

**Deen Dayal Upadhyaya Gorakhpur University,  
Gorakhpur**



**Bachelor of Business Administration-  
HOSPITALITY AND TOURISM (B.B.A.-HT)**

**Three Year Programme  
(In Six Semesters)**

## **COURSE STRUCTURE**

**(Under Choice Based Credit System)**

**Department of Business Administration  
Deen Dayal Upadhyaya Gorakhpur University, Gorakhpur**

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## Department of Business Administration

### BACHELOR OF BUSINESS ADMINISTRATION-

#### HOSPITALITY AND TOURISM (B.B.A.-HT)

The three-year full-time Degree in Bachelor of Business Administration- Hospitality and Tourism (BBA-HT) shall be governed by the Department of Business Administration, DDU Gorakhpur University, Gorakhpur-273009

#### The Programme Structure

The Bachelor of Business Administration- Hospitality and Tourism (BBA-HT) program is divided into three parts as under. Each Part will consist of two semesters.

Year	Semester-Odd	Semester-Even
1 <sup>st</sup>	Semester-I	Semester-II
2 <sup>nd</sup>	Semester-III	Semester-IV
3 <sup>rd</sup>	Semester-V	Semester-VI

#### Classification of Credits as per Year and Semesters

Year	Semester	Major	Ability Enhancement Course	Skill Enhancement Course	Research/Internship Project	Total Credit
1 <sup>st</sup>	I	20	2	3	-	25
	II	20	2	3	-	25
2 <sup>nd</sup>	III	20	2	3	-	25
	IV	20	2	-	-	22
3 <sup>rd</sup>	V	16	-	-	4	20
	VI	20	-	-	-	20
Total		116	08	09	04	137

Note: One lecture will be of 60 minutes i.e one hour duration

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### Course structure

		Major	Credits	Skill Enhancement Course	Ability Enhancement Course	Research /Project/Dissertation/Internship/Field work/Survey	Total Credits
Year	Semester						
<b>Year 1</b>							
1	I	Principles of Management	4+0	1 (3 Credits)	1 (2 Credits)	-	25
		Business Communication	4+0				
		Introduction to Tourism Industry	4+0				
		Introduction to Hospitality Management	4+0				
		Hospitality operations management-Practical	0+4				
1	II	Introduction to Hospitality Industry	4+0	1 (3 Credits)	1 (2 Credits)	-	25
		Computer Application in Business	4+0				
		Housekeeping Management	4+0				
		Tourism Products and Services	4+0				
		Event Management in Hospitality and Tourism-Practical	0+4				
<b>Year 2</b>							
2	III	TOUR PACKAGING MANAGEMENT	4+0	1 (3 Credits)	1 (2 Credits)	-	25
		AIRLINE OPERATION MANAGEMENT	4+0				
		BASICS OF F&B SERVICE	4+0				
		DATABASE MANAGEMENT SYSTEM	4+0				
		DATABASE MANAGEMENT SYSTEM-PRACTICAL	0+4				
2	IV	TRAVEL DOCUMENTATI	4+0	-	1 (2 Credits)		22

		ON					
		INDIAN CULTURAL HERITAGE PERSPECTIVE FOR TOURISM	4+0				
		FINANCIAL ACCOUNTING	4+0				
		BASICS OF FRONT OFFICE OPERATIONS	4+0				
		BASICS OF FRONT OFFICE OPERATIONS-PRACTICAL	0+4				
Year 3							
3	V	Hospitality information systems	4+0				20
		Food and beverage management	4+0				
		Health and safety management	4+0				
		Hospitality law and ethics	4+0				
		*Summer training				0+4	
3	VI	Event management for hotels	4+0				20
		Travel geography	4+0				
		Innovative practices in tourism management	4+0				
		Transportation management	4+0				
		Summer training report, presentation and its evaluation & viva-voce	0+4				

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## Semester Wise Course Structure

### Year 1<sup>st</sup> Semester I

Year	Semester	Paper Code	Paper Name	Credit
Major Course				
1st	I	BBA-HT101	Principles of Management	4+0
		BBA-HT102	Business Communication	4+0
		BBA-HT103	Introduction to Tourism Industry	4+0
		BBA-HT104	Introduction to Hospitality Management	4+0
		BBA-HT105	Hospitality operations management- Practical	0+4
		Skill Enhancement Courses (SEC)		
		Any one course (From pool of courses offered at University level)		3+0
		Ability Enhancement Courses (AEC)		
		Any one course (From pool of courses offered at University level)		2+0

**Total Credits-25**

**Note:**

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.

### Year 1<sup>st</sup> Semester II

Year	Semester	Paper Code	Paper Name	Credit	
Major Courses					
1 <sup>st</sup>	II	BBA-HT106	Introduction to Hospitality Industry	4+0	
		BBA-HT107	Computer Application in Business	4+0	
		BBA-HT108	Housekeeping Management	4+0	
		BBA-HT109	Tourism Products and Services	4+0	
		BBA-HT110	Event Management in Hospitality and Tourism-Practical	0+4	
		Skill Enhancement Courses (SEC)			
		Any one course (From pool of courses offered at University level)			3+0
		Ability Enhancement Courses (AEC)			
		Any one course (From pool of courses offered at University level)			2+0

**Total Credits-25**

**Note:**

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.

### Year 2<sup>nd</sup> Semester III

Year	Semester	Paper Code	Paper Name	Credit
<b>Major Course</b>				
2 <sup>nd</sup>	III	BBA-HT 201	TOUR PACKAGING MANAGEMENT	4+0
		BBA-HT 202	AIRLINE OPERATION MANAGEMENT	4+0
		BBA-HT 203	BASICS OF F&B SERVICE	4+0
		BBA-HT 204	DATABASE MANAGEMENT SYSTEM	4+0
		BBA-HT 205	DATABASE MANAGEMENT SYSTEM-PRACTICAL	0+4
		<b>Skill Enhancement Courses (SEC)</b>		
		Any one course (From pool of courses offered at University level)		3+0
		<b>Ability Enhancement Courses (AEC)</b>		
		Any one course (From pool of courses offered at University level)		2+0
		<b>Total Credits-25</b>		

**Note:**

Select one course from the Ability Enhancement Course (AEC) and one course from the Skill Enhancement Course (SEC) categories, from the pool of courses offered at the university level. For more details, please refer to the university's website.

### Year 3<sup>rd</sup> Semester V

Year	Semester	Paper Code	Paper Name	Credit
Major Course				
3 <sup>rd</sup>	V	BBA-HT 301	HOSPITALITY INFORMATION SYSTEMS	4+0
		BBA-HT 302	FOOD AND BEVERAGE MNGEMENT	4+0
		BBA-HT 303	HEALTH AND SAFETY MANAGEMENT	4+0
		BBA-HT 304	HOSPITALITY LAW AND ETHICS	4+0
		BBA-HT 305	*SUMMERTRAINING	0+4

*Total Credits-20*

#### Summer Training:

At the end of the fifth semester, every student is required to undertake a Research Project, Dissertation, Internship, Field Work, or Survey, which will carry 3 credits. The internship, with a duration of 4-6 weeks, is to be completed during the break between the fifth and sixth semesters. Upon completion, students must submit a report accompanied by certification from the respective institute or organization. The report will be evaluated by a panel comprising two experts (one internal and one external), and there will be no internal evaluation for this component. Additionally, in the sixth semester, a Viva-Voce examination will be conducted based on the Summer Training Report and overall course, with the evaluation consisting of 50 marks for the report and 50 marks for the Viva-Voce.

