



GU/Acad –PG/BoS -NEP/2026-27/191

Date: 03.07.2026

CIRCULAR

Ref. No.: GU/Acad –PG/BoS -NEP/2025-26/226 dated 04.07.2025

In supersession to the above referred Circular, the syllabus for Semester III to VIII of the **Bachelor of Business Administration (Hospitality and Culinary Management)** Programme approved by the Academic Council in its meeting held on 24th April, 12th & 13th May 2026, is attached.

The Syllabus of Semester I and II approved earlier by the Standing Committee of the Academic Council in its meeting held on 24th & 25th June 2025 is also attached.

The Dean & Vice-Dean (Academic) of the Goa Business School and the Principals of the affiliated Colleges offering the **Bachelor of Business Administration (Hospitality and Culinary Management)** Programme are requested to take note of the above and bring the contents of the Circular to the notice of all concerned.

(Ashwin V. Lawande)
Deputy Registrar – Academic

To,

1. The Dean, Goa Business School, Goa University.
2. The Vice-Dean (Academic), Goa Business School, Goa University.
3. The Principals of Affiliated Colleges offering the Bachelor in Business Administration (Hospitality and Culinary Management) Programme.

Copy to:

1. Chairperson, BoS in Hospitality, Travel and Tourism Studies, Goa University.
2. Controller of Examinations, Goa University.
3. Assistant Registrar Examinations (UG), Goa University.
4. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

BBA IN HOSPITALITY AND CULINARY MANAGEMENT

OBJECTIVES OF THE PROGRAMME:

1. To provide students with the necessary knowledge, skill sets, attitude and competency required to pursue successful careers in the Hospitality Industry.
2. Equip students with in-depth know how of various principles and practices of hospitality industry.
3. To provide the hospitality industry with competent and skilled professionals to occupy key operational positions in the hotel industry.
4. To nurture interpersonal, communication, and soft skills essential for customer interaction, teamwork, and leadership roles in the global hospitality industry.

PROGRAMME SPECIFIC OUTCOME:

On successful completion of the BBA Hospitality and Culinary Management program, the students will be able to:

1. Apply operational knowledge and technical skills in core hospitality functions such as food production, accommodation, food and beverage service, and front office.
2. Develop and demonstrate the knowledge, skills and attitude to function effectively in a diverse organisational environment.
3. Interpret the current methods, best strategies and professional standards in the Hospitality Industry.
4. Display entrepreneurial thinking and the ability to design, plan, and evaluate hospitality ventures and events.
5. Develop and follow standardised processes in the hospitality operations.
6. Demonstrate effective communication, problem-solving, and customer service skills in diverse hospitality and culinary environments.
7. Analyze and apply managerial concepts in planning, organising, staffing, directing, and controlling in the context of hospitality business operations.
8. Use contemporary tools and digital technologies, including Property Management Systems, Management Information Systems, and accounting software, to enhance hospitality service efficiency.

PROGRAMME STRUCTURE FOR BBA (HOSPITALITY & CULINARY MANAGEMENT)) (Effective from AY 2025-26)

Sem	CC	OE	MDE	AEC	SEC	DSE	VAC	Non-Credit Courses*	Total Credits	Exit Course
I	MNC-100 Food Production-1 (3T+1P) MNC-101 Food and Beverage Service-1 (3T+1P) MNC-102 Accommodation Operations-1 (3T+1P)		MNC-121 Cultural Heritage of Goa (2T)	ENG-151 Communicative English: Spoken and written (2) ENG-152 Digital Content Creation in English (2)			To be opted from approved VAC courses (2)	Indian/ Foreign Language (Swayam) (2) or Hindi 1 (Communication Skill) (2T)	20	
II	MNC-103 Management Process and Organisational Behaviour (4T)		MNC-122 Event Management (2T)	ENG -251 Functional English I: Communicative English 1.1 (2)	MNC-141 Soft Skills and Personality Development (2P)	--	To be opted from approved VAC courses (2)	Indian/ Foreign Language (Swayam) (2) Or Hindi 2 (Sambhashan kala) (2T)	20	Internship (4)

	MNC-104 Front Office Operations - 1 (4T) MNC-105 Fundamentals of Accounting (4T)									
III	MNC-200 Bakery (3T+1P) MNC-201 Hospitality Marketing Management (4T) MNC-202 Human Resource Management (4T)		MNC-221 Relationship Psychology (2T)	--	MNC-241 IT Skills (4P)	--	To be opted from approved VAC courses (2)	--	20	
IV	MNC-203 Front Office-2 (3T+1P)		--	--	MNC-242 Interview Facing Skills (2P)	--	To be opted from approved VAC courses (2)	--	20	Internship (4)

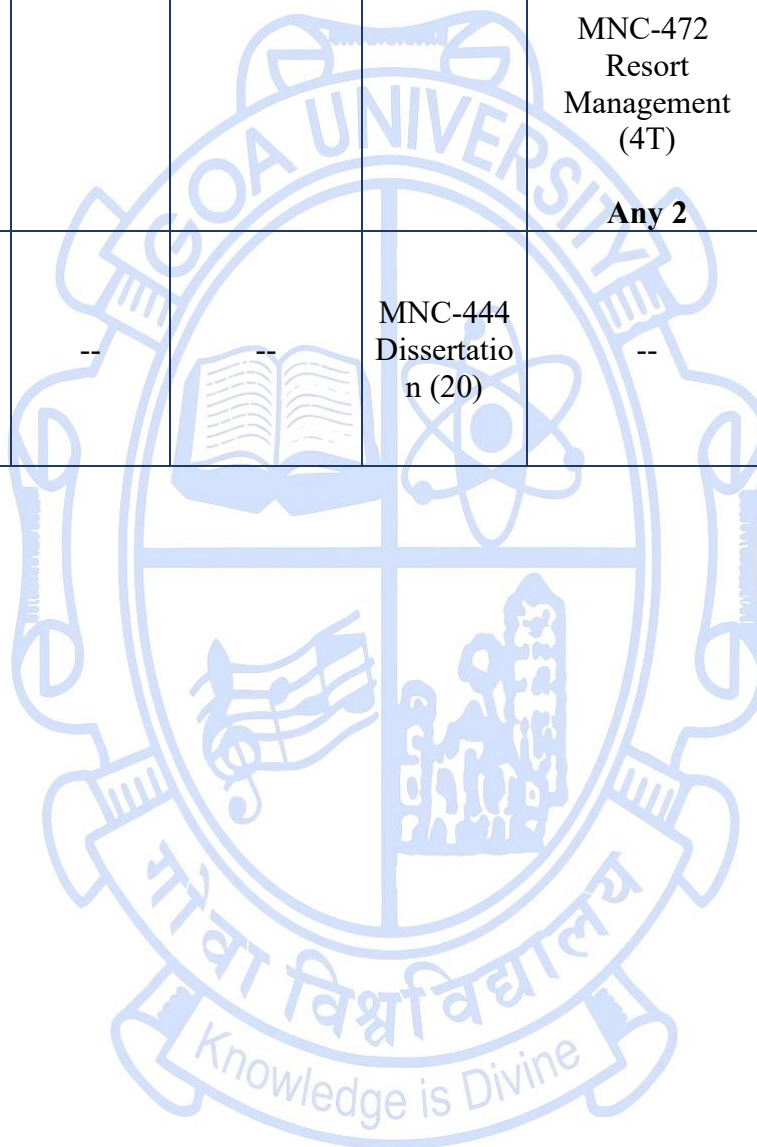
	MNC-204 Food and Beverage Service-2 (3T+1P) MNC-205 Food Production-2 (3T+1P) MNC-206 Strategic Management (2T)				MNC-243 Etiquettes and Corporate Grooming (2P)					
V	MNC-300 Food and Beverage Service-3 (3T+1P) MNC-301 Food Production-3 (3T+1P)		--	--	MNC-341 Internship- 1 (4)	MNC-361 Banquet Operations (3T+1P) MNC-362 Management Information Systems in Hotels (3T+1P) MNC-363 Tourism Products of India (4)	--	MNC-365 Tourism Concepts (Non- Credit) (4T) Or Swayam (4T)	20	

					MNC-364 Hospitality Revenue Management (4)				
					Any 2				
VI	MNC-302 Business Research Methods (4T) MNC-303 Food Science (2T)		--	--	MNC-341 Theatre Arts (2P) MNC-342 Project (4P)	MNC-366 Entrepreneurship in Hospitality & Tourism (4) MNC-367 Gastronomic Tourism (4T) MNC-368 Bartending (3T+1P) MNC-369 Food around the World (3T+1P) Any 2	--	MNC-370 Introduction to Wines (4T) (Non- Credit)	20

VII (Hons)	MNC-400 Food and Beverage Management (4T)	MNC-491 AI in Hospitality & Tourism (4T) (Open Elective)	--	MNC-441 Internship -2 (4P) MNC-442 Dissertation work*	MNC-461 Hospitality Product and Brand Management (4T) MNC-462 Eco-tourism Management (4T) MNC-463 Global Distribution System (4T) MNC-464 Airline Management (4T) Any 2	--	--	20	
VIII (Hons)	--		--	Dissertation work (*started in VII) (8)	MNC-465 Events and Experience Marketing (4T)	--	--	20	

					MNC-466 Emerging Trends in Hospitality and Tourism (4T) MNC-467 Advertising Management in Hospitality (4T) MNC-468 Food Supply Chain Management (4T) Any 3				
VII (Hon s+Re searc h)	MNC-401 Quantitative Research Methods (4T) MNC-402 Qualitative Research Methods (4T)		--	--	MNC-443 Research Internship (4) MNC-469 Goan Cuisine (3T+1P) MNC-470 Rooms Division Management (4T) MNC-471 Travel Writing (4T)	--	--	20	

					MNC-472 Resort Management (4T)				
					Any 2				
VIII (Hon s+Re searc h)	--		--	--	MNC-444 Dissertatio n (20)	--	--	--	20



SEMESTER I

CORE COURSES

Name of the Programme : BBA (Hospitality & Culinary Management)

Course Code : MNC-100

Title of the Course : Food Production - 1

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the student to the fundamentals of kitchen commodities, including cuts of vegetables, classification of raw materials, and principles of cooking methods. Additionally, the objective is to provide hands-on experience in preparing stocks, soups, sauces, and various cuts of meat, poultry, and fish, while emphasizing the importance of tools, pre-preparation methods, and diverse culinary techniques in both Indian and Continental cuisines.	
Content:	UNIT I: Introduction Organisation of a professional kitchen, guidelines and requirements of personal hygiene and food safety standards, uniform and protective clothing. Usage of hand tools and heavy equipment in the kitchen. Vegetables - classification of vegetables, effect of different cooking methods on vegetables. Cuts of vegetables. Fruits - Classification and uses of fresh and processed fruits in cooking.	15 hours
	UNIT II: Kitchen Commodities and Methods of Cooking Foundation material, Salt, Liquids, Sweetening Agents, Fats and Oils, Raising Agents, Thickening Agents, Flavors, Seasonings Egg, Rice, Pulses, Cereal, Milk: composition of milk, storage, types of milk, cream its types. Cereals and Pulses: Introduction, Classification and identification, Cooking of rice, cereals and pulses, Varieties of rice and other cereals, Principles of Food storage. Moist and Dry methods of cooking food	15 hours
	UNIT III: Stocks, Soup and Sauces Stocks: Concept, classification, Preparation, , uses and care. Soups: Definitions and Classification. Sauces: Definition, mother sauces, derivative sauces (5 each) Fumets, Glazes, Essences and Aspics	15 hours
	UNIT IV: Practical 1. Introduction to various tools and their usage.	30 hours

	2. Introduction to various commodities. (Physical Characteristics, weight and volume conversion, yield testing, etc.) 3. Food pre-preparation methods Cuts of vegetables 4. Basic Indian masalas and gravies (Dry and wet) 5. Basic Stocks and Sauces 6. Individual Practical consisting of 50% Indian and 50% Continental Menus be accomplished, over and above the demonstrations.	
Pedagogy:	Teaching and learning strategies will include, but not be limited to, Lectures, Tutorials, Practical, Role Plays, Guest Speakers, Videos (including online videos).	
References/ Readings:	1. Bali, P. S., Food Production Operation, Oxford, 2021 2. Gisslen, W., Professional Cooking, 9th Edition, John Wiley and Sons, 2018 3. Foskett, D., <u>Ceserani, V.</u>, Theory of Catering, 11th Edition, Hodder Arnold, 2007 4. Arora, K., Theory of Cookery, 6th Edition, Frank Brothers, 2008 5. Thangam, P. E., Modern Cookery (Vol-I and II), 6th Edition, Orient Black Swan, 2010	
Course Outcomes:	At the end of the course, the students will be able to: 1. Demonstrate proficiency in identifying and executing various cuts of vegetables, showcasing a sound understanding of their physical characteristics and applications in culinary practices. 2. Classify and utilize diverse raw materials based on their functions, exemplifying a comprehensive knowledge of foundation materials, seasonings, and cooking essentials essential for both Indian and Continental cuisines. 3. Apply the principles and techniques of different cooking methods, such as roasting, grilling, frying, baking, poaching, and boiling, while exhibiting a keen awareness of the specific care and precautions necessary for each culinary approach. 4. Prepare stocks, soups, and sauces, adhering to the 7 golden rules of stock making and showcasing an ability to create diverse culinary accompaniments and garnishes. 5. Apply their knowledge of meat cookery, including the structure, selection, storage, and preparation of beef, veal, pork, poultry, and fish, demonstrating competence in various cuts and cooking methods for each type of protein.	

