

# **Bachelor of Hotel Management / MBA**

Programme Code: BHM

Duration – 4 Years

## **Programme Structure and Curriculum & Scheme of Examination 2018**

**AMITY UNIVERSITY RAJASTHAN  
JAIPUR**

## PREAMBLE

Amity University aims to achieve academic excellence by providing multi-faceted education to students and encourage them to reach the pinnacle of success. The University has designed a system that would provide rigorous academic programme with necessary skills to enable them to excel in their careers.

This booklet contains the Programme Structure, the Detailed Curriculum and the Scheme of Examination. The Programme Structure includes the courses (Core and Elective), arranged semester wise. The importance of each course is defined in terms of credits attached to it. The credit units attached to each course has been further defined in terms of contact hours i.e. Lecture Hours (L), Tutorial Hours (T), Practical Hours (P). Towards earning credits in terms of contact hours, 1 Lecture and 1 Tutorial per week are rated as 1 credit each and 2 Practical hours per week are rated as 1 credit. Thus, for example, an L-T-P structure of 3-0-0 will have 3 credits, 3-1-0 will have 4 credits, and 3-1-2 will have 5 credits.

The Curriculum and Scheme of Examination of each course includes the course objectives, course contents, scheme of examination and the list of text and references. The scheme of examination defines the various components of evaluation and the weightage attached to each component. The different codes used for the components of evaluation and the weightage attached to them are:

<u>Components</u>	<u>Codes</u>	<u>Weightage (%)</u>
Case Discussion/ Presentation/ Analysis	C	05 - 10
Home Assignment	H	05 - 10
Project	P	05 - 10
Seminar	S	05 - 10
Viva	V	05 - 10
Quiz	Q	05 - 10
Class Test	CT	10 - 15
Attendance	A	05
End Semester Examination	EE	70

It is hoped that it will help the students study in a planned and a structured manner and promote effective learning. Wishing you an intellectually stimulating stay at Amity University.

July, 2018

# Bachelor of Hotel Management

## Semester- I

Code	Course	Category	L	T	P/FW	Credits
BHM 101	Food Production & Culinary Art – I	CC	2			2
BHM 102	Food & Beverage Service Operation – I	CC	2			2
BHM 103	Front Office Operation – I	CC	1	-		1
BHM 104	Accommodation Operation – I	CC	1	-		1
BHM 105	Computer & Information Technology - I	CC	1	-		1
BHM120	Bakery & Confectionary - I	CC	-	-	2	1
BHM 121	Food Production & Culinary Art – I	CC			4	2
BHM 122	Food & Beverage Service Operation – I	CC			4	2
BHM 123	Front Office Operation – I	CC		-	2	1
BHM 124	Accommodation Operation – I	CC		-	2	1
BHM 125	Computer & Information Technology - I	CC		-	2	1
BCS 101	English	VA	1		-	1
BSS 101	Behavioural Science – I	VA	1	-	-	1
FLF 101	Foreign Language – I French	VA	2	-	-	2
<b>Open Elective -I</b>		OE	3			3
<b>Total</b>						<b>22</b>

Note:- CC - Core Course, VA - Value Added Course, OE - Open Elective, DE - Domain Elective, FW - Field Work

# Bachelor of Hotel Management

## Semester- II

Code	Course	Category	L	T	P/FW	Credits
BHM 201	Food Production & Culinary Art – II	CC	2			2
BHM 202	Food & Beverage Service Operation – II	CC	2			2
BHM 203	Front Office Operation – II	CC	1	-		1
BHM 204	Accommodation Operation – II	CC	1	-		1
BHM 205	Computer & Information Technology –II	CC	1			1
BHM206	Fundamentals of Hospitality Accounting	CC	1	1	-	2
BHM220	Bakery & Confectionary - II	CC	-	-	2	1
BHM 221	Food Production & Culinary Art – II	CC			4	2
BHM 222	Food & Beverage Service Operation – II	CC			4	2
BHM 223	Front Office Operation – II	CC		-	2	1
BHM 224	Accommodation Operation – II	CC		-	2	1
BHM 225	Computer & Information Technology –II	CC			2	1
BCS 201	English	VA	1		-	1
BSS 201	Behavioural Science – II	VA	1	-	-	1
FLF 201	Foreign Language – II French	VA	2	-	-	2
BHM250	Term Paper	CC	-		3	3
<b>Open Elective -II</b>		OE	3			3
<b>Total</b>						<b>27</b>

# Bachelor of Hotel Management

## Semester- III

Code	Course	Category	L	T	P/FW	Credits
BHM 301	Food Production & Culinary Art -III	CC	2			2
BHM 302	Food & Beverage Service Operation –III	CC	2			2
BHM 303	Front Office Management – I	CC	1	-		1
BHM 304	Accommodation Management – I	CC	1	-		1
BHM 305	Managerial Accounting	CC	1	1	-	2
BHM 320	Food Production & Culinary Art -III	CC			4	2
BHM 321	Food & Beverage Service Operation –III	CC			4	2
BHM 322	Front Office Management – I	CC		-	2	1
BHM 323	Accommodation Management – I	CC		-	2	1
BHM 324	Information Technology in Hospitality & Tourism	CC	-	-	2	1
<b>EVS001</b>	Enviornmental Studies	VA	4			4
<b>DE Electives: Student has to select 1 course from the list of following DE electives</b>						
BHM 306	Food Science & Nutrition	DE	2			2
BHM 307	Tourism Operations	DE	2			
BCS 301	Communication Skills – I	VA	1		-	1
BSS 301	Behavioural Science – III	VA	1	-	-	1
FLF 301	Foreign Language – III French	VA	2	-	-	2
<b>Open Elective -III</b>		OE	3			3
<b>Total</b>						<b>28</b>

# Bachelor of Hotel Management

## Semester- IV

Code	Course	Category	L	T	P/FW	Credits
<b>Industrial Training (22 Weeks)</b>						<b>28</b>
<b>BHM 450</b>	<b>Food Production Training Report</b>					<b>7</b>
	• Presentation					
	• Viva-Voce					
	• Appraisal Report					
<b>BHM 451</b>	<b>Food &amp; Beverage Service Training Report</b>					<b>7</b>
	• Presentation					
	• Viva-Voce					
	• Appraisal Report					
<b>BHM 452</b>	<b>Front Office Management Training Report</b>					<b>7</b>
	• Presentation					
	• Viva-Voce					
	• Appraisal Report					
<b>BHM 453</b>	<b>Accommodation Management Training Report</b>					<b>7</b>
	• Presentation					
	• Viva-Voce					
	• Appraisal Report					
<b>TOTAL</b>						<b>28</b>

# Bachelor of Hotel Management

## Semester- V

Code	Course	Category	L	T	P/FW	Credits
BHM 501	Food Production Management – I	CC	2			2
BHM 502	Food & Beverage Management & Control – I	CC	2			2
BHM 503	Front Office Management – II	CC	1	-		1
BHM504	Accommodation Management –II	CC	1			1
BHM 505	Financial Management	CC	2			2
BHM 506	Hospitality & Tourism Research Methodology	CC	2			2
BHM 520	Bakery & Confectionary - III	CC	-		2	1
BHM 521	Food Production Management – I	CC			4	2
BHM 522	Food & Beverage Management & Control – I	CC			2	1
BHM 523	Front Office Management – II	CC		-	2	1
BHM 524	Accommodation Management –II	CC			2	1
<b>DE Electives: Student has to select 2 course from the list of following DE electives</b>						
BHM 507	Hotel Law	DE	2			4
BHM 508	Hotel Interior Decoration	DE	2			
BHM 509	Yield Management	DE	1	1		
BCS 501	Communication Skills – II	VA	1		-	1
BSS 501	Behavioural Science – IV	VA	1	-	-	1
FLF 501	Foreign Language – IV French	VA	2	-	-	2
<b>Open Elective -IV</b>		OE	3			3
<b>Total</b>						<b>27</b>

# Bachelor of Hotel Management

## Semester- VI

Code	Course	Category	L	T	P/FW	Credits
BHM 601	Food Production Management – II	CC	2			2
BHM 602	Food & Beverage Management & Control – II	CC	2			2
BHM603	Front Office Management-III	CC	1	-		1
BHM 604	Accommodation Management – III	CC	1			1
BHM 605	Hospitality & Tourism Marketing Management	CC	2			2
BHM 606	Facility Management, Planning & Design – I	CC	2			2
BHM 620	Bakery & Confectionary - IV	CC			2	1
BHM 621	Food Production Management – II	CC			4	2
BHM 622	Food & Beverage Management & Control – II	CC			2	1
BHM 623	Front Office Management-III	CC		-	2	1
BHM 624	Accommodation Management – III	CC			2	1
<b>DE Electives: Student has to select 2 course from the list of following DE electives</b>						
BHM 607	Entreprenership Development	DE	2			4
BHM 608	Meeting ,Confrences & Exhibition Management	DE	2			
BHM 609	IndoAsian Cuisine	DE	1		2	
BCS 601	Communication Skills – III	VA	1		-	1
BSS 601	Behavioural Science – V	VA	1	-	-	1
FLF 601	Foreign Language – V French	VA	2	-	-	2
<b>Open Elective -V</b>		OE	3			3
<b>Total</b>						<b>27</b>

# Bachelor of Hotel Management

## Semester- VII

Code	Course	Category	L	T	P/FW	Credits
BHM 701	Advance Food Production Management – I	CC	2			2
BHM 702	Advance Food & Beverage Management -I	CC	2			2
BHM 703	Advance Front Office Operation Management-I	CC	1	-		1
BHM 704	Advance Accommodation Operation Management-I	CC	1			1
BHM 705	Facility Management, Planning & Design – II	CC	2			2
BHM706	Human Resource Management	CC	2			2
BHM 720	Bakery & Confectionary - V	CC			2	1
BHM 721	Advance Food Production Management – I	CC			4	2
BHM 722	Advance Food & Beverage Management -I	CC			2	1
BHM 723	Advance Front Office Operation Management-I	CC		-	2	1
BHM 724	Advance Accommodation Operation Management-I	CC			2	1
<b>DE Electives: Student has to select 2 course from the list of following DE electives</b>						
BHM 707	Customer Relationship Management	DE	2			4
BHM 708	Bar Management	DE	2			
BHM 709	Safety & Security Management	DE	2			
BCS 701	Communication Skills – IV	VA	1		-	1
BSS 701	Behavioural Science – VI	VA	1	-	-	1
FLF 701	Foreign Language – VI French	VA	2	-	-	2
	<b>Open Elective -VI</b>	OE	3			3
<b>Total</b>						<b>27</b>

# Bachelor of Hotel Management

## Semester- VIII

Code	Course	Category	L	T	P/FW	Credits
BHM 801	Advance Food Production Management – II	CC	2			2
BHM 802	Advance Food & Beverage Management –II	CC	2			2
BHM 803	Advance Front Office Operation Management-II	CC	1	-		1
BHM 804	Advance Accommodation Operation Management-II	CC	1			1
BHM 820	Bakery & Confectionary - VI	CC			2	1
BHM 821	Advance Food Production Management – II	CC			4	2
BHM 822	Advance Food & Beverage Management –II	CC			2	1
BHM 823	Advance Front Office Operation Management-II	CC			2	1
BHM 824	Advance Accommodation Operation Management-II	CC			2	1
BHM 860	Hospitality & Tourism Research Project	CC	-	-	-	2
<b>DE Electives: Student has to select 2 course from the list of following DE electives</b>						
BHM 805	Total Quality Management	DE	2			4
BHM 806	Hotel Economics	DE	2			
BHM 807	Cost Management	DE	1	1		
BCS 801	Communication Skills – V	VA	1		-	1
BSS 801	Behavioural Science – VII	VA	1	-	-	1
FLF 801	Foreign Language – VII French	VA	2	-	-	2
<b>Total</b>						<b>22</b>

# Curriculum & Scheme of Examination

## FOOD PRODUCTION AND CULINARY ART - I

Course Code: BHM 101

Crédits : 2

### Course Objective:

The curriculum is based on to familiarize the students with the basic concepts of food such as

- To make the students learn about the professionalism and basic etiquette of culinary art
- To make them learnt about raw material, uses, composition, benefits and methods
- To sharpen the culinary skills in the field of food production
- To impart knowledge of history of culinary art and changes along with the times
- To give the basic idea about physical and chemical composition of different food products.

### Course Contents:

#### Module I: Introduction to Cookery

Levels of skills and experiences  
Attitudes and behaviour in the kitchen  
Personal hygiene  
Uniforms & protective clothing  
Safety procedure in handling equipment

#### Module II: Culinary History

Origin of modern cookery

#### Module III: Hierarchy Area of Department and Kitchen

Classical Brigade  
Modern staffing in various category hotels  
Roles of executive chef  
Duties and responsibilities of various chefs  
Co-operation with other departments

#### Module IV: Kitchen Organization and Layout

General layout of the kitchen in various organizations  
Layout of receiving areas  
Layout of service and wash up

#### Module V: Aims & Objects of Cooking Food

Aims and objectives of cooking food  
Various textures  
Various consistencies  
Techniques used in pre-preparation  
Techniques used in preparation

#### Module VI: BASIC PRINCIPLES OF FOOD PRODUCTION

- i) VEGETABLE AND FRUIT COOKERY
  - A. Introduction – classification of vegetables
  - B. Pigments and colour changes
  - C. Effects of heat on vegetables
  - D. Cuts of vegetables
  - E. Classification of fruits
  - F. Uses of fruit in cookery
  - G. Salads and salad dressings
- ii) STOCKS
  - A. Definition of stock
  - B. Types of stock
  - C. Preparation of stock
  - D. Recipes
  - E. Storage of stocks

- F. Uses of stocks
- G. Care and precautions **iii) SAUCES**
  - A. Classification of sauces
  - B. Recipes for mother sauces
  - C. Storage & precautions

**Module VII: METHODS OF COOKING FOOD**

- A. Roasting
- B. Grilling
- C. Frying
- D. Baking
- E. Broiling
- F. Poaching
- G. Boiling
  - Principles of each of the above
  - Care and precautions to be taken
  - Selection of food for each type of cooking

**Module -VIII SOUPS**

- A. Classification with examples
- B. Basic recipes of Consommé with 10 Garnishes

**Module –IX EGG COOKERY**

- A. Introduction to egg cookery
- B. Structure of an egg
- C. Selection of egg
- D. Uses of egg in cookery

**Module -X COMMODITIES:**

- i) **Shortenings (Fats & Oils)**
  - A. Role of Shortenings
  - B. Varieties of Shortenings
  - C. Advantages and Disadvantages of using various Shortenings
  - D. Fats & Oil – Types, varieties
- ii) **Raising Agents**
  - A. Classification of Raising Agents
  - B. Role of Raising Agents
  - C. Actions and Reactions
- iii) **Thickening Agents**
  - A. Classification of thickening agents
  - B. Role of Thickening agents
- iv) **Sugar**
  - A. Importance of Sugar
  - B. Types of Sugar
  - C. Cooking of Sugar – various

**Examination Scheme:**

Components	V	H	CT1	A	EE1
Weightage (%)	06	04	15	5	70

**Text & References:**

*Text:*

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

*References:*

- Theory of Cookery by K Arora published by Frank Bros &Co., New Delhi
- Professional chef by John Wiley
- Ultimate Cooking Course by Carole clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi.

# FOOD PRODUCTION AND CULINARY ART - I (LAB)

Course Code: BHM121

Crédits : 2

## Course Objective:

At the end of the semester the students will be able-

- To learn about the basics of food production in continental and Indian cuisine
- To make a menu and would be able to explain the meaning of the dishes
- To prepare the basic stock, sauce and soup
- To use the knife and other equipments confidently
- To cut all kind of vegetable cutting.

## Course Contents:

### Module: I

- i) **Equipments** - Identification, Description, Uses & handling
- ii) **Hygiene** - Kitchen etiquettes, Practices & knife handling
- iii) Safety and security in kitchen

### Module : II

- i) **Vegetables** – classification
- ii) **Cuts** - julienne, jardinière, macedoines, brunoise, paysanne, mignonnette, dices, cubes, shred, mirepoix
- iii) Preparation of salad dressings

### Module III

**Identification and Selection of Ingredients** - Qualitative and quantitative measure

### Module IV:

- i) Basic Cooking methods and pre-preparations
- ii) Blanching of Tomatoes and Capsicum
- iii) Preparation of concasse
- iv) Boiling (potatoes, Beans, Cauliflower, etc)
- v) Frying - (deep frying, shallow frying, sautéing) aubergines, Potatoes, etc.
- vi) Braising - Onions, Leeks, Cabbage
- vii) Starch cooking (Rice, Pasta, Potatoes)

### Module V:

- Stocks** - Types of stocks (White and Brown stock)
- ii) Fish stock
  - iii) Emergency stock
  - iv) Fungi stock

### Module VI:

**Sauces** - Basic mother sauces

- Béchamel
- Espagnole
- Veloute
- Hollandaise
- Mayonnaise
- Tomato

### Module VII:

**Egg cookery** - Preparation of variety of egg dishes

- Boiled (Soft & Hard)
- Fried (Sunny side up, Single fried, Bull's Eye, Double fried)
- Poaches
- Scrambled
- Omelette (Plain, Stuffed, Spanish)
- En cocotte (eggs Benedict)

## Module VIII: Demonstration & Preparation of simple menu

### Module IX:

#### Simple Salads & Soups:

- Cole slaw,
- Potato salad,
- Beet root salad,
- Green salad,
- Fruit salad,
- Consommé

#### Simple Egg preparations:

- Scotch egg,
- Assorted omelettes,
- Oeuf Florentine
- Oeuf Benedict
- Oeuf Farci
- Oeuf Portugese
- Oeuf Deur Mayonnaise

#### Simple potato preparations

- Baked potatoes
- Mashed potatoes
- French fries
- Roasted potatoes
- Boiled potatoes
- Lyonnaise potatoes
- Allumettes

#### Vegetable preparations

- Boiled vegetables
- Glazed vegetables
- Fried vegetables
- Stewed vegetables.

### ExaminationScheme:

#### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

#### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

### Text&References:

#### Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

#### References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

# FOOD AND BEVERAGE SERVICE OPERATION - I

Course Code: BHM 102

Crédits : 2

## Course Objective:

At the end of the semester the students will be able to –  
Explain the growth and role of hotel industry and catering establishment  
Understand the various types of hotels and their features  
List and explain various catering establishment with their features  
Explain staff organization structure of food and beverage department  
Describe and understand job description of each personnel working in each F&B service outlet  
List various F&B service equipments with its use and care.

## Course Contents:

### Module I: The Hotel & Catering Industry

Introduction to the Hotel Industry and Growth of the hotel industry in India  
Role of catering establishment in the travel/tourism industry  
Types of F&B operations  
Classification of Commercial, Residential/Non-residential  
Welfare Catering – Industrial/Institutional/Transport such as Air, Road, Rail, Sea  
Structure of the catering industry a brief description of each

### Module II: Departmental Organization & Staffing

Organization of F&B department of hotel  
Principal staff of various types of F&B operations  
French terms related to F&B staff  
Duties & responsibilities of F&B staff  
Attributes of a waiter  
Inter-departmental relationship (Within F&B and other department)

### Module III: Food Service Areas

Specialty Restaurants  
Coffee Shop Service  
Cafeteria Service  
Fast Food Service  
Room Service  
Banquet Service  
Bar Service  
Vending Machine

### Ancillary Departments

Pantry  
Food pick-up area  
Store  
Linen room  
Kitchen stewarding

### Module IV: F & B Service Equipments Familiarization of

Cutlery  
Crockery  
Glassware  
Flatware  
Hollowware  
All other equipment used in F& B service  
French terms related to the above

## Examination Scheme:

Components	V	H	CT1	A	EE1
Weightage (%)	05	05	15	5	70

## Text&References:

### Text:

- Food & Beverage Services by SN Bagchi& Anita Sharma, Aman Publications, New Delhi
- Food & Beverage Service by Lillicrap

### References:

- F & B Service Manual by Sudhir Andrews, Tata McGraw Hill

- The Waiter by John Phullar
- Professional Table Service by Dennis Lillicrap.
- Food & Beverage Management & Control by Dr. JM Negi, Kanishka Publications, New Delhi

## **FOOD AND BEVERAGE SERVICE OPERATION - I (LAB)**

**Course Code: BHM 122**

**Crédits : 2**

## Course Objective:

At the end of the semester the students will be able-

- To use and maintain all items of crockery, cutlery, glassware, flatware and hollowware used in a restaurant
- To clean and polish of all service equipment.

## Course Contents:

### Module I: F&B Service Equipments

Familiarization of

- Cutlery
- Crockery
- Glassware
- Flatware
- Hollowware
- All other equipment used in F& B service
- French terms related to the above

### Module II: Practical

Care & maintenance of equipment including cleaning / polishing of EPNS items by-

Plate Powder method

Polivit method

Silver dip method

Burnishing machine

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	5

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Food & Beverage Management & Control by Dr. JM Negi, Kanishka Publications, New Delhi
- Food & Beverage Service by Lilicrap

### References:

- F&B Service Manual by Sudhir Andrews, Tata McGraw Hill
- The Waiter by John Phullar
- Professional Table Service by Dennis Liliicrap
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

# FRONT OFFICE OPERATION - I

**Course Code: BHM 103**

**Crédits : 1**

## **Course Objective:**

At the end of the semester the students will be able to explain & understand-  
The growth, role of tourism in hospitality and hotel industry.  
The classification and main features of hotels.  
The Front Office staff and organization structure, duties/responsibilities of each personnel.  
Appraisal of Front Office equipment and furniture, welcoming of guest and telephone handling.

## **Course Contents:**

### **Module I: Introduction to Tourism, Hospitality & Hotel Industry**

Tourism and its importance  
Hospitality and its origin  
Hotels, their evolution and growth  
Brief introduction to hotel core areas with special reference to Front Office.

### **Module II: Classification of Hotels**

Based on Size,  
Based on degree of Luxury (Star),  
Based on Location & Clientele  
Based on Management

### **Module III: Front Office Organization**

Function areas & Layout  
Front office hierarchy  
Job Description  
Attributes  
Front office equipments

### **Module IV: Introduction to Guest Cycle**

Pre-arrival  
Arrival  
Stay  
Departure and Post departure

### **Module V: Tariff Structure**

Different types of Plans  
Different types of customer's profile,  
Hubbart formula,  
Different types of rates

## **ExaminationScheme:**

<b>Components</b>	<b>A</b>	<b>JE</b>	<b>P</b>	<b>CT1</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	05	15	70

## **Text&References:**

### **Text:**

- Front Office Management by Mr. Sbhal Nagar
- Front Office Management by Bardi, John Willy and Sons
- Hotel Management by Dr. JagmohanNegi, Himalaya Publishing House, New Delhi.

### **References:**

- Front Office by Abbott, Butter Worth Hiemann.
- Front Office Manual by Sudhir Andrew, Tata McGraw Hill.

# FRONT OFFICE OPERATION - I (LAB)

**Course Code: BHM 123**

**Crédits : 1**

## **Course Objective:**

At the end of the semester the students will be able-

- Understand the growth, role of tourism in hospitality and hotel industry
- Explain the classification and main features of hotels
- Describe Front Office staff and organization structure, duties/responsibilities of each personnel
- Do the Appraisal of Front Office equipment and furniture, welcoming of guest and telephone handling.

## **Course Contents:**

### **Module I**

Welcoming & Escorting the Guest

### **Module II**

Telephone Handling

### **Module III**

Appraisal of Front Office equipment and furniture (rack, counter, bell desk)

### **Module IV**

Filling up of various Performa

### **Module V**

Field Visit: Tariff Structure

## **ExaminationScheme:**

### **Internal: 30 Marks**

<b>Components</b>	<b>JE</b>	<b>LE</b>	<b>VV</b>	<b>A</b>
<b>Weightage (%)</b>	05	15	05	05

### **End-Term: 70 Marks**

<b>Components</b>	<b>JE</b>	<b>VV</b>	<b>GP</b>	<b>LE</b>
<b>Weightage (%)</b>	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality  
A: Attendance

## **Text&References:**

### **Text:**

- Professional Hotel Management by Dr. JM Negi, S. Chand & Co, New Delhi
- Front Office Management by Bardi, John Willy and Sons
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi
- Hotel Management by Dr. JagmohanNegi, Himalayan Publishing House, New Delhi

### **References:**

- Front Office by Abbott, Butter Worth Hiemann.
- Front Office Manual by Sudhir Andrews, Tata McGraw Hill

# ACCOMMODATION OPERATION – I

Course Code: BHM 104

Crédits : 1

## Course Objective:

At the end of the semester the students would have a through knowledge of:

- Organization of Housekeeping department and its basic functioning
- All agents and equipment used for cleaning of all possible surfaces
- Room layouts and what are constitutes in a guest room
- Pests found in the hotel and their control.

## Course Contents:

### Course Contents:

#### Module I: The Role of Housekeeping in Hospitality Operation

Role of Housekeeping in Guest satisfaction and repeat Business  
Functions of Housekeeping department  
Identifying Housekeeping Responsibilities

#### Module II: Organization Chart of the Housekeeping Department

Hierarchy in small, medium, large and chain hotels  
Layout of the Housekeeping Department.  
Subsections of Housekeeping departments  
Organization structure of HK

#### Module III: Job Analysis of HK personnel

Job specification of EHK, HK Supervisors, Night shift Supervisor, Control desk in charge, Laundry Manager, pest control In charge, Florist and Gardner  
Job description of EHK, HK Supervisors, Night shift Supervisor, Control desk in charge, Laundry Manager, pest control In charge, Florist and Gardner  
Personality Traits of housekeeping Management Personnel

#### Module IV: Cleaning Organization

Principles of cleaning  
Measurement of cleaning  
Hygiene and safety factors in cleaning  
Methods of organizing cleaning  
Frequency of cleaning daily, periodic, special  
Daily cleaning, Weekly cleaning, monthly cleaning, yearly cleaning  
Design features that simplify cleaning  
Use and care of Equipment.

#### Module V: Cleaning Agents

General Criteria for selection  
Classification  
Polishes  
Floor seals  
Use, care and storage  
Distribution and Controls, Use of Eco-friendly products in Housekeeping.

## ExaminationScheme:

Components	V	H	CT1	A	EE1
Weightage (%)	05	05	15	5	70

## **Text&References:**

### ***Text:***

- Professional Management of Housekeeping Operation by Robert J. Martin
- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox

### ***References:***

- Accommodation Management by Roy C
- Hotel Housekeeping Training Manual by Sudhir Andrew

# ACCOMMODATION OPERATION - I (LAB)

**Course Code: BHM 124**

**Crédits : 1**

## **Course Objective:**

At the end of the semester the students would have a through knowledge of-

- Use of cleaning agents
- Use of cleaning equipment (manual as well as mechanical)
- Cleaning of all kinds of surfaces in a hotel.

## **Course Contents:**

### **Module I**

Room Layout and Standard Supplies

### **Module II**

Cleaning Equipment

### **Module III: Cleaning of different surfaces**

Metals

Wood

Leather

Glass

### **Module IV**

Dusting of various areas

### **Module V**

Floor cleaning

## **Examination Scheme:**

### **Internal: 30 Marks**

<b>Components</b>	<b>JE</b>	<b>LE</b>	<b>VV</b>	<b>A</b>
<b>Weightage (%)</b>	5	15	5	5

### **End-Term: 70 Marks**

<b>Components</b>	<b>JE</b>	<b>VV</b>	<b>GP</b>	<b>LE</b>
<b>Weightage (%)</b>	05	05	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## **Text&References:**

### **Text:**

- Professional Management of Housekeeping Operation by Robert J. Martin
- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

### **References:**

- Accommodation Management by Roy C
- Hotel Housekeeping Training Manual by Sudhir Andrew

# COMPUTER AND INFORMATION TECHNOLOGY - I

Course Code: BHM 105

Crédits : 1

## Course Objective:

At the end of the semester students would be able to-

The basic objective of the course is to introduce the students to the world of computers and computer technology.

To introduce the students to the basic concept of operating system, word processing, database, presentation.

## Course Contents:

### Module I: Computer Fundamentals

Elements of a Computer system

Characteristic of Computers

Classification of Computers

Limitations

Hardware features and uses

Generations of Computer

Primary and Secondary Storage Concepts

Data Entry Devices

Data Output Devices

Software Concepts

System Software

Application Software

Language Classification

Compilers and Interpreters

### Module II: Operating Systems/Environment

Introduction to Windows

GUI/Features

What are Window & Window 95 and above

Part of a Typical Window and their functions

## ExaminationScheme:

Components	V	H	A	CT1	EE1
Weightage (%)	05	05	05	15	70

## Text&References:

### Text:

- Basic Computers by IBM
- DOEAC 'O' Level *Information Technology* by V.K. Jain BPB Publications

### References:

- Insider Internet Marketing by Jim Deniels
- The Birth of Internet Marketing & Communication by Don Stan Boch

# COMPUTER AND INFORMATION TECHNOLOGY - I

Course Code: BHM 125

Crédits : 1

## Course Objective:

At the end of the semester the students would be able to-

- Create folders
- Shortcuts copy files & folders
- Deleting files and exploring windows etc.

## Course Contents:

### Module I: Window Operations

Creating Folders  
Creating Shortcuts  
Copying Files/Folders  
Renaming Files/Folders  
Deleting Files  
Exploring Windows  
Quick Menu

### Module II: MS Word

Creating a document.  
Formatting documents.  
Special effects  
Cut, copy, paste.  
Table, graphics.  
Print Options.

## ExaminationScheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Microsoft Work 2000 by Heidi Steele Techmedia Publications
- Basic Computers by IBM

### References:

- Insider Internet Marketing by Jim Deniels
- The Birth of Internet Marketing & Communication by Don Stan Boch
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

# BAKERY & CONFECTIONARY - I (LAB)

Course Code: BHM 120

Crédits : 1

## Course Objective:

At the end of the semester the students will be able-

- To learn about the basics of bakery and confectionary
- To make a bakery product and would be able to explain the meaning of the dishes
- To prepare the basic bread and cookies.
- To use the equipments confidently
- To learn the basic techniques used in bakery.

## Course Contents:

### Module I : Basic Bread Making

- Demonstration & preparation of simple and enriched bread, recipes
- Bread Loaf (white and brown)
- Bread Rolls (various shapes)
- French bread
- Brioche

### Module II : Simple Cookies

- Demonstration and Preparation of simple cookies like Nan Khatai,
- Golden Goodies,
- Melting moments,
- Swiss tart,
- Tri colour biscuits,
- Chocolate chip Cookies,
- Chocolate Cream Fingers, and Bachelor Buttons.

### Module III: Simple Cake

- Demonstration and Preparation of cake D
- Sponge cake S
- Fruit cake F
- Rich Cake R

## ExaminationScheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

# ENGLISH

**Course Code: BHM 140**

**Crédits : 1**

## **Course Objective:**

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

## **Course Contents:**

### **Module I: Vocabulary**

Use of Dictionary

Use of Words: Diminutives, Homonyms & Homophones

### **Module II: Essentials of Grammar - I**

Articles

Parts of Speech

Tenses

### **Module III: Essentials of Grammar - II**

Sentence Structure

Subject -Verb agreement

Punctuation

### **Module IV: Communication**

The process and importance

Principles & benefits of Effective Communication

### **Module V: Spoken English Communication**

Speech Drills

Pronunciation and accent

Stress and Intonation

### **Module VI: Communication Skills-I**

Developing listening skills

Developing speaking skills

### **Module VII: Communication Skills-II**

Developing Reading Skills

Developing writing Skills

### **Module VIII: Written English communication**

Progression of Thought/ideas

Structure of Paragraph

Structure of Essays

### **Module IX: Short Stories**

Of Studies, by Francis Bacon

Dream Children, by Charles Lamb

The Necklace, by Guy de Maupassant

A Shadow, by R.K.Narayan

Glory at Twilight, Bhabani Bhattacharya

### **Module X: Poems**

All the Worlds a Stage

To Autumn

O! Captain, My Captain.

Where the Mind is Without Fear

Psalm of Life

Shakespeare

Keats

Walt Whitman

Rabindranath Tagore

H.W. Longfellow

### **Examination Scheme:**

<b>Components</b>	<b>A</b>	<b>CT</b>	<b>HA</b>	<b>EE</b>
<b>Weightage (%)</b>	05	15	10	70

### **Text & References:**

- MadhulikaJha, Echoes, Orient Long Man
- Ramon &Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

# **BEHAVIOURAL SCIENCE - I**

## **(UNDERSTANDING SELF FOR EFFECTIVENESS)**

**Course Code: BSS 101**

**Crédits : 1**

### **Course Objective:**

This course aims at imparting an understanding of:

Self and the process of self exploration

Learning strategies for development of a healthy self esteem

Importance of attitudes and its effect on personality

Building emotional competence

### **Course Contents:**

#### **Module I: Self: Core Competency**

Understanding of Self

Components of Self – Self identity

Self concept

Self confidence

Self image

#### **Module II: Techniques of Self Awareness**

Exploration through Johari Window

Mapping the key characteristics of self

Framing a charter for self

Stages – self awareness, self acceptance and self realization

#### **Module III: Self Esteem & Effectiveness**

Meaning & Importance

Components of self esteem

High and low self esteem

Measuring your self esteem

#### **Module IV: Building Positive Attitude**

Meaning and Nature of Attitude

Components and Types of Attitudes

Relevance and Importance of Attitudes

#### **Module V: Building Emotional Competence**

Emotional Intelligence – Meaning, Components, Importance and Relevance

Positive and Negative Emotions

Healthy and Unhealthy expression of Emotions

**Module VI: End-of-Semester Appraisal**

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

**Examination Scheme:**

<b>Components</b>	<b>SAP</b>	<b>A</b>	<b>Mid Term Test (CT)</b>	<b>VIVA</b>	<b>Journal for Success (JOS)</b>
<b>Weightage (%)</b>	20	05	20	30	25

**Text & References:**

- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lindzey, G. and Borgatta, E: Sociometric Measurement in the Handbook of Social Psychology, Addison – Welsley, US.
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company

# FRENCH - I

Course Code: BHM 144

Crédits : 2

## Course Objective:

As this text book is meant for “faux debutants”. This semester will provide the required base in French

Phonetic system

Syntax and structure

Grammar

## Course Contents:

i) Unité 1: pp. 7 to 13

ii) Précis grammatical: 1-4; 5 – Présent; 6-10 pp. 90-99

**Contenu lexical:**

- se présenter, présenter quelqu'un/ son métier
- présenter les principales caractéristiques d'un hôtel

**Contenu grammatical:**

1. Le nom
2. Les déterminants
3. Les expressions de la quantité
4. L'adjectif qualificatif
5. Les verbes : le présent
6. L'interrogation
7. La négation
8. L'expression de la comparaison
9. L'expression du lieu
10. L'expression du temps

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text&References:

- le livre à suivre : hôtellerie-restauration.com

# FOOD PRODUCTION AND CULINARY ART - II

Course Code: BHM 201

Crédits : 2

## Course Objective:

At the end of the semester students will be able to-

- Know the scope of innovation in the making of dish, experimentation and generating new ideas
- Acquire brief knowledge about the working of the kitchen, system, hierarchy and relationship with others department.
- Manage kitchen as a chef and how to control the quality and system
- Develop as a complete chef by incorporating learning attitude on step by step basis
- Ensure that the requirement of hospitality industry is being fulfilled through latest and up to date knowledge
- Explain the technical terms and different concept.

## Course Contents:

- Module: 1 SOUPS**
- A. Basic recipes other than consommé with menu examples
    - Broths
    - Bouillon
    - Puree
    - Cream
    - Veloute
    - Chowder
    - Bisque etc
  - B. Garnishes and accompaniments
  - C. International soups

- Module: 2 SAUCES & GRAVIES**
- A. Difference between sauce and gravy
  - B. Derivatives of mother sauces
  - C. Contemporary & Proprietary

- 03 MEAT COOKERY**
- A. Introduction to meat cookery
  - B. Cuts of beef/veal
  - C. Cuts of lamb/mutton
  - D. Cuts of pork
  - E. Variety meats (offals)
  - F. Poultry

- (With menu examples of each)**
- 04 FISH COOKERY**
- A. Introduction to fish cookery
  - B. Classification of fish with examples
  - C. Cuts of fish with menu examples
  - D. Selection of fish and shell fish
  - E. Cooking of fish (effects of heat)

- 05 RICE, CEREALS & PULSES**
- A. Introduction
  - B. Classification and identification
  - C. Cooking of rice, cereals and pulses
  - D. Varieties of rice and other cereals

- 06**
- i) **PASTRY**
    - A. Short crust
    - B. Laminated
    - C. Choux
    - D. Hot water/Rough puff
      - Recipes and methods of preparation
      - Differences
      - Uses of each pastry
      - Care to be taken while preparing pastry
      - Role of each ingredient
      - Temperature of baking pastry

- ii) **Flour**  
 A. Structure of wheat  
 B. Types of Wheat  
 C. Types of Flour  
 D. Processing of Wheat – Flour  
 E. Uses of Flour in Food Production  
 F. Cooking of Flour (Starch)
- iii) **SIMPLE BREADS**  
 A. Principles of bread making  
 B. Simple yeast breads  
 C. Role of each ingredient in bread making  
 D. Baking temperature and its importance
- 07 PASTRY CREAMS**  
 A. Basic pastry creams  
 B. Uses in confectionery  
 C. Preparation and care in production
- 08 BASIC COMMODITIES:**
- i) **Milk**  
 A. Introduction  
 B. Processing of Milk  
 C. Pasteurisation – Homogenisation  
 D. Types of Milk – Skimmed and Condensed  
 E. Nutritive Value
- ii) **Cream**  
 A. Introduction  
 B. Processing of Cream  
 C. Types of Cream
- iii) **Cheese**  
 A. Introduction  
 B. Processing of Cheese  
 C. Types of Cheese  
 D. Classification of Cheese  
 E. Curing of Cheese  
 F. Uses of Cheese
- iv) **Butter**  
 A. Introduction  
 B. Processing of Butter  
 C. Types of Butter
- 09 BASIC INDIAN COOKERY**
- i) **CONDIMENTS & SPICES**  
 A. Introduction to Indian food  
 B. Spices used in Indian cookery  
 C. Role of spices in Indian cookery  
 D. Indian equivalent of spices (names)
- ii) **MASALAS**  
 A. Blending of spices  
 B. Different masalas used in Indian cookery  
     • Wet masalas  
     • Dry masalas  
 C. Composition of different masalas  
 D. Varieties of masalas available in regional areas  
 E. Special masala blends
- 10 KITCHEN ORGANIZATION AND LAYOUT**  
 A. General layout of the kitchen in various organizations  
 B. Layout of receiving areas  
 C. Layout of service and wash up

**ExaminationScheme:**

Components	V	H	CT1	A	EE1
Weightage (%)	05	05	15	5	70

## **Text&References:**

### ***Text:***

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton
- Theory of Cookery by K Arora published by Frank Bros &Co. New Delhi

### ***References:***

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

# FOOD PRODUCTION AND CULINARY ART - II (LAB)

Course Code: BHM 221

Crédits : 2

## Course Objective:

At the end of the semester the student will be able to-

- To know the handling meat, purchasing, caring and different cutting like boneless, parts etc.
- Develop leadership skill by assigning a role and controlling the kitchen
- To do the Mise-en-place and step by step procedure of preparing food
- To present the food accordingly by using appropriate garnish and presentation style.

## Course Contents:

### Module Topic

**Module : 01 Meat** – Identification of various cuts, Carcass demonstration

- Preparation of basic cuts-Lamb and Pork Chops, Tornado, Fillet, Steaks and Escalope
- Fish-Identification & Classification
- Cuts and Folds of fish

**Module : 02 Identification, Selection and processing of**

- Meat, Fish and poultry.
- Slaughtering and dressing

**Module : 03 Preparation of menu**

**Salads & soups-** Waldorf salad, Fruit salad, Russian salad, Salade Nicoise,

Cream (Spinach, Vegetable, Tomato), Puree (Lentil, Peas Carrot), International soups

**Chicken, Mutton and Fish Preparations-** Fish only, à la anglaise, Colbert, Meunière, poached, baked, Entrée-Lamb stew, hot pot, shepherd's pie, grilled steaks & lamb/Pork chops, Roast chicken, grilled chicken, Leg of Lamb, Beef

**Simple potato preparations-** Basic potato dishes

**Vegetable preparations-** Basic vegetable dishes

**Indian cookery-** Rice dishes, Breads, Main course, Basic Vegetables, Paneer Preparations

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Theory of Catering by Kinton Cesserani, Published by Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Published by Hodder & Stoughton
- Theory of Cookery by K Arora published by Frank Bros & Co. New Delhi

### References:

- Professional chef by John Wiley
- Ultimate Cooking Course by Carole Clement published by Joana Lorenz
- Essential of Cooking by James Peterson published by Artisan

# FOOD AND BEVERAGE SERVICE OPERATION – II

Course Code: BHM 202

Crédits : 2

## Course Objective:

At the end of the semester the students will be able to-

- Explain and understand objectives of menu planning and types of menu
- Write and explain courses of French classical menu with sequence of each course
- Explain various meals and the dishes served during these meals
- Describe the importance of Mise-en-place and Mise-en-scene
- List various tasks performed to complete Misc-en-place for each outlet shift wise
- Explain and understand simple KOT and billing system with its record keeping
- List and explain various non-alcoholic beverage
- Explain various types of tobacco (cigarette and cigar) with its processing and storage.

## Course Contents:

### Module I: Meals and Menu Planning

Origin of Menu

Objectives of Menu Planning

Types of Menu

Courses of French Classical Menu

- Sequence
- Examples from each course
- Cover of each course
- Accompaniments

French Names of dishes

Types of Meals

Early morning Tea

- Breakfast (English, American Continental, Indian)
- Brunch
- Lunch
- Afternoon/High Tea
- Dinner
- Supper

### Module II: Methods of Service

Mise-en-scene & Mise en place

### Module III: Simple Control System

KOT/Bill Control System

Making Bill

Cash handling equipment

Record keeping

### Module IV: Non-Alcoholic Beverages

Classification (Nourishing, Stimulating and Refreshing beverages)

Tea and Coffee

- Origin & manufacture
- Types & Brands

### Module V: Alcoholic Beverage

Introduction and definition

Classification

### Module VI: Beer

Introduction and Definition

Types of beer

Production of beer

Storage

**ExaminationScheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

**Text&References:***Text:*

- Food & Beverage Service by Lilicrap
- Food & Beverage- Management & Control by Dr. JM Negi, Kanishka, New Delhi

*References:*

- Food & Beverage Management and Cost Control by Dr. JM Negi, Kanishka
- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi, Aman Publication
- Food & Beverage Costing 2000 by Dr. JM Negi, Himalaya Publishing House, New Delhi
- The Lodging & Food Service Industry by Gerrald W Lattin
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

# FOOD AND BEVERAGE SERVICE OPERATION - II (LAB)

Course Code: BHM 222

Crédits : 2

## Course Objective:

At the end of the semester the students will be able to-

- Perform and demonstrate various task of Mise-en-Place
- Complete layout of covers of restaurant table and side board
- Take food and beverage order from a guest
- Do the service of food and beverage at a table in American and French style
- Demonstrate the service of non alcoholic beverages
- Demonstrate the service of cigar and cigarette.

## Course Contents:

### Module I

Table laying for different meals

Restaurant reservation

Receiving and seating the guest

Taking the order

Procedure of service at table (Silver service and pre-plated service)

Presentation & Encasing the bill

Room Service (tray and trolley)

French for receiving and greeting the guest and seating the guest

French related to taking order and description of dishes

### Module II:Preparation & Service

#### Coffee

- Origin & manufacture
- Types & Brands
- Preparation & Service of different types of coffee

#### Juices and Soft Drinks

Preparation & Service of different types of Tea

- Origin & manufacture
- Types & brands

### Module III: Service of Juices and Soft Drinks

Mocktail making

Brand Names of Juices, Soft Drinks, Mineral Water, Tonic Water

### Module IV: Cocoa & Malted Beverages

Origin & Manufacture

Preparation & Service

### Module V: Service of Beer

## ExaminationScheme:

Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	5

End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming&Punctualit

## Text&References:

### Text:

- Food & Beverage Management & Control by Lillicrap
- Food & Beverage- Management & Control by Dr. JM Negi, Kanishka, New Delhi

### References:

- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi, Aman Publication
- Food & Beverage Costing 2000 by Dr. JM Negi, Himalaya Publishing
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

# FRONT OFFICE OPERATION - II

Course Code: BHM 203

Crédits : 1

## Course Objective:

At the end of the semester the students will be able to-

- Know the techniques of up-selling rooms and promotional activities involved in Front Office
- Coordination with other departments of the hotel
- Know standards of service and amenities provided by a hotel
- Calculation of tariff structure for different segments of clients of hotel
- Acquire effective communication skill.

## Course Contents:

### Module I: Room Selling Techniques

Up Selling, Discounts.

### Module II: Arrivals

Preparing for guest arrivals at Reservation and Front Office, Receiving Guests, Pre-registration, Registration (non-automatic, semi automatic and automatic), Relevant records for FITs, Groups, Aircrews and VIPs.

### Module III: Bell Desk

Functions, Procedures and records.

### Module IV: During the Stay Activities

Information services, Message and Mail handling, Key handling, Room selling technique, Hospitality desk, Complaints handling, Guest handling, Guest history.

### Module V: Front Office Co-ordination with other Departments of Hotel

### Module VI: Tariff Structure

Basis of charging, plans, competition, customer's profile, standards of services & amenities, Hubbart formula, different types of tariff, rack rate, discounted rate for corporate, Airlines, Group & travel agents.

### Module VII: Guest accounting (manual)

Guest Weekly Bill, Visitors Tabular Ledger

### Module VIII: Communication Skills

#### Business Communication

- Need
- Purpose
- Nature
- Models
- Barriers to communication
- Overcoming the barriers.

#### Listening on the Job

- Definition
- Levels and types of listening
- Listening barriers
- Guidelines for effective listening
- Listening, computerization and note taking

#### Effective Speaking

- Restaurant and hotel English
- Polite and effective enquiries and responses
- Addressing a group
- Essential qualities of a good speaker
- Audience analysis
- Defining the purpose of a speech, organizing the ideas and delivering the speech.

**ExaminationScheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

**Text&References:*****Text:***

- Front Office Management by Bardi, John Willy and Sons.
- Professional Hotel Management by Dr. JM Negi, S. Chand & Co. New Delhi
- Hotel Management by Dr. JagmohanNegi, Himalaya Publishing House, New Delhi

***References:***

- Front Office by Abbott, Butter Worth Hiemann.
- Managing FO Operation by Micheal K Kassovana
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

# FRONT OFFICE OPERATION - II (LAB)

Course Code: BHM 223

Crédits : 1

## Course Objective:

At the end of the semester the students will be able to-

- To know the techniques of up-selling rooms and promotional activities involved
- Understand the Front Office Coordination with other departments of the hotel
- Know the standards of service and amenities provided by hotel
- Calculate tariff structure for different segments of clients of hotel
- Acquire effective communication skill.

## Course Contents:

### Module I: Room Reservation

### Module II

Arrival procedure - Group, FIT

Luggage handling - left luggage, Group, FIT

### Module III

Message and Mail handling, Paging

### Module IV

Forms & Formats

## ExaminationScheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	05	5	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Front Office Management by Bardi, John Willy and Sons.
- Professional Hotel Management by Dr. JagmohanNegi, S. Chand & Co. New Delhi
- Hotel Management – Accounting & Control by Dr. JagmohanNegi, Himalaya Publishing House, New Delhi

### References:

- Front Office by Abbott, Butter Worth Hiemann.
- International Tourism & Travel- Concepts & principles by Dr. JM Negi, S Chand & Co, New Delhi

# ACCOMMODATION OPERATION - II

Course Code: BHM 204

Crédits : 1

## Course Objective:

At the end of the semester the students will have a through knowledge of-

- Room supplies and bathroom supplies
- All types of beds and mattresses
- All routine and records maintained of H.K. department
- Liaison with other department of the hotel.

## Course Contents:

## Course Contents:

### Module I: Composition, Care and Cleaning of Different Surface

Metals, Glass, Leather, Rexines, Plastic, Ceramics, Wood, stone, rubber, Wall finishes, Floor finishes.  
Different surfaces & their cleaning

### Module II: Keys

Type of keys, computerized key cards, Key control  
Duty roaster, Duty rota, work schedule, Job cards  
Lost & found system

### Module III: Area Cleaning and services

Guest rooms, Front-of-the house areas, Back-of-the house Areas, Work routine and associated problems e.g. high traffic areas, Façade cleaning etc.  
Special services: Valet service, baby sitting, Guest Loan item, fresh en up services, second service and turn down service

### Module IV: Routine Systems and Records of Housekeeping Department

Reporting Staff placement, Room occupancy report, Guest room inspection, Entering checklists, Floor Register, Work Orders, Log Sheet, Lost and Found Register and Enquiry file,  
Maid's report and Housekeeper's report, Handover Records, Guest's Special Requests Register, Record of Special cleaning, Call Register, VIP lists.

### Module V: Inter Departmental Relationship

With Front Office, With maintenance, With Security, With Stores, With Accounts, With Personnel, Use of Computers in Housekeeping department.  
Intra departmental relationship  
Role of control desk

## ExaminationScheme:

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text&References:

### Text:

- Professional Management of Housekeeping Operation by Robert J. Martin
- Accommodation Management by Wood Roy C

### References:

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox.
- Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, AmityUniversity Press, New Delhi

# ACCOMMODATION OPERATION - II (LAB)

Course Code: BHM 224

Crédits : 1

## Course Objective:

At the end of the semester students will be able to-

- Do basic housekeeping operation with their own hands
- Demonstrate bed making and basic knowledge of linen
- Demonstrate use of maid's trolley and its uses
- Perform the packing of a guest room.