### Year 3<sup>rd</sup> Semester VI

Year	Semester	Paper Code	Paper Name	Credit
Major Course				
3 <sup>rd</sup>	VI	BBA-HT 306	EVENT MANAGEMENT FOR HOTELS	4+0
		BBA-HT307	TRAVEL GEOGRAPHY	4+0
		BBA-HT308	INNOVATIVE PRACTICES IN TOURISM MANAGEMENT	4+0
		BBA-HT309	TRANSPORTATION MANAGEMENT	4+0
		BBA-HT310	Summer Training Report, Presentation, its Evaluation & Viva- Voce	0+4

*Total Credits- 20*





**DEPARTMENT OF BUSINESS ADMINISTRATION  
BACHELOR OF BUSINESS ADMINISTRATION-  
HOSPITALITY AND TOURISM (BBA – HT)**

**DISTRIBUTION OF DIFFERENT COURSES AND CREDITD IN VARIOUS  
SEMESTERS**

**Course Code: BBA-HT101**

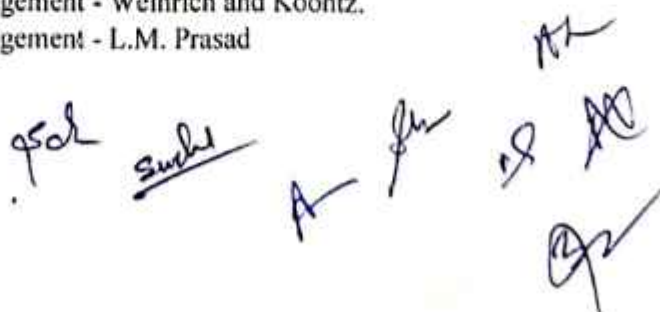
**Credits- 4+0**

**Course Title: Principles of Management**

<b>COURSE OBJECTIVE</b>	
The objective of this course is to provide students ,with a comprehensive understanding of the fundamental principles of management.	
<b>Unit</b>	<b>Topics</b>
<b>I</b>	Nature of Management Concept and significance of management Nature of management Process of Management Functional areas of management Evolution of management thoughts-contribution of F.W. Taylor, Henry Fayol Behavioral Science approach Contingency approach Management Functions - Planning, Organizing, Staffing, Directing and Controlling.
<b>II</b>	Planning – meaning' and importance Elements of a plan Process of planning Advantages and limitations of Planning Decision making – Concept and Meaning Importance of Decision Making Process of decision making Techniques of decision making.
<b>III</b>	Meaning and concept of organizing Nature and Significance of organizing Delegation: Authority and responsibility relationship Centralization v/s decentralization Meaning of departmentation Structure of an organization (formal and informal, line and staff and matrix)
<b>IV</b>	Directing: Meaning of Directing Process of directing Meaning , Concept and significance of motivation Theories of Motivation (Maslow, Herzberg, Mc Gregor ) , Meaning and concept of Leadership Traits and Qualities of leader Styles of Leadership Co -ordination – Meaning and elements Controlling: Meaning and Concept Process of Controlling Effective Control System Techniques of Controlling ( TQM, Quality Circles, Brainstorming , Decision tree)
<b>Course Outcome:</b> <ul style="list-style-type: none"> <li>• Demonstrate comprehension of key management theories, principles, and concepts.</li> <li>• Apply management principles to analyze and solve real-world organizational challenges.</li> <li>• Evaluate different management approaches and their applicability in diverse organizational contexts.</li> </ul>	

**ReferenceBooks:**

- Principles of Management - P.C. Tripathi& P.N. Reddy.
- Essentials of Management - Weihrich and Koontz.
- Principles of Management - L.M. Prasad



Course Code: BBA-IIT102

Credits- 4+0

Course Title: Business Communication

**COURSE OBJECTIVE:**

The objective of this course is to equip students with effective communication skills tailored to the unique demands of the hospitality and tourism industry. Through theoretical study, practical exercises, and industry-specific applications, students will develop the ability to communicate clearly, professionally, and persuasively in various business contexts

Unit	Topics
I	Concept of Communication: Meaning, definition, objectives, process, emergence and impact of technological advancements on communication Channels of Communication: formal and informal, vertical, horizontal, diagonal, grapevine Methods and Modes of Communication: Verbal and Non- Verbal Barriers to Communication: Physical barriers, Language barriers, Socio-Cultural barriers, Psychological barriers Listening: Importance of listening skills, cultivating good listening skills
II	Theory of Business Letter Writing: Parts, Structure, Layout of Letters- (Full block, Modified Block, Semi- Modified Block) Business Letters - Letter of Job Application, Resume Writing, Resignation Letter, Statement of Purpose Summarization: identification of main and supporting points, presenting these in a cohesive manner Business Proposals
III	Meaning, Nature and Scope Principles of Effective Oral communication Techniques of Effective Speech Effective Presentation Skills Interview Skills and Group Discussion- Strategies to prepare for Selection interview and Group Discussion
IV	Personality Enhancement , The Art of Public Speaking Voice Modulation Grooming Personal Branding
<b>Course Outcome:</b> <ul style="list-style-type: none"><li>Understand the fundamental principles of business communication and their application within the hospitality and tourism industry.</li><li>Develop proficiency in written communication for hospitality and tourism, including email correspondence, reports, and promotional materials.</li><li>Enhance verbal communication skills for interacting with guests, colleagues, and stakeholders in hospitality and tourism settings.</li></ul>	

**Reference Books:**

Modern Business Correspondence by Garlside, L.E., McDonald and Evans Ltd., Plymouth 1980

Effective Communication Made Simple by Eyre, E.C., Rupa and Co., Calcutta 1985

Excellence in Public Relations and Communication Management edited by James E. Grunig, Lawrence Erlbaum Associates Hillsdale, NJ 1992

Making Meetings Work by Barkar, Alan, Sterling Publications Pvt. Ltd., New Delhi 1993

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Course Code: BBA-HT103

Credits- 4+0

Course Title: Introduction to Tourism Industry

**COURSE Objective:**

The objective of this course is to provide students with a comprehensive understanding of the fundamental concepts and principles underlying the tourism industry.

Unit	Topics
I	Introduction, Definition, historical development of Tourism, Forms of Tourism, Purpose of Travel and Significance of study Factors motivating Travel, Nature & Characteristics of Tourism Industry and Components Tourism benefits, Elements of Tourist destination and activities Influence on Tourist flows, Concept & Patterns of Tourist destination
II	Impacts of Tourism; Economic impacts of tourism, income and employment, multipliers of tourism, balance of payments, foreign exchange etc., Socio-cultural impacts of tourism: cultural exchange among nations and international understanding, Impacts of tourism on ecology and environment, Infrastructure in Tourism: Tourism Infrastructure - Types, Forms and Significance Accommodation; Forms and types Transport Sectors: Modes and relative significance Other support Infrastructures required for tourism
III	Tourism Product – Definition, elements, characteristics and types of tourism products Tourism Products - Natural attractions, Cultural attractions, World Heritage sites Tourism Organizations Global -WTO, ICAO, IATA, PATA, UFTAA; Tourism Organizations Indian- TAAI, IATO, ITDC, ASI ; Other Organizations in Tourism- Railways, Accommodation, Civil aviation and Air transport.
IV	Thrust Areas Of Tourism: Eco Tourism, Ethnic Tourism, MICE Tourism, Medical Tourism, Agro Tourism, Wedding Tourism, Cruise Tourism, Space Tourism. Emerging Sectors of Tourism-Information technology and Tourism, Tourism and Hospitality Industry, Hospitality Work force, Digital Technology for Tourism Marketing Emerging trends in Tourism Business and Hospitality Sustainable Tourism, Responsible Tourism

**Course Outcome:**

- Understand the definition, scope, and significance of tourism as a global industry.
- Identify and analyze the various sectors and components of the tourism industry, including transportation, accommodation, attractions, and tour operations.
- Explore the historical development of tourism and its evolution into a multifaceted industry in the modern era.

**Reference Books:**

Cristopher J. Holloway : The Business of Tourism : Macdonald and Evans, 1983.

K. Bhatia : Tourism Development Principles and Practice, Sterling Publishers (P) Ltd. New Delhi.

Anand M. M. : Tourism and Hotel Industry in India. Sterling Publishers (P) Ltd. New Delhi.

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Course Code: BBA-HIT104

Credits- 4+0

Course Title: Introduction to Hospitality Management

**COURSE OBJECTIVE:**

The objective of this course is to introduce students to the foundational principles and practices of hospitality management. students should be able to recognize the various sectors of the hospitality industry, understand the role of management in hospitality operations, and appreciate the importance of guest satisfaction and service excellence.

Unit	Topics
I	An introduction of the Hospitality Sector, Global and Indian Scenario, Scope of the sector Major Players in hospitality industry, Hotel Industry Out Look , Governmental & Non-Governmental bodies in the hospitality sector Characteristics of the Hospitality Industry, Relationship between the Hospitality Industry and Tourism Demand Drivers and Risk Factors
II	Definition, Principles Size, Scope of Hotel Industry ;Concepts of Hotel and its objectives ;Organization in hotels, departments and classification of hotels, Star categorization Types of rooms and types of plans License, permits and regulatory condition and Guidelines for hotel
III	Regulatory Policies (including environmental & foreign trade policies) License and Permits for Hotel and Catering Establishments Laws of Hotels under municipal corporations Renewal, Suspensions & Termination of Licenses
IV	Impact of FDI on the Hospitality Sector, Trends in FDI (Hospitality) Career options in hospitality industry, Demand of manpower in hospitality industry. Emerging Trends in Hospitality industry: Service Apartments, Spas, Budget Hotels, Resorts, Clubs

**Course Outcome:**

- Understand the scope and significance of the hospitality industry, including its various sectors such as accommodation, food and beverage, travel, and tourism.
- Identify the key functions and responsibilities of hospitality managers, including operations management, human resources, marketing, and financial management.
- Understand the principles of hospitality marketing and sales, including branding, customer relationship management, and revenue management.
- Examine ethical and sustainability considerations in hospitality management practices and their implications for business operations and reputation.

**Reference books**

- Anand, M.M. Tourism and Hotel Industry in India (New Delhi Prentice- Hall of India, 1976)
- Conrad Lashley Hospitality Retail Management
- Brain Cooper and Brain Floody -Starts and Run profitable Restaurant
- Sudhir Andrews- Front Office
- Hall and Sharples- Food Tourism 6. Jagmohan Negi- Hospitality Management

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Course Code: BBA-HT105

Credits- 0+4

Course Title: Hospitality operations management- Practical

**COURSE OBJECTIVE:**

The objective of this course is to provide students with a comprehensive understanding of the practical aspects involved in managing day-to-day operations within hospitality establishments such as hotels, restaurants, and resorts.

Unit	Topics
I	Hands-on experience with property management systems, reservation software, and guest feedback tools; Discussion on the practical implications of technology integration for improving efficiency and guest satisfaction
II	Visit to various hospitality establishments (hotels, restaurants, resorts) Observation of operational processes and interactions between departments
III	Practical session conducting room inspections following established protocols and checklists; Identification of cleanliness and maintenance issues
IV	Practice conducting linen inventories, tracking usage, and identifying replenishment needs Discussion on strategies for minimizing linen losses and optimizing inventory levels

**Course Outcome:**

- Understand the key components of hospitality operations management, including front office and housekeeping
- Analyze the operational challenges faced by hospitality establishments and develop strategies for overcoming them.
- Apply management principles to optimize operational efficiency, guest satisfaction, and profitability within hospitality businesses.

**Reference books**

- "Hospitality Management: Theory and Practice" by Sudhir Andrews
- "Hotel Front Office Management" by G. Raghubalan and C. Vijayan
- "Hotel Housekeeping: Operations and Management" by G. Raghubalan and Smritee Raghubalan
- "Tourism and Hospitality Management" by M. B. Mokashi
- "Hospitality Sales and Marketing" by Ravi Mehra

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Course Code: BBA-HT106

Credits- 4+0

Course Title: Introduction to Hospitality Industry

**COURSE OBJECTIVE:**

The objective of this course is to provide students with a foundational understanding of the hospitality industry, its various sectors, operations, and service standards.

Unit	Topics
I	Definition and scope of hospitality industry; Overview of various sectors within the hospitality industry ; Importance of Hospitality Industry; Economic significance and contribution to GDP; Types of hospitality establishments (hotels, restaurants, resorts, etc.); Introduction to key stakeholders (owners, managers, employees, guests)
II	Role of housekeeping department; Cleaning procedures and standards; Linen management and maintenance; Food and Beverage Operations; Overview of food and beverage outlets (restaurants, bars, banquet facilities)
III	Factors influencing guest expectations; Handling guest complaints and resolving conflicts; Role of employees in delivering quality service; Principles of customer service; Effective communication skills
IV	Emerging trends (technology, sustainability, wellness); Impact of global events (pandemics, natural disasters) on hospitality; Common challenges faced by hospitality businesses; Strategies for overcoming challenges and maximizing opportunities

**Course Outcome:**

- Upon completion, students will be familiar with the definition and significance of the hospitality industry.
- Recognize the importance of hospitality services and operations.
- Develop knowledge of guest experience and customer service.
- Explore hospitality trends and future outlook.

**Reference books**

- Introduction to Hospitality" by John R. Walker and Josielyn T. Walker
- "Hospitality Management: Principles and Practice" by Alan T. Stutts and Courtyard Publications
- "Introduction to Hospitality Management" by John R. Walker
- "Hospitality Today: An Introduction" by Rocco M. Angelo and Andrew Vladimir

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Course Code: BBA-ITT107

Credits- 4+0

Course Title: Computer Application in Business

**COURSE OBJECTIVE:**

To acquaint the students with the art of Professionalism which include professional style of making presentation using keyboard shortcuts and presenting the same to a large number of audiences.

Unit	Topics
I	Basic Elements- Computers and its types Working of computers Hardware and software Types of input devices and Output devices Software and its types operating system . Microsoft Word : Creating, editing, saving and printing text documents Font and paragraph formatting Simple character formatting Inserting tables, smart art, page breaks Using lists and styles Working with images Using Spelling and Grammar check Understanding document properties Mail Merge
II	Microsoft PowerPoint Opening, viewing, creating, and printing slides Applying auto layouts Master slide concept Adding custom animation Using slide transitions Introduction to latest presentation software's. Insert and edit animations and slide transitions Insert and modify table and charts Add sound and video to a slide presentation Insert clip art images and shapes to slides How to create a puzzle in PowerPoint
III	Spreadsheet basics Creating, editing, saving and printing spreadsheets Working with functions & formulas Modifying worksheets with color & autoformats Graphically representing data: Charts & Graphs Speeding data entry: Using Data Forms Analyzing data: Data Menu, Subtotal, Filtering Data Formatting worksheets Securing & Protecting spreadsheets Formulas & Macros Formulas: Use the Function Wizard, Common functions (AVERAGE, MIN, MAX, COUNT, COUNTA, ROUND, INT) Nested functions, Name cells /ranges /constants Relative, Absolute, Mixed cell references: >,<,<= operators Logical functions using IF, AND, OR, NOT The LOOKUP function,
IV	Sub Total Reports, Auto Filter Password Protecting Worksheets Linking Multiple Sheets Sheet Referencing Linking Between Word/Excel/Ppt Functions:- LOOKUP, VLOOKUP, HLOOKUP, COUNTIF, SUMIF What-if-analysis, GOAL SEEK Pivot Tables, NESTED IF Reporting Consolidation of Data Validation

**Course Outcome:**

By the end of the course, students will gain basic knowledge of Software and hardware along with Microsoft office Skills

**Reference books**

- Introduction to Computers, Peter Norton, Sixth Edition McGraw Hill
- Introduction to information Technology, V. Rajaraman, Prentice Hall India
- Computers and Commonsense, Hunt .L Shelley, Prentice Hall of India
- Fundamentals of Information Technology, A and Leon M. Leon, Vikas 2002

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Course Code: BBA-HT108

Credits- 4+0

Course Title: Housekeeping Management

**COURSE OBJECTIVE:**

The objective of this course is to effectively manage housekeeping departments, ensure cleanliness and hygiene standards, and contribute to overall guest satisfaction and loyalty.

Unit	Topics
I	Definition and scope of housekeeping management in the hospitality industry Importance of housekeeping in guest satisfaction and retention; Overview of housekeeping department structure and organization, Cleaning procedures and techniques for different areas (guest rooms, public areas, back-of-house)
II	Inventory control techniques for housekeeping supplies and amenities Equipment maintenance and repair procedures for housekeeping tools and machinery Selection and procurement of housekeeping supplies and equipment
III	Sustainable housekeeping practices and initiatives Waste management and recycling programs in housekeeping operations Energy conservation and eco-friendly cleaning products
IV	Safety protocols and procedures for housekeeping staff Security measures for protecting guest belongings and ensuring privacy Training and development programs for housekeeping staff

**Course Outcome:**

- Understand the importance of housekeeping management in hospitality operations.
- Identify the roles and responsibilities of housekeeping staff and supervisors.
- Develop knowledge of cleaning procedures, techniques, and standards.
- Implement inventory management strategies for housekeeping supplies and equipment.

**Reference books**

- "Hotel Housekeeping: Operations and Management" by G. Raghubalan and Smritee Raghubalan
- "Managing Housekeeping Operations" by Margaret Kappa and Aleta Nitschke
- "Housekeeping Management" by Sudhir Andrews
- "Principles of Cleaning and Sanitation in the Hospitality Industry" by Anne McNeil
- "Housekeeping Management: Text and Cases" by Bhupendra Kumar Dutta

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Course Code: BBA-IIT109

Credits- 4+0

Course Title: Tourism Products and Services

<b>COURSE OBJECTIVE:</b>	
The objective of the Tourism Products and Services course is to provide students with a comprehensive understanding of the diverse range of tourism products and services available in the hospitality and tourism industry.	
Unit	Topics
I	Tourism Resources – Definition and Types Tourism Planning: Background & Process of tourism Planning. Techniques of Plan Formulation. Planning for Tourism Destinations - Objectives, methods and factors influencing planning. Destination life cycle concept : Tourism Planning at International, national, regional, state and local level. New measures in Planning and Practices: Ecotourism Planning and Development, Design considerations for eco-tourism facilities, Inclusive Planning, Community participation in tourism planning
II	Natural Tourism Resources Major Physiographic units of India – A general Overview Tourist Resources in Mountains with special references to Srinagar Valley, Shimla, Nainital, Darjeeling and Gangtok. Tourist Resources in Indo-Ganga-Brahmaputra Plain: Tourist Resources and Destinations with special reference to Amritsar, Delhi, Allahabad, Lucknow, Kolkata. Tourist Resources in Peninsular India: Tourist Resources in Peninsula with special reference to Khajuraho, Ajanta, Ellora, Hyderabad, Bangalore, Mysore Tourist Resources in Coastal Plains and Islands: with special reference to Mumbai, Goa, Cochin, Chennai and Andaman and Nicobar.
III	Indian culture through the Ages - a general survey Religion as a Cultural Resources, Concept of pilgrimage and major pilgrimage centers of India. Architecture in India), Landmarks of Buddhist and Jain architecture, Major specimen of Hindu architecture in central, southern and eastern parts of India, Important monuments belonging to Islamic and British periods. Other Cultural Resources: Performing Arts of India, Major fair and festivals of India, Classical dances and music of India, Indian handicrafts
IV	Man made Tourism Resources in India Created tourist Attractions for Entertainment Academic, Scientific and Industrial purposes. Major International Tourist Products & Resources (UNESCO World Heritage)
<b>Course Outcome:</b> Upon completion, students will be informed and participate in the real picture of the tourism sector and business implications	

#### Reference Books

The Wonder that was India : A.L. Basham  
A Cultural History of India : A.L. Basham India  
Plan your own holiday : S. Jagannathan  
Travelers Indian : H.K. Kaul  
Museums of India : S. Punja

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Course Code: BBA-HT110

Credits- 0+4

Course Title: Event Management in Hospitality and Tourism-Practical

**COURSE OBJECTIVE:**

The objective of this course is to provide students with hands-on experience in planning, organizing, and executing events within the hospitality and tourism industry. Through practical exercises, simulations, and real-world event projects, students will develop the skills and competencies necessary to coordinate successful events such as weddings, conferences, and festivals.

Unit	Topics
I	Visits to various event venues such as hotels, convention centers, and outdoor spaces; Discussion with venue managers about event planning and logistics within hospitality settings; Group discussions to identify key factors contributing to the success of events
II	Presentation of findings and recommendations for effective event management strategies; Exploration of themes such as sustainable events, virtual events, and experiential marketing; Brainstorming session to generate innovative event ideas incorporating emerging trends
III	Simulation exercise managing event budgets and financial resources; Practice creating event budgets, tracking expenses, and identifying cost-saving opportunities; Evaluation of budgeting skills and ability to manage financial constraints while delivering quality events
IV	Group exercise brainstorming ways to enhance the guest experience at hospitality and tourism events; Development of guest engagement strategies, entertainment options, and interactive experiences

**Course Outcome:**

- Plan and organize various types of events, including weddings, conferences, and festivals, within the hospitality and tourism industry.
- Develop event concepts, themes, and designs that align with client preferences and organizational objectives.
- Coordinate event logistics, including venue selection, vendor management, and equipment rental, to ensure smooth event execution.
- Apply budgeting and financial management principles to effectively manage event resources and expenses.

**Reference books**

- "Event Management: Principles and Practices" by Raza Abbas
- "Event Management in Hospitality and Tourism" by Dr. D.K. Sharma
- "Event Management in India: Perspectives and Practices" by Sushil Kumar Srivastava
- "Event Management: The Indian Context" by Dr. Santosh Kumar

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Course Code: BBA-HIT201

Credits -4+0

Course Title - TOUR PACKAGING MANAGEMENT

**COURSE OBJECTIVES:**

To provide students with the ability to initiate and carry out advanced analysis and research in the field of destination development.

Unit	Topics
I	Meaning, Type of Tour Package & its Components, Designing and Process of Tour Package, Factor Affecting Tour Package
II	Cultural Tourism Product: Designing, Development, Issues and Considerations, Heritage Tourism Product: Designing, Development, Issues and Consideration
III	Religious Tourism Product: Designing, Development, Issues and Considerations, Medical Tourism Product: Designing, Development, Issues and Considerations
IV	Meaning, Factor of Consideration to choose Destination Management Handling Company

**COURSE OUTCOME:**

- 1-Students will gain a solid understanding of the components, structure, and purpose of tour packages.
- 2-Students will learn about the various factors that impact tour package development and selection
- 3- Students will acquire practical skills in designing itineraries, negotiating with suppliers, and marketing tour packages.

**Reference Books:**

- Pran Seth: Successful tourism Management (Vol. 1 & 2)
- Anand, M.M., Tourism and hotel Industry in India, Prentice Hall, New Delhi, 1976
- Bhatia, A. K., International Tourism, Sterling Publishers, New Delhi
- Bhatia, A. K., Tourism development: Principles, Practices and Philosophies, Sterling Publishers, New Delhi
- Chand Mohinder, Travel Agency Management: An Introductory Text, Anmol Publisher; 2nd Revised edition (1 November 2007)

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Course Code: BBA-HT202

Credits -4+0

Course Title –AIRLINE OPERATION MANAGEMENT

**COURSE OBJECTIVES:**

To make students familiarize with the travel modes and documents

Unit	Topics
I	Airport Codes, Airline Codes, Phonetic Alphabet, Airport Lounges, How airports Work?, Baggage Handling, Airport Security, Types of Journeys (OW, CT, RT, OJ, RTW). Passenger Ticket: Different Coupons, Ticketing Instruction and Conjunction Tickets, Open Tickets, E-Tickets and Its Advantages, Miscellaneous Charges Order (MCO) and Prepaid Ticket Advice (PTA), The Rounding off of Currencies, Referring to Airline Time Table, TIM, OAG, PAT
II	Types of Airlines, Airlines Personnel and Revenue Earning, Airport Management, Study of Aircraft Parts, The Aircraft Turnaround, The Control Tower, Airport Facilities and Special Passengers, Airport Access.
III	Check in Facilities, Landing Facilities for Departing Passengers, In-Flight Services, Cabin Component, Audio and Video Projection Equipment, Emergency Equipment for Disembarkation, In-Flight Entertainment, and Classes of Service with more Comfort.
IV	Jet Airways, Kingfisher, Indian Airlines, British Airways, Fly Emirates, Singapore Airlines

**COURSE OUTCOME:**

- 1- Students will gain a comprehensive understanding of airport and airline management, covering both strategic and operational aspects.
- 2-Students will explore various types of journeys (such as one-way, round-trip, open-jaw, and round-the-world) and understand their implications for ticketing.
- 3-Students will delve into airport management, including overseeing daily activities at local and international airports.

**Reference Books:**

- Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
- Jagmohan Negi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
- Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)

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## Course Title – BASICS OF F&amp;B SERVICE

**COURSE OBJECTIVES:**

The course aims to inculcate knowledge of food service principles, procedures among trainees

Unit	Topics
I	F&B Services: –Introduction, Importance, Function, Sections, Classification of catering establishment- commercial and non-commercial
II	Departmental Organization & Staffing – Organization Structure of F&B Services in different types of Hotels. Job Descriptions and Job specifications of different F&B service positions, attributes of F&B personnel
III	Food & Beverage Service equipments: Introduction, Classification and features
IV	Food & Beverage Service: Introduction, Classification and features

**COURSE OUTCOME:**

1- Students will understand the role of the Food & Beverage (F&B) service industry in the hospitality sector.

2- Students will be able to recognize the hierarchy, roles, and responsibilities of various positions, including the F&B Director, Outlet Managers, and Assistant F&B Managers

3- Gain knowledge about different types of F&B service equipment.

**Reference Books:**

- Andrews S. 1981: Food & Beverages Service Training.
- Fuller 1983: Modern Restaurant Service a Manual for Students and Practitioners,\*\*\*\* London
- Fuller, J. Curee A.J. 1983: The Waiter Hutchinson, London
- Lillierap D.R. 1983: Food and Beverage Service, Edward Arnold, Melbourne.
- Magris, Marzia and McCreery, Cathy 2001 : Introduction to Food & Beverage Services

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## Course Title -DATABASE MANAGEMENT SYSTEM

**COURSE OBJECTIVES :**

To develop understanding of database management system and abilities to use DBMS packages.

Unit	Topics
I	Introduction to Database Systems: File System versus a DBMS, Advantages of a DBMS, Describing and storing data in a DBMS, Queries in a DBMS, Structure of a DBMS, People who deal with database, introduction to Data Models, Architecture of DBMS.
II	Entity Relationship Model: Overview of Database Design, Entities, attributes, and Entity sets, Relationships and Relationship sets, additional features of the ER Model, Conceptual database design with the ER model – Entity versus attribute, entity versus relationship, Relational model: Introduction to Relational model, foreign key constraints, enforcing integrity constraints, Querying relational data, logical database design: ER to relation, introduction to views, destroying/altering tables and views, Codd rules
III	Schema Refinement & Normal Forms: Introduction to schema refinement, functional dependencies, examples motivation schema refinement, reasoning about functional dependencies, normal forms, decompositions, normalization
IV	Concept of Objects: objects, tables, queries, forms, reports, modules, Database Creation and Manipulation, SQL Queries: The form of a basic SQL query, Union, intersect, and except, introduction to nested queries, aggregate operators, Null values.

**COURSE OUTCOME:**

- 1-Understand the basic concepts of database management systems
- 2- Apply SQL to find solutions to a broad range of queries
- 3- Apply normalization techniques to improve database design

**Reference Books:**

- Elmasri, R. & Navathe, S.B., "Fundamentals of Database Systems", Addison Wesley, 2000.
- Date, C. J., "An Introduction to Database System", Vol. I & Vol. II, Addison Wesley Publishing Company, 2000

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Course Title – DATABASE MANAGEMENT SYSTEM-PRACTICAL

Course Contents:

1. **Getting Familiar with Access Objects:** Tables, Queries, Forms, Reports, and Modules.
2. **Creating Database:** Creating database using wizards, documenting the database, creating own databases.
3. **Creating Tables:** Working with tables in design view, setting field properties, naming fields, setting data types, setting primary key, multiple field primary keys, creating indexes, using table wizard.
4. **Creating Queries:** Working with query design grid, adding tables, adding fields, sorting records, setting field criteria, planning for null values, using simple query wizard – summarizing your records.
5. **Creating forms:** Working in design view, components of a form in design view, sections of a form, assigning form properties, modifying form properties to create a dialog box, using form templates, creating forms with a wizard, auto forms.
6. **Creating Reports:** Using Report Wizards, Working with auto report, creating a report template, inserting a chart into a report with the chart wizard, printing report.
7. **Creating Labels and Mail-Merge Documents:** Using the Label wizard, using custom labels, printing multiple labels, merging access data with word documents.