Name of the Programme : BBA (Hospitality & Culinary Management)

Course Code : MNC-101

Title of the Course : Food and Beverage Service - 1

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the student to the diverse aspects of Food and Beverage Service, encompassing menu origins, types, and functions, while fostering an understanding of various service styles. Through hands-on training in service procedures, the course aims to equip students with the necessary skills for table setup, order taking, and bill settlement.	
Content:	UNIT I: Introduction to Food and Beverage Service Food Service Industry: Development of food service industry in India. Classification of the food service sectors with examples, features of each sector. Types of restaurants and its features. F&B department: importance, functions and organization. Duties, responsibilities and qualities of staff. Intra and inter department coordination. Food service equipment: types of cutlery, crockery and glassware. Restaurant equipment: uses, purchase considerations and storage.	15 hours
	UNIT II: Menu Knowledge & Styles of Service Origin, Functions of Menu, Types of Menu: A la Carte, Table d hote, Plat du Jour, Carte du Jour, Cyclic – Advantages and Disadvantages. French Classical Courses, A la Carte Menu Sequence – Order of category of Continental and Indian dishes in A la carte menu. Cover and Accompaniments for selected dishes. Waiter Service – English, American, French, Gueridon, Russian, Tray service, Self Service – Cafeteria service, Carousel, Counter service, Vending Machines, Assisted Service – Buffet, Carvery. Factors influencing style of service.	15 hours
	UNIT III: Breakfast, Brunch and Afternoon Tea Meal plans, Main types of breakfasts offered in hotels. Continental Breakfast: terms used, breakfast menu and cover. English Breakfast: Difference, Menu and Cover. Indian Breakfast: Menu compilation, accompaniments and Cover setup, American Breakfast: Difference, Menu and Cover setup. House Breakfast: Concept, Menu planning and Covers. Service of Breakfast in Restaurants, Brunch: Concept, Categories of dishes offered in Western and Indian brunch, Menu compilation. Afternoon Tea and High Tea: Difference, Menu and Covers.	15 hours

	UNIT IV: Service Procedures (Practical) Mise en place and Mise en scene. Napkin folding, Laying and Relaying tablecloths. Types of covers- laying Covers, points to be observed while laying covers. Rules to be observed while waiting at the table. Handling table reservations, Briefing, Greeting and Seating guest, Water service, Presenting menus. Taking Orders, Writing a KOT. Service of Food- Pre-plated and Silver Service. Clearance of table, Crumbing, Presenting and Settling bills, Bidding farewell. Breakfast tray & trolley setup. Afternoon and High tea setup.	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Singaravelavan, R., Food and Beverage Service. Oxford, 2016 2. Lillicrap, D., and Cousins, J. Food and Beverage Service. Book Power, 2014 3. Andrews, S., Professional Food and Beverage Service. Tata McGraw-Hill Education, 2016 4. Andrews, S., Food and Beverage Service Training Manual. Tata McGraw-Hill Education, 2017 5. Davis, B., Lockwood, A., Alcott, P., Pantelidis, I. S., Food and Beverage Management, Elsevier Butterworth-Heinemann, 2009	
Course Outcomes:	At the end of the course, the students will be able to: 1. Demonstrate a comprehensive understanding of menu concepts, origins, and functions, and proficiently differentiate between various menu types 2. Apply their knowledge of diverse food service styles while considering factors that influence the choice of service style in different hospitality settings. 3. Execute practical service procedures with precision while adhering to proper etiquette and standards during guest interaction. 4. Confidently navigate breakfast service intricacies, identifying and preparing various types of breakfasts and efficiently serve them in alignment with service standards. 5. Analyze and compare the nuances between Afternoon Tea and Brunch service styles, demonstrating the ability to design appropriate menus, plan covers, and ensure a seamless execution of these specialized service concepts.	

Name of the Programme : BBA (Hospitality & Culinary Management)

Course Code : MNC-102

Title of the Course : Accommodation Operations-1

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	Std XII examinations pass in any discipline.	
Course Objectives:	The course aims to familiarize students with the Housekeeping department operational and practical procedures.	
Content:	UNIT I: Introduction to Housekeeping Importance of House Keeping Department, Organizational Structure, Layout: HK department layout, Duties and Responsibilities, Coordination with other departments. (F&B Service, F&B production, Kitchen Stewarding, Engineering, Accounts, Human Resources, Security, Sales & Marketing, Purchase) Importance of Guest Room to a Guest, Guestroom status, Guest floor rules, Standard Contents of a Guestroom.	15 hours
	UNIT II: Housekeeping Control Desk, Linen and Uniform Room Forms, Formats and Registers Maintained, Coordination with Other Departments, Linen Room, Activities, Planning the Linen and Uniform Room, Linen Exchange Procedure, Par Stock, Linen Control, Discards and their Uses. Purpose of Uniforms, Designing Uniforms, Establishing Par Levels, Issuing and Exchange of Uniforms.	15 hours
	UNIT III: Cleaning of Guest Rooms, Public Areas and Supervision Principles and Elements of Room Design: Guestroom Furniture, Common Furniture Items in Guestrooms, Furniture Arrangement, Guestroom Fixtures and Fittings, Beds and Beddings, Soft Furnishings, Guestroom Accessories, Guest Room Linen. Cleaning Equipment, Housekeeping Responsibilities, Public Areas Cleaning, Daily, weekly, Periodic Cleaning, Preparing Duty Roasters, Gate Pass, Paging, Handling Lost and Found articles, Difficult Situations and Room Transfers. Handling Guest Complaints.	15 hours
	UNIT IV: Practical 1. Identification of Equipment: Classify and discuss the types, uses, maintenance, storage and selection of diverse cleaning equipment and selection of cleaning agents. 2. Standard operating procedure for Dusting. 3. Standard operating procedure for Glass Polishing. 4. Standard operating procedure for Brass Polishing. 5. Standard operating procedure for Bathroom Cleaning. 6. Standard operating procedure for Bed Making.	30 hours

	7. Standard operating procedure for Daily Cleaning. 8. Flower Arranging concepts.	
Pedagogy:	Lectures, tutorials, term papers, assignments, presentations, self-study, Role plays, guest speakers, videos, (including online videos), and Practical. Sessions will be interactive and practical in nature to enable peer group learning.	
References/ Readings:	1. Pandey, A., The House Keeping Department, Notion Press, 2022 2. Andrews, S., Textbook of Hotel Housekeeping Management and Operations. Mc Graw Hill Education, 2020 3. Raghubalan, G., and Raghubalan, S., Hotel Housekeeping Operations and Management, Oxford, 2015 4. Singh M., and George, J. B., Housekeeping- Operations, design and management. Jaico Publishing, 2011 5. Ganguly, P., Housekeeping Management in Hotel and Service Industry, Dreamtech Press, 2019	
Course Outcomes:	At the end of the course, the students will be able to: 1. List and identify the standard contents, fixtures, fittings and soft furnishings in a guest room. 2. Outline the ideal placement of guest supplies and appreciate the importance of accessories. 3. Explain the importance and role of the housekeeping control desk and discuss the handling of difficult situations and guest transfer 4. Analyse the activities of the linen and uniform room and establish par levels. 5. Categorise cleaning tasks and list the principles of cleaning. 6. Describe the standard procedure for cleaning and appreciate the importance of closing down.	

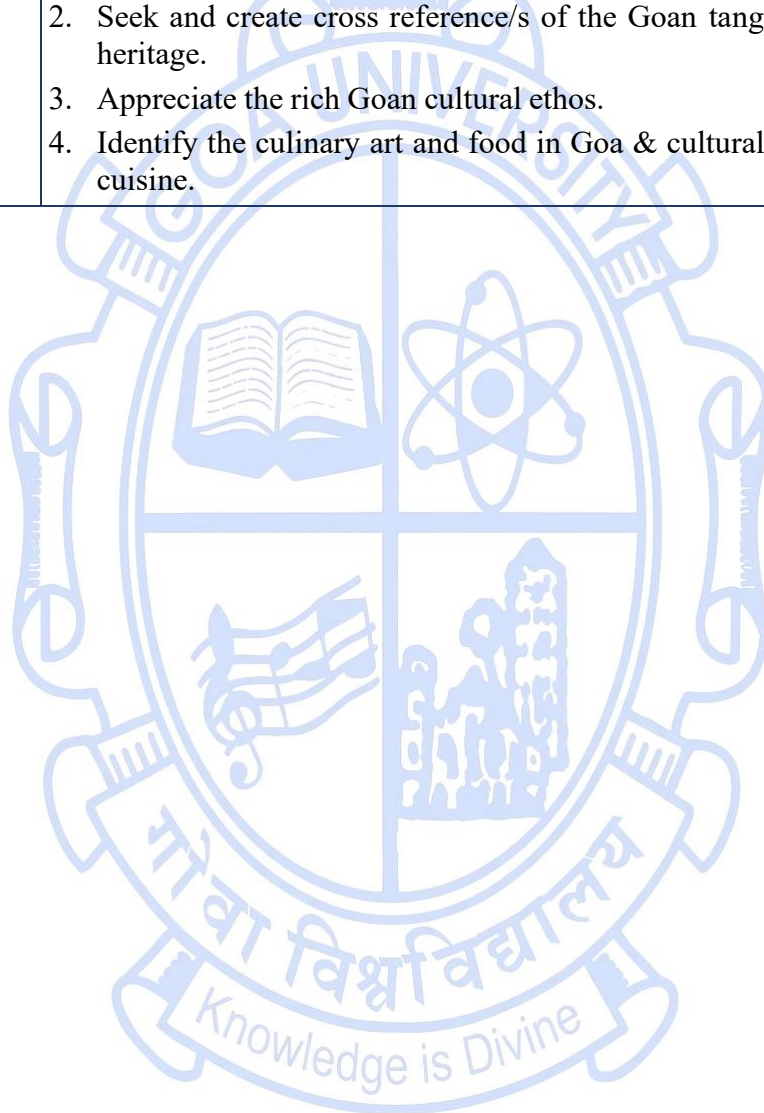


MULTI_DISCIPLINARY ELECTIVE COURSES

Name of the Programme : BBA (Hospitality & Culinary Management)
Course Code : MNC-121
Title of the Course : Cultural Heritage of Goa
Number of Credits : 02
Effective from AY : 2025-26

Pre-requisites for the Course:	Std XII examination pass in any discipline	
Course Objectives:	The aim is to introduce the student to the Culture & Heritage of Goa, the Traditional Cuisine, Culture & age-old Traditions of Goa from the Hospitality & Tourism point of view.	
Content:	UNIT I: Geographic speciality of Goa The basic topography of Goa & social assets in Goa. Sahyadri Range/ Western Ghats of Goa. Goan Traditional Architecture of -Temples, Churches, Mosques, Palaces, Forts & Monuments of Goa. Modes of housing & modes of Transportation in Goa. Flora & Fauna of Goa. Intangible Heritage Phrases, idioms from Goan society. Customs of birth and death, Significance of Goan names.	15 hours
	UNIT II: Goan Customs and Traditions Goan weddings- customs and traditions, Age-old Customs & traditions of Goans, Portuguese Era: Influence of Portuguese elements on Goan culture & Society, Gaunkari System and Comunidades. Pre-Portuguese Goan culture: Dress, Cuisine, Drinks & Amusement Goa's folk performing Arts and Theatres. Traditional Music, Folk Dances & Theatre of Goa. Goan Traditional Ornaments & Jewellery, Goan Dressing Styles & Attire. Authentic Cuisine of Goa: The culinary art and food in Goa & cultural effects on ethnic cuisine.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of Pedagogy such as Lectures/tutorials/field work/outreach activities/project work/viva/seminars/ term papers/assignments/presentations/ self-study/case studies or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Phaldessai.S, S. Dempo. V, Kaleidoscopic Goa: A cultural atlas. Education & Research Foundation. 2018 2. Ramani, S. Operation Vijay. Broadway Book Centre. 2012 3. Lobo P J, Magnificent monuments of Old Goa. Rajhauns Vitaran. 2018	

	4. Mitragotri V.R., A Socio-Cultural History of Goa: From the Bhojas to the Vijayanagar. Institute Menezes Braganza Institute 1999. 5. Kerkar. R Natural History of Goa- Broadway Publication. 2017 6. Maria Lourdes Bravo Rodrigues, Feasts, Festivals & Observances in Goa. L& L Publications. 2004 7. Fernandes P, Traditional Occupations of Goa. The Word Publication.
Course Outcomes:	At the end of the course, the students will be able to: 1. Develop the ability to appreciate the Rich Goan culture & Tradition, with an intention to document & record the same. 2. Seek and create cross reference/s of the Goan tangible & intangible heritage. 3. Appreciate the rich Goan cultural ethos. 4. Identify the culinary art and food in Goa & cultural effects on ethnic cuisine.



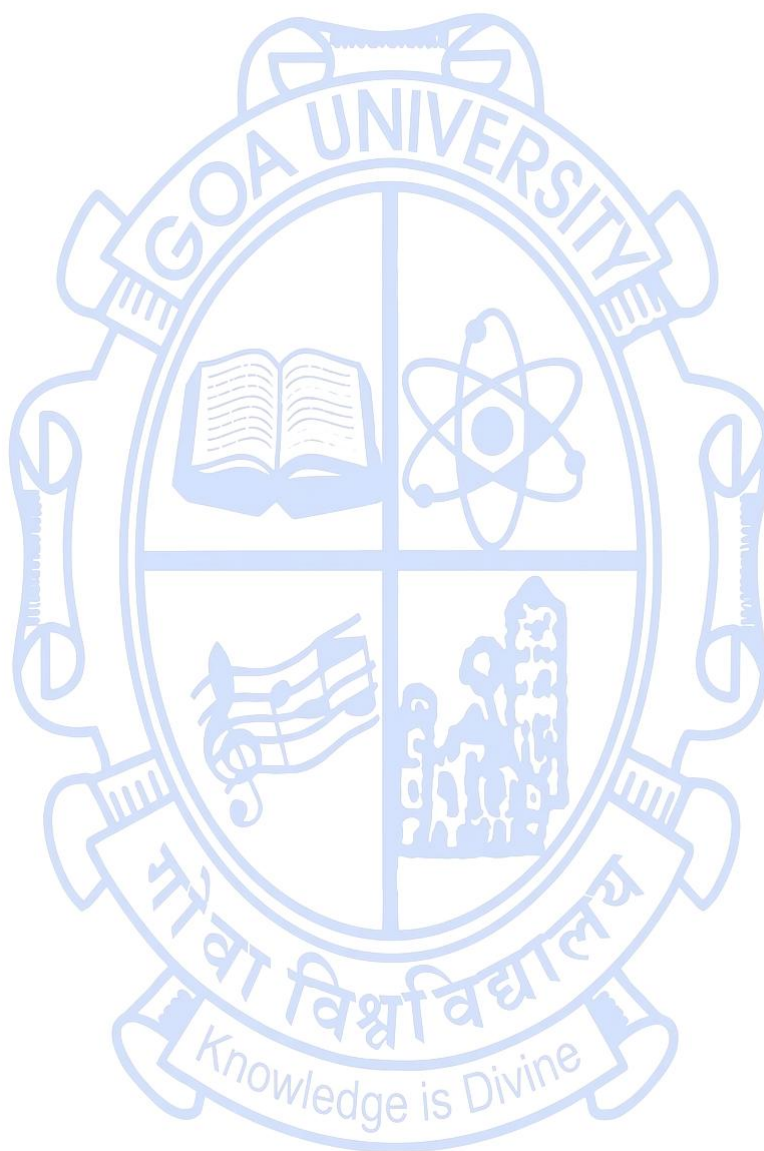
SEMESTER II

CORE COURSES

Name of the Programme : BBA (Hospitality & Culinary Management)
Course Code : MNC-103
Title of the Course : Management Process and Organisational Behaviour
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	To equip participants with an understanding of Managerial Processes and determinants of Employee Behaviour at the workplace.	
Content:	UNIT I: Introduction and Functions of Management Basic concepts and their role in decision making, Planning, Organising, Staffing, Leading and Controlling.	15 hours
	UNIT II: Organisation Structure and Design Individual and Interpersonal behaviour at the workplace.	15 hours
	UNIT III: Introduction to Determinants of Individual Behaviour Perception, Personality, Attitudes, Learning, Self-Concepts, Theories/ Models for understanding these determinants.	15 hours
	UNIT IV: Group Dynamics, Tools for Interpersonal Analysis Fundamentals of Leadership and Motivation and their application, Theories/ Models/ Styles of Organisational Change and Development, Models of Change, Organisational Culture, Conflict and Negotiations, Power and Politics in Organisation.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Robbins S., Coulter M.: 'Introduction to Management'. Prentice Hall, 11th edition or Latest Edition 2. Robbins S., Coulter M. and Vohra N.; 'Management', Pearson, 9th edition or Latest Edition 3. Harold Koontz, Heinz Weihrich: 'Essentials of Management: An International and Leadership Perspective', McGraw-Hill Education, 8th edition or Latest Edition	
Course Outcomes:	At the end of the course, the students will be able to: 1. Understand the functions and responsibilities of managers and their role in decision-making. 2. Get an insight into the organisation structure and Design and its impact on Individual and Interpersonal behaviour.	

	3. Analyze Individual Behaviour, and its implications for organisational behaviour. 4. Analyse group behaviour and its implications for organisational behaviour.
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Name of the Programme : BBA (Hospitality & Culinary Management)

Course Code : MNC-104

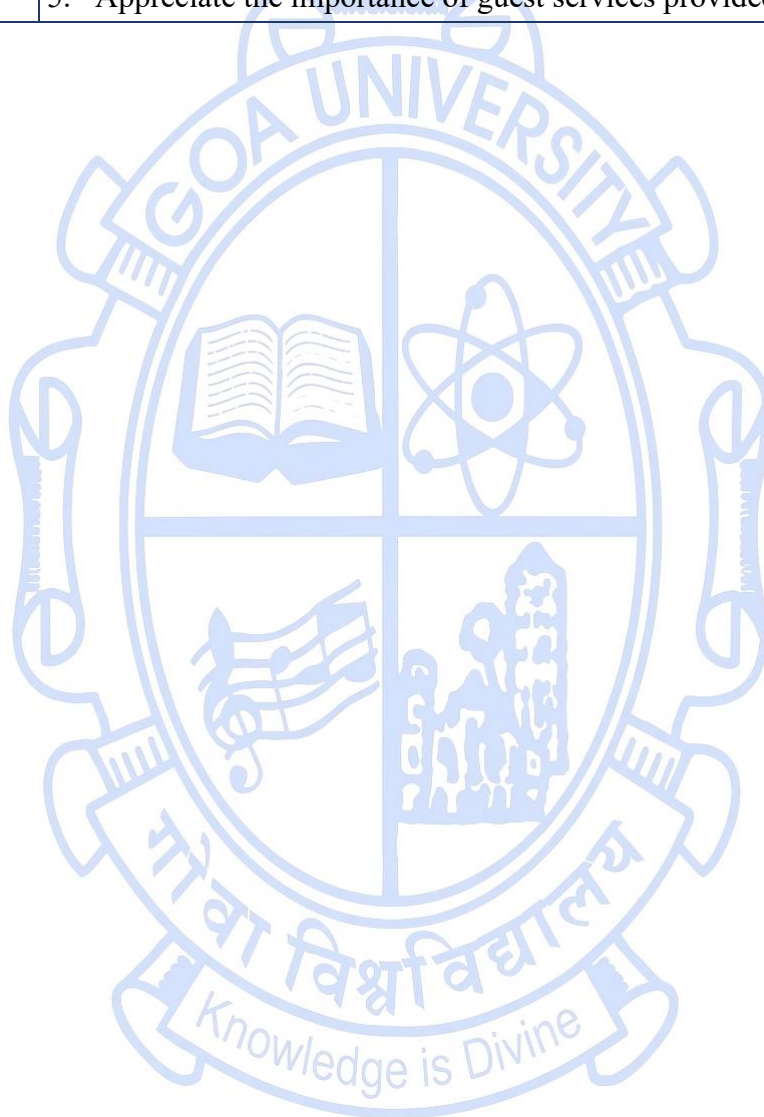
Title of the Course : Front Office Operations - 1

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	The course will help the student to understand the basic functioning of the Front Office department.	
Content:	UNIT I: Introduction to Front Office Introduction to the Hospitality Industry, evolution, origin, and importance. Introduction to all major hotel chains of the world. Classification of Hotels and Room types, Qualities and Attributes of Front office and House Keeping personnel. Lay out of the department.	15 hours
	UNIT II: Front Office Organisation: Organisation structure of the department, Duties and Responsibilities of Front Office personnel. Components of Front Office (Reception, Registration, Cashier, Reservation, Bell desk and Telephones), Hotel Tariff Plans, Check in and checkout timing (12noon and 24 hours), Telephone Call handling procedures. Telephone Etiquettes and manners.	15 hours
	UNIT III: Guest Services Guest services: Handling Guest mail, Message Handling, Custody and Control of Key cards, Guest paging, safe deposit lockers, Guest Room Change, Left Luggage Handling & Wake up calls. Guest History Card and its importance, Guest complaints: Types of complaints, handling guest complaints. Safety and Security, Handling emergencies and unusual situations. (Deaths, Vandalism, Theft and medical emergencies)	15 hours
	UNIT IV: Guest Cycle Stages of guest cycle: Pre-arrival stage, Arrival Stage, During stay, Departure. Introduction to Reservations	15 hours
Pedagogy:	Lectures, tutorials, term papers, assignments, presentations, self-study Role plays, guest speakers, videos, (including online videos), etc. Sessions will be interactive in nature to enable peer group learning.	
References/ Readings:	1. J. R. Tewari. Hotel Front Office Operations & Management, Oxford, 2nd Edition, 2016 2. Bhatnagar, S.K. Front Office Management, 1st Edition, 2006 3. Andrews, S. Textbook of Front Office Management and Operations, 1st Edition, 2017. 4. Bardi, J A., Hotel Front Office Management, John Wiley and Sons, 2017.	

	5. Abbott, P., and Lewry, S., Front Office, Butterworth-Heinemann, 2012. 6. Pease, A., Body Language, 1st Edition, Manjul Publishing House, 2014.
Course Outcomes:	At the end of the course, the students will be able to: 1. Analyse the operations of the Front Office in the hospitality industry. 2. Apply skills in Telephone Handling 3. Understand the responsibilities of Front office personnel 4. Handle guest complaints and emergency situations. 5. Appreciate the importance of guest services provided in the hotel.



Name of the Programme : BBA (Hospitality & Culinary Management)

Course Code : MNC-105

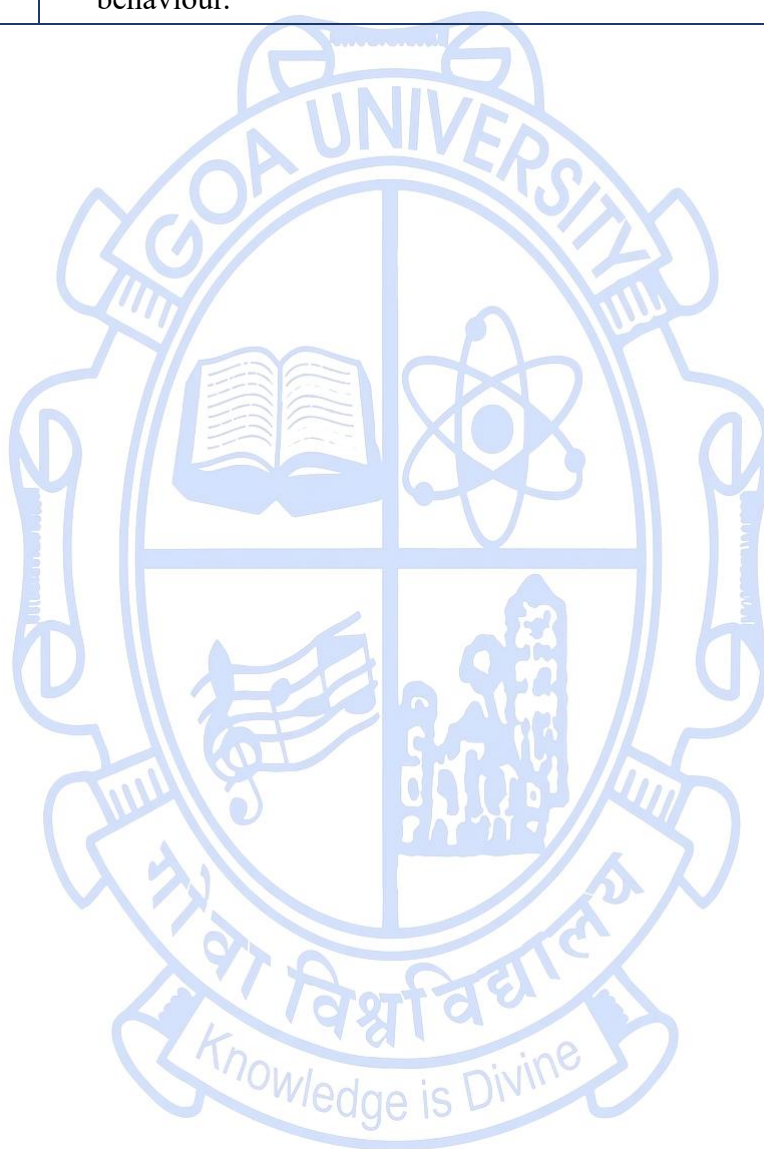
Title of the Course : Fundamentals of Accounting

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	To enable students to understand and apply the principles and practices of accounting.	
Content:	UNIT I: Introduction to Accounting System, Concepts and Conventions Basic terms of accounting, Accounting Principles, Concepts, Conventions, IND-AS, Accounting Equation, System of accounting: Cash system and mercantile system, Accounting as information system, Users of accounting information.	15 hours
	UNIT II: Accounting Process and Procedure Transaction/Event, Voucher: Meaning, Types of Vouchers, Receipt (Credit Voucher), Payment (Debit Voucher), Journal (Accrual) Voucher, Journal, Cash Book (double and triple column, journal proper), Ledger, Trial Balance.; Bank Reconciliation Statement Meaning and need; Causes of disagreement.	15 hours
	UNIT III: Financial Statements Forms of financial statements, Preparation of the Income statement and Balance Sheet.	15 hours
	UNIT IV: Introduction to Computerised Accounting Features, benefits, integration, and practical application of any one accounting software.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Grewal T.S., Double-entry Book-keeping. S. Chand & Sons. Eleventh Revised 2004. 2. Jain S.P., Narang K.L. Hotel Accountancy & Finance, Kalyani Publishers. First Edition.1999 3. Ozi D'Cunha Gleson Ozi D'Cunha, Hotel Accounting and Financial Control. Dickey Enterprises, 2002 edition, 4. Chopde L.N, Choudhary D.H, Book Keeping and Accountancy. Sheth Publishers Pvt. Ltd., Mumbai. Fourteenth Edition 1999. 5. Richard Kotas, Accounting in the Hotel and Catering Industry. International Textbook Company. Fourth Edition, 1981.	

Course Outcomes:	At the end of the course, the students will be able to: 1. Understand the functions and responsibilities of managers and their role in decision making. 2. Get an insight into the organisation structure and design and its impact on Individual and Interpersonal behaviour. 3. Analyse individual behaviour and its implications for organisational behaviour. 4. Analyse group behaviour and its implications for organisational behaviour.
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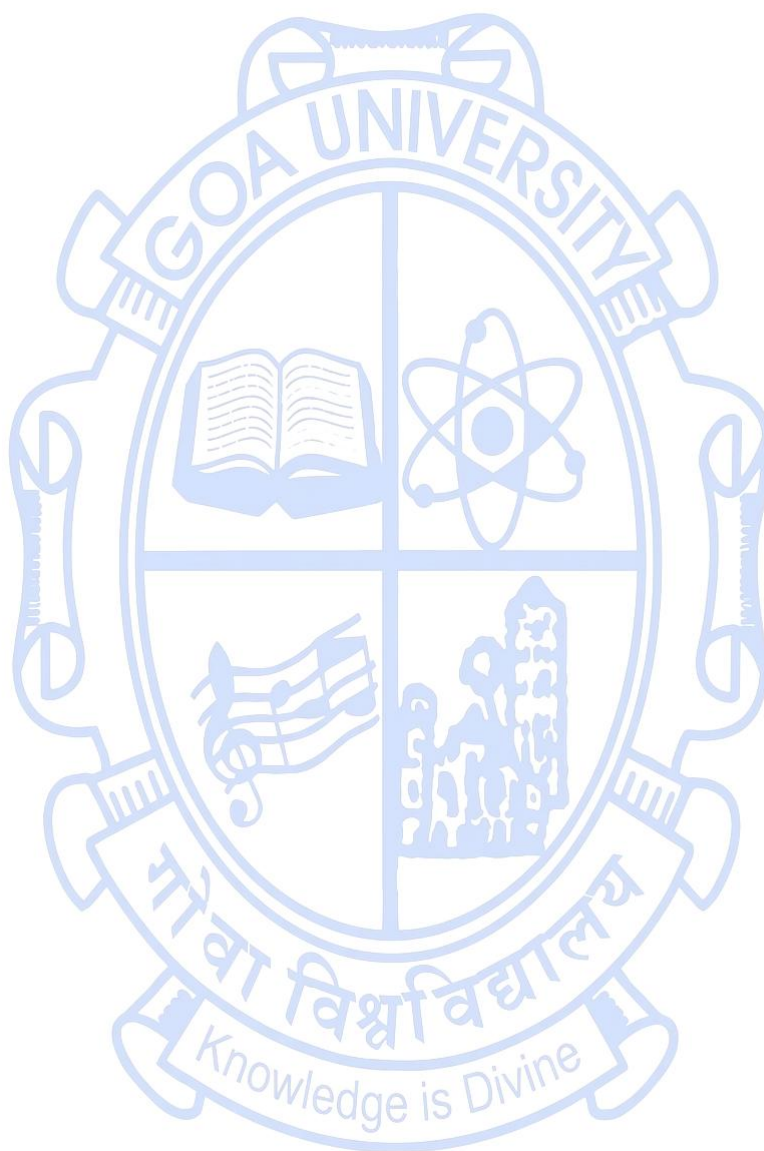


MULTIDISCIPLINARY ELECTIVE COURSES

Name of the Programme : BBA (Hospitality & Culinary Management)
Course Code : MNC-122
Title of the Course : Event Management
Number of Credits : 2
Effective from AY : 2025-26

Pre-requisites for the Course:	Nil	
Course Objectives:	To understand the process of event management.	
Content:	UNIT I: Introduction to Events Introduction to Events, Major characteristics, Classification of Events, Five Cs of event management, Advantages of events, Meetings, Incentives, Conference and Exhibitions (MICE) Market and Tourism: History, Components, Economic and social impacts, Functions, Structure and Sources of funds. Tourism festivals- Trade Fairs -Local Festivals	15 Hours
	UNIT 2: Event Planning and Production Process Functions of the India Convention Promotion Bureau (ICPB) and the International Congress and Convention Association (ICCA). Trade shows and exhibitions/expositions: Types, Benefits of Exhibitions, Contract negotiations, Negotiation with hotels, airlines and ground handlers, Closing of an event, Evaluation of Events. Types of permissions for events: Special Events – Wedding, World Sporting Events, Film Festivals, Beauty Pageants, Fund-Raisers.	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies, etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning	
References/ Readings:	1. Allen, J., McDonnell, I., and O'Toole, W., Festival and Special Event Management. Austria: Wiley, 2005. 2. Fenich, G.G., Meetings, Expositions, Events, and Conventions: An Introduction to the Industry. UNITED Kingdom: Pearson, 2016. 3. Kennell, J., Wilde, N., Bladen, C., and Abson, E., Events Management: An Introduction. UNITED Kingdom: Taylor & Francis, 2017. 4. D.C. Vashishth, Simplified Events Management: A Text Book to Event Planning, Fundraising and Safety Management. OrangeBooks Publication, 2020. 5. A. Yeark, K.A. Smith, M. Fang, M. Sigala, and R. Presbury, Case-Based Research in Tourism, Travel, Hospitality and Events.	

	Singapore: Springer Singapore, 2022.
Course Outcomes:	After the completion of this course, the students will be able to: 1. Define the event management process and the event life cycle. 2. Apply Event management concepts to tourism-specific Events. 3. Compare cultural, regional and MICE events. 4. Evaluate best practices in event planning and production.

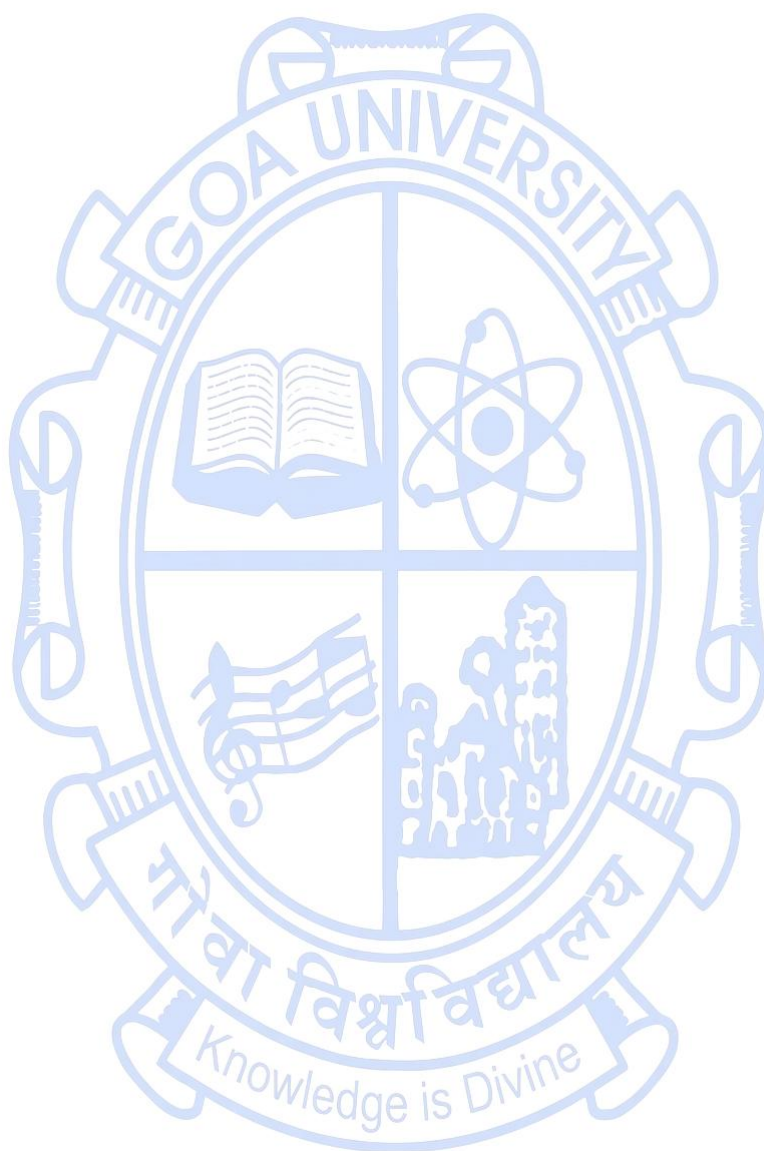


SKILL ENHANCEMENT COURSES

Name of the Programme : BBA (Hospitality & Culinary Management)
Course Code : MNC-141
Title of the Course : Soft Skills and Personality Development
Number of Credits : 02 (P)
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To equip participants with soft skills training for self-development	
Contents:	UNIT I: Soft Skills Individual and Group presentations on different types of soft skills, role plays – social skills and life skills, public speaking, live negotiation demonstrations, stress management, time management activities, Establishment of SMART Goals, and Oral Communication Skills. Preplan for presentation, plan for during presentation, before presentation and an attractive ending. Introduction to Microsoft PowerPoint: Tips for preparing an attractive and powerful PowerPoint presentation.	30 Hours
	UNIT II: Personality Development, Self-Development and Goal Setting Body Language, Listening Skills, Development and Grooming, Team Building Exercises, Leadership Skill Exercises, Trust-building activities. Development of SWOC Analysis (Individual Analysis), Goal Setting- Short-term Goals and Long-term Goals, Conflict Resolution Techniques, Seeking a Win-Win Solution, Emotional Intelligence Activities.	30 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies, etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Petes, S. J., & Francis. Soft Skills and Professional Communication. New Delhi: Tata McGraw-Hill Education. 2011 or the latest edition. 2. Dorch, P. (2013). What Are Soft Skills? New York: Executive Dress Publisher. 3. Ranjana Salgaocar, The Pleasure of Your Company 1995, 1st Edition or latest. 4. Klaus, P., Jane R., & Molly, H. The Hard Truth about Soft Skills. London: HarperCollins E-books. 2007 or the latest edition.	
Course Outcomes:	At the end of the course, the students will be able to: 1. Explain the different soft skills and their importance.	

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| | <ol style="list-style-type: none">2. Identify the different personality traits and their implications.3. Prepare self-SWOC analysis, planning and goal setting.4. Prepare an attractive and effective PowerPoint presentation |
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SEMESTER III

CORE COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-200
Title of the Course : Bakery
Number of Credits : 04 (3T+1P)
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	The course equips students with foundational knowledge and practical skills in professional bakery operations, covering the use of equipment, ingredient functionality, formulation, and techniques for producing a variety of bakery and confectionery products.	
Content:	UNIT I: Bakery Fundamentals Introduction to Bakery and Confectionery: Definition, Principles of baking, Bakery Equipment, Formulas and measurements, various mixes, Physical and chemical changes during baking. Ingredients used in baking: Flour, shortening agents, sweetening agents, raising agents, Flavourings, Dairy products and Eggs Bread Making: Role of Ingredients: Flour, Salt, Sugar, Yeast, Fat, Liquid, Egg, Flavourings and Bread improvers. Methods of bread making, principles of bread making, Faults and remedies, Bread Disease, Bread varieties	15 hours
	UNIT II: Cakes, Cookies and Pastry Cakes: Role of ingredients, Recipe balancing, Method of cake making, Faults and remedies, Cake icing and decoration, Types of ganache and fillings Cookies: Ingredients Used, Mixing Method, Types, and Baking Process. Pastries: Types and Methods of Preparation.	15 hours
	UNIT III: Confectionery Desserts: Cold Desserts, Hot Desserts, Frozen Desserts: Ice cream, Types of Ice creams. Icing- types and uses, making royal icing, and Methods of making gum paste. Marzipan and its uses. Chocolate: Chocolate Manufacturing and Processing, Types, Tempering, Filling and Toppings, Presentation and Storage. Meringues - Making, Factors Affecting Stability, Cooking, Types, and Uses. Fondant composition and Sorbets formulation.	15 hours

	UNIT IV: Practical 1. Familiarisation with Ingredients and bakery equipment, hygiene protocol. 2. Different Methods of Bread Making. Types of bread: white, brown, French bread, Loaf, Bread Rolls, Breadsticks. 3. Basic sponge and cake Preparation, Icing cakes, 4. Making of different types of pastries 5. Chocolate Work 6. Frozen Desserts, ice-creams and Hot Puddings. 7. Indian Speciality Desserts	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, practicals, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive way mode.	
References/ Readings:	1. Gisslen, W., Professional Baking, 7th Edition, Wiley Publications, 2016. 2. Bali, P.S., Theory of Bakery, 1st Edition, Oxford University Press, 2018. 3. Sivalingam, Y., Textbook of Bakery and Confectionery, 3rd Edition, PHI Learning Pvt. Ltd., 2023. 4. Thangam, Philip E., Modern Cookery (Vol. I and II), 6th Edition, Orient Black Swan, 2010. 5. Friberg, B., The Professional Pastry Chef, Wiley and Sons, 2012.	
Course Outcomes:	At the end of the course, students will be able to 1. Comprehend the principles of baking, including the physical and chemical changes that take place during the baking process, and demonstrate the ability to use different types of ovens. 2. Analyse bakery ingredients, including flour, shortening agents, sweetening agents, raising agents, dairy products, eggs, and sundry materials, and understand their roles in baking. 3. Be proficient in basic bread making, including the role of ingredients, methods of bread making, stages in the process, and the identification and remedy of faults and diseases in bread. 4. Prepare cake using recipes, identifying and remedying faults, and mastering cake icing and decoration techniques. 5. Prepare different types of pastries, considering methods, evaluation, and the fat-to-flour ratio.	

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-201

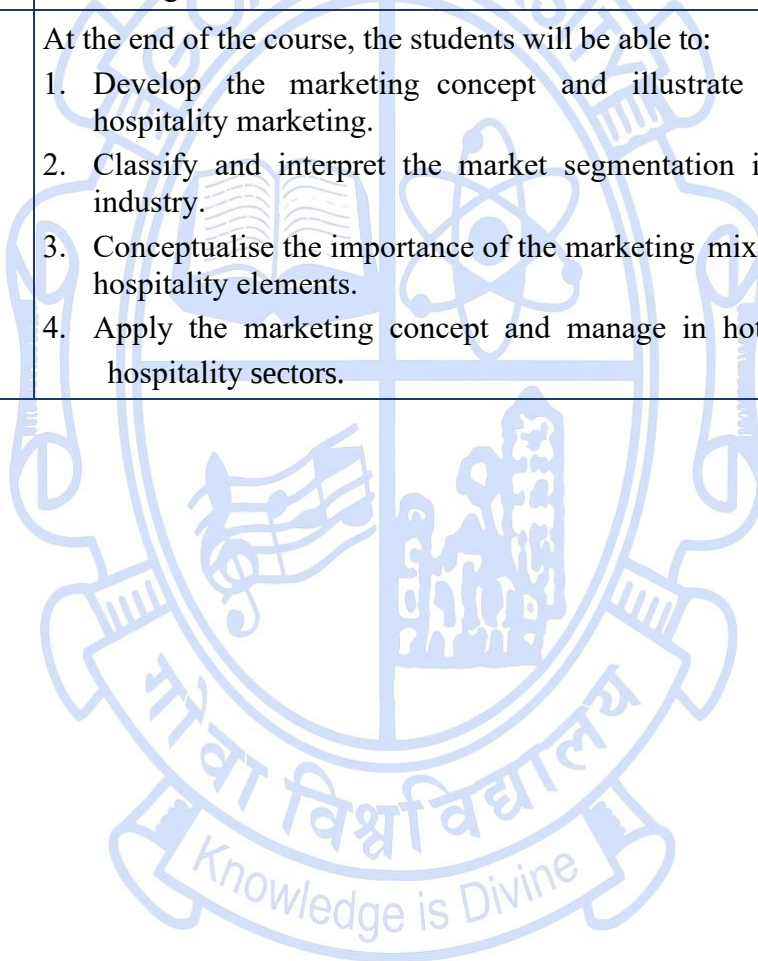
Title of the Course : Hospitality Marketing Management

Number of Credits 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the students to have competence in Understanding and using Marketing Frameworks, Theories and Tools for analysing and decision making in the area of Marketing.	
Content:	UNIT I: Basics of Marketing Definition of marketing: concept of exchange- needs and wants; Evolution of marketing: production era, sales era and marketing era. Hotel marketing: Difference between goods and services; Features of Hospitality marketing; Customer expectations from Hospitality services: Value chain linkage in the hotel industry. Marketing Mix in services marketing (7 Ps).	15 hours
	UNIT II: Marketing Environment and Strategic Marketing Planning and Control Definition of Marketing Environment, Analysis of (Micro and Macro Environment), Internal and External Environment, Introduction to Strategy, Level of Strategy, Strategic Marketing Planning Process, Benefits of Planning, The Marketing Plan, Essential Hospitality Marketing Strategies.	15 hours
	UNIT III: Hospitality products Rooms, food and beverage, and value-added products such as recreation and health services, shops, car rental services, gyms, etc. Travel agency and tour operators' products. New service product development, levels of product. Brand name, quality, safety and packaging. Price Services pricing policy, Approaches, Methods, Factors influencing pricing policy. Place (Distribution) Channels of distribution, selection criterion of channel, Channel members like Agents, brokers, Tour Operators, E-Trade. Promotion Marketing communication mix-Advertising, sales promotion, personal selling, negotiation, publicity, Public relations in a hotel industry.	15 hours
	UNIT IV: Extended Ps of Marketing (People, Physical Evidence and Process) People - Role of employees in service delivery; Recruitment, selection and training of employees; Relationship marketing. Physical evidence - Elements of Physical evidence, Maintenance of physical evidence, role of physical evidence. Process - Service blueprint, benefits of service blueprint, blueprint print; Process and steps in service delivery, Level of customer	15 hours

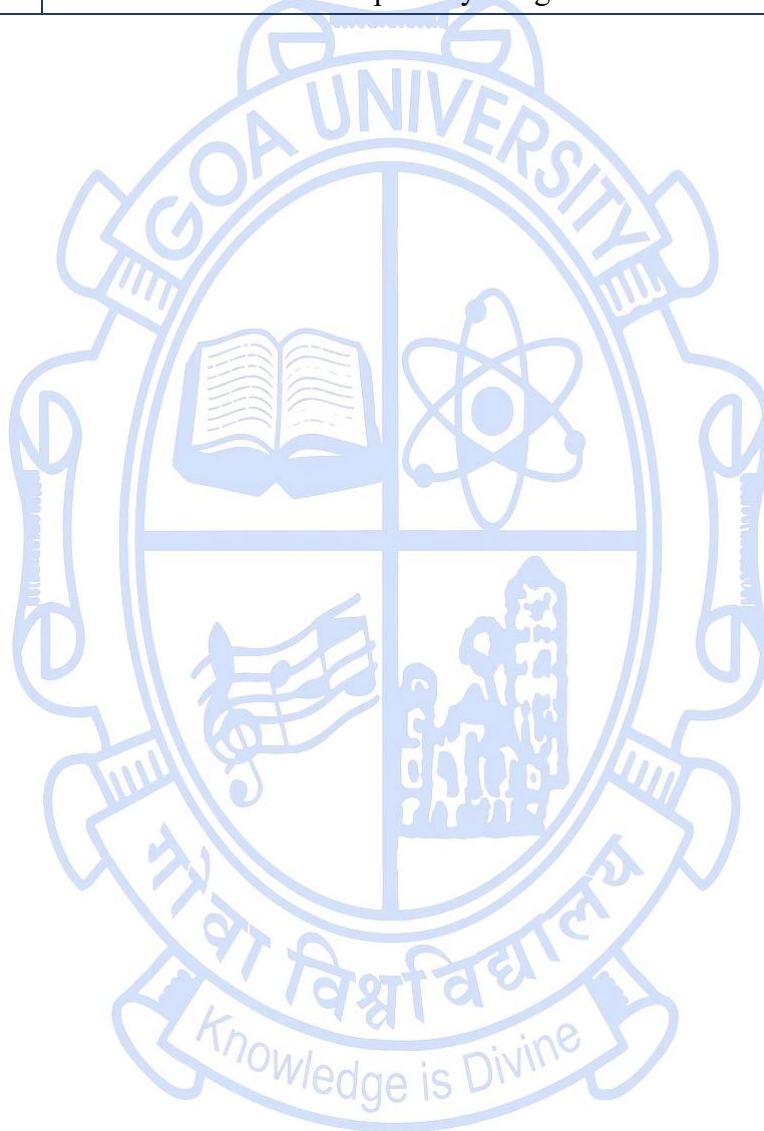
	involvement.	
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Kotler, P., & Keller, K. L., Marketing Management, 17th Edition, Pearson, 2025. 2. Kotler, P. T., Bowen, J. T., Makens, J., & Baloglu, S., Marketing for Hospitality and Tourism, 7th Edition, Pearson Education, 2017. 3. Saxena, R., Marketing Management, 6th Edition, McGraw-Hill, 2019. 4. Ramaswamy, V. S., & Namakumari, S., Marketing Management, 6th Edition, Sage Publications India Pvt. Ltd., 2018. 5. Kotler, P., Keller, K. L., Chernev, A., & Sheth, J. N., Marketing Management, 16th Edition, Pearson Education, 2022.	
Course Outcomes:	At the end of the course, the students will be able to: 1. Develop the marketing concept and illustrate the features of hospitality marketing. 2. Classify and interpret the market segmentation in the hospitality industry. 3. Conceptualise the importance of the marketing mix with the help of hospitality elements. 4. Apply the marketing concept and manage in hotels and other hospitality sectors.	



Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-202
Title of the Course : Human Resource Management
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	To equip participants with the necessary skills and techniques for Effective Human Resource Management within an organisation.	
Content:	UNIT I: Introduction to Human Resource Management Introduction to Human Resource Management: Objectives, Functions, Organisation of HR Department, Environment and Strategic Role of HRM, Manpower planning, Job Analysis and Job Design, Succession Planning.	15 hours
	UNIT II: Recruitment and Selection Definition, Sources of Recruitment, Process of Recruitment and Selection, Types of Selection Tests, Interviews, Technology in Recruitment and Selection, Evaluation, Employee Placement.	15 hours
	UNIT III: Training and Development and Performance Management Training Process, Training Need Analysis, Training Design, Training Types, Training Methods, Training Evaluation. Performance Management: Setting KRA's/KPA's, Appraisal Process, Methods, and Their Applicability, Rewards.	15 hours
	UNIT IV: Compensation, Employee Benefits and Industrial Relations Job Evaluation, Wage Mix, Compensation Structure, Performance Linked Pay, Employee Benefit Programs, Introduction to Industrial Relations, Importance and Approaches, Trade Unions, Resolving Disputes.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, seminars, case studies, role-plays, and problem-solving, to enable students to learn in an interactive way.	
References/ Readings:	1. Dessler, G., <i>Human Resource Management</i> , Pearson Publication, 2020. 2. Aswathappa, K., <i>Human Resource Management</i> , Tata McGraw-Hill Education, 2021. 3. Verhulst, L. S., <i>Human Resource Management</i> , Wiley, 2021. 4. Snell, S., Bohlander, G., and Vohra, V., <i>Human Resource Management</i> , Cengage Learning, 2014. 5. Kumar, V., <i>Human Resource Management</i> , Mahaveer Publication, 2020.	

Course Outcomes:	At the end of the course, the students will be able to: 1. Define the concept of HR and its integration with business performance. 2. Understand Human Resource planning and its linkage to an effective recruitment process. 3. Understand the Training needs assessment and training. 4. Evaluate various components of employee compensation and benefits and their role in attracting and retaining competent people. 5. Resolve Industrial Disputes by using the methods of settlements.
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MULTIDISCIPLINARY ELECTIVE COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-221

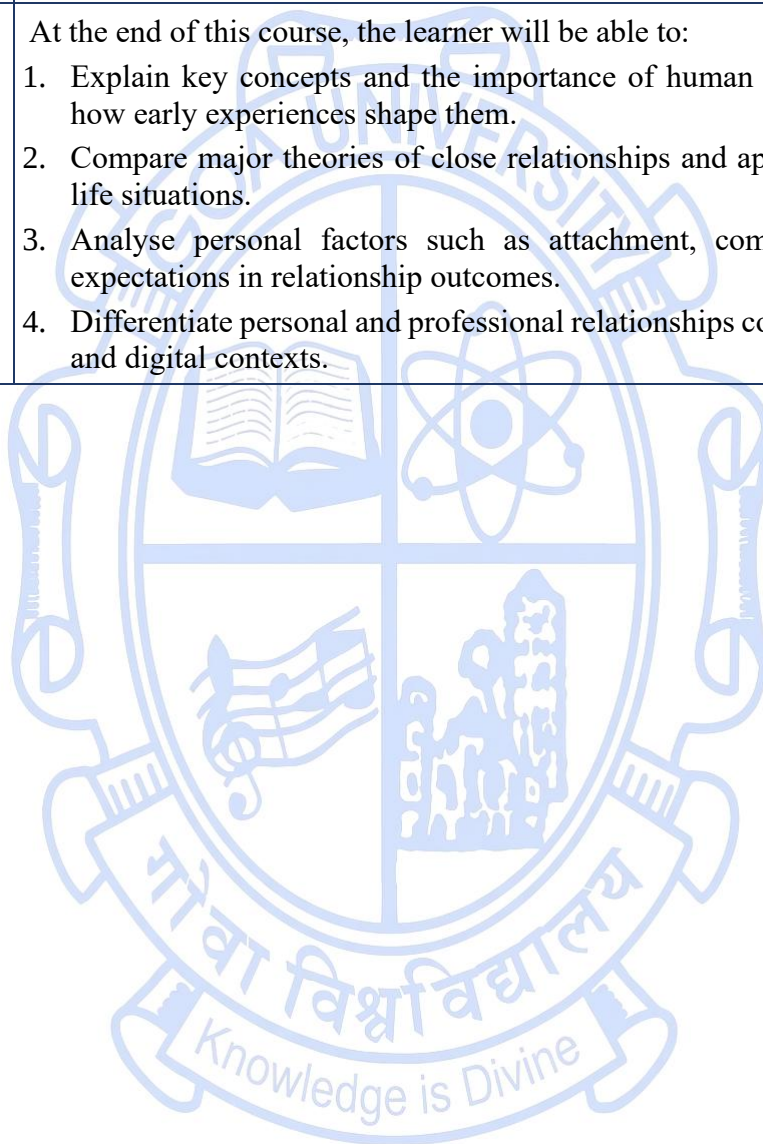
Title of the Course : Relationship Psychology

Number of Credits : 02

Effective from AY : 2025-26

Pre-requisites for the course	NA	
Course Objectives:	To understand the fundamental concepts of relationships, explore their significance, the impact of early relationships, and key theoretical perspectives that inform our understanding of these relationships. Analyse and apply prominent relationship theories (social exchange, attachment, social penetration) to interpret determinants of friendship, attraction, marriage stages, and professional dynamics.	
Content:	UNIT I: Understanding Human Relationships Defining relationships and understanding the importance of relationships Early relationships and their impact on later relationships Theoretical perspectives in the study of close relationships: Evolutionary approaches, Social exchange and Equity approaches, Cognitive-behavioural approaches, Attachment approaches What people bring into relationships: attachment styles, conflict, communication skills, attributions, implicit theories, and expectations	15 hours
	UNIT II: Close And Professional Relationships Perspectives on close relationships: the ingredients of close relationships, culture and relationships, the internet and relationships. Friendship and love: Determinants of friendship and attraction, social penetration theory, Gender differences in friendships, Sexual orientation and Love, Gender differences regarding love, Theories of love, the course of romantic love Marriage: Affective structure, Stages of marriage, Challenges to the traditional model of Marriage Professional Relationships: Effective communication and collaboration, Leadership impact on the workplace relationships, Role of Emotional Intelligence.	15 hours
Pedagogy	The sessions will be conducted using various pedagogical methods, including lectures, exercises, seminars, case studies, role-plays, and problem-solving, to enable students to learn in an interactive mode.	
Books for Reference	1. King, V., Things No One Taught Us About Love: How to Build Healthy Relationships with Yourself and Others, Harper One, 2025	

	2. Ury, L., How to Not Die Alone: The Surprising Science That Will Help You Find Love, Riverhead Books, 2022. 3. Baron, R. A., Branscombe, N. R., and Byrne, D. Bhardwaj, G. (2008). Social psychology. (12th ed.). New Delhi: Pearson Education, 2009. 4. Baron, R.A., Byrne, D. and Bhardwaj, G. Social psychology (12th Ed).New Delhi: Pearson, 2010 5. Crisp, R.J., Turner, R.N. Essential Social Psychology, Third Edition, New Delhi: Sage Publications India Private Ltd. 2014.
Course Outcomes	At the end of this course, the learner will be able to: 1. Explain key concepts and the importance of human relationships and how early experiences shape them. 2. Compare major theories of close relationships and apply them to real-life situations. 3. Analyse personal factors such as attachment, communication, and expectations in relationship outcomes. 4. Differentiate personal and professional relationships considering culture and digital contexts.



SKILL ENHANCEMENT COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-241
Title of the Course : IT SKILLS
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	This course introduces students to the fundamentals of Information Technology and its use in hospitality and culinary operations. It develops computer, data management, and online collaboration skills.	
Content:	UNIT I: Fundamentals of Information Technology and Online Collaboration Introduction, need, and advantages of Information Technology; components of IT – hardware, software, CPU, memory, input and output devices, and storage systems; operating systems – types and functions; data and information – definition, types, representation, ASCII and Unicode coding schemes. Role of IT in hospitality and culinary operations, including front office, kitchen management, inventory control, guest relations, and digital marketing. Internet applications – browsing, search techniques, and email communication; device security and installation of antivirus software. Online collaboration tools such as Google Workspace and Microsoft 365, cloud storage, document sharing, and access control; creation of online forms for guest feedback, event registration, and customer satisfaction surveys. Emerging technologies – cloud computing, Internet of Things (IoT), artificial intelligence, and automation in hospitality.	15 hours
	UNIT II: Report Formatting using Word Processing Tools Word processing tools – MS Word or any other open-source alternatives; creation of official letters, appointment letters, event reports, and newsletters. Document formatting – page setup, margins, spacing, alignment, fonts, and styles; advanced features – headers, footers, section breaks, and page numbering; insertion of tables, images, hyperlinks, captions, and citations. Preparation of project reports, including title page, acknowledgements, table of contents, list of figures and tables, bibliography, and references. Use of mail merge for bulk communication; proofreading and grammar checking tools; collaborative editing and real-time sharing through online platforms.	15 hours
	UNIT III: Data Analysis and Visualisation using Spreadsheets Spreadsheet applications – data entry, cell formatting, sorting, and filtering; basic functions – SUM, AVERAGE, COUNT, MIN, MAX, IF, and date functions. Applications in hospitality – occupancy tracking, menu costing, revenue reporting, and	15 hours

	inventory management. Data visualisation using bar, pie, and line charts to represent occupancy and sales trends; What-If Analysis and Goal Seek for forecasting and budgeting; creation of dashboards for performance monitoring and analytical reporting. UNIT IV: Presentation Software and Multimedia Integration Presentation tools – slide design, themes, templates, and layouts; integration of data, charts, and tables from spreadsheets. Use of multimedia elements – images, videos, animations, and transitions; audio narration, slide timing, exporting presentations as videos or slideshows; preparation of presentation handouts and speaker notes. Presentation etiquette, visual balance, and communication techniques for effective delivery in hospitality and culinary contexts.	15 hours
Pedagogy:	The sessions will be conducted through demonstrations, interactive hands-on sessions, case-based exercises, and collaborative online projects. Real-world scenarios from hospitality and culinary operations will be used to contextualize IT applications. Students will engage in experiential learning through guided lab activities, group assignments, and presentations.	
References/ Readings:	1. Arvind Babu, M. C., Anandamurugan, S., and Priyaa, T. (2016), Cloud Computing (First ed.), Laxmi Publications Pvt Ltd 2. Bahga, A., and Madiseti, V. (2015), Internet of Things: A Hands-On Approach, (First ed.), University Press 3. Bosse, C., Microsoft PowerPoint Best Practices, Tips, and Techniques: An Indispensable Guide to Mastering PowerPoint's Advanced Tools to Create Engaging Presentations, Packt Publishing Limited, 2023. 4. Sinha, P. K., and Sinha, P. (2014), Computer Fundamentals (Sixth ed.), BPB Publications 5. Sinha, P. K., and Sinha, P. (2014), Computer Fundamentals (Sixth ed.), BPB Publications 5. Lalwani, L., Excel 2019 All-In-One, BPB Publications, 2019.	
Course Outcomes:	At the end of the course, students will be able to: 1. Explain the role of Information Technology in hospitality and culinary operations. 2. Apply IT tools for data capture, collaboration, and documentation. 3. Format and present professional reports using word processors. 4. Analyse operational data using spreadsheets and dashboards. 5. Create and deliver multimedia presentations for professional contexts.	

SEMESTER IV

CORE COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-203

Title of the Course : Front Office Operations -2

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	Completion of MNC-104	
Course Objectives:	The course aims to develop students' understanding of front office operations by equipping them with the knowledge and skills required to efficiently handle reservations, registration, guest services, check-in and check-out procedures, and front office accounting in hospitality establishments.	
Content:	UNIT I: Introduction to Reservations Introduction, Importance of reservation Types of reservation: a. Guaranteed. b. Non-guaranteed reservation. c. Based on confirmation, the Mode of reservation inquiry is: verbal or written. Sources of Reservation. Direct, Central reservation system, Intersell agencies, Global distribution Network, Agencies, Corporate bodies, Government sector, Hotel website Systems of Reservation: Manual system, Automatic system (Conventional, Density and the present format used in hotels) Processing reservation request: .1 Receiving reservation inquiries, 2. Determining room availability 3 Accepting or denying a request for a reservation	15 hours
	UNIT II: Registration and Check-in Procedures Registration and its importance, Objective, Pre-registration Activity, Registration Records: 1 Hard-bound register, 2 Loose-leaf register. 3 Guest Registration Card, The flow of registration process, Check-in procedures for VIP, FIT, FFIT, Groups and Corporate guests. Types of Accounts, Ledgers and Guest Folios	15 hours
	UNIT III: Check out and Settlement procedures Check out and Settlement for Individuals, Groups, and Corporate guests. Potential Check out Problems and Solutions Method of Payments, Bill to Company and Foreign Currency. Credit and credit controls Front Office Accounting, Night Auditing: Night Auditor, Duties and Responsibilities, Night Audit Process Calculating Room occupancy, HC, ADR, ARR and Foreign Occupancy percentage.	15 hours

	UNIT IV: PRACTICAL 1. Practising telephone etiquette and handling Reservation requests over the phone. 2. Drawing and Filling various Forms and Formats a. Registration Card b. Reservation Form c. Density chart d. Conventional chart e. Arrival/departure notification slip f. Message slip 3. Drawing and Filling Vouchers a. VIP amenities voucher b. Miscellaneous Charge voucher c. Allowance voucher d. Paid out voucher 4. Drawing and Filling Guest Folios 5. Situation Handling: Handling irate guests, Dissatisfied guests, Bomb threat calls, handling theft of guest valuables, lost and found procedures, Handling Sick guests. 6. Calculating hotel performances	30 hours
Pedagogy:	Lectures, tutorials, term papers, assignments, presentations, self-study, Role plays, guest speakers, videos (including online videos), etc. The session will be interactive in nature, facilitating peer group learning.	
References/ Readings:	1. J. R. Tewari. Hotel Front Office Operations and Management, Oxford, 2nd Edition, 2016 2. Walia, S., Gupta, S. P., & Dhaundiyal, C., Latest Trends in Front Office Operations, Bharti Publications, 2025. 3. Andrews, S. Textbook of Front Office Management and Operations, 1st Edition, 2017. 4. Bardi, J A., Hotel Front Office Management, John Wiley and Sons, 2017. 5. Abbott, P., and Lewry, S., Front Office, Butterworth-Heinemann, 2012.	
Course Outcomes:	At the end of the course, the students will be able to: 1. Analyse the operations of the Front Office in the hospitality industry. 2. Apply skills in Telephone Handling 3. Understand the responsibilities of Front office personnel 4. Handle guest complaints and emergencies. 5. Appreciate the importance of guest services provided in the hotel.	

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-204

Title of the Course : Food and Beverage Service - 2

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	The student must have completed MNC-101.	
Course Objectives:	The aim is to equip students with a comprehensive understanding of various non-alcoholic and alcoholic beverages, their production and classification, while fostering the practical skills required for proficient beverage service, wine presentation, and food pairing, enabling them to excel in the hospitality industry.	
Content:	UNIT I: Introduction Non-Alcoholic Beverages: Classification of beverages. Coffee: Types of beans, Methods of making Coffee, Variations of Espresso coffee, Faults in coffee, Speciality coffees. Tea: Types of teas, production process, Methods of making tea Milk-based drinks: Hot chocolate, Malted drinks, Milkshakes, Aerated Drinks, Juices, Squashes: Examples, service, Mineral water: Styles and country of origin, Service, Alcoholic Beverages: Introduction and definition, Production of Alcohol, Fermentation process, Distillation process, Classification with examples.	15 hours
	UNIT II: Wines Definition and History, Classification with Examples, Fortified and Aromatised Wines. Production of Still and Sparkling wines. Introduction to Old World wines and New World wines. Food and Wine harmony. Storage and Service of Wine. Designing a Wine List	15 hours
	UNIT III: Beers and Spirits Beer: Ingredients, Production, Terms used in Manufacturing, Types of Beers, Faults in Beers, Storage. Cider and Perry: Types and brands. Spirits: Whisky, Brandy, Rum, Gin, Vodka, Tequila, Feni: Production, Types and Brand names. Liqueurs: Production, Brands (Flavour, Colour, Base and Country).	15 hours
	UNIT IV: Service of Beverages Order taking of Beverages, Writing a BOT. Non-alcoholic: Service of Tea, Coffee, Aerated beverages, Juices and still/sparkling water. Service of Wine: Still, sparkling and fortified, Decanting of wine. Service of Beer: Draught and Bottled. Service of Spirits: Neat, on the rocks, with mixers. Service of liqueurs: Neat, frappe, with cream, speciality coffees.	30 hours

Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.
References/ Readings:	1. Laloganes, J. P., & Schmid, A. W. A., The Beverage Manager's Guide to Wines, Beers, and Spirits, 4th Edition, Pearson Education, 2018. 2. Lillicrap, D., and Cousins, J., Food and Beverage Service, Book Power, 2014. 3. Singaravelavan, R., Food and Beverage Service, Oxford University Press, 2020. 4. Andrews, S., Food and Beverage Service Training Manual, Tata McGraw-Hill Education, 2017. 5. Andrews, S., Professional Food and Beverage Service, Tata McGraw-Hill Education, 2016.
Course Outcomes:	At the end of the course, the students will be able to: 1. Classify non-alcoholic beverages, comprehending the distinct methods of preparation and variations in service 2. Analyse the production, types, and brands of beers, ciders, perry, spirits (such as whisky, brandy, rum, gin, vodka, tequila, and feni), and liqueurs. 3. Demonstrate proficiency in beverage service procedures, including order taking, writing a Beverage Order Ticket (BOT), and serving various alcoholic and non-alcoholic beverages 4. Apply the learned techniques for opening and serving still and sparkling wine and decanting wines according to established standards.

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-205
Title of the Course : Food Production-2
Number of Credits : 04 (3T+1P)
Effective from AY : 2025-26

Pre-requisites for the Course:	MNC-100	
Course Objectives:	The objectives of this course are to provide students with a comprehensive understanding of the cultural evolution of Indian cookery, focusing on the use of staple ingredients, gravies, and specific cooking methods and techniques.	
Content:	UNIT I: Introduction to Indian Cookery Introduction to Indian Food, Spices Used in Indian Cookery, Role of Spices in Indian Cookery, Indian Equivalent of Spices' Names. Masalas: Blending of spices, Different masalas used in Indian Cookery-Wet masalas, Dry masalas Gravies: Basic Indian gravies, Green, Makhani, White, Chopped Masala, Kadai, Yellow Gravy. Basic Tandoori marinades and Pastes. Commodities in Indian cuisine: - Souring Agents, colouring agents, tenderising agents, Flavouring and Aromatic Agents, Spicing Agents	15 hours
	UNIT II: Speciality Indian Cookery Introduction to Indian Regional Cuisine: History and heritage of Indian Cuisine, Factors that affect eating habits in different parts of the country, Geographic location, Historical background, Seasonal availability, Special equipment, Staple diets, Speciality cuisine for festivals and special occasions, Indian cuisine Culinary Terms Dum Cooking and Tandoor Cooking: Origin of Dum Cooking, Special Equipment and their use, Classical Dishes, Types of Tandoor and their uses. Basic Indian breads made in a tandoor, Indian Sweets: Ingredients Used in Indian Sweets, Regional Speciality Sweets.	15 hours
	UNIT III: Regional Cuisine Kashmir, Mughlai, Punjab, Rajasthan, Bengal, Gujarat, Maharashtra, Goa, Kerala, Andhra Pradesh, Awadh	15 hours
	UNIT IV: Practical Introduction to large equipment and speciality ingredients Regional gravies and masalas, regional menu preparation, and Various tandoori marination.	30 hours

Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.
References/ Readings:	1. Kumar, S. V., Food Production Management and Indian Cuisine, 1st Edition, Blue Rose Publishers, 2020. 2. Thangam, Philip E., Modern Cookery (Vol. I and II), 6th Edition, Orient Black Swan, 2010. 3. Bali, P. S., Food Production Operations, 2nd Edition, Oxford University Press, 2014. 4. Kalra, J. I. S., and Prashad, P. D. G., Cooking With Indian Masters, 1st Edition, Allied Publishers Pvt. Limited, 1986. 5. Bali, P. S., Food Production Operations, 3rd Edition, Oxford University Press, 2021.
Course Outcomes:	At the end of the course, students will be able to 1. Demonstrate a deep understanding of Indian cookery, including the role of spices, the art of blending masalas, and the preparation of various gravies used in Indian cuisine. 2. Acquire proficiency in the identification and application of different masalas, both wet and dry, showcasing the ability to compose and utilise these spice blends in regional dishes. 3. Prepare different types of Indian gravies, such as Haryali, Makhani, Shahi/white, Chopped Masala, Kadai, and Yellow Gravy, with an understanding of their distinct characteristics. 4. Appreciate the regional diversity of Indian cuisine, with a focus on specific culinary characteristics, staple diets, and speciality dishes associated with regions such as Kashmir, Mughlai, Punjab, Rajasthan, Bengal, Gujarat, Maharashtra and Goa, Kerala, Andhra Pradesh, and Awadh.

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-206

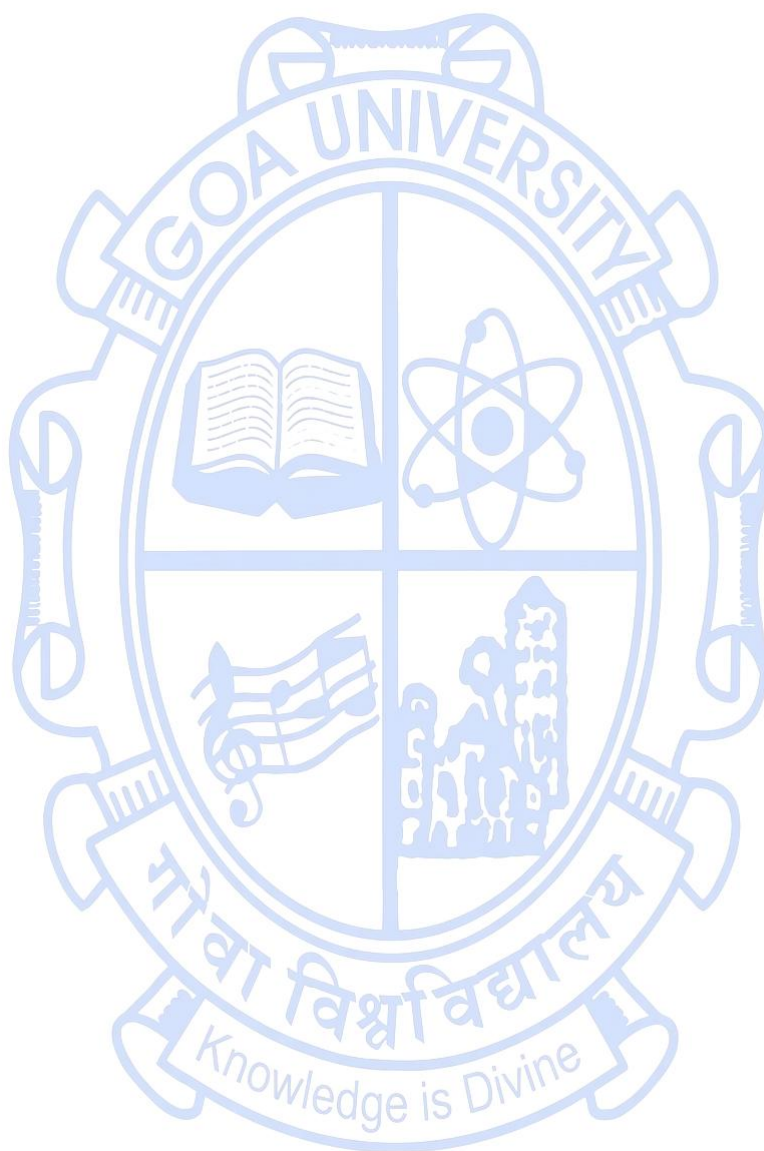
Title of the Course : Strategic Management

Number of Credits : 02

Effective from AY : 2025-26

Pre-requisites for the course	Nil	
Course Objectives:	To develop an understanding of strategic management concepts, processes, and tools that enable students to analyse business environments, formulate strategies, and implement effective decision-making practices in hospitality and related service organisations.	
Content:	UNIT I: Introduction to Strategic Management Meaning, nature, scope, and importance of strategic management, Levels of strategy: Corporate, Business, and Functional Vision, Mission, Goals, and Objectives – their role in hospitality organizations Environmental Analysis. Internal and external environment analysis, SWOT, PESTEL, and Porter’s Five Forces Model.	15 hours
	UNIT II: Strategy Formulation, Implementation and Evaluation Types of Strategies – Growth, Stability, Retrenchment, Combination Business-Level Strategies – Cost Leadership, Differentiation, Focus Corporate-Level Strategies – Mergers, Acquisitions, Diversification, Joint Ventures. Strategy Formulation Process and Strategic Decision-Making, Strategic Leadership and Ethics, Core Competencies and Competitive Advantage, Role of Leadership in Strategy, Ethical and Social Responsibility in Strategy Formulation. Strategy Implementation and Evaluation. Implementation through Structure. Strategy Evaluation Process and Importance.	15 hours
Pedagogy	The sessions will be conducted using various pedagogical methods, including lectures, exercises, seminars, case studies, role-plays, and problem-solving, to enable students to learn in an interactive mode.	
Books for Reference	1. Wheelen, T. L., Hunger, J. D., and Hoffman, A. N., Strategic Management and Business Policy, Pearson, 2020. 2. Hill, C. W. L., Jones, G. R., and Schilling, M. A., Strategic Management: An Integrated Approach, Cengage Learning, 2019. 3. Johnson, G., Scholes, K., and Whittington, R., Exploring Strategy, Pearson, 2020. 4. Enz, C. A., Hospitality Strategic Management: Concepts and Cases, Wiley, 2010. 5. Olsen, M. D., West, J. J., and Su, C. S., Strategic Management in the Hospitality Industry, Pearson, 2013.	

Course Outcomes	At the end of the course, the students will be able to: 1. Explain the concept and importance of strategic management in business success. 2. Analyse internal and external business environments using strategic frameworks. 3. Formulate, evaluate, and implement organisational strategies effectively. 4. Apply strategic thinking to hospitality and service industry contexts.
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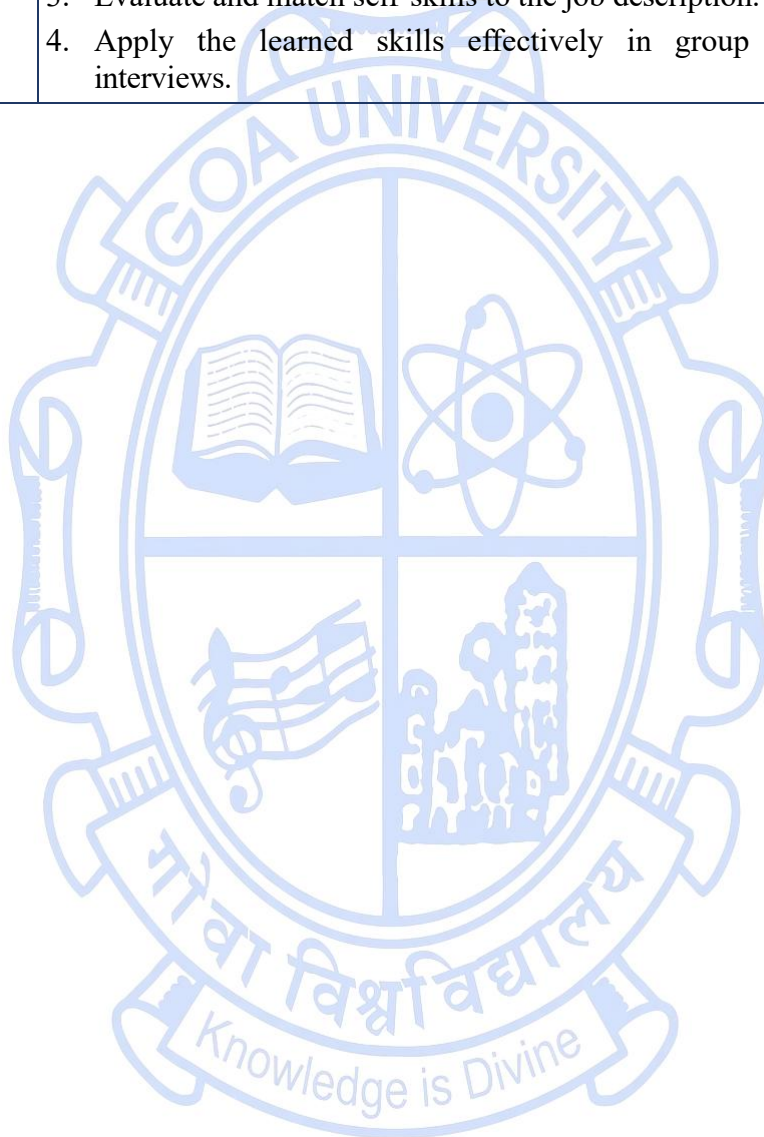


SKILL ENHANCEMENT COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-242
Title of the Course : Interview Facing Skills
Number of Credits : 02 (P)
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	At the end of the course, the students will have the ability to face entry-level selection processes of organisations.	
Content:	UNIT I: Interview Preparation Workshop on Body Language, Practising positive body language through interactive activities. Grooming Workshop: Personal grooming tips for professional settings, Dress code awareness and appropriateness Introductory Interview and Feedback: Simulated one-on-one introductory interviews, Immediate feedback from trainers and peers, personalised improvement plans for each participant, understanding common mistakes and avoiding them. Technical Rounds: Understanding the format of technical interviews, practising common technical questions. SWOC Analysis: Conducting SWOC (Strengths, Weaknesses, Opportunities, and Challenges) analysis, tailoring resumes to highlight strengths and address weaknesses, and Resume and Cover Letter Drafting.	30 hours
	UNIT II: Mock Interviews and Group Discussions Mock Interviews: Simulated interviews covering various industries and job roles, with Feedback from trainers and peers. Group Discussions: Understanding the dynamics of group discussions, participating in and leading group discussions, Constructive feedback on communication skills, and Strategies for effective group communication.	30 hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies, etc., or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.	
References/ Readings:	1. Kramer, E. P., Active Interviewing: Branding, Selling, and Presenting Yourself to Win Your Next Job, Course Technology (Cengage Learning), 2011. 2. Patnaik, P., Group Discussion and Interview Skills, Cambridge University Press India, 2015. 3. Mandal, S. K., How to Succeed in Group Discussions and Personal Interviews, Jaico Publishing House, 2013.	

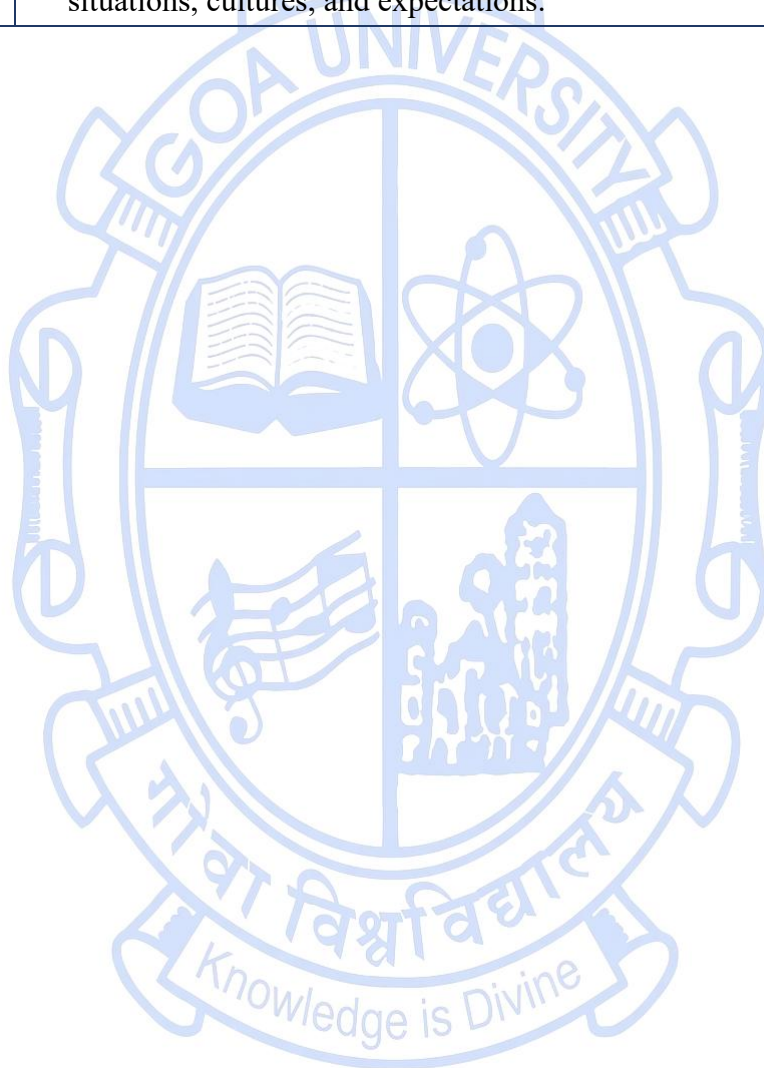
	4. Prathim, S. P., How to Succeed in Hotel Management Job Interviews, Jaico Publishing House, 2015. 5. Kelly, T., Get That Job! The Quick and Complete Guide to a Winning Job Interview, Plovercrest Press, Albany, California, 2017.
Course Outcomes:	At the end of the course, the student will be able to: 1. Comprehend different interview styles. 2. Identify the essentials needed to enhance their confidence and positive body language. 3. Evaluate and match self-skills to the job description. 4. Apply the learned skills effectively in group discussions and interviews.



Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-243
Title of the Course : Etiquette and Corporate Grooming
Number of Credits : 02
Effective from AY : 2025-26

Pre-requisites for the course	NIL	
Course Objectives:	This course aims to equip students with the essential knowledge and practical skills necessary for business etiquette and professional grooming in the contemporary workplace.	
Content:	UNIT I: Business Etiquette Business Etiquettes – Concept, Principles, Significance of Business Etiquettes, Recent trends, Professional Advantage; Need and Importance of Professionalism, Minimum Standards Required by Etiquette Practice Workplace Etiquette, E-Mail Etiquette, Telephone Etiquette, Dining Etiquette, Meeting Etiquette and Presentation Etiquette	15 Hours
	UNIT II: Corporate Grooming Introduction to corporate grooming: concept, significance, and link with professional image. Personal Hygiene and Grooming Guide: Skincare, Haircare, Makeup, and Dressing. Dress codes include formal and informal corporate attire components, power dressing, and workplace fashion dos and don'ts. Body language: posture, gestures, eye contact, and overall appearance. Building a personal style: making positive first impressions, effective business introductions, and adhering to business card etiquette. Time management, emotional intelligence, and stress management as part of self-grooming and professionalism.	15 Hours
Pedagogy	The sessions will be conducted using a combination of pedagogical methods, including lectures, exercises, seminars, case studies, role-plays, and problem-solving, to enable students to learn in an interactive mode.	
Books for Reference	1. Hussaini, S., Business Etiquette and Corporate Grooming, Sheth Publishers, India, 2024. 2. Gulati, S., Corporate Grooming and Etiquette, Rupa Publications, India, 2025. 3. Vaz, M., and Vaz, A., Business Etiquettes and Corporate Grooming – FYBCom Semester I, Manan Prakashan, India, 2024. 4. Chaney, L. H., and Martin, J. S. C., The Essential Guide to Business Etiquette, Pearson Education, USA, 2017.	

	5. Gottsman, D., Modern Etiquette for a Better Life: Master All Social and Business Exchanges, Page Street Publishing, 2017.
Course Outcomes	At the end of the course, the student will be able to: 1. Demonstrate understanding of key concepts and principles of business etiquette and corporate grooming. 2. Apply proper etiquette in workplace communications, meetings, and professional correspondence. 3. Exhibit knowledge of appropriate attire, hygiene, and grooming standards in diverse professional contexts. 4. Evaluate the behaviour to be adapted suiting different business situations, cultures, and expectations.



SEMESTER V

CORE COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-300

Title of the Course : Food and Beverage Service - 3

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	The student must have completed MNC-204.	
Course Objectives:	The aim is to provide students with a comprehensive understanding of bar operations, room service, and Gueridon service, enabling them to develop expertise in handling diverse aspects of hospitality service.	
Content:	UNIT I: Bar Operations Types of Bars, Bar Operation Procedures: Steps involved, Standardisation process, Bar routine: Mise en place, Service procedures, Closing duties, Bar frauds, Identifying and controlling frauds. Cocktails and Mocktails: Components of a cocktail, Methods of making cocktails, Equipment and tools required, Points to note while making cocktails, Developing a new cocktail, Classic styles of mixed drinks, Mocktails.	15 hours
	UNIT II: Room Service and Outdoor Catering Room Service: Location and features, Duties and responsibilities of Room service staff, Room service equipment, Room Service Mise en place activities, Order taking procedures, Execution of Room Service Order- Centralised and Decentralised system, Collecting and serving the order, Clearance, Briefing, Other services, In-room facilities, Satisfaction of Guests Outdoor Catering: Preliminary survey, Menu analysis, Calculating equipment requirements, Staff calculations.	15 hours
	UNIT III: Gueridon Service Gueridon service: Introductions, Types of trolleys, Equipment used on a trolley, safety in Gueridon cooking, Selection of Gueridon dishes, Mise en place, Food preparation techniques, Flambéing, Advantages and Limitations of Gueridon service. Popular Gueridon dishes.	15 hours
	UNIT IV: Service Procedures Cocktail and Mocktails: Equipment used, Preparation of mise en place and garnishes, Methods of making cocktails, Preparations of popular cocktails and mocktails.	30 hours

	Room Service: Room service tray set up for food and drink orders. Breakfast tray and trolley setup. A la carte tray and trolley set up for food orders. Gueridon Service: Preparing flambé dishes on a Gueridon trolley.	
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Lillicrap, D., and Cousins, J., Food and Beverage Service, Book Power, 2014. 2. D'Souza, E., Food and Beverage: A Practical Guide, Rupa Publications, 2012. 3. Singaravelavan, R., Food and Beverage Service, Oxford University Press, 2020. 4. Andrews, S., Food and Beverage Service Training Manual, Tata McGraw-Hill Education, 2012. 5. Andrews, S., Professional Food and Beverage Service, Tata McGraw-Hill Education, 2016.	
Course Outcomes:	At the end of the course, the students will be able to: 1. Classify various types of bars, comprehend their distinctive characteristics, and demonstrate an understanding of bar operation procedures, including standardisation, mise en place, service protocols, and closing duties. 2. Analyse the intricacies of cocktail and mocktail preparation, including identifying cocktail components, understanding methods and equipment, and developing new cocktail recipes. 3. Demonstrate room service operations. 4. Understand gueridon service techniques while preparing popular dishes.	

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-301

Title of the Course : Food Production-3

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	MNC-205	
Course Objectives:	The objectives of this course are to provide students with a comprehensive understanding of international cuisines, charcuterie techniques, and larder management.	
Content:	UNIT I: International Cuisine Oriental Cuisine- Chinese, Japanese, Thai: Introduction, Geographical concern, Ingredients used, regional cooking style, Methods of cooking, utensils used, Famous Dishes and Staple food. European and Western Cuisine- English, French, Italian, Lebanese, Mediterranean (Spanish and Greek), Mexican: Introduction, Historical background, Geographical concern, regional cooking style, Methods of cooking, Equipment and Utensils used, famous dishes and Staple food.	15 hours
	UNIT II: Charcuterie Introduction to charcuterie, Sausage, Types and Varieties, Force-meats, Brines, Cures and Marinades, Cures and Marinades, Ham, Bacon and Gammon, Galantines and Ballotines, Pates: Types of Pate, Making of Pate, Truffle. Mousse and Mousseline, Aspic and Gelee, Quenelles, Parfaits and Roulades	15 hours
	UNIT III: Larder Function, Definition, Equipment found in the larder, Layout of a typical larder with equipment and various sections Larder Control, Liaising with other Departments, Yield Testing Duties and Responsibilities of The Larder Chef, Hierarchy of Larder, Sections of the Larder. Production Management: Kitchen Organisation, Allocation of Work - Job Description, Duty Rosters, Production Planning, Production Scheduling, Production Quality and Quantity Control, Forecasting and Budgeting, Yield Management.	15 hours
	UNIT IV: Practical Introduction to various tools and equipment used in the Larder Various speciality international herbs and spices, Gallentine Ballotines, Pates, Cold Cuts (Demo and Practice) Individual Practical consisting of international cuisine and speciality cuisine, over and above the demonstrations.	30 hours

Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.
References/ Readings:	1. Gisslen, W., Professional Cooking, 9th Edition, John Wiley and Sons, 2018. 2. Thangam, Philip E., Modern Cookery (Vol. I and II), 6th Edition, Orient Black Swan, 2010. 3. Bali, P.S., International Cuisine and Food Production Management, Oxford University Press, 2012. 4. Kumar, M., & Kumar, K., The Larder Kitchen: A Complete Guide for Larder Kitchen, Notion Press, 2024. 5. Thomson, C., The Art of the Larder, Hardie Grant Publishing, 2017.
Course Outcomes:	At the end of the course, students will be able to 1. Demonstrate a nuanced understanding of Oriental and European cuisines, including their historical context, regional cooking styles, and the significance of staple foods. 2. Acquire proficiency in charcuterie techniques, showcasing the ability to identify and prepare various types of sausages, forcemeats, brines, cures, and other charcuterie elements. 3. Execute the production of cold cuts, demonstrating practical skills in the art of charcuterie. 4. Develop a comprehensive understanding of larder layout, equipment, and control, including the ability to use specialised tools and equipment found in the larder.

DISCIPLINE-SPECIFIC ELECTIVES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-361
Title of the Course : Banquet Operations
Number of Credits : 04 (3T+1P)
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the student to banquet operations.	
Content:	UNIT I: Banquet Organisation Introduction to Banquets, Categories of catering, Types of functions (formal, Informal, Social, Public relations, Conferences), Functions of Banquet department, Organisational structure, duties and responsibilities of Banquet department, Staff requirement calculation for events.	15 hours
	UNIT II: Banquet Administration and Table Set Ups Banquets Administration: Sales, Booking and administrative procedures, Function Prospectus, Banquet Event order. Event Menus: Types of menus, Category of dishes offered, Compiling Banquet Wine menu, Catering beverage and food pricing. Service Methods: Types of service, Service during Formal and Informal Functions Function Equipment: Banquet store, Furniture, AV equipment, food service equipment, miscellaneous equipment. Table Set ups: Common table setups (Round, Crescent, Classroom, Boardroom, Theatre, U shaped, Hollow square) with area allowance and spacing considerations. Illustration of Banquet layout for top table with sprigs and top table with round tables. Linen requirement for set ups. Table lay outs.	15 hours
	UNIT III: Banquet Operations Buffet: Types of Buffets, Buffet designs, Creative elements, Serving sequence, Safety and hygiene, Handling leftovers. Service Organization: Traditional and wave service, Staff organization, Organization of the Function: Before the function, Service procedures on the day of the event and after the function, seating plans. Outdoor Catering: Preliminary survey of the place, Analysis of Menu, Calculating equipment requirements, Staff Calculations	15 hours

	UNIT IV: Banquet Operations Practical Preparing event orders, Conducting Banquet Briefing, Role-plays and practical on staff scheduling, duty allocation Table Set ups: Common table setups (Round, Crescent, Classroom, Boardroom, Theatre, U shaped, Hollow square) Buffet set ups Designing occasion-based menus—dinners, buffets, themed banquets—with special dietary considerations and beverage pairings Table side service standards, Service of alcoholic beverages, Service procedures at a Formal and Informal Function, Cocktail parties Tear down process. Outdoor catering procedures.	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practical, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Patil, B., Management of Hotel Banquets, Educohack Press, 2025. 2. Lillicrap, D., and Cousins, J., Food and Beverage Service, Book Power, 2014. 3. Singaravelavan, R., Food and Beverage Service, Oxford University Press, 2016. 4. Andrews, S., Food and Beverage Service Training Manual, Tata McGraw-Hill Education, 2017. 5. Andrews, S., Professional Food and Beverage Service, Tata McGraw-Hill Education, 2016.	
Course Outcomes:	At the end of the course the students will be able to: 1. Demonstrate understanding of banquet organization, including function types, departmental structure, and staff planning for efficient event management. 2. Apply administrative and operational procedures in banquet management, including event booking, menu and beverage planning, service styles, and table setups. 3. Analyze banquet and buffet operations, staff organization, outdoor catering logistics, and best practices in hygiene and event execution. 4. Execute practical skills in event order preparation, banquet setup design, service delivery, beverage management, and post-event procedures.	

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-362

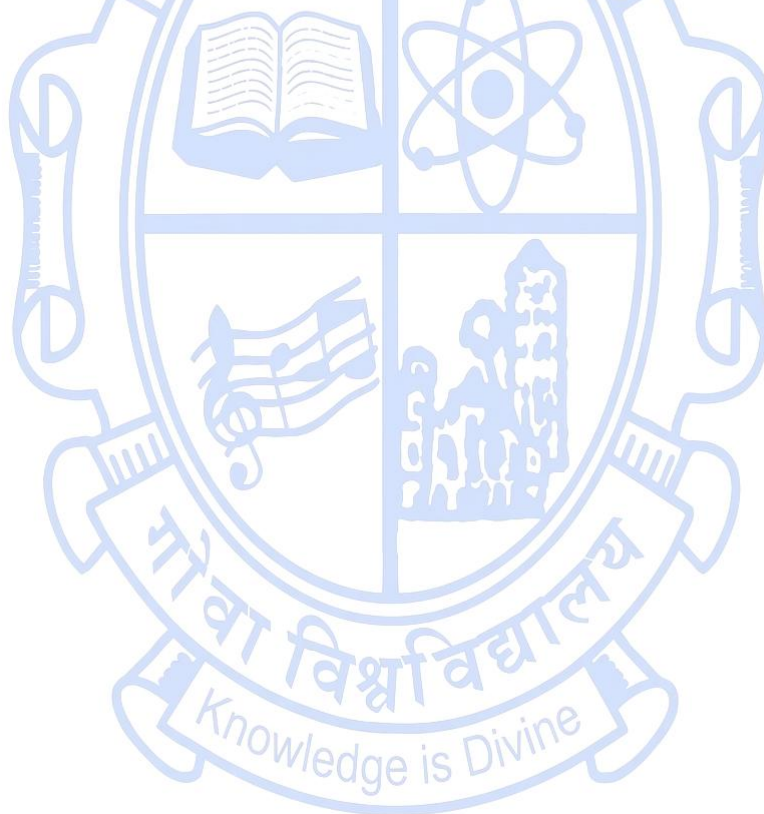
Title of the Course : Management Information System in Hotels

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to equip students with the knowledge and skills needed to effectively leverage information technology and data management in the context of hotels.	
Content:	UNIT I: Introduction to Management Information Systems (MIS) MIS Concept and definitions of MIS, Role of MIS, Characteristics of MIS, Limitations of MIS, MIS and User Transaction Processing Systems for Hospitality.	15 hours
	UNIT II: Property Management System Information systems for room division management, property management systems, and various modules related to reservations, registration, cashiering, telephones, guest history, and housekeeping.	15 hours
	UNIT III: Food and Beverage Operations Competency Placing orders through Point of Sales (POS), kitchen routing and printing, settlement of bills, manage employee shifts with timed sessions and counter operations, reporting for analytics.	15 hours
	UNIT IV: MIS Skills (Practical) Hot function keys, messaging, using a locator, in first time guest, checking in an existing reservation, checking in a day use, issuing new key, printing and preparing registration cards for arrivals, making reservation, creating and updating guest profiles, updating and printing guest folio. Feeding remarks in guest history, adding sharer, making add on reservation, amending/cancelling reservation, making group reservations, room change on the system, processing guest check out, check out folio, processing deposit for arriving guest and for in house guest, checking room rate variance report, processing part settlements, post payment, printing checked out guest folio, check out using foreign currency. Preparing KOT, Placing orders, Settlement of Bills, Differential pricing, table layout and guest seating, manage normal recipe creation, table merging and Dutch billing, loyalty and promotions handling, formats and reports in MIS.	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, seminars, case studies, role plays, and problem solving, to enable the students to learn in an interactive mode.	

References/ Readings:	1. Laudon, K. C., and Laudon, J. P., Management Information Systems: Managing the Digital Firm, Pearson, 2019. 2. Jaiswal, M., and Monika, M., Management Information Systems, Oxford University Press, 2012. 3. O'Connor, P., Using Computers in Hospitality, Thomson Learning, 2014. 4. Francis, Handbook of Djubo, Self-publication, 2020 5. Jawadekar, W. S., Management Information Systems, Tata McGraw-Hill Publishing Company Limited, 2020.
Course Outcomes:	At the end of the course, the students will be able to: 1. Perform checking in first-time guests, handling existing reservations, managing day use guests, issuing keys, and printing registration cards. 2. Demonstrate competence in generating and updating guest folios. 3. Effectively manage reservations. 4. Analyse and manage Food and Beverage operations using Management Information Systems.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-363

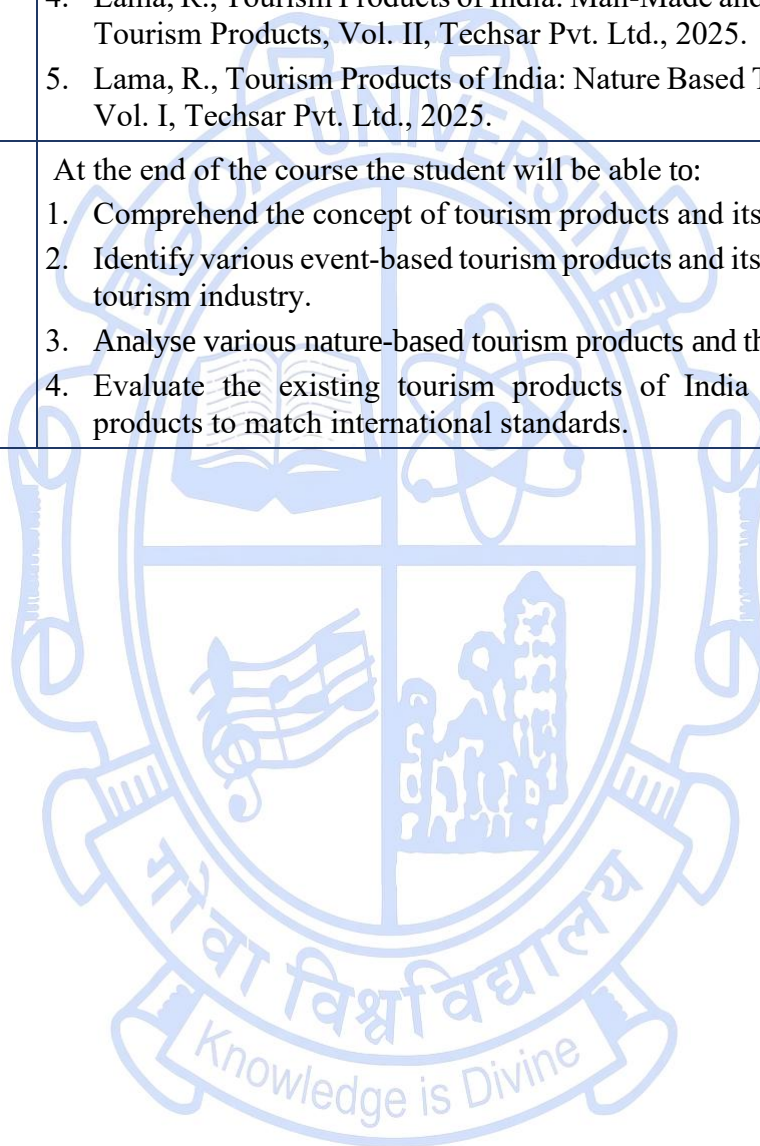
Title of the Course : Tourism Products of India

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To develop an understanding of tourism products of India.	
Content:	Unit I: Introduction to Tourism Product Definition and concept of tourism products (multilevel approach), Elements and characteristics of tourism products. Classification/forms of tourism products. Tourism product development process-UNWTO, product life Cycle-Stages. Architectural Heritage of India: glimpses on the prominent Architecture styles, Popular Religious shrines of India. World Heritage Sites in India Destinations with rich Historical/Architectural Heritage. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP).	15 Hours
	Unit II: Event based tourism products Introduction to Event-Based Tourism, Core Concepts & Fairs and Festivals, Cultural & Heritage Festivals, Major Religious & Spiritual Gatherings, Fairs & Trade Events, Sports, Art & Seasonal Events, Location, Accessibility, Facilities, Amenities, USP of these tourism products	15 Hours
	Unit III: Nature based Tourism Products Wildlife Sanctuaries, Hill Stations, Beaches and Islands, Deserts, Adventure activities. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP).	15 Hours
	Unit IV: Culture and Heritage Based Tourism Products Important Museum, Art Galleries and Libraries of India, Performing arts of India: classical dances, dance and music Festivals, folk dances and folk culture, Indian cuisine, and regional variation. Handicrafts and paintings of India. Locations, Accessibility, Facilities, Amenities, Unique Selling Propositions (USP).	15 Hours
Pedagogy:	Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ seminars/ assignments/ presentations/ self-study/ Case Studies etc.	

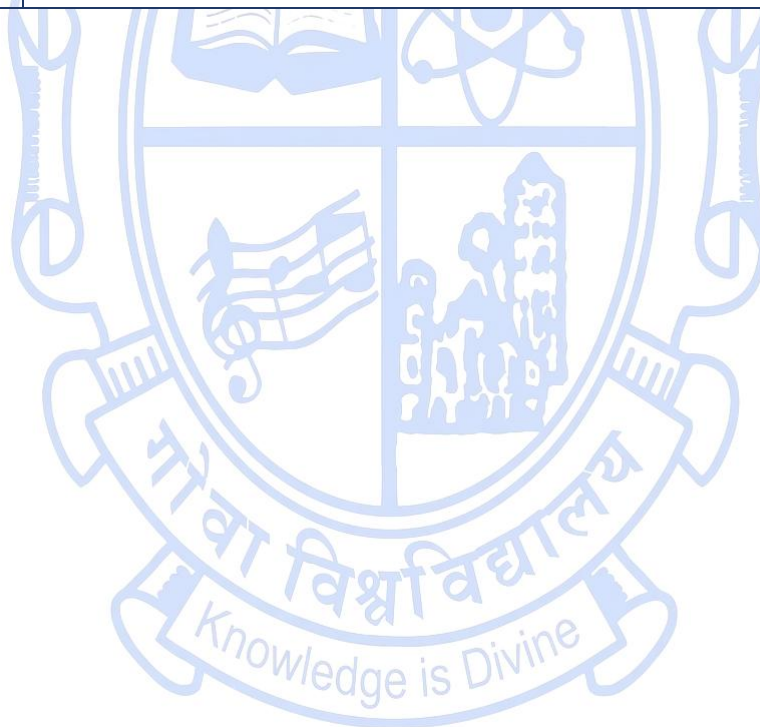
	or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.
References/ Readings:	1. Basham, A. L., A Cultural History of India, Oxford University Press, USA, 2017. 2. Dixit, M., and Yadav, C. S., Tourism Products of India, Royal Publishers, Lucknow, 2006. 3. Robinet, J., Indian Tourism Products, Abhijeet Publications, Delhi, 2012. 4. Lama, R., Tourism Products of India: Man-Made and Symbiotic Based Tourism Products, Vol. II, Techsar Pvt. Ltd., 2025. 5. Lama, R., Tourism Products of India: Nature Based Tourism Products, Vol. I, Techsar Pvt. Ltd., 2025.
Course Outcomes:	At the end of the course the student will be able to: 1. Comprehend the concept of tourism products and its elements. 2. Identify various event-based tourism products and its importance to the tourism industry. 3. Analyse various nature-based tourism products and their importance. 4. Evaluate the existing tourism products of India and develop the products to match international standards.



Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-364
Title of the Course : Hospitality Revenue Management
Number of Credits : 04
Effective from AY : 2025-26

Prerequisites for the course:	NIL	
Course Objectives:	The aim of this course is to provide an understanding of the basic concepts and terms of Revenue Management and that can be used as a baseline for the implementation of revenue management in the hospitality industry.	
Content:	UNIT I: Introduction to Revenue Management Introduction of concept, purpose and components of revenue management, Revenue Management Process, Calculation of Return on Investment. Revenue Management Team: Role of revenue manager in the hospitality industry, revenue manager position, legal aspects and ethical aspects of revenue management, functions of the revenue management team, revenue management culture.	15 hours
	UNIT II: Pricing strategies Market segmentation and targeting, introduction to revenue management metrics, various pricing strategies, calculation of room rate by using Hubbart's room rate formula, calculation of break-even revenue, differential pricing and factors affecting differential pricing, hotel distribution channels, differentiate between revenue management and revenue optimization.	15 hours
	UNIT III: Application of Revenue Management to Lodging Demand forecasting and data required for demand forecasting, evaluation of hotels occupancy, calculating potential average room rate, inventory management and overbooking scenarios, calculation of available rooms, ADR, RevPAR, GOPPAR, demand forecasting.	15 hours
	UNIT IV: Application of Revenue Management to Food and Beverage outlets and Travel Industry Terms related to revenue management in restaurants: revenue per available seat hour, food cost, check average, turnover of tables, calculation of revenue per available seat hour, food cost, break-even revenue, strategies followed in different business segments within the travel industry and cruise lines.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy, such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive	

	mode
Reference/ Readings:	1. Ivanov, S. Hotel Revenue Management from theory to practice. Elsevier Publisher, 2014. 2. Prakash, K. J., Hospitality Front Office & Revenue Management, Aman Publications, 2020. 3. Hayes, D. K., Hayes, J. D., & Hayes, P. A., Revenue Management for the Hospitality Industry, 2nd Edition, John Wiley & Sons Inc., 2021. 4. Joshua, D. and Peggy, Revenue Management for the Hospitality Industry. Wiley Publication, 2022. 5. Huefner, R. Revenue Management, Business Expert Press, 2015
Course Outcomes:	At the end of the course, the student will be able to: 1. Describe the concepts and importance of revenue management. 2. Outline a revenue management implementation process and revenue culture. 3. Compare revenue management strategies and tactics that can be implemented to manage demand. 4. Apply revenue management concepts to room division, restaurant, conference, and banquets departments, travel and cruise lines.



NON CREDIT COURSE

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-365

Title of the Course : Tourism Concepts

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	To provide students with a foundational understanding of tourism concepts, industry components, organizational structures, supply and demand dynamics, and traveler behavior to prepare them for careers in tourism management.	
Content:	UNIT I: Overview of Tourism Tourism: Definition, Concept of Tourists/ Visitors / Travelers /Excursionist, Forms and Types of Tourism: Inter- regional and intra – regional tourism, inbound and outbound tourism, Domestic, international tourism. Components of Tourism and Tourism Management, Basic Approach to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism Tourism through the Ages: Early Beginnings, Early tourist attractions, The first travel agents, Historic Transportations and Accommodations.	15 hours
	UNIT II: Organization of Tourism International Organizations (WTO, WTTC, IATA), Regional Organization (PATA). