



गोंय विद्यापीठ

ताळगांव पठार

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(Accredited by NAAC)

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GU/Acad –PG/BoS -NEP/2023/102/44

Date: 04.07.2023

### CIRCULAR

The University has decided to implement the UGC Curriculum and Credit Framework for the Undergraduate Programme (CCFUP) of **Bachelor of Science in International Hospitality Management** under the National Education Policy (NEP) 2020 from the Academic Year 2023-2024 onwards.

The approved Syllabus for Semesters I and II of the **Bachelor of Science in International Hospitality Management** Programme is attached.

Principals of Affiliated Colleges offering the **Bachelor of Science in International Hospitality Management** Programme are requested to take note of the above and bring the contents of this Circular to the notice of all concerned.

(Sanket Gaude)

Offg. Assistant Registrar – Academic-PG

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Science in International Hospitality Management Programme.

Copy to:

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Dean, Goa Business School, Goa University.
3. The Vice-Deans, Goa Business School, Goa University.
4. The Chairperson, BOS in Hospitality, Travel and Tourism Studies.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

**Goa University**

**B.Sc. International Hospitality Management  
w.e.f academic year 2023-24**

**OBJECTIVES OF THE PROGRAM:**

1. Prepare students to enter the world of hospitality as leaders and managers with a strategic approach to business.
2. Enhance students' knowledge and skills based on international standards;
3. Equip graduates with knowledge and skills with industry exposure in the field of hospitality.

**PROGRAMME SPECIFIC OUTCOMES:**

On successful completion of the B.Sc. International Hospitality Management program, the students will be able to:

1. Identify and apply business concepts and skills relevant to the operational areas of hospitality management.
2. Develop leadership skills, and design creative hospitality solutions.
3. Analyse information and make decisions using critical thinking and problem-solving skills.

Programme Structure for Semester I to VIII Under Graduate Programme										
B.Sc. International Hospitality Management										
Semester	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	IHT-100 Food and Beverage Operations (4)	MGT-100 Fundamentals of Tourism (4)	IHT-131 Introduction to Beverages (3)		IHT-141 Hospitality French (3)					
II	COM-111 Principles and Practice of Management (4)	MGF-113 Fundamentals of Accounting (4)	IHT-132 Introduction to Wines (3)		CUL-142 Management Information System in Hospitality (3)					
III	IHT-200 Food Production Practical -I (4)  IHT-201 Food and Beverage Service Practical -I (4)	IHT-211 Human Resource Management(4)	IHT-231 Gastronomic Tourism (3)		IHT-241 Interview Facing Skills (1T + 2P)					
IV	IHT-202 Rooms Division(4)  IHT-203 Bar Management(4)  IHT-204 Bakery and Pastry Arts Theory (2)  IHT-205 Bakery and Pastry Arts Practical(4)	IHT-212 Marketing for Hospitality, Tourism, and Leisure(4)								
V	IHT-300 Food Production Operations	IHT-321 Vocational Training(4)				I (2)				

	<p>(2)</p> <p>IHT-301 Food and Beverage Service Operations(4)</p> <p>IHT-302 Accommodation Operations(4)</p> <p>IHT-303 Front Office Operations(4)</p>									
VI	<p>IHT-304 Food Production Practical II (4)</p> <p>IHT-305 Revenue Management (4)</p> <p>IHT-306 Rooms Division Practical II (4)</p> <p>IHT-307 Tourism Philosophies, Principles and Practices (4)</p>	<p>IHT-322 Vocational Training (4)</p>								
VII	<p>IHT-400 Food Production Management (4)</p> <p>IHT-401 Food and Beverage Management</p>	<p>IHT-411 Research Methodology (4)</p>								

	<b>(4)</b>  <b>IHT-402</b> <b>Front Office Management</b> <b>(4)</b>  <b>IHT-403</b> <b>Project</b> <b>(4)</b>									
VIII	<b>IHT-404</b> <b>Event Management</b> <b>(4)</b>	<b>IHT-412</b> <b>International Cuisine</b> <b>(4) OR IHT-413</b> <b>Advanced Food and</b> <b>Beverage Service (4) OR</b> <b>IHT-414 Advanced Front</b> <b>Office Management (4)</b> <b>OR IHT-415 Advanced</b> <b>Accommodation</b> <b>Operations</b> <b>Management (4)</b>				<b>IHT-</b> <b>461</b> <b>Inte</b> <b>rns</b> <b>hip</b> <b>(12)</b>				

\* List of Exit Courses along with the syllabus will be provided separately.

**Name of the Programme: B. Sc. International Hospitality Management**

**Course Code: IHT-100**

**Title of the Course: Food and Beverage Operations**

**Number of Credits: 04**

**Effective from AY: 2023-24**

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	The aim is to introduce the student to the Food and Beverage Production and Service sector, its organisation, planning and execution.	
<b>Content:</b>		No of hours
	<b>UNIT I:</b> <b>Food and Beverage Service Organisation and Equipment:</b> Departmental organisation and staffing, duties and responsibilities, types of Food service areas and Food and Beverage outlets, and ancillary departments. Identification of various F and B equipment, classification, types of furniture, sizes, various kinds of linen and specification, types of cutleries, crockery, glassware, speciality equipment and their uses, purchase considerations, storage and maintenance	<b>15 hours</b>
	<b>UNIT II</b> <b>Food and Beverage Service Operations:</b> Styles of Food Service: waiter service, self-service and assisted service, features of each group and methods, advantages and limitations of each service style. Menu knowledge and planning: origin, types of menus, French classical menu, a la carte sequence, cover and accompaniments for selected dishes.	<b>15 hours</b>
	<b>UNIT III</b> <b>Introduction to the Food industry and Kitchen organization:</b> Evolution of food and historical changes in the food industry, famous chefs in the evolution of gastronomy, hierarchy, kitchen equipment and tools, safety, health, hygiene and uniform, Ergonomics, Production systems in the kitchen,	<b>15 hours</b>
	<b>UNIT IV</b> <b>Preliminary preparation techniques:</b> Ingredient knowledge, cooking methods, vegetables (varieties, characteristics, pre-preparation and cooking), meats and poultry (varieties, characteristics, pre-preparation and cooking), fish and Shellfish (varieties, characteristics, pre-preparation and cooking), basics stocks, soups and their classifications cold sauces, hot sauces and mother sauces, preparation of salads, sandwiches and hors d'oeuvres. culinary terminology	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem- solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. R. Singaravelavan, Food and Beverage Service. New Delhi: Oxford, 2012</li><li>2. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014.</li><li>3. S. Andrews, Food and Beverage Service Training Manual, 3<sup>rd</sup>ed. New Delhi: Tata McGraw Hill Publishing Company Limited, 2017.</li><li>4. W. Gisslen, Professional Cooking, 8th ed. New Jersey: Wiley, 2015.</li><li>5. T. E. Phillip, Modern Cookery, Volume 1, 6th Edition. Orient BlackSwanPtl, 2010.</li><li>6. T. E. Phillip, Modern Cookery, Volume 2, 6th Edition. Orient BlackSwanPtl, 2010.</li></ol>	

	<ol style="list-style-type: none"> <li>7. H. Caldon et al, The Cooks Book of Ingredients. UK Edition, DK, 2010.</li> <li>8. Larousse Gastronomique, 10th Edition. Hachette, 2009.</li> <li>9. S. Meyer, E. Schmid, and C. Spiihler, Professional Table Service. USA: Wiley, 1987.</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe different types and sectors of the food and service industry, including personnel staff organization and identify various types of restaurants and their characteristics, equipment and organization.</li> <li>2. Identify the food and beverage auxiliary departments and familiarize with different types of preparation methods and service.</li> <li>3. Identify the changes in food products and their preparations.</li> <li>4. Apply culinary terminologies and compare the use of different equipment and tools according to the requirements.</li> </ol>

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: MGT-100**

**Title of the Course: Fundamentals of Tourism**

**No. of Credits: 4**

Prerequisites for the course	Nil
Course Objective	At the end of the subject, the student will be able to deal with Tourism as a System rather than as a set of separate entities or processes
	<p><b>Unit I:</b> <b>Overview of Tourism Tourism</b> Definition, Components of Tourism and Tourism Management. Basic Approach to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism Tourism through the Ages: Early Beginnings, Early tourist attractions, The first travel agents, Historic Transportations Career Opportunities: Job forecasts, job requirements, career possibilities, Career paths in Tourism <b>Practical: Debates on tourism Exercise on career planning in tourism</b></p> <p><b>Unit II:</b> <b>Organization of Tourism</b> International Organizations, Development Organizations, Regional Organizations Passenger Transportation: Airline Industry, Rail Industry, Motor Coach Industry, Automobile, Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food Service Industry, Meeting Planners Organizations in the Distribution Process: Travel Agents, The Internet, Consolidators, The Tour Wholesaler, Specialty Channelers Attractions, Entertainment, Recreation: Introduction, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations. <b>Practical: Field study on passenger transportation, hospitality services, travel agencies and tour operators, and other tourist attractions</b></p> <p><b>Unit III:</b> <b>Tourism Supply and Demand</b> Tourism Components and Supply: Supply Components, Natural Resources, Built Environment, Operating Sectors, Spirit of Hospitality and Cultural Resources, Matching Supply with Demand Measuring and Forecasting Demand: Why Demand Is Important, Demand to a Destination, Measuring Demand, Projection Methodology Tourism's Economic Impact, Optimization, Economic Multipliers <b>Practical: Field study</b></p> <p><b>Unit IV:</b> <b>Understanding Travel Behavior and Tourism Policy, Planning and Development</b> Cultural and International Tourism for Life's Enrichment: Developmental and Promotional Measures, Types of Destinations as Travel Experiences, Other Tourist Appeals, Travel experiences 15 hours Sociology of Tourism: Effects on the Individual, Effects on the Family, Effects on Society, Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Summary of the Principal Social Effects of Tourism, Barriers to Travel Tourism Policy: A Definition, The Focus of Tourism Policy: The Competitive/Sustainable Destination, The Major Parameters of Tourism Destination Management, Tourism Policy: Structure, Content, and Process, The Process of Tourism Policy Formulation Tourism Planning, Development, and Social Considerations: Planning for a Competitive/Sustainable Destination, The Nature of Tourism Planning, Relating Tourism Planning to Tourism Policy, Why Tourism Planning Is Necessary, The Planning Process, Goals of Tourism Development, Political Aspects of Tourism Development <b>Practical: Field study</b></p>



<b>Pedagogy</b>	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ selfstudy/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
<b>Reference/Readings</b>	<ol style="list-style-type: none"> <li>1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017.</li> <li>2. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013.</li> <li>3. C. Cooper, Essentials of Tourism, SAGE Publication, 2020</li> <li>4. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford University Press, 2011.</li> <li>5. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020</li> </ol>
<b>Learning Outcome</b>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and identify evolution, importance of travel and tourism for the economy.</li> <li>2. Analyze various sectors and its role in the growth of tourism industry.</li> <li>3. Identify the reasons for the growth of famous tourist attractions and analyze its impact on tourism industry.</li> <li>4. Analyze the importance of tourism planning, and tourism policy formulation for competitive and sustainable development of destinations.</li> <li>5. Evaluate the importance of tourism industry as a system</li> </ol>

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-131**

**Title of the Course: Introduction to Beverages**

**Number of Credits: 3**

**Effective from AY: 2023-24**

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	The aim is to introduce the student to the different types of alcoholic and non-alcoholic beverages served in the Catering sector and understand their production, types and brands.	
<b>Content:</b>		No of hours
	<b>UNIT I</b> <b>Introduction and Classification of Beverages :</b> Classification of beverages, non-alcoholic beverages: differentiation between nourishing, stimulating and refreshing beverages, tea, coffee, cocoa and malted beverages: origin, production, types, brands and service, water, aerated beverages and juices. Introduction to alcoholic beverages: definition, production of alcohol, fermentation process, distillation process, classification with examples, cocktails and mixed drinks	<b>15 hours</b>
	<b>UNIT II</b> <b>Spirits:</b> Introduction and definition, production of spirit, pot-still method patent still method, production of whisky, rum, gin, brandy, vodka, tequila, classification and brand names of each type. different proof spirit: American proof, British proof (Sikes scale) Gay Lussac (OIML Scale)	<b>15 hours</b>
	<b>UNIT III</b> <b>Other Alcoholic Beverages:</b> Beer: Introduction and definition, types of beer, production of beer, storage, brand names Perry, Cider, Mead, Sake: introduction and definition, types of beer, production, storage, brand names and service Aperitifs: introduction and definition, types of aperitifs, vermouth (definition, types and brand names), bitters (definition, Types and Brand names) Liqueurs: definition and history, production of liqueurs, broad categories of liqueurs (herb, citrus, fruit/egg, bean and kernel) popular liqueurs (name, colour, predominant flavour and country of origin)	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. H. Johnson, The World Atlas of Wine, MitchellBeazley, 2013</li><li>2. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK , 2017.</li><li>3. R Cichy, Managing beverage operations. American Hotel And Lodging Educational Institute, 2010.</li><li>4. R. Singaravelavan, Food and Beverage Service. Oxford, 2012.</li><li>5. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014.</li><li>6. A. Domine, The world of spirits and cocktails: the ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013</li></ol>	
<b>Course Outcomes:</b>	At the end of the course, the students will be able to:	

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|  | <ol style="list-style-type: none"><li>1. Classify beverages and describe the types of teas, coffees, and other non-alcoholic beverages</li><li>2. Classify wines and identify the principal wine regions, wine laws, and grape varieties; describe the production process and list brand names</li><li>3. Differentiate between various spirits, describe the production process, and list the brand names of spirits.</li><li>4. Identify fermented beverages, aperitifs, and liqueurs and their categories.</li></ol> |
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**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: : ENG-151**

**Title of the Course: Communicative English: Spoken and Written**

**No. of Credits: 2**

Prerequisites for the course	Interest in improving spoken and written English skills	Contact hours
<b>Course Objective</b>	<ul style="list-style-type: none"><li>• To listen, understand and convey information</li><li>• To listen and respond appropriately to the contributions of others</li><li>• To understand others and present facts, ideas and opinions</li><li>• To articulate experience and express what is thought, felt and imagined</li><li>• To communicate clearly and fluently</li><li>• To use grammatically correct language</li><li>• To use a register appropriate to the audience and context</li></ul>	
	<b>UNIT 1</b> Verbal and non-verbal Skills: importance of pronunciation, enunciation, diction, articulation, intonation and body language. Group Discussion: persuasion, negotiation, leading and participating. Interview Skills: techniques of answering and conducting interviews. Delivering Speeches: balancing rhetoric and empathy to connect with the audience.	15 hours
	<b>UNIT 2</b>  Communication through Letters: cover letters, letters of goodwill, complaint letters and invitation letters. Email Correspondence: components, format, attachments, content and language. Writing Reports: format and steps. Drafting Speeches: special occasion, motivational, informative, and extemporaneous	15 hours
<b>Pedagogy</b>	Topics to be taught using interactive teaching and the workshop method.	
<b>Reference/Readings</b>	<ol style="list-style-type: none"><li>1. Beebe, S. A., &amp; Beebe, S. J. Public Speaking: An audience centered approach. 8 th ed, 2012</li><li>2. Hancock, Mark. English Pronunciation in Use. Cambridge UP, 2003 onwards.</li><li>3. Krishna Mohan and N. P. Singh. Speaking English Effectively. Macmillan India Ltd ISBN: 0333925521</li><li>4. Loughed, Lin. Business Correspondence: A Guide to Everyday Writing. Longman, 2003.</li><li>5. Murphy, Raymond. Murphy's English Grammar. Cambridge UP.</li><li>6. Vyas Manish A., Yogesh L. Patel. Tasks for the English Classroom. Macmillan, 2012.</li><li>7. Online Resource – The homepage of NATE (National Association of Teaching English) while a national British association, has many resources which are in effect international. Series: English Writing Frames – Copiable books. Could be used in used in conjunction with any language/Communication skills course. A systematic resource, with step-by-step practical exercises and photocopiable frames to practice with</li></ol>	
<b>Learning Outcome</b>	On completion of the course, the student will be able to :	

	<ol style="list-style-type: none"><li>1. Elicit and show respect for the views of others as well as be c</li><li>2. Display emotional stability and self-confidence.</li><li>3. Apply critical thinking skills through decision-making and problem-solving.</li><li>4. Demonstrate effective written communication for an intended purpose and audience that follows genre/disciplinary conventions that reflect creation, organization, precision, and revision.</li></ol>	
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**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-141**

**Title of the Course: Hospitality French**

**Number of Credits: 03 (1T+2P)**

**Effective from AY: 2023-24**

<b>Pre-requisites for the Course:</b>	Nil.	
<b>Course Objectives:</b>	The aim is to introduce the student to the basic vocabulary in French used in the hospitality industry to communicate with guests	
<b>Contents</b>	<b>UNIT I :</b> <b>Introduction to Grammar Pronunciation and Vocabulary:</b> The alphabets and accents. The numbers: cardinal–ordinal, days and season Time (only 24 hrs. clock), self-introduction and introducing others, greetings, regrets and making enquiries. Parts of the body, family, dining room and meals, weights and measures. Practical/Demonstrations/Exercices	<b>No of hours</b> <b>5 hours</b>      <b>20 hours</b>
	<b>UNIT II :</b> <b>Hospitality terminology</b> Names of vegetables, fruits, meats, seafood, herbs and spices, Dairy products, culinary terms and classical garnishes, Hand tools and equipment terms, service-related terminology Beverage ingredients and preparations, restaurant brigade and hot plate language, courses of a French classical menu, Service equipment terminology, wine terminology, service styles Vocabulary through the perspective of the Hospitality industry. Practical/Demonstrations/Exercices	<b>5 hours</b>      <b>20 hours</b>
	<b>UNIT III:</b> <b>Communication and dialogue</b> Common French terms related to the hotel industry Basic communication related to guest attendance Welcoming and receiving guests, order taking, simple conversation, feedback and farewell. Practical/Demonstrations/Exercices	<b>5 hours</b>      <b>20 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using methods such as : lectures, exercises, practicals, role plays and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. Cholvy, En cuisine!. Paris: CLÉ International, 2014</li><li>2. J. Venkatesh, S. Venkatesh, and S. Krishnan K.G, Bon Sejour1. Delhi: Goyal Publishers &amp; Distributors Pvt. Ltd, 2018.</li><li>3. S. Bhattacharya and U. S. Bhalerao, Eds., French for Hotel Management &amp; Tourism Industry. New Delhi: Frank Brothers, 2009.</li><li>4. R. Chandrasekar, R. Hangal, C. Krishnan, C. Ninan and A. Mokashi, A Votre service1. Delhi: Goyal Publishers Ltd, 2003.</li><li>5. C. Miquel, Vocabulaire Progressif du Francais, 2nd ed. Paris: CLÉ International, 2010.</li></ol>	

<b>Course Outcomes:</b>	At the end of the course the students will be able to: <ol style="list-style-type: none"><li>1. Understand the importance of French in the hospitality operations</li><li>2. Use correct pronunciation of French terminology.</li><li>3. Use standard phrases in French in kitchen and restaurant operations</li><li>4. Perform the four language skills of listening, speaking, reading and writing.</li></ol>
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Name of the Programme: B.Sc. International Hospitality Management

Course Code: VAC-100

Title of the Course: Environmental Studies I

Number of Credits: 02

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	Sensitise students to environmental conservation and sustainable use of resources	
Content:	<p><b>Module 1 : Multidisciplinary nature of environmental studies</b> Definition, scope and importance Need for public awareness. Natural Resources : Renewable and non-renewable resources : Natural resources and associated problems. Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies. Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. Energy resources : Growing energy needs, renewable and non-renewable energy sources, use of alternate energy sources. Case studies. Land resources : Land as a resource, land degradation, man-induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources. • Equitable use of resources for sustainable lifestyles.</p> <p><b>Module 2 : Ecosystems</b> Concept of an ecosystem. Structure and function of an ecosystem. Producers, consumers and decomposers. Energy flow in the ecosystem. Ecological succession. Food chains, food webs and ecological pyramids. Introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries); Biodiversity and its conservation Introduction – Definition : genetic, species and ecosystem diversity. Biogeographical classification of India, Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values, Biodiversity at global, National and local levels. India as a mega-diversity nation IV, Hot-spots of biodiversity. Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts. Endangered and endemic species of India, Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.</p>	<p>No of hours 15 hours</p> <p>15 hours</p>
Pedagogy:	Class lectures, Case Studies, Field visits	



<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Agarwal K.C. (2001): Environmental Biology, Bikaner, Nidi</li> <li>2. Bharucha E.: The Biodiversity of India, Ahmedabad, Mapin</li> <li>3. Bharucha E.: Textbook of Environmental Studies. Orient BlackSwan</li> <li>4. Brunner R.C. (1989): Hazardous Waste Incineration, New York, McGraw-Hill</li> <li>5. Chatwal G.R. &amp; Sharma H. (2005): A Textbook of Environmental Studies, Mumbai, Himalaya</li> <li>6. Clark R.S.: Marine Pollution, Oxford, Clanderson</li> <li>7. Cunningham W.P., Cooper T.H., Gorani E. &amp; Hepworth M.T. (2001): Environmental Encyclopaedia, Mumbai, Jaico.</li> <li>8. De A.K.: Environmental Chemistry, Wiley</li> <li>9. Desai R.J. (2003): Environmental Studies, Mumbai, Vipul, Goa University, Taleigao Plateau, Goa</li> <li>10. Gleick H.P. (1993): Water in Crisis, Stockholm Env't. Institute, OUP</li> <li>11. Hawkins R.E.: Encyclopedia of Indian Natural History, Mumbai, BNHS</li> <li>12. Heywood V.H. &amp; Watson R.T. (1995): Environment Protection and Laws, Mumbai, Himalaya</li> <li>13. Jadhav H. &amp; Bhosale V.M. (1995): Environment Protection and Laws, Mumbai, Himalaya</li> <li>14. McKinney M.L. &amp; Schoel R.M. (1996): Environment Science, Systems and Solutions, Web Enhanced Edition.</li> <li>15. Mhaskar A.K.: Matter Hazardous, Techno-Science Publications</li> <li>16. Miller T.G. Jr.: Environmental Science, Wadsworth</li> <li>17. Odum E.P. (1971): Fundamentals of Ecology, Philadelphia, W.B. Saunders</li> <li>18. Rao M.N. &amp; Datta A.K. (1986): Waste Water Treatment, Oxford &amp; IBH</li> <li>19. Santra S.C. (2004): Environmental Science, Kolkata, Central Book Agency</li> <li>20. Sharma B.K. (2001): Environmental Chemistry, Meerut, Goel Publishing House</li> <li>21. Townsend C., Harper J. &amp; Begon M.: Essentials of Ecology, Blackwell Science</li> <li>22. Trivedi R.K.: Handbook of Environmental Laws, Rules, Guidelines, Compliances and, Standards, Vol.1 &amp; 2, Enviro Media.</li> <li>23. Trivedi R.K. &amp; P.K. Goel: Introduction to Air Pollution, Techno-Science Publications</li> <li>24. Wagner K.D. (1998) Environmental Management, Philadelphia, W.B. Saunders Magazines</li> </ol> <p>Down to Earth, Centre for Science &amp; Environment, Survey of the Environment published by The Hindu</p> <p>E- resource  <a href="http://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf">http://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf</a> </p>
<b>Course Outcomes:</b>	<p>Students will have the ability to</p> <ol style="list-style-type: none"> <li>1. Distinguish between renewable and non-renewable resources</li> <li>2. Understand different ways to manage resources sustainability</li> <li>3. Appreciate the value of bio-diversity and its management</li> </ol>

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: VAC-108**

**Title of the Course: Introduction to the Folktales of India**

**Number of Credits: 02**

**Effective from AY: 2023-24**

<b>Pre-requisites</b>	Nil	
<b>Course Objectives:</b>	<ul style="list-style-type: none"><li>• To analyze the cultural and historical context in which Indian folktales were created and transmitted</li><li>• To demonstrate an understanding of the diversity and richness of Indian folklore</li><li>• To appreciate the aesthetic and literary qualities of Indian folktales</li></ul>	
<b>Content:</b>	<b>Unit 1: Theory</b> <ol style="list-style-type: none"><li>1. An overview of the key concepts and methods used in the study of folktales, such as genre, motif, variant, and performance</li><li>2. An exploration of the different modes of performance and storytelling in Indian folklore, including oral traditions, written texts, and visual representations</li><li>3. Interpretation and meaning of the multiple meanings and interpretations of Indian folktales, including their relationship to Indian cultural values, beliefs, and practices</li></ol>	15 hours
	<b>Unit 2: Folktales</b> <ol style="list-style-type: none"><li>1. "A Story and a Song" (The relationship between storytelling and cultural identity)</li><li>2. "The Adventures of a Disobedient Prince"(Themes of rebellion, disobedience, and self-discovery)</li><li>3. "A Buffalo without Bones" (The relationship between animals and humans in folklore)</li><li>4. "Why the Sky went up" (The creation of the world and natural phenomena in Indian folklore)</li><li>5. "Three Magic Objects" (The symbolism and significance of magical objects in folklore)</li><li>6. "Sister Crow and Sister Sparrow" (The importance of compassion and kindness)</li><li>7. "The Pomegranate Queen"</li><li>8. (The symbolism and significance of plants and fruits in folklore)</li></ol>	15 hours
<b>Pedagogy:</b>	A combination of lecture-based instruction, group discussions, reading and analysis of folktales, and potentially creative assignments such as retelling or adaptation of folktales	
<b>References/ Readings:</b>	<b>Primary Source:</b> Ramanujan, Attipat K., Stuart H. Blackburn, and Alan Dundes. <i>A Flowering Tree and Other Oral Tales from India: AK Ramanujan; Edited with a Preface by Stuart Blackburn and Alan Dundes</i> . Univ of California Press, 1997.	

	<p><b>Secondary Sources:</b></p> <p>Beck, Brenda E.F. Folktales of India. Motilal Banarsidass Publishers, 2001.</p> <p>Chakraverty, Anjan. The Magic of Indian Miniatures. Roli Books, 2001.</p> <p>Mahajan, Urmila. The Puffin Book of Folktales from India. Puffin Books, 2004.</p> <p>Nath, Pratibha. Indian Folktales and Legends. Penguin Random House India, 2015.</p> <p>Paik, Prasanta Kumar. Indian Folklore: An Introduction. McFarland &amp; Company, 2006.</p> <p>Ramanujan, A.K. Folktales of India. Penguin Books, 1994.</p>
<b>Course Outcomes</b>	<p>After the completion of the course, the students will be able to:</p> <ul style="list-style-type: none"> <li>● Identify and analyse the key features and characteristics of folktales</li> <li>● Critically evaluate the role of folktales in shaping cultural identities, beliefs, and values</li> <li>● Demonstrate an appreciation for the diversity and richness of global folktales, and develop a deeper understanding of different cultures and traditions</li> <li>● Apply their knowledge and skills to create their own folktales, based on the characteristics and themes of traditional tales, and share them with others</li> </ul>

## YEAR 1 SEMESTER II

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: COM-111**

**Title of the Course: Principles and Practice of Management**

**Number of Credits: 4**

**Effective from AY: 2023-24**

Prerequisites for the course	Nil	Contact hours
<b>Course Objective</b>	1. To enable the learners to describe the competitive landscape of a company using Porter's five force model. 2. To acquaint the learners with skills to interpret the relevance of delegation and decentralization of authority in an organization. 3. To acquaint the learners to recognize the various needs of an individual using Maslow's Need-Hierarchy Theory. 4. To elucidate the principles and major techniques of control and apply the principles and techniques of coordination	
<b>Content</b>	<b>Unit 1:</b> <b>Introduction to Management</b> Management: Concept and Need, Managerial Functions - An overview; Coordination: Essence of Management. Evolution of Management Thought, Classical Approach - Taylor, Fayol, NeoClassical and Human Relations Approaches - Mayo, Hawthorne Experiments, Behavioural Approach, Systems Approach, Contingency Approach, MBO, Hammer and Champy- Business Process Reengineering, Porter's Five-forces' Model.	15 hours
	<b>Unit 2:</b> <b>Planning and Organising</b> Types of Plan; Strategic planning - Concept, process, Importance and limitations; Environmental Analysis and diagnosis (Internal and external environment) Definition, Importance and Techniques (SWOT/TOWS/WOTS-UP, BCG Matrix, Competitor Analysis); Decision-making: Process and Techniques; Perfect rationality and bounded rationality. Concept and process of organizing - An overview, Span of management, Different types of authority (line, staff and functional), Decentralization, Delegation of authority; Formal and Informal Structure; Principles of Organizing; Network Organization Structure. Emerging types.	15 hours
	<b>Unit 3: Staffing and Leading</b> Staffing: Concept of staffing, staffing process. b. Motivation & Leadership: Concept, Importance, extrinsic and intrinsic motivation; Major Motivation theories - Maslow's NeedHierarchy Theory; Herzberg's Two-factor Theory, Vroom's Expectancy Theory. Leadership: Concept and importance; Leadership styles. Communication: Concept, purpose, process; Oral and written communication; Formal and informal communication networks, Barriers to communication, Overcoming barriers to communication. Emerging trends in communication.	15 hours
	<b>Unit 4:</b> <b>Control and Coordination</b> Concept, Process, Limitations, Principles of Effective Control, Major Techniques of control - Effective Control Systems. Coordination	15 hours

	Concept, Importance, Principles and Techniques of Coordination, Concept of Managerial Effectiveness. Emerging issues in Management.	
<b>Pedagogy</b>	Lectures, Classroom discussions and Case study	
<b>Reference/Readings</b>	<ol style="list-style-type: none"> <li>1. Tripathi, P. C. &amp; Reddy, P.N. (2010). Principles of Management (Fourth ed.). Tata Mc Graw Hill Education Pvt. Ltd., New Delhi</li> <li>2. Chandan, J. S. (2004). Management, Theory &amp; Practice (Second ed.). Vikas Publishing House, New Delhi.</li> <li>3. Prasad, L. M. (2000). Principles and Practice of Management (Fifth ed.). Soultan Chand &amp; Sons.</li> <li>4. Jain, V. (2010). Management Theory &amp; Practice (First ed.). International Book House, New Delhi.</li> <li>5. Prasad, M. (2008). Management Concepts &amp; Practices. (Fourth ed.). Himalaya Publishing House, Mumbai.</li> <li>6. Subba Rao, P., &amp; Venkatram T. K. (2010). Management Theory &amp; Practice (First ed.). Himalaya Publishing House, Mumbai.</li> <li>7. Moshal, B. S. (2009). Principles of Mangement (First ed.).Ane Books Pvt. Ltd., New Delhi.</li> <li>8. Barton, G., &amp; Thakur, H. (1997). Management Today, Principle &amp; Practice (First ed.). Tata Mc Graw Hill Publishing Co. Ltd., New Delhi.</li> </ol>	
<b>Learning Outcome</b>	<p>After completion of this course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe the competitive landscape of a company using Porter's five force model.</li> <li>2. Interpret the relevance of delegation and decentralization of authority in an organization.</li> <li>3. Recognise the various needs of an individual using Maslow's Need-Hierarchy Theory.</li> <li>4. Eucidate the principles and major techniques of control and apply the principles and techniques of coordination.</li> </ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: MGF-112**

**Title of the Course: Fundamentals of Accounting**

**Number of Credits: 4**

Prerequisites for the course	Nil	Contact hours
Course Objective	To enable students to understand and apply the principles and practices of accounting	
Content	<b>UNIT 1:</b> <b>Introduction to accounting system, concepts and conventions</b> Basic terms of accounting, Accounting Principles, Concepts, Conventions, IND-AS, Accounting Equation, System of accounting: Cash system and mercantile system, Accounting as information system, Users of accounting information.	10 hours
	<b>UNIT 2:</b> <b>Accounting process and Procedure</b> Transaction/Event, Voucher: Meaning, Types of Vouchers, Receipt (Credit Voucher), Payment (Debit Voucher), Journal (Accrual) Voucher, Journal, Cash Book (double and triple column, journal proper), Ledger, Trial Balance.; Bank Reconciliation Statement Meaning and need; Causes of disagreement.	25 hours
	<b>UNIT 3:</b> <b>Financial Statements</b> Forms of financial statements, Preparation of Income statement and Balance sheet.	10 hours
	<b>UNIT 4:</b> <b>Introduction to Computerized Accounting</b> Features, benefits, integration, practical application of any one accounting software.	15 hours
Pedagogy	The methodology used in the class will combine lectures, case studies, practical, group discussions and presentations.	
Reference/Readings	<ol style="list-style-type: none"><li>1. Gupta, R. L. (2015). Problems and Solutions in Advanced Accounting. (8th ed.). Sultan Chand.</li><li>2. Hanif, M., and Mukherjee, A. (2013). Modern Accountancy (Volumes I and II). (2nd ed.). Tata McGraw-</li><li>3. Maheshwari, S. N. (2019). Advanced Accounting. (8th ed.). Vikas Publishing House.</li><li>4. Shukla, M. C., Grewal, T. S., and Gupta, S. C. (2017). Advanced Accounting. (17th ed.). S. Chand Publishing.</li><li>5. R. K. Arora (2018), Financial Accounting: Fundamentals, Analysis and Reporting, 2 nd Ed., Wiley.</li></ol>	
Learning Outcome	On completion of the course, students will be able to: <ol style="list-style-type: none"><li>1. Describe accounting terminologies, nature and purpose of Indian Accounting Standard.</li><li>2. Prepare accounting vouchers, cash book and ledgers.</li><li>3. Prepare financial statements of a firm.</li><li>4. Use the accounting software for Financial Statement Preparation</li></ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-132**

**Title of the Course: Introduction to Wines**

**Number of Credits: 03**

**Effective from AY: 2023-24**

<b>Pre-requisites for the Course:</b>	Nil	
<b>Course Objectives:</b>	The aim is to introduce the student to the different types of wines and understand their production, types and brands.	
<b>Content:</b>		No of hours
	<b>UNIT 1</b> Introduction: History and evolution of wine, Classification of wines, Viticulture : Types of grapes, vine varieties, factors affecting the quality of wine Training of vine – pruning (single guyot, cordon de royat, double guyot, guyot curtain and pergola), ploughing (ground work), budding, spraying, weeding. Pests and diseases	<b>15 hours</b>
	<b>UNIT II</b> Vinification Art of making still wine, sparkling wine and fortified wines. Cellar – storage, temperature and humidity level	<b>15 hours</b>
	<b>UNIT III</b> Wine regions of the world, Wine regulations and major wine producing regions. Key aspects of wine label. Wine tasting: -Flavors and aroma characteristics (color, bouquet, body and taste). Serving temperatures of wines.	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. H. Johnson, The World Atlas of Wine, Mitchell Beazley, 2013</li><li>2. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK , 2017.</li><li>3. R Cichy, Managing beverage operations. American Hotel And Lodging Educational Institute, 2010.</li><li>4. R. Singaravelavan, Food and Beverage Service. Oxford, 2012.</li><li>5. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014.</li><li>6. A. Domine, The world of spirits and cocktails: the ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013</li></ol>	
<b>Course Outcomes:</b>	At the end of the course, the students will be able to: <ol style="list-style-type: none"><li>1. Classify wines and identify the principal wine regions, wine laws, and grape varieties; describe the production process and list brand names</li><li>2. Understand the viticulture and vinification process.</li></ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: : ENG-152**

**Title of the Course: Digital Content Creation in English**

**No. of Credits: 2**

Prerequisites for the course	Nil	Contact hours
Course Objective	To enable students to understand and apply the principles and practices of accounting	
Content	<b>UNIT 1:</b> <b>Introduction to accounting system, concepts and conventions</b> Basic terms of accounting, Accounting Principles, Concepts, Conventions, IND-AS, Accounting Equation, System of accounting: Cash system and mercantile system, Accounting as information system, Users of accounting information.	10 hours
	<b>UNIT 2:</b> <b>Accounting process and Procedure</b> Transaction/Event, Voucher: Meaning, Types of Vouchers, Receipt (Credit Voucher), Payment (Debit Voucher), Journal (Accrual) Voucher, Journal, Cash Book (double and triple column, journal proper), Ledger, Trial Balance.; Bank Reconciliation Statement Meaning and need; Causes of disagreement.	25 hours
	<b>UNIT 3:</b> <b>Financial Statements</b> Forms of financial statements, Preparation of Income statement and Balance sheet.	10 hours
	<b>UNIT 4:</b> <b>Introduction to Computerized Accounting</b> Features, benefits, integration, practical application of any one accounting software.	15 hours
Pedagogy	The methodology used in the class will combine lectures, case studies, practical, group discussions and presentations.	
Reference/Readings	<ol style="list-style-type: none"><li>6. Gupta, R. L. (2015). Problems and Solutions in Advanced Accounting. (8th ed.). Sultan Chand.</li><li>7. Hanif, M., and Mukherjee, A. (2013). Modern Accountancy (Volumes I and II). (2nd ed.). Tata McGraw-</li><li>8. Maheshwari, S. N. (2019). Advanced Accounting. (8th ed.). Vikas Publishing House.</li><li>9. Shukla, M. C., Grewal, T. S., and Gupta, S. C. (2017). Advanced Accounting. (17th ed.). S. Chand Publishing.</li><li>10. R. K. Arora (2018), Financial Accounting: Fundamentals, Analysis and Reporting, 2 nd Ed., Wiley.</li></ol>	
Learning Outcome	On completion of the course, students will be able to: <ol style="list-style-type: none"><li>5. Describe accounting terminologies, nature and purpose of Indian Accounting Standard.</li><li>6. Prepare accounting vouchers, cash book and ledgers.</li><li>7. Prepare financial statements of a firm.</li><li>8. Use the accounting software for Financial Statement Preparation</li></ol>	



**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: CUL-142**

**Title of the Course: Management Information System in Hospitality**

**Number of Credits: 03 (3P)**

**Effective from AY: 2023-24**

<b>Pre-requisites for the Course:</b>	Pass in Std XII examination in any discipline	
<b>Course Objectives:</b>	The aim is to gain technical skills in Management Information systems	
<b>Content:</b>		No of hours
	<b>UNIT I</b> <b>Introduction to Management Information systems</b> MIS Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS, MIS and Computer, MIS and user distributed processing, differentiate between wired and wireless technologies, Network topologies, Types of telecommunication Media, E-commerce	<b>30 hours</b>
	<b>UNIT II</b> <b>Property Management System:</b> Information systems for rooms division management, property management system, various modules related to reservations, registration, cashiering, telephones, guest history, housekeeping	<b>30 hours</b>
	<b>UNIT III</b> <b>Computerized reservation system:</b> Introduction to global distribution systems (GDS) and hotel distribution on GDS, management information systems (MIS) for key decisions, guests data base, keeping track of guests profile, needs, expectations, projection and monitoring of occupancy levels. Mobile / Wireless Computing in Tourism, Hospitality and Leisure Transaction Processing Systems for Tourism	<b>30 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	
<b>References/ Readings:</b>	<ol style="list-style-type: none"><li>1. Jaiswal, Mahadeo and M. Mittal, Management Information Systems – Oxford Publication 2004.</li><li>2. O'Connor Peter, Using Computers in Hospitality, Thomson Learning, 2004.</li><li>3. W.S Jawadekar, Management Information Systems, Tata McGraw-Hill Publishing Company Limited, 2020</li><li>4. Leidner, Dorothy, and E. Mc Lean, and J.Wetherbe, Organisations in the Digital Economy, John Wiley &amp; Sons, 2008</li><li>5. K. Laudon, J. Laudon, Management Information Systems Managing the Digital Firm, 2019.</li></ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: VAC-110**

**Title of the Course: Awareness of Cyber Crimes and Security**

**Number of Credits: 2**

**Effective from AY: 2023-24**

<b>Pre-requisites</b>	Nil	
<b>Course Objectives:</b>	This course is intended to: <ul style="list-style-type: none"><li>● Introduce to students the awareness of cybercrimes and cyber security – concepts, theory.</li><li>● Covers various techniques which enable the student to analyse the threats and attacks due to cybercrimes.</li><li>● Explain mitigation techniques and policies for cyber security.</li></ul>	
<b>Content:</b>	<b>Unit 1: Cyber Crime against Individuals and Organisations</b> Cyber Crime- Overview, Internal and External Attacks, Attack Vectors. Cybercrimes against Individuals – E-mail spoofing and online frauds, Phishing and its forms, Spamming, Cyber-defamation, Cyberstalking, Cyber Bullying and harassment, Computer Sabotage, Pornographic offenses, Password Sniffing. Keyloggers and Screen loggers. Cyber Crimes against Women and Children.  Cybercrime against organization – Unauthorized access of computer, Password Sniffing, Denial-of-service (DOS) attack, Backdoors and Malwares and its types, E-mail Bombing, Salami Attack, Software Piracy, Industrial Espionage, Intruder attacks. Security policies violations, Crimes related to Social Media, ATM, Online and Banking Frauds. Intellectual Property Frauds. Cyber Crimes against Women and Children.	15 hours
	<b>Unit 2: Global perspective on Cyber crimes and Cyber Security</b> A global perspective on cybercrimes, Phases of cyber-attack – Reconnaissance, Passive Attacks, Active Attacks, Scanning, Gaining Access, Maintaining Access, Lateral movement and Covering Tracks. Detection Avoidance, Types of Attack vectors, Zero-day attack, Overview of Network based attacks.  Introduction to Cyber Security. Confidentiality, Integrity and Availability – Triad. Attacks: Threats, Vulnerabilities and Risk. Risk Management, Risk Assessment and Analysis. Information Classification, Policies, Standards, Procedure and Guidelines. Controls: Physical, Logical and Administrative; Security Frameworks, Defence in-depth: Layers of security. Identification and Authentication – Factors. Authorization and Access Controls- Models, Methods and Types of Access Control.	15 hours
<b>Pedagogy:</b>	Lectures/Tutorial	

<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Godbole Nina and Belapore Sunit; "Cyber Security: Understanding Cyber Crimes, Computer Forensics and Legal Perspectives", Wiley Publications,2011.</li> <li>2. Jain Atul; "Cyber Crime: Issues, Threats and Management", 2004</li> <li>3. Yar Majid; "Cybercrime and Society", Sage Publications, 2006</li> <li>4. Whiteman Michael E and Mattord Herbert J; "Principles of Information Security", Vikas Publishing House, New Delhi, 2003.</li> <li>5. Matt Bishop, "Computer Security Art and Science", Pearson/PHI, 2002.</li> <li>6. Indian Institute of Banking &amp; Finance <i>Prevention Of Cyber Crimes And Fraud Management</i> Macmillan, Delhi, 2020</li> <li>7. Prashant Mali <i>Cyber Law &amp; Cyber Crimes Simplified</i>, Cyberinfo Media, Delhi, 2017</li> <li>8. Vishwanath Paranjape <i>Cyber Crimes and Law</i>, Central Law Agency, Allahabad, 2019</li> </ol>
<b>Course Outcomes</b>	<p>Students will,</p> <ul style="list-style-type: none"> <li>● Aware of the various cybercrimes and will able to guide others.</li> <li>● Understand the global problems faced by individuals, organisations due to cybercrimes and attacks.</li> <li>● Apply the cyber security analysis to mitigate and prevent such attacks.</li> </ul>

**Effective from AY: 2023-24**

<b>Prerequisites</b>	Nil
<b>Course Objectives:</b>	<ul style="list-style-type: none"> <li>To introduce the student to the models and dimensions of health and wellness.</li> <li>To familiarize students with lifestyle diseases and the need for lifestyle changes.</li> <li>To understand the nature of mental health and stress and its management.</li> <li>To enable students to manage their health and wellness via healthy eating, physical fitness and rational decision making.</li> </ul>
<b>Content:</b>	<div> <div> <b>Unit 1: Introduction to Health and Wellness</b> <ul style="list-style-type: none"> <li>Meaning: Models of Health - Medical and Wellness; Dimensions of Health and Wellness; Measuring Health.</li> <li>Lifestyle diseases; Making Lifestyle Changes: Health Belief Model, Trans-theoretical Model, Theory of Reasoned Action.</li> <li>Mental Health and Stress: Thoughts, Emotions, and Mental Health; Stress: Components and Management.</li> </ul> </div> <div> <b>Unit 2: Health and Wellness Management</b> <ul style="list-style-type: none"> <li>Healthy Eating: Components of Food; Dietary Guidelines for Eating Right; Sensible Weight Management.</li> <li>Physical Activity for Health: Components and Benefits.</li> <li>Making Decisions about Health Care: Being a wise Healthcare Consumer; Choosing a Healthcare Provider; Health Insurance.</li> </ul> </div> </div>
<b>Pedagogy:</b>	Lectures/Case analysis/Assignments/Classroom interactions
<b>References/ Readings:</b>	<b>Main Textbook</b> <ul style="list-style-type: none"> <li>G. Edlin and E. Golanty, Health &amp; Wellness, 13th ed. United States of America: Jones &amp; Bartlett Learning, 2019.</li> <li>Suggested References</li> <li>S. Anil, Ed., Healthful Eating As Lifestyle (HEAL): Integrative Prevention for Non-Communicable Diseases. Boca Raton: CRC Press Taylor &amp; Francis Group, 2017.</li> <li>E. Hardman and D. J. Stensel, D. J., Physical Activity and Health: The Evidence Explained, 2nd ed. London and New York: Routledge, Taylor &amp; Francis Group, 2009.</li> <li>K. L. Harkness and E. P. Hayden, Eds., The Oxford Handbook of Stress and Mental Health. New York: Oxford University Press, 2020.</li> <li>Human Kinetics, Health and Wellness for Life. Health Textbooks. United States of America: Human Kinetics, Inc., 2010.</li> <li>D. C. Wood, The Economics of Health and Wellness: Anthropological Perspectives, Research in Economic Anthropology, Vol. 26. United Kingdom: Elsevier Ltd., 2008.</li> </ul>
<b>Course Outcomes:</b>	<p>Upon completion of this course, the student will be able to:</p> <ol style="list-style-type: none"> <li>Comprehend the models and dimensions of Health and Wellness.</li> <li>Understand the prevalence of Lifestyle diseases and the urgency for change.</li> <li>Analyze the nature of Mental Health and Stress and ways to manage the same.</li> <li>Elucidate on Management of Health and Wellness through mechanisms of Nutrition, Fitness and Rational decisions.</li> </ol>

## SECOND YEAR SEMESTER III

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-200**

**Title of the Course: Food Production Practical-I**

**No. of Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course	Food and Beverage Operations	Contact hours
<b>Objectives</b>	The aim is to familiarize the student to basic kitchen operations and skills required to work in a professional kitchen.	
	<p><b>UNIT-I</b>  <b>Kitchen equipment, and knife skills :</b>  Introduction to all types of machinery and kitchen tools, Uses, handling, safety, Safety and security regulations in the kitchen  Set up of work station and maintenance of clean and hygienic station. Types of knives, Basic vegetable cuts, Brunoise, julienne, paysanne, macedoine and chiffonade.  Preparation of salads, sandwiches and hors d'oeuvres.  Egg preparations for breakfast: Soft-boiled, hard-boiled, scrambled, fried, omelets and poached.</p> <p><b>Stock, soups and Mother sauces</b>  Preparation of White stock, brown stock, fumet and veg stock  Preparation of Classical mother sauces as per Escoffier: Béchamel, Velouté, Espagnole, Hollandaise, Mayonnaise, Tomato and their derivatives</p> <p><b>UNIT-II</b>  <b>Basic pre-elaborations</b>  Vegetable preparation techniques, Cutting, turning, marinating, sautéing and quick pickling  Meats and poultry preparations: Different ways of deboning, portioning, preparing for stuffing  Fish and Shellfish preparations: Cleaning and preparing for whole fish, special cuts of fish like filleting, paupiettes, gujonettes, darne and troncon  Rice, starch and garnishes.</p> <p><b>Methods of cooking</b>  Moist heat methods (steaming, boiling, blanching and braising)  Dry heat methods (frying, roasting and confit)</p> <p><b>UNIT-III</b>  <b>Putting into practice</b>  Preparation of 6 menus with starter, main course and dessert  Preparation of banquet menu and showmanship.</p>	<p><b>10 hours</b></p> <p><b>10 hours</b></p> <p><b>40 hours</b></p>
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practical, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode	

<b>References/Readings</b>	<ol style="list-style-type: none"> <li>1. John Campbell et al, Practical cookery, Hodder Education, latest available Edition</li> <li>2. Wayne Gisslen, Professional Cooking, Wiley, 2015, latest available Edition</li> <li>3. Thangam E. Phillip, Modern Cookery, Volume 1, Orient BlackSwanPtl, latest available Edition</li> <li>4. Thangam E. Phillip, Modern Cookery, Volume 2, Orient BlackSwanPtl, latest available Edition</li> <li>5. Parvinder.S..Bali, Food Production Operation , Oxford</li> </ol>	
<b>Course Outcomes</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Execute proper vegetable cuts.</li> <li>2. Appreciate different cooking methods</li> <li>3. Preparation of cold and hot sauces and their derivatives</li> <li>4. Prepare stocks, soups, salads, sandwiches, hors d'oeuvres and egg dishes</li> <li>5. Create proper menus and execute a banquet service.</li> </ol>	

**Effective from AY 2024-2025**

Prerequisites for the course	Food and Beverage Operations	Contact hours
<b>Course Objectives</b>	The aim is to introduce the student to F&B sector, its organization, planning and execution and an overview of trends and the link to cuisine.	
	<p><b>UNIT-I</b>  <b>Food service areas and Mise-en-place</b></p> <p>Induction and profile of the areas  Appraising restaurant equipment, napkin folding, points to be observed while laying and relaying of table cloth.  Activities involved in mise-en-place and mise-en-scene, setting up sideboard, Table decorations, Condiments, Handling of cutlery, crockery, glassware, service gears and trays.</p> <p><b>UNIT-II</b>  <b>Restaurant Service</b></p> <p>Handling restaurant reservations, greeting and seating the guest, Planning of a 4-5 course menu and preparing the table set up accordingly, service procedures of table d'hôte and al la carte orders.  Order taking of food (appetizers, main course and desserts)  Presenting and settling of bills and seeing off the guest  Rota service, Different styles of service and techniques Different types of meal service, working at the guest table- basic rules, carving, and flambéing. banquet table setup, Buffet organization</p> <p><b>UNIT-III</b>  <b>Introduction to non- alcoholic and spirits</b></p> <p>Manufacture of tea, coffee, brandy, whisky, vodka, liqueurs, definition classification of alcoholic beverages fermentation process, distillation process. fermented beverages, distilled spirits, liqueurs.</p> <p><b>UNIT-IV</b>  <b>Bar Operation</b></p> <p>Service of non-alcoholic beverages such as tea, coffee, water, aerated beverages, service procedures of beer, whisky, brandy, gin, vodka, rum, tequila with mixers and service of liqueurs.  Order taking of alcoholic beverages and service on a table.</p>	<p>15 hours</p> <p>25 hours</p> <p>15 hours</p> <p>5 hours</p>
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods such as lectures, exercises, practical, seminars, case studies, role plays and problem solving, to enable the students to learn in an interactive mode.	
<b>References/Readings</b>	1. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, latest available Edition	

	<ol style="list-style-type: none"> <li>2. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, latest available Edition</li> <li>3. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, latest available Edition</li> <li>4. Ms. Sylvia Meyer et al, Professional Table Service Wiley Publications</li> </ol>	
<b>Course Outcomes</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Present different table set-ups,</li> <li>2. Identify and demonstrate several service styles and beverage service in front of the guest</li> <li>3. Execute proper service flow from receiving the guest, to order taking, drink and food serving, clearing and billing and warm farewell</li> <li>4. Demonstrate good hygiene, etiquette and showmanship.</li> </ol>	



**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-211**

**Title of the Course: Human Resource Management**

**No. of Credits: 4**

**Effective from AY 2024-2025**

<b>Prerequisites for the course</b>	Nil	<b>Contact hours</b>
<b>Course Objective</b>	The aim is to introduce the students to the management of an organization's workforce through the design and implementation of effective human resources policies and procedures.	
	<b>Unit I:</b>  <b>Introduction and Planning</b> Introduction to Human Resource Management-Objectives, Functions, Organization of HR Department, Environment & Strategic Role of HRM, Manpower planning, Job Analysis & job Design, Succession Planning.  <b>Unit II:</b>  <b>Recruitment &amp; Selection</b> Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in Recruitment and Selection, Evaluation, Employee Placement  <b>Unit III:</b>  <b>Training and Development and Performance Management</b> Training Process, Training Need Analysis, Training Design, Types of Training, Methods of Training, Training Evaluation. Performance Management: Setting KRA's/KPA's, Appraisal Process, Methods and its applicability, Rewards.  <b>Unit IV:</b>  <b>Compensation, Employee Benefits and Industrial Relations</b> Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit programs, Introduction to Industrial Relations, Importance & Approaches, Trade Unions, Resolving Disputes	10 hours  20 hours  20 hours  10 hours
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode	
<b>Reference/Readings</b>	1. K. Aswathappa, 'Human Resource Management', Tata McGraw-Hill Education, 6 th or Latest Edition. 2. Snell, Bohlander, Vohra, 'Human Resource management', - Cengage learning , 1 st or Latest Edition	

	<ol style="list-style-type: none"> <li>3. Gary Dessler, 'Human Resource Management', Pearson publication, 2020 or Latest Edition</li> <li>4. C B Gupta, Human Resource Management Text And Cases, Sultan Chand and Sons</li> <li>5. Gary Dessler, Biju Varrkey, Human Resource Management, Fifteenth Edition, by Pearson Paperback – 26 December 2017</li> </ol>	
<b>Course Outcomes</b>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> <li>1. Define the concept of HR and its integration with business performance.</li> <li>2. Derive a deep insight into Human Resource planning and its linkage to an effective Recruitment process.</li> <li>3. Understand training needs assessment and the training process.</li> <li>4. Get an in depth understanding of a good Performance Management System.</li> <li>5. Evaluate various components of employee compensation and benefits and their role in attracting and retaining competent people.</li> <li>6. Assess Industrial Disputes and methods of settlement of the same.</li> </ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-231**

**Title of the Course: Gastronomic Tourism**

**No. of Credits: 3**

**Effective from AY 2024-2025**

Prerequisites for the course	Nil	Contact hours
Course Objective	The aim is to introduce the student to the social, cultural and environmental gastronomic tourism in regards to people, places and celebrations	
	<b>UNIT –I</b> <b>Introduction to gastronomic tourism</b> Definition, different types of gastronomic tourism, overview and features of gastronomic tourism, historical understanding of gastronomic tourism, Identity of a destination as a gastronomic tourism destination  <b>UNIT –II</b> <b>Gastronomic tourism as a contributor towards regional economic development.</b> The growth and development of gastronomic travel <ul style="list-style-type: none"><li>Worldwide growth of gastronomic travel</li><li>Gastronomic tourism in India – Regions and food history</li></ul> <b>UNIT-III</b> <b>Designing a gastronomic tourism</b> Gastronomic tourism product strategy, resources and venues Marketing and branding gastronomic tourism <ul style="list-style-type: none"><li>Travel experience sharing (blogs/vlogs)</li><li>Use of social media and other mass media platforms</li></ul> <b>UNIT-IV</b> <b>Global gastronomic tourism trends</b> Trends in global gastronomic tourism, the food trends Regional food trail- a practical experience Gastronomic tourism festivals, events and markets <ul style="list-style-type: none"><li>Festivals that celebrate food, food festivals across the different regions</li></ul> Beverage Tourism: Drinking to experience people and place <ul style="list-style-type: none"><li>Eco-tourism - visits to wineries, tasting wines.</li></ul>	10 hours  10 hours  10 hours  15 hours
Pedagogy	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode	
References/Readings	<ol style="list-style-type: none"><li>Frost, W., Laing, J., Best, G., Williams, K., Strickland, P., &amp; Lade, C. Gastronomy, tourism and the media, Channel View Publications latest available edition</li><li>Park, E., Kim, S., &amp; Yeoman, I., Food tourism in Asia. Singapore, Springer, latest available edition</li><li>Stanley, J., &amp; Stanley, L., Food tourism: A practical</li></ol>	

	<p>marketing guide, Cabi, latest available edition</p> <p><b>4.</b> Hall, C.M., &amp; Gössling, S., Food Tourism and Regional Development: Networks, products and trajectories, Routledge, latest available edition</p>	
<b>Course Outcomes</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand the history and importance of gastronomic tourism</li> <li>2. Identify new trends changing in the hotel industry and restaurants to promote and encourage gastronomic tourism</li> <li>3. Write blogs V/Logs as food critic</li> <li>4. Compare the gastronomy of various regions in India and overseas</li> </ol>	

**Effective from AY 2024-2025**

<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode	
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<b>Reference/Readings</b>	<ol style="list-style-type: none"> <li>1. Prasad, Hari Mohan, How to prepare for Group Discussion and Interview, Tata McGraw Hill, 13<sup>th</sup> January, 2017</li> <li>2. Patnaik, Priyadarshini, Group Discussion and Interview Skills, Cambridge University Press, Latest Edition</li> <li>3. Interview Skills: How to Get Hired NOW!: Quick Job Interview Success Tips by Dr. Angela D. Massey</li> </ol>	
<b>Course Outcomes</b>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Develop effective communication skills for interviews.</li> <li>2. Prepare for job interviews.</li> <li>3. Respond confidently.</li> <li>4. Demonstrate professionalism</li> </ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-202**

**Title of the Course: Rooms Division**

**No. of Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course	Nil	Contact hours
Course Objective	The aim is to introduce the fundamental concepts, principles and techniques required at operational level in rooms division while encouraging the students to develop a professional and caring attitude towards customers	
Content	<b>UNIT-I</b>  <b>Introduction to rooms division:</b> Types of hotel, internal departmental structure, internal communication	10 hours
	<b>UNIT-II</b>  <b>Functions:</b> Selling from the front desk, reservation procedures, manual and computerized reservations, guest history and loyalty programmes. overbooking; blacklist, registration and room allocation: room assignment	15 hours
	<b>UNIT –III</b>  <b>Check in /Check out procedures</b>  Check-in procedures, key cards, guest accounting and cashing, check-out, method of payment, safety deposit procedures, Site visit/guest lecture planning and organizing the front office department, Night Auditing, Future trends and developments in Rooms Division Review	20 hours
	<b>UNIT-IV</b>  <b>The Role Of Housekeeping:</b> Organization chart of the housekeeping department, cleaning organization, cleaning agents, composition, care and cleaning of different surfaces, inter departmental relationship, use of computers in housekeeping department	15 hours
Pedagogy	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode	

<b>Reference/Readings</b>	<ol style="list-style-type: none"> <li>1. Sue Baker, Pam Bradley, Jeremy Huyton, Principles of hotel front office operations, Cassell.</li> <li>1. S.K.Bhatnagar, Front Office Management, Frank Bros &amp; Co.</li> <li>2. Sudhir Andrews, Text Book of Front Office Management &amp; Operations, Tata McGraw Hill.</li> <li>3. Abbot, Peter &amp; Lewry, Front Office: Procedures, Social Skills, Yield and Management, Butterworth &amp; Heinemann, Latest edition</li> <li>4. Hotel Management &amp; Operations, Rutherford, D. Wiley, latest edition</li> <li>5. Raghubalan, Smritee Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press, Second Edition.</li> <li>6. Malini Gingh, Jaya B. George, Housekeeping Operations, Design and Management, Jaico Publishing House</li> </ol>	
<b>Course Outcome</b>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe the important role the rooms division plays in all types of hospitality properties.</li> <li>2. Identify customer expectations, requirements and implications of the room's division manager.</li> <li>3. To perform basic tasks utilizing hospitality software applicable to rooms division.</li> <li>4. Describe and explain the basic functions, duties and tasks necessary to manage the room's division department on a day-to-day basis.</li> </ol>	



**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-203**

**Title of the Course: Bar Management**

**No. of Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course	Nil	Contact hours
Course Objective	The aim is to familiarize the students with bar management operations	
	<b>UNIT-I</b> <b>Bar layout</b> physical layout of bar, Bar stock – alcohol & non-alcoholic beverages, bar equipment, dispense bar – organizing mise-en-place, service of wines, spirits & beers, types & usage of equipment- furniture, chinaware, silverware & glassware, linen, disposables, special equipment, care & maintenance	15 hours
	<b>UNIT-II</b> <b>Role of the bar manager:</b> Managing customer expectations in the licensed industry, types of bar, types of equipment used, Managing Alcohol Consumption through responsible service: alcohol in perspective, strengths, safe levels of consumption, your body and alcohol, identifying intoxication, better business practices, strategies to prevent intoxication, refusal of service. Supervisory Bar management, bar sales and training skills, Managing drinks mixing: equipment use, consistency, knowledge of recipes, cleanness, preparation, margin setting, customer relations, communication, competitions benefits, styles of service	20 hours
	<b>UNIT-III</b> <b>Security and Safety measures:</b> Managing the prevention of conflict & violence in Bars, security in the bar: taking charge, monitoring and prevention, calming techniques, control procedures, closing time, areas to protect, and crime prevention guidelines.	15 hours
	<b>UNIT-IV</b> <b>Managing Stress in the licensed industry:</b> Strategies for survival, risk assessment for stress factors, prevention techniques, identifying categories of stress, defining hazards, finding solutions to stress.	10 hours
Pedagogy	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode	
Reference/Readings	1. Hospitality Operations and Management, Krishan, K, Kamra RC, Mills SK, Wheeler Publishing 2. Introduction to Hospitality Operations, Jones, Peter, Continuum 3. Managing Bar Operations: Lendal Henry Kotschevar and	

	<p>Mary L. Tanke</p> <p>4. Ms. Sylvia Meyer et al, Professional Table Service Wiley Publications.</p>	
<b>Course Outcomes</b>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1, Identify different types of bar and equipment</li> <li>2. Manage customer care in an effective and efficient manner</li> <li>3. Control the performance of all product systems and stock control procedures in the bar.</li> <li>4. Implement systems and procedures for administering bar functions</li> <li>5. Identify security and safety measures in relation to bar operations</li> </ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-204**

**Title of the Course: Bakery and Pastry Arts- Theory**

**No. of Credits: 2**

**Effective from AY 2024-2025**

<b>Pre-requisites for the Course:</b>		
<b>Course Objectives:</b>	The aim is to enhance the skills of the student to the methods and techniques used in the preparation of pastry and confectionary.	
<b>Content:</b>		<b>No of hours</b>
	<b>UNIT I</b> <b>Introduction to bakery</b> Historical background, Careers in baking and pastry, hygiene and food safety in bakery, Baking and pastry equipment  <b>Basic Baking Principles</b> Baking process, Post- baking process  <b>Dough's, breads and more</b> Yeast dough: Understanding yeast dough, Lean yeast dough, rich yeast dough. Quick Breads: Mixing and production methods, recipe formulas Cookies: Cookie characteristics and their causes, Mixing methods, types and makeup methods, Panning, baking, and cooling. Cake mixing and baking: Mixing, scaling, panning, and baking. Doughnuts, fritters, pancakes and waffles: Formulas, toppings and accompaniments  <b>Pastry Basics</b> Custards, puddings, mousses and soufflés: Custards and puddings, Bavarians, mousses and soufflés. Pies: Pie dough, assembly and baking, fillings, pie faults. Pâtebrisée and short pastries, puff pastry and éclair pastry, Strudel and phyllo, baked meringues	<b>15 hours</b>
	<b>UNIT II</b> <b>Tarts</b> Tarts and tartlets: Assembling and decorating cakes, Icings, assembling simple cakes, basic decorating techniques, Marzipan, pastillage, and nougatine  <b>Desserts</b> Frozen Desserts: Churn- frozen desserts and still – frozen desserts. Fruit Desserts: Handling fresh fruits and fruit desserts, Basic syrups, creams and sauces, Sugar cooking, basic creams and dessert sauces  <b>Chocolate</b> Production of chocolate, moulding, decorations, chocolate truffles and confections	<b>15 hours</b>
<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods such as lectures, exercises, practical, seminars, case studies, role plays and problem solving, to enable the students to learn in an interactive mode.	

<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Wayne Gisslen, Professional Baking, Wiley, latest available edition</li> <li>2. Parvinder S. Bali, Theory of Bakery And Patisserie, Oxford University Press, latest available edition</li> <li>3. Cauvain, S. &amp; Young, Technology of Bread making, Springer International publishing Switzerland, latest available Edition.</li> <li>4. Baking and Pastry Art, The Culinary Institute of America, latest available Edition</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Justify the raising agents and their properties and relate them to kneading of dough and resting periods, bread faults, different preparation techniques and hydration percentages.</li> <li>2. Identify and prepare different types of local, national and international breads, recommend ingredients and flavours for bread making and explain their influence on the bread quality and nutrition.</li> <li>3. Prepare creams, mousses, meringues, sauces, gelatines using different stabilizers and thickeners.</li> <li>4. Plan dessert buffets and confection plated desserts</li> </ol>

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-205**

**Title of the Course: Bakery and Pastry Arts - Practical**

**No. of Credits: 4**

**Effective from AY 2024-2025**

<b>Pre-requisites for the Course:</b>	Bakery and Pastry Arts- Theory	
<b>Course Objectives:</b>	The aim is to introduce the student to various methods and techniques used in the preparation of bakery, pastry and confectionary.	
<b>Content:</b>		<b>No of hours</b>
	<b>UNIT I</b> <b>Lean Yeast Dough: Straight Dough</b> Different bread formulas, bread rolls, pizza dough's, Sour dough with different flours, Pre- Ferments, percentage of water content and temperatures, Selection of Local and international Breads: Poies, Catrepao and Pao. Focaccia, Bagles and Brezeln.  <b>Rich Yeast Dough</b> Sponges like brioche and Stollen, Laminated dough formulas  <b>Preparation of Cookies and cakes</b> Cookies made from different preparation techniques like dressed, rolled and moulded, Cookies made from different ingredients like whole grain, spices and eggs, Variety of cakes, petit fours and the formulas	<b>15 hours</b>
	<b>UNIT II</b> <b>Preparation of Quick Breads</b> Mixing and production methods like creaming, stirring and shortening  <b>Preparation of Doughnuts, Fritters, Pancakes, Waffles</b> Variation of formulas and ingredients  <b>Pastry Basics</b> Custards, puddings, mousses and soufflés, Pies Pate brisée and short pastries, puff pastry and éclair pastry	<b>15 hours</b>
	<b>UNIT III</b> <b>Tarts and Special Pastries</b> Tarts, tartlets and special pastries, Assembling and decorating cakes, Marzipan, pastillage, and nougatine	<b>10 hours</b>
	<b>UNIT IV</b> <b>Desserts</b> Minimum 6 individual practical to cover international desserts that should include: Frozen and fruit desserts, Basic syrups, creams and sauces, Sugar cooking, basic creams and desserts sauces, Simple decoration items for plated dessert and buffets, Buffet setup and planning  <b>Chocolate</b> Tempering and handling methods, Preparation of chocolate decorations, Moulding and colouring of chocolate, Preparation of chocolate truffles	<b>20 hours</b>

<b>Pedagogy:</b>	The sessions will be conducted using all or any of the methods such as lectures, exercises, practical, seminars, case studies, role plays and problem solving, to enable the students to learn in an interactive mode.
<b>References/ Readings:</b>	<ol style="list-style-type: none"> <li>1. Stanley P, Cauvain and Linda S Young, Technology of Bread making, Springer, latest available edition</li> <li>2. Wayne Gisslen, Professional Baking, Wiley, latest available edition</li> <li>3. Culinary Institute of America, Baking and Pastry Art, Wiley, latest available edition</li> <li>4. Parvinder S. Bali, Theory of Bakery And Patisserie, Oxford University Press, latest available edition</li> </ol>
<b>Course Outcomes:</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Practice different preparation techniques and hydration percentages, kneading techniques, resting periods and identify bread faults</li> <li>2. Prepare different types of local, national and international breads, experiment with ingredients and flavours and observe their influence on the bread quality and experiment bread baking in firewood oven.</li> <li>3. Prepare different creams, custards, mousses, meringues, jams and fruit preparations, simple decoration items with chocolate, sugar and sauces and practice with various stabilizers and thickeners.</li> <li>4. Execute dessert buffets and plated desserts</li> </ol>

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-212**

**Title of the Course: Marketing for Hospitality, Tourism and Leisure**

**No. of Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course		Contact hours
<b>Objectives</b>	The aim is to provide students with a comprehensive and practical introduction to marketing concepts, theories and principles.	
	<b>UNIT-I</b> <b>Introduction to Marketing</b> Nature and scope of marketing – Basics of Demand and Supply – Marketing mix (4 P's & 4 C's and 7P's & 7C's)	<b>30 hours</b>
	<b>UNIT –II</b> <b>Market Segmentation, Targeting and Positioning</b> What is segmentation and why to segment, benefits of segmentation, how to select target market , criteria for successful segmentation of business markets, profitability evaluation and selecting market segments for targeting, positioning strategy, target marketing.	<b>10 hours</b>
	<b>UNIT –III</b> <b>Marketing</b> Marketing Environment, Marketing Information, Marketing Planning , Understanding Marketing Environment	<b>10 hours</b>
	<b>UNIT- IV</b> <b>Consumer Behaviour</b> Buying motives, factors influencing consumer behaviour, basic model of consumer decision making, buying process, theories of buyer behaviour	<b>10 hours</b>
<b>Pedagogy</b>	The following methods and forms of study are used in the course Lectures, Case Studies and Self-study (doing home assignments based on reading of research papers on various aspects of marketing) Self-study on reading research papers in marketing management area to understand the importance of marketing concepts, especially on understanding consumer behaviour, measuring consumer satisfaction and recent developments in marketing.	
<b>Reference/Readings</b>	<ol style="list-style-type: none"><li>1. Kotler, P T; Armstrong G and Agnihotri P; Principles of Marketing: Basic Concepts of Marketing, Pearson, 2018.</li><li>2. Saxena, R; Marketing Management, McGraw Hill, 2017.</li><li>3. Karunakaran, K, Marketing Management, Text and Cases in Indian Context, Himalaya Publishing House, 2017.</li><li>4. Sherlekar S A and Krishnamoorthy R, Marketing Management: Concepts and Cases, Himalaya Publishing House, 2017.</li><li>5. Gopal, R and Manjrekar, P, Marketing Strategies and Applications, Himalaya Publishing House, 2017</li></ol>	

<b>Course Outcomes</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate the significance of the marketing mix, assess how segmentation, targeting and positioning is done.</li> <li>2. Identify the ways of influencing consumer behaviour and learn about the latest developments in the field of marketing.</li> <li>3. Explain the significance of Marketing Mix.</li> <li>4. Assess market segmentation, targeting and positioning based on consumer profiling.</li> <li>5. Assess the recent developments in the marketing area</li> </ol>	



### THIRD YEAR SEMESTER V

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-300**

**Title of the Course: Food Production Operations**

**No. of Credits: 2**

**Effective from AY 2024-2025**

Prerequisites for the course		Contact hours
<b>Course Objective</b>	The aim is to equip the student with knowledge and skills to operate and manage a quantity kitchen	
	<p><b>UNIT-I</b> <b>Quantity Food Production</b></p> <p>Identifying and use of appropriate equipment, menu planning, principles of indenting for volume cooking, principles of planning for quantity food production, volume feeding,</p> <p><b>UNIT –II</b> <b>Traditional Indian cooking methods</b> Regional Indian cuisine, traditional cookware indigenous and tribal cuisine, Types of fuel used in cooking , Food rituals</p> <p><b>UNIT-III</b> <b>Cuisine of Indian Communities (North, East, West and South)</b> Characteristics of the community , Tradition and culture relating to food habits, Food and festivals</p> <p><b>UNIT-IV</b> <b>Regional Cuisine</b> Cuisines of Awadh, Bengal, Goa, Gujarat, Hyderabad, Kashmiri, Maharastra, Punjabi, Rajasthan &amp; South India (Tamil Nadu, Karnataka, Kerala) and the practicals will involve quantity cooking.</p>	<p>5 hours</p> <p>5hours</p> <p>10 hours</p> <p>10 hours</p>
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode	
<b>Reference/Readings</b>	<ol style="list-style-type: none"> <li>1. Parvinder S Bali, Quantity food production Operations, Oxford Higher education, latest available edition</li> <li>2. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition</li> <li>3. Gilsin, G. Professional Cooking Wiley, 1995, 2<sup>nd</sup> Edition</li> <li>4. C 4. Ceserani V. and R. Kinton Theory of Catering, Hodder &amp; Stoughton, UK, 9<sup>th</sup> edition</li> <li>5. Atul Kochhar, Benares- Michelin Starred Cooking, Absolute Press, latest available edition</li> </ol>	

<b>Course Outcomes</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Plan for quantity food production with regard to Space allocation, equipment selection &amp; staffing</li> <li>2. Select equipment required for mass/volume cooking</li> <li>3. Plan the menu for various volume feeding outlets such as Industrial, Institutional, Mobile Catering Units</li> <li>4. Prepare Indian food in line with Indian culture and traditions</li> </ol>	
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**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-301**

**Title of the Course: Food and Beverage Service Operations**

**No. of Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course		Contact hours
<b>Course Objective</b>	The aim is to prepare students to meet the challenges associated with the Food and Beverage Industry	
<b>Content</b>	<b>UNIT-I</b> <b>Introduction to Wines</b> Wine producing areas, manufacture of wines, quality control, Wines of France and other parts of world, manufacturing, quality control,	15 hours
	<b>UNIT –II</b> <b>Principles of Stocktaking and Control:</b> Rationale for stock control, methods of stock taking, control procedures, identifying loss making areas, maximising yields, setting profit margins, duties of the stock controller, stock control documentation.	15 hours
	<b>UNIT-III</b> <b>Menu Planning and costing</b> Menu management, Cycle of Control, labour cost control, standard product costs, pricing strategies, designing food and beverage control systems.	15 hours
	<b>UNIT-IV</b> <b>F and B controls</b> Financial Case study, revenue management, sustainability and legal requirement, case study menu development.	15 hours
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problemsolving, to enable the students to learn in an interactive mode	
<b>Reference/Readings</b>	<ol style="list-style-type: none"><li>1. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.</li><li>2. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House.</li><li>3. Dennis Lillicrap, John Cousins, Food &amp; Beverage Service, 8th Edition, Hodden Education, 2010.</li><li>4. Vara Prasad, Gopi Krishna, Food &amp; Beverage Simplified, 1ST Edition, Dorling Kindersley, Noida, UP, 2013.</li><li>5. Ms. Sylvia Meyer et al, Professional Table Service Wiley Publications</li></ol>	
<b>Course Outcome</b>	At the end of the course the student will be able to:	

	<ol style="list-style-type: none"><li>1. Identify different wines</li><li>2. Prepare menus with accompanying wines</li><li>3. Demonstrate knowledge of all the menu items, alcoholic and non-alcoholic beverages</li><li>4. Perform the correct service requirements of all food and beverage items.</li></ol>	
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**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-302**

**Title of the Course: Accommodation Operations**

**No. of Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course		Contact hours
<b>Objectives</b>	The aim is to familiarize the student to the functions and Operations of Accommodation / Housekeeping Department	
	<b>UNIT – I</b> <b>Housekeeping Operations</b> Planning Housekeeping Operations, Managing Housekeeping Personnel, Team work & Leadership, Managing Housekeeping Personnel, Calculate the staff request requirement, employee welfare and discipline, Documentation, Employee motivation & Appraisal, Performance & Productivity standards,	<b>20 hours</b>
	<b>UNIT – II</b> <b>Housekeeping Inventory Control &amp; Budgeting</b> Standard operating manuals, work schedules, area inventory, calculating staff strength and planning duty roaster, stock record, linen control, calculating & record keeping of housekeeping inventories. cleaning agents, other cleaning equipment and machines, linen, carpets, furniture, guest room fixtures and fittings, guest supplies and amenities	<b>15 hours</b>
	<b>UNIT -III</b> <b>Contracts &amp; Green Housekeeping</b> Energy and water conservations, Housekeeping Functions in other institutions & Green Housekeeping, Standard operating manuals, Contract services, Pest Control, Lighting, Interior decoration & Layouts, Ventilation.	<b>10 Hours</b>
	<b>Unit -IV</b> <b>Linen &amp; Laundry Operations</b> Linen & Uniform room organisation, Planning Layout of linen and laundry room, selection & Design of linen, Storage of linen & uniform, Linen exchange, Par Stock, Linen control, Sewing area & equipment, Room and restaurant linen storage and exchange.	<b>15 Hours</b>
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practical's, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode	
<b>Reference/Readings</b>	<ol style="list-style-type: none"><li>1. Control Hotel Housekeeping Operations and Management by Hotel Front Office Operations &amp; Managameent, Jatashankar R. Tewari</li><li>2. S.k Kaushal, S.N.Gautam, Accommodation Operatons Management, Frank Bros. &amp; co.</li><li>3. Hotel Management &amp; Operations, Rutherford, D. Wiley, latest edition</li></ol>	

<b>Course Outcomes</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"><li>1. Plan and organize the Housekeeping department.</li><li>2. Organize the laundry and linen</li><li>3. Plan the duty roster</li><li>4. Demonstrate energy &amp; water conservation, standards, contract services, lighting, interior decoration, ventilation &amp; Layout, Pest</li></ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-303**

**Title of the Course: Front Office Operations**

**No. of Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course		Contact hours
<b>Objectives</b>	The aim is to familiarize the student to the functions and Operations of Front Office Department	
	<b>UNIT –I</b> <b>Front Office Operations</b> Evolution, origin and importance of the travel and tourism industry, introduction to hospitality industry, guest cycle and room reservation, mode and sources of reservation, channel of distribution, guest room types, meal plans, hotel organization, guest services, planning front office operations, managing front office personnel.	<b>15 hours</b>
	<b>UNIT-2</b> <b>Procedures</b> Traffic structure, night audit, registration & checkout procedures, front office accounting, guest safety & security, identify & categorize front office performance, front office organization and job description, safety & security	<b>15 hours</b>
	<b>UNIT-III</b> <b>Planning &amp; Evaluating Front office Operations,</b> Planning & evaluating front office operations, control of cash / credit, checkout procedures, forecast room availability, establishing room rates, budgeting of front office operations, yield management, checkout & settlement.	<b>15 hours</b>
	<b>UNIT-IV</b> <b>Property Management System</b> OPERA/Fidelio/IDS/Shawman Introduction to PMS – OPERA, create & cancel reservations, manage rooms on PMS, conduct the end of the day, handle groups & blocks on opera, change and view guest room status, post charges to guest accounts, handle arrivals and check ins.	<b>15 hours</b>
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practical's, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode	
<b>Reference/Readings</b>	1. Hotel Housekeeping Operations and Management by G. Raghubalan and Smritee Ragubalan. 2. Hotel Front Office Operations & Management, Jatashankar R. Tewari	

	<ol style="list-style-type: none"> <li>3. S.k Kaushal, S.N.Gautam, Accommodation Operatons Management, Frank Bros. &amp; co.</li> <li>4. Hotel Management &amp; Operations, Rutherford, D. Wiley, latest edition</li> <li>5. Basic Hotel front Office Procedures, Renner &amp; Peter, Wiley Publication, latest edition</li> </ol>	
<b>Course Outcomes</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate and Illustrate reservation, guest service, check-in, checkout, telephone, finance and cashiering, foreign exchange,</li> <li>2. Forecast room availability and allocate rooms to guests</li> <li>3. Demonstrate budgeting, property management system</li> <li>4. Evaluate front office operations, , establishing room rates, yield management</li> </ol>	



**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT-304**

**Title of the Course: Food Production Operation Practical**

**No. of Credits: 4**

**Effective from AY 2024-2025**

<b>Prerequisites for the course</b>	Food Production Operations Theory	<b>Contact hours</b>
<b>Course Objective</b>	The course aims to provide skills in preparation of Indian regional cuisines.	
<b>Content</b>	<b>UNIT-I</b> <b>Cuisine of Indian Communities (North, East, West and South)</b> Cuisines of Indian communities, tradition and culture relating to food habits, food festivals, quantity food preparation and presentation skills.	<b>30 hours</b>
	<b>UNIT-II</b> <b>Regional Cuisine</b> Cuisines of Awadh, Bengal, Goa, Gujarat, Hyderabad, Kashmiri, Maharashtra, Punjabi, Rajasthan & South India (Tamil Nadu, Karnataka, Kerala) and the practical will involve quantity cooking	<b>30 hours</b>
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practical, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode	
<b>Reference/Readings</b>	<ol style="list-style-type: none"><li>1. Parvinder S Bali, Quantity food production Operations, Oxford Higher education, latest available edition</li><li>2. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition</li><li>3. Gilsin, G. Professional Cooking Wiley, 1995, 2<sup>nd</sup> Edition</li><li>4. C 4. Ceserani V. and R. Kinton Theory of Catering, Hodder &amp; Stoughton, UK, 9<sup>th</sup> edition</li><li>5. Atul Kochhar, Benares- Michelin Starred Cooking, Absolute Press, latest available edition</li><li>6.</li></ol>	
<b>Course Outcomes</b>	At the end of the course the student will be able to: <ol style="list-style-type: none"><li>1. Plan and prepare a suitable menu</li><li>2. Students will have hands on experience of cooking various Indian Cuisines</li><li>3. Prepare food in large quantities</li><li>4. Display plate presentations</li></ol>	

Name of the Programme: B.Sc. International Hospitality Management

Course Code: IHT- 305

Title of the Course: Revenue Management

No. of Credits: 4

Effective from AY 2024-2025

Prerequisites for the course	NIL	Contact hours
Objectives	The aim of this course is to provide an understanding of the basic concepts and terms of Revenue Management and that can be used as a baseline for the implementation of revenue management in the hospitality industry.	
	<b>UNIT-I</b> <b>Introduction to Revenue Management</b> Introduction of concept, purpose and components of revenue management, Revenue Management Process Calculation of Return on Investment.	10 hours
	<b>UNIT –II</b> <b>Pricing in Revenue Management</b> Market segmentation & targeting, introduction to rm metrics , various pricing strategies, calculation of room rate by using hubbart’s room rate formula, calculation of break-even revenue, differential pricing and factors affecting differential pricing, hotel distribution channels, differentiate between revenue management and revenue optimization.	10 hours
	<b>UNIT –III</b> <b>Revenue Management Team</b> Role of revenue manager in the hospitality industry, revenue manager position, legal aspects and ethical aspects of revenue management, functions of the revenue management team, revenue management culture.	10 hours
	<b>UNIT- IV</b> <b>Application of Revenue Management to Lodging</b> Demand forecasting and data required for demand forecasting, evaluation of hotels occupancy, use the Hubbart’s formula for calculating potential average room rate, inventory management and overbooking scenarios, calculation of available rooms, ADR, RevPAR, GOPPAR, demand forecasting average	20 hours
	<b>UNIT -V</b> <b>Application of Revenue Management to Food and Beverage outlets and Travel Industry.</b> Terms related to revenue management in restaurants: revenue per available seat hour, food cost, check average turn table,	10 hours

	calculation of revenue per available seat hour, food cost, check average turn table, break-even revenue, strategies followed in different business segments within the travel industry & cruise lines.	
<b>Pedagogy</b>	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode	
<b>Reference/Readings</b>	<ol style="list-style-type: none"> <li>1. Hotel revenue management from theory to practice, Stanislav Ivanov.</li> <li>2. Hayes, David K and Allisha A. Miller, Revenue Management for hospitality Industry, Willey Publisher latest edition.</li> <li>3. Talluri. K, and G. Van Ryzin, The Theory and Practice of Revenue Management, Kluwer Academic Publishers, latest Edition.</li> <li>4. David, Joshua, Peggy Revenue Management for the Hospitality Industry, Wiley Publication, 2022.</li> </ol>	
<b>Course Outcomes</b>	<p>At the end of the course, the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Describe the concepts of revenue management and how revenue management can improve performance.</li> <li>2. Outline a revenue management implementation process and revenue culture.</li> <li>3. Compare revenue management strategies and tactics can be implemented to manage demand.</li> <li>4. Discuss how revenue management can be applied to room division, restaurant, conference, and banquets departments, travel and cruise lines.</li> </ol>	

**Name of the Programme: B.Sc. International Hospitality Management**

**Course Code: IHT- 306**

**Title of the Course: Rooms Division Practical**

**No. of Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course	Rooms Division Theory	R
Objective	The aim is to familiarize students with guest room & public areas cleaning, linen procedures , lighting, ventilation, flower arrangement, pest control	
	<b>UNIT- 1</b> <b>Property Management System</b> Introduction to PMS – OPERA, create & cancel reservations, manage rooms on pms, conduct the end of the day, handle groups & blocks on opera, change & view guest room status, post charges to guest accounts, handle arrivals & check ins  <b>UNIT- 2</b> <b>Housekeeping Operations &amp; Tasks</b> Cleaning guestrooms, public areas, procedure of bed making, turndown service, towel art, maintaining the public areas, flower arrangement, linen and laundry operations, linen exchange procedure, stain removal, dry-cleaning, handling guest laundry process	30 hours  30 hours
Pedagogy	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practical's, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode	
Reference/Readings	<ol style="list-style-type: none"><li>1. Hotel Housekeeping Operations and Management by G. Raghubalan and Smritee Ragubalan.</li><li>2. Hotel Front Office Operations &amp; Management, Jatashankar R. Tewari</li><li>3. S.k Kaushal, S.N.Gautam, Accommodation Operations Management, Frank Bros. &amp; co.</li><li>4. Sue Baker, Pam Bradley, Jeremy Huyton, Principles of hotel front office operations, Cassell.</li><li>5. S.K.Bhatnagar, Front Office Management, Frank Bros &amp; Co.</li></ol>	
Course Outcomes	At the end of the course, the student will be able to:  <ol style="list-style-type: none"><li>1. Determining Rooms Division operations &amp; Functions</li><li>2. Illustrate cleaning of Guest rooms &amp; Guest Areas</li></ol>	

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|  | <ol style="list-style-type: none"><li>3. Demonstrate Functions of Property Management system/<br/>Fidelio/IDS/ Shawman</li><li>4. Design room concepts in relation to Interior Decoration and<br/>Colour schemes</li></ol> |  |
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**Name of the Programme: B.Sc. in International Hospitality Management**

**Course Code: 307**

**Title of the Course: Tourism Philosophies, Principles and Practices**

**Credits: 4**

**Effective from AY 2024-2025**

Prerequisites for the course	nil	Contact hours
Objectives	At the end of the course, the student will be able to think as a holistic tourism thinker, ready to analyse, solve, and communicate within a sustainable industry Become a holistic tourism analyst, navigating its interconnected history, principles, impacts, and trends, while applying knowledge and critical thinking to real-world challenges and communication	
	<b>Unit I: Introduction to Tourism</b> <ul style="list-style-type: none"><li>Defining tourism: Concepts, typologies, and evolution.</li><li>Historical perspectives on travel and exploration.</li><li>Philosophies of tourism: Utilitarianism, sustainability, and authenticity.</li></ul> Tourism and development: Economic, social, and environmental impacts..	15 hours
	<b>Unit II: Principles of Sustainable Tourism</b> <ul style="list-style-type: none"><li>The UNWTO's Global Code of Ethics for Tourism.</li><li>Carrying capacity and resource management in tourism destinations.</li><li>Community engagement and stakeholder participation in tourism planning.</li></ul> Cultural preservation and responsible tourism practices.	15 hours
	<b>Unit III: Contemporary Issues and Trends in Tourism</b> <ul style="list-style-type: none"><li>Globalization and mass tourism: Opportunities and challenges.</li><li>Technology and innovation in the tourism industry.</li><li>Responsible travel and alternative tourism models.</li><li>Climate change and the future of sustainable tourism</li></ul>	15 hours
	<b>Unit IV: Tourism in Practice</b> <ul style="list-style-type: none"><li>Case studies: Analyzing successful and challenging tourism initiatives.</li><li>Guest lecture by a local tourism expert (Goa example: Beach shack owner, sustainable tourism project manager).</li><li>Group project: Develop a responsible tourism plan for a specific destination.</li><li>Presentations and final assessment</li></ul>	15 hours
Pedagogy	Lectures/ tutorials/ field work/ outreach activities/ project work/ viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these.	

	Sessions shall be interactive in nature to enable peer group learning.	
<b>Reference/Readings</b>	<ol style="list-style-type: none"> <li>1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, JohnWiley and Sons, 2017.</li> <li>2. Rob Harris, Tony Griffin and Peter Williams, Sustainable Tourism –a global perspective Routledge Taylor &amp; Francis Group Edition, 2012 or later.</li> <li>3. C. Cooper, Essentials of Tourism, SAGE Publication, 2020</li> <li>4. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford UniversityPress, 2011.</li> <li>5. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020</li> <li>6. UNWTO (2015). Global Code of Ethics for Tourism. World Tourism Organization.</li> </ol>	
<b>Course Outcomes</b>	<p>At the end of the course the student will be able to:</p> <ol style="list-style-type: none"> <li>1. Deal with Tourism as a System rather than as a set of separate entities or processes.</li> <li>2. Articulate the historical and philosophical foundations of tourism.</li> <li>3. Analyze the core principles underpinning sustainable and responsible tourism practices.</li> <li>4. Evaluate the economic, social, and environmental impacts of tourism development.</li> <li>5. Critically examine contemporary issues and trends in the tourism industry.</li> <li>6. Apply theoretical knowledge to real-world case studies and practical scenarios.</li> <li>7. Develop effective communication and critical thinking skills relevant to the tourism sector.</li> </ol>	