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**COURSE OBJECTIVES:**

To make students understand about the documentation process of travelling

Unit	Topics
I	Passport, Requirements, Checklists, Types, Changes, Procedure, Tatkal Scheme and Fees, Passport Act and Penalties under Section 12 (1) B
II	Documents for obtaining Visa of Major Tourist Destinations of World including Health Check Documents, Types of Visa, Visa Fees, Refused or Pending Visas, Destination Departure Records. Difference between Visa and Passport.
III	Rules and Regulations about Eligibility, Quantum and Documentation Required for Foreign Exchange Management Act, Basic Travel Quota, Foreign Exchange for Business, TC, Emigration Requirements, ECNR
IV	Different Coupons, Ticketing Instruction and Conjunction Tickets, Open Tickets, E-Tickets and its Advantages, Miscellaneous Charges Order (MCO) and Prepaid Ticket Advice (PTA), The Rounding off of Currencies, Referring to Airline Time Table, TIM, OAG, PAT, Tourist Visa for New Zealand and Australia Tourist Visa for Europe Tourist Visa of USA & Canada

**COURSE OUTCOME:**

- 1- Students will gain a comprehensive understanding of passports, including their purpose, issuance, contents, and validity. They will also explore the differences between ordinary, official, and diplomatic passports.
- 2- Students will become familiar with rules and regulations related to travel out of India. This includes eligibility criteria, documentation requirements, and procedures for obtaining foreign exchange.
- 3- Students will explore the visa requirements for major tourist destinations worldwide. Specific focus will be given to destinations such as New Zealand, Australia, Europe, the USA, and Canada.

**References:**

- Websites of UK, USA, Canada and Australia
- Websites of Indian ministries and offices related to foreign exchange

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Course Code - BBA-HT 207

Credits -4+0

Course Title - INDIAN CULTURAL HERITAGE PERSPECTIVE FOR TOURISM

**COURSE OBJECTIVES:**

This course attempts to provide an integral view of Indian culture from the perspective of the tourism sector. This gives information about the culture and the history of India.

Unit	Topics
I	Brief Account of history and culture: Indus Valley civilization, Heritage of India, Medieval Period, Indo- Islamic Architecture, Case Study of Red Fort.
II	Dynasties: Mauryan Empire, Marathas, Guptas, Western and Southern, British Period, Temple Architecture; Hindu, Christian, Islamic, Jain and Sikh temples
III	Tourism Products of India- I: India's Performing and Creative Art -paintings and Handicraft, Indian Sculptures, Indian Cuisines, Indian Fairs and Festivals, Museums of India
IV	Tourism Products of India- II: Buddhist Tourism, Adventure Tourism, Wild life Tourism, Beach Tourism, Health Tourism, Ayurveda Yoga and Meditation Tourism, Policy issues and culture - Government, Trade, Media

**Course Outcome:**

- 1.Students will gain a comprehensive understanding of India's rich history and cultural heritage. This includes exploring the Indus Valley civilization, medieval period, and the influence of Indo-Islamic architecture.
2. Students will explore India's diverse tourism offerings. This includes performing and creative arts (such as paintings and handicrafts), Indian sculptures, regional cuisines, and vibrant fairs and festivals.
- 3.Students will delve into the architectural marvels of India, focusing on temple architecture. They will study Hindu, Christian, Islamic, Jain, and Sikh temples, understanding their unique features and historical context.

**Reference Books:**

- Bhushan Kumar Ravi " Coastal Tourism and Environment", APH, Publishing Corporation New Delhi, 1995
- Batra, G.S., & Chandra A.S. " Tourism Management: A Global Perspective", Deep & Deep Publishing Pvt. Ltd., 2001
- Travel Magazines: Traveller (Outlook), Incredible India, Tour Plus, Go Now ,2004

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**COURSE OBJECTIVES:**

The objective of this course is to provide students with a foundational understanding of financial accounting principles, concepts, and practices. By the end of the course, students will be equipped with the necessary knowledge to interpret financial statements, record transactions, and apply accounting standards effectively.

Unit	Topics
I	Meaning, nature & need for Accounting, Scope and Usefulness of Financial Accounting, Branches of Accounting, External & Internal end users of accounting information, Accounting Concept and Conventions, Accounting Equation, Accounting Standards in India
II	Basic Accounting Procedures: Journalizing transactions: Rules of Debit and Credit, classification of accounts, steps of journalizing; Ledger: Concept, Posting & balancing the ledger. Trial Balance: Definition, objects & preparation of trial balance; Financial statements: meaning, types, Trading A/C, Balance Sheet – need and importance (Practical Problems with Adjustments)
III	Depreciation: Nature, causes, basic factors and methods of depreciation (straight line and written down value method); Reserves and Provisions: Meaning, Types of Provisions, capital Reserve & General Reserve, Secret reserve;
IV	Joint Venture Accounts: Concept & Accounting Treatment (simple problems), Rectification of errors; types of errors & their rectification

**Course Outcome:**

1. Students will gain proficiency in interpreting main financial statements (such as the balance sheet, income statement, and cash flow statement) and understanding the financial information they convey.
2. Students will grasp the concept of accrual accounting and explore fundamental accounting principles, including revenue recognition. They will understand how these principles shape financial reporting.
3. Students will delve into the accounting treatment of short-term assets, specifically accounts receivables and inventories. They will learn practical methods for recording and managing these assets effectively.

**Reference Books:**

- Narayanswamy/ Financial Accounting – A managerial perspective, Prentice Hall Of India.
- Juneja, Chawla & Saksena – Double Entry Book Keeping – Kalyani Publications.
- Maheshwari & Maheshwari – An Introduction To Accountancy 5th – Vikas Publishing House.
- Bhattacharya/financial Accounting for business Managers, Prentice Hall of India.

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## Course Title – BASIC OF FRONT OFFICE OPERATIONS

**COURSE OBJECTIVES:**

The course is aimed at familiarizing the students with various functions of front office to develop work ethics towards customer care and satisfaction. Special efforts will be made to inculcate practical study skills

Unit	Topics
I	Significance and importance of the front office department, organization of the department and functions of each section. Activity flow chart Organization structures of front office for different types of hotels, job Specification and descriptions therein
II	Equipment used at front office - classification and principle specification of each
III	Guest Service standards at front Office, basic study of functions at front desk, bell desk and room reservations Knowledge of rooms and plans, Uses of forms, registers and records maintained at front Office. Knowledge of Property Management Systems as required by Hotels i.e. Fidelio software.
IV	Basic laws governing Front Desk Operations

**Course Outcome:**

1. Students will gain a comprehensive understanding of the critical functions performed by the front office department in hotels.
2. Students will delve into the intricacies of guest service standards at the front office. They will learn how to coordinate guest services effectively, ensuring a seamless experience for guests during their stay.
3. Students will acquire practical knowledge of Property Management Systems (such as Fidelio software) commonly used in hotels.

**Reference Books:**

- Front office management in hotel, Chkravarti B.K., CBS publishers and distributors, 1999.
- Front office : procedures, social skills, yield and management, Abbott, Peter and Lewry, Sue, New Delhi: Butterworth-Heinemann.
- Principles of hotel front office operations, Baker Sue, Huyton Jeremy, Bradley Pam, London and New York: Continuum, 2000.
- Case studies in rooms operations and management, Huyton, Jeremy and Baker, Sue, Melbourne : Hospitality Press, 2001.

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Course Code - BBA-HT 210

Credits -0+4

Course Title - BASICS OF FRONT OFFICE OPERATIONS-PRACTICAL

**COURSE CONTENTS:**

**Social skills:**

Know DO'S and Don'ts of conducting themselves in the front office

Telephone handling (different situations and needs).

Inter department and intra department co-ordination/linkages

Handling situations

Develop and ability to communicate and conduct well

**Work skills :**

A general awareness of the operations of Front office

Room reservation for handling requests from enquiry to the confirmation using various

methods of receiving requests and maintaining records.

Information handling and the Front desk and basic function for guest arrivals during stay of

the guest and at departure.

Bell desk functions.

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Course Code - BBA-IIT301

Credits -4+0

**Course Title -HOSPITALTY INFORMATION SYSTEMS**

COURSE OBJECTIVE
1- Understand the fundamental concepts of hospitality information systems
2- To Explore the various types and applications of hospitality information systems
3. To Develop skills in selecting, implementing, and managing information systems

Unit	Topics
I	Introduction to Hospitality Information Systems: Course Introduction and Overview, Importance of Information Systems in Hospitality, Basic Concepts and Components of Hospitality Information Systems, Role of Technology in Hospitality Operations, Trends and Innovations in Hospitality Technology
II	Types and Applications of Hospitality Information Systems : Property Management Systems (PMS): Functions and Features, Point-of-Sale (POS) Systems: Operations and Integration, Reservation and Distribution Systems: Online Booking Platforms, Customer Relationship Management (CRM) Systems: Building Guest Loyalty
III	Implementing and Managing Hospitality Information Systems: Selecting and Evaluating Information Systems for Hospitality Organizations, Implementation Process: Planning, Deployment, and Training, Managing Data Security and Privacy in Hospitality, Ensuring Compatibility and Integration of Information Systems, Measuring the Impact and ROI of Information Systems
IV	Emerging Trends and Future Directions : Mobile Technology and Apps in Hospitality: Enhancing Guest Experiences, Data Analytics and Business Intelligence: Decision Support Systems, Cloud Computing in Hospitality: Benefits and Challenges, Internet of Things (IoT) in Hospitality: Smart Hotel Concepts

COURSE OUTCOME:
1. Describe the key components and functions of hospitality information systems
2. Analyze the benefits and challenges of implementing information systems in hospitality operations.
3. Identify emerging trends and technologies shaping the future of hospitality information systems

**Reference Books:**

- "Information Systems in Hospitality" by Peter O'Connor
- "Hotel Management and Operations" by Michael J. O'Fallon and Denney G. Rutherford
- "Principles of Information Systems" by Ralph M. Stair and George W. Reynolds

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Course Code - BBA-HT302

Credits -4+0

**Course Title - FOOD AND BEVERAGE MANAGEMENT**

**COURSE OBJECTIVE**

- 1- To understand the principles and practices of food and beverage management in the hospitality industry.
- 2.To develop skills in menu planning, production, service, and cost control.
- 3.To analyze the financial aspects of food and beverage operations, including budgeting and revenue management.

Unit	Topics
I	Introduction to Food and Beverage Management: Course Introduction and Overview, Historical Perspective of Food and Beverage Operations, Overview of Food Service Operations: Types and Formats, Role of Food and Beverage Management in Hospitality Industry
II	Food and Beverage Operations Management: Menu Planning and Development: Principles and Strategies, Food Production and Kitchen Operations, Beverage Management: Selection, Procurement, and Service, Restaurant Layout and Design: Functionality and Aesthetics
III	Cost Control and Financial Management: Food Cost Control: Inventory Management and Pricing Strategies, Beverage Cost Control: Pour Cost and Profitability Analysis, Revenue Management Techniques in Food and Beverage Operations, Financial Analysis and Budgeting for Food and Beverage Outlets
IV	Quality Management and Customer Satisfaction: Service Standards and Quality Assurance, Customer Relationship Management in Food and Beverage Operations Food Safety and Sanitation Regulations, Managing Complaints and Handling Guest Feedback

**COURSE OUTCOME:**

1. Describe the key components and functions of food and beverage management in hospitality operations
- 2.Develop menus and beverage lists based on market analysis, culinary trends, and customer preferences.
- 3.Analyze financial statements and performance indicators to evaluate the financial performance of food and beverage outlets.

**Reference Books:**

- "Food and Beverage Management" by Bernard Davis and Andrew Lockwood
- "Managing Food and Beverage Operations" by Jack D. Ninemeier and David K.

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Course Code - BBA-HT303

Credits -4+0

Course Title - HEALTH AND SAFETY MANAGEMENT

**COURSE OBJECTIVE**

- 1- To understand the importance of health and safety management in the hospitality industry.
- 2.To implement safety protocols and emergency preparedness plans to ensure a safe environment for guests and employees.
- 3.To integrate environmental health and safety principles into hospitality operations for sustainable practices.

Unit	Topics
I	Introduction to Health and Safety Management: Course Introduction and Overview, Importance of Health and Safety in Hospitality Operations, Legal and Regulatory Frameworks for Health and Safety Compliance, Risk Assessment and Hazard Identification
II	Safety Protocols and Emergency Preparedness: Developing Safety Policies and Procedures, Training and Education for Health and Safety Compliance, Emergency Response Planning: Crisis Management and Business Continuity, Incident Reporting and Investigation
III	Occupational Health and Safety: Ergonomics and Workplace Design, Personal Protective Equipment (PPE) and Safety Gear, Chemical Safety and Hazard Communication, Work-related Illnesses and Injury Prevention
IV	Environmental Health and Safety: Food Safety and Sanitation Regulations, Indoor Air Quality and Ventilation Systems, Waste Management and Recycling Programs, Sustainability Practices in Hospitality Operations

**COURSE OUTCOME:**

- 1.Describe the legal and regulatory frameworks governing health and safety in the hospitality industry.
- 2.Conduct risk assessments and identify hazards to mitigate health and safety risks in hospitality operations.
- 3.Integrate environmental health and safety practices into hospitality operations to minimize environmental impact and promote sustainability.

**ReferenceBooks:**

- "Safety Management Systems in Aviation" by Alan J. Stolzer, Carl D. Halford, and John J. Goglia
- "Occupational Safety and Health for Technologists, Engineers, and Managers" by David L. Goetsch
- "Food Safety Management: Implementing a Food Safety Program in a Food Retail Business" by Hal King

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Course Code - BBA-IIT 304

Credits -4+0

Course Title - HOSPITALITY LAW AND ETHICS

**COURSE OBJECTIVE**

1. To understand the legal framework governing the hospitality industry and its implications for hospitality operations.
2. To identify potential liabilities and risks in hospitality operations and develop strategies for risk management.
3. To explore ethical issues and dilemmas in hospitality management and develop ethical decision-making skills.

Unit	Topics
I	Introduction to Hospitality Law: Course Introduction and Overview, Sources of Law: Statutory Law, Common Law, and Administrative Law, Legal Frameworks Governing the Hospitality Industry, Contracts and Agreements in Hospitality Operations
II	Liability and Risk Management: Negligence and Liability in Hospitality Operations, Premises Liability and Duty of Care, Insurance and Risk Management Strategies, Legal Issues in Food and Beverage Service
III	Employment Law and Labor Relations: Equal Employment Opportunity (EEO) Laws, Wage and Hour Regulations, Workplace Health and Safety Regulations, Employee Rights and Responsibilities
IV	Ethics in Hospitality Management: Ethical Decision-Making Frameworks, Corporate Social Responsibility (CSR) in Hospitality, Ethical Issues in Marketing and Advertising, Ethical Leadership and Organizational Culture

**COURSE OUTCOME:**

1. Describe the legal principles and regulations governing hospitality operations, including contract law, liability, and employment law.
2. Identify potential liabilities and risks in hospitality operations and develop strategies to minimize legal exposure and ensure compliance with regulations.
3. Apply ethical decision-making frameworks to analyze and resolve ethical dilemmas in hospitality management, promoting ethical leadership and organizational culture.

**Reference Books:**

- "Hospitality Law: Managing Legal Issues in the Hospitality Industry" by Stephen C. Barth and David K. Hayes
- "The Law of Hospitality and Tourism Management" by Abe Peck and Joyce E. Wolburg
- "Business Ethics: Ethical Decision Making & Cases" by O.C. Ferrell, John Fraedrich, and Linda Ferrell

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CourseCode:BBA-IIT305	Credits-0+4
Course Title:*SUMMER TRAINING	

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Course Code - BBA-HT306

Credits -4+0

Course Title: Event Management for Hotels

<b>COURSEOBJECTIVE:</b>	
1.To make students aware of the development regarding event management	
<b>Unit</b>	<b>Topics</b>
<b>I</b>	Event Management – Definition – Meaning and scope – Role of events in promotion of tourism. Types of events – Cultural - festival, religious, business etc.
<b>II</b>	Aim of event, Develop a mission, Establish Objectives, Preparing event proposal, Use of Planning tools.
<b>III</b>	Process of Event Management –Planning and organizing events–Budgeting– Sponsorship Subsidies – registration – Documentation – Public relation and evaluation.
<b>IV</b>	Event promotion-marketing events-interrelation between event and tourism industry
<b>COURSEOUTCOME:</b>	
1. To develop competencies and knowledge of students to become Professionals in event management	
2. To orient students in the field of event management.	
3. To help Students to understand promotion strategies	
<b>Books Recommended:</b>	
1 Course Material Prepared by shruti sharma	
2 Shruti Arora, Pearson's Publication 2nd edition	
3.Brenda R. Carlos, Publication Pearson, 7 th Edition	

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Course Code - BBA-HT307

Credits -4+0

Course Title: Travel Geography

<b>COURSE OBJECTIVE:</b>	
1.To develop competencies and knowledge of students to become competent in tourism industry professionals	
<b>Unit</b>	<b>Topics</b>
<b>I</b>	Time calculation,Flying time calculation,time zones,day lights time,international date line, marking of cities on outline maps.
<b>II</b>	Tourism and Geography,role of geography in tourism ,IATA Traffic Areas-countries,capital cities and codes, airports and codes, currencies, currency codes.
<b>II</b>	Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, SriLanka, Indonesia, Thailand, Maldives, Malaysia,
<b>I</b>	Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia,
<b>COURSE OUTCOME:</b>	
1. To understand different currency codes.	
2. To apply the basic knowledge of world Mapping skills.	
3. To enhance their ability and professional skills in communication	
<b>Books Recommended:</b>	
1.Course Material Prepared by Arvhana biwal, oxford publication.	
2.Tourism geography by S. Williams ,2nd Edition	

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Course Code - BBA-HT308

Credits -4+0

Course Title: Innovative Practices in Management

<b>COURSEOBJECTIVE:</b>	
To create understanding amongst students of the role of Current practices in tourism	
<b>Unit</b>	<b>Topics</b>
<b>I</b>	MICE Tourism (Meetings, Incentives, Conventions, Exhibitions) definition, importance, international conventions, incentive travel, role of employers, fiscal incentives to hotels and other tourism intermediaries, global tourism fairs,
<b>II</b>	Voyage tourism-tourist ships or cruiseliners-package tour for continental and intercontinental seatour-facilities offered-travel bookingformalities-Important tourist shipping.
<b>III</b>	Health tourism – rejuvenation therapy in ayurveda – kayakalpa treatment-general idea about panchakarma – oil massage, dhara, kizhi, nasyam, vasthi
<b>IV</b>	Responsible tourism – Remedial and precautionary measures against bad effects of tourism – tourism legislations – rules and regulations – benchmarking – standards in tourist services – public awareness – role of the govt – tourist Guides – tourist Police other emerging trends.
<b>COURSE OUTCOME:</b>	
1. To develop competencies and knowledge of students to become professionals	
2. To orient students in the field of Tourism and Hospitality Management.	
3. To help Students to understand Recent trends in Tourism	
<b>Books Recommended:</b>	
1. Vicky kastoni, Springer publication, 2nd edition	
2. Ministry of Tourism, Reports and indices on websites.	

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Course Code - BBA-IFT309

Credits -4+0

Course Title: Transportation Management

<b>COURSE OBJECTIVES:</b>	
1. To develop competencies and knowledge of students to professionals	
<b>Unit</b>	<b>Topics</b>
I	Introduction to Tourist Transportation: Development of means of transport- Tourist transport system – Leiper's frame work – Role of transport in tourism – Up market and Low budget travelers – Major entry points of tourists to India.
II	Surface Transport: Road transport system in India – types of roads – Public transportation system - Car, coach, bus Tour, Rent-a-car Scheme (Concept and marketing), Transport & Insurance documents
III	Introduction to the types of rail tours in India: luxury trains, hill trains, express train, mail and passenger – IRCTC - Mountain Railways of India in the UNESCO world heritage list - Eurail Pass, Indrail pass.
IV	Water Transport: Categories of water transport (Coastal shipping, Inland Waterways, Foreign going traffic) – National waterways.
<b>COURSE OUTCOME:</b>	
1. To orient students in the field of Tourism. 2. To help Students to understand Transportation Management. 3. To apply the Basic knowledge of Aspects of Transportation. 4. To enhance their ability and professional skills in Transport System	
<b>Books Recommended:</b>	
1. Subrata Chattopadhyay, Everest Publishing House, 2nd edition	
2. Robert N. Anthony, Mc. Graw Hill publication, 3rd edition	
3. B. Kent Lall, Pearson publication, 2nd edition	

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Course Code - BBA-HT310

Credits -0+4

**Course Title: Summer Training Report, Presentation, Its Evaluation & Viva- Voce**  
(based on Summer Training Report)

Viva-voce carrying 100 marks shall be based on the Summer Training report submitted by fifth semester students.

Project Evaluation shall be made by a panel of two Examiners comprising one External and one Internal at the end of Sixth Semester.

Out of 100 marks, 50 marks shall be for evaluation of the project and 50 marks shall be for Viva-voce.

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