## Course Contents:

### Module I

Maid's trolley – setting up a trolley

### Module II

Bed making

### Module III

Daily cleaning of Guestrooms & bathrooms

### Module IV

Public Area cleaning (focus on different types of surfaces)

### Module V

Scrubbing of floors (hand & T- brushes)

Polishing & Buffing (metal & wood)

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	5	15	5	5

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Professional Management of Housekeeping Operation by Robert J. Martin
- Accommodation Management Wood Roy C

### References:

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox
- Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# FUNDAMENTALS OF HOSPITALITY ACCOUNTING

Course Code: BHM 206

Crédits : 2

## Course Objective:

At the end of the semester the students will be able to-

- Understand basic concept of hospitality accounting system
- The meaning and need for accounting
- Distinguish between book keeping and accounting
- Record the transactions using rules of debit and credit
- Ascertain the correct bank balances
- To check the accuracy of accounting records.

## Course Contents:

### Module I: Introduction to Accounting

Meaning & Definition

Types and Classification

Principles of Accounting

Systems of Accounting

Generally Accepted Accounting

Principles

### Module II: Primary Books (Journal)

Meaning and Definition

Format of Journal

Rules of Debit and Credit

Opening entry, simple and compound entries

Practical

### Module III: Subsidiary Books (Ledger)

Meaning and Uses

Formats

Posting

Practical

### Module IV: Trial Balance

Meaning

Methods

Advantages

Limitations

Practical

### Module V

Cash Book

Meaning

Advantages

Simple, Double and Three Column Petty Cash book with imprest system (simple and tabular forms)

Practical

### Module VI: Final Accounts

Meaning

Procedure for preparation of final accounts

Difference between Trading Accounts, Profit & Loss Accounts & Balance Sheet

## ExaminationScheme:

Components	H	P	CT1	A	EE1
Weightage (%)	05	05	15	5	70

## **Text&References:**

### ***Text:***

- Element of Hotel Accounting by Dr. JM Negi& G.S. Rawat, HKS International (now Aman Publication, New Delhi)
- Hotel Management Accounting & Control by Dr. JM Negi, Himalaya Publication, New Delhi
- Management Accounting by Dr. Hingorani& Prof. Ramanathan, Sultan Chand & Sons

### ***References:***

- Management Accounting & Financial Control by Dr. SN Maheshwari, Sultan Chand & Sons
- Understanding Hospitality Accounting by Raymond Cote, EI-AH&LA USA
- Financial Accounting by GC Maheshwari, NCERT, N. Delhi
- Fundamentals of Hotel Accounting by G.S. Rawat& Dr. JM Negi, Aman Publications, New Delhi

# BAKERY & CONFECTIONARY - II (LAB)

Course Code: BHM 220

Crédits : 1

## Course Objective:

At the end of the semester the students will be able-

- To learn about the basics of bakery and confectionary
- To make a bakery product and would be able to explain the meaning of the dishes
- To prepare the basic cakes, pastry and Hot/Cold Desserts.
- To use the equipments confidently
- To learn the basic techniques used in bakery.

## Course Contents:

### Module I Simple Cakes

Demonstration & preparation of simple and enriched cakes, recipes

Sponge, Genoise, Fatless, Swiss roll

Fruit Cake

Rich Cakes

Dundee, Madeira

### Module II Pastry

Demonstration and preparation of dishes using varieties of pastry

Short Crust – Jam tarts, turnovers

Laminated – Palmiers, Khara Biscuits, Danish Pastry, Cream Horns

Choux Paste – Eclairs, Profiteroles Cold sweet – honeycomb mould, butterscotch sponge, coffee mousse, lemon sponge, trifle, blancmange, chocolate mousse, and lemon soufflé.

### Module III Hot/Cold Desserts

Caramel Custard, Bread and Butter Pudding, Queen of Pudding, Souffle – Lemon/Pineapple, Mousse

(Chocolate Coffee) Bavaroise, Diplomat pudding, Apricot Pudding

Steamed Pudding – Albert Pudding, Cabinet Pudding

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Theory of Catering by Kinton Cesserani, Published by Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Published by Hodder & Stoughton

### References:

- Theory of Cookery by K Arora published, Frank Bros & Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement published by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

# Computer & Information Technology-II

**Course Code: BHM 205**

**Credit**

**Units: 01**

## **Course Objective:**

At the end of the semester the students would be able to-

- Understand the concepts of the Internet
- Explain the history of the Internet
- Identify resources available on the Internet
- Define e-mail, newsgroups, chats, and web
- Discuss how to protect the computer from viruses
- Define the basics in web design
- Basics of transfer data from machine A to machine B
- Basics of access to remote information
- Basics of sharing of data
- Basics of person to person communication
- Basics of Interactive Entertainment

## **Module I: Internet Basic :**

Internet and its history, Defining and describing the Internet, Discussing the future of the Internet. Internet Resources, HTTP, HTTPS, File Transfer Protocol (FTP), Telnet, World Wide Web (WWW), Browsing the Web, Searching the Net, Protecting the computer.

## **Module II: Web Design Principles:**

Introduction, How HTML works, Web Page Creation Strategies, Creating a Web Page Résumé, Five Golden rules of web designing, Designing navigation bar, Page design, Home Page Layout, Design Concept, Why create a web site.

## **Module III: Networking :**

Introduction to Networking Components :- Network Components, Types of Network, Troubleshooting of Network.

Diagnostic Tools of Internet & Networking:- Downloading the Drivers from Internet, Installation Of Drivers

## **Examination Scheme:**

### **Internal: 30 Marks**

Components	JE	LE	V	A
Weightage (%)	05	10	10	5

### **End-Term: 70 Marks**

Components	JE	V	GP	LE
Weightage (%)	10	10	10	40

## **Text & References:**

### **Text:**

- Computers by Andrew S. Tanenbawn
- Computer & Information Management by Bhanthnagar SC & Ramani KV
- HTML5 in Easy steps by Mike McGrath

### **References:**

- Computer System in Hotel & Catering Industry by Lucey T.
- How to do everything with MS Office by Laurie Urich

# COMPUTER AND INFORMATION TECHNOLOGY - II (LAB)

**Course Code: BHM 225**

**Crédits : 1**

## **Course Objective:**

At the end of the semester the students will be able to-

### **1. MS Excel**

- Creating a separate sheet.
- Making the worksheet look pretty.
- Printing the worksheets.
- Maintaining multiple worksheets.
- Creating graphic / Charts.

### **2. Excels database Facilities**

### **3. Making a simple skills and power point presentation.**

### **4. Power Points Five Views.**

### **5. Slides**

- Creating Slides, rearranging, modifying.
- Inserting Pictures, Objects.
- Setting up a slide show.

### **6. Creating an organizational Chart.**

## **Course Contents:**

### **Module I: MS Office 07 MS- Excel – Practical**

How to use Excel

Starting Excel

Parts of Excel Screen

Parts of the Worksheet

Navigating in a Worksheet

Getting to know Mouse Pointer Shapes

### **Module II: Creating a Separate Sheet**

Starting a new worksheet

Entering the three different types of data in a worksheet

Creating simple formula

Formatting data for decimal points

Editing data in a worksheet

Using Auto fill

Blocking Data

Saving a worksheet

Exiting Excel

### **Module III: Making the worksheet look pretty**

Selecting cell to format

Trimming tables with Auto Format

#### **Formatting cells for:**

- Currency
- Comma
- Percent
- Decimal
- Date

Changing columns width and row height

#### **Aligning text:**

- Top to Bottom
- Text wrap
- Re ordering Orientation

Using borders

**Module IV: Going Through Changes**

Opening workbook files for editing  
 Undoing the mistakes  
 Moving and copying with drag and drop  
 Copying formulas  
 Moving and Copying with Cut, Copy and Paste  
 Deleting cell entries  
 Deleting columns and rows from worksheet  
 Inserting columns and rows in a worksheet  
 Spell checking the worksheet

**Module V: Printing the Worksheet**

Previewing pages before printing  
 Printing from the Standard Toolbar  
 Printing a part of a worksheet  
 Changing the orientation of the printing  
 Printing the whole worksheet in a single page  
 Adding header and Footer to a report  
 Inserting page breaks in a report  
 Printing the formulas in the worksheet

**Module VI: Additional features of a Worksheet**

Splitting worksheet window into two four panes  
 Freezing columns and rows on-screen for worksheet title  
 Attaching comments to cells  
 Finding and replacing data in the worksheet  
 Protecting a worksheet  
 Function commands

**Module VII: Maintaining Multiple Worksheets**

Moving from sheet in a worksheet  
 Adding more sheets to a worksheet  
 Deleting sheets from a workbook  
 Naming sheet tabs other than sheet1, sheet2 and so on  
 Copying or moving sheets from one worksheet to another

**Module VIII: Creating Graphics/charts**

Using Chart Wizard  
 Changing the Chart with the Chart Toolbar  
 Formatting the Chart's axes  
 Adding a text box to a Chart  
 Changing a orientation of 3-D Chart  
 Using drawing tools to add graphics to chart and worksheet  
 Printing a chart with printing the rest of the worksheet data

**Module IX: Excel's Database Facilities**

Setting up a database  
 Sorting records in the database

**Module X: Making Power Point presentation**

Using Auto content Wizards and Templates  
 Power Points five views

**Slides**

Creating Slides, re-arranging, modifying  
 Inserting pictures, objects  
 Setting up a Slide Show

**Module XI: Creating an Organizational Chart****ExaminationScheme:****Internal: 30 Marks**

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

**End-Term: 70 Marks**

<b>Components</b>	<b>JE</b>	<b>VV</b>	<b>GP</b>	<b>LE</b>
<b>Weightage (%)</b>	05	5	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

**Text&References:**

***Text:***

- Computers by Andrew S. Tanenbawn
- Computer & Information Management by Bhanthnagar SC & Ramani KV

***References:***

- Computer System in Hotel & Catering Industry by Lucey T
- Information System- A Contemporary by KC & JP

# ENGLISH

Course Code: BHM 240

Crédits : 1

## Course Objective:

The course is intended to give a foundation of English Language. The literary texts are indented to help students to inculcate creative & aesthetic sensitivity and critical faculty through comprehension, appreciation and analysis of the prescribed literary texts. It will also help them to respond form different perspectives.

## Course Contents:

### **Module I: Vocabulary**

Use of Dictionary

Use of Words: Diminutives, Homonyms & Homophones

### **Module II: Essentials of Grammar - I**

Articles

Parts of Speech

Tenses

### **Module III: Essentials of Grammar - II**

Sentence Structure

Subject -Verb agreement

Punctuation

### **Module IV: Communication**

The process and importance

Principles & benefits of Effective Communication

### **Module V: Spoken English Communication**

Speech Drills

Pronunciation and accent

Stress and Intonation

### **Module VI: Communication Skills-I**

Developing listening skills

Developing speaking skills

### **Module VII: Communication Skills-II**

Developing Reading Skills

Developing writing Skills

### **Module VIII: Written English communication**

Progression of Thought/ideas

Structure of Paragraph

Structure of Essays

### **Module IX: Short Stories**

Of Studies, by Francis Bacon

Dream Children, by Charles Lamb

The Necklace, by Guy de Maupassant

A Shadow, by R.K. Narayan

Glory at Twilight, Bhabani Bhattacharya

### **Module X: Poems**

All the Worlds a Stage

To Autumn

O! Captain, My Captain.

Where the Mind is Without Fear

Psalm of Life

Shakespeare

Keats

Walt Whitman

Rabindranath Tagore

H.W. Longfellow

**Examination Scheme:**

<b>Components</b>	<b>A</b>	<b>CT</b>	<b>HA</b>	<b>EE</b>
<b>Weightage (%)</b>	05	15	10	70

**Text & References:**

- MadhulikaJha, Echoes, Orient Long Man
- Ramon &Prakash, Business Communication, Oxford.
- Sydney Greenbaum Oxford English Grammar, Oxford.
- Successful Communications, MalraTreece (Allyn and Bacon)
- Effective Technical Communication, M. Ashraf Rizvi.

# **BEHAVIOURAL SCIENCE - II**

## **(PROBLEM SOLVING AND CREATIVE THINKING)**

**Course Code: BHM 243**

**Crédits : 1**

### **Course Objective:**

To enable the students:

Understand the process of problem solving and creative thinking.

Facilitation and enhancement of skills required for decision-making.

### **Course Contents:**

#### **Module I: Thinking as a tool for Problem Solving**

What is thinking: The Mind/Brain/Behaviour

Thinking skills

Critical Thinking and Learning:

Making Predictions and Reasoning

Memory and Critical Thinking

Emotions and Critical Thinking

#### **Module II: Hindrances to Problem Solving**

Perception

Expression

Emotion

Intellect

Work environment

#### **Module III: Problem Solving Process**

Recognizing and Defining a problem

Analyzing the problem (potential causes)

Developing possible alternatives

Evaluating Solutions

Resolution of problem

Implementation

#### **Module IV: Plan of Action**

Construction of POA

Monitoring

Reviewing and analyzing the outcome

#### **Module V: Creative Thinking**

Definition and meaning of creativity

The nature of creative thinking

Convergent and Divergent thinking

Idea generation and evaluation (Brain Storming)

Image generation and evaluation

Debating

The six-phase model of Creative Thinking: ICEDIP model

#### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

### **Examination Scheme:**

<b>Components</b>	<b>SAP</b>	<b>A</b>	<b>Mid Term Test (CT)</b>	<b>VIVA</b>	<b>Journal for Success (JOS)</b>
<b>Weightage (%)</b>	20	05	20	30	25

### **Text & References:**

- Michael Steven: How to be a better problem solver, Kogan Page, New Delhi, 1999
- Geoff Petty: How to be better at creativity; Kogan Page, New Delhi, 1999
- Phil Lowe Koge Page: Creativity and Problem Solving, New Delhi, 1996

Bensley, Alan D.: *Critical Thinking in Psychology – A Unified Skills Approach*, (1998), Brooks/Cole Publishing Company.

# FRENCH - II

Course Code: BHM 244

Crédits : 2

## Course Objective:

To provide the students with the know-how to make/confirm/refuse/modify/cancel a reservation over phone/through email/internet

## Course Contents:

### Unité 2: pp. 14 to 29

#### Contenu lexical:

1. questionner le client pour servir
- 2 remplir une fiche de réservation
- 3 informer sur les horaires
- 4 prendre en note la réservation d'une table
- 5 comprendre et écrire un message électronique
- 6 écrire une lettre commerciale
- 7 détailler des prestations
- 8 s'excuser de ne pas satisfaire une demande de réservation, justifier
- 9 modifier ou annuler un dossier de réservation
- 10 rappeler au client ses obligations

#### Contenu grammatical:

- 1 interrogation
- 2 expression du temps: heures et dates
- 3 adjectifs possessifs
- 4 forme linguistique de la lettre commerciale
- 5 forme négative: ne...pas, ne...plus, ne...rien, ne...jamais
- 6 indicatif passé composé

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : hôtellerie-restauration.com

# TERM PAPER

Course Code: BHM 250

Credit Units: 03

## GUIDELINES FOR TERM PAPER

A term (or research) paper is primarily a record of intelligent articulation through several sources on a particular topic of a given subject.

The students will choose the topic at the beginning of the session in consultation with the faculty assigned/chosen. The progress of the paper will be monitored regularly by the faculty. At the end of the semester the detailed paper on the topic will be submitted to the faculty assigned/chosen. The evaluation will be done by Board of examiners comprising of the faculties.

The procedure for writing a term paper may consists of the following steps:

1. Choosing a topic
2. Finding sources of material
3. Collecting the notes
4. Outlining the paper
5. Writing the first draft
6. Editing & preparing the final paper

### 1. Choosing a Topic

The topic chosen should not be too general. Student will normally consult the faculty guide while finalizing the topic.

### 2. Finding Sources of material

- The material sources should be not more than 5 years old unless the nature of the paper is such that it involves examining older writings from a historical point of view.
- Begin by making a list of subject-headings under which you might expect the topics to be listed.
- The sources could be books and magazines articles, news stories, periodicals, journals, internet etc.

### 3. Collecting the notes

Skim through sources, locate the useful material, make notes of it, including quotes and information for footnotes.

- *Get facts, not just opinions.* Compare the facts with author's conclusion(s)/recommendations.
- In research studies, notice the methods and procedures, results & conclusions.
- Check cross references.

### 4. Outlining the paper

- Review notes to find main sub-divisions of the topic.
- Sort the collected material again under each main division to find sub-sections for outline so that it begins to look more coherent and takes on a definite structure. If it does not, try going back and sorting again for main divisions, to see if another general pattern is possible.

### 5. Writing the first draft

Write the paper around the outline, being sure that you indicate in the first part of the paper what its purpose is. You may follow the following:

- statement of purpose/objectives
- main body of the paper
- statement of summary and possible conclusion(s)/recommendations

Avoid short, bumpy telegraphic sentences and long straggling sentences with more than one main ideas.

### 6. Editing & preparing the final paper

- a) Before writing a term paper, you should ensure you have an issue(s) which you attempt to address in your paper and this should be kept in mind throughout the paper. Include only information/ details/ analyses that are relevant to the issue(s) at hand. Sometimes, the relevance of a particular section may be clear to you but not to your readers. To avoid this, ensure that you briefly explain the relevance of every section.
- b) Read the paper to ensure that the language is not awkward, and that it "flows" smoothly.
- c) Check for proper spelling, phrasing and sentence construction.
- d) Check for proper form on footnotes, quotes, and punctuation.
- e) Check to see that quotations serve one of the following purposes:
  - (i) Show evidence of what an author has said.
  - (ii) Avoid misrepresentation through restatement.
  - (iii) Save unnecessary writing when ideas have been well expressed by the original author.

- f) Check for proper form on tables and graphs. Be certain that any table or graph is self-explanatory.

Term papers should be composed of the following sections:

- 1) Title page
- 2) Abstract
- 3) Introduction
- 4) Review of the Literature
- 5) Discussion & Conclusion
- 6) References
- 7) Appendix

Generally, the introduction, discussion, conclusion and references should account for a third of the paper and the review part should be two thirds of the paper.

### **Discussion**

The discussion section either follows the results or may alternatively be integrated in the results section. The section should consist of a discussion of the results of the study focusing on the question posed in the paper.

### **Conclusion**

The conclusion is often thought of as the easiest part of the paper but should by no means be disregarded. There are a number of key components which should not be omitted. These include:

- a) summary of objectives and issues raised.
- b) summary of findings
- c) summary of limitations of the study at hand
- d) details of possibilities for related future research

### **References**

From the very beginning of the research work, one should be careful to note all details of articles or any other material gathered. The Reference part should list ALL references included in the paper. References not included in the text in any form should NOT be listed here. The key issue here is consistency. Choose a particular convention and stick to this.

### **The Conventions**

#### **Monographs**

Crystal, D. (2001), *Language and the internet*. Cambridge: Cambridge University Press.

#### **Edited Volumes**

Gass, S./Neu, J. (eds.) (1996), *Speech acts across cultures. Challenges to communication in a second language*. Berlin/ NY: Mouton de Gruyter.

[(eds.) is used when there is more than one editor; and (ed.) where there is only one editor. In German the abbreviation used is (Hrsg.) for Herausgeber].

#### **Edited Articles**

Schmidt, R./Shimura, A./Wang, Z./Jeong, H. (1996), Suggestions to buy: Television commercials from the U.S., Japan, China, and Korea. In: Gass, S./Neu, J. (eds.) (1996), *Speech acts across cultures. Challenges to communication in a second language*. Berlin/ NY: Mouton de Gruyter: 285-316.

#### **Journal Articles**

McQuarrie, E.F./Mick, D.G. (1992), On resonance: A critical pluralistic inquiry into advertising rhetoric. *Journal of consumer research* 19, 180-197.

#### **Electronic Book**

Chandler, D. (1994), *Semiotics for beginners* [HTML document]. Retrieved [5.10.'01] from the World Wide Web, <http://www.aber.ac.uk/media/Documents/S4B/>.

#### **Electronic Journal Articles**

Watts, S. (2000) Teaching talk: Should students learn 'real German'? [HTML document]. *German as a Foreign Language Journal [online]* 1. Retrieved [12.09.'00] from the World Wide Web, <http://www.gfl-journal.com/>.

#### **Other Websites**

Verterhus, S.A. (n.y.), Anglicisms in German car advertising. The problem of gender assignment [HTML document]. Retrieved [13.10.'01] from the World Wide Web, <http://olaf.hiof.no/~sverrev/eng.html>.

#### **Unpublished Papers**

Takahashi, S./DuFon, M.A. (1989), Cross-linguistic influence in indirectness: The case of English directives performed by native Japanese speakers. Unpublished paper, Department of English as a Second Language,

University of Hawai'i at Manoa, Honolulu.

### **Unpublished Thesis/ Dissertations**

Möhl, S. (1996), Alltagssituationen im interkulturellen Vergleich: Realisierung von Kritik und Ablehnung im Deutschen und Englischen. Unpublished MA thesis, University of Hamburg.

Walsh, R. (1995), Language development and the year abroad: A study of oral grammatical accuracy amongst adult learners of German as a foreign language. Unpublished PhD Dissertation, University College Dublin.

### **Appendix**

The appendix should be used for data collected (e.g. questionnaires, transcripts etc.) and for tables and graphs not included in the main text due to their subsidiary nature or to space constraints in the main text.

### **The Layout Guidelines for the Term Paper**

- A4 size Paper
- Font: Arial (10 points) or Times New Roman (12 points)
- Line spacing: 1.5
- Top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

### **Assessment Scheme:**

#### **Continuous Evaluation**

**40%**

(Based on abstract writing, interim draft, general approach, research orientation, readings undertaken etc.)

#### **Final Evaluation**

**60%**

(Based on the organization of the paper, objectives/ problem profile/ issue outlining, comprehensiveness of the research, flow of the idea/ ideas, relevance of material used/ presented, outcomes vs. objectives, presentation/ viva etc.)

# FOOD PRODUCTION & CULINARY ART - III

**Course Code: BHM 301**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester students should be able to-

- learn about the different regions of India as per food habits;
- learn about basic Indian paste, gravies and food style; and
- learn about quantity food production, planning and organizing.

## **Course Contents:**

### **Module I: Quantity Food Production- Equipment**

Equipment required for mass/volume feeding  
Heat and cold generating equipment  
Care and maintenance of these equipments  
Modern development in equipment manufacture

### **Module II: Menu Planning**

Basic principles of menu planning – recapitulation  
Points to consider in menu planning for various volume feeding outlets such as Industrial, Institutional, Mobile Catering Units  
Planning menus for;  
School/college students  
Industrial workers  
Hospitals  
Outdoor parties  
Theme dinners  
Transport facilities, cruise lines, airlines, railway  
Nutrition factors for the above

### **Module III: Indenting**

Principles of indenting for volume feeding  
Portion sizes of various items for different types of volume feeding  
Modifying recipes for indenting for large scale catering  
Practical difficulties while indenting for volume feeding

### **Module IV: Planning**

#### **Principles of planning for quantity food production with regard to**

- Space allocation
- Equipment selection
- Staffing

### **Module V: Volume Feeding**

#### **Institutional and Industrial Catering**

- Types of Institutional & Industrial Catering
- Problems associated with this type of catering
- Scope of development and growth

#### **Hospital Catering**

- Highlights of hospital catering for patients, staff, visitors
- Diet menus and nutritional requirements

#### **Off Premises Catering**

- Reasons for growth and development
- Menu planning and theme parties
- Concept of a Central Production Unit
- Problems associated with off-premises catering

#### **Mobile Catering**

- Characteristics of Rail, Airline (Flight Kitchen) and Sea Catering.
- Branches of Mobile Catering

#### **Quantity Purchase & Storage**

- Introduction of purchasing
- Purchasing system
- Purchasing specifications
- Purchasing techniques
- Storage

## **Module VI: Regional Indian Cuisine**

Introduction to Regional Indian Cuisine

Heritage of Indian Cuisine

Factors that effect eating habits in different parts of the country

Cuisine and its highlights of different states/region/ communities to be discussed under:

- Geographic location
- Historical background
- Seasonal availability
- Special equipment
- Staple diets
- Specialty cuisine for festivals and special occasions

**States** - Andhra Pradesh, Bengal, Goa, Gujarat, Karnataka, Kashmir, Kerala, Madhya Pradesh, Maharashtra, North-Eastern States, Punjab, Rajasthan, Tamil Nadu and Uttar Pradesh/Uttanchal

**Communities**- Parsee, Chettinad, Hyderabadi, Lucknowi (Avadhi), Malabari / Syrian, Christian and Bohri

**Discussions**- Indian Breads, Indian Sweets, Indian Snacks.

### **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

### **Text & References:**

#### ***Text:***

- Prasad by Jigs Kalra; Allied Publisher, New Delhi
- Taste of India by Madhur Jaffery; Pavilion Books Ltd.

#### ***References:***

- Dawat by Jigs Kalra, Allied publisher, New Delhi
- Kebab, Chutney & Bread by Devindar Kumar, UBS publisher, New Delhi.

# FOOD AND BEVERAGE SERVICE OPERATION - III

**Course Code:** BHM 302

**Credit Units:** 02

## **Course Objective:**

At the end of semester the students would be able to-

Explain and understand various Alcoholic Beverages, their manufacturing process, types and service of each alcoholic beverage.

## **Course Contents:**

### **Module II: Wines**

Definition

#### **Classification with examples**

- Table/Still/Natural
- Sparkling
- Fortified
- Aromatized

Production of each classification

#### **Principal wine regions and wines of**

- France
- Germany
- Italy
- Spain
- Portugal
- USA
- Australia

#### **New world wines (brand names)**

- India
- Chile
- South Africa
- New Zealand

Food and wine harmony

Storage of wine

Wine terminology (English and French)

### **Module IV: Spirits**

Introduction and Definition

Production of spirit:

Pot-still method

Patent-still method

Production of

- Whisky
- Rum
- Gin
- Brandy/Cognac
- Vodka
- Tequilla

#### **Different proof spirits**

American Proof

- Gay-Lussac

### **Module V: Aperitifs**

Introduction and Definition

- Different types of Aperitifs

### **Module VI: Liqueurs**

Definition and History

Production of liqueurs

Names of liqueurs and country of origin & predominant flavour

Service

**Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

**Text & References:*****Text:***

- New Guide to Wine & Liquor by Walten S.
- Food & Beverage Service by Lilicrap
- Food & Beverage Management & Control by Dr. JM Negi, Kanishka, New Delhi

***References:***

- Food & Beverage Costing by Dr. JM Negi, Himalaya publishing House, New Delhi
- Professional Table Service by Denis Lilicrap

# FRONT OFFICE MANAGEMENT - I

**Course Code: BHM 303**

**Crédit Units: 01**

## **Course Objective:**

At the end of the semester the students would be able to-

- Explain computer application in Front Office Operation
- Understand Front office Accounting
- Describe control of cash and credits
- Acquire Night Auditing skills
- Know the importance of guest safety and security
- Acquire communication skill.

## **Course Contents:**

### **Module I: Front Office (Accounting)**

Accounting Fundamentals  
Accounting cycle & Procedure  
Guest and Non guest account  
Accounting system (non automated, semi automated and fully automated)  
Guest Weekly Bill, Visitors Tabular Ledger  
Guest Ledger & City Ledger  
Bills (cheques)

### **Module II: Departure & Post Departure**

Guest accounts settlement  
Indian currency and foreign currency  
Transfer of guest accounts  
Express check out  
Guest History

### **Module III: Control of Cash and Credit**

### **Module IV: Guest Service**

Various Guest Services  
    Bell Desk Management  
    Handling Guest Mail & Messages  
    Guest Room Change  
    Safety Deposit Locker  
    Hotel Show Round  
    Left Luggage Handling  
    Wake up Call  
    Complaints Handling

### **Module V: Front Office and Guest Safety & Security**

Importance of security systems  
Safe deposit  
Key control  
Emergency situations (Accident, illness, theft, fire, bomb)

## **Text & References:**

### **Text:**

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management by Dr. Jagmohan Negi, Himalaya Publicashing House, New Delhi

### **References:**

- Front Office by Abbott, Butter Worth Hiemann.
- Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen  
Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# ACCOMMODATION MANAGEMENT – I

**Course Code: BHM 304**

**Credit Units: 01**

## **Course Objective:**

At the end of the semester the students would have a thorough knowledge about the functioning of the linen Room Hotel Laundry and the Horticulture Department.

## **Course Contents:**

### **Module I: Laundry**

Commercial and On-site Laundry  
Flow process of Industrial Laundering-OPL  
Stage in the Wash Cycle  
Laundry Equipment and Machines  
Layout of the Laundry  
Laundry Agents  
Dry Cleaning  
Guest Laundry/Valet service  
Stain removal  
Pitt scale & relevance

### **Module II: Linen Room**

Activities of the Linen Room  
Layout and equipment in the Linen Room  
Selection criteria for various Linen Items & fabrics suitable for this purpose  
Inventory & inventory system  
How to calculate inventory  
Par stock  
Purchase of Linen  
Calculation of Linen requirement  
Linen control-procedures and records  
Stocktaking-procedures and records  
Recycling of discarded linen  
Linen Hire

### **Module III: Uniforms**

Advantages of providing uniforms to staff  
Issuing and exchange of uniforms; type of uniforms  
Selection and designing of uniforms  
Layout of the Uniform room  
Sewing rooms activities and areas to be provided  
Equipment provided

### **Module IV: Flower Arrangement**

Flower arrangement in Hotels  
Equipment and material required for flower arrangement  
Conditioning of plant material  
Styles of flower arrangements  
Principles of design as applied to flower arrangement (Practical Classes)  
Indoor plants Selection and care

### **Module V: Pest Control**

Areas of Infestation, Preventive measure and Control measure  
Special insects and their treatments

## **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

## **Text & References:**

### ***Text:***

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping by Joan C Branson

### ***References:***

- Professional House Keeping by Madlin Tucker
- Housekeeping Management by Keppa Margret M
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# MANAGERIAL ACCOUNTING

**Course Code: BHM 305**

**Credit Units: 02**

## Course Objective:

At the end of the semester the students would be able to-

- Understand the concept of managerial accounting
- Explain contents of income statement, balance sheet and departmental income statements and expense statement and solve practical problem
- Understand objectives, characteristics and implementations of internal control
- Distinguish between internal and statutory audit and views of internal audit

## Course Contents:

### Module I: Managerial Accounting

Meaning of managerial accounting  
Functions of managerial accounting  
Utility of managerial accounting

### Module II: Uniform System of Accounts for Hotels

Introduction to Uniform system of accounts  
Contents of the Income Statement  
Practical Problems  
Contents of the Balance Sheet (under uniform system)  
Practical Problem  
Departmental Income Statements and Expense Statement (Schedules 1 to 16)  
Practical Problem

### Module III: Internal Control

Definition and objectives of Internal Control  
Characteristics of Internal Control  
Implementation and Review of Internal Control

### Module IV: Internal Audit and Statutory Audit

An introduction to Internal and Statutory Audit  
Distinction between Internal Audit and Statutory Audit  
Implementation and Review of Internal Audit

### Module V: Capital and Revenue Expenditure

Meaning  
Definition of Capital and Revenue Expenditure

## Examination Scheme:

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- Financial & Cost Control Techniques in Hotel & Catering Industry by JM Negi, Metropolitan, New Delhi
- Elements of Hotel Accountancy by Dr. JM Negi, Aman Publications New Delhi
- Hotel Management – Accounting & Control by Dr. Jagmohan Negi, Himalaya Publishing House, New Delhi

### References:

- Basic Financial Accounting by Raymond Schmidgall
- Accounting for Hospitality Management by Andrew N Valdamer
- Fundamentals of Accounting by Raymond S Kolt
- An introduction to Accountancy by S N Maheshwari

# FOOD PRODUCTION & CULINARY ART – III (LAB)

Course Code: BHM 320

Credit Units: 02

## Course Objective:

At the end of the semester students would be able to-

- Learn about the basic India fundamental and concept
- Prepare basic Indian gravies and paste
- Preparation of regional dishes etc.
- Acquire knowledge through demonstrate of bulk cooking.

## Course Contents:

### Module I: Food Production Operations- Practical

To formulate different sets of menus from the following regions and to include more dishes from the respective regions. The practical class will be conducted preferably by demonstrative method.

- Awadh
- Bengal
- Goa
- Gujarat
- Hyderabad
- Kashmiri
- Maharashtra
- Punjabi
- Rajasthan
- South India (Tamil Nadu, Karnataka, Kerala).

**Rice and Bread Preparations:** Mutaegen, Pulao (Kashmiri), Plain Rice, Girdeh, Lawas

**Meat Preparations:** Gushtaba ,Rista ,Marchevangan korma, Macch Kofta, Yakhean Kaliya, Tabak Maaz, Rogon Josh

**Vegetables and Potato:** Ruwangan chaman, Choek wangan, Chaman Qaliyan Alleh Yakhean, Dum Aloo Kashmiri ,Nader Palak, Razma Gogji

**Sweet Dishes:** Kongeh Phirin (Sooji phirni with Saffron), Aae't phirin (Wheat Flour Phirni), Halwa

**Chutneys:** Mujeh cheten, Ganda Cheten, Duen cheten, Aleh cheten (pumpkin chutney)

**Note:** In addition to above each institute to formulate 08 (eight) set of regional menus including snacks, sweets etc

## Examination Scheme:

**Internal: 30 Marks**

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

**End-Term: 70 Marks**

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Prasad by Jigs Kalra; Allied Publisher, New Delhi
- Taste of India by Madhur Jaffery, Pavilion Books Ltd.

### References:

- Dawat by Jigs Kalra, Allied publisher, New Delhi
- Kebab, Chutney & Bread by Devindar Kumar, UBS publisher, New Delhi

# FOOD AND BEVERAGE SERVICE OPERATION - III (LAB)

Course Code: BHM 321

Credit Units: 02

## Course Objective:

At the end of semester the students would be able to-

- Identify the various types of Liquors, Wines and demonstrate the service of Wines, Spirits, Aperitifs and Liquors And Cocktail
- Plan regional menus and explain the new regional dishes
- Lay the covers for the service of regional dishes
- Serve the regional dishes in French/American style of service.

## Course Contents:

### Module I: Wines & Liquors

Service of Wines

- Red wine
- White/Rose wine
- Sparkling wine
- Fortified wine
- Aromatized wine

### Module II: Spirits

Service of spirits (Whisky, Vodka, Rum, Gin, Brandy & Tequila)

### Module III: Aperitifs

Service of different types of Aperitifs

### Module IV: Liquors

Service of Liqueurs

### Module V: Regional Cuisine

Menu writing of regional dishes

Table laying of regional dishes

Service of regional dishes

### Module VI: Cocktail & Mocktail

Preparation of deferent Cocktail and Mocktail

Service of Cocktails and Mocktails

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	5

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- New Guide to Wine & Liquor by Walten S.
- Food & Beverage Service by Lilicrap
- Food & Beverage Management & Control by Dr. JM Negi, Kanishka, New Delhi

### References:

- Food & Beverage Costing by Dr. JM Negi, Himalaya, New Delhi
- Professional Table Service by Denis Lilicrap

# FRONT OFFICE MANAGEMENT - I (LAB)

**Course Code:** BHM 322

**Credit Units: 01**

## Course Objective:

At the end of the semester the students would be able to-

- Explain in detail the proceeds of telephones operation, situation handling and role play
- Acquire knowledge of computer application related to Front Office procedure.

## Course Contents:

### Module I: Computer Application in Front Office Operation

Fidelio/IDS

Opera

Amadeus

### Module II

Hands on practices of computer application related to Front Office procedures such as Reservation, Registration, Guest History, Telephones, Housekeeping and Daily Transactions

Front Office Accounting procedures

- Manual accounting
- Machine accounting
- Payable, Accounts receivable, Guest history, Yield Management

Role Play

Situation Handling

### Suggestive list of task for Opera Front Office Operation System:

How to make a reservation in PMS?

How to create and update guest profile?

How to update guest folio?

How to print guest folio?

How to make sharer reservation?

How to feed remarks in guest history?

How to add sharer?

How to make add on reservation?

How to amend a reservation?

How to cancel a reservation?

How to make group reservation?

How to make a room change on the system?

How to log on cashier code?

How to close a bank at the end of each shift?

How to put a routing instruction?

How to process charges in Opera?

How to process a guest check out?

How to check out a folio in Opera?

How to process deposit for arriving guest?

How to process deposit for in house guest?

How to check room rate variance report?

How to process part settlements?

How to tally allowance for the day at night?

How to tally paid outs for the day at night?

How to tally forex for the day at night?

### Examination Scheme:

#### Internal: 40 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

#### End-Term: 60 Marks

Components	JE	VV	GP	LE
Weightage (%)	05	5	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## **Text & References:**

### ***Text:***

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### ***References:***

- Front Office by Abbott, Butter Worth Hiemann.
- Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# ACCOMMODATION MANAGEMENT - I (LAB)

**Course Code: BHM 323**

**Credit Units: 01**

## Course Objective:

At the end of the semester the students would be able to-

- Explain the activities of the linen Room
- Describe various laundry functions
- Identify various laundry equipment
- Acquire stain removal techniques.
- Do simple flower arrangements.
- Identify indoor plants.
- Design uniform of hotel operational staff.

## Course Contents:

### Module I

Laundry Machinery and Equipment

### Module II

Stain Removal

### Module III

Methods of pest control & usage of technology

### Module IV

Flower Arrangement.

### Module V

Selection and Designing of Uniforms

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	5	15	5	5

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping-Joan C Branson Published by Hodder & Stoughton.

### References:

- Professional House Keeping by Madlin Tucker

# INFORMATION TECHNOLOGY IN HOSPITALITY AND TOURISM (LAB)

**Course Code: BHM 324**

**Credit Units: 01**

## **Course Objective:**

At the end of the semester the students would be able to-

- Explain & demonstrate practically the operation of Internet and E-mail.

## **Course Contents:**

**Module I: Internet & E-mail**

**Module II: DBMS**

**Module III: MS Access**

**Module IV: E Commerce**

**Module V: Online Marketing**

## **Examination Scheme:**

### **Internal: 40 Marks**

<b>Components</b>	<b>JE</b>	<b>LE</b>	<b>VV</b>	<b>A</b>
<b>Weightage (%)</b>	05	15	05	05

### **End-Term: 60 Marks**

<b>Components</b>	<b>JE</b>	<b>VV</b>	<b>GP</b>	<b>LE</b>
<b>Weightage (%)</b>	05	5	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## **Text & References:**

### **Text:**

- Computers by Andrew S. Tanenbawn
- Computer & Information Management by Bhanthnagar SC & Ramani KV

### **References:**

- Computer System in Hotel & Catering Industry by Lucey T.
- How to do everything with MS Office by Laurie Urich

# ENVIRONMENT STUDIES - II

**Course Code: EVS 001**

**Crédits : 4**

## **Course Objective:**

The term environment is used to describe, in the aggregate, all the external forces, influences and conditions, which affect the life, nature, behaviour and the growth, development and maturity of living organisms. At present a great number of environment issues, have grown in size and complexity day by day, threatening the survival of mankind on earth. A study of environmental studies is quite essential in all types of environmental sciences, environmental engineering and industrial management. The objective of environmental studies is to enlighten the masses about the importance of the protection and conservation of our environment and control of human activities which has an adverse effect on the environment.

## **Course Contents:**

### **Module I: Environmental Pollution**

Definition

□□□ Causes, effects and control measures of:

- a. Air pollution
- b. Water pollution
- c. Soil pollution
- d. Marine pollution
- e. Noise pollution
- f. Thermal pollution
- g. Nuclear pollution

Solid waste management: Causes, effects and control measures of urban and industrial wastes.

Role of an individual in prevention of pollution.

Pollution case studies.

Disaster management: floods, earthquake, cyclone and landslides.

### **Module II: Social Issues and the Environment**

From unsustainable to sustainable development

Urban problems and related to energy

Water conservation, rain water harvesting, watershed management

Resettlement and rehabilitation of people; its problems and concerns. Case studies.

Environmental ethics: Issues and possible solutions

Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies.

Wasteland reclamation

Consumerism and waste products

Environmental Protection Act

Air (Prevention and Control of Pollution) Act

Water (Prevention and control of Pollution) Act

Wildlife Protection Act

Forest Conservation Act

Issues involved in enforcement of environmental legislation

Public awareness

### **Module III: Human Population and the Environment**

Population growth, variation among nations

Population explosion – Family Welfare Programmes

Environment and human health

Human Rights

Value Education

HIV / AIDS

Women and Child Welfare

Role of Information Technology in Environment and Human Health

Case Studies

### **Module IV: Field Work**

Visit to a local area to document environmental assets-river / forest/ grassland/ hill/ mountain.

Visit to a local polluted site – Urban / Rural / Industrial / Agricultural

Study of common plants, insects, birds

Study of simple ecosystems-pond, river, hill slopes, etc (Field work equal to 5 lecture hours)

## Examination Scheme:

Components	CT	HA	S/V/Q	A	EE
Weightage (%)	15	5	5	5	70

## Text &References:

- Agarwal, K.C. 2001 Environmental Biology, Nidi Publ. Ltd. Bikaner.
- BharuchaErach, The Biodiversity of India, Mapin Publishing Pvt. Ltd., Ahmedabad 380 013, India, Email:mapin@icenet.net (R)
- Brunner R.C., 1989, Hazardous Waste Incineration, McGraw Hill Inc. 480p
- Clark R.S., Marine Pollution, Clarendon Press Oxford (TB)
- Cunningham, W.P. Cooper, T.H. Gorhani, E & Hepworth, M.T. 2001, Environmental Encyclopedia, Jaico Publ. House, Mumbai, 1196p
- De A.K., Environmental Chemistry, Wiley Eastern Ltd.
- Down to Earth, Centre for Science and Environment (R)
- Gleick, H.P. 1993. Water in Crisis, Pacific Institute for Studies in Dev., Environment & Security. StockholmEnv. InstituteOxfordUniv. Press. 473p
- Hawkins R.E., Encyclopedia of Indian Natural History, Bombay Natural History Society, Bombay (R)
- Heywood, V.H &Waston, R.T. 1995. Global Biodiversity Assessment. CambridgeUniv. Press 1140p.
- Jadhav, H &Bhosale, V.M. 1995. Environmental Protection and Laws. Himalaya Pub. House, Delhi 284 p.
- Mckinney, M.L. & School, R.M. 1996. Environmental Science Systems & Solutions, Web enhanced edition. 639p.
- Mhaskar A.K., Matter Hazardous, Techno-Science Publication (TB)
- Miller T.G. Jr. Environmental Science, Wadsworth Publishing Co. (TB)
- Odum, E.P. 1971. Fundamentals of Ecology. W.B. Saunders Co. USA, 574p
- Rao M N. & Datta, A.K. 1987. Waste Water treatment. Oxford & IBH Publ. Co. Pvt. Ltd. 345p.
- Sharma B.K., 2001. Environmental Chemistry. Geol Publ. House, Meerut
- Survey of the Environment, The Hindu (M)
- Townsend C., Harper J, and Michael Begon, Essentials of Ecology, Blackwell Science
- Trivedi R.K., Handbook of Environmental Laws, Rules Guidelines, Compliances and Standards, Vol I and II, Enviro Media (R)
- Trivedi R. K. and P.K. Goel, Introduction to air pollution, Techno-Science Publication (TB)
- Wanger K.D., 1998 Environmental Management. W.B. Saunders Co. Philadelphia, USA 499p

# FOOD SCIENCE AND NUTRITION

**Course Code: BHM 306**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester students will be able to-

- Understand functions of Foods which supply our nutritional needs
- Explain how to meet human need nutrients in terms of available foods
- Acquire techniques of preparation which help us meet our needs in an enjoyable manner
- Understand role of nutrients in menu planning

## **Course Contents:**

### **Module I: Food Science**

Definition and scope of food science

### **Module II: Nutrition & Nutrients**

Introduction

Type of Nutrients (Macro & Micro Nutrients)

Classification of various nutrients

Dietary Sources of various nutrients

Effect of cooking on Nutrients

Uses of various nutrients in food preparation

### **Module III: Nutrient specific chemical Processes**

Dextrinization

Autoxidation (factors and prevention measures)

Flavour reversion

Refining, Hydrogenation & winterization

**Gelation, Emulsification, Foamability, Viscosity**

Browning

### **Module IV: Food Processing**

Definition

Objectives

Types of treatment

Effect of factors like heat, acid, alkali on food constituents

### **Module V: Evaluation of Food**

Objectives

Sensory assessment of food quality

Methods

Introduction to proximate analysis of Food constituents

Rheological aspects of food

### **Module VI: Emulsions & Colloids**

Theory of emulsification & Colloids

Types of emulsions

Emulsifying agents

Role of emulsifying agents & Colloids in food preparation

### **Module VII: Flavour**

Definition

Description of food flavours (tea, coffee, wine, meat, fish spices)

### **Module VIII: Energy**

Definition of Energy and Units of its measurement (Kcal)

Energy contribution from macronutrients (Carbohydrates, Proteins and Fat)

Factors affecting energy requirements

Concept of BMR, SDA, Thermodynamic action of food

Dietary sources of energy

Concept of energy balance and the health hazards associated with Underweight, Overweight

**Module IX: Balanced Diet**

Definition

Importance of balanced diet

RDA for various nutrients – age, gender, physiological state

**Module X: Menu Planning**

Planning of nutritionally balanced meals based upon the three food group system

Factors affecting meal planning

Critical evaluation of few meals served at the Institutes/Hotels based on the principle of meal planning

Calculation of nutritive value of dishes/meals

**Examination Scheme:**

Components	V	A	CT1	EE1
Weightage (%)	10	05	15	70

**Text & References:****Text:**

- Human Nutrition by Guthrie HA & Picciano MF 1995, Mosby Pub.Co.Toronto
- Perspectives in Nutrition by Wardlaw MW & Insel PM 1993 Mosby Pub Co. Toronto
- Food facts & Principles by Manay & Shalakshara Swamy New Age Int. 2001
- Fundamentals of Food & Nutrition 4<sup>th</sup> edition 2001by Mudambi & Rajgopal
- Nutritive Value of Indian Foods- Indian Council of Medical Research

**References:**

- Food Science by Potter & Hotchkiss
  - Principles of Food Science by Borgstrom and Macmillan
  - Food Chemistry by Fennema
  - Sensory Evaluation by Amerine (Academic Press)
  - Handbook of Analysis and Quality Control for fruits & Vegetables by Rangana S (Tata McGraw Hill)
- Principles of Food Technology by P.J Fellows.

# TOURISM OPERATIONS

**Course Code: BHM 307**

**Credit Units: 02**

## **Course Objective:**

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

## **Course Contents:**

### **Module I**

Organised Travel Defining Tourist & Tourism viz: inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism.

### **Module II**

Itinerary Development Introduction, meaning and definition, types of itineraries, how to develop an effective itinerary, functions of tour managers and planning tools for an itinerary.

### **Module III**

Tour Packaging Management Concept, Origin and development of Tour Packaging, Types of Tour, Component of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.

### **Module IV**

Travel Agency Marketing Concept, unique features of Travel Marketing, Significance of Travel Agency Marketing, Developing a Tour Marketing Plan, Marketing Strategy of Inbound & Outbound tours.

### **Module V**

Travel Trade Organizations/Associations Need and Significance of Travel Trade Association, Role and Contribution of ASTA, PATA, TAAI.

## **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>A</b>	<b>CT1</b>	<b>EE1</b>
<b>Weightage (%)</b>	10	05	15	70

## **Text & References:**

- Mill and Morrison, (1992), The Tourism System: An Introductory Text, Prentice Hall.
- Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- Burkart and Medlik, (1981), Tourism: Past, Present and Future, Heinemann, ELBS.
- Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.

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# COMMUNICATION SKILLS - I

**Course Code: BCS 301**

**Credit Units: 01**

## **Course Objective:**

To form written communication strategies necessary in the workplace

## **Course Contents:**

### **Module I: Introduction to Writing Skills**

Effective Writing Skills  
Avoiding Common Errors  
Paragraph Writing  
Note Taking  
Writing Assignments

### **Module II: Letter Writing**

Types  
Formats

### **Module III**

Memo  
Agenda and Minutes  
Notice and Circulars

### **Module IV: Report Writing**

Purpose and Scope of a Report  
Fundamental Principles of Report Writing  
Project Report Writing  
Summer Internship Reports

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Business Communication, Raman – Prakash, Oxford
- Creative English for Communication, Krishnaswamy N, Macmillan
- Textbook of Business Communication, Ramaswami S, Macmillan
- Working in English, Jones, Cambridge
- A Writer's Workbook Fourth edition, Smoke, Cambridge
- Effective Writing, Withrow, Cambridge
- Writing Skills, Coe/Rycroft/Ernest, Cambridge
- Welcome!, Jones, Cambridge

# BEHAVIOURAL SCIENCE - III

**Course Code: BSS 301**

**Credit Units: 01**

## **Course Objective:**

This course aims at imparting an understanding of:

- Interpersonal communication and relationship.
- Strategies for healthy interpersonal relationship
- Effective management of emotions.
- Building interpersonal competence.

