importance and scope of event logistics in different types of events.		
b) Ability to plan and handle event logistics like transport, accommodation, catering and technical needs.		
c) The ability to manage venue operations, on-site arrangements, and vendor coordination efficiently.		
d) The ability to ensure compliance with legal and safety regulations in event planning and execution.		
e) The ability to apply technology and innovative solutions to streamline event logistics.		
Syllabus		Hours
Module 1: Introduction to Event Logistics		11
Overview of event types (conferences, festivals, corporate events, weddings, etc.), Importance of logistics in event planning, Key components of event logistics, Event planning cycle (Pre-event, during event, post-event), Elements of Event Logistics.		
Module 2: Planning of Logistics		11
Introduction to logistics planning, 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: guest arrivals, shuttles, parking, travel for international events.		
Module 4: Catering and Food Service Logistics		11
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		11
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 Copyright Act (for media & content use).		
Skill Development Activities		
• Draft a logistics plan for a simulated corporate or social event • Venue layout and seating arrangement exercises • Role-play for catering and beverage service logistics • Case studies on transportation, accommodation, and crowd management • Hands-on demonstration of AV equipment setup and event tech tools		

Recommended Text Books:

Goldblatt, Joe – Special Events: Creating and Sustaining a New World for Celebration, Wiley
 Shone, Anton & Parry, Bryn – Successful Event Management, Cengage Learning
 Allen, Judy – Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events, Wiley
 Silvers, Julia – Professional Event Coordination, Wiley
 Fenich, Gary – Meetings, Expositions, Events, and Conventions, Pearson

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
4 Credits	4 Hrs.	52 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate		
a) The ability to plan and develop menus considering different food types, dietary needs, and nutritional balance.		
b) Ability to understand and handle different food items such as vegetables, fruits, cereals, dairy products, eggs, meat, poultry, and fish.		
c) Ability to prepare dishes from regional, international, and modern cuisines, including fusion foods.		
d) Ability to apply basic techniques in bakery and confectionery, and prepare appetizers, sandwiches, and charcuterie.		
e) The ability to ensure compliance with food safety, hygiene, and legal standards in food production.		
Syllabus		Hours
Module 1: Menu Planning and Recipe Development		12
Understanding menu types: À la carte, Table d'Hôte, Buffet, Writing and costing a menu, Planning and Indenting, Volume feeding and creating balanced menus, Understanding dietary needs: vegetarian, vegan, gluten-free, etc. Recipe standardization and portion control.		
Module 2: Food Commodities		10
Vegetables, fruits, cereals, pulses, nuts, and seeds. Milk and dairy products, Eggs: selection, storage, uses, and cookery: Meat, poultry, and fish cookery, Cold Chain and Storage Regulations.		
Module 3: Introduction to Different Cuisines		10
Overview of Regional Indian Cuisines and International Cuisines (French, Italian, Asian, Chinese, Mexican, etc.), Fusion and Modern Cuisines, Knowledge of Indian Food: Ingredients, Spices & Gravies, Accompaniments.		
Module 4: Bakery and Confectionery Basics		10
Introduction to baking ingredients, Basic doughs and batters, Bread and simple pastry preparation Basics of sponges, cakes, and cookies. Desserts – Hot & Cold		
Module 5: Appetizers, Sandwiches and Charcuterie		10
Introduction and clarification of appetizers, Sandwich introduction, parts, and types of fillings, Charcuterie overview		
Skill Development Activities		
• Menu planning exercises for various meal types • Recipe standardization and portion control practice • Preparation of regional and international dishes • Bakery and confectionery practical sessions • Sandwich and charcuterie preparation and presentation • Costing and inventory management exercises		

Recommended Text Books:

Foskett, David & Ceserani, Victor – *The Theory of Catering*, Hodder Education
 Roday, Sunetra, Roday, Y. & Jain, Seema – *Food Production Operations*, Tata McGraw-Hill
 Lillicrap, Dennis & Cousins, John – *Food and Beverage Production*, Hodder Education
 Andrews, Sudhir – *Food & Beverage Service Training Manual*, Tata McGraw-Hill
 Parvinder S. Bali – *Food Production Management*, Oxford University Press

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
4 Credits	4 Hrs.	52 Hrs.

Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.

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

- The ability to understand various meals and standard food and beverage service procedures.
- The ability to explain alcoholic beverages, cocktail preparation, and bar operations.
- The ability to apply banquet and event service techniques.
- The ability to identify and maintain food service equipment.
- The ability to follow billing, control systems, and legal compliance in F&B service operations.

Syllabus	Hours
Module 1: Meals and Ancillary Department	10
Introduction, Types of Meals: Early Morning Tea, Breakfast (English, American, Continental, Indian), Brunch, Lunch, Afternoon/High Tea, Dinner and Supper. Ancillary Departments: Pantry, Still Room, Plate Room, Hot Plate, Wash Kitchen.	
Module 2: Alcoholic Beverages, Cocktails and Bar Operations	12
Classification of Alcoholic Beverages, Fermentation process, Distillation process, Fermented beverages, Overview of wine preparation, Distilled spirits, Liqueurs. Components of cocktails, Methods of making cocktails, Equipment and tools required for cocktails and mixed drinks, Introduction to bar operations, Types of bars (Pub, Lounge, Wine Bar, Cocktail Bar, Banquet Bar, Dispense Bar), Bar operations.	
Module 3: Banquet and Event Service	10
Banquet setup and seating styles, Banquet menu and Banquet Event Order (BEO), Outdoor catering service, Buffet management.	
Module 4: Food Service Equipment	10
Introduction and objectives, Food service tools and equipment: Crockery, Glassware, Cutlery, Hollowware, Silverware, Disposables, Side station, Trolleys, Tools and furnishings, electronic chillers, Coffee plungers, Bar guns, Induction warmers, Special equipment, Mats and runners. Care and maintenance.	
Module 5: Billing and Control Systems	10
Methods of taking orders: KOT, BOT, Manual and electronic billing systems, Cash handling, Inventory control basics, GST	
Skill Development Activities • Table layout and napkin folding demonstrations • Cocktail and mocktail preparation practice • Banquet setup and BEO preparation exercise • Equipment identification and handling • Role-play on billing and guest service situations	

Recommended Text Books:

Lillicrap, Dennis & Cousins, John – *Food and Beverage Service*, Hodder Education
 Sudhir Andrews – *Food & Beverage Service Training Manual*, Tata McGraw-Hill
 Sethi, Mohini – *Food & Beverage Service*, Oxford University Press
 Davis, Lockwood & Pantelidis – *Food and Beverage Management*, Butterworth-Heinemann
 Arora & Arora – *Food and Beverage Service*, Frank Brothers

IV Semester**Name of the Program:** BBA (HEM)**Course Code:** HEM 4.6P**Name of the Course:** Food and Beverage: Production and Service-II**Scheme of Conducting Practical Classes & Examination**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to perform advanced food production techniques such as egg cookery, international cuisine preparation, and bakery/pastry items b) The understanding of specialized food production operations, including diverse culinary methods and ingredient applications. c) The ability to design menus and execute table service for various styles including A la Carte, Table d'hôte, and breakfast types. d) The understanding of beverage preparation, service protocols, and guest interaction in F&B operations. e) The ability to handle guest complaints, maintain service standards, and coordinate F&B operations professionally.		
COURSE CONTENT		Hours
Food and Beverage: Production		28
Egg Cookery- (Boiled, fried-sunny side up, double fried, Poaches, scrambled, omelette- Plain, Stuffed, En Cocotte (Egg Benedict). Various International Cuisines Recipes, Types of Sandwiches & Hors d'oeuvres, Pasta, Pizza Dough from Scratch with different Flavor combinations, Preparation of -Breads, Sponges, Cookies, Dessert (Hot & Cold), Pastry and Creams.		
Food and Beverage: Service		28
Menu Design, Table Layout and Service (A La Carte, Table d'hôte, Breakfast-American, English, Continental, Indian), Service Sequence, Handling Guest Complaint, Preparation of different Mocktail/Cocktail, Service of different Alcoholic & Non-Alcoholic Beverages, Preparation of BOT		
Scheme of Conducting Examination		
Practical classes for HEM4.6P- Food and Beverage: Production and Service-II, will be conducted per week by the concerned faculty on the above topics. During the current semester, after gaining the required Practical 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 of External Marks- 40, 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	
Practical Demonstration/Role Play by the student. (Any 3 Activities)	15 Marks	
Journal (Handwritten)	10 Marks	
Viva-Voce Exam	10 Marks	
Grooming & Communication	05 Marks	
TOTAL	40 Marks	

IV Semester

Name of the Program: BBA (HEM)

Course Code: HEM 4.7

Name of the Course: Computer Applications in Hospitality

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	3 Hrs.	26 Hrs.
Pedagogy: Classroom lectures, Lab, Seminars, and Assignments.		
Course Outcomes: On successful completion of the course, the students will be able To understand with essential computer literacy and hands-on skills in office automation tools (MS Word, Excel, PowerPoint), enabling them to efficiently use digital tools in Hospitality environments.		
Syllabus		Hours
Module 1: Introduction to Computers and MS Word		08
Characteristics of Computers, Classification of Computers: Word Processing: Introduction to word Processing, Word Processing concepts, Use of Templates, Working with word document: Editing text, Find and replace text, Formatting, spell check, Autocorrect, Auto text; Bullets and numbering, Tabs, Paragraph Formatting, Indent, Page Formatting, Header and footer, Tables: Inserting, filling and formatting a table; Inserting Pictures and Video; Mail Merge: including linking with Database; Printing documents		
Module 2: MS Excel		08
Concept of Spreadsheet: Managing of Worksheets, Formatting, Entering Data, Printing worksheet, Worksheet Concepts, Methods of building a workbook, Important features of Excel, Saving Workbook, Editing in workbook, Entering data in a cell, Formula copying, Moving data from selected cells, Rearranging worksheet, Project evolving multiple spreadsheets.		
Module 3: Power point Presentation		10
Preparing Presentations: Basics of presentations- Slides, Fonts, Drawing, Editing; Inserting: Tables, Images, texts, Symbols, Media; Design; Transition; Animation; and Slideshow. Creating Business Presentations using above facilities.		
Skill Development Activities: 1. MS-Word: Letter writing and Bio-Data, Resume. 2. MS_Excel: Creating Work-Sheet, data entry, use of Formulas, graph generations. 3. Preparation of Mark Statement, Sales Report, Salary Statement.		

4. Write the steps for creating presentations having at least four slides related motivating the salesmen.

IV Semester

Name of the Program: BBA (HEM)