## **Course Contents:**

### **Module I: Interpersonal Communication**

Importance of Behavioural/ Interpersonal Communication

Types – Self and Other Oriented

Rapport Building – NLP, Communication Mode

Steps to improve Interpersonal Communication

### **Module II: Interpersonal Styles**

Transactional Analysis

Life Position/Script Analysis

Games Analysis

Interactional and Transactional Styles

Bridging differences in Interpersonal Relationship through TA

Communication Styles

### **Module III: Conflict Management and Negotiation**

Meaning and Nature of conflicts

Styles and techniques of conflict management

Meaning of Negotiation

Process and Strategies of Negotiation

Interpersonal Communication: Conflict Management and Negotiation

### **Module IV: Interpersonal Relationship Development**

Importance of Interpersonal Relationships

Interpersonal Relationship Skills

Types of Interpersonal Relationships

Relevance of Interpersonal Communication in Relationship Development

### **Module V: Impression Management**

Meaning & Components of Impression Management

Impression Management Techniques

Impression Management Training-Self help and Formal approaches

### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

### Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

### Text & References:

- Vangelist L. Anita, Mark N. Knapp, Inter Personal Communication and Human Relationships: Third Edition, Allyn and Bacon
- Julia T. Wood. Interpersonal Communication everyday encounter
- Beebe, Beebe and Redmond; Interpersonal Communication, 1996; Allyn and Bacon Publishers.
- Rosenfeld, P., Giacalone, R.A. and Catherine, A.R. (2003). Impression Management: Building and Enhancing Reputations at Work. Thomson Learning, Singapore.

# FRENCH - III

**Course Code: FLF 301**

**Credit Units: 02**

## Course Objective:

To familiarize the students with the tasks at the reception desk of a hotel/ restaurant and those of a telephone operator

## Course Contents:

**Unité 3: pp. 30 to 45**

### Contenu lexical:

1. prendre contact
2. prendre en charge le client
3. prendre congé
4. prendre contact avec le responsable du groupe
5. distribuer les chambres et les bagages
6. accompagner un client dans sa chambre
7. décrire l'équipement d'une chambre
8. s'assurer que le client est satisfait des prestations offertes
9. comprendre et écrire des messages d'accueil
10. connaître les produits d'accueil
11. prendre en charge le client : installer le client à la table, présenter la carte
12. Bien accueillir au téléphone : se présenter, faire patienter, demander le nom, prendre congé, prendre en note un message

### Contenu grammatical:

1. les nombres ordinaux et cardinaux
2. futur proche
3. indicatif futur simple
4. localisation
5. accord des adjectifs qualificatifs
6. adjectifs démonstratifs
7. expression du lieu : prépositions
8. les articles contractés
9. les adjectifs de couleur
10. indicatif présent

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : [hôtellerie-restauration.com](http://hôtellerie-restauration.com)

# GERMAN - III

**Course Code: FLG 301**

**Credit Units: 02**

## Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

## Course Contents:

### Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

### Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or "Referat" – neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

### Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

### Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

### Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

### Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

### Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

### Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant - 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH – III

**Course Code: FLS 301**

**Credit Units: 02**

## **Course Objective:**

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

## **Course Contents:**

### **Module I**

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb *Tener, Poner, Ir....*

Weather

### **Module II**

Introduction to *Gustar...* and all its forms. Revision of *Gustar* and usage of it

### **Module III**

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using *estar*)

Introduction to IR + A + INFINITIVE FORM OF A VERB

### **Module IV**

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

### **Module V**

Reflexives

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Español, En Directo I A
- Español Sin Fronteras -Nivel Elemental

# JAPANESE - III

**Course Code: FLJ 301**

**Credit Units: 02**

## **Course Objective:**

To enable the students to converse in the language with the help of basic verbs and to express themselves effectively and narrate their everyday short encounters. Students are also given projects on Japan and Japanese culture to widen their horizon further.

**Note:** The Japanese script is introduced in this semester.

## **Course Contents:**

### **Module I: Verbs**

Different forms of verbs: present continuous verbs etc

### **Module II**

More Adverbs and adverbial expressions

### **Module III: Counters**

Learning to count different shaped objects,

### **Module IV: Tenses**

Past tense, Past continuous tense.

### **Module V: Comparison**

Comparative and Superlative degree

### **Module VI: Wishes and desires**

Expressing desire to buy, hold, possess. Usage in negative sentences as well. Comparative degree, Superlative degree.

### **Module VII: Appointment**

Over phone, formal and informal etc.

## **Learning Outcome**

- Students can speak the language and can describe themselves and situations effectively
- They also gain great knowledge in terms of Japanese lifestyle and culture, which help them at the time of placements.

## **Methods of Private study /Self help**

- Handouts, audio-aids, and self-do assignments.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

### **Text:**

- Teach yourself Japanese

### **References:**

- Shin Nihongo no kiso 1

# CHINESE – III

**Course Code: FLC 301**

**Credit Units: 02**

## **Course Objective:**

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## **Course Contents:**

### **Module I**

Drills

Dialogue practice

Observe picture and answer the question.

Introduction of written characters.

Practice reading aloud

Practice using the language both by speaking and by taking notes.

Character writing and stroke order

### **Module II**

Measure words

Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight.

Directional words – beibian, xibian, nanbian, dongbian, zhongjian.

Our school and its different building locations.

What game do you like?

Difference between “hii” and “neng”, “keyi”.

### **Module III**

Changing affirmative sentences to negative ones and vice versa

Human body parts.

Not feeling well words e.g. ; fever, cold, stomach ache, head ache.

Use of the modal particle “le”

Making a telephone call

Use of “jiu” and “cai” (Grammar portion)

Automobiles e.g. Bus, train, boat, car, bike etc.

Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

### **Module IV**

The ordinal number “di”

“Mei” the demonstrative pronoun e.g. mei tian, mei nian etc.

use of to enter to exit

Structural particle “de” (Compliment of degree).

Going to the Park.

Description about class schedule during a week in school.

Grammar use of “li” and “cong”.

Comprehension reading followed by questions.

### **Module V**

Persuasion-Please don't smoke.

Please speak slowly

Praise – This pictorial is very beautiful

Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc.

Talking about studies and classmates

Use of “it doesn't matter”

Enquiring about a student, description about study method.

Grammar: Negation of a sentence with a verbal predicate.

**Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

**Text & References:**

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30

# FOOD PRODUCTION TRAINING REPORT

**Course Code:** BHM 450

**Credit Units: 07**

## **Course Objective:**

At the end of the industrial training the student would be able to;

- (i) Explain the organizational structure of the department
- (ii) Describe job description of various job titles, work schedules, opening & closing duties.
- (iii) Explain various sections and their functions
- (iv) Observe personal hygiene, kitchen hygiene and sanitation
- (v) Identify forms/formats, records and registers maintained
- (vi) Help in preparation of various dishes, garnish and service
- (vii) Observe food production standards of finished products

**On completion of the project the student will be required to submit the following:**

**Project File or Industrial workflow log book** - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

## **Training Report**

The report should be submitted in duplicate (2 copies) spiral bound and a CD and should contain the following components:

### ➤ **Title or Cover Page**

The title page should contain the following information: Department Name; Student's Name; Course; Year; Supervisor's Name.

### ➤ **Acknowledgements**

Acknowledgment to any advisory received in the course of work may be given.

### ➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

### ➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

### ➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

### ➤ **Suggestions**

In writing these section, emphasis should be given on what has been performed and achieved in the course of the work and any ideas/suggestions they feel will can be implemented, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis.

### ➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

### ➤ **Appendices**

The Appendix contains material which is of interest to the reader ,and may include any forms, formats and any problem that have arisen that may be useful to document for future reference.

➤ **Performance Appraisal & Completion Certificate** duly signed and stamped  
**Examination Scheme:**

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
<b>Total:</b>	<b>100</b>

# FOOD AND BEVERAGE SERVICE TRAINING REPORT

**Course Code: BHM 451**

**Credit Units: 07**

## **Course Objective:**

At the end of the industrial training the student would be able to:

- (i) explain staff organization
- (ii) do layout
- (iii) list all equipments used (including crockery, cutlery, glassware etc) and use of these equipment
- (iv) describe and explain the menu and bar card
- (v) perform task for table reservation & receiving the guest
- (vi) lay the table, placing the order and pick-up, service and clearance procedure
- (vii) list all bar equipments
- (viii) take and serve orders of different beverages, cigars and cigarettes.

**On completion of the project the student will be required to submit the following:**

**Project File or Industrial workflow log book** - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

## **Training Report**

The report should be submitted in duplicate (2 copies) spiral bound and a CD and should contain the following components:

### ➤ **Title or Cover Page**

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### ➤ **Table of Contents**

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### ➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

### ➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

### ➤ **Suggestions**

In writing these section, emphasis should be given on what has been performed and achieved in the course of the work and any ideas/suggestions they feel will can be implemented, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis.

### ➤ **Conclusion**

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### ➤ **Appendices**

The Appendix contains material which is of interest to the reader ,and may include any forms, formats and any problem that have arisen that may be useful to document for future reference.

➤ **Performance Appraisal & Completion Certificate** duly signed and stamped

**Examination Scheme:**

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
<b>Total:</b>	<b>100</b>

# FRONT OFFICE MANAGEMENT TRAINING REPORT

**Course Code:** BHM 452

**Credit Units:** 07

## **Course Objective:**

At the end of the industrial training the student would be able to:

- (i) understand and explain the organization structure
- (ii) prepare job descriptions of various job titles at front office
- (iii) understand various procedures & functions followed for:-
  1. reservations
  2. reception & information
  3. bell desk
  4. bills and cash
  5. guest relations
  6. night auditing
- (iv) maintain various records & registers and understand their uses.

## **On completion of the project the student will be required to submit the following:**

**Project File or Industrial workflow log book** - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

## **Training Report**

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### ➤ **Introduction**

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### ➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

### ➤ **Suggestions**

In writing these section, emphasis should be given on what has been performed and achieved in the course of the work and any ideas/suggestions they feel will can be implemented, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis.

### ➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

### ➤ **Appendices**

The Appendix contains material which is of interest to the reader ,and may include any forms, formats and any problem that have arisen that may be useful to document for future reference.

➤ **Performance Appraisal & Completion Certificate** duly signed and stamped

**Examination Scheme:**

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
<b>Total:</b>	<b>100</b>

# ACCOMMODATION MANAGEMENT TRAINING REPORT

**Course Code: BHM 453**

**Credit Units: 07**

## **Course Objective:**

At the end of the industrial training the student would be able to:

- i) understand and explain the organization structure and various sections of the department
- ii) perform duties and responsibilities of the executives and non-executives of the department
- iii) describe the functions of various sections
- iv) explain the duties of room attendant and houseman in different shifts
- v) maintain various records and registers
- vi) demonstrate and follow procedures for:
  - a) cleaning of room and bathroom
  - b) lost and found items
  - c) exchange of linen
  - d) cleaning of various surfaces
  - e) pest control
  - f) flower arrangement procedures

**On completion of the project the student will be required to submit the following:**

**Project File or Industrial workflow log book** - The File is the principal means by which the work carried out will be assessed and therefore great care should be taken in its preparation.

In general, the File should be comprehensive and include:

- A short account of the activities that were undertaken as part of the training;
- A statement about the extent to which the training has achieved its stated goals.
- A statement about the outcomes of the learning, evaluation and dissemination processes engaged in as part of the training;
- Any activities planned but not yet completed as part of the training, or as a future initiative directly resulting from the project;
- Any problems that have arisen that may be useful to document for future reference.

## **Training Report**

The report should be submitted in duplicate (2 copies) spiral bound and a CD and should contain the following components:

### ➤ **Title or Cover Page**

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### ➤ **Table of Contents**

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### ➤ **Materials and Methods**

This section should aim at experimental designs, materials used. Methodology should be mentioned in details including modifications if any.

### ➤ **Suggestions**

In writing these section, emphasis should be given on what has been performed and achieved in the course of the work and any ideas/suggestions they feel will can be implemented, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis.

### ➤ **Conclusion**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

➤ **Appendices**

The Appendix contains material which is of interest to the reader ,and may include any forms, formats and any problem that have arisen that may be useful to document for future reference.

➤ **Performance Appraisal & Completion Certificate** duly signed and stamped

**Examination Scheme:**

Project Report:	50
Log book + Attendance + Appraisal	20
Presentation & Viva Voce:	30
<b>Total:</b>	<b>100</b>

# FOOD PRODUCTION MANAGEMENT - I

**Course Code: BHM 501**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester students would be able to-

- Learn and explain about the technique of advance skill in food production
- Have a basic knowledge of garde manger and cold kitchen
- Know larder, its functions, food prepare in larder, ingredients used & their names
- Know the buffet display and difference between edible & non-edible display.

## **Course Contents:**

### **Module I: Larder**

#### **Layout & Equipment**

Introduction of Larder Work

Definition

Equipment found in the larder

Layout of typical larder with equipment and various sections

#### **Terms & Larder Control**

Common terms used in the Larder and Larder Control

Essentials of Larder Control

Importance of larder Control

Devising Larder Control Systems

Liasoning with Other Departments

Yield Testing

#### **Duties & Responsibilities of the Larder Chef**

Functions of the Larder

Hierarchy of larder Staff

Sections of the Larder

Duties and responsibilities of larder Chef.

### **Module II: Charcuterie**

#### **Sausage**

Introduction to charcuterie

Sausage – Types & Varieties

Casings – Types & Varieties

Fillings – Types & Varieties

Additives & Preservatives

#### **Brines, Cures & Marinades**

Types of Brines

Preparation of Brines

Methods of Curing

Types of marinades

Uses of Marinades

Difference between Brines, Cures & Marinades

#### **Ham, Bacon & Gammon**

Cuts of Ham, Bacon & Gammon

Differences between Ham, Bacon & Gammon

Processing of Ham & Bacon

Green Bacon

Uses of the different cuts

#### **Galantines**

Making of Galantines

Types of Galantine

Ballotines

#### **Pates**

Types of Pate

Pate de foie gras  
Making of Pate  
Commercial pate and Pate Maison  
Truffle – sources, cultivation and uses of types of truffle

### **Mouse & Mousseline**

Types of mousse  
Preparation of mousse  
Preparation of mousseline  
Difference between mousse and mousseline

### **Quenelles, Parfaits, Roulades**

Preparation of Quenelles, Parfaits and roulades

### **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

### **Text & References:**

#### ***Text:***

- Theory of Catering by Kinton Cesserani, Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros &Co. New Delhi

#### ***References:***

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz
- Essential of Cooking by James Peterson, by Artisan

# FOOD AND BEVERAGE MANAGEMENT AND CONTROL - I

**Course Code:** BHM 502

**Credit Units:** 02

## **Course Objective:**

At the end of the semester students would be able to-

- Define budget, budgetary control
- Explain various food costs, sales, inventory control
- Describe all the aspects of beverage control
- Implement menu engineering techniques
- Prepare MIS reports.

## **Course Contents:**

### **Module I: Budgetary Control**

Define Budget

Define Budgetary Control

Objectives

Key Factors

Types of Budget & Control.

### **Module II: Breakeven Analysis**

Breakeven chart

P.V. Ratio

Contribution

Marginal Cost

Graphs.

### **Module III: Cost Dynamics**

Element of Cost

Classification of Cost.

### **Module IV: Sales Concepts-**

Various Sales Concepts

Uses of Sales Concepts.

### **Module V: Variance Analysis**

Standard Cost

Standard Costing

Cost Variance

Material Variance

Labour Variance

Overhead Variance

Fixed Overhead Variance

Sales Variance

Profit Variance.

### **Module VI: Inventory Control**

Importance

Objectives

Method

Levels & Techniques

Perpetual Inventory

Monthly Inventory

Pricing of Commodities

Comparison of Physical & Perpetual Inventory.

### **Module VII: Beverage Control**

Purchasing

Receiving

Storing

Issuing

Standard Recipes

Standard Portion Size

Bar Inventory  
Bar Frauds  
Books Maintained.

**Module VIII: Menu Engineering**

Definition and Objectives  
Methods  
Advantages.

**Module IX: MIS**

Preparation of MIS Report  
Calculation of Actual Cost  
Daily Food Cost  
Monthly Food Cost  
Revenue Reports  
Cumulative & Non-cumulative.

**Examination Scheme:**

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

**Text & References:**

*Text:*

- F&B Management & Control by Dr. JM Negi; Kanishka, New Delhi.
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publication House, New Delhi

*References:*

- Management of Food & Beverage Operation by Jack D Ninemeire
- Planning Control for F&B Management by Paul T Wise
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# FRONT OFFICE MANAGEMENT - II

Course Code: BHM 503

Credit Units: 01

## Course Objective:

At the end of the semester students will be able to-

- Understand Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution
- Describe CRM functionality but also gives detailed guidance of how to approach CRM in organization
- Acquire an excellent study into what defines today's best practices in the CRM industry
- Classify a CRM approach that is responsive, flexible and personalized to each customer
- Make use of E-Commerce in CRM.

## Course Contents:

### Module I: Computer Application in Front Office Operation

- ❖ Property Management System - Opera, IDS
- ❖ PMS Modules
- ❖ Point of Sale Functions
- ❖ Global Distribution System
- ❖ Central Reservation system

### Module II : Night Auditing

Functions

Audit procedures

### Module III: Revenue Management

Segment Mix in Hotel Industry

Inventory Management

Rate Management

Central revenue management

### Module IV: Report Generation & Analysis

Performance Reports: Daily Business Report, Monthly Forecast Report, Market Performance, Segment Performance, Source Performance

Competition Analysis: RevPAR, ARR, GOPPAR, Occupancy Percentage

### Module V: Case Study

## Examination Scheme:

Components	V	HA	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### References:

- Front Office by Abbott, Butter Worth Hiemann.

## ACCOMMODATION MANAGEMENT - II

**Course Code: BHM 504**

**Credit Units: 01**

### **Module I: Types of Beds and Mattresses**

Construction of beds, mattresses, bed spread, bedding, pillows, bolster, blankets, duvet, throw, bed runner

### **Module II: Fibers & fabrics**

Natural fiber: vegetable fibers and animal fibers

Cotton, linen, silk, wool jute, ramie, hemp & sisal

Manmade fiber: synthetic and regenerated protein fiber

Rayon, Evlon, sarilee, polyester, acrilon etc

Mineral fiber

Metallic fiber

### **Module II: Weaving**

Fiber to yarn: process of weaving`

Types of weaving: plain, twill, satin, sateen, jacquard, figured, cellular weave, ax minister weave

Fabric finishes: Designing, Sizing, Degumming, Weighting, Scouring, Calendaring, Decatizing, Tentering,

Shearing, Flocking, Sanforisation, Mercerization, and Napping. Bleaching, Dyeing, Printing, Singeing,

Special fabrics

### **Module III: carpet**

Carpet manufacturing, woven & non-woven carpets, selection of carpets types of carpet

### **Module IV: Room interiors**

Ceramic

Glass

Plastics

Leather

Metal

Rubber

Cork

### **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

### **Text & References:**

#### **Text:**

- Accommodation Management Wood Roy C
- Marketing Management: Analysis, Planning & Control by Phillip Kotler
- Professional Management of Housekeeping Operation by Robert J. Martin

#### **References:**

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox.
- Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# FINANCIAL MANAGEMENT

**Course Code: BHM 505**

**Credit Units: 02**

## Course Objective:

At the end of the semester the students would be able to-

- Understand the meaning of business finance and financial management
- Explain the contents Trading & Profit and Loss Account and Balance Sheet and solve practical problem
- Understand the ratios and calculation of ratios
- Prepare funds flow statements
- Understand the concept of working capital
- Explain the capital budgeting appraising methods

## Course Contents:

### Module I: Financial Management – Meaning and Scope

Meaning of business finance  
Meaning of financial management  
Objectives of financial management.

### Module II: Final Accounts

Introduction to Final Accounts  
Trading Account  
Profit and Loss Account  
Balance Sheet  
Practical problems

### Module III: Ratio Analysis

#### Importance of Ratios

- Liquidity Ratios
- Current ratio
- Quick ratio

### Module IV: Working Capital Management

Concept of working capital  
Factors determining working capital needs  
Over trading and under trading

### Module V: Basics of Capital Budgeting

Importance of Capital Budgeting  
Capital Budgeting appraising methods  
Payback period  
Average rate return  
Net Present Value  
Profitability index  
Internal rate of return  
Practical problems.

## Examination Scheme:

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- Financial Cost Control Techniques in Hotel & Catering Industry by Dr. JM Negi, Metropolitan, New Delhi
- Hospitality Management & Accounting by Martin G Jaglas
- Hotel Accounting by Ernest B Horwath

***References:***

- Financial Management for Hospitality by Kris Guilding
- Financial Management: Texts & Problems- 2<sup>nd</sup> Edition by Khan & Jain
- Budget & Budgetary Control by Kakhotiya
- Managerial Financial Accounting by William P Andrew
- An introduction to Accountancy by S N Maheshwari

# HOSPITALITY AND TOURISM RESEARCH METHOD AND RESEARCH PROJECT

Course Code: BHM 506

Credit Units: 02

## Course Objective:

Research methodology will be taught in the theory class to prepare students how to approach the subject of research project in the semester. To deal with surging information data regarding the various aspects of tourism industry, one should have a working efficiency with research and statistical techniques. The techniques may be applied in collecting, organizing, analyzing and interpreting data for decision-making. These may also be applied for formulating and testing research hypothesis. The course has been designed to equip the students with latest and necessary field techniques and to build a necessary statistical acumen among them. Students will master the skill for-

- Writing different types of research proposals
- Constructing the relevant tools of research
- Conduct a research project using appropriate qualitative and quantitative techniques
- Write a research report
- Evaluate a research report
- Give presentation of report supported by latest aids.

## Course Contents:

### Module I: Research Methodology

Meaning of research

Need and importance of research

Types of research

Criteria of good research

### Module III: Data collection, analysis and interpretation (Sample designing)

Types & Sources of Data

Techniques of data collection;

Correlation and regression analysis of two variables only.

Hypothesis testing

Test of significance

Chi-square analysis

Reports

### Module IV: Preparation of research proposals-

Selection and formulation of research problem

Operationalization of concepts and constructs

Review of related literature

Aims and objectives

Hypothesis, method, sample and tools.

### Module V: Evaluation of research report

Research Report Format

Presentation of Report

## Examination Scheme:

Components	V	A	S	CT1	EE1
Weightage (%)	05	05	05	15	70

## Text & References:

### Text:

- Applied General Statistics by Crovton and Crowder
- Behavioural Process in Organizations by Pareek, U.Rao. T.V. & Pestonjee D.M
- Professional Hotel Management by J.M. Negi, S Chand & Co, New Delhi

### References:

- Towards Appropriate Tourism– The case of Developing Countries by Peter long Frankfurt
- Method of Social Research – New York; The Free Press
- How to Complete Your Research Work Successfully by Judith Bell; UBS Publisher, Delhi

- How to Research and Write a Thesis in Hospitality & Tourism by James M. Paynter, John Wiley & Sons, New York, USA
- Strategic Management by John A Pearce II & Richard B Robinson Jr.
- Strategic Management by Samuel C Cerco
- Quantitative Techniques in Management by Vokra
- Quantitative Approaches to Management by Levin I Richerd

# BAKERY & CONFECTIONARY

**Course Code: BHM 520**

**Credit Units: 01**

## Course Objective:

At the end of the semester the students will be able-

- To learn about the advance bakery and confectionary
- To make a bakery product and would be able to explain the meaning of the dishes
- To prepare the basic cakes, pastry and Hot/Cold Desserts.
- To use the equipments confidently
- To learn the basic techniques used in bakery.

## Course Contents:

### Module I Ceremony Cakes

Demonstration & preparation of simple and enriched cakes, recipes

Sponge, Genoise, Fatless, Swiss roll

Fruit Cake

Rich Cakes

Dundee, Madeira

### Module II International Breads

Demonstration and preparation of dishes using varieties of Bread

/French / Italian / Europe / India

French Baguette, Focaccia, Ciabata, Grissini, Lavish,

### Module III Hot/Cold Desserts

Caramel Custard, Bread and Butter Pudding, Queen of Pudding, Souffle – Lemon/Pineapple, Mousse (Chocolate Coffee) Bavaroise, Diplomat pudding, Apricot Pudding

Steamed Pudding – Albert Pudding, Cabinet Pudding

## ExaminationScheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

### References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

# FOOD PRODUCTION MANAGEMENT - I (LAB)

**Course Code: BHM 521**

**Credit Units: 02**

## Course Objective:

At the end of the semester students would be able to-

- To make students learn about the technique of advance skill in food production
- Have a basic knowledge of grade manger and cold kitchen
- Know larder, its functions, food prepare in larder, ingredients used & their names
- Know the buffet display and difference between edible & non-edible display.

## Course Contents:

### Module I: Three course menus to be formulated featuring International Cuisines

French.

Oriental (Chinese and Thai)

Italy, Germany, Spain, Greece, Mexican, Mediteranian and Lebanese.

### Module II: Demonstration of- Charcuterie

Galantines

Pate

Terrines

Mousselines

### Module III: International Cuisine

French Cuisine

Italian

Scandinavian

British

Spanish

German

Demonstrate

### Module IV: Non edible display

Démonstration and practices of non édile ingrédients

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce

## Text & References:

### Text:

- Theory of Catering by Kinton Cesroni, Hodder & Stoughton
- Practical Cookery by Kinton Cesroni, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros &Co. New Delhi

### References:

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorenz
- Essential of Cooking by James Peterson, Artisan

# FOOD AND BEVERAGE MANAGEMENT AND CONTROL - I (LAB)

**Course Code: BHM 522**

**Credit Units: 01**

## Course Objective:

At the end of the semester the students will be able to-

- Prepare budget of a F&B outlet
- Calculate breakeven point & display on graphs
- Take & record inventories
- Demonstrate & perform supervisory skills in a F&B service outlet.

## Course Contents:

### Module I

Preparation of Budget of an Event / Outlet.

### Module II

Calculate breakeven for an F&B outlet and prepare graphs for the above.

### Module III

Case Study & Presentation on calculating cost and cost %.

### Module IV

Taking and Recording of Inventory.

### Module V

Preparation of Bar Inventory procedure and taking Bar Inventory.

### Module VI

Case Study and Presentation of Menu Engineering.

### Module VII

Preparation of MIS of F&B Outlet of a month with Graphs.

### Module VIII

Supervision - F&B Service in Training Restaurant.

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	5

### End-Term: 70 Marks

Components	JE	V	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; V= Viva; GP= Grooming & Presentation

## Text & References:

### Text:

- Food & Beverage Management & Control by Dr. JM Negi; Kanishka, New Delhi.
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publication House, New Delhi

### References:

- Management of Food & Beverage Operation by Jack D Ninemeire
- Planning Control for Food & Beverage Management by Paul T Wise
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# FRONT OFFICE MANAGEMENT – II (LAB)

**Course Code: BHM 523**

**Credit Units: 01**

## Course Objective:

At the end of the semester the students would be able to-

- Exposure with the essentials of internet technology and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence
- Providing them the knowledge of various tools and techniques of internet marketing.

## Course Contents:

### Module I: Relevance of Internet for Front Office

A strategic tool for global marketing- Overview, Internet Marketing and Tourism  
Internet and Marketing Mix  
Internet and Advertising, E-Commerce transactions on the Net  
Electronic payment systems (EPS), Online Payments.

### Module II: GDS Management

### Module III: Opera—Report Generation

### Module IV: Application – Revenue Management

### Module V: Forms & Formats

### Module VI: Case Handling

## Examination Scheme:

### Internal: 40 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

### End-Term: 60 Marks

Components	JE	VV	GP	LE
Weightage (%)	05	5	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### References:

- Front Office by Abbott, Butter Worth Hiemann.
- Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

## ACCOMMODATION MANAGEMENT – II (LAB)

**Course Code: BHM 524**

**Credit Units: 01**

### Course Objective:

At the end of the semester the students would be able to-

- Explain the role of various fabrics and quality of fibers
- Identify various kind of fabrics & their qualities
- Acquire stain removal techniques.
- Do simple flower arrangements.
- Identify indoor plants.
- Design uniform of hotel operational staff.

### Course Contents:

#### Module I

. Handling Different Types of Fabrics & collection of samples (cotton, silk, velvet, georgette, denim, crepe, gabardine, polyester, wool, linen, jute, canvas, brocade, candlewick, chiffon, organdy, velvet, twill, tweed, corduroy, net)

#### Module II

Collection of different special fabrics and their usage (baize, chintz, drill, flannelette, folk weave, tapestry, scrim, plush, satin, hessian, felt )

#### Module III

1. Different types of weaving machine and types of weaving Identification and construction of – plain, basket, figured, weaves, pile, satin,
2. Twill and sateen.

#### Module IV

Different types of bedding and their usage and qualities (collection of sample & pictures)  
Bolster runner, throw, bed cover, pillows, and cushion

#### Module V

Carpet Shampooing

### Examination Scheme:

#### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	5	15	5	5

#### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

### Text & References:

#### Text:

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping-Joan C Branson Published by Hodder & Stoughton.

#### References:

Professional House Keeping by Madlin Tucker

# HOTEL LAW

**Course Code: BHM 507**

**Credit Units: 04**

## Course Objective:

At the end of the semester students will be able to:

- Understand different aspects of Hospitality Law
- Define food quality standards, quality assurance term & processes.
- Elaborate food safety related concerns.

## Course Contents:

### Module I: Hospitality Laws

Introduction

Provision of hospitality laws

Excise laws

### Module II: Food and beverages laws and licenses

P.F.A. act, essential commodities act,

Consumer Protection Act

Different licenses for bar

### Module III: Laws related to Hotel Operations

Doing Business in India

Business Contracts

Hotel Licenses and Permissions

Hotel Insurance

### Module IV: Laws related to Employees and Guests

Labour Laws

Hospitality Laws

### Module V: Laws related to Food and Beverage

Food Legislation

Liquor Licensing

### Module VI: Laws related to the Public Health & Safety

Environment

## Examination Scheme:

Components	V	H	CTI	A	EEI
Weightage (%)	05	05	15	5	70

## Text & References:

- Hotel Law by Amitabh Devendra
- Hospitality Law: Managing Legal Issues in the Hospitality by Stephen C. Barth
- Hotel Law: Transactions, Management and Book by Nelson Migdal
- Understanding hospitality law Textbook by Jack P. Jefferies
- Principles of Hospitality Law book by Alan Pannett and Michael John Boella

# HOTEL INTERIOR DECORATION

Course Code: BHM 508

Credit Units: 04

## Course Objective :

To provide the student of Interior Design knowledge on various developments in Interior design through ages.

- To help the student understand the designs from Prehistoric Period to the middle ages.
- To know more on the Modern Movements in Interior design from the beginnings of 20th century.

## Course Contents :

### Module I: Early Classical Period

Prehistoric Cave paintings – Primitive Designs- Interiors during Egyptian, Greek, Roman, Gothic, Early Christian & Renaissance Periods.

### Module II: Middle Ages

Interiors in Romanesque, Gothic, and renaissance periods

### Module III: Colonial to The Beginning of the 20th Century

Colonial, Victorian designs, Arts & Crafts movement, Art Nouveau, Eclecticism, Frank Lloyd Wright.

### Module IV: Bauhaus to Post War Modernism

Walter Gropius/ Bauhaus, De Stijl, Mies Van Der Rohe, Le Corbusier, Art Deco, Postwar Modernism.

## Examination Scheme:

Components	V	H	CTI	A	EEI
Weightage (%)	05	05	15	5	70

## Taxes & Reference :

1. Interior Design Course, Mary Gilliat Coyran, Octopus Ltd., London
2. Interior Design & Decoration, Sherril Whiton, Prentice Hall
3. Interior Design, Francis D.K. Ching, John Wiley & Sons, New York
4. History of Architecture, Sir Banister Fletcher, CBS Publishers & distributors, New Delhi
5. Time Saver Standards for Interior Design, Joseph De Chiara, McGraw Hill, New York.

# YIELD MANAGEMENT

Course Code: BHM 509

Credit Units: 04

## Course Objective :

To impart the knowledge of maximum revenue generation with the minimum of cost controlling. To ensure the proper pricing at peak season and off season.

### Module I : Planning & Evaluating Front Office Operations

Setting Room Rates (Details/Calculations thereof)

- Hubbart Formula, market condition approach & Thumb Rule

- Types of discounted rates – corporate, rack etc.

Forecasting techniques

Forecasting Room availability

Useful forecasting data

- % of walking
- % of overstaying
- % of under stay

Forecast formula

Types of forecast

Sample forecast forms

Factors for evaluating front office operations

### Module II: Budgeting

Types of budget & budget cycle

Making front office budget

Factors affecting budget planning

Capital & operations budget for front office

Refining budgets, budgetary control

Forecasting room revenue

Advantages & Disadvantages of budgeting

### Module III : Property Management System

Fidelio / IDS / Shawman

Amadeus

### Module IV : Cash billings

various systems of maintaining guest accounts, reports and cashier desk, Departure procedure, credit and discounts in hotels, handling of credit cards, Travelers cheques, travel agents coupons and airline vouchers, foreign exchange regulations in the hotels regarding payment of hotel bills by foreigners and NRIs, handling of guest valuables. - See more at: <http://www.sgtuniversity.ac.in/faculty-of-hotel-and-tourism-management/pages/front-office-operations-diploma-in-front-office-management#sthash.E2nXSYxx.dpuf>

## Examination Scheme:

Components	V	H	CTI	A	EEI
Weightage (%)	05	05	15	5	70

## Taxes & Reference :

1. Yield Management: Strategies for the Service Industries by Anthony Ingold (Author), Ian Yeoman
2. An Introduction to Revenue Management for the Hospitality Book by Juston Parker, Kimberly A. Tranter, and Trevor Stuart-Hill

# COMMUNICATION SKILLS - I

**Course Code: BCS 501**

**Credit Units: 01**

## **Course Objective:**

To teach the participants strategies for improving academic reading and writing.

Emphasis is placed on increasing fluency, deepening vocabulary, and refining academic language proficiency.

## **Course Contents:**

### **Module I: Social Communication Skills**

Small Talk

Conversational English

Appropriateness

Building rapport

### **Module II: Context Based Speaking**

In general situations

In specific professional situations

Discussion and associated vocabulary

Simulations/Role Play

### **Module III: Professional Skills**

Presentations

Negotiations

Meetings

Telephony Skills

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Essential Telephoning in English, Garside/Garside, Cambridge
- Working in English, Jones, Cambridge
- Business Communication, Raman – Prakash, Oxford
- Speaking Personally, Porter-Ladousse, Cambridge
- Speaking Effectively, Jermy Comfort, et.al, Cambridge
- Business Communication, Raman – Prakash, Oxford

# BEHAVIOURAL SCIENCE - IV

**Course Code: BSS 501**

**Credit Units: 01**

## **Course Objective:**

To inculcate an elementary level of understanding of group/team functions  
To develop team-spirit and to know the importance of working in teams

## **Course Contents:**

### **Module I: Group formation**

Definition and Characteristics  
Importance of groups  
Classification of groups  
Stages of group formation  
Benefits of group formation

### **Module II: Group Functions**

External Conditions affecting group functioning: Authority, Structure, Org. Resources, Organizational policies etc.  
Internal conditions affecting group functioning: Roles, Norms, Conformity, Status, Cohesiveness, Size, Inter group conflict.  
Group Cohesiveness and Group Conflict  
Adjustment in Groups

### **Module III: Teams**

Meaning and nature of teams  
External and Internal factors effecting team  
Building Effective Teams  
Consensus Building  
Collaboration

### **Module IV: Leadership**

Meaning, Nature and Functions  
Self leadership  
Leadership styles in organization  
Leadership in Teams

### **Module V: Power to empower: Individual and Teams**

Meaning and Nature  
Types of power  
Relevance in organization and Society

### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal  
Assessment of Behavioural change as a result of training  
Exit Level Rating by Self and Observer

## **Examination Scheme:**

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

## **Text & References:**

- Organizational Behaviour, Davis, K.
- Hoover, Judhith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, viva books
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

# FRENCH – IV

**Course Code: FLF 501**

**Credit Units: 02**

## Course Objective:

To acquaint the students with the vocabulary related to various services of the hotel/ restaurant, taking orders and ensuring the services.

## Course Contents:

### Unité 4: pp. 46 to 61

#### Contenu lexical:

- 1 informer le client sur les différents services et équipements de l'hôtel
- 2 prendre note d'une commande petit-déjeuner par téléphone
- 3 caractériser les tâches professionnelles du métier de concierge
- 4 indiquer le chemin
- 5 caractériser les tâches professionnelles des métiers de gouvernante et de femme de chambre
- 6 répondre aux clients à l'étage
- 7 nommer les différentes catégories d'aliments
- 8 caractériser un plat
- 9 Aider le client à choisir, s'enquérir de ses goûts, donner des conseils

#### Contenu grammatical:

- 1 pronoms relatifs simples : qui/que (qu')/où
- 2 articles partitifs
- 3 impératif présent
- 4 nominalisation
- 5 prépositions à et de dans les noms des plats
- 6 pronoms personnels indirects

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : [hôtellerie-restauration.com](http://hôtellerie-restauration.com)

# GERMAN - IV

**Course Code: FLG 501**

**Credit Units: 02**

## Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany.

Introduction to Advanced Grammar Language and Professional Jargon

## Course Contents:

### Module I: Present perfect tense

Present perfect tense, usage and applicability

Usage of this tense to indicate near past

Universal applicability of this tense in German

### Module II: Letter writing

To acquaint the students with the form of writing informal letters.

### Module III: Interchanging prepositions

Usage of prepositions with both accusative and dative cases

Usage of verbs fixed with prepositions

Emphasizing on the action and position factor

### Module IV: Past tense

Introduction to simple past tense

Learning the verb forms in past tense

Making a list of all verbs in the past tense and the participle forms

### Module V: Reading a Fairy Tale

Comprehension and narration

- Rotkäppchen
- Froschprinzessin
- Die Fremdsprache

### Module VI: Genitive case

Genitive case – Explain the concept of possession in genitive

Mentioning the structure of weak nouns

### Module VII: Genitive prepositions

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

### Module VIII: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH - IV

**Course Code: FLS 501**

**Credit Units: 02**

## **Course Objective:**

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

## **Course Contents:**

### **Module I**

Revision of earlier semester modules  
Introduction to Present Continuous Tense (Gerunds)

### **Module II**

Translation with Present Continuous Tense  
Introduction to Gustar, Parecer, Apetecer, doler

### **Module III**

Imperatives (positive and negative commands of regular verbs)

### **Module IV**

Commercial/business vocabulary

### **Module V**

Simple conversation with help of texts and vocabulary  
En la recepcion del hotel  
En el restaurante  
En la agencia de viajes  
En la tienda/supermercado

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Español Sin Fronteras (Nivel – Elemental)

# JAPANESE - IV

**Course Code: FLJ 501**

**Credit Units: 02**

## Course Objective:

To enable the students to comfortably interact using basic Japanese.

**Note:** Teaching is done in roman as well as Japanese script, students will be taught katankana (another form of script) in this semester i.e. to be able to write all the foreign words in Japanese.

## Course Contents:

### Module I

Comparison using adjectives, Making requests

### Module II

Seeking permission

### Module III

Practice of conversations on:

Visiting people, Party, Meetings, After work, At a ticket vending machine etc

### Module IV

Essays, writing formal letters

## Learning Outcome

➤ Students can speak the language describing above-mentioned topics.

## Methods of Private study /Self help

➤ Handouts, audio-aids, and self-do assignments, role-plays.

➤ Students are also encouraged to attend Japanese film festival and other such fairs and workshops organized in the capital from time to time.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

### Text:

- Teach yourself Japanese

### References:

- Shin Nihongo no kiso 1

# CHINESE – IV

**Course Code: FLC 501**

**Credit Units: 02**

## Course Objective:

How many characters are there? The early Qing dynasty dictionary included nearly 50,000 characters the vast majority of which were rare accumulated characters over the centuries. An educate person in China can probably recognize around 6000 characters. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## Course Contents:

### Module I

Dialogue Practice  
Observe picture and answer the question  
Pronunciation and intonation  
Character writing and stroke order.  
Electronic items

### Module II

Traveling – The Scenery is very beautiful  
Weather and climate  
Grammar question with – “bu shi .... Ma?”  
The construction “yao ... le” (Used to indicate that an action is going to take place)  
Time words “yiqian”, “yiwai” (Before and after).  
The adverb “geng”.

### Module III

Going to a friend house for a visit meeting his family and talking about their customs.  
Fallen sick and going to the Doctor, the doctor examines, takes temperature and writes prescription.  
Aspect particle “guo” shows that an action has happened some time in the past.  
Progressive aspect of an actin “zhengzai” Also the use if “zhe” with it.  
To welcome someone and to see off someone .... I cant go the airport to see you off... etc.

### Module IV

Shipment. Is this the place to checking luggage?  
Basic dialogue on – Where do u work?  
Basic dialogue on – This is my address  
Basic dialogue on – I understand Chinese  
Basic dialogue on – What job do u do?  
Basic dialogue on – What time is it now?

### Module V

Basic dialogue on – What day (date) is it today?  
Basic dialogue on – What is the weather like here.  
Basic dialogue on – Do u like Chinese food?  
Basic dialogue on – I am planning to go to China.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation  
I – Interaction/Conversation Practice

## Text & References:

- “Elementary Chinese Reader, Part-2” Lesson 31-38

# FOOD PRODUCTION MANAGEMENT - II

**Course Code: BHM 601**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester will be able to-

- Explain and write various types of appetizers garnishes and sandwiches
- Acquire knowledge of wines and herbs in cooking, international cuisine, bakery and confectionary products
- Have knowledge of production management and research development.

## **Course Contents:**

### **Module I: International cuisine**

Geographic location

Historical background

Staple food with regional influences

Specialties

Recipes

Equipment in relation to:

**Continental:** - Great Britain, France, Italy, Spain & Portugal, Scandinavia, Germany

### **Chinese**

Introduction to Chinese foods

Historical background

Regional cooking styles

Methods of cooking

Equipment & utensils.

### **Module II: Bakery & Confectionary**

#### **Icings & Toppings**

Varieties of Icings

Using of Icings

Difference between Icings & Toppings

Recipes

#### **Frozen Desserts**

Types and classification of Frozen desserts

Ice-creams – Definitions

Methods of preparation

Additives and preservatives used in Ice-cream manufacture

#### **Meringues**

Making of Meringues

Factors affecting the stability

Cooking meringues

Types of Meringues

Uses of meringues

#### **Chocolate**

History

Sources

Manufacture & processing of Chocolate

Types of Chocolate

Cocoa Butter, white chocolate and its applications.

### **Module III: French (Should be taught along with the relevant topics.)**

Culinary French

Classical recipes (recettes classique)

Classical Garnishes

Offals / Game

Larder terminology and vocabulary.

**Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

**Text & References:*****Text:***

- Theory of Catering by Kinton Cesserani, Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros & Co, New Delhi

***References:***

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz
- Essential of Cooking by James Peterson, Artisan

# FOOD AND BEVERAGE MANAGEMENT AND CONTROL – II

**Course Code: BHM 602**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester students would be able to-

- Plan the entire aspects of a F&B Service outlet
- Explain F&B staff organization and their job descriptions
- Describe the procedure of planning and hosting banquet function including buffet
- Have knowledge of preparation of cocktails and gueridon service.

## **Course Contents:**

### **Module I: Planning & Operating F&B Outlet including Banquet**

Physical layout of functional and ancillary areas

Objective of good layout

Steps in planning

Factors to be considered while planning

Calculating space requirement

Various set ups for seating

Planning staff requirement

Selecting and planning of heavy duty and light equipment

Requirement of quantities of equipment required like crockery, glassware, steel or silver etc.

Suppliers & manufacturers

Approximate cost

Planning Décor, furnishing fixture etc.

Case Study.

### **Module II: Managing F&B Outlet**

Supervisory skills

Developing efficiency

Standard Operating Procedure.

### **Module III: Function Catering Banquets**

History

Types

Organization of Banquet department

Duties & responsibilities

Sales

Booking procedure

Banquet menus.

### **Module IV: Banquet Protocol and Informal Banquet**

Space Area requirement

Table plans / arrangement

Misc-en-place

Service

Toasting

Informal banquet like Reception, Cocktail parties, Convention, Seminar, Exhibition, Fashion shows, Trade Fair,

Wedding and Outdoor catering Convention.

### **Module V: Function Catering Buffets**

Introduction

Factors to plan buffets

Area requirement

Planning and organization

Sequence of food

Menu planning

Types of buffet

Display

Sit down

Fork, Finger, Cold Buffet

Breakfast Buffets

Equipment

Supplies

Check list.

**Module VI: Gueridon Service**

History of gueridon  
 Definition  
 General consideration of operations  
 Advantages & Disadvantages  
 Types of trolleys  
 Factor to create impulse, Buying – Trolley, open kitchen  
 Gueridon equipment  
 Gueridon ingredients.

**Module VII: Bar Operations**

Types of Bar  
 Area of Bar  
 Front Bar  
 Back Bar  
 Under Bar (Speed Rack, Garnish Container, Icewell etc.)  
 Bar Stock  
 Inventory  
 Bar Staffing  
 Opening and Closing Duties.

**Module VIII: Kitchen Stewarding**

Importance  
 Opportunities in kitchen stewarding  
 Record maintaining  
 Machine used for cleaning and polishing  
 Inventory

**Examination Scheme:**

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

**Text & References:****Text:**

- A Guide to Spirit & Liquor by Valton
- Food & Beverage Service by Lilicrap; J Smith R
- Food & Beverage Management & Control by Dr. JM Negi; Kanishka, New Delhi

**References:**

- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi
- Food & Beverage Laws-Food Safety & Hygiene by Dr. JM Negi; Aman Publication
- Food & Beverage Costing- 2000 by Dr. JM Negi; Himalaya Publishing House, New Delhi
- Grading & Classification of Hotels by Dr. JM Negi, Kanishka New Delhi
- F&B Management by Cousins
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# FRONT OFFICE MANAGEMENT - III

**Course Code: BHM 603**

**Credit Units: 01**

## Course Objective:

At the end of the semester students will be able to-

- Understand Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution
- Describe CRM functionality but also gives detailed guidance of how to approach CRM in organization
- Acquire an excellent study into what defines today's best practices in the CRM industry
- Classify a CRM approach that is responsive, flexible and personalized to each customer
- Make use of E-Commerce in CRM.

## Course Contents:

### Module I: Yield Management

Measuring Yield in the Hotel Industry  
Yield Management in the Hotel Industry  
Elements of Yield Management  
Benefits of Yield Management

### Module II : Forecasting

Benefits of Forecasting  
Data required for forecasting  
Records required for forecasting  
Room availability

### Module III: Evaluating Hotel Performance

Methods of Measuring Hotel  
Performance  
Occupancy Ratios  
Average Daily Rate  
Average Room rate per guest  
Rev Par

### Module IV: Problem Base Learning

Situations (Daily Base situations)  
Case Studies  
Handling Complaints

## Examination Scheme:

Components	V	HA	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### References:

Front Office by Abbott, Butter Worth Hiemann.

# ACCOMMODATION MANAGEMENT - III

**Course Code: BHM 604**

**Credit Units: 01**

## Course Objective:

At the end of the semester the students will be able to-

- Understand planning & organization of housekeeping department and its budget preparation & budget re-controls. Students will also be exposed for safety norms in hospitality industry.
- Understand the concept of interior designing & its benefits.
- It is going to be comprehensive study in accommodation management.

## Course Contents:

### Module I: Planning & Organization of the Housekeeping Department

Area inventory list

Frequency schedules

Performance & productivity standards

Time & motion study

Standard operating manuals- job procedures

Job allocation & work schedules, calculating staff strength & planning duty reports

Selection of cleaning equipments & agents (Inventory System)

Housekeeping in Institution other than Hotels.

New Property countdown

### Module II: Budget & Budgetary Control

The budget process

Planning capital budget

Planning operating budget

Operating budget- controlling expenses- income statement

Purchasing systems- methods of buying

Stock records- issuing & control

### Module III: Contract Services & Safety-Security

Types of contract services

Guidelines for hiring contract services

Advantages & disadvantages of contract services

Safety awareness & accident prevention

Fire safety & fire fighting equipment

First aid

Key & key control

Crime prevention & dealing with emergencies situations

Energy & Water Conservation.

### Module IV: Interior Decoration

Elements of design

Colour & its role in décor

Window & window treatments

Lighting & lighting fixtures

Floor finishes & carpets

Furniture & fitting and accessories

Layout of guest room (refurbishing & redecoration)

Sizes of rooms, sizes of furniture & furniture arrangement

Principles of design

Colour harmony & colour schemes

## Examination Scheme:

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## **Text & References:**

### ***Text:***

- Accommodation Management Wood Roy C
- Marketing Management: Analysis, Planning & Control by Phillip Kotler
- Professional Management of Housekeeping Operation by Robert J. Martin

### ***References:***

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox.
- Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# HOSPITALITY AND TOURISM MARKETING MANAGEMENT

**Course Code: BHM 605**

**Credit Units: 02**

## **Course Objective:**

The objective of this course is to introduce the basic concepts of marketing business environment, consumers and markets and to develop a feel of the marketplace.

## **Course Contents:**

### **Module I: Understanding Marketing Management**

The production concepts,  
The product concept,  
The selling concept,  
The marketing concept (Relationship marketing, Social marketing),

### **Module II: Understanding Consumer Behavior**

The factors influencing consumer behavior.  
The stages in buying process

### **Module III: Marketing Process**

Market Environment  
Marketing Mix  
Segmentation, Targeting Positioning

### **Module IV: Product Management**

Classification of products,  
New Product development,  
Product mix decisions  
Product Life Cycle

### **Module V: Pricing Strategies**

Steps adopted in selecting the right price.  
Various pricing strategies

### **Module VI: Managing the Integrated Communication**

What is communication?  
Advertising management,  
Managing sales promotions,  
Role of public relations and publicity,  
Direct marketing and personnel selling,  
Role of internet marketing,  
Emerging communication trends.

## **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>A</b>	<b>P</b>	<b>CT1</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	05	15	70

## **Text & References:**

### **Text:**

- Hospitality & Tourism Marketing by Phillip Cotlar
- Marketing for Hospitality by Tom Peters
- Marketing and sales strength for Hotel & Tourism Industry by Dr. Jagmohan Negi, S. Chand & Co. New Delhi

### **References:**

- Marketing in Travel & Tourism by Victor & Clark
- Marketing at Hospitality Services by Willam Lazer
- Hospitality Sales & Marketing by James R Abbey
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi
- Marketing Management: Analysis, Planning & Control by Phillip Kotler

- Sales, Management, Decision, Policies & Thesis by RR Still & EW Condiff
- Marketing Management by Joseph Guiltan
- Selling: Principles & Practices by B Richerd
- Market Research by DJ Luck, HG Wales & DA Taylor
- A Practical Guide Book to Market Research- Text & Cases by Dr. DM Sarwate
- Marketing Research by Thomas C Kinnear
- Brand Positioning by Sengupta

Marketing Decision Making- Model Building Approach by Lillier & Kotler

# **FACILITY MANAGEMENT, PLANNING AND DESIGN - I**

**Course Code: BHM 606**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester the students will be able to-

- Explain & understand project management, kitchen stewarding layout and design and equipment planning and methods of energy conservation.

## **Course Contents:**

# ENTREPRENEURSHIP DEVELOPMENT

**Course Code: BHM 607**

**Credit Units: 04**

## **Course Objective:**

At the end of semester students will be able to-

- Acquire be self-employed and inculcate a habit of self-earning and maintain a dignified life
- Plan a path for hospitality students to make them successful entrepreneurs in their life and contribute to society
- To understand basic knowledge in the field of entrepreneurship development and give them basic exposure of Govt. policies and assistance
- Describes the roles that new venture creation plays in the economy, defines entrepreneurship and show how three factors – individuals, environments and organizations comes through to create the entrepreneurship event
- Impart the knowledge of the resource based framework i.e. Financial, physical, technological, human and organizational
- Exposed get with franchising opportunity and discuss what elements make a business concepts a legitimate franchise opportunity
- Acquire an effective leadership, quality and effective decision-making.

## **Course Contents:**

### **Module I: Entrepreneurship Skills**

#### **Personality attribute of an entrepreneurs**

- Self control-value attitude
- Socio-culture factors

#### **Unique characters of the hospitality industry**

- Human psychology
- Inter-personal relationship
- Team building
- Customer orientation

#### **Positive entrepreneurship behaviour**

- Overcoming external constrains
- Solving internal problems

### **Module II: Identification of business opportunities in the hospitality industry**

Demand / Market Analysis

Present and future competition

Government policy regarding small Enterprises

### **Module III: Organization of small enterprises - Form of organization**

Sole ownership

Partnership

Private Ltd. Company

Public Ltd. Company

Manpower requirement

### **Module IV: Small Enterprises Risk Analysis**

Motivational factors

Developing Achievement Orientation

Strength and weakness of Independent Business

Feasibility and viability

### **Module V: Establishment of an Enterprise**

Registration of Hotel business

Licenses and Permits for Hotel Industry

Financial resources

Organizing material, human and technical resource

Launching the enterprises

Formulating and implanting business strategies

## Examination Scheme

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

### Text & References:

#### *Text:*

- Small Scale Industries and Entrepreneurship, by Desai Vasant; Bombay, Himalaya
- Small Scale Industries in the Developing Countries, by Staley E. & Morsey R. McGraw Hill.
- Management of Small Scale Industries, by Malhotra I. S. & Gupta S. L,
- Innovation and Entrepreneurship, by Drucker, Peter F; East-West Press (P) Ltd.

#### *References:*

- Entrepreneurial Development in India, by Gupta CB & Srinivasan; Sultan Chand
- Entrepreneur Development– New Ventures Creation, by Taneja S & Gupta SL
- Entrepreneurship Management by Dr. Aruna Kaulgud, Vikas Publishing House.

# MEETING, CONFERENCES & EXHIBITION MANAGEMENT

**Course Code: BHM 608**

**Credit Units: 04**

## Course Objective:

To provide a conceptual overview and a systematic study of MICE programming, management, marketing, and practical applications

To foster professionalism in MICE management, covering the knowledge base, theory, methodologies and ethics

## Course Contents :

### Module I: Introduction. Overview of the MICE Industry

Introduction of MICE industry

Basic terms and concepts in MICE

The nature of MICE markets and demand for facilities

The impact of MICE on local and national communities

### Module II: The Role of MICE in the Tourism Industry

Broader value of MICE; Educate and inform, Promote, Network/Socialize

Attracting tourism

Improving the Destination's image; Increase sales, Improve performance

Support the Local Community; New skills and knowledge, job creation, Infrastructure investment

### Module III: MICE Destinations and Facilities

Destination management

A frame work for the study of destination selection model

### Module IV: Stakeholders of MICE Industry

Local community

Association / Exhibitors

Convention Bureau/ Destination Management Organization (DMO)

Venue and Hotels

Travel agency

Participants

### Module V: Types of Events

Meetings

Incentives

Conventions

Events/Exhibitions

## Examination Scheme :

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Taxes & References :

Meetings, Expositions, Events and Conventions by George G. Fenich

Outlines and Highlights for Meetings, Expositions, Events and Conventions by George G. Fenich

Trends in the conference center industry. North America. by PKF Consulting (Firm); International Association of Conference Centers

The International Dictionary of Event Management by Joe Goldblatt (Editor); Kathleen S. Nelson (Editor)

Measuring the Economic Importance of the Meetings Industry by World Trade Organization

# INDO / ASIAN CUISINE

**Course Code: BHM 609**

**Credit Units: 04**

## **Course Objective:**

A wide range of different types of food habits and their development generation by generation. The variety of various cuisine in Asia region and there development.

## **Course Contents :**

### **Module I : South Indian Cuisine**

States included : Karnataka, Andhra Pradesh, Tamilnadu and Kerala.

### **Module II : North Indian Cuisine**

Awadhi cuisine  
Bihari cuisine  
Bhojpuri cuisine  
Kumauni cuisine  
Cuisine of Kashmir  
Mughlai cuisine  
Punjabi cuisine  
Rajasthani cuisine  
Cuisine of Uttar Pradesh

### **Module III : North Frontier Cuisine**

Pakistani Cuisine  
Afghani Cuisine  
Sindhi Cuisine  
Baluchistan Cuisine

### **Module IV : Mandarin Cuisine**

Anhui Cuisine  
Cantonese Cuisine  
Fujian Cuisine  
Hunan Cuisine  
Jiangsu Cuisine  
Shandong Cuisine  
Sichuan Cuisine  
Zhejiang Cuisine

## **Examination Scheme**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

## **Taxes & References :**

The Blood Telegram: India's Secret War in East Pakistan by Gary J. Bass  
The North-West Frontier: British India and Afghanistan, a Pictorial History 1839-1947 by Michael Barthorp  
Mandarin Food and Cooking: 75 Regional Recipes from Beijing Book by Terry Tan

# COMMUNICATION SKILLS - I

**Course Code: BCS 601**

**Credit Units: 01**

## **Course Objective:**

To equip the participant with linguistic skills required in the field of science and technology while guiding them to excel in their academic field.

## **Course Contents:**

### **Module I**

Reading Comprehension  
Summarising  
Paraphrasing

### **Module II**

Essay Writing  
Dialogue Report

### **Module III**

Writing Emails  
Brochure  
Leaflets

### **Module IV: Introduction to Phonetics**

Vowels  
Consonants  
Accent and Rhythm  
Accent Neutralization  
Spoken English and Listening Practice

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Effective English for Engineering Students, B Cauveri, Macmillan India
- Creative English for Communication, Krishnaswamy N, Macmillan
- A Textbook of English Phonetics, Balasubramanian T, Macmillan

# BEHAVIOURAL SCIENCE - V

**Course Code: BSS 601**

**Credit Units: 01**

## Course Objective:

This course aims at enabling students towards:

- Understand the importance of individual differences
- Better understanding of self in relation to society and nation
- Facilitation for a meaningful existence and adjustment in society
- To inculcate patriotism and National pride.
- To enhance personal and professional excellence

## Course Contents:

### Module I: Individual differences & Personality

Personality: Definition & Relevance

Importance of nature & nurture in Personality Development

Importance and Recognition of Individual differences in Personality

Accepting and Managing Individual differences (Adjustment Mechanisms)

Intuition, Judgment, Perception & Sensation (MBTI)

BIG5 Factors

### Module II: Socialization

Nature of Socialization

Social Interaction

Interaction of Socialization Process

Contributions to Society & Nation

### Module III: Patriotism and National Pride

Sense of Pride and Patriotism

Importance of Discipline and hard work

Integrity and accountability

### Module IV: Human Rights, Values and Ethics

Meaning of Human Rights

Human Rights Awareness

Importance of human rights

Values and Ethics- Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc

### Module V: Personal and Professional Excellence

- Personal excellence:

- Identifying Long-term choices and goals

- Uncovering talent, strength and style

Alan P. Rossiter's eight aspects of Professional Excellence

Resilience during challenge and loss

Continued Reflection (Placements, Events, Seminars, Conferences, Projects, Extracurricular Activities, etc.)

### Module VI: End-of-Semester Appraisal

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

## Examination Scheme:

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

## Text & References:

- Bates, A. P. and Julian, J.: Sociology - Understanding Social Behaviour
- Dressler, David and Cans, Donald: The Study of Human Interaction
- Lapiere, Richard. T – Social Change
- Rose, G.: Oxford Textbook of Public Health, Vol.4, 1985.
- Robbins O.B.Stephen;. Organizational Behaviour

# FRENCH - V

**Course Code: FLF 601**

**Credit Units: 02**

## Course Objective:

To provide the students with necessary linguistic tools to tackle the complaints of the clients at the hotel/ restaurant and through email - understand/ excuse/ foresee and propose rectification/ redressal

## Course Contents:

### Unité 5: pp. 62 to 77

- Contenu lexical:**
- 1 Comprendre les requêtes des clients pendant leur repas et y répondre
  - 2 Savoir dresser une table
  - 3 Comprendre les réclamations des clients (service, cuisine, boisson)
  - 4 S'excuser et envisager une réparation
  - 5 Faire face à des dysfonctionnements (surréservation, chambre pas prête, délogement...)
  - 6 S'excuser et proposer une réparation
  - 7 Comprendre le travail du personnel d'étage : éléments contrôlés dans les chambres
  - 8 Rédiger une lettre d'excuse suite à une réclamation

- Contenu grammatical:**
- 1 pronoms personnel « en »
  - 2 indicatif imparfait et passé composé
  - 3 expression de la quantité: peu/assez/beaucoup/trop
  - 4 Expression du temps: il y a, depuis, pendant, dans, au bout de, en, jusqu'à
  - 5 forme passive
  - 6 les connecteurs logiques et temporels

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : [hotellerie-restauration.com](http://hotellerie-restauration.com)

# GERMAN - V

**Course Code: FLG 601**

**Credit Units: 02**

## Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

Introduction to Advanced Grammar and Business Language and Professional Jargon

## Course Contents:

### Module I: Genitive case

Genitive case – Explain the concept of possession in genitive

Mentioning the structure of weak nouns

### Module II: Genitive prepositions

Discuss the genitive prepositions and their usage: (während, wegen, statt, trotz)

### Module III: Reflexive verbs

Verbs with accusative case

Verbs with dative case

Difference in usage in the two cases

### Module IV: Verbs with fixed prepositions

Verbs with accusative case

Verbs with dative case

Difference in the usage of the two cases

### Module V: Texts

A poem 'Maxi'

A text Rocko

### Module VI: Picture Description

Firstly recognize the persons or things in the picture and identify the situation depicted in the picture;

Secondly answer questions of general meaning in context to the picture and also talk about the personal experiences which come to your mind upon seeing the picture.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant - 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH - V

**Course Code: FLS 601**

**Credit Units: 02**

## **Course Objective:**

To enable students acquire working knowledge of the language; to give them vocabulary, grammar, voice modulations/intonations to handle everyday Spanish situations with ease.

## **Course Contents:**

### **Module I**

Revision of earlier semester modules

### **Module II**

Future Tense

### **Module III**

Presentations in English on  
Spanish speaking countries

Culture

Sports

Food

People

Politics

Society

Geography

### **Module IV**

Situations:

En el hospital

En la comisaria

En la estacion de autobus/tren

En el banco/cambio

### **Module V**

General revision of Spanish language learnt so far.

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>C</b>	<b>I</b>	<b>V</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## **Text & References:**

- Español Sin Fronteras, Greenfield

# JAPANESE - V

**Course Code: FLJ 601**

**Credit Units: 02**

## Course Objective:

To enable the students to converse, read and write language comfortably and be able to converse using different patterns and forms taught through out. Students are taught and trained enough to get placed themselves in Japanese companies.

**Note:** Teaching is done in roman as well as Japanese script.

## Course Contents:

### Module I

Dictionary form of the verbs, Joining of verbs

Negative form of verbs

Potential form

### Module II

Joining of many actions together

Usage of dictionary form of the verbs in sentences

Introducing colloquial language.

### Module III

Direct form of the speech, quotations,

Expressing thoughts

Actions and reasoning

### Module IV

Conclusion

Receiving and giving things, favour etc.

Different forms like 'tara' form.

### Module V

Revision of the whole syllabus

## Learning Outcome

- Students can speak and use different patterns, ways to describe a particular situation and can converse comfortably in mentioned situations through out.
- Students can appear in the interviews for placements in Japanese companies.

## Methods of Private study /Self help

- Teaching will be supported by handouts, audio-aids, and self-do assignments and role plays.
- Use of library, visiting and watching movies in Japan and culture center every Friday at 6pm.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

### Text:

- Teach yourself Japanese

### References:

- Shin Nihongo no kiso 1

# CHINESE – V

**Course Code: FLC 601**

**Credit Units: 02**

## Course Objective:

What English words come from Chinese? Some of the more common English words with Chinese roots are ginseng, silk, dim sum, fengshui, typhoon, yin and yang, T'ai chi, kung-fu. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

## Course Contents:

### Module I

Drills

Dialogue practice

Observe picture and answer the question.

Pronunciation and intonation.

Character writing and stroke order

### Module II

Intonation

Chinese foods and tastes – tofu, chowmian, noodle, Beijing duck, rice, sweet, sour...etc. Learning to say phrases like – Chinese food, Western food, delicious, hot and spicy, sour, salty, tasteless, tender, nutritious, good for health, fish, shrimps, vegetables, cholesterol is not high, pizza, milk, vitamins, to be able to cook, to be used to, cook well, once a week, once a month, once a year, twice a week.....

Repetition of the grammar and verbs taught in the previous module and making dialogues using it.

Compliment of degree “de”.

### Module III

Grammar the complex sentence “suiran ... danshi...”

Comparison – It is colder today than it was yesterday.....etc.

The Expression “chule....yiwai”. (Besides)

Names of different animals.

Talking about Great Wall of China

Short stories

### Module IV

Use of “huozhe” and “haishi”

Is he/she married?

Going for a film with a friend.

Having a meal at the restaurant and ordering a meal.

### Module V

Shopping – Talking about a thing you have bought, how much money you spent on it? How many kinds were there? What did you think of others?

Talking about a day in your life using compliment of degree “de”. When you get up? When do you go for class?

Do you sleep early or late? How is Chinese? Do you enjoy your life in the hostel?

Making up a dialogue by asking question on the year, month, day and the days of the week and answer them.

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- “Elementary Chinese Reader ” Part-II Lesson 39-46

# BAKERY & CONFECTIONARY – IV

Course Code: BHM 620

Credit Units: 01

## Course Objective:

At the end of the semester the students will be able-

- To learn about the advance bakery and confectionary
- To make a bakery product and would be able to explain the meaning of the dishes
- To use the equipments confidently
- To learn the advance techniques used in bakery.

## Course Contents:

### Module I CHOCOLATE

- A. History
- B. Sources
- C. Manufacture & Processing of Chocolate
- D. Types of chocolate
- E. Tempering of chocolate
- F. Cocoa butter, white chocolate and its applications

### Module II PRODUCT & RESEARCH DEVELOPMENT

- A. Testing new equipment,
- B. Developing new recipes
- C. Food Trails
- D. Organoleptic & Sensory Evaluation

### Module III ICINGS & TOPPINGS

- A. Varieties of icings
- B. Using of Icings
- C. Difference between icings & Toppings
- D. Recipes

### Module IV. FROZEN DESSERTS

- A. Types and classification of Frozen desserts
- B. Ice-creams – Definitions
- C. Methods of preparation
- D. Additives and preservatives used in Ice-cream manufacture

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

### References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

# FOOD PRODUCTION MANAGEMENT – II (LAB)

**Course Code: BHM 621**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester students will be able to-  
Demonstrate and prepare international cuisine menus, cakes, pudding, bread, cold cuts and pate.

## **Course Contents:**

### **Module I: Three course menus to be formulated featuring International Cuisines**

French  
Oriental  
Chinese  
Thai.  
Italy, Germany, Spain, Greece, Mexican, Mediteranian and Lebanese.

### **Module II: Demonstration of- Charcuterie**

Galantines  
Pate  
Terrines  
Mousselines

### **Module III: Demonstration**

Chinese Cuisine  
Indonesian Cuisine  
Thai Cuisine  
Mexican Cuisine  
Lebanese Cuisine  
American Cuisine  
Indian Cuisine

### **Module IV: Bakery & Patisserie Practical**

Decorated Cakes  
Gateaux  
International Breads  
Sorbets, Parfaits  
Hot / Cold Desserts

## **Examination Scheme:**

### **Internal: 30 Marks**

<b>Components</b>	<b>JE</b>	<b>LE</b>	<b>VV</b>	<b>A</b>
<b>Weightage (%)</b>	05	25	10	5

### **End-Term: 70 Marks**

<b>Components</b>	<b>JE</b>	<b>VV</b>	<b>INDENT</b>	<b>LE</b>
<b>Weightage (%)</b>	05	05	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce

## **Text & References:**

### **Text:**

- Theory of Catering by Kinton Cesserani, Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros & Co, New Delhi

### **References:**

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz
- Essential of Cooking by James Peterson, Artisan



# FOOD AND BEVERAGE MANAGEMENT AND CONTROL – II (LAB)

**Course Code: BHM 622**

**Credit Units: 01**

## Course Objective:

At the end of the semester students will be able to-

- Prepare and give presentation on case studies on planning of F&B outlets
- Plan and supervise service of banquet, buffet, cocktails, gueridon service and setup bar for parties.

## Course Contents:

### Module I: Case Study on planning of

Special Restaurant  
Room Service  
Coffee Shop  
Presentation.

### Module II

Case Study on Planning of Manpower of F&B department:-  
Presentation.

### Module III

Supervision of F&B Service in Training Restaurant.

### Module IV

Case Study of Planning Formal & Informal Banquet function including space requirement, Menu Planning.

### Module V

Setting up of various types of Buffet (Design, Layout).

### Module VI

Demonstration and Practice of Gueridon Service.

### Module VII

Case Study on setting up of Bar for parties.

### Module VIII

Demonstration and Practice of Making Cocktails.

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	5

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- A Guide to Spirit & Liquor by Valton
- Food & Beverage Service by Lilicrap; J Smith R
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi

### References:

- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi
- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi; Aman Publication, New Delhi
- Food & Beverage Costing- 2000 by Dr. JM Negi; Himalaya Publishing House, New Delhi

- F&B Management by Cousins

# FRONT OFFICE MANAGEMENT – III (LAB)

Course Code: BHM 623

Credit Units: 01

## Course Objective:

At the end of the semester the students would be able to-

- Exposure with the essentials of internet technology and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence
- Providing them the knowledge of various tools and techniques of internet marketing.

## Course Contents:

### Module I: Relevance of Internet for Front Office

A strategic tool for global marketing- Overview, Internet Marketing and Tourism  
Internet and Marketing Mix  
Internet and Advertising, E-Commerce transactions on the Net  
Electronic payment systems (EPS), Online Payments.

### Module II: GDS Management

### Module III: Forecasting

- Benefits of Forecasting
- Data required for forecasting
- Records required for forecasting
- Room availability

### Module IV: Application – Revenue Management

### Module V: Guest History Management

### Module VI: Case Handling

## Examination Scheme:

### Internal: 40 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

### End-Term: 60 Marks

Components	JE	VV	GP	LE
Weightage (%)	05	5	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### References:

- Front Office by Abbott, Butter Worth Hiemann.
- Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# ACCOMMODATION MANAGEMENT (LAB) - III

**Course Code: BHM 624**

**Credit Units: 01**

## Course Objective:

At the end of the semester the students will be able to-

- Understand First aid kit
- Dealing with emergency situation
- Special Decorations
- Layout of a guest room

## Course Contents:

### Module I: First Aid

First aid kit  
Dealing with emergency situation

### Module II

Special Decorations

### Module III

Refurbishing, Redecoration. Assignment on floor furnishing, wall coverings, curtains. (Samples to be collected)

### Module IV

Various HK rule to waste disposal

### Module V

Energy conservation & eco-friendly concepts – students should be given  
Assignments to work on these concepts and trends in housekeeping  
Study on cases & situations energy conservation.

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	5	15	5	5

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping-Joan C Branson Published by Hodder & Stoughton.

### References:

- Professional House Keeping by Madlin Tucker
- Housekeeping Management by Keppa Margret M
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# ADVANCE FOOD PRODUCTION MANAGEMENT - I

**Course Code: BHM 701**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester will be able to -

- To know about professional cooking method
- Acquire knowledge about menu essentials and resolve defects in food
- Have knowledge of buffet function

## **Course Contents:**

### **Module I: Introduction to Indian Cookery**

History

Uses of Spices and Herbs

Types of Masalas

Types of Gravies

### **Module II: HALWAI SECTION**

Hot sweet dishes

Cold sweet dishes

### **Module III: INTRODUCTION TO TANDOOR**

#### **I. History**

Origin

Parts of tandoor

Manufacturing of tandoor

Seasoning of tandoor and its temperature control

#### **II. Basic dishes for tandoor**

Different types of breads

Different meat products

Kababs

Tikka

#### **III. Marination**

Different Marinations

Accelerators

### **Module IV: INDIAN CULINARY TERMS**

List of culinary (common and basic) terms

Explanation with examples

### **Module V: INDIAN CONDIMENTS**

Achar

Murrabba

Chutney

Papad

Namkeen

### **Module VI: INDIAN APPETIZERS**

Geographic location

Historical background

Regional Influence

Specialized Recipe

## **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

## **Text & References:**

### *Text:*

- Theory of Catering by Kinton Cesserani, Hodder & Stoughton

- Practical Cookery by Kinton Cesserani, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros & Co, New Delhi

***References:***

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz

# ADVANCE FOOD AND BEVERAGE MANAGEMENT – I

Course Code: BHM 702

Credit Units: 02

## Course Objective:

At the end of the semester students would be able to-

Practical orient students about the restaurant operations  
To be able to design and formulate a good menu card  
To understand the management aspect of the restaurant business

## Course Contents:

### Module I: Menu Management

Menu merchandising-Menu Planning  
Types of Menus  
Pricing of Menu  
Menu as a Marketing tool  
Constraints of Menu Planning

### Module II: Restaurant Management: -

Points to be consider for service of Restaurant  
Manager's Responsibility  
Mise-en-place & Mise-en-scene  
Restaurant sale  
At closing of the restaurant – duties and responsibilities of Manager

### Module III: Inventory Management: -

Importance, Objectives & Methods  
Levels and Techniques  
Monthly & Perpetual Inventory  
Pricing of Commodities

### Module IV: Labour Management: -

Staffing  
Payroll  
Overtime  
Salaries & Wages

### Module V: Break Even Analysis: -

Break even chart, P/V ratio, Contribution  
Marginal Cost, Graphs

## Examination Scheme:

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

Food & Beverage Management – Sudhir Andrews  
Food & Beverage Management – Jag Mohan Negi  
Financial Management – I.M. Pandey  
Food & Beverage Service – Lilicrap & Cousins  
Food & Beverage Service – Vijay Dhawan

# ADVANCE FRONT OFFICE MANAGEMENT - I

**Course Code: BHM 703**

**Credit Units: 01**

## Course Objective:

At the end of the semester students will be able to-

- Understand Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution
- Describe CRM functionality but also gives detailed guidance of how to approach CRM in organization
- Acquire an excellent study into what defines today's best practices in the CRM industry
- Classify a CRM approach that is responsive, flexible and personalized to each customer
- Make use of E-Commerce in CRM.

## Course Contents:

### Module I: Managing Hospitality Delivery: -

Management Role  
Service Strategy Statement  
Developing Service Management Programme  
Moments of Truth in Service Management  
Employee By-In Concept  
Screening of employee who delivers the hospitality

### Module II: Evaluating Service Management Programme & Follow through Maintenance of Comprehensive Data of Guest: -

Self Check In, Self Check Out, Express Check-In and Check-Out  
Uniform services, levels of services in Hotels & Automation of Front Office Management

### Module III: Forecasting of Room

Forecasting of Room availability  
Useful forecasting data  
Percentage of overstay & under stay

### Module IV: Budgeting:

Forecasting of Room Revenue  
Estimating expenses  
Daily operation report, Occupancy ratio

### Module V: Evaluating of Front Office Operation: -

Total Quality Management (TQM)  
Customer Relationship Management (CRM)

## Examination Scheme:

Components	V	HA	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### References:

Front Office by Abbott, Butter Worth Hiemann.

# ADVANCE ACCOMMODATION OPERATION MANAGEMENT - I

**Course Code: BHM 704**

**Credit Units: 01**

## Course Objective:

At the end of the semester the students will be able to-

- Understand planning & organization of housekeeping department and its budget preparation & budget re-controls. Students will also be exposed for safety norms in hospitality industry.
- Understand the concept of interior designing & its benefits.
- It is going to be comprehensive study in accommodation management.

## Course Contents:

### Module I: Planning & Organization of the Housekeeping Department

Area inventory list

Frequency schedules

Performance & productivity standards

Supervision

Time & motion study

Standard operating manuals- job procedures

Job allocation & work schedules, calculating staff strength & planning duty reports

Selection of cleaning equipments & agents (Inventory System)

Housekeeping in Institution other than Hotels.

New Property countdown

### Module II: Budget & Budgetary Control

The budget process

Planning capital budget

Planning operating budget

Operating budget- controlling expenses- income statement

Purchasing systems- methods of buying

Stock records- issuing & control

### Module III: Contract Services

Types of contract services

Guidelines for hiring contract services

Advantages & disadvantages of contract services

Pricing of contracts

Contracts specification

### Module IV: Managing Housekeeping staffs

Calculating required staff strength

Recruiting electing, hiring, orienting and training

Performance appraisal

Time & motion study

Employee's welfare

### Module V: Ergonomics

Ergonomics in Hotel Housekeeping

## Examination Scheme:

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- Accommodation Management Wood Roy C
- Marketing Management: Analysis, Planning & Control by Phillip Kotler
- Professional Management of Housekeeping Operation by Robert J. Martin

### References:

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox.
  - Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi



# FACILITY MANAGEMENT, PLANNING AND DESIGN - II

Course Code: BHM 705

Credit Units: 02

## Course Objective:

At the end of the semester the students will be able to-

- Explain & understand project management, kitchen stewarding layout and design and equipment planning and methods of energy conservation.

## Course Contents:

### Module I: Project Management

Introduction of Network analysis  
Basic rules and procedures for Network analysis  
C.P.M. and PERT  
Comparison of CPM and PERT  
Classroom exercises  
Network crashing determining crash cost, normal cost.

### Module II: Kitchen Stewarding Layout and Design

Importance of kitchen stewarding  
Kitchen stewarding department layout and design  
Equipment found in kitchen stewarding department

### Module III: Stores – Layout and Design

Stores layout and planning (dry, cold and bar)  
Various equipment of the stores work flow in stores

### Module IV: Car Parking

Calculation of car park area for different types of hotels

### Module V: Energy Conservation

Necessity for energy conservation  
Methods of conserving energy in different area of operation of a hotel  
Developing and implementing energy conservation program for a hotel

## Examination Scheme:

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- Systematic Layout Planning by Richard Muther, Cahners Books Division of Sahnern Publishing Company Inc. 9 Franklin Street, USA
- Food Service Planning- Layout Equipment by Lendal H Kotschevar & Margrat E Terrell

### References:

- Management Operations & Research by N. Satyanarayan & Latika Raman, Himalaya Publishing House.
- Hospitality Facilities Management and Design by David M Stipanuk

# HUMAN RESOURCE MANAGEMENT

Course Code: BHM 706

Credit Units: 02

## Course Objective:

Human Resource Management has acquired significance in the process and problems of developments both in the case of developed & developing nations of the world. It has acquired importance in the case of tourism & hospitality management in creating permanent & better images in the minds of tourists coming with specific perception & motivations. Further it is a complex phenomenon with many equally important components; each requires special skills & talents. The present course intends to place focus on various segments of the hospitality with regards to management of human resources.

## Course Contents:

### Module I: Introduction to Management

Definition, Nature, Scope and Functions of Management,  
Levels of Management and  
Management Theories - Classical and Neo - Classical Theories  
Systems Approach to organization, Modern Organization Theory.

### Module II: Different Function of Management

Planning  
Organizing  
Staffing  
Directing  
Management Control

### Module III: Human Resource Management

Role, importance, & Applications in hotel Industry

### Module IV: Human Resource Planning

Importance and Relevance of HRP, job analysis, Job Description, Job Specification & Job Evaluation Method

### Module V: Recruitment and Selection

Sources of Recruitment, Selection Process, Induction & Orientation.

### Module VI: Training and Development

Training Methods and Evaluation

### Module VII: Other Human resource related Functions

Motivation and Productivity  
Job Enrichment  
Career planning employee counseling  
Employee Benefits and Welfare Scheme

### Module VIII: Disciplinary Issues

Employee Grievance handling process

### Module IX: Case Study

Live case study on HR from Hospitality industry, solving problems & implementation.

## Examination Scheme:

Components	V	H	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- HR Development- Quarterly Journal of Administration (ILE), Vol. II, by Briggs B.
- Human Resource Development in Tourism & Hospitality by Dr. JM Negi, Frank Bros, New Delhi.
- Personnel Management by Devans R.S., Vikas Publishing House, New Delhi.

### References:

- The Personnel Management Process: Human Resource development by French, Wendell, Houghton Mifflin Company, Bombay
- Personnel Management by Monappa, A.S., Mirza, S, Tata McGraw Hill, Bombay.

# BAKERY & CONFECTIONARY – V

Course Code: BHM 720

Credit Units: 01

## Course Objective:

At the end of the semester the students will be able-

- To learn about the advance bakery and confectionary
- To make a bakery product and would be able to explain the meaning of the dishes
- To use the equipments confidently
- To learn the advance techniques used in bakery.

## Course Contents:

### Module I Glossary of Bakery terms

### Module II Bakery and confectionery raw material

a. Cereals – structure of cereal grain, types of flour, constituents of flour b. Sugar c. Fats d. Milk and milk products e. Salt, spices and flavorings f. Yeast g. Eggs-structure of an egg. Uses of egg in bakery and confectionery h. Fruits and nuts – types i. Flavors and colors

### Module III Bread making methods-

straight dough method, no time dough method, salt delayed method, sponge and dough method, sour dough physical changes occurring in bread making and baking. Oven spring and oven break

### Module IV Characteristics of a good bread - internal and external

### Module V Cake making methods

Creaming method, whisking method, flour batter method, sugar batter method, all in one method. Characteristics of a good cake – internal and external cake.

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

### References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

# ADVANCE FOOD PRODUCTION MANAGEMENT – I (LAB)

**Course Code: BHM 721**

**Credit Units: 02**

## Course Objective:

At the end of the semester students will be able to-  
Demonstrate and prepare international cuisine menus, cakes, pudding, bread, cold cuts and pate.

## Course Contents:

### Course menus from the following cuisines

- \* Awadh
- \* Goa
- \* Hyderabad
- \* Kashmir
- \* Maharastra
- \* Punjab
- \* Rajasthan
- \* South India and its region
- \* Chandela Cuisine
- \* Kumaoni Cuisine

**Rice and Bread Preparations:** Mutaegen, Pulao (Kashmiri), Plain Rice, Girdeh, Lawas etc.

**Meat Preparations:** Gushtaba ,Rista ,Marchevangan korma, Macch Kofta, Yakhean Kaliya, Tabak Maaz, Rogon Josh etc.

**Vegetables and Potato:** Ruwangan chaman, Choek wangan, Chaman Qaliyan Alleh Yakhean, Dum Aloo Kashmiri ,Nader Palak, Razma Gogj etc.

**Sweet Dishes:** Kongeh Phirin (Sooji phirni with Saffron), Aae't phirin (Wheat Flour Phirni), Halwa

**Chutneys:** Mujeh cheten, Ganda Cheten, Duen cheten, Aleh cheten (pumpkin chutney)

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

### References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz

# ADVANCE FOOD AND BEVERAGE MANAGEMENT– I (LAB)

**Course Code:** BHM 722

**Credit Units: 01**

## Course Objective:

At the end of the semester students will be able to-

- Prepare and give presentation on case studies on planning of F&B outlets
- Plan and supervise service of banquet, buffet, cocktails, gueridon service and setup bar for parties.

## Course Contents:

### Module I: Different types of Set-up: -

Tray and Trolley set-up for Breakfast, Lunch & Dinner  
Room Service Tray-Trolley Set-up

### Module II: Phone Handling

While taking an order  
While taking reservation in restaurant & banquets  
Napkin folding

**Module III:** Service of Non-Alcoholic Beverage like Tea, Coffee & Aerated Beverage

**Module IV:** Preparation and set-up of the Restaurant with Mise-en-place & Mise-en-scene

### Module V:

Guest handling techniques  
Crumbing  
Standard procedure for clearance of table

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	5

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- A Guide to Spirit & Liquor by Valton
- Food & Beverage Service by Lilicrap; J Smith R
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi

### References:

- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi
- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi; Aman Publication, New Delhi

# ADVANCE FRONT OFFICE OPERATION MANAGEMENT – I (LAB)

Course Code: BHM 723

Credit Units: 01

## Course Objective:

At the end of the semester the students would be able to-

- Exposure with the essentials of internet technology and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence
- Providing them the knowledge of various tools and techniques of internet marketing.

## Course Contents:

Module I: Revision of previous (VI) Semester

Module II: Foreign currency & Credit Card handling

Module III: Dealing with group arrival & departures

Module IV: Planning of Itinerary (Domestic & International)

Module V: Handling of Guest Complaints, Enquiries & Requests

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	05	5	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### References:

- Front Office by Abbott, Butter Worth Hiemann.
- Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# ADVANCE ACCOMMODATION OPERATION MANAGEMENT (LAB)

## - I

**Course Code: BHM 724**

**Credit Units: 01**

### Course Objective:

At the end of the semester the students will be able to-

- Making all necessary required documentation
- Making of budget operation & capitol
- Preparation of basic interview technique

### Course Contents:

#### Module I: planning & organizing

Make duty roaster & rota. Prepare an inspection check list and make snag list  
Linen Inventory – Stock taking, taking occupancy, make special cleaning chart  
And all other formats

#### Module II

Budgets: Basic knowledge on preparation of budgets based on a mock data of Housekeeping department

#### Module III

Practice with mock sessions of interviewing candidates

#### Module IV

Team cleaning Management

#### Module V

Devising Training modules/standard operating procedure/

### Examination Scheme:

#### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	5	15	5	5

#### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

### Text & References:

#### Text:

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping-Joan C Branson Published by Hodder & Stoughton.

#### References:

- Professional House Keeping by Madlin Tucker
  - Housekeeping Management by Keppa Margret M
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# CUSTOMER RELATIONSHIP MANAGEMENT

**Course Code: BHM 707**

**Credit Units: 02**

## **Course Objective:**

Students will be able to understand and explain that:

Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution. It gives a good definition of CRM functionality but also gives detailed guidance of how to approach CRM in organization. This also refers to an excellent study into what defines today's best practices in the CRM industry. It covers all subject areas on the different topics of CRM. A CRM approach that is responsive, flexible and personalized to each customer. Use of E-Commerce in CRM.

## **Course Contents:**

### **Module I: Customer Relationship Management**

Definition of CRM & Scope

The Power of CRM (scope & dimension). The need for CRM

CRM Success factor

### **Module II: The Customer Service / Sales Profile**

Types of CRM strategies

CRM in relation to Customer Service

CRM Creating demand for Tourism

Role of Service Associates (Case Study)

### **Module III: Choosing your CRM Strategy**

CRM Strategy Starting Point

The CRM Strategy Creation

Identify Potential Strategies

### **Module IV: Managing and Sharing Customer Data**

Managing Customer Information

Ethics and legalities of Data use

### **Module V: E-Commerce Customer relationship**

CRM on Internet

Choosing the Right niche

## **Examination Scheme:**

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## **Text & References:**

### **Text:**

- CRM by Kristen Anderson & Carl Kerr Tata McGraw Hills

### **References:**

- The CRM Hand-book-Jill Dyche -Pearson Education Singapore
- Management & Public Relation & Communication by Shailesh Sen Gupta - Vikas Publishing House, New Delhi.

# BAR MANAGEMENT

Course Code: BHM 708

Credit Units: 02

## Course Objective:

Students will be able to understand and explain that:-

- History of Bar “Types of Bar and Social & Management concerns about alcohols market”.
- Bar layout service processors and selling techniques in bar.
- Marketing Beverage Operations and Bar Control Systems.

## Course Contents:

### Module I: Introduction to Bar and Beverage Operation

A brief History

Types of Bar and Beverage Operation

Managing Bar and Beverage Operation

The future of Bar

### Module II: Social Concerns and Management

Responsibility in today's Alcohol Market

Third – Part liability

Changing Drinking Patters

Health Concerns

Maintaining a professional and Hygienic appearance

### Module III: The Bar

Bar layout

Basic Bar Arrangements

Bar equipment, Accessories

Bar Sanitation

### Module IV: Service procedures and Selling Techniques

A service Orientation

Establishing Service Standards

Handling Service Problems

Selling – Techniques and Strategies

### Module V: Marketing Bar and Beverage Operations

Special consideration in Bar and Beverage Marketing

The Marketing Mix

Product and Place

Price: Beverage-Pricing Strategies

### Module VI: . Bar Control Systems

The Control System

Product Control

Sales Profitability and Control

## Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## Text & Reference :

Managing Bar and Beverage Operations – Lendal H. Kotschevar & Mary L Tanke

Serving Food and Drink in the Bar – Stanley Thornes

# SAFETY & SECURITY MANAGEMENT

Course Code: BHM 709

Credit Units: 02

## Course Objective:

Students will be able to understand and explain that:-

- History of Bar “Types of Bar and Social & Management concerns about alcohols market”.
- Bar layout service processors and selling techniques in bar.
- Marketing Beverage Operations and Bar Control Systems.

## Course Contents:

### Module I: Planning for safety

Planning: Definition, purpose, nature, scope and procedure, range of planning, variety of plans, strategic planning and process of implementation, Management by objectives and its role in safety, policy formulation.

### Module II: Organizing for Safety

Organizing: Definition, need, nature and principles Organizing of Safety: Organisation structure and safety department Safety Committee: Structure and functions, line and staff functions for safety.

### Module III: Types of Security

Personal Security, Security of personnel – Subversion-Subversive, Security of information, Security of material – Sabotage – Saboteur their plan and action, Physical and Non-Physical Security.

### Module IV : Industrial Security

Factory internal and external security, Inflammable tankers/trucks checking procedure, materials/goods- Inward and outward, patrolling duty, communication and liaison with concerned departments, housekeeping check, Industrial safety procedure, work permit system, Unsafe act and unsafe conditions, Industrial Accidents, Disaster Management

## Examination Scheme:

Components	CT1	C1 / P1	A	EE1
Weightage (%)	15	10	05	70

## Text & Reference :

Safety and environmental management by Daniel Della-Giustina  
National Safety Council Hand book for accident prevention

# COMMUNICATION SKILL - IV

**Course Code: BSC 701**

**Credit Units: 01**

## **Course Objective:**

'Actions speak louder than words.' Every business communicator needs to understand the nuances of 'body language and voice.' This course is designed to enable the young Amritian to decipher the relevance of Kinesics, Proxemics and Para Language that cater to the fundamental requirements of effective business presentations and speeches.

## **Course Contents:**

### **Module I: Non-Verbal Communication**

Principles of non- verbal communication

Kinesics

Proxemics

Paralanguage and visible code

### **Module II: Speaking Skills**

Pronunciation drills (Neutralizing regional pulls)

Conversational English

Guidelines to an effective presentation

### **Module III: Interviews and GDs**

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford

# BEHAVIOURAL SCIENCE - VI (LEADING THROUGH TEAMS)

**Course Code: BSS 707**

**Credit Units: 01**

## **Course Objective:**

This course aims to enable students to:  
Understand the concept and building of teams  
Manage conflict and stress within team  
Facilitate better team management and organizational effectiveness through universal human values.

## **Course Contents:**

### **Module I: Teams: An Overview**

Team Design Features: team vs. group  
Effective Team Mission and Vision  
Life Cycle of a Project Team  
Rationale of a Team, Goal Analysis and Team Roles

### **Module II: Team & Sociometry**

Patterns of Interaction in a Team  
Sociometry: Method of studying attractions and repulsions in groups  
Construction of sociogram for studying interpersonal relations in a Team

### **Module III: Team Building**

Types and Development of Team Building  
Stages of team growth  
Team performance curve  
Profiling your Team: Internal & External Dynamics  
Team Strategies for organizational vision  
Team communication

### **Module IV: Team Leadership & Conflict Management**

Leadership styles in organizations  
Self Authorized team leadership  
Causes of team conflict  
Conflict management strategies  
Stress and Coping in teams

### **Module V: Global Teams and Universal Values**

Management by values  
Pragmatic spirituality in life and organization  
Building global teams through universal human values  
Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal  
Assessment of Behavioural change as a result of training  
Exit Level Rating by Self and Observer

## **Examination Scheme:**

Components	SAP	A	Mid Term Test (CT)	VIVA	Journal for Success (JOS)
Weightage (%)	20	05	20	30	25

## **Text & References:**

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers

- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, Viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

# FRENCH - VI

**Course Code: FLF 701**

**Credit Units: 02**

## Course Objective:

To furnish linguistic tools

- to talk about work and problems related to work
- to perform simple communicative tasks (explaining a set back, asking for a postponement of appointment, give instructions, place orders, reserve)
- to master the current social communication skills
- oral (dialogue, telephone conversation)
- Written (e-mails, reply to messages)

## Course Contents:

### Module I : Contenu lexical: Travail

1. manger au restaurant, comprendre un menu, commander
2. engager une conversation téléphonique
3. parler de sa formation, de son expérience, de ses compétences
4. Raconter des événements passés
5. consulter sa boîte e-mails, répondre aux messages

### Module II: Problèmes

1. identifier un problème, demander des précisions
2. expliquer un contretemps, déplacer un rendez-vous
3. demander de l'aide (par téléphone, par e-mail)
4. donner des instructions
5. expliquer un problème, suggérer une solution

### Module III: Contenu grammatical

1. futur proche, articles partitifs, un peu de, beaucoup de, une bouteille de, un morceau de...
2. pronoms COD, venir de + infinitif, verbes appeler (au présent)
3. passé composé avec avoir, affirmatif et interrogatif, savoir et connaître
4. passé composé avec être, accord du participe passé, négation
5. pronoms COI, être en train de
6. ne...rien, ne...personne, ne...plus, ne...pas encore, qu'est-ce que/ qu'est-ce qui/qui est-ce que/qui est-ce qui
7. passé composé des verbes pronominaux
8. si/quand+présent, ne...plus, ne...pas encore
9. impératif présent (2) place du pronom et verbes pronominaux
10. trop/pas assez, verbe devoir au conditionnel présent

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre: Français.Com (Débutant)

# ADVANCE FOOD PRODUCTION MANAGEMENT – II

**Course Code: BHM 801**

**Credit Units: 01**

## **Course Contents :**

### **Module I: INTERNATIONAL CUISINE**

Geographic location

Historical background

Staple food with regional Influences

Specialties

Recipes

Equipment in relation to:

- Middle East
- Oriental
- Mexican
- Arabic

### **Module II: COLD KITCHEN**

#### **FORCE MEAT**

Types of Force meat

Preparation of Forcemeat

Uses of Forcemeat

#### **CHAUD FROID**

Meaning of Chaud froid

Making of chaud froid & Precautions

Types of chaud froid

Uses of chaud froid

#### **ASPIC & GELEE**

Definition of Aspic and Gelee

Difference

Making of Aspic and Gelee

Uses of Aspic and Gelee

#### **NON EDIBLE DISPLAYS**

Ice carvings

Tallow sculpture

Fruit & vegetable Displays

Salt dough

Pastillage

Jelly Logo

Thermacol work

### **Module III: BREAD MAKING**

Role of ingredients in bread Making

Bread Faults

Bread Improvers

### **Module IV: PRODUCTION MANAGEMENT**

Kitchen Organization

Allocation of Work - Job Description, Duty Rosters

Production Planning

Production Scheduling

Production Quality & Quantity Control

Forecasting & Budgeting

Yield Management

### **Module V: PRODUCT & RESEARCH DEVELOPMENT**

Testing new equipment

Developing new recipes

Food Trails

Organoleptic & Sensory Evaluation

**Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

**Text & References:*****Text:***

- Theory of Catering by Kinton Cesserani, Hodder & Stoughton
- Practical Cookery by Kinton Cesserani, Hodder & Stoughton
- Theory of Cookery by K Arora, Frank Bros & Co, New Delhi

***References:***

- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement, Joana Lorrenz

# ADVANCE FOOD AND BEVERAGE MANAGEMENT – II

**Course Code: BHM 802**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester students would be able to-

- Practical orient students about the restaurant operations
- To be able to design and formulate a good menu card
- To understand the management aspect of the restaurant business

## **Course Contents:**

### **Module I: Cellar Management**

Cellar Location, Temperatures and Storage Procedures  
Equipment Required in Beer Storage Area  
Cellar Control and Records

### **Module II: Supervisory Function**

Supervisory Functions in food Service Operations  
Breakeven Point Calculations  
Handling Complaints

### **Module III: Food Safety and Environmental Concerns**

Food Poisoning  
Type of Food Poisoning  
Prevention of Bacterial Food Poisoning  
Food Safety Activities

### **Module IV: Food Waste Management**

Waste Disposal  
Waste Water  
Disposal of Chemicals  
Used Oil Gases, Odours and Vapours

## **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

## **Text & References:**

Food & Beverage Management – Sudhir Andrews  
Food & Beverage Management – Jag Mohan Negi  
Financial Management – I.M. Pandey  
Food & Beverage Service – Lilicrap & Cousins  
Food & Beverage Service – Vijay Dhawan

# ADVANCE FRONT OFFICE MANAGEMENT - II

**Course Code: BHM 803**

**Credit Units: 01**

## Course Objective:

At the end of the semester students will be able to-

- Understand Customer Relationship Management is to provide information for the students about practical approach to understand a comprehensive view of CRM and show them how to successfully implant an enterprise customer focused solution
- Describe CRM functionality but also gives detailed guidance of how to approach CRM in organization
- Acquire an excellent study into what defines today's best practices in the CRM industry
- Classify a CRM approach that is responsive, flexible and personalized to each customer
- Make use of E-Commerce in CRM.

## Course Contents:

### Module I: Yield Management

Capacity Management

Measuring yield & using yield Management

Potential high & low demand tactics

Yield Management computer software system

### Module II: Human Resource Management

Forecasting & assessing personnel needs

Determining employees qualities – Formats

### Module III: Recruitment & Training

Method of Recruitments Selection , Hiring

Training & Motivation of Personnel (Promotions, Transfers, Increments etc.)

### Module IV: Night Auditing

Importance and functions and process of Night Auditing

### Module V: Automation System of Night Auditing & Up date

## Examination Scheme:

Components	V	HA	CTI	A	EE1
Weightage (%)	05	05	15	5	70

## Text & References:

### Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### References:

Front Office by Abbott, Butter Worth Hiemann.

# ADVANCE ACCOMMODATION OPERATION MANAGEMENT - II

**Course Code: BHM 804**

**Credit Units: 01**

## **Course Objective:**

At the end of the semester the students will be able to-

- Understand different types of boutique hotels
- Maintenance of garden area and greenery of hotel in & out area .
- It is going to be comprehensive study in accommodation management.

## **Course Contents:**

### **Module I: Ecotels**

Selection of sites  
Hotel design & construction  
Energy & water conservation system  
Environment friendly housekeeping practices  
Ecofriendly products

### **Module II: Land scaping & horticulture**

Landscaping  
Component of Horticulture  
Bonsai  
Indoor plants

### **Module III: new property countdown & renovations**

Pre- opening Housekeeping  
Property set up for routine operation  
Needs of renovation  
Process of renovation  
Types of renovations

### **Module IV: New trends in Hospitality Housekeeping**

New style of décor  
New machineries & HK equipments  
New types of Chemical  
New scientific techniques  
Training & motivation  
Ecofriendly amenities, process and products  
Software & computer usage in Housekeeping

## **Examination Scheme:**

<b>Components</b>	<b>V</b>	<b>H</b>	<b>CTI</b>	<b>A</b>	<b>EE1</b>
<b>Weightage (%)</b>	05	05	15	5	70

## **Text & References:**

### **Text:**

- Accommodation Management Wood Roy C
- Marketing Management: Analysis, Planning & Control by Phillip Kotler
- Professional Management of Housekeeping Operation by Robert J. Martin

### **References:**

- Hotel, Hostel & Hospital Housekeeping by John C. Branson & Margaret Lennox.
- Managing HK Operation by Margrat M Kappa
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# BAKERY & CONFECTIONARY – VI

Course Code: BHM 820

Credit Units: 01

## Course Objective:

At the end of the semester the students will be able-

- To learn about the advance bakery and confectionary
- To make a bakery product and would be able to explain the meaning of the dishes
- To use the equipments confidently
- To learn the advance techniques used in bakery.

## Course Contents:

**Module I Cake dressings-icings-types and application, marzipan, cream filling, almond paste fondant, gum paste.**

Module II Recipe balancing

- A. Testing new equipment,
- B. Developing new recipes
- C. Food Trails
- D. Organoleptic & Sensory Evaluation

## Module Pastry

Definition, types – short crust pastry, flaky pastry, puff pastry, choux pastry, Danish pastry, recipes, products, trouble shooting and remedy.

## Module IV Biscuits

Definition, difference between biscuit and cookies, Methods of making biscuits and cookies, characteristics, faults and remedies

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	5	5

### End-Term: 70 Marks

Components	JE	VV	INDENT	LE
Weightage (%)	05	05	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text&References:

### Text:

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

### References:

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz
- Essential of Cooking by James Peterson published by Artisan

# ADVANCE FOOD PRODUCTION MANAGEMENT – II (LAB)

**Course Code: BHM 821**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester students will be able to-  
Demonstrate and prepare international cuisine menus, cakes, pudding, bread, cold cuts and pate.

## **Course Contents:**

### **Module I: Three course menus to be formulated featuring International Cuisines**

French  
Oriental  
Chinese  
Thai.  
Italy, Germany, Spain, Greece, Mexican, Mediteranian and Lebanese.  
Chinese Cuisine  
Indonesian Cuisine  
Thai Cuisine  
Mexican Cuisine  
Lebanese Cuisine  
American Cuisine  
Indian Cuisine

### **Module II: Menu Planning**

Food Cost  
Menu Engineering Implementation  
Portion Size  
Portion Control  
Standard Recipe

### **Module III: Plate Presentation**

Mode of Presentation  
Height Adjustment

## **Examination Scheme:**

### **Internal: 30 Marks**

<b>Components</b>	<b>JE</b>	<b>LE</b>	<b>VV</b>	<b>A</b>
<b>Weightage (%)</b>	05	15	5	5

### **End-Term: 70 Marks**

<b>Components</b>	<b>JE</b>	<b>VV</b>	<b>INDENT</b>	<b>LE</b>
<b>Weightage (%)</b>	05	05	10	50

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## **Text&References:**

### **Text:**

- Theory of Catering by KintonCesserani, Published by Hodder& Stoughton
- Practical Cookery by KintonCesserani, Published by Hodder& Stoughton

### **References:**

- Theory of Cookery by K Arora published, Frank Bros &Co. New Delhi
- Professional Chef by John Wiley
- Ultimate Cooking Course by Carole Clement publish by Joana Lorrenz

# ADVANCE FOOD AND BEVERAGE MANAGEMENT– II (LAB)

**Course Code: BHM 822**

**Credit Units: 01**

## Course Objective:

At the end of the semester students will be able to-

- Prepare and give presentation on case studies on planning of F&B outlets
- Plan and supervise service of banquet, buffet, cocktails, gueridon service and setup bar for parties.

## Course Contents:

**Module I: Bar Operations and Managements**

**Module II: Service Procedures in different Food & Beverage areas**

**Module III: Menu planning and Operations**

**Module IV: Designing of various menus**

**Module V: Room Service Operations**

**Module VI: Billing methods in Food Service Operations**

## Examination Scheme:

### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	5

### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- A Guide to Spirit & Liquor by Valton
- Food & Beverage Service by Lilicrap; J Smith R
- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi

### References:

- Food & Beverage Costing by Dr. JM Negi; Himalaya Publishing House, New Delhi
- Food & Beverage Laws-food Safety & Hygiene by Dr. JM Negi; Aman Publication, New Delhi

# ADVANCE FRONT OFFICE OPERATION MANAGEMENT – I (LAB)

Course Code: BHM 823

Credit Units: 01

## Course Objective:

At the end of the semester the students would be able to-

- Exposure with the essentials of internet technology and to provide them the basic, conceptual and applied knowledge of marketing in the era of technological convergence
- Providing them the knowledge of various tools and techniques of internet marketing.

## Course Contents:

Module I: Application of Previous Practical of all semester

Module II: V.I.P. handling, Dealing with over booking

Module III: Forecasting of Room availability

Module IV: Handling emergency situations

Module V: Role plays & case studies

## Examination Scheme:

Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	05	15	05	05

End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	05	5	10	50

Abbreviation: JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

## Text & References:

### Text:

- Hotel & Motel Management & Operation by William S Gray
- Hotel Front Office Management by Bardi, John Willy and Sons
- Hotel Management – Accounting & Control by Dr. Jagmohan negi, Himalaya Publishing House, New Delhi

### References:

- Front Office by Abbott, Butter Worth Hiemann.
- Principals of Hotel Front Office Operation by Baker, Cossell
- Check-in – Check-out by Gary K Vallen
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# ADVANCE ACCOMMODATION OPERATION MANAGEMENT (LAB)

## - I

**Course Code: BHM 824**

**Credit Units: 01**

### Course Objective:

At the end of the semester the students will be able to-

- Making of all kinds of operational system to be implemented basis
- 

### Course Contents:

#### Module I:

Various environmental friendly practices followed by hotels while doing construction making of an environmental friendly practices

#### Module II

Different component of landscaping and allocation of areas in garden area, various fertilizer & medicine to be used in gardening

#### Module III

Hk system to be followed during renovation, and various precautions not to be disturbing for guest ,

#### Module IV

Latest technology used in hotels during daily operations

#### Module V

New kind of decorations & FFE system in guest rooms

### Examination Scheme:

#### Internal: 30 Marks

Components	JE	LE	VV	A
Weightage (%)	5	15	5	5

#### End-Term: 70 Marks

Components	JE	VV	GP	LE
Weightage (%)	10	10	10	40

**Abbreviation:** JE= Journal Evaluation; LE= Lab Evaluation; VV= Viva-Voce; GP= Grooming & Punctuality

### Text & References:

#### Text:

- Professional Management of HK by Robert J Martin
- Hotel Hostel & Hospital Housekeeping-Joan C Branson Published by Hodder & Stoughton.

#### References:

- Professional House Keeping by Madlin Tucker
- Housekeeping Management by Keppa Margret M
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi

# HOSTILITY AND TOURISM RESEARCH PROJECT

**Course Code: BHM 860**

**Credit Units: 02**

## **Course Objective:**

The purpose of research is to seek answers to problems through the application of scientific methodology, which guarantees that the information is reliable and unbiased. This information is utilized to make conclusions and recommend solution. Some elementary factors need to be kept in mind while preparing a research and deciding the topic, these could be based on its relevance, feasibility, coverage, accuracy and research, objectivity and ethics.

To deal with surging information data regarding the various aspects of tourism industry, one should have a working efficiency with research and statistical techniques. The techniques may be applied in collecting, organizing, analyzing and interpreting data for decision-making. These may also be applied for formulating and testing research hypothesis. The course has been designed to equip the students with latest and necessary field techniques and to build a necessary statistical acumen among them. Students will master the skill for-

- Writing different types of research proposals and reports
- Constructing the relevant tools of research
- 
- Conduct a research project using appropriate qualitative and quantitative techniques
- Do presentation with the help of tutorial aid
- Evaluate a research report.

The research topic should be assigned by the deputed subject faculty in the beginning of semester & should be approved by PL & HOI. Continuous monitoring and guidance should be provided to student at all the steps.

At the term end, the research project will be presented before a panel and evaluated by examiners (As nominated by HOI). The evaluation should be based on presentation, viva, report content & format & conclusion.

## **Examination Scheme:**

### **Internal Assessment:**

Abstract:	10
Draft:	15
Research Orientation:	10
Reading:	05

### **External Evaluation:**

Objective:	05
Issue Profile:	10
Comprehensiveness	10
Relevance:	10
Presentation:	15
Viva:	10

## **Text & References:**

### **Text:**

- Applied General Statistics by Crovton and Crowder
- Behavioural Process in Organizations by Pareek, U.Rao. T.V. Pestonjee D.M
- Professional Hotel Management by J.M. Negi, S Chand & Co, New Delhi

### **References:**

- Towards Appropriate Tourism– The case of Developing Countries by Peter long Frankfurt
- Method of Social Research – New York; The Free Press
- How to Complete Your Research Work Successfully by Judith Bell; UBS Publisher, Delhi
- How to Research and Write a Thesis in Hospitality & Tourism by James M. Paynter, John Wiley & Sons, New York, USA.
- Hospitality Management: Current Trends & Practices by Dr. JM Negi, Amity University Press, New Delhi
- Methodology & Techniques of Social Research by Wilkinson & Bhandarkar
- Methods in Social Research by Gode WJ & Hatt PK
- Scientific Social Surveys & Research by Poulina Young & CF Schmid
- Evaluation Information: A Guide for users of Social Scienc by Lescard, Kartzer Jeffery
- Understanding & Conducting Research Application Education & Behavioural Sciences- 2<sup>nd</sup> Edition.

# TOTAL QUALITY MANAGEMENT

**Course Code: BHM 805**

**Credit Units: 02**

## Course Objective:

To understand the Total Quality Management concept and principles and the various tools available to achieve Total Quality Management.

To understand the statistical approach for quality control.

To create an awareness about the ISO and QS certification process and its need for the industries.

## Course Contents:

### Module I: INTRODUCTION

Definition of Quality, Dimensions of Quality, Quality Planning, Quality costs - Analysis Techniques for Quality Costs, Basic concepts of Total Quality Management, Historical Review, Principles of TQM, Leadership - Concepts, Role of Senior Management, Quality Council, Quality Statements, Strategic Planning, Deming Philosophy, Barriers to TQM Implementation.

### Module II: TQM PRINCIPLES

Customer satisfaction - Customer Perception of Quality, Customer Complaints, Service Quality, Customer Retention, Employee Involvement - Motivation, Empowerment, Teams, Recognition and Reward, Performance Appraisal, Benefits, Continuous Process Improvement - Juran Trilogy, PDSA Cycle, 5S, Kaizen, Supplier Partnership - Partnering, sourcing, Supplier Selection, Supplier Rating, Relationship Development, Performance Measures - Basic Concepts, Strategy, Performance Measure.

### Module III: STATISTICAL PROCESS CONTROL (SPC)

The seven tools of quality, Statistical Fundamentals - Measures of central Tendency and Dispersion, Population and Sample, Normal Curve, Control Charts for variables and attributes, Process capability, Concept of six sigma, New seven Management tools.

### Module IV: TQM TOOLS

Benchmarking - Reasons to Benchmark, Benchmarking Process, Quality Function Deployment (QFD) - House of Quality, QFD Process, Benefits, Taguchi Quality Loss Function, Total Productive Maintenance (TPM) - Concept, Improvement Needs, FMEA - Stages of FMEA.

## Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

## Text & Reference:

James R.Evans & William M.Lidsay, The Management and Control of Quality, (5th Edition), South-Western (Thomson Learning), 2002 (ISBN 0-324-06680-5).

Feigenbaum.A.V. "Total Quality Management, McGraw Hill, 1991.

Oakland.J.S. "Total Quality Management Butterworth - Hcinemann Ltd., Oxford. 1989.

Narayana V. and Sreenivasan, N.S. Quality Management - Concepts and Tasks, New Age International 1996.

Zeiri. "Total Quality Management for Engineers Wood Head Publishers, 1991.

# HOTEL ECONOMICS

**Course Code: BHM 806**

**Credit Units: 02**

## **Course Objective:**

At the end of the semester students would be able to:-

It intends to help the students in understanding the nature of Indian Economy in general & economic planning for tourism & hospitality in general.

It will further help them to understand the basic mechanism of pricing of products in different sector of economy with a special focus on product formulation, packaging & pricing of tourist & hospitality product.

## **Course Contents:**

### **Module I**

Meaning of Economics

### **Module II**

Relevance of Economics in Hospitality and Tourism Industry

### **Module III**

Meaning of Demand

### **Module IV**

Demand Curve Analysis

### **Module V**

Factors Affecting Demand

### **Module VI**

Concept of inflation and types of inflation

### **Module VII**

Demand and methods of Forecasting

### **Module VIII**

GDP (Gross Domestic Product) & GNP (Gross National Product)

### **Module IX**

Fiscal Policy and its Feature and Mechanism

### **Module X**

Monetary Policy and its functions

### **Module XI**

Economic Growth and Economic Development, Growth Patterns of Indian Economy

### **Module XII**

Market Structure and Hospitality and Tourism Industry

### **Module XIII**

A small capsule on WTO and its implications on Hospitality and Tourism Industry has also been included.

## **Examination Scheme:**

Components	C	HA	CT1	A	EE1
Weightage (%)	05	05	15	5	70

## **Text & References:**

### **Text:**

- Tourism Economics by Mathieson Alistor & Wall Gerllliej, Physical & Social Impacts.
- The Economics, Travel & Tourism by Anil Andirous, Lengman Cheshues, Melbourne.
- International Travel & Tourism- Principles & Concepts by Dr. JM Negi, S. Chand & Co, New Delhi

***References:***

- Managerial Economics by Mote Lal & Gupta, Tata McGraw Hill, New Delhi
- Fundamentals of Economic Balances
- Indian Economy by AN Aggarwal
- Indian Economy by Dutta & Sundram
- Indian Economy by Saradesai.

# COST MANAGEMENT

**Course Code: BHM 807**

**Credit Units: 02**

## **Course Objective:**

To develop an understanding of basic elements of cost and its classification, allocation and how the costing techniques are useful in the process of managerial decision-making. To expose the students to the latest techniques to facilitate the process of decision making in today's dynamic business world.

## **Course Contents:**

### **Module I: Process Costing**

Process costing — treatment of normal and abnormal losses and gains, valuation of work-in-progress using first-in – first-out and average methods (equivalent production), inter-process transfer and pricing, concepts and accounting for joint products, by-products, waste, scrap, spoilage and defectives, research and development expenses.

### **Module II: Cost Analysis for Planning, Control & Decision making**

Cost-Volume-Profit Analysis, Using CVP analysis for decision making ( Short run and Long Run), CVP analysis in Service and Non-Profit Organizations. Pricing decisions and Cost Management.

### **Module III: Specialized Costing**

Service or operating costing — unit costing and multiple costing, application, identification of cost unit and cost determination and control; Uniform costing, Interfirm comparison, cost reduction, value analysis/engineering including value management

### **Module IV: Costing Methods and Accounting Systems**

Costing and accounting systems - activity based costing, customer profitability analysis; direct product profitability; just-in-time and back flush accounting; Target costing; life cycle costing, parametric cost control.

## **Examination Scheme:**

Components	CPA	TP	Q/S	A	ME	EE
Weightage (%)	5	5	5	5	10	70

## **Text & References:**

- **Horgren, Datar, Foster, Rajan, Ittner, Cost Accounting- A Managerial Emphasis, Prentice Hall**
- Jain, S.P. & Narang, K.L., Cost Accounting- Principles and Practice, Kalyani Publishers
- Lal, Jewarh (2011), Cost Accounting, Tata McGraw Hill
- Khan, M.Y. & Jain P.K. (2010), Cost Accounting, Tata McGraw Hill

# COMMUNICATION SKILL - V

Course Code: BCS 801

Credit Units: 01

## Course Objective:

The influx of multinationals, FDIs and Retail Management makes global communication a harsh reality and offers cultural communication challenges. This course is designed to inculcate transcultural communication skills among the young Amityians.

## Course Contents:

### Module I: Importance of Culture in Communication

Principles of effective cross cultural communication  
Developing Communication Competence

### Module II: Barriers to effective communication

Sender, Receiver and Situation related barriers  
Measures to overcome the barriers  
Listening skills

### Module III: Cross cultural communication

Characteristics of culture  
Social differences  
Contextual differences  
Nonverbal differences  
Ethnocentrism

## Examination Scheme:

Components	CT1	CT2	CAF	V	GD	GP	A
Weightage (%)	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## Text & References:

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford

# **BEHAVIOURAL SCIENCE - VII**

## **(PERSONAL AND PROFESSIONAL EXCELLENCE)**

**Course Code: BSS 801**

**Credit Units: 01**

### **Course Objective:**

This course aims at imparting an understanding of:  
Build and leverage your professional reputation  
Maintain focus in pressure situations  
Make a balanced choice between professional and personal commitments

### **Course Contents:**

#### **Module I: Individual, Society and Nation**

Individual Differences and Dimensions of Personality  
Socialization Process  
Relating to the Nation: Values, Culture, Religion  
Sense of pride and Patriotism  
Managing Diversity

#### **Module II: Components of Excellence**

Personal Excellence:  
Identifying long-term choices and goals  
Uncovering the talent, strength & style  
Analyzing choke points in your personal processes by analysis in area of placements, events, seminars, conference, extracurricular activities, projects etc.  
Developing professional power: Goal-setting, time management, handling criticism, interruptions and time wasters

#### **Module III: Career Planning**

Knowing one's Interest and Aptitude  
Identifying available Resources  
Setting goals to maintain focus:  
Developing Positive attributes in personality  
Self-reliance and Employability skills

#### **Module IV: Stress Management for Healthy Living**

Meaning and Nature of Stress  
Stages of stress  
Causes and Consequences of stress: Personal, Organizational and Environmental  
Personal Styles and strategies of coping

#### **Module V: Professional Success**

Building independence & interdependence  
Reducing resistance to change  
Continued reflection (Placements, events, seminars, conferences, projects extracurricular Activities etc.)

#### **Module VI: End-of-Semester Appraisal**

Viva based on personal journal  
Assessment of Behavioural change as a result of training  
Exit Level Rating by Self and Observer

### **Examination Scheme:**

<b>Components</b>	<b>SAP</b>	<b>A</b>	<b>Mid Term Test (CT)</b>	<b>VIVA</b>	<b>Journal for Success (JOS)</b>
<b>Weightage (%)</b>	20	05	20	30	25

### **Text & References:**

- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers
- Raman, A.T. (2003) Knowledge Management: A Resource Book. Excel Books, Delhi.
- Kamalavijayan, D. (2005). Information and Knowledge Management. Macmillan India Ltd. Delhi

# FRENCH - VII

**Course Code: FLF 801**

**Credit Units: 02**

## Course Objective:

To strengthen the language of the students with both oral and written

To provide the students with the know-how

- to master the tenses – present, past and future
- to express emotion
- to accomplish simple tasks of day-to-day programmes
- to prepare résumé

## Course Contents:

Rédiger un résumé (Cf. Campus 2 – P.6, Français.Com, Intermédiaire- p.98)

Passer un entretien d'embauche. Français.Com, Intermédiaire – p.100

### Contenu lexical: Tranches de vie

1. évoquer un souvenir
2. raconter une histoire
3. rapporter des événements marquants d'une vie professionnelle
4. expliquer une situation de stress, donner son avis
5. faire des projets

### Contenu grammatical:

1. formation de l'imparfait, chaque/chacun
2. emploi du passé composé et de l'imparfait
3. relatifs qui, que, où, mise en relief, indicateurs de temps: depuis, il y a, pendant, pour, en
4. pronom en de quantité, propositions complétives: je pense que..., je crois que ...
5. futur simple, pronom y

## Examination Scheme:

Components	CT1	CT2	C	I	V	A
Weightage (%)	20	20	20	20	15	5

C – Project + Presentation

I – Interaction/Conversation Practice

## Text & References:

- le livre à suivre : Français.Com (Débutant)

# SUMMER INTERNSHIP

**Course Code: MBA350**

**L:0,T:0,P/FW:18 C:09**

There are certain phases of every Intern's professional development that cannot be effectively taught in the academic environment. These facets can only be learned through direct, on-the-job experience working with successful professionals and experts in the field. The internship programme can best be described as an attempt to institutionalize efforts to bridge the gap between the professional world and the academic institutions. Entire effort in internship is in terms of extending the program of education and evaluation beyond the classroom of a university or institution. The educational process in the internship course seeks out and focuses attention on many latent attributes, which do not surface in the normal class room situations. These attributes are intellectual ability, professional judgment and decision making ability, inter-disciplinary approach, skills for data handling, ability in written and oral presentation, sense of responsibility etc.

In order to achieve these objectives, each student will maintain and submit a file (**Internship File**) and a report (**Internship Report**)

## **INTERNSHIP FILE**

The Internship File aims to encourage students to keep a personal record of their learning and achievements throughout the Programme. It can be used as the basis for lifelong learning and for job applications. **Items can be drawn from activities completed in the course modules and from the workplace to demonstrate learning and personal development.**

The File will assess the student's analytical skills and ability to present supportive evidence, whilst demonstrating understanding of their organization, its needs and his/her own personal contribution to the organization.

The File is essentially a comprehensive documentation of how one proceeds while working on the assignment and should be regularly checked by the faculty guide/ supervisor, issues discussed with the students, doubts if any clarified and signed as having done so. This will form the basis of **continuous evaluation** of the project.

The File will include **five sections** in the order described below.

1. **The Title Page** – An Internship Experience Report For (Your Name), name of internship organization, name of the Supervisor/Guide and his/her designation, date started and completed, and number of credits for which the report is submitted.
2. **Table of Content** – An outline of the contents of the file by topics and subtopics with the page number and location of each section.
3. **Introduction** – Short, but should include how and why you obtained the internship experience position and the relationship it has to your academic/professional and career goals.
4. **Main Body** – Should include a brief summary/ executive summary of the **Internship Project Report** that the student has worked on, an **analysis of the company/organization** in which the student is working, a **personal review** of the student's management skills and how they have been developed through the programme, the daily tasks performed, major projects contributed to, dates and hours spent on a task, observations and feelings, meetings attended and their purposes, listing of tools and materials and their suppliers, and photographs if possible of projects, buildings and co-workers.
5. **Appendices** – Include pamphlets, forms, charts, brochures, technical and descriptive literature, graphs and other information related to your Internship experience.

## **INTERNSHIP REPORT**

The **Internship Report** is the research report that the student has to prepare on the project assigned by the organization. (Incase a student is not assigned a specific research project in the organization, he has to select any one aspect of the organization and prepare a research report on it). The lay out of the report should be as per the standard layout prescribed by the organization wherein the student undertakes the Internship. In case, there is no layout prescribed by the organization the following components should be included in the report:

### ➤ **Title or Cover Page**

The title page should contain Project Title; Student's Name; Programme; Year and Semester and Name of the Faculty Guide.

### ➤ **Acknowledgements**

Acknowledgment to any advisory or financial assistance received in the course of work may be given. It is incomplete without student's signature.

➤ **Abstract**

A good "Abstract" should be straight to the point; not too descriptive but fully informative. First paragraph should state what was accomplished with regard to the objectives. The abstract does not have to be an entire summary of the project, but rather a concise summary of the scope and results of the project. It should not exceed more than 1000 words.

➤ **Table of Contents**

Titles and subtitles are to correspond exactly with those in the text.

➤ **Introduction**

Here a brief introduction to the problem that is central to the project and an outline of the structure of the rest of the report should be provided. The introduction should aim to catch the imagination of the reader, so excessive details should be avoided.

➤ **Materials and Methods**

This section should aim at experimental designs, materials used (wherever applicable). Methodology should be mentioned in details including modifications undertaken, if any. It includes organization site(s), sample, instruments used with its validation, procedures followed and precautions.

➤ **Results and Discussion**

Present results, discuss and compare these with those from other workers, etc. In writing this section, emphasis should be laid on what has been performed and achieved in the course of the work, rather than discuss in detail what is readily available in text books. Avoid abrupt changes in contents from section to section and maintain a lucid flow throughout the thesis. An opening and closing paragraph in every chapter could be included to aid in smooth flow.

Note that in writing the various sections, all figures and tables should as far as possible be next to the associated text, in the same orientation as the main text, numbered, and given appropriate titles or captions. All major equations should also be numbered and unless it is really necessary, do not write in "point" form.

While presenting the results, write at length about the the various statistical tools used in the data interpretation. The result interpretation should be simple but full of data and statistical analysis. This data interpretation should be in congruence with the written objectives and the inferences should be drawn on data and not on impression. Avoid writing straight forward conclusion rather, it should lead to generalization of data on the chosen sample.

Results and its discussion should be supporting/contradicting with the previous research work in the given area. Usually one should not use more than two researches in either case of supporting or contradicting the present case of research.

➤ **Conclusion(s) & Recommendations**

A conclusion should be the final section in which the outcome of the work is mentioned briefly.

Check that your work answers the following questions:

- Did the research project meet its aims (check back to introduction for stated aims)?
- What are the main findings of the research?
- Are there any recommendations?
- Do you have any conclusion on the research process itself?

➤ **Implications for Future Research**

This should bring out further prospects for the study either thrown open by the present work or with the purpose of making it more comprehensive.

➤ **Appendices**

The Appendices contain material which is of interest to the reader but not an integral part of the thesis and any problem that have arisen that may be useful to document for future reference.

➤ **References**

References should include papers, books etc. referred to in the body of the report. These should be written in the alphabetical order of the author's surname. The titles of journals preferably should not be abbreviated; if they are, abbreviations must comply with an internationally recognised system.

**Examples**

**For research article**

Voravuthikunchai SP, Lortheeranuwat A, Ninrprom T, Popaya W, Pongpaichit S, Supawita T. (2002) Antibacterial activity of Thai medicinal plants against enterohaemorrhagic Escherichia coli O157: H7. Clin Microbiol Infect, 8(suppl 1): 116–117.

For book

Kowalski,M.(1976) Transduction of effectiveness in Rhizobium meliloti. SYMBIOTIC NITROGEN FIXATION PLANTS (editor P.S. Nutman IBP), 7: 63-67

#### The Layout Guidelines for the Internship File & Internship Report

- A4 size Paper
- Font: Arial (10 points) or Times New Roman (12 points)
- Line spacing: 1.5
- Top and bottom margins: 1 inch/ 2.5 cm; left and right margins: 1.25 inches/ 3 cm

#### Examination Scheme:

Continuous Evaluation by faculty guide	15%
Continuous evaluation by CRC	15%
Feedback from industry guide	35%
Report, Presentation & Viva Voce	35%
<b>TOTAL</b>	<b>100%</b>

# **POST - HARVEST MANAGEMENT**

**Course Code: MBA311**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

In general, the course provides detailed scientific knowledge in food engineering with emphasis on post-harvest, food processing and food preservation. More specifically, this course familiarizes the students with fundamentals aspects on the biology of important groups of pests and diseases on harvested crops or constructions. The course includes aspects of applied entomology (insects, mites), animal pests (rodents) and pathogens (fungi and bacteria). Special attention is given to preventive rather than to curative control methods. It includes basics of modern diagnosis methods, threshold limits, ecological conditions and population dynamics as well as notions on reasonable pesticide use, safe for the applicator, consumer and to the environment.

## **Course Contents:**

### **Module I: Introduction**

Introduction to post-harvest management, General principle of post-harvest management, Extent of post-harvest losses in different crops (cereals, pulses, oilseeds, horticultural crops, fruits and flowers, etc.), Types of losses, Causes of losses, Stages of post-harvest losses, Method of processing and extent of losses, effect of losses, cost to society and nation.

### **Module II: Prevention of Post Harvest Losses**

Ecological growth conditions, Diagnostical methods, Control methods: preventive and curative; cultural, biotechnological and chemical; Control to pest and diseases, animal, etc., Post-harvest integrated pest and disease management.

### **Module III: Strategy for Post-harvest Management**

Loss-reducing/minimizing strategies, Loss avoiding strategies, Loss-spreading strategies, strategies for value addition

### **Module IV: Post Harvest Management Techniques**

Food handling and processing; Food Packaging and Transportation, Design and Management of Storage and Distribution Structures, Milk and Dairy Products, Vegetable Products, Meat and Meat Products, Fisheries and Fishery Products, Food Colloids, Human Nutrition, Food Toxicology, Fermentation Processing, Principles and methods of preservation of fruits and vegetables, Food additives, quality assurances for fruits and vegetables, Bio-technology, food processing and waste treatment technology, various food processing technologies for fruits and vegetables processing.

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Postharvest Technology of fruits and Vegetables by L.R. Verma and V.K. Joshi, Vol I and II, Indus Publishing Company New Delhi, 2000.

# AGRICULTURAL INPUT MARKETING

Course Code: MBA312

L:2, T:1,P/FW:0 C:03

## Course Objective:

The objective of course is to apply the understanding of different marketing concepts developed in the first year marketing courses in the context of the Agricultural Input Marketing in India. The course would take into account the specific features of agriculture and farmers in India to apply/ modify the Marketing Planning and Implementation concepts to Agricultural Input Marketing situations in India.

## Course Contents:

### Module I

Introduction to agricultural input marketing. Understanding domestic and international business environment of seed, pesticides/ insecticides argil chemicals, fertilizer and farm machinery marketing (economic, social, political, legal etc.)

### Module II

Analyzing agriculture input marketing environment, Current issues and trends in agricultural input marketing, Trends in Agricultural Marketing in India, MIS for marketing agriculture inputs. Market Information Services-

### Module III

Theory and Practice, FAO Rome, Marketing strategies for seed, pesticides/ insecticides argil chemicals, fertilizer and farm machinery, Institutional setup in agriculture input market,

### Module IV

Segment and Targeting, Government role in agricultural input markets, Environmental Issues in agriculture input marketing.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

As such there is no prescribed book for the paper. Set of relevant material for each session will be compiled and distributed before the class session. However, for general reading on the subject students are advised to refer following book:

- Pingali Venugopal (2004). "Input management" State of the Indian farmer- A millennium Study, Vol: 27, Academic Foundation, 4772-73/23 Bharat Ram Road, (23 Ansari Road) Daryaganj, New Delhi -110002.
- Pingali Venugopal (2004). "Input management" State of the Indian farmer- A millaniumStudy, Vol: 27, Academic Foundation, New Delhi. Page : 41-50
- Pingali Venugopal (2004). "Input management" State of the Indian farmer- A millaniumStudy, Vol: 27, Academic Foundation, , New Delhi. Page: 59-290Awasthi, M. K. 2002.
- "Agriculture Management' Note prepared for the Government of Assam.
- India infoline.com [www.indiainfoline.com/fmcg/agma.pdf](http://www.indiainfoline.com/fmcg/agma.pdf),
- Awasthi, M. K. 2003. Agriculture growth through efficient input marketing, Visiting lecture, delivered at NEHU Tura on 13/08/2005 at Department of Rural Development and Agri Production.
- Prahalad, C. K.2005 Market at the Bottom of Pyramid, Pearson Education Inc. Page 77- 98.
- Isherwood. K.F. 2000. Market Mineral Fertilizer Distribution and the Environment, IFA, Paris.

# RURAL MARKETING

**Course Code: MBA313**

**L:2, T:1,P/FW:0 C:03**

Course Objective:

To understand how marketing for industrial good is different from the traditional marketing and marketing in rural India. The course is intended to make students aware of the success stories and failures in rural Indian Marketing.

Course Contents:

Module I- Environment of industrial and consumer marketing, profile of an industrial buyer, industrial and consumer marketing, organizational buying behavior process and organizational buying behavior, commercial and institutional buying, Bidding, tendering, channel behavior, industrial establishment. Original Equipment Manufacturer (OEM) and impact on pricing policies.

Module II- The strategic perspective in industrial marketing, the GE matrix, Michael Porter's generic options theory, economies of scales Vs economies of scope and case discussion of Schulman plastics.

Module III- Buyer seller interactions, sales culture overshadowing the marketing culture, interactive transactions, organizational buying environment, individual Vs group decision making and buying center influences. Assessing the market reach, fragmented markets and their implications and industrial pricing the services component.

Module IV- Industrial marketing communications, advertising, publicity, sales promotion possibilities, the role of exhibitions and domestic and international contacts, the marketing intelligence, role of MIS and DSS functions and evaluating the marketing strategies and performances.

Module V- Rural marketing an overview, principles of marketing as relevant to rural marketing changing concept of marketing, profiles of urban/ customers and differences in their characteristics.

Module VI- Features of rural markets/ infrastructure, products and services in the rural markets and channels of distribution and trade management.

Module VII- Transportation and communication, advertising and sales promotion strategies for rural marketing and characteristics of pricing in rural markets for different products and factors influencing.

Module VIII Marketing objectives, sales target strategies, organizing for rural marketing and new product launch techniques for rural markets.

Module IX- Marketing strategies, policy, sales management practices training, motivation and Examination.

Module X - Rural Market research and market information system and a glimpse of the future of rural marketing.

**Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

**Text & References:**

*Text:*

- Industrial Marketing Management: A strategic view of business markets by Michael D Hutt and Thomas W Speh.

*References:*

- Industrial Marketing by Richard M. Hill, Ralph S Alexander and James C Cross.
- Newspapers- Economic Times, Business Standard, Financial Express, Brand Equity.
- Magazines- Advertising and Marketing, Business World, Business India.

# Social Banking and Microfinance

**Course Code: MBA380**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

To provide a thorough knowledge of the concept of microfinance and how microfinance institutions work, including the operational aspects of an SHG/MFI. The course will be a mixture of theory and case studies. This course would go a long way in building up the financial literacy of the persons involved in microfinance and SME sector. It would also help to improve the professionalism in the microfinance industry and build capacity for the MFI sectors.

### Course Contents:

#### Module I:

Introduction to Microfinance: The history of microfinance, why microfinance, microfinance as a development tool. Why intervene in credit market. Study of the inherent challenges of financing small economic operators like moral hazard, adverse selection, high transaction cost and information asymmetry etc. Examination of the working of an informal moneylender as a form of monopolistic competition.

Composition of the Institutional Credit System (ICS) in India operating at the ground as well as apex levels; roles played by different constituents of ICS.

#### Module II:

Group lending vs individual lending, Roots of microfinance in India, Bangladesh, China, Latin America, Sri Lanka etc. Microfinance models in India and other countries.

Microfinance products. Legal and regulatory frame work in India. Emerging Issues and challenges in microfinance sector.

#### Module III:

Measuring Impact of Microfinance: Study of different methodology of impact evaluation. Government programmes for microfinance: SGSY, SHG-Bank Linkage.

#### Module IV:

Operational aspect of microfinance: Evaluating Microfinance Institute (MFI) financial sustainability, Asset/liability management in the MFI, Productivity enhancement tools.

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### Text & References:

- Beatriz Armendariz de Aghion and Jonathan Morduch (2005): "Economics of Microfinance", MIT Press.
- David Hulme and Paul Mosley (1996, : "Finance against poverty", vol. 1 & 2, Routledge.
- Mike Goldberg and Eric Palladini: "Measuring Risk and Creating Value with Microfinance", The World Bank.
- Robert Peck Christen (2010): "Banking services for the poor: Managing for financial success", Academic Foundation, New Delhi.

- Suresh Sundaresan (2008): “Microfinance Emerging Trends and Challenges”, Edward Elgar Cheltenham, UK • Northampton, MA, USA.
- Research Articles as per suggestion of faculty.

## **AGRICULTURAL RISK MANAGEMENT**

**Course Code: MBA 381**

**L:2, T:1,P/FW:0 C:03**

### **Course Objective:**

**Risk and uncertainty are inescapable factors in agriculture. Farmers are confronted with risks not only in making short-term production and marketing decisions, but also with long-term investments decisions. Various types of risk such as climatic risk, market risk, government-influenced institutional risk, personal or human risk. All these risks constitute business risk, which is further related to financial risk. Risk management is the systematic application of management policies, procedures and practices to the tasks of identifying, analysing, assessing, treating and monitoring risk. It is a way for an organization to balance the chances of serious losses against the opportunities for profit-making. This course is designed mainly to provide better understanding of various types of risks faced by the farmers as well as agri-entrepreneurs both at the farm and community level and develop various strategies for its management.**

### **Course Contents:**

#### **Module-I**

Concept and meaning of agricultural risk and uncertainty, Risk Management for Farmers, Principal Risk, Risk Management at the Farm Household Level, Risk Management at Community Level,

#### **Module-II**

Production Risk, Technological Change, Risk and Poverty Risk Coping Strategies of the Rural Poor, Risk Management Strategies: Risk Avoidance, Risk-Spreading Technologies,

#### **Module-III**

Risk Mitigation, Risk Coping Mechanism, Limits to Risk Coping,

#### **Module-IV**

Risk Measurement, Climatic Change and Yield Variability, Assessment of Effects of Climatic Variations on Agriculture, Rainfall Risk Measurement,

#### **Module-V**

Designing Agricultural Risk Management Products/ Programmes, Agricultural Risk Insurance Programme in India, Comprehensive Crop Insurance Programme, Estimation of Crop Losses, Calculation of Premiums, payment of compensation, etc.

### **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### **Text & References:**

- Risk Management-State of Indian Farmer, Bharat Ramaswami, Shamika Ravi, S.D. Chpora, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India, 2004
- Rural Poverty, Risk, and Development, Marcel Fafchamps, Edward Elgar, Northampton, MA, USA, 2003
- Alan Miller, et. Al. Department of Agricultural Economics, Purdue University, September 2004

- Summary Proceedings of A Workshop on cereal Variability, IFPRI, Edited by P.B.R Hazell
- Rainfall and Risk in India's Agriculture, Evert Jan Bakker, Volters-Noordhoff, Groningen, The Netherlands,1992
- Agricultural Risk Insurance Programme in India: Policy Ministry of Agriculture, Government of India: Policy Paper

# FOOD PROCESSING MANAGEMENT

Course Code: MBA 382

L:2, T:1,P/FW:0 C:03

## Course Objective:

The key objective of this course is to acquaint the students with upcoming Food Processing Industry and need and scope of effective decision-making for least cost combination of output with reference to purchase, storage and flow of materials in manufacturing and service organizations; cost reduction techniques in pre-purchase, purchase and post purchase systems; modern material planning and delivery systems, material handling and logistics systems.

## Course Contents:

### Module I: Overview of Food Processing Industry

Present status of food processing industry (FPI) in India; organizational structure of FPI; MOFPI, major dimensions of FPI; risk management in FPI; unit operations of FPI

### Module II: Applications of Food Safety Management in Food Processing Management

Components of Food Safety Management of Crops, Livestock, Fisheries and Meat products, Food Safety Administration Management in Food Supply Chain, Social Food Safety Management, Sanitation in food supply, Food Traceability System, Practices in wholesale and retail food supply, International Food Traceability System, Statute of Food Safety Administration, Food Hazards, Business Models in Food Supply Chain, Food Safety Risk Communication; Food Hygiene, Basic Food,

### Module III: Practices in Food Manufacturing

laws and regulation related to food industry;, Food Plants, Installation of Food Plants, Plant Principles & Logistics, Advanced Technology of Food Supply Chain,

### Module IV: Quality Control Practices in Food Processing Management

Supply Chain quality management in food industry-quality standards and ISO: principles of food preservation and processing; protection of food during storage, and transportation; packaging distribution of food products;

### Module V: Case Studies on Project Formulation

Dairy products, Edible oils industry, fruit and vegetables processing, milling-pulse, cereals etc

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References

- Peter Fellows *Food Processing Technology: Principles and Practice* Wood head Publishing, 2000
- Berit Mattsson, Ulf Sonesson Environmentally-friendly food processing Wood head Publishing, 2000
- Food Processing Work Management by Green and Krammer; CBS Publication
- Principles of Food Sanitation by Mariett NG; CBS Publication
- Food Preservation by SK Kulshrestta, Vikas Publishing House, New Delhi
- Fundamentals of Food and Nutrition by Sumati R. Mudambi& MV Rajagolap,
- New Age International Pvt. Ltd. New Delhi
- Food Processing and Preservation by Bibliography Sivasankar, Prentice Hall of India Pvt. Ltd., New Delhi
- Managing Food Processing Industries in India by U.K. Srivastva
- Microbiological Safety of Processed Foods by Crowther

- Food Poisoning & Food Hygiene by Hobbs
- Drying & Storage of Grains & Oilseeds by Brodoker

## **AGRI BUSINESS AND RURAL ENVIRONMENT**

**Course Code: MBA383**

**L:2, T:1, P/FW:0 C:03**

### **Course Objective:**

To nurture talent in the students to understand basics of agribusiness and to make them theory able to take on the work in Rural Environment making use of agribusiness

### **Course Contents:**

#### **Module I: Rural India**

Rural Life, culture, Business opportunities, Rural Elite, Sustainable Agriculture, Rural Pluralism, Formal and informal Social Organization, Institutional Change in Indian Agriculture, Traditional and emerging local institutions. Policy environment, Rural Development overview of Agro Processing Industry

#### **Module II**

Agriculture Policy State Agriculture development activities, Role of Agriculture in Economic Development

#### **Module III**

Rural Development & Agri-Business prospects, Processing aspects, Marketing aspects, Concept of Agripreneurs, Rural Credit Institutions, Linkages between different rural institutions, Rural infrastructure and its problem and prospects in developing economy. Cooperation farming, contract farming, Rural Financial Market, Rural Labour Market, Input Delivery Mechanism.

#### **Module IV**

Food processing Industry, Agro food products processing and trading concerns, Marketing Organizations and export oriented units AEZs, APEDA, MPEDA, NAFED, International Agri Business WTO, Agreement on Agriculture

### **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### **Text & References:**

- Bibek, D., & Kaushik, P. D. (1999). Indian Industry Guide to the World Trade Organization, CII & Rajiv Gandhi Foundation
- Mukhopahyay, J. K. (2001). WTO Issues & Indian Agriculture, EXIM Bank Ltd, Pune
- Mehta, P. (2004). Moving the DOHA Round, Financial Express, ND.
- Chand, R. WTO Provisions & Indian Agriculture.

# COST AND MANAGEMENT ACCOUNTING

**Course Code: MBA318**

**L:2,T:1,P/FW:0 C:03**

## **Course Objective:**

To develop an understanding of basic elements of cost and its classification, allocation and how the costing techniques are useful in the process of managerial decision-making. To expose the students to the latest techniques to facilitate the process of decision making in today's dynamic business world.

## **Course Contents:**

### **Module I: Cost Accounting – Introduction & Elements**

**Cost concepts and cost object, cost classification, cost organization and its relationship with other departments. Elements of cost and cost determination: Cost accounting records— cost ledgers, reconciliation of cost and financial accounts.**

### **Module II: Process Costing**

Process costing — treatment of normal and abnormal losses and gains, valuation of work-in-progress using first-in – first-out and average methods (equivalent production), inter-process transfer and pricing, concepts and accounting for joint products, by-products, waste, scrap, spoilage and defectives, research and development expenses.

### **Module III: Cost Analysis for Planning, Control & Decision making**

Cost-Volume-Profit Analysis, Using CVP analysis for decision making ( Short run and Long Run), CVP analysis in Service and Non-Profit Organizations. Pricing decisions and Cost Management.

### **Module IV: Specialized Costing**

Service or operating costing — unit costing and multiple costing, application, identification of cost unit and cost determination and control;

Uniform costing, Interfirm comparison, cost reduction, value analysis/engineering including value management

### **Module V: Costing Methods and Accounting Systems**

Costing and accounting systems - activity based costing, customer profitability analysis; direct product profitability; just-in-time and back flush accounting;

Target costing; life cycle costing, parametric cost control.

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text &References:**

- Horgren, Datar, Foster, Rajan, Ittner, Cost Accounting- A Managerial Emphasis, Prentice Hall

- Jain, S.P. & Narang, K.L., Cost Accounting- Principles and Practice, Kalyani Publishers
- Lal, Jewarh (2011), Cost Accounting, Tata McGraw Hill
- Khan, M.Y. & Jain P.K. (2010), Cost Accounting, Tata McGraw Hi

# LARGE SCALE INVESTMENT

**Course Code: MBA319**

**L:2,T:1,P/FW:0 C:03**

## **Course Objective:**

The growth and future strategic posture depends on the current strategic investments by the company in the form of capital expenditures. These expenditures because of the huge amount involved can have material impact on the firm and if fail, can result in financial distress. The objective of the course is to make the students familiar with the planning, analysis, and selection of capital expenditure investments including infrastructure projects. The students will be exposed to approach of project financing and under what situations should project finance be used.

## **Course Contents:**

### **Module I:Valuing the Project**

Introduction to Capital and Infrastructure Projects; Overview and Resource Allocation Framework; Generation and Screening of Project Ideas; Project Identification; Market and Demand Analysis; Technical Analysis; Financial Analysis; Detailed Project Feasibility Report; Valuation Techniques – Discounted Cash Flow, Adjusted Present Value, Equity Cash Flow, Capital Cash Flow, Real Options Analysis; Project Appraisal

### **Module II: Managing Risk**

Risk Management; Types of Risk; Political Risk and Sovereign Guarantee, Analysis of Risk; Risk Analysis Techniques – Sensitivity Analysis, Scenario Analysis, Break-even Analysis, Decision Tree Analysis, Monte Carlo Simulation; Risk Contamination; Risk Mitigation Approaches; Structuring Risk Mitigation Approach; Contracts for Structured Risk Mitigating

### **Module III: Structuring the Project**

Project Financing Options; Project Financing vs. Traditional Financing; Special Purpose Vehicle; Project Company Structuring, Public-Private Partnership

### **Module IV: Financing the Projects**

Financing Options – Equity and Debt; Multi-sourcing vs. Single sourcing strategy; Syndicate Loan Procedure; Bonds vs. Term Loan; Role of World Bank Affiliates & International Finance Corporation and Role of Bilateral Agency in International Project Financing; Importance of Social Cost Benefit Analysis and Environmental Assessment

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text:**

- Finnerty, J. D. (1996) Project Financing: Asset-Based Financial Engineering, Wiley

## **References:**

- Chandra P. 2002, Projects: Planning, Analysis, Financing, Implementation & Review, 5th Ed. Tata McGraw-Hill Publishing
- Brearly, R. A. and S. C. Myers (1996) Principles of Corporate Finance, 4th Ed., Tata McGraw Hill
- Damodaran, A. (1997) Corporate Finance: Theory and Practice, 1st Ed., Wiley & Sons
- Dayal, R., P. Zachariah and K. Rajpal (1996) Project Management, 1st Ed. Mittal Publications
- Esty, B. (2004) Modern Project Finance: A Casebook, Wiley
- Goel, B.B. (2001) Project Management: A Development Perspective, Deep & Deep Publications

- Machiraju, H.R. (2001) Introduction to Project Finance: An Analytical Perspective, Vikas Publishing House Pvt. Ltd.
- Meredith, J.R. & S. J. Mantel Jr. (2000) Project Management: A Managerial Approach, 4th Ed. John Wiley & Sons
- Newbold, C.R. (1998) Project Management in the Fast Lane: Applying Theory & Constraints, St. Lucie Press
- Patel, B.M. (2000) Project Management: Strategic Financial Planning Evaluation & Control, Vikas Publishing House Pvt. Ltd.
- Thakur, D. (1992) Project Formulation & Implementation, Deep & Deep Publications

## **INTERNATIONAL FINANCE**

**Course Code: MBA320**

**L:2,T:1,P/FW:0 C:03**

### **Course Objective:**

The possibility for companies to look beyond domestic markets while making the financial decisions has given new dimensions to the way these decisions are taken. This has essentially led to changes in financial environment by linking domestic markets to global markets causing unprecedented increase in opportunities as well as risks. Management in such environment requires understanding of innovative conceptual and physical tools for better financial decision-making. The course on International Finance aims at equipping the financial manager with concepts, tools that enable financial decisions making in a global market and help better achieve the objectives of the firm.

### **Course Contents:**

Module I: International Financial Environment

Finance function in global business scenario, International Monetary System, International Financial Markets and Instruments, Balance of Payments, Recent Developments.

Module II: Foreign Exchange Markets

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

Module III: Foreign Exchange Rate Determination

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Time Series Modelling, Fundamental Forecasting.

Module IV: Foreign Exchange Rate Exposure and Risk Management

Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

Module V: Issues in Foreign Investments Analysis

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments, Optimal International Asset Allocation.

## Module VI: Finance of Foreign Trade

Income terms, foreign letters of credit, export & import finance, rules governing letters of credit, export import policy (Case Studies)

### Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### Text &References:

Levi, M. D. (1996), International Finance, McGraw Hill International.  
Apte, P. G. (1995), International Financial Management, Tata McGraw Hill  
Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.  
Seth, A.K.(2000), International Financial Management, Galgotia Publishing Company.  
Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.  
Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.  
Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.  
Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic Interest Rate Options, John Wiley and Sons.  
Kohn, M.(1998), Financial Institutions and Markets, Tata McGraw Hill Publishing  
Articles from selected journals and magazines.

## SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT

**Course Code: MBA322**

**L:2,T:1,P/FW:0 C:03**

### Course Objective:

This course aims at providing a clear understanding of the changing domestic and global investment scenario in general and Indian capital market in particular with reference to availability of various financial products and operations of stock exchanges. Important theories, techniques, regulations and certain advancements in theory of investment will be covered with an aim of helping the participants make sound investment decisions both in the context of individual security and portfolio investment.

### Course Contents:

Module I: Background of Capital market/Corporate Governance and Methods of Fund Raising

Importance of Strong Capital market in Economy, Investment opportunities available to Investors, relation of demographic characteristics with investment pattern of individuals, Process of investment in Financial assets, intermediaries and Role of SEBI/OTCEI/ROC/Stock exchanges-Listing agreement, clause 49, Importance of Corporate Governance and changes taking place/required in the law.Salient features and operation of stock exchanges,Trading arrangements, Changing scenario of Indian stock market.Relationship of Primary market with Secondary market, raising of Funds by IPO/FPO/Right issue and intermediaries involved. Merchant banking and its functions, contemporary issue in Capital market.

Module II: Debt

Malkiel's Law, Interrelationship of Bond Market and Stock market, International events and its impact on security market Risk and return in the context of Portfolio, , Common stock valuation models, Term structure of Interest Rates,Role of FII'S, DII/MF /QIB in Capital market.Participatory notes and its Impact, index formation..

### Module III

Fundamental analysis-Economic & industry analysis, concept of Business Cycles, Indicators of economic prosperity, Industry analysis, Company analysis, Company valuation.DOW"s Theory, Various Technical analysis tools like Moving averages, Volume Analysis, Indicators, RSI, Patten analysis,Candlesicks,Market breadth analysis, Trend analysis, Elliot wave Rules Fibonacci numbers, ROC/RSI, CAPM and Fama and French challenge, lagging indicators and leading indicators analysis, reading and interpretations of technical patterns and charts,Other tools to Forecast the market and take Entry and exit decisions.

### Module VI

Arbitrage pricing theory, Generating the efficient frontier, Efficient market theory, Valuation by PE ratio /Book value to price value analysis, Motivation for partitioning of risk, Markowitz Risk -return optimisation,

### Module V

Types of Mutual Funds--SIP/ELSS, Tax Implications. , Investment Banking, Role of Fund Manager, Portfolio management services, Churning and revision of Portfolio, Portfolio re balancing and up gradation, Sharpe"performance Index, Trennor"performance Index, Jensen's performance Index.

### Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### Text &References:

- Chandra, P.(2002), Investment Analysis, Tata McGraw Hill
- Fischer, D.E. and Jordan, R.J. (1995), Security Analysis & Portfolio Management, Prentice Hall of India
- Bhat, Sudhindra;(2009); Security Analysis & Portfolio Management; Excel Books
- Dash, A.P.:(2009); Security Analysis & Portfolio Management; I.K. International
- Bhatt, S.N.:(2011); Security Analysis & Portfolio Management; Biztantra
- Rangnatham M., Madhumalathi, R.,(2006); Security Analysis & Portfolio Management; Pearson Education
- Khatri, Dhanesh;(2010); Security Analysis & Portfolio Management; MacMillan India Ltd.

## Fixed Income Investment

Course Code: MBA379

L:2, T:1,P/FW:0 C:03

Course Objective: The primary objective of the course is to provide students with a solid background in fixed income securities. Upon completion of the course the student should possess the ability to demonstrate a thorough working knowledge of the analysis of fixed income securities, including basic characteristics of bonds in alternative sectors, valuation tools, and the factors that influence bond yields. The student should also be able to estimate risk

and returns for fixed income investments, analyze fixed income securities with unique features, and value fixed income investments with embedded options.

## Course Contents:

### Module I: Basics of Fixed Income Markets and Securities

An introduction to fixed income markets, discount factors, interest rates, term structure, coupon bonds, floating rate bonds, rate of return, yield to maturity

### Module II: Interest Rate Risk Management

Duration, convexity, immunization, slope and curvature.

### Module III: Interest Rate Derivative

Forward rates and contracts, interest rate swaps, futures and options, use of derivatives for hedging and trading.

### Module IV: Credit Risk and Credit Derivatives

Modeling credit risk, structural models, intensity modeling, default correlation, credit derivatives, Credit Default Swaps (CDS), Collateralized Debt Obligations (CDO).

### Module V: Term Structure Models: Discrete Time

Risk neutral probabilities, no arbitrage pricing, interest rate models, binomial trees, American options, callable bonds, caps, floors, swaps and swaptions.

### Module VI: Term Structure Models: Continuous Time

Continuous time interest rate models, market models, no arbitrage pricing, relative value trades, Monte Carlo simulation and derivatives pricing.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

### *Text:*

- Fixed Income Analysis- CFA Investment Series, Third Edition

### *References:*

- The Handbook of Fixed Income Securities- Frank J.Fabozzi (8<sup>th</sup> Edition)

## Social Banking and Microfinance

**Course Code: MBA380**

**L:2, T:1,P/FW:0 C:03**

### **Course Objective:**

To provide a thorough knowledge of the concept of microfinance and how microfinance institutions work, including the operational aspects of an SHG/MFI. The course will be a mixture of theory and case studies. This course would go a long way in building up the financial literacy of the persons involved in microfinance and SME sector. It would also help to improve the professionalism in the microfinance industry and build capacity for the MFI sectors.

### **Course Contents:**

#### **Module I:**

Introduction to Microfinance: The history of microfinance, why microfinance, microfinance as a development tool. Why intervene in credit market. Study of the inherent challenges of financing small economic operators like moral hazard, adverse selection, high transaction cost and information asymmetry etc. Examination of the working of an informal moneylender as a form of monopolistic competition. Composition of the Institutional Credit System (ICS) in India operating at the ground as well as apex levels; roles played by different constituents of ICS.

#### **Module II:**

Group lending vs individual lending, Roots of microfinance in India, Bangladesh, China, Latin America, Sri Lanka etc. Microfinance models in India and other countries. Microfinance products. Legal and regulatory frame work in India. Emerging Issues and challenges in microfinance sector.

#### **Module III:**

Measuring Impact of Microfinance: Study of different methodology of impact evaluation. Government programmes for microfinance: SGSY, SHG-Bank Linkage.

#### **Module IV:**

Operational aspect of microfinance: Evaluating Microfinance Institute (MFI) financial sustainability, Asset/liability management in the MFI, Productivity enhancement tools.

### **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### **Text & References:**

- Beatriz Armendariz de Aghion and Jonathan Morduch (2005): "Economics of Microfinance", MIT Press.
- David Hulme and Paul Mosley (1996, : "Finance against poverty", vol. 1 & 2, Routledge.

- Mike Goldberg and Eric Palladini: “Measuring Risk and Creating Value with Microfinance”, The World Bank.
- Robert Peck Christen (2010): “Banking services for the poor: Managing for financial success”, Academic Foundation, New Delhi.
- Suresh Sundaresan (2008): “Microfinance Emerging Trends and Challenges”, Edward Elgar Cheltenham, UK • Northampton, MA, USA.
- Research Articles as per suggestion of faculty.

## **INDUSTRIAL RELATIONS AND LABOUR LAWS**

**Course Code: MBA324**

**L:2,T:1,P/FW:0 C:03**

### **Course Objective:**

The objective of the course is to acquaint students with the main provisions of labour standards, concepts, institutions and approaches to industrial relations and collective bargaining. The course will develop skills of dealing with unions, negotiating collective agreements and to identify approaches to promotion of sound labour management relations.

### **Course Contents:**

#### **Module I: Industrial Relations and Collective Bargaining**

Industrial Relations-conceptual and legal framework, Collective Bargaining-an overview, Bargaining and Negotiating skills, Workers Participation in Management, ILO conventions, Sound Labour Management Relations, Grievance Redressal Machinery, Industrial Relations after globalization

#### **Module II: Introduction to Labour Laws**

Labour Law Origin - Purpose - Role of the State - Constitutional Provisions – Fundamental Rights and Directive Principles of State Policy

#### **Module III: Health and Safety, Conditions of Employment**

Factories Act, 1948, Industrial Employment (Standing Orders) Act, 1946. Discipline and Disciplinary Procedure

#### **Module IV: Laws for handling Industrial Disputes and Contract Labour**

Industrial Disputes Act 1947, Contract Labour (Regulation & Abolition) Act, 1970

#### **Module V: Trade Unions**

Trade Unions: Meaning, Functions, Problems, Trade Unions Act, 1926

#### **Module VI: Wage Related Laws**

Minimum Wages Act, 1948, Payment of Wages Act 1936, Equal Remuneration Act 1976, Payment of Bonus Act 1965

#### **Module VII: Employee Benefits and Social Security related laws**

Payment of Gratuity Act, 1972: Provident Fund Act 1952, Workmen’s Compensation Act 1923, E.S.I.C. Act, 1948, Maternity Benefit Act 1961, The Apprentices Act 1961.

### **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text &References:

- Bagri, P.R. (2006), Law of Industrial Disputes, Kamal Law House.
- C.S. Venkata Ratnam (2006), Industrial Relations, Oxford Higher Education
- Kumar H.L. (2010) Labour Laws - Everybody Should Know, Universal Law Publishing Company
- Malhotra, O.P (1985), Law of Industrial Disputes, N.M. Tripathi Pvt. Ltd.
- Malik, P.L (2008), Industrial Law-Eastern Book company.
- Mamoria CB (1998), Dynamics of Industrial Relations, Himalaya Publishing House.

## PERFORMANCE AND COMPETENCY MANAGEMENT

**Course Code: MBA325**

**L:2, T:1,P/FW:0 C:03**

### Course Objective:

This course will help students to understand the significance of appraisal for an Organization and Individual. It will develop an understanding of various appraisal methods and measurements to manage the performances of employees. It would also provide an insight into the fundamentals of competency management.

### Course Contents:

#### Module I: Introduction to Performance Management

Conceptual Approach to Performance Management, Determinants of Job Performance: Person and System Factor, Components of Effective Performance Management, Performance Management Cycle

#### Module II: Process of Performance Appraisal

Need And Methods for Performance Appraisal, RSDQ Model, Performance Review - Reengineering Performance Appraisal System, Performance Analysis, Performance Review Discussion, Performance Monitoring and Feedback.

#### Module III: Competency Mapping

Concept and Definition of Role and Competency, Characteristics of Competency, Competency Versus Competence, Performance Versus Competency, Types of Competencies, Context and Relevance of Competencies in Modern Organizations.

#### Module IV: Competency Management Framework

Macro View of Competency Management Framework, Strategic Framework, Lancaster Model of Managerial Competence, Competency Modeling Framework

#### Module V: Competency mapping as a performance management tool

Building Competency Models, The McBer Generic Managerial Competency Model, Competency Causal Flow Model, Factors Affecting The Human Performance System, Profiling Competency Framework for a Particular Role, Competency Gap

### Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text &References:

- Armstrong, Michael and Berron, Angela (2008), Performance Management and Development, Jaico Publications
- Cardy Robert L. (2008), Performance Management Concepts, Skills and Exercises, Prentice Hall India
- Rao T V (2008), Performance Management and Appraisal Systems-HR Tools for Global Competitiveness, Response Books
- Sahu R K (2007) Performance Management System, Excel Books

## **STRATEGIC HUMAN RESOURCE MANAGEMENT**

**Course Code: MBA326**

**L:2, T:1,P/FW:0 C:03**

**Course Objective:**

**This subject provides an understanding of the strategic contribution of the Human Resource Management (HRM) function. This course will place previous studies of human resource management within a strategic dimension so as to illustrate the concept of competitive advantage applied to human resources.**

**Course Contents:**

**Module I: The Concept of Strategy**

**Strategy Defined, Key Concepts of Strategy, Formulations of Strategy, Strategic Management, The Process Of Strategic Management**

**Module II: The Concept of Strategic HRM**

**An Investment Perspective of HRM, Strategic HRM, Aims of SHRM, Strategic HR Vs Traditional HR, Challenges in SHRM, Approaches and Models to SHRM and the Evolving Strategic Role of HR, Barriers to Strategic HR.**

**Module III: Strategic HRM in Action**

**HR Strategy defined, Purpose, Types of HR Strategies, Content of HR Strategies, Formulating HR Strategy, Criteria for an Effective HR Strategy, Integrating the Business and HR Strategies.**

**Module IV: Impact of HRM on Business Performance**

**Human Resource Evaluation- Definition and Overview, Rationale for HR Evaluation, Measures of HRM Performance, Approaches to HR Evaluations**

**Module V: Future trends in Strategic HRM Approaches**

**Career Management, Mentoring Relationship, Work-life Integration**

**Examination Scheme:**

<b>Components</b>	<b>Mid term</b>	<b>Others</b>	<b>A</b>	<b>ESE</b>	<b>Total</b>
<b>Weightage (%)</b>	30	5	15	50	100

**Text &References:**

- **Agarawala Tanuja (2007)Strategic Human Resource Management Oxford University Press.**
- **Armstrong Michael (2007), Strategic Human Resource Management: Strategy and Action, Kogan Page**
- **Mahey C and Salman G., (1996), Strategic Human Resource Management, Oxford Blackwell.**
- **Mello Jeffrey A., (2008), Strategic Human Resource Management, Thompson Press Publishing.**
- **Srinivas R. Kandula, (2002), Strategic Human Resource Development, Prentice Hall of India.**

# HR AUDIT AND HR INFORMATION SYSTEMS

**Course Code: MBA329**

**L:2, T:1,P/FW:0 C:03**

**Course Objective:**

To create an awareness among managers of recent developments in Human Resource Audit and Human Resource Information Systems (HRIS) in an organization.

**Course Contents:**

**Module I: Human Resource Development Audit**

Introduction to Human Resource Development Audit, Objective, Methodology, reasons for poor utilization and effectiveness.

**Module II: Elements of HRD**

HRD Strategies, HRD Styles and Culture, HRD, Structures, HRD Systems, HRD Competencies.

*Module III: HRD audit implementation*

Implementing HR Audit, Methodology and Issues, HRD Scorecard, HRD Audit – The Indian experiences and cases  
Module I: Concept of Human Resource Information System.

*Module IV: Introduction to Human Resource information system*

*Role of information system in human resource Decision making, Designing and Implementation of HRIS.*

**Module V: Managing Human Resource Information System**

Organizing data, personnel audit and personnel research, Computer applications in HRM (uses and trends).

**Module VI: Modules of HRIS**

*Modules of HRIS, Recruitment and selection, T & D, Performance Appraisal, IR & Administration Compensation Management.*

**Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

**Text & References:**

*Text:*

- Rao T.V., HRD Audit, Response Books, Division of Sage Publications India Pvt. Ltd., 3<sup>rd</sup> Edition

*References:*

- Wayne F Castio, Managing Human Resources, McGraw Hill
- Pareek Udai, Pioneering HRD, TVRLS
- Pareek Udai, Designing and Managing HR Systems, TVRLS

# GENERAL HUMAN PSYCHOLOGY

**Course Code: MBA377**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

This course will help the students to understand the basic concepts of individual psychology from affective, behavioural and cognitive perspectives.

## **Course Contents:**

### **Module I: Introduction**

The science of psychology, the beginnings of modern psychology and psychology today

### **Module II: The Nervous System**

Components of the nervous system and neural interaction

### **Module III: Emotions**

Introduction and elements of emotions, early theories and recent theories

### **Module IV: Sensory Processes and Perception**

Sensory Processes – introduction, information gathering; Perception and illusion -perceptual learning.

### **Module V: LifeSpan Development**

Foundations of development, life stages: infancy, childhood, adolescence, stages of adulthood

### **Module VI: Memory and Intelligence**

Type of memory and memory models. Intelligence and its type, general intelligence – multiple abilities.

### **Module VII: Personality and Social Cognition**

Personality theories- psychoanalytic theories and humanistic theories- individuality, trait theories, social-cognitive theories – interpreting the world

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Baron, R. A., & Kalsher, M. J. (2001). Introduction to Psychology. Pearson Education
- Morgan, C. T., King, R. A., Weis, J. R., & Schopler, J. (1993). Introduction to Psychology, 7<sup>th</sup> Ed. Tata McGraw Hill
- Hillgard, E. R., Atkinson, R. C., & Atkinson, R. L. (1983). Introduction to Psychology, 6<sup>th</sup> Ed, Oxford & IBH Publishing
- Hewstone, M., Fincham, F., & Foster, J. (2005). Psychology, BPS Blackwell

# COMPENSATION AND REWARD MANAGEMENT

Course Code: MBA378

L:2, T:1,P/FW:0 C:03

## Course Objective:

To learn how compensation system operates to attract, retain and motivate competent work force.

## Course Contents:

### Module I: Introduction

Concept of Compensation, System of Compensating, Concept of Reward and Reward System, Economic Theory of Wages, Limitations of Economic Theories. Wage and Salary Administration at micro level, Wage concepts, Role of various parties – Employees, Employers, Unions & Government, Overview of Legislations affecting Compensation

### Module II: Compensation Structure- Indian Practices

Salary Progression, Methods of Payment, Limitations of the Job Related Compensation, Competency based Compensations, Performance linked Compensations- Performance Appraisal

### Module III: Elements of Compensation

Variable Compensation, Principles of reward strategy, Perquisites, Bonuses & Incentives Scope and Process, Ethical considerations, Social Security, Sharing productivity gains with employees, Gain sharing, Team based pay, The Role of Compensation in Sales force success

### Module IV: Incentive Schemes / Payment by Results

Types of Incentive Schemes/ Systems and Plans, Merits and demerits of Incentives.

### Module V: Benefits and Services

Concept of Benefit- Strategic Perspectives on Benefits, Type of Benefits, Factor influencing choice of benefit package, Administration of Benefits and Services.

### Module VI: Current Trends in Compensation and Reward Management

Elements of Managerial Compensation- A New Approach, VRS, Pay the Person, Rewarding Excellence, Individualizing the Pay System.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

### Text:

- B.D. Singh (2007). Compensation and Reward Management, Excel Books, New Delhi.

### References:

- Milkovich & Newman, Compensation , 8<sup>th</sup> Ed. Irwin/McGraw-Hill
- Frans Poets, The Art of HRD – Job Evaluation & Remuneration, Volume7, 1<sup>st</sup> Edition, Crest Publishing,
- Michael Armstrong, Helen Murlis, The Art of HRD – Reward Management, Crest Publishing
- Michael Armstrong, Employee Reward, (University Press)
- P. Zingheim, The New Pay, Linking Employee & Organization Performance, Schuster, (Jossey-Bass)
- Sara Rynes, Compensation in Organization, Gerhart (Jossey BASS)

# Recruitment, Selection, Training & Development

**Course Code: MBA390**

**L:2, T:1, P/FW:0 C:03**

Course Objective: The course aims at providing theoretical and practical approaches to the recruitment, selection and training process along with up-gradation of hard and soft skills. It further focuses on the enhancement of student's ability to obtain, maintain and diversify requisite skill sets for their growth.

## **Module: I Recruitment & Placement**

Recruitment Overview, Placement & Induction-Overview, Job Description and Specification, Job Analysis- Why, What, How, Uses, Significance, Methods and Application, Job Analysis in a job-less world

## **Module: II Personnel Planning & Recruiting**

Employee Planning and Forecasting, Selection & the Selection Process, Recruiting, Significance, Sources etc., Developing and Using Application Forms: Application Blank, Information Technology and HR: Recruiting on Internet, The Global Talent Search

## **Module: III Employee Testing and Interviews**

Basic Testing Concepts, Types of Tests, Psychometric Testing: BELBIN, TAT, FIRO-B, MBTI, Big Five Personality Test, Interviewing Candidates, Types and Methods of Interviews

## **Module: IV Training- Aims, Context, Choices & Dynamics**

Training Strategy and Culture, Overview of Training Process, System and Training Need Analysis, Establishing the Objectives and Designing the Training Programme, Training Methods, Developing the Group and the Climate, Trainers and Training Styles, Post-Training Support and Evaluation/Examination of Training

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text and References:**

Dessler, G., (2009), Human Resource Management, 11th ed., PHI, New Delhi.

Raymond A. Noe, (2009), Employee Training and Development, 4th ed., Tata McGraw Hill, New Delhi.

Blanchard, Thacker, (2007), Effective Training-Systems, Strategies, and Practices, 2nd ed., Pearson Education, New Delhi.

Aswathappa, K., (2008), Human Resource Management, 5th ed., Tata McGraw Hill, New Delhi.

Wexley, K. & Lathan Gary, (2002), Developing & Training HR in Organization, Prentice Hall, New Delhi.

Rao, V.S.P., (2008), Human Resource Management, 2nd ed., Excel Books, New Delhi.

# International Finance

**Course Code: MBA320**

**L:2, T:1, P/FW:0 C:03**

## **Course Objective:**

The possibility for companies to look beyond domestic markets while making the financial decisions has given new dimensions to the way these decisions are taken. This has essentially led to changes in financial environment by linking domestic markets to global markets causing unprecedented increase in opportunities as well as risks. Management in such environment requires understanding of innovative conceptual and physical tools for better financial decision-making. The course on International Finance aims at equipping the financial manager with concepts, tools that enable financial decisions making in a global market and help better achieve the objectives of the firm.

## **Course Contents:**

### Module I: International Financial Environment

Finance function in global business scenario, International Monetary System, International Financial Markets and Instruments, Balance of Payments, Recent Developments.

### Module II: Foreign Exchange Markets

Spot and Forward Foreign Exchange Markets, Speculation and Arbitrage in Foreign Exchange Markets and Implications of Market Efficiency, Currency Swaps, Currency Futures and Options.

### Module III: Foreign Exchange Rate Determination

Theories of Exchange Rate Determination, Fundamental International Parity Conditions – Purchasing Power and Interest Rate Parity, Forecasting Exchange Rates - Technical Forecasting, Time Series Modelling, Fundamental Forecasting.

### Module IV: Foreign Exchange Rate Exposure and Risk Management

Transaction, Translation and Operating Exposure, Exposure from Equity and Borrowing in International Financial Markets, Hedging tools for Management of Transaction Exposure and Interest Rate Exposure, Degree of Hedge.

### Module V: Issues in Foreign Investments Analysis

Examination of International Investment Proposals, Discounted Cash Flow Analysis, Tax Adjusted Present Value Approach, Political Risk Analysis, External Investment Decision – Measuring Total Returns on Foreign Investments, Optimal International Asset Allocation.

### Module VI: Finance of Foreign Trade

Income terms, foreign letters of credit, export & import finance, rules governing letters of credit, export import policy (Case Studies)

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### **Text &References:**

- Levi, M. D. (1996), International Finance, McGraw Hill International.
- Apte, P. G. (1995), International Financial Management, Tata McGraw Hill
- Errunza, V.R., Singh, D. and Srinivasan, T.S. (1994), International Business Finance, Global Business Press.
- Seth, A.K.(2000), International Financial Management, Galgotia Publishing Company.
- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analysing and Using Models for Exotic Interest Rate Options, John Wiley and Sons.
- Kohn, M.(1998), Financial Institutions and Markets, Tata McGraw Hill Publishing
- Articles from selected journals and magazines.

# EXPORT IMPORT DOCUMENTATION AND LOGISTICS

**Course Code: MBA336**

**L:2,T:1,P/FW:0 C:03**

## **Course Objective:**

Trade procedures and documentation formalities are a critical part of international business management. This subject aims at imparting knowledge of trade procedures and documentation formalities with a view to enable the participants to develop a systematic approach in handling trade transaction and incidental paper work.

## **Learning Outcomes:**

On completion of this module students will have:

- Considered the framework of export and import documentation
- Evaluated and justified the various documents for processing export and import orders
- Evaluated the legal implications in the area of exports and imports
- Assessed the various terms and conditions of export finance
- Developed the ability to critically examine the EXIM policy framework

## **Course Contents:**

### **Module I: Introduction**

Export Documentation Framework

### **Module II: Documents for processing export order and legal implications**

Processing of an Export Order

INCO Terms

Foreign Exchange Regulation Act and introduction to FEMA

### **Module III: Export Finance and documents**

Export Payment Terms

Export Finance

Forward Exchange Cover

### **Module IV: Central excise clearance**

Customs Clearance of Export Cargo

Customs Clearance of Import Cargo

Role of Clearing and Forwarding Agents

Shipment of Export Cargo

Negotiation of Export Documents

### **Module V: EXIM Policy Framework**

EPCG Scheme

Duty Exemption Scheme

Export Oriented Units and Export processing Zones

Exercise on Negotiation of Export Documents.

## **Learning Methods:**

Class room lectures: Each class is intended to be approximately 60 minutes of lecture and 15 minutes in discussion. The discussion period may involve newsworthy events related to EXIM policy etc. The class will be doing *Cases* throughout the semester. Students will prepare three written cases in small groups of 4-6 students. There will be presentations also in which the student have to collect, collate and analyze the data. A few additional journal articles

related to topics discussed will be made available at the Library. The latest articles on international policies on exports and imports will be distributed for discussion.

### **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### **Text & References:**

- Khurana P K, 2007, Export Management, Galgotia Publications, 7<sup>th</sup> edition.
- Notes of Amity Distance Education Course for EIDL
- E. Johnson, **Export/Import Procedures And Documentation (Export/Import Procedures & Documentation,2002)**
- Thomas A. Cook, **The Ultimate Guide To Export Management,2001**
- Michael B. Stroh, **A Practical Guide To Transportation And Logistics,2006**
- Donald F. Wood, Anthony Barone, Paul Murphy, And Daniel L. Wardlow, **International Logistics,2002**

# INTERNATIONAL ECONOMICS AND POLICY

**Course Code: MBA340**

**L:2,T:1,P/FW:0 C:03**

## **Course Objective:**

Learn the significance of International Trade & Globalization; Introduction to International Economic Indicators & Terminologies; Exposure to World Economies, Transformations & Emerging markets; Visualize & cope with Global Changes in Business scenario; Understanding the role of Govt., International Institutions & Trade Policies

## **Course Contents:**

Module I: Globalization & Emerging Trends

Theory of Comparative Advantage, Product Cycle Theory, New Trade Theory, Competitive Advantage of Nations, International Investment, FDI, FII, Major developments in World economy

Emerging Markets - China, Africa, Asia, East Europe, Latin American & Russia.

Module II: International Economic Indicators

Free Trade, BOP, GNP, GDP, Per-Capita Income, Purchasing Power, Economic/Political/Legal Systems, Debt Problem, Macro Economic Issues. Barriers–Tariff & Non Tariff, Dumping, Antidumping, Appeal and Appellate procedures, Role of State.

## **Module III: Global Trade & Policy**

Economic, Commercial, Political, Financial, Marketing, Cultural, Legal & Policy issues & their management, Global Trade of major economies- U.S., EU, China, Japan, India, Latin America, Russia. Conflict between Industrialized & Developing Countries, Export-Import Restrictions and Promotion, Investment Policies, Relevance to India's Economy.

Module IV: WTO & Global F. I's

Evolution of GATT and WTO, Tariff Conversions, MFN, Membership, Structure, Uruguay & other Rounds, Agreement on a) Agriculture b) Trade-in-Services c) TRIMS d) Intellectual Property Rights; Dispute Settlement Mechanism Problems. Bretton Woods, World Bank, IBRD, IDA, IFC, MIGA, ICSID, IMF, ADB, EXIM Bank, Forfeiting & Project Exports

Module V: Regional Economic Integration & Economic Transformation

Levels of Economic Integration & Trade Blocks- EU, EFTA, NAFTA, CARICOM, ACM, ECSCA, ASEAN, SAARC, SAPTA, Cartels, OPEC. Transformation of Europe, Russia, East Europe, China, Africa

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Schmitloft, Sweet & Maxwell (2000), Export Trade
- Rao, M.B., and Manjula Guru, WTO and International Trade, Vikas Publishing House Pvt. Ltd.
- Charles W.H. Hall, International Business, Competing in the Global Market Place, Tata McGraw Hill
- **UCPDC-600, International Chamber of Commerce, Paris**
- **Cateora & Hess, International Marketing, Richard D Irwin Inc.**
- **Eitleman & Stonehill, Multinational Business Finance, Wesley Pub. Co.**
- **IMF References, The World Economic Outlook**

# WTO AND INTERNATIONAL REGULATORY ENVIRONMENT

**Course Code: MBA371**

**L:2,T:1,P/FW:0 C:03**

## **Course Objective:**

The primary objective of this course is to provide the students with a thorough understanding of the global, economic, political and legal environment prevalent in international trade. The major focus of this course is to highlight the international norms and regulatory bodies for enhancing global trade. Finally the students will be able to analyze the various nuances associated with international trade.

## **Learning Outcomes:**

On the successful completion of this module the student will be able to:

- Understand the concept of global and national regulatory environment in business management
- Appreciate the role of various bodies in the international regulatory environment
- Evaluate the various measures taken by different nations to regulate their business environments
- Impact of WTO agreements in regulating trade in developed and developing countries

## **Course Contents:**

### **Module I: Business and its Environment**

Relevance and scope of regulating International Business  
Measures to regulate Trade in the advent of Globalization  
Internal and External Environment  
P.E.S.T.E.L Analysis

### **Module II: Global and National Business Environment**

Relevance of Classical Theory in regulating International Trade  
- Theory of Absolute Advantage and  
- Theory of Comparative Cost Advantage

Theory of Competitive Advantage  
Export Marketing, Pricing and Distribution  
Dynamics of Extractive Economies, Developed Economies and Developing Economies  
Import Substitution vis-à-vis Export Substitution

### **Module III: Protectionism and International Trade**

Determination of Tariff  
Types of Tariff & Role  
Effective Rate of Protection  
Welfare effect: Small nation vis a vis large nation  
FTA , NAFTA, LAFTA, SAFTA, EEC, ASEAN  
SEZs, EOU, STPs ,  
EXIM Policy to FTP

### **Module IV: International Trading Environment and Rules Governing International Trade under WTO**

Multilateral and Plurilateral Trading System and the legal framework - MFN and NTC clauses  
**Unfair Trade Practices and Barriers to Trade** (Non technical)  
Agreements on Antidumping  
Subsidies and countervailing measures  
Pre-shipment Inspections

### **Module V: Measures to Regulate Trade Environment**

Sanitary and Phyto Sanitary Measures  
 Technical Barriers to Trade, Safeguards and Rules of Origin  
 Agreement on Agriculture  
 Trade Related Intellectual Property Rights (TRIPS)  
 Trade Related Investment Measures (TRIMS)  
 General Agreements on Trade and Services  
 Dispute Settlement Mechanism

### Learning Methods:

Tutorials, Interactive sessions, Case studies, Field visits, Management games, Extensive research projects, Seminars, Weekend experience in companies - the course is covered by adopting a combination of lecture methods, class presentation by groups of students, self study sessions. Each student is required to do the back ground reading from the specified chapters of the prescribed book before coming to class. Cases are also to be analyzed, discussed in groups (teams) outside the class as preparatory work.

### Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### Text & References:

- Exports of India's Major Products: Problems and Products, Oxford University Press, 2001, Pawan Kr Graga
- ChauhanSandeep-GATT to WTO – Deep & Deep Publication Pvt. Ltd., 2001 Edition
- VermaM.L -Foreign Trade Management in India, Vikas Publishing House, 2002
- Prasad, H Ashok, ed., Exim dynamic of service and WTO, Common Wealth Publishers, New Delhi,1996
- Mathur, Vibha, WTO and India, New Century, New Delhi, 2005
- Garg, Hema, W T O and regionalism in world trade, New Century, New Delhi, 2004
- Mattoo, Aditya, Ed., India and the WTO, Rawat Publications, Jaipur, 2004
- Das, Bhagirath Lal, WTO and the multinational trading system, Book Well, New Delhi, 2003
- Hoekman, Bernard, Development trade & the WTO: a handbook, The World press, Washington, 2002
- Bhandari Surendra –WTO and Developing Countries-Deep and Deep Publication
- Bhagirath Lal Das-An Introduction to the WTO Agreements-Third World Network and Zed Books, Anne O Krueger –WTO as an International Organisation Oxford University Press.
- Shenkar, Oded &Yadang Lou, (2004) International Business, John Wiley & Sons
- Cherunilum, Francis (2002) Business Environment Text & Cases, 12<sup>th</sup> Ed. Himalya Publishing House.
- Lori Wallach, Michelle Sforza, (1999),The WTO: five years of reasons to resist corporate globalization
- ElimmaEzeani, (2010),The WTO and its development obligation: prospects for global trade
- Bhagirath Lal Das, (2003)WTO: the Doha Agenda : the new negotiations on world trade
- T. K. Bhaumik, (2006),The WTO: a discordant orchestra
- AadityaMattoo, Robert Mitchell Stern, (2000),India and the WTO
- Asif Hasan Qureshi, (2008), Interpreting WTO agreements: problems and perspectives
- Debroy Bibek, 2005, Economic and Social Environment, Oscar Publications

# International Business Strategy

Course Code: MBA372

L:2, T:1,P/FW:0 C:03

## Course Objective:

International Strategy is a term used to describe strategic activities of firm operating across borders. It is a distinct area of management. 'Global' is a new replacement for the term 'International'. Hence 'International Strategy' and 'Global Strategy' are sometime used interchangeably. International Strategic Management is relatively new and dynamic discipline and requires strong relationship with other areas of management. A new strategic initiative can not be successfully implemented unless it is supported by all the other functional areas of the organization like production, finance, HR, marketing, material management and quality etc. International Strategic Management is thus deeply interwoven with other aspects of business management. The aim of this course is to give learner an understanding of theory and principles of strategic management with a wider perspective towards 'Global Strategic Thinking'. The course presents a process of developing and implementing a strategic plan within an organization for international business

## Learning Objective:

At the end of the course, the student will be able to:

- Understand the concepts of strategy and strategic management
- Learn its role in International Business Management
- Conduct strategic analysis for making right strategic choices
- Develop strategic alternatives
- Make right choices of strategies and effectively implement them.
- Understand contemporary thoughts and practices in strategy implementation as well as other advance issues in Strategic Management.

## Course Contents:

### Module I: Introduction & Basic Concepts

Introduction and Course Overview,  
Concept of Strategy and Strategic management,  
Nature of 'International Strategic Management',  
Evolution of Strategic Management  
Strategic Management Process- **strategic choices, strategy into action**, Levels of Strategy

### Module II: Role of environment on strategy

Value chain analysis  
External environment

- Macro & Micro environment
- Opportunities & threats
- Global business environment

Internal Environment

- Strengths & weaknesses – **strategic gaps**
- Present strategies, Capabilities & Core Competencies.
- 

### Module III: Vision, Mission, Business Definition, Goals and Objectives of Global Companies

### Module IV: Evolution of Global Corporation

Why do firms Internationalize /Globalize,  
Phases of Global strategy,  
Global Strategic Planning/ Management,  
Problems in IS Planning,  
**Corporate Social Responsibility as strategy**

## Module V: Global Strategic Analysis- Building strategic alternatives & choices

Porter's 5 Force Model,  
ETOP & SAP Profile,  
SWOT/TOWS Matrix, BCG, GE Nine Cell Matrix

## Module VI: Formulation, Implementation, Evaluation and Control of International Strategies

Generic strategies,  
Grand strategies,  
Corporate/Business/Functional strategies,  
International strategic alliances.  
Operationalising and Institutionalizing strategy,  
Strategic leadership,  
Managing culture in a global organization,  
Strategic evaluation and control,  
Goal flow down processes,  
**Balanced Score Card**

## Module VII: Current trends and Contemporary Concepts-

**Blue ocean, White space, disruptive strategy etc.,**

Concept of strategic intent-view of Hamel & Prahalad.

Why restructuring? Numerator and Denominator Management as expressed by Hamel & Prahalad, Turn around strategy

## Learning Methods:

Various teaching and learning styles will be used in this module. Lecturing will be used in a number of classes to clarify background information. Interactive discussions will be used to help students learn from each other. Case studies will be used as a basis for reinforcing ideas, improving oral presentation skills, improving written communication skills, and develop an appreciation for team participation.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- Strategic Management: A Methodical Approach, by A.J. Rowe, E. Dickel, R.O. Mason and N.H. Snyder, Addison Wesley, New York, 2003
- T L Wheelen and J D Hunger. (2000), Strategic Management, Addison-Wesley Publishing
- Pearce John A & Robinson Richard B, Strategic Management: Formulation, Implementation and Control, McGraw Hill, 11<sup>th</sup> Edition
- Johnson & Scholes, 2008, Exploring Strategic Change, Pearson Higher Education, 3<sup>rd</sup> Edition
- B. De Wit and R. Meyer 2004, Strategy-Process, Content, Context, West Publishing.
- Strategic Management Journal.
- Academy of Management Journal.
- F. Tau 1995, The responsiveness of information technology to business strategy formulation – An empirical study, Journal of Information Technology
- David Fred R (2009), Strategic Management: Concepts and Cases, Prentice Hall India, 12<sup>th</sup> Edition
- Kamel Mellahi, J George Frynas & Paul N. Finlay (2005), Global Strategic Management, Oxford University P

# GROWTH PROSPECTS OF THRUST AREAS OF INDIAN EXPORTS

Course Code: MBA373

L:2,T:1,P/FW:0 C:03

## Course Objective:

The course will enable the students to understand trend and composition of India's export and also the existing and potential export destination of Indian products. The course will also help the students to understand how Foreign Trade policy of India has promoted export from India.

## Course Contents:

### Module I: :India's Trade and Institutional Framework for Export Promotion of Thrust Sectors

India's International Trade-Present Scenario ,Future outlook, Role of EPCs and other Trade Promotion bodies is promoting Export from India; Role of EoUs, EHTPs, ,STPs, BTPs and SEZs in India's Export

### Module II: Foreign Trade Policy-2015- 2020

MEIS- Market Export from India Scheme; SEIS- Service Export from India Scheme; New Initiatives for EOU's, EHTPs, STP; Incentives for SEZ, Status Holders; Make in India; Export Promotion Capital Goods Scheme

### Module IV: Specific Growth Sectors – Export potential and future prospects

Gems and Jewellery; Leather and Footwear; Apparel & Textiles; Agriculture and Processed Food; Marine Products ; Engineering Sector; Pharmaceutical, Chemical and Allied Products; Handicrafts, Carpets and Handloom; IT Products; Services

### Module V: Study of Specific Markets

Country Groups- USA, EU: Single market, Latin American Countries, African Countries, CIS, ASEAN

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- Garg, P. K.(2002). Export of India's Major Products – Problem& Prospects, New Century Publications
- Aswathappa, K. (2012). International Business, 5<sup>th</sup>Ed,McGraw Hill Education (India)
- Cherulinam,F.(2010). International Business –Text & Cases, 5<sup>th</sup>Ed, PHI Learning
- Justin, P. (2014). International Business, 6<sup>th</sup>Ed., Prentice Hall of India
- Foreign Trade Policy with Handbook of procedures, Appendices and aayatniryat forms, Duty drawback 2015-2020, (2015-2020 edition), Young Global Publications
- Varma, M.L., &Saxena,S.S.(2011). Thrust Sectors in India's exports, Neha Publihsers& distributors.
- Foreign Trade Policy of India 2015-20
- Annual Economic Survey of India
- Press Releases of Department of Commerce

# INTERNATIONAL CROSSCULTURAL MANAGEMENT

**Course Code: MBA391**

**L:2, T:1, P/FW:0 C:03**

## **Course Objective:**

Examine cross-cultural and international management issues; Analyze problems of managing in an international marketplace; Focuses on cultural and regional diversity and differences. The Course Contents provide exposure to the diverse management styles across the globe and impart understanding of different approaches to comparative analysis of each management style.

## **Course Contents:**

### **Module I: Introduction**

The Concept of International Comparative Management; Definition of Culture and impact of the culture on International Business

### **Module II: Modalities of Cross-Cultural Dimensions**

Kluckhohn and Strodtbeck's Cultural Dimension; Hofstede's Cultural Dimensions; Trompenaars Cultural Dimensions; Hall and Hall's Cultural Dimension

### **Module III: Styles of Management, cross cultural diversity and its impact on the International Business**

Japanese Style of Management; German style of Management; UK style of Management; French style of Management; Spanish style of Management; Style of Management of United States companies; Management Characteristics of West European Companies; Styles of Management in African Countries; Style of Management of Latin American Countries; Indian style of Management

### **Module IV: Competencies for Global Managers**

Cross Cultural Leadership, Cultural influences on leaders and their behavioural patterns; Tackling issues and problems in international assignments, Acclimatizing expatriate employee to local culture, Identifying, grooming and motivating global Leadership, **International management issues affecting women in leadership roles across cultures.**

### **Module V: Cross-Cultural Communication & Negotiation**

Cross Cultural Communication, Major barriers to effective cross-cultural communication, Perceptions & Communication difference, Techniques to overcome barriers.

### **Module VI: International HR Issues an Overview**

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Hudgeth, R. M., Luthans, F., & Doh, J. (2008). *International Management – Culture, Strategy & Management*, 6th Ed., Tata McGraw Hill
- Daniels, J. D., & Radebaugh, L. H. (2007). *International Business: Environment and Operations*, 11<sup>th</sup> Ed. Prentice-Hall, Inc.
- Sharan, V. (2009). *International Business – Concept, Environment and Strategy*, 3<sup>rd</sup> Ed., Pearson Education.
- Hill, C. W. (2005). *International Business – Competing in the Global Marketplace*, 7<sup>th</sup> Ed., McGraw-Hill.
- Aswathappa, K., & Dash, S. (2008). *International Human Resource Management*, 2<sup>nd</sup> Ed., Tata McGraw Hill
- Griffin, R. W., & Pustay, M. W. (2005). *International Business*, 4<sup>th</sup> Ed., Prentice Hall
- Hibbert, E. (1997). *International Business Strategy and Operations*, MacMillan Press
- Tayeb, H. M. (2009). *International Human Resource Management – A Multinational Company Perspective*, 3<sup>rd</sup> Ed., Oxford University Press
- Pandey, J., & Sinha, D. (1996). *Asian Contributions to Cross-Cultural Psychology*, Sage Publications.
- Ansari, H. K. (1996). *Managing Diversity at Work*, Kogan Page.

# RURAL MARKETING

**Course Code: MBA313**

**L:2, T:1, P/FW:0 C:03**

## **Course Objective:**

The objective of this course is to evolve students understand the growing significance of rural marketing. It highlights the emerging trends in rural marketing and points to a steep learning curve for companies eyeing rural markets in India. The peculiarities of the rural customers in India are to be studied and the students are prepared to face the future challenges of rural India.

## **Course Contents:**

### Module I

Rural Marketing an Overview, Principles of Marketing as Relevant to Rural Marketing, Evolution of Rural Marketing, Rural Marketing Mix, Profiles of Urban & Rural customers and Differences in their Characteristics, Rural Consumer Behavior. Agricultural Marketing: Marketing of Agricultural Produce, Agricultural Inputs. Contract farming

### Module II

Rural Environment ,Rural Market Strategies with special reference to Segmentation , Targeting and Positioning ,Innovation for Rural Market, Products and Services in the Rural Markets, Channels of Distribution and Trade Management, Rural Retailing.

### Module III

Rural Communication: Advertising and Sales Promotion Strategies and New Product launch Techniques for Rural Markets. Pricing in Rural Markets.

### Module IV

Rural Market Research and Market Information System, Marketing Strategies, Policy, Sales Management Practices, Training, Motivation .Sales Quota Strategies.

### Module V

Social Marketing: Corporate Social Responsibility in Rural Markets. The Future of Rural Marketing in India.Role of Govt.In Rural & Agricultural Marketing. Case Studies: ITC eChaupal, HUL Project Shakti, Sagar, DCM Haryali

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Kashyap Pradeep & Raut Siddhartha, (2009), Rural Marketing Biztantra Publishers.

- Dogra B. & Ghuman K. (2010), Rural Marketing Concepts and Practices, Tata McGraw-Hill.
- Krishnamacharyulu C.S.G. & Ramakrishnan Lalitha (2011), Rural Marketing Text & Cases, Pearson Education.
- Magazines- Business World, Business India
- The Rural Marketing Journal

# CONSUMER BEHAVIOUR

**Course Code: MBA360**

**L:2,T:1,P/FW:0 C:03**

## **Course Objective:**

The course aims to explore the core concepts and theories of shopper behavior at individual, group and organizational level so that students may use these as inputs in marketing decision making.

## **Course Contents:**

### Module I

Consumer demographics, consumer life styles. Retailing implications of consumer demographics and lifestyle. Consumer profiles. Lifestyle marketing. Environmental factors and individual factors affecting consumers.

### Module II

Consumer as an Individual, Motivation, Needs, Goals, Personality, Self and Self Images, Perception, Imagery, Learning, Cues, Response, Reinforcement, Behavioral Learning and Cognitive Learning Theory, Brand Loyalty.

### Module III

Attitude, Attitude Formation and Change. Shopping attitudes and behavior, where people shop. Consumer Buying Decision Process, types of consumer decision making. Impulse purchases and customer loyalty.

### Module IV

Group Dynamics and Reference Groups, Family Decision Making, Social Class, Culture, Subculture

### Module V

Opinion Leadership Process, Diffusions of Innovations, Adoption Process.

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Assel Henry (2006), Consumer Behaviour and Marketing Action, Thompson Press
- Seth & Mittal (2003), Consumer Behaviour : A Managerial Perspective, Thompson Press
- Schiffman and Kanuk (2009), Consumer Behaviour, Prentice Hall of India

# PRODUCT AND BRAND MANAGEMENT

**Course Code: MBA361**

**L:2,T:1,P/FW:0 C:03**

## **Course Objective:**

In congruence with the aim of marketing to convert a commodity into an identifiable product and to a subsequent brand, the course involves the objective of imparting comprehensive understanding of the process of product strategy and the fundamentals of building, measuring, and managing a brand.

## **Course Contents:**

### Module I: Product Strategy Development

Elements of Product Strategy, Product Mix and Line decisions. Positioning Strategy, Product Strategy over Life Cycle, New Product Development Process

### Module II: Introduction to Brand Management

Concept of branding, the challenges faced by brand managers, the value of a brand to customers and the organization, Branding Challenges & Opportunities, Strategic Brand Management Process

### Module III: Elements to build Effective Brands

Criteria to choose brand elements, Creation of brand personality, brand personality scale, brand image sources, Brand identity dimensions

### Module IV: Brand Re-vitalization

Brand & Line Extensions, Marketing Mix for Brand Extensions, Co – Branding. Upward and Downward stretching of brands.

### Module V: Managing the Brand Systems

The brand equity concept, Brand Equity Models – Customer Based Brand Equity, Aaker Model, Brand hierarchy Brand Awareness, Brand Loyalty, Brand Associations, Brand Recognition, Recall.

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text &References:**

- Keller K.L. (2008), Strategic Brand Management: Building, Measuring, and Managing Brand Equity, Prentice Hall.
- Sengupta S. (2010), Brand Positioning, Tata McGraw-Hill
- Kapferer J. L. (1994), Strategic Brand Management, Free Press

# ADVERTISING AND SALES PROMOTION

Course Code: MBA362

L:2,T:1,P/FW:0 C:03

## Course Objective:

This course provides students an opportunity to gain an understanding of advertising and other marketing communications practices. The course emphasizes on developing students' abilities to use Advertising as a tool to Create Awareness, Position the Product, and make an impact in the Consumers' Minds. This comprehensive course also familiarizes students' with Media Planning and creativity in advertising.

## Course Contents:

### Module I: Introduction to Advertising

Concept and definition of advertisement – Social and Economic Implications of advertisements, Setting advertisement objectives, Ad. Agencies – Selection and Remuneration, Types of advertisement

### Module II: Advertising Planning & Strategy

Advertising Department: Objectives and functions, Role of Advertisement Agencies: Selection and Remuneration, Advertising Campaign, Budgeting Methods.

### Module III: Advertising Media and Effectiveness

Media Planning, Scheduling, & Buying; Print, Broadcast & Interactive Online Media, Measuring Advertising Effectiveness, Creativity in Advertising, Copy Writing.

### Module IV: Sales Promotion

Rationale, Types - Consumer and Trade Promotions - Sales Promotion Strategies and Practices, Cross Promotions

### Module V: Integrated Marketing Communication

Other Promotional Tools, Public Relations, Event Marketing, Direct Marketing, Surrogate Advertising, New Product Launches.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- Belch, George E & Belch, Michael A. (2009). Advertising and Promotion. McGraw-Hill Irwin.
- Wells W.D, Burnett J, & Moriarty S. (2009), Advertising Principles and Practice, Pearson Higher Education

- Batra R, Myers G.J., Aaker D (2003), Advertising Management, Pearson Education.

## **MARKETING RESEARCH**

**Course Code: MBA374**

**L:2, T:1,P/FW:0 C:03**

### **Course Objective:**

The aim of this course is of providing the relevant inputs of Business Research Methods to the students so that they could study systematically various complex management problems and derive solutions for the same. Besides the course work, the students shall be required to undertake a research project incorporating the research techniques studied during the semester

### **Course Contents:**

## Module I: Fundamentals of Marketing Research

Marketing Research: Definition, Classification & Application; The role of Marketing Research in Decision Making, Marketing Information System and Decision Support System; Marketing Research Process and Problem Formulation

## Module II: Research Design Formulation

Research Design: Exploratory, Descriptive and Experimental Research Designs; Measurements & Scaling: Comparative and Non Comparative Scaling Techniques; Questionnaire & Form Design, Sampling Design & Procedures

## Module III: Data Collection & Bivariate Analysis

Field Work: Procedure, Errors & Remedies, Data Preparation (SPSS), Cross Tabulation, Descriptive Statistics, Analyzing Differences & Associations (Chi-Square Test, ANOVA, T-test, Correlation & Regression Analysis)

## Module IV: Multivariate Data Analysis

Testing Assumption for Multivariate Data Analysis & Preparing Data for Analysis; Multivariate Data Analysis Techniques – Multiple Regression Analysis, Factor Analysis, Conjoint Analysis, Cluster Analysis. Discriminatory Analysis, Multidimensional Scaling

## Module V: Research Report

Importance of Report Presentation, Report Preparation and Presentation Process, Report Format, Report Writing, **Ethics in Marketing Research**

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- Malhotra, N., & Dash, S. (2013). Marketing Research – An Applied Orientation, 6<sup>th</sup> Ed, Pearson India.
- Churchill, G. A., Iacobucci, D., & Israel, D. (2012). Marketing Research - A South Indian Perspective, 6<sup>th</sup> Ed, Cengage Learning.
- Beri, G.C. (2010). Marketing Research, 4<sup>th</sup> Ed, McGraw Hill, India
- Nargundkar, R., (2010). Marketing Research: Text & Cases, 3<sup>rd</sup> Ed, Tata McGraw Hill

## Software:

- PASW (SPSS) 18.0 is required for analyzing the data for marketing research.
- The software is available in the computer lab.

# RETAIL AND MALL MANAGEMENT

**Course Code: MBA375**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

The primary objective of the course is to develop fundamental competencies in retail and mall management. The course is designed to prepare students for positions in the FMCG/Pharmaceutical/Electronics/Consumer Durable/Fashion/Apparel retail businesses or positions in the real estate companies with additional interest in mall management. The course also benefit students interested in starting their own entrepreneurial retail operation. Additionally this course aims at familiarizing students with emergence of malls as a new format of market with emphasis on mall management principles and practices.