Course Code: HEM 4.8

Name of the Course: Event Planning and Control

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs.	26 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate On successful completion of the course, the student will demonstrate: a) The ability to focus on the specific skills and knowledge required to plan, execute, and manage events within the hospitality industry. b) The ability to apply knowledge of food costing, inventory management, and menu planning. c) The ability to integrate aspects of hospitality services, customer service, venue management, and event logistics, with a focus on delivering exceptional guest experiences.		
Syllabus		Hours
Module 1: The Event Planning Process		05
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		06
Event theme planning aligned with objectives. Managing aesthetics, guest flow, engagement, and atmosphere. Event agenda planning (speakers, entertainment, activities). Event branding and marketing. Logistics and operations: site layout, space use, furniture, and accessibility. Vendor management (catering, AV, décor, security). Transport, accommodation, and food & beverage arrangements. Health, safety, and security management. Use of event technology such as AV systems, apps, and live streaming.		
Module 3: Event Control (Execution Phase)		05
On-the-day coordination: overseeing event setup, vendor coordination, and staff management. Managing the event flow and adherence to schedules. Problem-solving and troubleshooting during the event. Guest services management: handling attendee needs, special requests, and complaints.		
Module 4: Post-Event Evaluation and Reporting		05
Feedback collection methods from guests, staff, and stakeholders. Event evaluation based on objectives, guest satisfaction, and budget adherence. Reporting: documenting lessons learned, successes, and improvement areas. Financial reconciliation: reviewing budgets, finalizing expenses, and assessing financial performance.		
Module 5: Event Management Software and Tools		05
Event management software for planning, registration, and scheduling (e.g., Eventbrite, Cvent). Project management tools such as Trello, Asana, and Monday.com. Data management and analytics for decision-making and measuring event success.		
Recommended Text Books: • Shone, Anton & Parry, Bryn – <i>Successful Event Management</i> • Van Der Wagen, Lynn & Carlos, Brenda R. – <i>Event Management</i>		

V Semester
Name of the Program: BBA (HEM)
Course Code: HEM 5.1

Name of the Course: Human Resource Management for Service Industry.

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Role plays, Case studies, Industry interaction & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand human resource functions specific to the service industry. b) The ability to develop knowledge of recruitment, training, and performance management in hospitality and events. c) The ability to apply HR practices for employee motivation, service excellence, and customer satisfaction. d) The ability to analyze HR challenges in service organizations and propose practical solutions.		
Syllabus		Hours
Module 1: Introduction to HRM in the Service Industry		11
Meaning, nature and scope of Human Resource Management, Characteristics of the service industry, Role of HRM in hospitality, tourism, and event organizations, Differences between manufacturing HRM and service HRM, HR challenges in hospitality and event management, Strategic HRM and its importance in service excellence		
Module 2: Recruitment, Selection and Induction in Hospitality & Events		11
Human resource planning in service organizations, Recruitment sources and methods in hospitality and event industry, Selection process: interviews, skill tests, and background verification, Induction and orientation programs, Employer branding and talent acquisition strategies, Managing contractual, seasonal, and part-time workforce		
Module 3: Training, Development and Performance Management		11
Importance of training in service quality delivery, Types of training: on-the-job, off-the-job, and behavioural training, Skill development for frontline service employees, Performance appraisal methods in hospitality and events, Key performance indicators (KPIs) for service employees, Feedback, coaching, and career development		
Module 4: Motivation, Leadership and Employee Relations		11
Motivation theories and their application in service organizations, Employee engagement and retention strategies, Leadership styles in hospitality and event management, Team building and interpersonal relations, Grievance handling and disciplinary procedures, Employee welfare, health, and safety practices		
Module 5: Labor Laws, Ethics and Contemporary HR Issues		12
Labor laws applicable to hospitality and service industry, Industrial relations and trade unions Ethical issues in HRM, Diversity, equity, and inclusion in service organizations, Work-life balance and employee well-being, HR analytics and technology in HRM, Crisis management, workforce shortages, and post-pandemic HR practices		
Recommended Text Books: 1. K. Aswathappa – <i>Human Resource Management</i> 2. Gary Dessler – <i>Human Resource Management</i> 3. Nickson, D. – <i>Human Resource Management for Hospitality, Tourism and Events</i> 4. Armstrong, M. – <i>A Handbook of Human Resource Management Practice</i>		

V Semester
Name of the Program: BBA (HEM)
Course Code: HEM 5.2

Name of the Course: Accounting Practices for Hospitality

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Problem-solving sessions, Case studies, Practical exercises, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand accounting concepts and practices applicable to hospitality and event organizations. b) The ability to prepare and analyze financial statements of hotels, restaurants, and event firms. c) The ability to apply cost control and budgeting techniques in hospitality operations. d) The ability to understand statutory compliance, taxation, and accounting-related laws in the hospitality industry.		
Syllabus		Hours
Module 1: Introduction to Hospitality Accounting		09
Meaning, objectives, and scope of accounting, Importance of accounting in hospitality and event management, Features of hospitality accounting, accounting cycle and basic accounting principles, Types of accounts and rules of debit and credit, Overview of Uniform System of Accounts for the Lodging Industry (USALI)		
Module 2: Accounting Records and Financial Statements		11
Journal, ledger, trial balance, Preparation of final accounts for hospitality organizations, Trading account, Profit & Loss account, Balance Sheet, Departmental accounting in hotels and restaurants, Interpretation of financial statements.		
Module 3: Cost Accounting and Control in Hospitality		12
Meaning and importance of cost accounting, Food cost control and beverage cost control, Material, labor, and overhead cost analysis, Inventory control techniques (EOQ, ABC analysis), Break-even analysis and cost-volume-profit analysis, Standard costing and variance analysis (basic concepts)		
Module 4: Budgeting, Revenue Accounting and Financial Management		12
Budgeting concepts and types of budgets in hospitality, Sales budget, operating budget and capital budget, Revenue management accounting, Room revenue, food & beverage revenue accounting, Payroll accounting and wage control, financial ratios and key performance indicators (KPIs) in hospitality		
Module 5: Accounting Laws, Taxation and Compliance in Hospitality		12
Accounting standards for hospitality businesses and GST: registration, tax rates for hotels, restaurants, events, Input Tax Credit (ITC), and GST compliance. Income Tax: basic provisions and TDS for hospitality organizations. Companies Act 2013 overview, Shops & Establishments Act, Payment of Wages & Minimum Wages Acts. Ethical practices, fraud prevention, digital accounting, e-invoicing, and compliance challenges.		
Recommended Text Books: 1. Jagels, M. G. & Coltman, M. M. – Hospitality Management Accounting 2. Garrison, Noreen & Brewer – Managerial Accounting 3. Maheshwari & Maheshwari – Financial Accounting 4. ICAI – GST & Accounting Standards (Basic Level)		

V Semester
Name of the Program: BBA (HEM)
Course Code: HEM 5.3
Name of the Course: IT for Hospitality Industry

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Demonstrations, Hands-on practice, Case studies, Group discussions, Industry exposure, Practical assignments & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand the role and importance of information technology in hospitality operations. b) The ability to apply hospitality-specific software and digital tools for operational efficiency. c) The ability to analyze the impact of technology on customer service, marketing, and revenue management. d) The ability to understand IT-related legal, ethical, and security issues in the hospitality industry.		
Syllabus		Hours
Module 1: Introduction to IT in the Hospitality Industry		12
Meaning and scope of Information Technology. Evolution of IT in hospitality and tourism. Role of IT in hotels, restaurants, resorts, and event management. Basics of computers: Definition, components of a computer system, hardware (CPU, input devices, output devices, storage devices) and software (system software, application software). Introduction to operating systems and office applications. Networking concepts: LAN, WAN, Internet, intranet. Benefits and challenges of IT adoption in hospitality. Digital transformation in the hospitality industry.		
Module 2: Hospitality Information Systems		11
Property Management Systems (PMS), Central Reservation Systems (CRS), Global Distribution Systems (GDS), Point of Sale (POS) systems in food & beverage operations, Customer Relationship Management (CRM) systems, Integration of hospitality information systems		
Module 3: E-Commerce, Digital Marketing and Online Platforms		12
E-commerce applications in hospitality, Online Travel Agencies (OTAs) and booking engines, Website management and online reputation management, social media platforms and digital promotion strategies, Mobile applications in hospitality services, Online payment systems and digital wallets		
Module 4: Data Management, Analytics and Emerging Technologies		11
Data collection and database management in hospitality, Introduction to hospitality analytics and business intelligence, Revenue management systems and demand forecasting, Artificial Intelligence (AI) and Chatbots in hospitality, Internet of Things (IoT) in smart hotels, Cloud computing and automation in hospitality operations		
Module 5: IT Laws, Cyber Security and Ethical Issues in Hospitality		10
Information Technology Act, 2000 (India) – overview and relevance, Data protection and privacy in hospitality organizations, Cyber security threats and preventive measures, Digital payment security and fraud prevention, Ethical issues in IT usage, Compliance with government regulations and standards, Challenges of technology adoption in hospitality industry		
Recommended Text Books: 1. Kasavana, M. & Brooks, R. – <i>Managing Technology in the Hospitality Industry</i> 2. Laudon, K. & Laudon, J. – <i>Management Information Systems</i> 3. Buhalis, D. – <i>E-Tourism: Information Technology for Strategic Tourism Management</i> 4. O'Brien, J. – <i>Introduction to Information Systems</i>		

VI Semester
Name of the Program: BBA (HEM)
Course Code: HEM 5.4
Name of the Course: Research Methodology

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	52 Hrs.
Pedagogy: Classroom lectures, Tutorials, Case studies, Group discussions, Seminars, Research projects, Field surveys & Data analysis exercises.		
Course Outcomes: On successful completion of the course the student will demonstrate		
a) The ability to understand the concepts, objectives, and process of business research.		
b) The ability to apply appropriate methods and tools for data collection and analysis.		
c) The ability to interpret research findings and use statistical techniques in decision-making.		
d) The ability to prepare professional research reports for business and academic purposes		
Syllabus		Hours
Module 1: Introduction to Research		08
Meaning and objectives of research. Types and scope of research. Research approaches. Research process. Research design. Research methods versus research methodology. Steps in research. Problem formulation. Statement of research objectives. Exploratory, descriptive, and experimental research.		
Module 2: Methods of Data Collection		16
Observational and survey methods. Fieldwork planning. Administration of surveys. Training of field investigators. Sampling methods. Determination of sample size. Sources of primary and secondary data. Advantages and limitations of different data collection methods.		
Module 3: Tools for Collection of Data		16
Questionnaire design and development. Attitude measurement techniques. Motivational research techniques. Selection of appropriate statistical techniques. Scaling techniques. Reliability and validity of research instruments.		
Module 4: Statistical Methods		14
Tabulation of data. Analysis and interpretation of data. Hypothesis testing (theory only). Introduction to advanced statistical techniques: ANOVA, Discriminant Analysis, Factor Analysis, Conjoint Analysis, Multidimensional Scaling, and Cluster Analysis (concepts only)		
Module 5: Report Writing		14
Types of reports. Business, technical, and academic report writing. Research report structure and methodology. Presentation of findings. References and bibliography. Formatting and documentation standards		
Skill Development Activities		
1. Illustrate different types of sampling methods with suitable examples.		
2. Construct a questionnaire for collecting primary data on a selected research topic.		
3. Conduct an observational study and prepare a brief report on the findings.		
4. Diagrammatically present information collected through questionnaires using charts and graphs.		
5. Prepare tabulation sheets and analyze collected data.		
6. Develop a mini research proposal on a business-related issue.		
7. Interpret simple statistical results and present conclusions.		
8. Prepare and present a research report based on collected data.		

Recommended Text Books:

1. C.R. Kothari – *Research Methodology: Methods and Techniques*
2. Malhotra, N. – *Marketing Research*
3. Cooper, D. & Schindler, P. – *Business Research Methods*
4. Bryman, A. & Bell, E. – *Business Research Methods*

V Semester**Name of the Program:** BBA (HEM)**Course Code:** HEM 5.5**Name of the Course:** Food Science and Nutrition

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Role plays, Case studies, Industry interaction & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand the basic concepts of food science and human nutrition. b) The ability to explain the functions of nutrients and their importance in hospitality operations. c) The ability to apply principles of nutrition in menu planning and food service operations. d) The ability to understand food safety, hygiene, and legal standards applicable to hospitality and event management. e) The ability to analyze the role of nutrition in promoting health and wellness through food services.		
Syllabus		Hours
Module 1: Introduction To Food Science and Nutrition		14
Meaning and scope of food science, Relationship between food science, nutrition, and hospitality industry. Definition and scope of nutrition, Basic concepts of health, wellness, and balanced diet, Functions of food, Factors affecting food choices, Role of nutrition in hospitality and event catering services, Overview of food-related laws and regulations applicable to hospitality establishments.		
Module 2: Nutrients And Their Functions		14
Macro nutrients: carbohydrates, proteins, fats – classification, sources, functions, and requirements. Micro nutrients: vitamins and minerals – classification, sources, functions, and deficiency disorders. Water: importance and functions, Dietary fiber and its role in health, Energy requirements and Recommended Dietary Allowances (RDA), Nutrition requirements across life cycle: infants, children, adolescents, adults, elderly, and special groups, Application of nutrient knowledge in menu planning for hotels, restaurants, and events.		
Module 3: Food Safety, Hygiene and Quality Control		14
Food Spoilage: Causes and prevention, Food Contamination: Biological, chemical, physical hazards. Preservation Methods: Freezing, drying, canning, pasteurization. Hygiene: Personal hygiene, food handler practices, sanitation. Food Safety Systems: HACCP basics, quality control.		
Module 4: Nutrition In Food Service and Menu Planning		14
Principles of menu planning, Balanced diet planning for different customer segments, Therapeutic diets – concept and importance, Nutrition for special occasions and events, Nutrition and lifestyle-related diseases, Role of nutrition in wellness tourism and health-focused hospitality services, Ethical considerations in food service and nutrition.		
Skill Development Activities • Preparation of a balanced menu for a hotel restaurant or event. • Case study on food safety lapses and preventive measures. • Identification of nutrient content in common food items used in hospitality. • Visit to a food service establishment to study hygiene and safety practices.		

Recommended Text Books:

- Srilakshmi, B. – Food Science, New Age International Publishers.
- Mudambi & Rajagopal – Fundamentals of Foods, Nutrition and Diet Therapy, Wiley Eastern.
- Swaminathan, M. – Essentials of Food and Nutrition, BAPPCO.
- Potter & Hotchkiss – Food Science, Springer.
- FSSAI Manuals and Guidelines (latest editions).

V Semester**Name of the Program:** BBA (HEM)**Course Code:** HEM 5.6**Name of the Course:** Computer Reservation System & GDS**Practical Paper Scheme of Examination**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate - Understand and use CRS/GDS for hospitality, travel, and event bookings. - Perform reservations, cancellations, ticketing, and itinerary management accurately. - Retrieve, interpret, and manage information like room availability, fares, and schedules. - Follow data security, ethics, and maintain records for CRS/GDS operations.		
COURSE CONTENT		Hours
P-01: Introduction to CRS Interface		05
Understanding reservation screen layout, Login and navigation basics, Identifying booking fields Outcome: Students understand system environment.		
P-02: Hotel Reservation Entry		06
Creating a new hotel booking, entering guest details, Room selection and rate entry, Booking confirmation		
P-03: Reservation Modification & Cancellation		06
Modify booking dates, change room type, cancel reservation, Generate cancellation number		
P-04: Airline Availability Search		05
Search flights between cities, Check flight timings and availability, Fare display understanding		
P-05: Flight Booking Simulation		06
Create Passenger Name Record (PNR), Add passenger details, select flight, Confirm booking		
P-06: Ticketing & Fare Calculation		05
Basic fare calculation practice, Ticket generation simulation, Fare comparison		
P-07: GDS System Familiarization (Amadeus/Galileo/Sabre Demo)		06
Understanding command entries, City and airport code search, Airline code search		

P-08: Group Reservation Handling	06
Booking for multiple passengers, Room blocking concept, Event group booking basics	
P-09: Travel Itinerary Creation	06
Creating travel itinerary, Combining hotel, flight, and transfers, Printing itinerary	
P-10: Handling Special Requests	05
Meal preference, Airport assistance, VIP guest handling	
Scheme of Conducting Practical Classes & Examination Practical classes for HEM 5.6- Computer Reservation System & GDS, will be conducted per week by the concerned faculty on dedicated software enabled computer/Classes. During the current semester, after gaining the required subject knowledge student may go for internship for minimum 60 hours (Based on Availability) or on the basis of regular classroom classes, they need to 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 of External Marks- 40, 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
Practical Task Related to CRS & GDS Suggested Practical Evaluation Components: ❖ Reservation creation ❖ Modification & cancellation ❖ Itinerary preparation (It may Vary as per Current Market Standards)	15 Marks
Journal (Handwritten)	10 Marks
Viva-Voce Exam on CRS/GDS terms	10 Marks
Grooming & Communication	05 Marks
TOTAL	40 Marks

Industry Software Examples for Demonstration

- Amadeus
- Galileo
- Sabre

- Hotel PMS like Opera or IDS
- Online booking portals

V Semester
Name of the Program: BBA (HEM)
Course Code: HEM 5.7
Name of the Course: Employability Skills

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	2 Hrs.	26 Hrs.
Pedagogy: Classroom lectures, Case studies, Group discussions, Role plays, Event simulations, Guest lectures & Field exposure.		
Course Outcomes: On successful completion of the course the student will demonstrate		
a) Develop systematic problem-solving abilities.		
b) Enhance verbal and non-verbal reasoning skills.		
c) Improve numerical and analytical abilities.		
d) Enhance English language and communication skills.		
Syllabus		Hours
Module 1: General Orientation on Competitive Exams		06
Overview of competitive examinations for government recruitment in India – introduction, eligibility criteria, exam pattern, syllabus, and preparation resources.		
Module 2: Quantitative Aptitude		06
Number system, HCF and LCM, ratio and proportion, averages, ages, percentages, partnerships, time, speed and distance, profit and loss, data interpretation, simple interest and compound interest, clocks, and calendars.		
Module 3: Verbal and Non-Verbal Reasoning		07
Verbal Reasoning: Data analysis, data sufficiency, decision making, coding and decoding, blood relations, puzzle tests, direction sense test, Venn diagrams and syllogisms, alphabet test, arithmetical reasoning, input/output, series, and seating arrangements.		
Non-Verbal Reasoning: Analogy, water images, mirror images, embedded figures, pattern completion, paper folding, cubes and dice, figure formation and analysis.		
Module 4: English Language and Comprehension		07
Vocabulary, English grammar, verbal ability, sentence structure, spot the error, fill in the blanks, idioms and phrases, cloze passages, and reading comprehension.		
Recommended Text Books:		
• Quantitative Aptitude for Competitive Examinations — <i>R.S. Aggarwal</i> (S. Chand) • Analytical Reasoning — <i>M.K. Pandey</i> • Objective General English — <i>S.P. Bakshi</i>. • Oswaal Objective Verbal & Non-Verbal Reasoning. • Arihant Competitive Exam Reasoning & Aptitude Books		
Skill Development Activities		
Activity-based learning through problem-solving exercises, case studies, role-playing, debates, group discussions, mock tests, and assessments, along with any other relevant activities to ensure effective learning.		

VI Semester
Name of the Program: BBA (HEM)
Course Code: HEM6.1

Name of the Course: Startup and Entrepreneurial Development

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Group discussions, Business plan preparation, Seminars, Guest lectures, Field visits & Startup interaction.		
Course Outcomes: On successful completion of the course the student will demonstrate a) The ability to understand the concepts and process of entrepreneurship and startup development. b) The ability to identify business opportunities, especially in hospitality and service sectors. c) The ability to prepare and evaluate startup business plans. d) The ability to understand government support, legal requirements, and challenges faced by entrepreneurs.		
Syllabus		Hours
Module 1: Introduction to Entrepreneurship and Startups		12
Meaning, nature, and importance of entrepreneurship, Evolution and types of entrepreneurs, Entrepreneurial mindset and characteristics, Role of entrepreneurship in economic development, Concept of startups and startup ecosystem in India, Opportunities for startups in hospitality, tourism, and events		
Module 2: Opportunity Identification and Business Idea Generation		10
Idea generation techniques and creativity, Identification of business opportunities, Market research and feasibility analysis, SWOT analysis for startup ideas, Innovation and design thinking, Case studies of successful startups.		
Module 3: Business Plan and Startup Finance		11
Meaning and importance of business plan, Components of a business plan, Startup cost estimation and budgeting, Sources of finance: bootstrapping, angel investors, venture capital, financial projections and break-even analysis, Basics of pricing and revenue models.		
Module 4: Legal Framework and Government Support for Startups		11
Business forms: sole proprietorship, partnership, LLP, company, Startup registration and licensing procedures, Intellectual Property Rights (IPR): patents, trademarks, copyrights, Government initiatives: Startup India, MSME, Make in India, Role of incubators, accelerators, and co-working spaces, Tax benefits and incentives for startups.		
Module 5: Managing, Growing and Sustaining Startups		12
Launching and managing startup operations, Marketing strategies for startups, Human resource management in startups, Challenges faced by startups and failure management, Scaling up and growth strategies, Ethics, social responsibility, and sustainable entrepreneurship, Case studies of startup successes and failures.		
Suggested Readings: • Entrepreneurship: New Venture Creation — <i>David H. Holt</i> • Innovation and Entrepreneurship — <i>Peter F. Drucker</i> • Developing Entrepreneurship: A Handbook on Learning Systems — <i>Udai Pareek & Venkateswara Rao</i>		

VI Semester
Name of the Program: BBA (HEM)
Course Code: HEM 6.2

Name of the Course: Brand Management and Marketing

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Group discussions, Brand audits, Seminars, Presentations, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) Understand fundamental marketing and branding concepts in competitive markets. b) Build, manage, and sustain strong brands, especially in hospitality and service industries. c) Analyze consumer behavior, perceptions, and brand equity. d) Design integrated branding and marketing strategies.		
Syllabus		Hours
Module 1: Introduction to Marketing and Brand Management		14
Meaning, nature, and scope of marketing, Evolution of marketing concepts: production, product, selling, marketing, and societal marketing concepts. Meaning, nature, and scope of branding. Brand vs product, Types of brands and brand elements (name, logo, slogan, symbols), Brand identity, brand image, and brand personality. Importance of marketing and branding in hospitality and service industries. Brand positioning and differentiation strategies.		
Module 2: Marketing Environment, Consumer Behavior and Brand Equity		14
Marketing environment: micro and macro environment, Consumer behavior concepts: needs, motives, perception, attitudes, and buying behavior, Concept and components of brand equity, Customer-Based Brand Equity (CBBE) model, Brand awareness, brand associations, and brand loyalty, Brand audits and brand tracking, Measuring brand and marketing performance.		
Module 3: Marketing Strategy, Brand Strategy and Communication		14
Marketing strategy formulation: Segmentation, Targeting, and Positioning (STP), Marketing mix (4Ps and 7Ps) with relevance to hospitality and events, Brand strategy and brand architecture, Integrated Marketing Communication (IMC), Advertising, sales promotion, public relations, and personal selling. Social media marketing and influencer branding for hospitality, tourism, and events. Travel vlog writing and content creation for tourism and hospitality promotion, destination storytelling, hotel and event reviews, blogging and video content strategies.		
Module 4: Brand Management and Marketing in Hospitality and Events		14
Branding and marketing of hotels, resorts, restaurants, and event management firms, Service branding and experiential marketing, Destination branding and place marketing, Employer branding in hospitality organizations, Brand experience, customer engagement, and relationship marketing. Case studies of successful hospitality and event brands.		
Recommended Text Books: • Keller, K. L. – <i>Strategic Brand Management</i> • Kapferer, J. N. – <i>The New Strategic Brand Management</i> • Kotler, P. & Keller, K. L. – <i>Marketing Management</i> • Aaker, D. A. – <i>Managing Brand Equity</i> • Lovelock, C. & Wirtz, J. – <i>Services Marketing</i>		

VI Semester
Name of the Program: BBA (HEM)
Course Code: HEM 6.3
Name of the Course: Hospitality Law

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Group discussions, Brand audits, Seminars, Presentations, Industry examples & Fieldwork.		
Course Outcomes: On successful completion of the course the student will demonstrate a) Understand the fundamentals of contract law and negotiable instruments applicable to hospitality and event operations. b) Analyze the legal relationship between hotel and guest, including rights, duties, liabilities, refusal of accommodation, and eviction. c) Examine food safety, consumer protection laws, and legal forums relevant to hospitality establishments and events. d) Develop an understanding of labor and employee welfare laws applicable to hotels, restaurants, and event organizations. e) the understanding of Brand Laws, Ethics and Contemporary Marketing Issues.		
Syllabus		Hours
Module 1: Contract Law & Negotiable Instruments		12
Meaning and characteristics of a valid contract, Types of contracts relevant to hospitality and event management, Essentials of a valid contract, Breach of contract and remedies, Negotiable Instruments Act – overview, Types of negotiable instruments: Promissory Note, Bill of Exchange, Cheques. Modern instruments: Credit cards, Debit cards, Traveller's cheques (conceptual understanding), Importance of contracts in hotel operations and event agreements		
Module 2: Laws Relating to Hotel-Guest Relationship & Lodging		11
Legal definitions: Hotel, Lodging House, Innkeeper, Guest, Paying Guest, Fair Rate, Tenant, Tenement, Premises. Hotel and Lodging House Rates Control Act – overview, Appointment and role of Controller, Fixation of fair rates, Refusal of accommodation: legal grounds, Eviction of a guest from hotel room Rights, duties, and responsibilities of an innkeeper. Liability of hotel for guest property, Innkeeper's lien Case studies related to hotel-guest disputes		
Module 3: Food Safety, Consumer Protection & Event Regulations		12
Food Safety and Standards Act, 2006 (in place of PFA Act – overview), Definitions: adulterant, adulterated food, food business operator. Food Safety Officers: powers and duties, Food testing and analysis procedures, Reporting of food poisoning cases. Consumer Protection Act, 2019: Consumer rights, Consumer dispute redressal commissions: District, State, National. Jurisdiction and role of consumer forums, Legal implications for hotels, restaurants, caterers, and event organizers, Case examples from hospitality and event industry.		
Module 4: Labour Laws & Employee Welfare in Hospitality Industry		11
Introduction to labour legislation in hospitality sector, Employees' Compensation Act (Workmen's Compensation Act): Nature and scope of the Act, Employer's liability, Partial and total disablement, Compensation for injury during employment. Overview of other relevant labour laws (conceptual): Minimum Wages Act, Payment of Wages Act, Employees' State Insurance Act (ESI), Provident Fund Act Importance of labour welfare in hotels and event organizations		
Module 5: Brand Laws, Ethics and Contemporary Marketing Issues		10

Trademark Act and brand protection, Intellectual Property Rights (IPR), copyrights, and patents. Brand ethics, sustainability, and social responsibility, Brand crisis management and online reputation management, Brand valuation and brand portfolio management, Challenges and future trends in branding and marketing.

Recommended Text Books:

- M.C. Shukla – A Manual of Mercantile Law, S. Chand & Co., New Delhi
- Dr. A.N. Sharma – Aspects of Labour Welfare and Social Security
- B.K. Chakraborty – Labour Laws of India, International Law Book Company
- Amitabh Devendra – Hotel Law
- R.K. Bangia – Consumer Protection Laws

V Semester

Name of the Program: BBA (HEM)

Course Code: HEM 6.4

Name of the Course: Customer Relationship Management

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4 Credits	4 Hrs.	56 Hrs.
Pedagogy: Classroom lectures, Case studies, Group discussions, Role plays, CRM software demonstrations, Seminars, Field visits & Industry interaction.		
Course Outcomes: On successful completion of the course the student will demonstrate - The ability to understand the concepts and importance of customer relationship management in service industries. - The ability to apply CRM strategies to enhance customer satisfaction and loyalty. - The ability to analyze customer data and service experiences for relationship building. - The ability to manage customer complaints and long-term relationships effectively.		
Syllabus		Hours
Module 1: Introduction to Customer Relationship Management		10
Meaning, nature, and scope of CRM, Evolution of CRM and relationship marketing, Importance of CRM in hospitality, tourism, and event management, Customer expectations and service quality, CRM as a competitive advantage, Customer lifecycle and relationship stages		
Module 2: CRM Strategies and Customer Service Excellence		12
CRM strategies in service organizations, Service quality management and customer satisfaction, Customer loyalty and retention strategies, Personalization and customization of services, Handling customer complaints and service recovery, Role of frontline employees in CRM		
Module 3: CRM Technology and Customer Data Management		12
CRM systems and software applications, Customer data collection and database management Data analytics for customer insights, E-CRM and mobile CRM, Integration of CRM with PMS, POS, and other systems, Online reputation management and social CRM		
Module 4: CRM in Hospitality and Event Management		11
CRM practices in hotels, restaurants, resorts, and events, Guest history, preferences, and loyalty programs, Relationship management with corporate and event clients, CRM in MICE and sports events Case studies of successful CRM practices in hospitality		
Module 5: Customer Relationship Laws, Ethics and Contemporary Issues		11
Consumer Protection Act, 2019 – overview, Customer rights and service provider responsibilities, Ethical issues in customer data handling, Data privacy and information security (basic overview), Managing customer expectations in the digital era, Challenges in CRM implementation, Future trends in CRM		

Recommended Text Books:

1. Buttle, F. & Maklan, S. – Customer Relationship Management: Concepts and Technologies
2. Peppers, D. & Rogers, M. – Managing Customer Relationships
3. Kotler, P., Bowen, J. & Makens, J. – Marketing for Hospitality and Tourism
4. Greenberg, P. – CRM at the Speed of Light

VI Semester**Name of the Program:** BBA (HEM)**Course Code:** HEM 6.5**Name of the Course:** AI and Data Analytics for Hospitality & Events

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	45 Hrs.
Pedagogy: Classroom lectures, Tutorials, Group discussions, Seminars, Case studies & Fieldwork.		
Course Outcomes: a) Understand AI, machine learning, and data analytics and how they apply to hospitality and events. b) Collect, manage, and show data to help make decisions. c) Use AI tools for pricing, customer service, and event planning. d) Analyze customer behavior, market trends, and event feedback. e) Follow ethical, privacy, and legal rules when using AI and data.		
Syllabus		Hours
Module 1: Introduction to AI and Analytics in Hospitality & Events		09
Overview of AI, Machine Learning, and Data Analytics, Evolution of technology in hospitality and event management, Data types in hospitality: customer, operational, financial, and event data. Role of analytics in strategic and operational decisions. Case examples: Hotels, resorts, airlines, MICE, and mega events.		
Module 2: Data Collection, Management, and Visualization		09
Sources of data: PMS, CRM, POS, social media, IoT devices. Data quality, cleaning, and preparation. Introduction to dashboards and visualization tools, Key hospitality KPIs: ADR, RevPAR, Occupancy Rate, Event ROI, Hands-on: Creating simple dashboards using Excel / Power BI / Tableau.		
Module 3: AI Applications in Hospitality Operations		09
AI in demand forecasting and inventory management, Dynamic pricing and revenue management systems, AI-powered chatbots and virtual concierges, Smart rooms, IoT, and automation in hotels, Predictive maintenance and operational efficiency.		
Module 4: AI and Analytics in Event Management		08
Event planning using predictive analytics, Attendance forecasting and crowd management, AI in venue selection and logistics optimization, Sentiment analysis of event feedback and social media, Case study: Sports events, concerts, conferences, and festivals.		
Module 5: Customer Experience, Ethics and Future Trends		10
Customer segmentation using data analytics, AI-driven personalization and recommendation systems. Loyalty programs and customer lifetime value analysis, Digital marketing analytics for hospitality and events, AI tools for social media listening and brand analytics. Ethical use of AI in service industries. Data privacy, cybersecurity, and compliance. Bias, transparency, and responsible AI. Future trends: Metaverse, AR/VR, Generative AI, Smart Tourism.		

Suggested Skill Development Activities

- Hands-on creation of dashboards using Excel, Power BI, or Tableau for hospitality KPIs.
- Role-play on AI-driven customer service (chatbots, virtual concierge).
- Case study analysis: AI applications in hotel revenue management and event forecasting.
- Group project: Sentiment analysis of guest reviews or event feedback using online tools.
- Mock exercise: Implement predictive analytics for event attendance and revenue planning.

Recommended Text Books:

Ivanov, S. & Webster, C. – Robotics, AI, and Service Automation in Hospitality and Tourism, Emerald Publishing.

Marr, Bernard – Data Strategy: How to Profit from a World of Big Data, Analytics and AI, Kogan Page.

Ransbotham, Sam et al. – Artificial Intelligence in Business and Society, MIT Press.

Buhalis, D. & Leung, D. – Smart Hospitality: AI and Analytics Applications, Channel View Publications.

Curry, Eric – Practical Data Analytics for Hospitality and Tourism, Routledge.

VI Semester

Name of the Program: BBA (HEM)

Course Code: HEM 6.6

Name of the Course: Industry Exposure Training (Log Book, Viva-Voce & Presentation)

Compulsory Research Methodology with Survey Project-2

Practical Paper Scheme of Examination**Course Outcomes: On successful completion of the Internship the student will:**

CO.1 Analyse guest preferences and expectations to deliver personalized hospitality and event experiences.

CO.2 Demonstrate effective guest handling and conflict resolution skills in real operational situations.

CO.3 Exhibit leadership, teamwork, and professional conduct while working with diverse hospitality teams.

CO.4 Apply theoretical knowledge to practical operations across major hotel and event departments.

CO.5 Document and present industry learning through structured reports and professional presentations.

Scheme of Conducting Internship & Examination

The Industry Exposure Training shall be of minimum 6 weeks duration, need to be conducted just after the Completion of V – Semester End Examination in any live organization of Hospitality and Event Management Sector under the guidance of assigned faculty member.

Documents to be Submitted

On completion of the Industry Exposure Training, students shall submit:

1. Log Book (duly signed)
2. Appraisal Forms with sign and seal of organization.
3. Industry Training Completion Certificate
4. Industry Training Report/Survey Report
5. PowerPoint Presentation

The Marks distribution for CIE is 10 Marks and SEE is 40, Total-100 Marks in the following manner:

Continuous Internal Exam (CIE)	
Total: 10 Marks	
Basis of Awarding Marks	Distribution of Marks
Training Attendance & Punctuality (as per log record)	02 Marks
Log Book (duly signed, regular entries &	03 Marks

reflections)	
Appraisal Form (with sign & seal)	05 Marks

Semester End Exam (SEE)	
Total- 40 Marks	
Basis of Awarding Marks	Distribution of Marks
Survey Project Report /Training Report (structure, content, learning outcomes & analysis)	15 Marks
PowerPoint Presentation (professionalism, clarity & learning demonstration)	10 Marks
Viva-Voce Examination (practical exposure, application of knowledge & confidence)	10 Marks
Grooming, Communication & Professional Conduct	05 Marks