## **Course Contents:**

### **Module I**

Concept of retailing, Current retail scenario (Global and in Indian), Growth of retail business / Outlets in India. Key drivers of retailing in India, Evolution of retailing in India, Organized retailing in India, Retail Formats and their Characteristics viz. Location, space / layout, merchandise, Customer profile etc.

Store based and non-store formats of retailing, Issues and challenges of retailing in India.

### **Module II:Store Planning, Design and Layout**

Various location alternatives and their advantages/disadvantages, Location mapping, Location parameters, Site selection and their suitability vis-à-vis various retail formats ; Store design, atmospherics and the Retailing Image Mix: (employees, merchandise, fixtures, sound, odour, visual, type, density etc.), The space mix: (Single goods, convenience goods, impulse purchase merchandise), The effective retail space management: (Store Layout: the circulation path).

### **Module III: Store Operations**

POS (Point of Sale) / Cash process, Customer service and accommodation, Retail selling process, Retail floor and shelf management, Retail accounting and cash management, Merchandise and category management. Visual merchandising and displays, Retail technology and retail automation, POS and Back-end Technologies.

### **Module IV: Mall Phenomenon**

Defining shopping mall, How shopping mall differs from other retail formats in characteristics such as Location, Space / Layout, Merchandise, Customer Profile, Niche, Conveniences, Shopping Centre / Mall Location: Existing mall traffic, Clean environment, Designated parking area, Medium to high rental cost, Strengths and Weaknesses of the Mall format; Licenses and Permits for mall operations.

### **Module VI: Mall Management**

Positioning the Mall, zoning – formulating the right tenant mix and its placement in a mall, promotions and marketing, facility management – infrastructure, traffic and ambience management, finance management. Lifestyle centres and their management, Indian scenario of mall management practices.

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Michael Levy, Barton A Weitz and Ajay Pandit, (2008), Retailing Management, Tata McGraw Hill
- R Vedamani&Gibbson, (2008), Retail Management: Functional Principals and Practices, Jaico publications
- Patrick M. Dunne & Robert F Lusch, (2002), Retail Management, Cengage Learning
- Berry Berman & Joel R. Evans, (2009), Retail Management – A Strategic Approach, Pearson Education

**Learning Resources:**

- Images Retail magazine
- Cygnus Report on Retail Sector
- CII Report on Retail Scenario in India
- Images Malls in India
- Images Year Book

# DIGITAL MARKETING

**Course Code: MBA376**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

This course has been designed with an objective to familiarize students with key aspects of digital marketing. The course aims to provide working knowledge in digital marketing domain and help students to develop an understanding of the framework within online marketing businesses and its operations.

## **Course Contents:**

### **Module I: Introduction**

Introduction to Digital Marketing; Objectives of Digital Marketing; Marketing in Digital Economy; Influential Digital Subcultures; Digital Marketing Strategy;

### **Module II: Search Marketing & Search Advertising**

Search Engine Optimization; Organic & Paid Search Results; Overview of Google AdWords; Keyword Research and analysis; Tracking the success of SEM; Search Engine Optimization techniques; On-page & Off-page optimization; Search Advertising: Basic Concepts; Elements of Search Ad; Managing Pay Per Click Process

### **Module III: Social Media Marketing& Digital Display Advertising (DDA)**

Different Social Media Channels; Social Media Marketing (SMM) Process; Managing and Analyzing SMM Process; Key Stakeholders in Digital Display; Managing DDA Process

### **Module IV: Email & Mobile Marketing**

Email Strategy & Planning; Advantages & Challenges of Email Marketing; Managing Email Marketing Process; Understanding Mobile Marketing; Mobile Messaging Channels; Mobile Commerce; Managing Mobile Marketing Process

### **Module V: Affiliate & Video Marketing**

Affiliate Marketing: Basic Concepts, Building Blocks of Affiliate Marketing; Video Marketing: Basic Concepts, Video Production & Promotion; Content Marketing: Basic Concepts, Strategic Building Blocks of content Marketing

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & Reference Books**

- Ian Dodson (2016), The Art of Digital Marketing, 1st Edition, Wiley
- Stokes, B., (2013), E-marketing: The essential guide to marketing in a digital world, 5Edition, Quirt E-marketing Pvt Ltd.
- Kotler, P., Kartajaya, H., & Setiawan, I.,(2017), Marketing 4.0: Moving from Traditional to Digital, 1<sup>st</sup> Edition, Wiley
- Chaffey, D., & Smith, PR., (2008), E-marketing Excellence, 3<sup>rd</sup> Edition, Elsevier

# SALES MANAGEMENT

Course Code: MBA392

L:2, T:1, P/FW:0 C:03

## Course Objective:

This course has been designed to help students learn sales management concepts and how to apply them to solve business problems and to function as effective managers. It deals with all important back end management of sales and front end personal selling issues with a view to handle the situations professionally and improve the outcome with result orientation.

## Course Contents:

### Module I

Changing world of Sales Management and Professionalism in sales. Classification of Personal Selling approaches. Sales jobs, Qualification and skill required for success. Organizational buyer behavior and buying situations. Contrasting Transactional and Relationship Selling models, Sales Teams. Sales management Process. Developing Sales Management Strategy / Objectives and Sales Force Roles

### Module II

Recruitment planning process: Job analysis, description, qualifications, buyer's perspective and methods of locating prospective candidates. Selection: Application forms, Types of Interviews, Testing and Validating the hiring process. Sales Training: Determining training needs, Training analysis, Methods of Evaluating sales Training and building a sales training program. Instructional methods used in training.

### Module III

**Motivation** and the reasons for motivating sales people. The Process of Motivation. Factors affecting the motivation of the Sales Person. Sales force compensation. Components of compensation and their purpose. Comparison of various compensation plans. Optimizing sales compensation: Designing a Compensation Plan.

### Module IV

Sales territory; Reasons for establishing or revising Sales Territories, Setting up and revising Sales Territories: Market build-up and Work load method; optimizing sales territory. Sales quotas; Objectives in using Quotas, Types of Sales Quotas and Quota setting procedures. Reasons when not to use Quotas

### Module V

**Personal Selling process:** Prospecting: Developing a prospect base, Strategic prospecting, Sources of prospects, common causes of customer attrition, Preparing a prospect list and organizing information. Planning the initial sales call and approach: Pre call information on the Buyer and Organisation, Call Objectives, Planning the approach. Sales Presentation techniques: Types of presentation techniques, Presentation sequence, Adoptive Selling Model. Demonstrations: Demonstration plans, actions, custom fitting demonstrations, use of sales tools. Handling customer objections: types of objections, types of close, Trial Close. Closing the sales.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Still, R. R., Cundiff, E. W., & Govoni, N. A. P. (2009), Sales Management, Decisions, Strategies and Cases, Prentice Hall of India
- Ingram, T. N., Laforge, R. W., Avila, R. A., Schwepker Jr., C. H. Williams. (2009). Analysis and Decision Making, Segment Books
- Dalrymple, D. J., Cron, W. L., & DeCarlo, T. E. (2003). Sales Management, John Wiley & Sons Inc.
- Futrell, C. M. (2010). Fundamentals of Selling. Tata McGraw Hill
- Manning, G. L., **Ahearne, M., & Reece, B. R. (2011). Selling Today, Prentice Hall of India.**

# INDUSTRY & COMPANY ANALYSIS - I

**Course Code: MBA397**

**L:2, T:0, P/FW:0 C:02**

## **Course Objective:**

The course is designed to give the student basic understanding about various industries such as market structure, trends of key indicators, major players and other important dimensions.

## **Course Contents:**

### **Module I**

The student needs to submit a detailed study report (on the prescribed format) and present their findings on the chosen industry from the following. The discussion will lead to understanding of basic functionality of various industries, trends of key indicators, products and players & other important decisions.

Agriculture and Allied Industries	FMCG	Pharmaceuticals
Automobiles	Gems and Jewellery	Power
Aviation	Healthcare	Railways
Banking	Infrastructure	Real Estate
Cement	Insurance	Renewable Energy
Consumer Durables	IT &ITeS	Retail
Ecommerce	Manufacturing	Telecommunications
Education and Training	Media and Entertainment	Textiles
Financial Services	Metals and Mining	Tourism and Hospitality
	Oil and Gas	

### **Module II**

The student needs to submit a detailed study report (on the prescribed format) and present their findings on the chosen company from the following industries. The discussion will lead to understanding of major players in various industries, their competitive position in the industry.

Agriculture and Allied Industries	Oil and Gas
Automobiles	Pharmaceuticals
Aviation	Power
Banking	Tourism and Hospitality and Hospitality
Cement	
Consumer Durables	
Ecommerce	
Education and Training	
Financial Services	
FMCG	
Gems and Jewellery	
Healthcare	
Infrastructure	
Insurance	
Renewable Energy	
Retail	
Telecommunications	
Textiles	
Railways	
Real Estate	
Metals and Mining	

Important Frameworks: Porter's Five Forces, Strategic Group Analysis, PESTEL Analysis, SWOT Analysis, Value Chain Analysis, Ratio Analysis; Trend Analysis

**Evaluation:**

<b>Components</b>	<b>Report</b>	<b>Presentations</b>	<b>Continuous Assessment</b>	<b>Attendance</b>	<b>Viva</b>	<b>EE</b>
<b>Weightage (%)</b>	<b>25</b>	<b>25</b>	<b>25</b>	<b>05</b>	<b>20</b>	<b>NA</b>

# BUSINESS COMMUNICATION - III

**Course Code: BSC311**

**L:1,T:0,P/FW:0 C:01**

## **Course Objective:**

‘Actions speak louder than words.’ Every business communicator needs to understand the nuances of ‘body language and voice.’ This course is designed to enable the young Amitian to decipher the relevance of Kinesics, Proxemics and Para Language that cater to the fundamental requirements of effective business presentations and speeches.

## **Course Contents:**

### **Module I: Non-Verbal Communication**

Principles of non- verbal communication

Kinesics

Proxemics

Paralanguage and visible code

### **Module II: Speaking Skills**

Pronunciation drills (Neutralizing regional pulls)

Conversational English

Guidelines to an effective presentation

### **Module III: Interviews and GDs**

## **Examination Scheme:**

<b>Components</b>	<b>CT1</b>	<b>CT2</b>	<b>CAF</b>	<b>V</b>	<b>GD</b>	<b>GP</b>	<b>A</b>
<b>Weightage (%)</b>	20	20	25	10	10	10	5

CAF – Communication Assessment File

GD – Group Discussion

GP – Group Presentation

## **Text & References:**

- Business Communication, Raman – Prakash, Oxford
- Business Communication for Managers: An Advanced Approach, Penrose, Thomson
- Business Communication, Krizan, Thomson
- Understanding Human Communication, 9/e, Adler R Oxford

# **BEHAVIOURAL SCIENCE - III (LEADING THROUGH TEAMS)**

**Course Code: BSS311**

**L:1,T:0,P/FW:0 C:01**

## **Course Objective:**

This course aims to enable students to:

Understand the concept and building of teams

Manage conflict and stress within team

Facilitate better team management and organizational effectiveness through universal human values.

## **Course Contents:**

### **Module I: Teams: An Overview**

Team Design Features: team vs. group

Effective Team Mission and Vision

Life Cycle of a Project Team

Rationale of a Team, Goal Analysis and Team Roles

### **Module II: Team & Sociometry**

Patterns of Interaction in a Team

Sociometry: Method of studying attractions and repulsions in groups

Construction of sociogram for studying interpersonal relations in a Team

### **Module III: Team Building**

Types and Development of Team Building

Stages of team growth

Team performance curve

Profiling your Team: Internal & External Dynamics

Team Strategies for organizational vision

Team communication

### **Module IV: Team Leadership & Conflict Management**

Leadership styles in organizations

Self Authorized team leadership

Causes of team conflict

Conflict management strategies

Stress and Coping in teams

### **Module V: Global Teams and Universal Values**

Management by values

Pragmatic spirituality in life and organization

Building global teams through universal human values

Learning based on project work on Scriptures like Ramayana, Mahabharata, Gita etc.

**Module VI:End-of-Semester Appraisal**

Viva based on personal journal

Assessment of Behavioural change as a result of training

Exit Level Rating by Self and Observer

**Examination Scheme:**

<b>Components</b>	<b>SAP</b>	<b>A</b>	<b>Mid Term Test (CT)</b>	<b>VIVA</b>	<b>Journal for Success (JOS)</b>
<b>Weightage (%)</b>	20	05	20	30	25

**Text&References:**

- Organizational Behaviour, Davis, K.
- Hoover, Judith D. Effective Small Group and Team Communication, 2002, Harcourt College Publishers
- LaFasto and Larson: When Teams Work Best, 2001, Response Books (Sage), New Delhi
- Dick, Mc Cann & Margerison, Charles: Team Management, 1992 Edition, Viva books
- J William Pfeiffer (ed.) Theories and Models in Applied Behavioural Science, Vol 2, Group (1996); Pfeiffer & Company
- Smither Robert D.; The Psychology of Work and Human Performance, 1994, Harper Collins College Publishers

## FRENCH - III

Course Code: FLN 301

L:2, T:0, P/FW:0 C:02

### Course Objective:

To provide the students with the know-how

- To master the current social communication skills in oral and in written.
- To enrich the formulations, the linguistic tools and vary the sentence construction without repetition.

### Course Contents:

Module B: pp. 76 – 88 Unité 6

Module C: pp. 89 to 103 Unité 7

Contenu lexical: Unité 6: se faire plaisir

1. acheter : exprimer ses choix, décrire un objet (forme, dimension, poids et matières) payer
2. parler de la nourriture, deux façons d'exprimer la quantité, commander un repas au restaurant
3. parler des différentes occasions de faire la fête

Unité 7: Cultiver des relations

1. maîtriser les actes de la communication sociale courante  
(Salutations, présentations, invitations, remerciements)
2. annoncer un événement, exprimer un souhait, remercier,  
s'excuser par écrit.
3. caractériser une personne (aspect physique et caractère)

Contenu grammatical:

1. accord des adjectifs qualificatifs
2. articles partitifs
3. Négations avec de, ne...rien/personne/plus
4. Questions avec combien, quel...
5. expressions de la quantité
6. ne...plus/toujours - encore
7. pronoms compléments directs et indirects
8. accord du participe passé (auxiliaire « avoir ») avec l'objet direct
9. Impératif avec un pronom complément direct ou indirect
10. construction avec « que » - Je crois que/ Je pense que/ Je sais que

Evaluation Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	10	15	70

C – Project + Presentation

I – Interaction/Conversation Practice

Text & References:

- le livre à suivre : Campus: Tome 1

# GERMAN - III

Course Code: FLG 301

L:2, T:0, P/FW:0 C:02

## Course Objective:

To enable the students to converse, read and write in the language with the help of the basic rules of grammar, which will later help them to strengthen their language.

To give the students an insight into the culture, geography, political situation and economic opportunities available in Germany

## Course Contents:

Module I: Modal verbs

Modal verbs with conjugations and usage

Imparting the finer nuances of the language

Module II: Information about Germany (ongoing)

Information about Germany in the form of presentations or "Referat"- neighbors, states and capitals, important cities and towns and characteristic features of the same, and also a few other topics related to Germany.

Module III: Dative case

Dative case, comparison with accusative case

Dative case with the relevant articles

Introduction to 3 different kinds of sentences – nominative, accusative and dative

Module IV: Dative personal pronouns

Nominative, accusative and dative pronouns in comparison

Module V: Dative prepositions

Dative preposition with their usage both theoretical and figurative use

Module VI: Dialogues

In the Restaurant,

At the Tourist Information Office,

A telephone conversation

Module VII: Directions

Names of the directions

Asking and telling the directions with the help of a roadmap

Module VIII: Conjunctions

To assimilate the knowledge of the conjunctions learnt indirectly so far

## Evaluation Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	10	15	70

## C - Project + PresentationI - Interaction/Conversation Practice

### Text & References:

- Wolfgang Hieber, Lernziel Deutsch
- Hans-Heinrich Wangler, Sprachkurs Deutsch
- Schulz Griesbach, Deutsche Sprachlehre für Ausländer
- P.L Aneja, Deutsch Interessant- 1, 2 & 3
- Rosa-Maria Dallapiazza et al, Tangram Aktuell A1/1,2
- Braun, Nieder, Schmöe, Deutsch als Fremdsprache 1A, Grundkurs

# SPANISH – III

Course Code: FLS 301

L:2, T:0, P/FW:0 C:02

## Course Objective:

To enable students acquire knowledge of the Set/definite expressions (idiomatic expressions) in Spanish language and to handle some Spanish situations with ease.

## Course Contents:

### Module I

Revision of earlier semester modules

Set expressions (idiomatic expressions) with the verb *Tener, Poner, Ir...*

Weather

### Module II

Introduction to *Gustar...* and all its forms. Revision of *Gustar* and usage of it

### Module III

Translation of Spanish-English; English-Spanish. Practice sentences.

How to ask for directions (using *estar*)

Introduction to IR + A + INFINITIVE FORM OF A VERB

### Module IV

Simple conversation with help of texts and vocabulary

En el restaurante

En el instituto

En el aeropuerto

### Module V

Reflexives

## Evaluation Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	10	15	70

C - Project + Presentation

I - Interaction/Conversation Practice

## Text & References:

- Español, EnDirecto I A
- Español Sin Fronteras -Nivel Elemen

## CHINESE – III

Course Code: FLC301

L:2, T:0, P/FW:0 C:02

### Course Objective:

Foreign words are usually imported by translating the concept into Chinese, the emphasis is on the meaning rather than the sound. But the system runs into a problem because the underlying name of personal name is often obscure so they are almost always transcribed according to their pronunciation alone. The course aims at familiarizing the student with the basic aspects of speaking ability of Mandarin, the language of Mainland China. The course aims at training students in practical skills and nurturing them to interact with a Chinese person.

### Course Contents:

#### Module I

Drills, Dialogue practice, Observe picture and answer the question., Introduction of written characters.

Practice reading aloud, Practice using the language both by speaking and by taking notes.

Character writing and stroke order

#### Module II

Measure words, Position words e.g. inside, outside, middle, in front, behind, top, bottom, side, left, right, straight., Directional words – beibian, xibian, nanbian, dongbian, zhongjian., Our school and its different building locations., What game do you like? Difference between “hii” and “neng”, “keyi”.

#### Module III

Changing affirmative sentences to negative ones and vice versa

Human body parts.

Not feeling well words e.g. ; fever, cold, stomach ache, head ache.

Use of the modal particle “le”

Making a telephone call Use of “jiu” and “cal” (Grammar portion)

Automobiles e.g. Bus, train, boat, car, bike etc.

Traveling, by train, by airplane, by bus, on the bike, by boat.. etc.

#### Module IV

The ordinal number “di”

“Mei” the demonstrative pronoun e.g. mei tian, meinian etc.

use of to enter to exit Structural particle “de” (Compliment of degree). Going to the Park. Description about class schedule during a week in school. Grammar use of “li” and “cong”. Comprehension reading followed by questions.

#### Module V

Persuasion-Please don't smoke. Please speak slowly Praise – This pictorial is very beautiful

Opposites e.g. Clean-Dirty, Little-More, Old-New, Young-Old, Easy-Difficult, Boy-Girl, Black-White, Big-Small, Slow-Fast ... etc. Talking about studies and classmates Use of “it doesn't matter” Enquiring about a student, description about study method.

Grammar: Negation of a sentence with a verbal predicate.

### Evaluation Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	10	15	70

C - Project + Presentation

I - Interaction/Conversation Practice

### Text & References:

- “Elementary Chinese Reader Part I, Part-2” Lesson 21-30

## **Entrepreneurship and New Venture**

**Course Code: MBA353**

**L:2, T:1, P/FW:0 C: 03**

### **Course Objective:**

The course will help the students to acquaint with the special challenges of starting new ventures, introducing new product and service ideas. To enable students understand entrepreneurship, its relevance and importance in the 21st century. To enable students understand the role of entrepreneurial leadership plays in the nurturing and growth of a startup

### **Course Contents:**

**Unit-I:** Entrepreneurship: meaning, importance of entrepreneurship, concepts, Characteristics, classifications of entrepreneurship, problems faced by entrepreneurs in India. Role of Entrepreneurship in economic development –Start-ups.

**Unit-II:** Idea Generation and Opportunity Assessment: Ideas in Entrepreneurships – Sources of New Ideas – Techniques for generating ideas – Opportunity Recognition – Steps in tapping opportunities. Marketing considerations- selecting the target market, market strategy. Pricing strategies and marketing of services

**Unit-III:** Project Formulation and Appraisal: Preparation of Project Report –Content; Guidelines for Report preparation – Project Appraisal techniques –economic – Steps Analysis; Financial Analysis; Market Analysis; Technical Feasibility.

### **Examination Scheme:**

<b>Components</b>	<b>CPA</b>	<b>TP</b>	<b>Q/S</b>	<b>A</b>	<b>ME</b>	<b>EE</b>
<b>Weightage (%)</b>	5	5	5	5	10	70

### **Text & References:**

1. Robert.D.Hisrich, MethewJ.Manimala, Michael P. Peters, Dean A. Shepherd, Entrepreneurship, Mc Graw Hill Education, Ninth Edition, 2017
2. Rajeev Roy, Entrepreneurship, Oxford University Press, Seventh Impression 2016
3. Arya Kumar, Entrepreneurship, Pearson, Delhi, 2012.
4. Michael H. Morris, ET. al., Entrepreneurship and Innovation, Cen gage Learning, New Delhi, 2011
5. KanishkaBedi, Management and Entrepreneurship, Oxford University Press, Delhi, 2009
6. Anil Kumar, S., ET.al., Entrepreneurship Development, New Age International Publishers, New Delhi, 2011
7. Kumar, Arya, Entrepreneurship: Creating and Leading an Entrepreneurial Organization, 1/e, Pearson, India.
8. Kuratko, D.F., and T. V. Rao, Entrepreneurship: A South-Asian Perspective, 1/e Cengage Learning

## **E-Commerce and Online Business Model**

**Course Code: MBA331**

**L:2, T:1, P/FW:0 C: 03**

### **Course Objective**

This course will provide the students with an analytical and technical framework to understand the emerging world of e-commerce. e-commerce poses both a challenge and an opportunity for managers. As a matter of competitive necessity, savvy managers must gain an understanding of the rapidly changing technology and business models. They need to develop a basic understanding of how electronic business differs from “real” business settings. They also need to acquire a hands-on knowledge of the underlying technological infrastructure in order to have a clear idea of the business and organizational possibilities inherent in these developments.

### **Course Contents:**

#### **Module1: Introduction**

Electronic Commerce (Overview, Definitions, Advantages, Issues & Constraints, Features), Myths allied with E-Commerce, E-Commerce Vs E-Business, Role of E-Strategy, Value Chain in E-Commerce, E-Commerce Business Models, Managerial Prospective in E-Commerce

#### **Module 2: E-Business revenue model and Selling to Consumer online**

Revenue Models, Revenue Strategy Issues, Web marketing strategy, Communicating with different market segment, Advertising on the web, E-Mailing marketing, Technology –Enabled Customer Relationship Management (E-CRM), Creating and Maintaining Brands on the Web, Search Engine Positioning and Domain names.

#### **Module 3: Selling to Business online**

Introduction, Purchasing, Logistics and support activities, Electronic Data Interchange, Supply chain Management using Internet Technology, Electronic Marketplace and Portals, Virtual Communities-Mobile Commerce and Online Auctions.

#### **Module 4: Technologies for Electronic Commerce**

E-Business Law and Taxation, Electronic Commerce Software for small, midsize and large business, Online Security, Online Payment System-E-Cash, E-Wallet, Stored value cards, Internet Technology and Banking Industry, Criminal Activity and payment System.

#### **Module 5: Implementation E-Business Initiatives**

Identifying Benefits and Estimating Cost of Electronic Commerce Initiatives, Strategies for developing E-commerce web site, managing e-commerce Implementations. Knowledge Management and ERP( Enterprise Resource Planning).

#### **Module 6: How Internet companies use digital business model**

Business Plan Presentation and Demonstration “Materializing e-Business: From Idea to Realization”, concept of the Digital Business Models to analyze how Apple, Google, Facebook, Amazon and several other internet-era incumbents are using digital business models to create, deliver, capture and defend value.

### **Examination Scheme:**

<b>Components</b>	<b>Class Test</b>	<b>Project</b>	<b>Lab Assignment</b>	<b>Attendance</b>	<b>EE</b>
<b>Weightage (%)</b>	15	20	10	5	50

## **Text & References:**

### *Text:*

- Gary P. Schneider, E-Commerce: Strategy, Technology and Implementation, 9<sup>th</sup> ed. (2012), Cengage Learning.

### *References:*

- Bajaj ,Kamblesh and Nag Debjani , E-Commerce: The Cutting Edge of Business , 1<sup>st</sup> ed.(2000).McGraw Hill
- Joseph P.T. and S.J., E-Commerce: An Indian Perspective, 3<sup>rd</sup> ed. (2008).PHI
- Electronic Commerce – A manager’s Guide, Ravi Kalakota& Andrew B. Shinston, PearsonEducation.
- Electronic Commerce - Technologies & Applications, Bhaskar Bharat, Tata McGraw Hill.
- Global E-Commerce, University Press, J. Christopher & T.H.K. Clerk.

## Digital Marketing Strategies

Course Code: MBA332

L:2, T:1, P/FW:0 C: 03

<b>Module 1: Fundamentals of Digital Marketing</b>
Introduction to Digital Marketing
Evolution of Digital Marketing
Digital Marketing Framework
Value Chain Digitization
<b>Module 2: The Digital Economy</b>
The Connected Customer
The Influential Digital Subculture
Marketing in the Digital Economy
Industry Archetypes and Best Practices
<b>Module 3: Digital Marketing Strategy Development</b>
Digital Marketing Assessment Phase
Digital Marketing Strategy Definition
Digital Marketing Communication & Channel Mix
Digital Marketing Operation Set up
<b>Module 4: Digital Marketing Strategy Execution</b>
Basic Elements of Digital Campaigns Management
Implementing Intent Based Campaigns
Implementing Brand Based Campaigns
Managing Digital Implementation Challenges
<b>Module 5: Digital Marketing Landscape</b>
Digital Marketing – Global Landscape
Digital Marketing – The Indian View
Digital Marketing – Emerging Trends & Concepts
Career in Digital Marketing

### Textbooks

- A. Bhatia, P. S., (2017), Fundamentals of Digital Marketing, Pearson
- B. Kotler, P., (2017), Marketing 4.0 – Moving from Traditional to digital, Wiley

# Digital Branding and Engagement

Course Code: MBA333

L:2, T:1, P/FW:0 C: 03

Course Objective:

<b>Module 1: Digital Branding in Perspective</b>
Introduction to Digital Branding
Digital Branding Vs. Digital Marketing
The Strategic Role of Digital Branding
Understanding Paid, Owned, Earned Media
<b>Module 2: Building Consumer Engagement</b>
Introduction to Consumer Engagement; Levels of Engagement
Participation Branding & Engagement
Understanding and Building Brand Advocacy
Branded Mobile Apps
<b>Module 3: Building Brand Attraction &amp; Curiosity</b>
Understanding Humans Using Social Anthropology
Building Six Attributes of Human Centric Brand
Building Brand Curiosity with Content Marketing
<b>Module 4: Building Brand Commitment &amp; Affinity</b>
Omnichannel Marketing for Brand Commitment
Omnichannel Marketing Process
Enhancing Digital Experience with Mobile Apps
Providing Solutions With Social CRM
Driving Desired Behavior with Gamification
<b>Module 5: Digital Brand Strategy &amp; Measurement</b>
Measuring Digital Branding
Digital Branding Dashboard
Digital Engagement Scorecard

## Examination Scheme:

Components	A	CT	CA	EE
Weightage (%)	05	15	30	50

## Textbooks

- A. Rowles, D. (2017), Digital Branding: A Step by Step Guide to Strategy, Tactics, Tools and Measurement, Koganpage  
 B. Kotler, P., (2017), Marketing 4.0 – Moving from Traditional to digital, Wiley

## **Digital Marketing Analytics**

**Course Code: MBA334**

**L:2, T:1, P/FW:0 C: 03**

Course Objective:

<b>Module 1: Introduction to Digital Analytics</b>
Overview of Digital Media Landscape
Understanding Digital Analytical Concepts
Overview of Analytical Tools
<b>Module 2: Analyzing Intent</b>
Social Media Listening
Search Analysis
Audience Analysis
<b>Module 3: Analyzing Engagement</b>
Content Analysis
Engagement Analysis
Mobile Analysis
<b>Module 4: Web Analytics</b>
Standard Web Metrics
Bounce Rate
Exit Rate
Conversion Rate
<b>Module 5: Leveraging Digital Analytics</b>
Measuring Return on Investment
Understanding Digital Influence
Improving Customer Services
Building & Delivering Reports

**Examination Scheme:**

Components	A	CT	CA	EE
Weightage (%)	05	15	30	50

**Textbooks**

- A. Hemann, C., Burbary, K. (2019), Digital Marketing Analytics, Pearson Education
- B. Kaushik, A., (2010), Web Analytics 2.0 The Art of Online Accountability & Science of Customer Centricity, Wiley

## PROGRAMMING WITH PYTHON

Course Code	L	T	P/FW	CREDITS
MBA385	2	1	-	3

### Course Objective:

This course introduces core programming basics—including data types, control structures, algorithm development, and program design with functions—via the Python programming language. The course discusses the fundamental principles of Object-Oriented Programming, as well as in-depth data and information processing techniques. Students will solve problems, explore real-world software development challenges, and create practical and contemporary applications.

### Course Contents:

#### Module-I

Introduction to Python- features and basic syntax, interactive shell, editing, saving, and running a script. The concept of data types; variables, assignments; immutable variables; numerical types; arithmetic operators and expressions; understanding error messages; Conditions, boolean logic, logical operators; ranges; Control statements: if-else, loops (for, while); short-circuit (lazy) evaluation

#### Module-II

Strings and text files; manipulating files and directories; text files: reading/writing text and numbers from/to a file; creating and reading a formatted file.

String manipulations: subscript operator, indexing, slicing a string; strings and number system: converting strings to numbers and vice versa. Binary, octal, hexadecimal numbers

#### Module-III

Lists, tuples, and dictionaries; basic list operators, replacing, inserting, removing an element; searching and sorting lists; dictionary literals, adding and removing keys, accessing and replacing values; traversing dictionaries. Design with functions: hiding redundancy, complexity; arguments and return values; formal vs actual arguments, named arguments. Recursive functions.

#### Module-IV

Simple graphics and image processing: “turtle” module; simple 2d drawing - colors, shapes; digital images, image file formats, image processing; Simple image manipulations with 'image' module - convert to bw, greyscale, blur, etc.

#### Module-V

Classes and OOP: classes, objects, attributes and methods; defining classes; design with classes, data modeling; persistent storage of objects; inheritance, polymorphism, operator overloading; abstract classes; exception handling, try block

### Examination Scheme:

Components	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	50

**Text & References:**

**Textbook:** *Fundamentals of Python: First Programs* , Author: Kenneth Lambert , Publisher: Course Technology, Cengage Learning, 2012

## DATA SCIENCE

Course Code	L	T	P/FW	CREDITS
MBA386	2	1	-	3

**Course Objective:** The course will help the students to understand the basics of data science and various related techniques which they can use to develop their data science applications for solving real world problems.

### Course Contents

#### Module-I

Data science definition. Data science benefit our society, Data science relation to other domains, Data science application areas, Data science challenges, Various Data science tools and programming platforms for developing data science applications, Role of data scientist, Data science growing market.

#### Module-II

Various types of databases and datasets such as structured, unstructured, graph, etc., Data related challenges today. Multimedia data, social media data, biological data, sensor data, etc. Different dataset with different challenges.

#### Module-III

Introduction to R and its history. Advantages of R, Install R Programming Language & R Studio, Various data science packages (machine learning, string manipulation, data visualization) in R and their application area. Various domain-specific datasets available in R, Various data repositories, public and private data repositories.

#### Module-IV

Companies Using the R Programming language, Commercial market of R programming, In-memory computation in R and its benefits, Parallel and distributed programming computation using R, Package inclusion and industry programming practices. CRAN and various benefits of it, Future prospects of R programming.

#### Module-V

Machine learning, Supervised and unsupervised machine learning, semi-supervised machine learning, reinforcement learning. Various sub branches of supervised (classification, regression) and unsupervised machine learning (clustering and dimensionality reduction), Training and testing data, Differences between machine learning and statistics

#### Examination Scheme:

Components	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	50

#### Text and References:

- Hadley Wickham, and Garrett Golemund. R for Data Science: Import, Tidy, Transform, Visualize, and Model Data 1st Edition. O'Rielley

- Brett Lantz. Machine Learning with R: Expert techniques for predictive modeling, 3rd Edition. Packt Publishing.
- Peter Bruce, Andrew Bruce. Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python (2020). O'Rielley Publishing.

## ARTIFICIAL INTELLIGENCE

Course Code	L	T	P/FW	Credits
MBA387	2	1	-	3

### Course Objective:

The primary objective of this course is to provide an introduction to the basic principles, techniques, and applications of Artificial Intelligence. The emphasis of the course is on teaching the fundamentals and not on providing a mastery of specific commercially available software tools or programming environments. Upon successful completion of the course, you will have an understanding of the basic areas of artificial intelligence search, knowledge representation, learning and their applications in design and implementation of intelligent agents for a variety of tasks in analysis, design, and problem-solving. You will also be able to design and implement key components of intelligent agents of moderate complexity in Python, or R, or Java and/or Lisp or Prolog and evaluate their performance. Graduate students are expected to develop some familiarity with current research problems and research methods in AI by working on a research or design project.

### Course Contents:

#### Module I: Introduction

AI and its importance, AI Problem, Application area.

#### Module II: Problem Representations

State space representation, problem-reduction representation, production system, production system characteristics, and types of production system.

#### Module III: Heuristic Search Techniques

AI and search process, brute force search, depth-first search, breadth-first search, time and space complexities, heuristics search, hill climbing, best first search, A\*, AO\* algorithm, constraint satisfaction, and beam search.

#### Module IV: Knowledge Representation issues using predicate logic

Representation and mapping, knowledge representation mechanism, inheritable knowledge, Propositional logic: syntax and semantics, First Order Predicate Logic (FOPL).

#### Module V: Expert System

Basic understanding of Fuzzy Logic, Artificial Neural Network, Perceptron, Natural Language Processing, Pattern Recognition, Robotics, LISP and Prolog. The role of Artificial intelligence in Biotechnology. Introduction to Bio-inspired computing.

**Examination Scheme:**

<b>Components</b>	<b>C T</b>	<b>Assignment</b>	<b>P/V</b>	<b>Quiz</b>	<b>Attd</b>	<b>EE</b>
<b>Weightage (%)</b>	15	10	10	10	5	50

**Text & References:**

**Text:**

- Artificial Intelligence – II Edition, Elaine Rich, Kevin Knight TMH.

**References:**

- Foundations of Artificial Intelligence and Expert Systems, V S Janakiraman, K Sarukesi, P Gopalakrishan, Macmillan India Ltd.
- Introduction to AI and Expert System, Dan W. Patterson, PHI.

# Big Data Analytics

Course Code: MBA388

L:2,T:0,P:1/FW:0 C:03

## Course Objective:

The course will equip students with tools to combat real-world problems using data analytics and thus, refine day-to-day business decision making. Students will learn applications of data analytics in marketing, product, retail & sales, customer research & insights, and digital marketing.

### Unit 1: Introduction to big data.

Meaning of big data. History of data management— evolution of big data, structuring of big data, elements of big data, Data Overview, Industry Applications, Future Data Trends

### Unit 2: Data Lifecycle:

Data Lifecycle: Data Deployment Approach, Internal data management process, big data internal advancements, maturity gap, Data Science application to Business. Key Data Challenges to Strategic Business Decisions

### Unit 3: Technologies for handling big data& HDFS.

Distributed and parallel computing for big data, introducing Hadoop, cloud computing and big data, In-Memory technology for big data, Storing and processing data with Hadoop.

### Unit 4: Understanding the Hadoop ecosystem.

The Hadoop ecosystem, creating data with HDFS, processing data with Hadoop MapReduce, storing big data with HBase.

### Unit 5: Big data Analytics

Data Analytics for Big Data-Data Presentations, Descriptive statistics, Introduction to various big Data tools and Techniques, Big Data Modeling and Management Systems and Techniques, Big Data Modeling and Management Systems.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Books:

- Big Data Analytics: A Management Perspective, **Corea**, Francesco, 2016
- HBR Guide to Data Analytics Basics for Managers (HBR Guide Series)
- Designing Data-Intensive Applications: The Big Ideas Behind Reliable, Scalable, and Maintainable Systems Paperback – 1 January 2017 nby Martin Kleppman
- Big Data Analytics, Introduction to Hadoop, Spark, and Machine-Learning Paperback – 16 February 2019 by Raj Kamal and Preeti Saxena
- Principles And Practice Of Big Data Preparing Sharing And Analyzing Complex Information 2018 Edition by Jules J. Berman , Elsevier

**AMITY BUSINESS SCHOOL (ABS)**

**Master of Business Administration (2022-24)**

**FOURTH SEMESTER**

<b>Course Code</b>	<b>Course Title</b>	<b>Category</b>	<b>Lectures (L) Hours per week</b>	<b>Tutorial (T) Hours per week</b>	<b>Project (P)/Term Paper (TP) Hours per week</b>	<b>Total Credits</b>
MBA451	Strategic Management	CC	2	1	0	3
MBA455	Dissertation	NTCC	0	0	18	9
<b>Domain Elective-III:</b> Choose four courses amounting to minimum 12 credits from the following courses. Choose (2+2) for Dual Specialization and (3+1) for Major & Minor Specialization						
<b>Agribusiness Management</b>						
MBA405	Agricultural Risk Management	DE	2	1	0	3
MBA406	Food Processing Management	DE	2	1	0	3
MBA408	Marketing Models in Agribusiness	DE	2	1	0	3
MBA409	Agricultural Marketing Management	DE	2	1	0	3
<b>Finance and Accounting</b>						
MBA414	Financial Engineering	DE	2	1	0	3
MBA472	Strategic Financial Management	DE	2	1	0	3
MBA473	Behavioral Finance	DE	2	1	0	3
MBA497	Management of Financial Institutions	DE	2	1	0	3
<b>Human Resource</b>						
MBA419	Social & Industrial Psychology	DE	2	1	0	3
MBA420	Organization Structure, Design & HR Planning	DE	2	1	0	3
MBA422	Global Human Resource Management	DE	2	1	0	3
MBA496	Organizational Change & Development	DE	2	1	0	3
<b>International Business</b>						
MBA430	Global Outsourcing: Issues & Perspective	DE	2	1	0	3
MBA431	International Marketing	DE	2	1	0	3
MBA433	Foreign Trade Policy	DE	2	1	0	3
MBA495	International Business & Practices	DE	2	1	0	3
<b>Marketing and Sales</b>						
MBA431	International Marketing	DE	2	1	0	3
MBA463	Customer Relationship Management	DE	2	1	0	3
MBA471	Supply Chain Management	DE	2	1	0	3
MBA494	Marketing of Services	DE	2	1	0	3
<b>Digital Marketing and Customer Analytics</b>						
MBA441	Social Media Marketing	DE	2	1	0	3

MBA442	Content Marketing	DE	2	1	0	3
MBA443	Consumer Behaviour in Digital World	DE	2	1	0	3
<b>Data Science And AI</b>						
MBA452	Advanced Data Science	DE	2	2	0	3
MBA453	Data Visualization	DE	2	2	0	3
MBA454	BUSINESS ANALYTICS	DE	2	2	0	3
	<b>Total</b>					<b>24</b>

# AGRICULTURAL RISK MANAGEMENT

Course Code: MBA405

L:2,T:1,P/FW:0 C:03

## Course Objective:

Risk and uncertainty are inescapable factors in agriculture. Farmers are confronted with risks not only in making short-term production and marketing decisions, but also with long-term investments decisions. Various types of risk such as climatic risk, market risk, government-influenced institutional risk, personal or human risk. All these risks constitute business risk, which is further related to financial risk. Risk management is the systematic application of management policies, procedures and practices to the tasks of identifying, analysing, assessing, treating and monitoring risk. It is a way for an organization to balance the chances of serious losses against the opportunities for profit-making. This course is designed mainly to provide better understanding of various types of risks faced by the farmers as well as agri-entrepreneurs both at the farm and community level and develop various strategies for its management.

## Course Contents:

### Module-I

Concept and meaning of agricultural risk and uncertainty, Risk Management for Farmers, Principal Risk, Risk Management at the Farm Household Level, Risk Management at Community Level,

### Module-II

Production Risk, Technological Change, Risk and Poverty Risk Coping Strategies of the Rural Poor, Risk Management Strategies: Risk Avoidance, Risk-Spreading Technologies,

### Module-III

Risk Mitigation, Risk Coping Mechanism, Limits to Risk Coping,

### Module-IV

Risk Measurement, Climatic Change and Yield Variability, Assessment of Effects of Climatic Variations on Agriculture, Rainfall Risk Measurement,

### Module-V

Designing Agricultural Risk Management Products/ Programmes, Agricultural Risk Insurance Programme in India, Comprehensive Crop Insurance Programme, Estimation of Crop Losses, Calculation of Premiums, payment of compensation, etc.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- Risk Management-State of Indian Farmer, Bharat Ramaswami, Shamika Ravi, S.D. Chpora, Department of Agriculture and Cooperation, Ministry of Agriculture, Government of India, 2004
- Rural Poverty, Risk, and Development, Marcel Fafchamps, Edward Elgar, Northampton, MA, USA, 2003
- Alan Miller, et. Al. Department of Agricultural Economics, Purdue University, September 2004
- Summary Proceedings of A Workshop on cereal Variability, IFPRI, Edited by P.B.R Hazell

- Rainfall and Risk in India's Agriculture, Evert Jan Bakker, Volters-Noordhoff, Groningen, The Netherlands, 1992
- Agricultural Risk Insurance Programme in India: Policy Ministry of Agriculture, Government of India: Policy Paper

# FOOD PROCESSING MANAGEMENT

Course Code: MBA406

L:2, T:1,P/FW:0 C:03

## Course Objective:

The key objective of this course is to acquaint the students with upcoming Food Processing Industry and need and scope of effective decision-making for least cost combination of output with reference to purchase, storage and flow of materials in manufacturing and service organizations; cost reduction techniques in pre-purchase, purchase and post purchase systems; modern material planning and delivery systems, material handling and logistics systems.

## Course Contents:

### Module I: Overview of Food Processing Industry

Present status of food processing industry (FPI) in India; organizational structure of FPI; MOFPI, major dimensions of FPI; risk management in FPI; unit operations of FPI

### Module II: Applications of Food Safety Management in Food Processing Management

Components of Food Safety Management of Crops, Livestock, Fisheries and Meat products, Food Safety Administration Management in Food Supply Chain, Social Food Safety Management, Sanitation in food supply, Food Traceability System, Practices in wholesale and retail food supply, International Food Traceability System, Statute of Food Safety Administration, Food Hazards, Business Models in Food Supply Chain, Food Safety Risk Communication; Food Hygiene, Basic Food,

### Module III: Practices in Food Manufacturing

laws and regulation related to food industry;, Food Plants, Installation of Food Plants, Plant Principles & Logistics, Advanced Technology of Food Supply Chain,

### Module IV: Quality Control Practices in Food Processing Management

Supply Chain quality management in food industry-quality standards and ISO: principles of food preservation and processing; protection of food during storage, and transportation; packaging distribution of food products;

### Module V: Case Studies on Project Formulation

Dairy products, Edible oils industry, fruit and vegetables processing, milling-pulse, cereals etc

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

### Text:

- *Peter Fellows Food Processing Technology: Principles and Practice* Wood head Publishing, 2000
- Berit Mattsson, Ulf Sonesson Environmentally-friendly food processing Wood head Publishing, 2000
- Food Processing Work Management by Green and Krammer; CBS Publication
- Principles of Food Sanitation by Mariett NG; CBS Publication
- Food Preservation by SK Kulshrestta, Vikas Publishing House, New Delhi
- Fundamentals of Food and Nutrition by Sumati R. Mudambi& MV Rajagolap,
- New Age International Pvt. Ltd. New Delhi
- Food Processing and Preservation by Bibliography Sivasankar, Prentice Hall of
- India Pvt. Ltd., New Delhi
- Managing Food Processing Industries in India by U.K. Srivastva

- Microbiological Safety of Processed Foods by Crowther
- Food Poisoning & Food Hygiene by Hobbs
- Drying & Storage of Grains & Oilseeds by Brodoker

**References:**

- [www.modernfoodprocessing.in](http://www.modernfoodprocessing.in)

# MARKETING MODELS IN AGRIBUSINESS

Course Code: MBA408

L:2, T:1, P/FW:0 C:03

## Course Objective:

*A model is simply a representation. Models characterize either what currently exists in fact, or what might exist in the future. Marketing models represent such operations as an existing product distribution system; a consumer's value structure, consumer preference modelling for product choices, or the effects of advertising on consumer awareness, knowledge, attitudes, or intention to purchase. The purpose of a model is typically to provide the manager with a guide for evaluating the effect of a set of input variables. The major objectives are:*

- To understand the role of analytical techniques and computer models for enhancing marketing decision making in modern enterprises*
- To improve skills in viewing marketing processes and relationships systematically and analytically*
- To demonstrate the value of marketing models in real managerial contexts*
- To apply the modeling techniques to real marketing decision problems.*

## Course Contents:

### Module I

Introduction to Marketing Decision Models for Agribusiness, Characteristics of decision models, Verbal, graphical and mathematical models, Descriptive and normative decision models, Familiarization with software for Modelling in Marketing.

### Module II

Models for Segmentation and Targeting for Agri-products, Models for Consumer Behaviour and Positioning,

### Module III

Framework and Tools for Strategic Market Decisions, Market entry and exit decisions, Product portfolio models, Analytical hierarchy process, Models for Product Decisions, Models for identifying opportunities, Conjoint analysis for product design.

### Module IV

Advertising and Communication Decisions Models, Models for Salesforce and Channel Decision (Sales force sizing and allocation, Sales territory design, Marketing channel decisions)

### Module V

Models for Pricing of Food and Agro-products (Classical models, Cost, demand and competition oriented pricing, and Price discrimination), Characteristics of Various Models, Limitations and Precautions.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- *Lilien, Gary L. and Rangaswamy, Arvind. Marketing Engineering: Computer-Assisted Marketing Analysis and Planning (2nd Ed.). Pearson Education (LR).*
- *Lilien, Gary L.; Kotler, Philip and Moorthy, K. Sridhar. Marketing Models. Prentice Hall. (LKM)*
- *Smith, Scott M., Marketing Models*
- <http://marketing.byu.edu/htmlpages/courses/693r/modelsbook.html>

# AGRICULTURE MARKETING MANAGEMENT

**Course Code: MBA409**

**L:2, T:1, P/FW:0 C:03**

## **Course Objective:**

The course is designed to acquaint the students with the methods and processes of marketing agricultural products in national markets along with trends of globalization. The content includes, agricultural markets, types of agricultural markets, agencies involved in marketing agricultural produce, market structure, market cost, market margins, pricing and its functions and a brief account of pricing policy in India. The course also deals with the basics of marketing management.

## **Course Contents:**

### **Module I**

Introduction: Concept of marketing, definitions of agricultural marketing, markets & marketing, the marketing mix, marketing environment, peculiarities of agriculture markets, markets at different levels of development & their evolution, & role of price in economic development.

### **Module II**

Role of government in agricultural marketing: Public sector institutions- CACP, FCI, CWC, DMI, fair price shops, EXIM bank, etc and their functions. Cooperative marketing in India.

### **Module III**

Demand for farm products: Determinants of consumer behavior, consumer of farm products, factors affecting demand and consumption of farm products, Supply of farm products, product life cycle and product development, marketed and marketable surplus along with the factors affecting their supply.

### **Module IV**

Pricing and promotion strategy: Market structure, determinants of price and export pricing, fundamental export pricing strategy, developing price strategies, advertising, publicity, personal selling and sales promotion. Marketing function: Exchange functions, buying and selling, physical functions – storage, transportation and processing; facilitating functions-packaging, branding, financing, market information, grading etc, management of marketing functions. Marketing Channels: Stages of marketing, marketing channels, selection and management of marketing channel for farm products, Marketing efficiency – Meaning and components of marketing costs; price spread and market margins, concept and measurement of marketing efficiency

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Acharya, S. S., & N. L. Agarwal, N. L. (2015). Agricultural Marketing in India, Oxford &Ibh Publishing
- Kotler, P. (2000). Marketing Management Millenium Edition, Prentice Hall.
- Mamoria, C. B., & Joshi, R. L. (1979). Principles and Practices of Marketing in India, Imprint
- Arora, V. P. S., Krishi Vipran and Keemat Vishleshan.

# FINANCIAL ENGINEERING

**Course Code: MBA414**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

Finance has evolved as an exciting discipline in terms of innovations it has witnessed in recent past. This aspect known as Financial Engineering starts where financial analysis ends. The objective of the course is to enable the students to think in terms of innovative solutions to financial problems with particular emphasis on understanding new risks, which the changing scenario of finance is creating for individuals and firms and equip them with innovative tools of financial engineering called derivatives and skills to use them in forming effective strategies to cope with the changing environment and hedge against the financial risks.

## **Course Contents:**

### Module I: Introduction

Changing Environment and Increasing Price Risks, Financial Engineering as a response to Increased Risks, Types of Risks and Risk Management, Tools of Risk Management, Conceptual and Physical Tools of Financial Engineering, Effect of Speculation and Arbitrage on Market Efficiency, Derivative Market in India

### **Module II: Futures and Forwards**

The Futures Markets, Buying and Selling Futures, Devising a Hedging Strategy Using Futures, Stock Index Futures, Value at Risk, Short Term and Long Term Interest Rate Futures, Foreign Currency Futures and Commodity Futures

### Module III: Swaps

Structure of a Swap, Interest Rate Swaps, Currency of Swaps, Commodity Swaps, Other Swaps, Credit Risk, Role of a Swap Dealer.

### Module IV: Options

Options Markets; Properties of Stock Option Prices; Option Pricing Models – Binomial Model, Black-Scholes; Model, Single Period Options – Calls and Puts, Payoff Diagrams of Simple and Complex Option Strategies, Cash Settled Options, Multi-Period Options – Caps, Floors, Collars, Captions, Swaptions and Compound options, Cross-currency Futures and Options.

### Module V: Other Innovations

Debt Market Innovations, Mortgage Backed Securities, Hybrid Securities, Asset-Liability Management

### Module VI: Recent Trends

Exotic Options, Synthetic Instruments, Developments in Equity-Based Strategies, Direct and Cross Hedges, Future Trends and Issues in Financial Engineering.

**Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

**Text &References:**

- Hull, J. C. (1999), Introduction to Futures and Options Markets, Prentice Hall of India.
- Edwards, F. R. and Ma, C. W. (1992), Futures and Options, McGraw-Hill International.
- Rebonato, R. (1996), Interest Rate Option Models: Understanding, Analyzing and Using Models for Exotic Interest Rate Options, John Wiley and Sons.
- Kolb, R. W. (1997), Understanding Futures Markets, Prentice Hall of India.
- Marshall, J. F. and Bansal, V. K. (2006). Financial Engineering: A Complete Guide to Financial Innovation, Prentice Hall of India.
- Articles from selected journals and magazines.

# STRATEGIC FINANCIAL MANAGEMENT

**Course Code:MBA 472**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

The course aims at helping overcome traditional distinction between Strategy and Financial Management as two diverse disciplines of management. The strategy has gained prominence over last two decades and focuses on the ambiguous, the uncertain, the less tangible and the qualitative. Financial Management on the other hand, emphasizes the precise, the measurable and the tangible. It is intended to develop an in-depth understanding, among the participants, of how to manage for value by enabling financial management to play a more proactive role in Strategic Management. The course also aims at developing an appreciation of how advancements in theory of finance have made it converge more towards strategy.

## **Course Contents:**

### **Module I: Introduction**

Role of Finance and Strategy in Management Process, Strategic Droop, **Management Behaviour and Convergence between Strategic and Financial Analysis**

### **Module II: Financial Decision Making**

Value Analysis – A Strategic Perspective, Advances in Working Capital Management, Arriving at an Optimal Capital Structure, Impact of Inflation on Financial Decisions, Dividends Decisions – A Strategic Perspective

### **Module III: Corporate Valuation**

Rationale for Shareholders' Wealth Maximization, New performance Metrics like Economic Value Added (EVA) and Market value Added (MVA), Various Approaches to Corporate Valuation, Alignment of Interest of Various Stakeholders of a Firm.

### **Module IV: Corporate Restructuring**

Restructuring and Merger & Acquisition, The Search Process, Valuation and Deal Structuring, Accounting and Tax Implications, Post Merger Integration and Learning, Restructuring through Privatization, Leveraged Buy-outs (LBOs) Restructuring of Sick Enterprises, Due Diligence and certification.

### **Module V: Corporate Governance**

Divergence of Interest, Devices for containing Agency Costs, **Corporate Governance in Developed world, Corporate Governance in India, Reforming Corporate Governance, Legal Provisions and SEBI Code**

### **Module VI: Strategic Cost Management**

Transfer Pricing, Financial Aspects of Supply Chain Management, Operations Management Perspective on Costs, Strategic Cost Analysis (Using Activity Based Costing, Target Costing and Life Cycle Costing) and Product Pricing at Different Stages of Product's Life Cycle.

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text &References:**

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
- Jakhotiya, G. P. (2000), Strategic Financial Management, Vikas Publishing House.
- Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
- Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage,Free Press.
- Pritchett, P; Robinson, D. and Clarkson, R. (1997), After The Merger: The Authoritative Guide for Integration Success, McGraw Hill
- Sadtler, D; Campbell, A. and Koch, R. (1997), Break Up: When Large Companies are More Worth Dead Than Alive.
- Geneen, H. and Bowers, B. (1997), The Synergy Myth and other ailments of Business Today, St. Martin Press New York..
- Weston, Chung & Hoag, (1996), Mergers, Restructuring and Corporate Control, Prentice Hall of India.
- Eccles, R. G. and Crane, D. B. (1995), Doing Deals: Investment Banks at Work, McGraw - Hill International.

# BEHAVIORAL FINANCE

Course Code:MBA473

L:2, T:1,P/FW:0 C:03

## Course Objective:

The course aims to generate sensitivity towards psychological aspects in financial decision making, especially investment decisions. It intends to develop understanding of behavioural anomalies resulting into erroneous decision making. It also aims to develop alternative opinion amongst the audience towards assumption of rationality – the core of traditional financial theories such as efficient market hypothesis, arbitrage pricing theory and capital asset pricing model.

## Course Contents:

### Module I: Basics of Behavioural Finance

Introduction to concepts of Traditional Finance – Rationality, Efficiency and Homo Economicus, Basic tenets of behavioural finance, **Types of Behavioural Biases – Cognitive and Emotional.**

### Module II: Cognitive Biases

Overconfidence, Representativeness, Anchoring and Adjustment, Cognitive Dissonance, Availability, Self-Attribution, Illusion of Control, Conservatism, Ambiguity Aversion, Mental Accounting, Confirmation, Hindsight, Recency, Framing.

### Module III: Emotional Biases

**Endowment Bias, Self-Control, Optimism, Loss Aversion, Regret Aversion, Status Quo**

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- Forbes, W., (2011), Behavioural Finance, Wiley India Pvt. Ltd.
- Braun M.A., (2008), Did The 'Homo Economicus' Mutate To The Concept Of Behavioural Finance and Economics?, Grin Verlag
- Parikh, P., (2009) Value Investing and Behavioural Finance, TMH Education Pvt. Ltd.
- Shefrin, H., (2000), Beyond Greed and Fear: Understanding Behavioural Finance and the Psychology of Investing (Financial Management Association Survey & Synthesis Series), Oxford University Press
- Montier, (2002), Behavioural Finance: Insights Into Irrational Minds and Markets, John Wiley & Sons
- Christina, O., (2011), Behavioural Finance, Lap Lambert Academic Publishing

# MANAGEMENT OF FINANCIAL INSTITUTIONS

**Course Code: MBA497**

**L:2, T:1, P/FW:0 C:03**

## **Course Objective:**

The aim of the course is to orient the finance students to the change in the financial industry. The financial industry much like the computer industry is changing rapidly. A course that merely describes the existing institutions will not prepare the students adequately for the change. Thus familiarization with institutions of today & developing an understanding why they are the way they are, and why they are changing is the core aim of the course. An Indian perspective will be added but conceptually the Global frameworks will be used. At the end of this course the students will understand:

- The role of financial institutions in economic development
- The working of Financial Intermediaries
- International Banking
- The norms governing of Financial Intermediaries in India
- The basic principles of Lending & Investments in a Commercial Bank
- The working of Developmental Financial Institutions

## **Course Contents:**

### **Module I: Introduction**

Financial institutions and economic development, Types of Money, Process of Capital Formation, Technology of financial systems- Pooling, Netting, Credit substitution & Delegation.

### **Module II: Financial intermediaries**

Understanding Financial Intermediaries- Commercial Banks, Central Bank, Cooperative Banks, Banking system in USA & India, International Banking, Banking Operations, Retail and Wholesale Banking, Near Banks, Universal Banking, NBFC's

### **Module III: Norms & Practices in the Banking Industry**

Principles of Lending, Study of Borrowers, Balance Sheet Analysis, Project Appraisal Criteria, Marketing of Bank Services, Prudential Norms - Narsimhan Committee Recommendations, Performance Analysis of Banks, Regulatory Institutions RBI & SEBI, Lender's Liability Act, Banking Innovations, Basle Committee Recommendations, CAR - Risk Weighted Assets and Risk Based Supervision, Asset Liability Management in Commercial Banks, Corporate Debt Restructuring, Internet Banking, Mobile Banking, E-Banking Risks, E-Finance, Electronic Money, Digital Signatures, RTGS, NEFT etc.

### **Module IV: Developmental Financial Institutions**

Role of Developmental Banks in Industrial Financing, Resource Mobilization of Developmental Banks, Project Examination by Developmental Banks.

### **Module V: Insurance Institutions**

Role of Insurance companies in Industrial Financing, Life insurance & General insurance, New developments in insurance as a sector in the Indian financial system, Bancassurance Models in Europe and India

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### **Text & References:**

- Chandra, P. (1997), Financial Management: Theory & Practice, Tata McGraw Hill.
  - Jakhotiya, G. P.(2000), Strategic Financial Management, Vikas Publishing House.
  - Grundy, T., Johnson, G and Scholes, K. (1998), Exploring Strategic Financial Management, Prentice Hall Europe.
  - Shank, J. K. & Govindarajan, V. (1995), Strategic Cost Management: The New Tool for Competitive Advantage, the Free Press.
  - Pritchett, P; Robinson, D. and Clarkson, R. (1997), After The Merger: The Authoritative Guide for Integration Success, McGraw Hill
  - Geneen, H. and Bowers, B. (1997), The Synergy Myth and other ailments of Business Today, St. Martin Press New York..
  - Weston, Chung & Hoag, (1996), Mergers, Restructuring and Corporate Control, Prentice Hall of India.
- Eccles, R. G. and Crane, D. B. (1995), Doing Deals: Investment Banks at Work, McGraw - Hill International.**

## **SOCIAL AND INDUSTRIAL PSYCHOLOGY**

**Course Code: MBA419**

**L:2, T:1,P/FW:0 C:03**

### **Course Objective:**

The Objectives of this course are to understand human behaviour in social and industrial settings. A student will be able to comprehend the causes of behaviour as well as the methods of improvement by going through this course.

### **Course Contents:**

#### **Module I: Social and Industrial Psychology**

Definition, Nature and Background.

#### **Module II: Social Perception**

Non-Verbal Communication, theories of Attribution, Impression formation and impression management.

#### **Module III: Social Identity**

Self Concept, Self-esteem, Self-efficacy, Self-monitoring and self-focusing.

#### **Module IV: Social Influence**

Conformity, Compliance and Obedience.

#### **Module V: Interviews, Application Blanks and References**

The interview, Application blanks and biographical inventories, References and background investigations.

#### **Module VI: Employment Testing**

Testing abilities, Testing personality, Testing skills and achievements, Using and not using tests.

#### **Module VII: Safety Psychology**

Safety management and safety psychology, Differential accident liability.

### **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### **Text & References:**

#### ***Text:***

- Robert A. Baron and Donn Byrne, 1995, 7<sup>th</sup>Ed “Social Psychology: Understanding Human Interactions”, New Delhi, Prentice Hall of India
- John B. Miner, 1992, “Industrial - Organizational Psychology”, Singapore, McGraw-Hill

#### ***References:***

- S.C. Tailor, L.A. Peplau and D.O. Sears, 1995, 7<sup>th</sup> Ed., “Social Psychology”, New Jersey, Prentice Hall Inc.

## ORGANIZATIONAL STRUCTURE, DESIGN AND HR PLANNING

Course Code: MBA420

L:2, T:1,P/FW:0 C:03

### Course Objective:

To develop an understanding of the nature, functioning and design of organization as social collectives and to develop theoretical & practical insights & problem solving capabilities for effectively managing the organizational processes.

### Course Contents:

#### Module I: Overview of Organizations

Introduction & brief overview of the course, what are organizations, why study organizations, Are organizations real? Types of organizations, Determinants of organization design, Parameters of organization design, Definition of organizational structure, complexity, formalization and centralization

#### Module II: Organization & Environment

Organizational Strategy, Organization and technology

#### Module III: Types of Organization

New design option, Power and conflict in organization, Paradigm shift in organization design, Organization effectiveness.

#### Module IV: HR Planning

Objectives, Benefits, Advantages, Remediation, Problems.

#### Module V: HR Planning

Tools, methods & Techniques- linkage of HR, Planning with other HR Functions, Recent trends in HR Planning.

### Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### Texts & References:

#### Text:

- Aswathappa, K (2005), 'Human Resource & Personnel Management' 4<sup>th</sup> ed. Tata Mcgraw Hill Company Limited, New Delhi.
- Hall, R. H. (2002), 'Organizations: structures, processes and outcomes', 8<sup>th</sup> ed. Prentice Hall of India Pvt Limited, New Delhi.
- Nadler, D.A. & Tushman, M. (1997): 'Competing by design', Oxford University Press.
- Senge, P. M. (1990), 'The Fifth Discipline': Century Business

#### References:

- Ackoff, R.L. (1999), 'Recreating the corporation: A Design of Organization for the 21<sup>st</sup> century. Oxford University Press.
- Banner, D.K. & Gague, T.E. (1995), 'Designing Effective Organizations', Sage Publications.

# GLOBAL HUMAN RESOURCE MANAGEMENT

**Course Code: MBA422**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

The main objective of this course is to inculcate deep understanding of International Human Resources and to explore the dynamics of global business development. It also aims at preparing students about examining significant business opportunities and maximization of returns with understanding of cross cultural management, as primary causes of failure in multinational ventures stem from lack of understanding of the essential differences in managing human Resources, at all levels in foreign environment.

## **Course Contents:**

### **Module I: Internationalization**

Evolution of International business, Stages of internationalization, Modes of entering International business Relationship between International Strategy and SIHRM- International Human Resource Management – Major Economies and their HRM practices

### **Module II: Organisation Structure, International HRP, Recruitment and Selection**

Organisation Structure and HRM, Global Human Resource Planning, Issues in supply of International Human Resources, Recruitment and Selection

### **Module III: International Compensation Management**

Complexities, Objectives of International Compensation Management, Component and Structure of International Compensation package, Executive rewards and compensation, Approaches to International Compensation Management,

### **Module IV: Human Resource Professional – Molester Navigation**

Context for international perfect management, framework for performance management, cross-cultural issues, North America, South America, some key pointers, Northern Europe, Value based management in Nordic countries, China – the sleeping giant awakes, Japan – a culture of enfolding relationship, South East Asia regional diversity.

### **Module V: Understanding Cross Culture: Issues & Perspectives**

Understanding Culture, Introduction, Key Concepts, Determinants of Cultural Identity, Frameworks for Mapping the Culture, Geert Hofstede, Clyde Cluckhohn, TE Hall Studies of National Culture, Managing Workforce diversity, Adjusting to the New Culture, Competencies for Global Manager

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text &References:**

- Aswathappa K, Dash Sadhna (2008), International Human Resource Management Text &Cases, Tata McGraw Hill
- Bhatia S.K. (2005), International Human Resource Management, Deep & Deep Publications
- Evans Paul, Vladimir Pucik, Jean-Louis Barsoux (2010), The Global Challenge – Frameworks for International Human Resource Management, Mc Graw Hill
- Rao PL, International Human Resource Management (2008), Excel Books

## ORGANIZATIONAL CHANGE AND DEVELOPMENT

**Course Code: MBA496**

**L:2, T:1, P/FW:0 C:03**

### **Course Objective:**

The aim of this course is to familiarize students with the rapidly growing scope of OD and the approaches which are becoming more and more diversified. A wide range of interventions are discussed as there is a critical need for them in organizations facing volatile and competitive global environment.

### **Course Contents:**

#### **Module I: Organizational Development: An Introduction**

Nature, Assumptions, Characteristics & techniques. Historical framework of Organizational Development. The Lab training stem, The survey research and feedback stem, The Action Research stem, Steps involved in Organizational Development, Role of Managers, Factors affecting Organizational Development.

#### **Module II: Typology of Organizational Development Interventions**

Interventions designed at Individuals, Dyads/Triads, Team and Groups, Inter-group Relations, Total organization, Weisboard Model.

#### **Module III: Action Research & Organizational Design**

Introduction to Action Research, Action Research as a Process and as an Approach, Determinants of Organizational Design, Components of Organization Design, Organization - The Environment Interface, Organizational Decision Making

#### **Module IV: Organizational Development Interventions**

Team Interventions, Inter-group Interventions, Comprehensive Interventions, Structural Interventions, Issues in Consultant - Client Relationship; **Power, Politics and Organizational Development**

#### **Module V: Change Management**

Why Organization Change, Need for change, Factors causing change- Environmental, Technological, Legal, Political, Social, &, Cultural factors of change, Models & techniques involved in change management, Total Quality Management, **Business Process Reengineering**, Guidelines for Facilitating change.

#### **Module VI: Future of Organizational Development**

Changing values, Cultural Models & theories of planned change, organizing for the Future, Organizations as learning systems, and Implications for future managers

### **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

### **Text & References:**

- Palmer I, Dunford R, Akin G, (2010), 'Managing Organizational Change a multiple perspectives approach, Tata McGraw Hill Publication, New Delhi.
- Thomas G. Cummings and Christopher G. Worley (2002). Organizational Development and Change, Thompson learning- India, New Delhi.
- Wendell L. French and Cecil N. Bell Jr., (2008), "Organization Development and Transformation" New Delhi, Prentice Hall.

## **GLOBAL OUTSOURCING: ISSUES AND PERSPECTIVES**

**Course Code: MBA430**

**L:2, T:1,P/FW:0 C:03**

### **Course Objective:**

Knowing how to make sound decisions about global sourcing strategy; Analyse the Past, Present & Future Landscape of Global Services Outsourcing, with particular focus on BPO's & IT services outsourcing; Study how to develop Strategy & Managerial Competence in Global Sourcing using real world examples from Managerial Practice; help identify challenges of Global Sourcing as well as costs, risks, rewards, and strategies involved in making sourcing decisions.

### **Course Contents:**

#### **Module I: Historical and economic perspectives on Global Outsourcing**

Origin of Globalization of Service Delivery ; Outsourcing- what & why, concept & scope of outsourcing activities ; Significance & challenges/barriers in outsourcing, Sourcing terminologies;

#### **Module II: Sourcing Models**

Sourcing Models; Insource vs. Outsource, Domestic vs Global; On-shore, near-shore & off-shore – why, when & how? Benefits & trade-offs. Types of outsourcing in various sectors – Manufacturing, Auto, Financial, Accounting, Insurance, Healthcare, HR, Media, Design, Retail, Entertainment, Legal etc.

#### **Module III: Sourcing different services from different geographies**

Types of global outsourcing services (IT, BPO, Infrastructure), the vendor landscape (local/multinational, niche players/generalists), Legal Issues: Contracts, Taxes, IP, Privacy, Compliance, Critical success factors in managing outsourcing relationships, Managing distributed work teams: overcoming distance, time, and culture.

#### **Module IV: India's BPO's & IT Services Outsourcing experience**

Outsourcing into India. India- A SWOT analysis ; India as a preferred destination ; Size, statistics & experiences of the Indian BPO & IT service providers

#### **Module V: Developing an outsourcing strategy for Future Challenges**

Implementing Outsourcing: Guidelines for choosing outsourcing partners, Contracting, Change Management, and Governance, **Managing Globally Distributed Teams across Time, Space, and Culture.**

**Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

**Text &References:**

- Alphesh Patel & Hemendra Aran (2005), Outsourcing Success: The Business Imperative, TMI-ND
- Oshri, Kotlarsky, and Willcocks, (2009),The Handbook of Global Outsourcing and Offshoring
- Sarika Kulkarni, (2006), Business Process Outsourcing, Jaico Publishing House, Mumbai

# INTERNATIONAL MARKETING

**Course Code: MBA431**

**L:2, T:1,P/FW:0 C:03**

## **Course Objective:**

In today's dynamic global scenario people who succeed will have to learn the art of managing functions across domestic borders. Thus the course aims at exposing the students to the international business activities. The course would develop a general perspective about managing international business both in operational as well as strategic context.

## **Course Contents:**

### **Module I: Overview**

Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

### **Module II: International Marketing Environment**

Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions.

### **Module III: International Entry & Expansion Strategies**

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers.

### **Module IV: Developing Product for International Market**

The international product and its life cycle, Product positioning & Segmentation, Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, New product development & testing. Dumping, Gray market, Role of Services in global economy,

### **Module V: Promotion & Pricing Strategy for International Market**

Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing.. **Global pricing Objectives** & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education

- Vasudeva PK (2010), International Marketing, Excel Books
- Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

# FOREIGN TRADE POLICY

Course Code: MBA433

L:2, T:1,P/FW:0 C:03

## Course Objective:

Know the world's top economies and their Trade Policies, Regional & bi-lateral agreement.; Learning the direction, composition & procedures of India's Foreign Trade Policy 2009-2014; Knowing which Assistance, Promotion Schemes and Incentives exporters enjoy; knowing Import Tariffs & Customs duties; Learning International Documentary & Govt. Regulatory compliances

## Course Contents:

### Module I: World Trade & Economic integration

Why Trade, Link between Trade & Economic growth, World's leading economies, Complexities & Barriers to free trade, World's Top Trading Nations, Emerging markets. Free Trade Areas, Customs Union, Common Markets, Economic Unions; Regional Economic Blocks- EU, NAFTA, MERCOSUR, SAARC, SAFTA, APEC, ASEAN, ECOWAS, GCC, OPEC. Global integration, WTO, IMF, World Bank. Harmonized Commodity Description & Coding System, ISO Currency codes.

### Module II: Overview of India's Foreign Trade Policy

The Foreign Trade (Development & Regulation) Act, Objectives of India's Trade Policy 2009-2014, Post 1991 India's Trade Liberalization, India's Economic Indicators, Export/Import data & major Trading partner countries. How to start an Export/Import business, Import Export Code (IEC), Registration cum Membership Certificate (RCMC) with appropriate Export Promotion Council (EPC). Commercial, Financial, Transport, Title, Govt., Insurance, Export Assistance Documents & Certificates used in Exports. Licenses & Customs documents for imports.

### Module III: India's Export Policy

Fiscal, Financial, Special Schemes & General incentives provided to exporters. Status holders, Focus Market Scheme, Free Trade Zones, Deemed Exports, Duty Drawback, Export Promotion Capital Goods Scheme, Advance License, Standard input-output norms, Duty Exemption Pass Book Scheme, Special Economic Zones, Export-oriented Units, Software Technology Parks, Free Trade Zones.

### Module IV: India's Import Policy

Tariff structure and Customs Duties, Basic Duty, Additional Customs Duty, Education Cess, Anti-Dumping duty, Safeguard duty etc. Bill of Entry, Bonded Warehouses, Import of Restricted goods, second-hand goods, under Lease Finance, Replacement goods, samples, goods for Exhibitions, Fire Arms, Prototypes, Office equipment, Tourism Industry, Individuals & NRI's

### Module V: Trade Policy of Leading Trade Economies vis-a-vis Indian Trade Policy

Indo European Union, US & China Trade Policy. Expansion of trade to Latin America, Africa & Asia.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- R.K. Jain (2010), Foreign Trade Policy and Handbook of Procedures (2009- 2014) (Vol 1), Jain Book Depot

- Nabhi (2011-12)(1999), How to Export, Nabhi Publications

# INTERNATIONAL BUSINESS & PRACTICES

**Course Code: MBA495**

**L:2, T:1, P/FW:0 C:03**

## **Course Objective:**

This course provides a comprehensive overview of the role that international business plays in the global economy. This knowledge shall help to understand the complexities, risks and opportunities of international business and provide a global perspective on international trade, including foreign investments, impact of financial markets, international marketing, and the operation of MNC's. Learn business practices organizations adopt to tap global opportunities. Create awareness on career opportunities that exist in international business.

## **Course Contents:**

### **Module I: Globalisation & Multinational Corporations**

Globalisation - Meaning and implications, Globalisation of markets and production, Drivers of Globalisation, Multinational Corporations- Definition, Types, Organisation, Design & Structures, Head quarters and Subsidiary relations

### **Module II: Introduction to International Trade**

Theories- Theory of Mercantilism, Absolute advantage, Comparative advantage, Hecksher-Ohlin theory, The new product life cycle theory, The new trade theory, Porter's diamond model, GATT, WTO, IPR, TRIPS, TRIMS, GATS, Ministerial Conferences, Uruguay round of negotiations; Introduction to International Supply chain management & Logistics

### **Module III: International Business Environment**

Implication of environment differences: a) Economic factors – the determinants of economic development ; b) Political and Legal factors c) Cultural factors -Culture, Values, Norms, Social, Religious, Ethical, Language, Education; Regional Integrations

### **Module IV: Introduction to International Financial Systems**

International Financial Markets – Equity, Debt, Foreign Exchange & Commodities; Role & funding facilities of World Bank & International Monetary System; International Financial Risks of Trade Payments, FDI's, FII's, Expatriation, Repatriation, Currency fluctuations etc.; Introduction to Foreign Exchange Market – functions, nature, trading, rate determination, currency convertibility; Introduction to Export and Import Finance – Methods of payment in International Trade

### **Module V: Introduction to International Business Practices**

Country Risk Analysis – How to assess Political, Social & Economic risks; International Marketing – Potential, Barriers, Entry strategies, Market selection, localization, organizational structures in order to compete effectively globally; Decision-making and controlling practices

## **Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## **Text & References:**

- Daniels, J. D., Radebaugh L. H., Sullivan D. P., & Salwan P. (2013), International Business: Environments and Operations, Pearson Hall
- Sundaram, A. K., & Black, J. S. (2009). International Business Environment, Prentice-Hall of India
- Apte, P. G. (2010), International Financial Management, Tata McGraw Hill
- Cherulinam, F. (2010), International Business, Himalaya Publishing House
- Charles Hill, C. (2007), International Business, McGraw Hill
- Joshi, R. M., (2009), International Business, Oxford Publication

## **INTERNATIONAL MARKETING**

**Course Code: MBA431**

**L:2, T:1,P/FW:0 C:03**

### **Course Objective:**

In today's dynamic global scenario people who succeed will have to learn the art of managing functions across domestic borders. Thus the course aims at exposing the students to the international business activities. The course would develop a general perspective about managing international business both in operational as well as strategic context.

### **Course Contents:**

#### **Module I: Overview**

Need, Scope, Tasks, Domestic vs. International marketing, International trade Theories, Importance of International Marketing, Management orientation (Ethnocentric, Polycentric, Regiocentric & Geocentric)

#### **Module II: International Marketing Environment**

Economic Environment (World Economy, Stages of market & economic development, Income & Purchasing Power parity, Economic Risk Analysis, Balance of payments, Trade patterns, International trade alliances, WTO, World Bank, IMF, Regional Economic groups. Social & Cultural environment – Culture, Cultural impact on Industrial & Consumer products. Political, Legal & Regulatory Environment – Political Risk, IPR, Licensing & Trade Services, Dispute Settlement & Litigation, Embargoes & Sanctions.

#### **Module III: International Entry & Expansion Strategies**

International Market Entry Strategies – Exporting, Sourcing, Licensing, JVs, Ownership & control, Ownership/ Investment, Merger's and Acquisitions, Stages of development models (Domestic, International, Multinational, Global, Transnational) Strategies employed by Indian companies to sustain Globally. Tariff and Non Tariff Barriers.

#### **Module IV: Developing Product for International Market**

The international product and its life cycle, Product positioning & Segmentation, Product design consideration, Geographic expansion, Global branding and different positioning of the same brand in different countries, New product development & testing. Dumping, Gray market, Role of Services in global economy,

**Module V: Promotion & Pricing Strategy for International Market**

Channel development & Innovation. Role of International Advertising & Branding, PR, Trade Fairs, Personal selling, Sales promotion, Exhibitions, Sponsorship promotion, Internet Marketing.. Global pricing Objectives & methods, Pricing policies – Marginal cost, cost plus, Market oriented, Export payment methods – L/C, Advance, DA/DP, FIBC, Counter trade, Transfer price.

**Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

**Text & References:**

- Keegan Warren & Bhargava Naval (2011), Global Marketing Management, Pearson
- Cateora Philip, Graham John & Salwan Prashant (2010), International Marketing, Mc Graw Hill
- Paul Justin & Kapoor Ramneek (2010), International Marketing, Mc Graw Hill
- Joshi Rakesh Mohan (2009), International Business, Oxford Higher Education
- Vasudeva PK (2010), International Marketing, Excel Books
- Harvard Business Review, Global Business Review (Sage Publications), Global Forum – ITC Geneva

**CUSTOMER RELATIONSHIP MANAGEMENT**

**Course Code: MBA463**

**L:2, T:1,P/FW:0 C:03**

Course Objective:

**This course examines customer relationship management as a key strategic process for organizations. Composed of people, technology, and processes, an effective CRM optimizes the selection or identification, acquisition, growth and retention of desired customers to maximize profit. Anyone interested in being an architect of CRM within his or her organization, or responsible for the development of any major aspect of CRM will find this course beneficial. CRM discussions and projects will address both organizational customers (B2B) and consumers/households (B2C).**

Course Contents:

**Module I: Introduction and Significance of Customer Relationship Management**

Evolution of CRM, Need for CRM, Benefits of CRM, Transaction vs. Relationship orientation, Introduction and Objectives of a CRM Process, an Insight into CRM , e-CRM and m-CRM.

**Module II: Managing Customer Relationship**

Understanding Principles of Customer Relationship, Relationship Building Strategies, Building Customer Relationship Management by Customer Retention, Stages of Retention, Sequences in Retention Process, Understanding Strategies to Prevent Defection and Recover Customers. Market share vs. Share of customers, Life Time Value of Customers.

**Module III: CRM Process**

The CRM cycle i.e. Assessment Phase; Planning Phase; The Executive Phase, Modules in CRM, 4C's (Elements) of CRM Process, Customer Acquisition Strategies, Customer Retention Strategies (Zero defections), Cross selling and up selling strategies, Customer Equity, Customer Metrics, Customer loyalty, Loyalty ladder, Customer Complaint Management.

**Module IV: CRM practices in Business Economy (B 2 C and B 2 B Market)**

Growth of Service in India, Service Customer Classification, Service Marketing Mix, Service Recovery, Characteristics of Business Markets, Importance of CRM in B2B and B 2 C Markets, Key Account Management, Supplier-Channel Management, CRM practices and application in Banking Industry, Retail Industry, Aviation Industry, Hospitality Industry, Pharmaceutical Industry, Telecom Industry and Product Markets.

**Module V: Issues and Challenges in Implementation of CRM**

CRM Implementation Road Map, CRM Roadblocks (4P's), Phased development, learning from customer defections, evaluating customer retention plan, Emerging trends in CRM.

**Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

**Text & References:**

- Alok Kumar, Chhabi Sinha, Rakesh Sharma (2009), Customer Relationship Management – Concepts and Application, Biztantra Publication.
- Alok Kumar Rai (2009), Customer relationship Management Concepts and Cases, Prentice Hall of India.
- G Shainesh& Jagdish N Sheth, (2006), Customer Relationship Management-A Strategic Approach, Macmillan India, New Delhi.
- Jill Dyche (2006), The CRM Hand book, Pearson Education.
- Judith W.Kincaid (2007), Customer Relationship Management- Getting it Right, Pearson Education.
- Ronald S (2001), Accelerating Customer Relationships, Swift, Prentice Hall of India.
- S.Shajahan (2009), Relationship Marketing, Tata McGraw Hill

# SUPPLY CHAIN MANAGEMENT

**Course Code: MBA471**

**L:2, T:1,P/FW:0 C:03**

**Course Objective:**

The aim of this course is to develop the understanding of the various components of the integrated supply chain. The learning is focused on developing the supply chain to suit domestic as well as global markets.

**Course Contents:**

**Module I: Introduction of Logistics and SCM**

Evolution of Logistics and Importance of Supply Chain Management in the Overall Organization Functioning, Customer Focus in Supply Chain, Developing Supply Chain as a Competitive Focus by Customer Satisfaction and Corporate Profitability, Supply Chain Logistics Operations

**Module II: Strategic Issues in Supply Chain Management**

Value chain and value delivery system, Concept of multi-modal transportation and infrastructure needs; Transportation Choices and Third Party Logistics, Fourth Party Logistics Distribution Channel Design, Strategic Alliances, Communication Flow of Supply Chain, Documentation needs and liabilities; Inter-functional coordination, Inter-corporate cooperation, Outsourcing in Supply Chain; Vendor Management & Development, Strategic Lead Time Management, Warehousing

**Module III: Managing the Supply Chain Performance**

SCM and Information Technology, IT Enabled Supply Chain Management, Inter-firm Integration: Implementation Issues, Application of ERP, JIT, Optimization of Supply Chain, Retailing Management, Waste Elimination and Lean Thinking in Supply Chain; Supply chain performance measurement systems; Supply Chain Balanced Score Card.

**Module IV: SCM in Indian and Global Perspective**

Supply Chain Management in the Indian Environment, Motives and Development of Global Markets, Supply Chain Reconsideration- to suit the Global Environment, Risk Involved in International Markets, Benchmarking Global Supply Chains.

**Examination Scheme:**

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

**Text & References:**

- Agarwal (2010), Supply Chain Management, Macmillan India
- Bowersox, Closs and Cooper (2008), Supply Chain Logistics Management, Tata McGraw-Hill
- Chopra, Meindl and Kalra (2008), Supply Chain Management: Strategy, Planning, and Operation, Pearson Education
- Rangaraj, et al (2009), Supply Chain Management for Competitive Advantage, Tata McGraw-Hill
- Ray (2010). Supply Chain Management for Retail, Tata McGraw-Hill
- Shah (2009), Supply Chain Management: Text and Cases, Pearson Education

- Sharma (2010), Supply Chain Management, Oxford University Press
- Simchi-Levi, et al (2008), Designing and Managing the Supply Chain, Tata McGraw-Hill
- Wisner, Leong and Tan (2005), Principles of Supply Chain Management, Cengage

# MARKETING OF SERVICES

Course Code: MBA494

L:2, T:1, P/FW:0 C:03

## Course Objective:

The course has been designed to equip students to become more effective managers of any service organization by familiarizing them with the basic characteristics of services, their implications on design and delivery, and the ways to achieve sustainable competitive advantage by managing critical parameters.

## Course Contents:

### Module I: Understanding Services and Consumer Behavior

Service Sector and its structure. Drivers of service sector growth. Nature of services: Tangibility Spectrum; Defining the service offering; Flower of Service. Goods vs. Services; the service marketing challenges and implications for marketers for each service characteristic. Categorizing Service Processes. Self Service Technologies. Consumer behavior in services; Search, Experience and Credence attributes. Service Encounters and the types; Moments of Truth. The expanded Services Mix.

### Module II: Focus on Customers

Customers' expectations of service. Desired and Adequate service, Zone of Tolerance. Managing customer expectations and perceptions in services. Service Quality Dimensions. Customer Satisfaction vs. Service Quality. The impact of service failure and recovery. Types of Customer Complaint Actions and Complainers. Service Guarantees. Service Recovery Strategies.

### Module III: Aligning Strategy, Design and Delivery

Service Blueprinting. Operational service product designing and adding value. Evidence of service and Servicescape. The Service Triangle. Boundary–Spanning Roles. Strategies for closing the delivery gap.

### Module IV: Delivering Services through Intermediaries, Managing Demand and Capacity. Pricing Services

Role of Distribution in Services. Channel Conflicts and other key problems. Key Intermediaries for Service Delivery. Understanding Demand and Capacity constraints. Strategies for matching Capacity and Demand. Approaches to Pricing Services

### Module V: Service Sector Study (Group Project)

Exposure to various growing Service Sectors, viz.: Banking, Insurance, Hospitality, Education, Telecom, and Health Care etc. Live-Project by each group, on any one of the growing sectors of services; Group Presentations/ Viva on assigned date.

## Examination Scheme:

Components	CA	A	CT	EE
Weightage (%)	30	5	15	50

## Text & References:

- Valarie A Zeithaml Mary Jo Bitner, [Dwayne Gremler](#), [Ajay Pandit](#). (2007), Services Marketing: Integrating Customer Focus Across the Firm, Tata McGraw Hill
- Christopher Lovelock. (2010), Services Marketing: People, Technology, Strategy, Pearson Education India.
- Rajendra Nargundkar, (2006), Services Marketing: Text and Cases, Tata McGraw-Hill
- Harsh V. Verma. (2010), Services Marketing: Text and Cases, Pearson Education.

## Social Media Marketing

Course Code: MBA441

L:2, T:1, P/FW:0 C: 03

Course Objective:

<b>Module 1: Introduction to Social Media Marketing</b>
Overview of Key Concepts
Understanding Social Landscape
Emerging Landscape & Trends
<b>Module 2: Social Media Strategy</b>
Social Media Marketing: Strategy & Framework
Social Media Marketing: Platforms & Execution
Managing Social Media Campaigns
<b>Module 3: Cybersocial Tools</b>
Social Media Tech Tools
Leveraging SEO for Social Media
Social Bookmarks & Social News
Blogs Podcast and Vlogs
Measuring Blogging, Podcasting and Vlogging Metrics

<b>Module 4: Managing Twitter &amp; Facebook</b>
Twitter: Using Twitter Applications Effectively
Measuring Twitter Metrics
Facebook: Using Face Applications Effectively
Measuring Facebook Metrics
<b>Module 5: Other Social Media Networking Sites</b>
LinkedIn
Instagram
Myspace
Whatsapp

**Textbooks**

- A. Bhatia, P. S., (2019), Social Media& Mobile Marketing, Wiley
- B. Zimmerman, J., (2017), Social Media Marketing – All in One for Dummies, Wiley

## **Consumer Behavior in Digital World**

**Course Code: MBA443**

**L:2, T:1, P/FW:0 C: 03**

Course Objective:

### **Module 1: Understanding Consumer Behaviour and the Emergence of Digital Native's Behavior**

Explain the meaning and emergence of consumer behavior, Consumer behavior and marketing strategy, identify with the concepts of the future of consumer behavior, How Digital Marketing is changing Consumer Behavior, understanding digital natives, Understand the difference between digital natives and physical natives.

### **Module 2: Understanding Individual Consumer in Digital world**

Understanding the Impact and management of Perception, Learning, Motivation, Beliefs, Values, Lifestyle, Attitude, and Personality in digital environment

### **Module 3: Impact of society on Consumer behavior in a Digitally connected world**

Influence of Family, Reference Groups, Cultural & cross cultural, Influence aspects on Consumer behavior in the world of intense digital media usage by consumers

### **Module 4: Consumers Decision in the era of connected objects**

Decision-making in new digital age. Influence of Digital, Social Media, and Mobile on consumer behavior. Social media marketing and optimization. Luxury and Consumer Behavior. Containing and Navigating Consumer Negativity in the Digital World.

#### **Text:**

Varsha Jain, Jagdish Sheth, Don E. Schultz, Consumer Behavior - A Digital Native, 1<sup>st</sup> ed, Pearson

#### **Reference:**

Manish Grover, Dancing the Digital Tune: The 5 Principles of Competing in a Digital World, CD Press, ISBN: 978-0692358740

Doug Stephens, Reengineering Retail: The Future of Selling in a Post-Digital World, Figure 1 Publishing, ISBN: 978-1927958810

# CONTENT MARKETING

**Course Code: MBA442**

**L:3, T:0, P/FW:0 C:03**

## **Course Objective:**

The objective of this course is to familiarize the students with the concepts of content marketing and to develop their conceptual and analytical skills to be able to manage marketing operations of a business firm.

## **Course Contents:**

### **Module I: Introduction**

Nature and scope of content marketing; Digital Marketing Concepts; Forming a Mission statement; Application of Content Marketing.. Selecting a Niche, Identifying your Unique propositions.

### **Module II: Organizations' content niche**

Selecting a Niche, Identifying your Unique propositions, Identifying a target Audience, Naming Primary & Lower-level Goals. Forming a Core Message and Secondary Messages.

### **Module III: Content marketing plan**

Performing a Competitive Analysis, Generation of content ideas using social media, newsjacking, brainstorming and mind mapping, and keyword search, Building Your Brand, Client Management.

### **Module IV: Content editorial calendar**

Creating and Using an Editorial Calendar, Establishing an Online Footprint, Starting with a Blog, Writing for the Web, Understanding the Importance of Images, Audio, and Video, Collecting Content Ideas, Setting Up Google Alerts.

### **Module V: Optimizing your content**

Purpose of your content, lifecycle of the content, when & why to change for your content, Creating Opportunities.

### **Module VI: Strategic types of Content**

Exploring the various types of strategic content, Identify and define the four types of strategic content: attraction content, affinity content, action content, and authority content.

## **Examination Scheme:**

<b>Components</b>	<b>CPA</b>	<b>T</b>	<b>Q/S/CA</b>	<b>A</b>	<b>ME</b>	<b>EE</b>
<b>Weightage (%)</b>	5	-	5	5	15	70

## **Text & References:**

- Pulizzi. Joe Epic, Content Marketing: (2014), How to tell a Different Story, Break Through the Clutter, and Win more Customers by Marketing Less,- McGraw-Hill Education.
- GeradusBlokdyk. Content Marketing (2019) Practical tools for self- assessment, Publisher- 5star cooks.
- Ramos Andreas, The Big Book of Content Marketing (2013) Kindle edition.
- Wilson Pamela, Master Content Marketing (2016) A simple strategy to cure the Blank Page Blues and Attract a Profitable Audience, Kindle edition.
- Rebecca Lieb, Content Marketing (2012) Think like a publisher- How to use Content to Market online and in Social Media, Pearson Education.
- Gupta, Seema(2019), Digital Marketing- McGraw Hill Education(India) Private Limited, India.

- Kotler, P., Keller, K. L., Koshy, A. & Jha, M. (2013), Marketing Management– A South Asian Perspective, 14<sup>th</sup> Ed, Pearson India
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2015). Mktg, 8<sup>th</sup> Ed, Cengage Learning.
- Etzel, M. J., Walker, B. J., Staton, W. J., & Pandit, A. (2008). Marketing Concepts and Cases, 13<sup>th</sup> Ed, Tata McGraw Hill (Special Indian Edition).
- **Czinkota, M. (2010). Marketing Management, 10<sup>th</sup> Ed, Cengage Learning.**
- Kazmi, S. H. H. (2007). Marketing Management – Text and Cases, 1<sup>st</sup> Ed, Excel Books.
- Kumar, A., & Meenakshi, N. (2010). Marketing Management, 2<sup>nd</sup> Ed, Vikas Publishing House.
- Zikmund, W. G., & D’Amico, M. (1998). Marketing: Creating and Keeping Customers in an Ecommerce World, 6<sup>th</sup> Ed, South-Western College Publication

## DATA VISUALIZATION

Course Code	L	T	P/FW	Credits
<b>MBA453</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>3</b>

### Course Objective:

This course is designed to provide students with the foundations necessary for understanding and extending the current state of the art in data visualization. By the end of the course, students will have gained: An understanding of the key techniques and theory used in visualization, including data models, graphical perception and techniques for visual encoding and interaction. Exposure to a number of common data domains and corresponding analysis tasks, including working on Python, R and Tableau.

### Course Contents:

#### Module I: Data preparation and manipulation

Python and Jupyter notebook overview, Introduction to numpy; create arrays with numpy and Python; operations on multiple arrays and scalars; universal array functions in numpy; transpose arrays with numpy; import and export arrays. Introduction to Pandas – series, data frames, index Series and data frames in pandas, re-index, drop entry, data alignment, rank and sort data entries, summary statistics in pandas, dealing with missing data; reading and writing files.

Merge, concatenate and combining data frames, reshaping, pivoting, handling duplicates in data frame, mapping with pandas, replace, rename indexes in pandas, using bins, find outliers in your data with pandas, group by on data frames, group by on dictionary and series, aggregation, split-apply-combine technique, cross-tabulation in pandas

#### Module-II: Data Visualization in Python

Installing seaborn; create histograms using seaborn, KDE plots, combining plot styles, combine histograms, and rug plots, box and violin plots, regression plots, heat maps with seaborn.

#### Module-III: Data Visualization in R

introduction to R; ggplot2 foundations- geometries, facets, statistics, export plot; data wrangling- data transformation, grouping, piping, pivoting, transform and visualize data; exploratory data analysis- histogram and density plot, frequency polygon, area plot, bar plot; scatter plot, rug plot, bivariate distribution, boxplot, violin plot, matrix plots;

#### **Module-IV: Advanced Data Visualization in R**

Size and shape of points- facet wrap, facet grid, rmarkdown; pie chart, donut chart, time series visualization, waterfall chart, radar chart, parallel coordinates plot, heat map, mosaic plot; plot customization- themes, annotations and labels

#### **Module-V: Visualization Techniques in Tableau**

Domain padding and densification; data preparation using excel and custom SQL; viola chart; hexbin chart; advanced table calculations- addressing and partitioning; nested table calculations; sankey diagram- base sankey calculations, secondary calculations, nested table calculations; likert scale visualization - data preparation: lookups, cleaning, and pivoting, base likert calculations; dashboard layout techniques;

#### **Examination Scheme:**

<b>Components</b>	<b>C T</b>	<b>Assignment</b>	<b>P/V</b>	<b>Quiz</b>	<b>Attd</b>	<b>EE</b>
<b>Weightage (%)</b>	15	10	10	10	5	50

## **BUSINESS ANALYTICS**

<b>Course Code</b>	<b>L</b>	<b>T</b>	<b>P/FW</b>	<b>Credits</b>
<b>MBA454</b>	<b>2</b>	<b>1</b>	<b>-</b>	<b>3</b>

#### **Course Objective:**

This course provides an introduction to Business Intelligence, including the processes, methodologies, infrastructure, and current practices used to transform business data into useful information and support business decision-making. Business Intelligence requires foundation knowledge in data storage and retrieval, thus this course will review logical data models for both database management systems and data warehouses.

#### **Course Contents:**

#### **Module I: Introduction to Business Intelligence**

Introduction to digital data and its types- structured, semi-structured and unstructured, Introduction to OLTP and OLAP (MOLAP, ROLAP, HOLOAP), BI Definitions and Concepts, BI Framework, Data Warehousing concepts and its role in BI, BI Infrastructure Components- BI Process, BI Technology, BI Roles & Responsibilities, Business Applications of BI, BI best practices

### **Module II: Basics of Data Integration (Extraction Transformation Loading)**

Concepts of data integration, needs and advantages of using data integration, introduction to common data integration approaches, Meta data- types and sources, Introduction to data quality, data profiling concepts and application, Introduction to ETL using Kettle

### **Module III: Data Introduction to Multi-Dimensional Data Modeling**

Introduction to data and dimension modeling, multidimensional data model, ER Modeling VS multi-dimensional modeling, concepts of dimension , facts, cubes, attribute, hierarchies, star and snowflake schemas, introduction to business metrics and KPIs, creating cubes using Microsoft Exce.

### **Module IV: Basics of Enterprise Reporting**

A typical enterprise, Malcom Baldrige- quality performance framework, balanced scorecard, enterprise dashboard, balanced scorecard VS enterprise dashboard, enterprise reporting using MS Access/ MS Excel, best practices in the design of enterprise dashboards.

### **Examination Scheme:**

<b>Components</b>	<b>C T</b>	<b>Assignment</b>	<b>P/V</b>	<b>Quiz</b>	<b>Attd</b>	<b>EE</b>
<b>Weightage (%)</b>	15	10	10	10	5	50

### **Text & References:**

- Fundamentals of Business Analytics – R. N. Prasad & Seema Acharya, Business Intelligence (2nd Edition), Efraim Turban, Ramesh Sharda, DursunDelen, David King
- Delivering Business Intelligence with Microsoft SQL Server 2012, Brian Larson



## ADVANCED DATA SCIENCE

Course Code	L	T	P/FW	CREDITS
MBA 452	2	1	-	3

**Course Objective:** The course will help the students to understand the data science and various related techniques which they can use to develop their data science applications for solving real world problems.

### Course Contents

#### Module-I

Analyze data, mean, mode, data types, basic data analysis functions such as str, nrow, ncol, mean, mode, class, etc., Parametric and non-parametric data, Advantages of Parametric Tests, ANOVA, T-Test, F-test, Z-test, Wilcox-Test, Importance of them, Import and export of various types of data files in R. How to read web data, social media data. Basic data plotting.

#### Module-II

Missing values and their effects on data, Outliers and their effects on data, Importance of identifying missing values and outliers. Classical methods to identify missing values and outliers. Conditions to replace missing values and outliers, Conditions to delete missing values and outliers.

#### Module-III

Linear regression, multiple linear regression, non-linear regression, When to do linear and non-linear regression, Performance evaluation of regression results. Logistic regression, Analyze the prediction results using various statistics of confusion matrix such as accuracy, sensitivity, specificity, etc. Visualize confusion regression results.

#### Module-IV

Supervised learning: Classification and regression using Support Vector Machine, Random Forest, Neural Networks, Naive Bayes, and Decision Tress supervised machine learning algorithms. Performance evaluation and parameter tuning to improve results.

#### Module-V

Unsupervised Learning (An overview of models used: like K-Means Clustering, Density-Based Spatial Clustering of Applications with Noise (DBSCAN), Expectation–Maximization (EM) Clustering etc). Theoretical concepts of Principal component Analysis. Determination of the number of clusters. Overview of Performance evaluation metrics such as Root-mean-square standard deviation (RMSSTD) of the new cluster, R-squared (RS), Dunn's Index (DI).

#### Examination Scheme:

Components	C T	Assignment	P/V	Quiz	Attd	EE
Weightage (%)	15	10	10	10	5	50

#### Text and References:

- Hadley Wickham, and Garrett Golemund. R for Data Science: Import, Tidy, Transform, Visualize, and Model Data 1st Edition. O'Rielley

- Brett Lantz. Machine Learning with R: Expert techniques for predictive modeling, 3rd Edition. Packt Publishing.
- Peter Bruce, Andrew Bruce. Practical Statistics for Data Scientists: 50+ Essential Concepts Using R and Python (2020). O'Rielley Publishing.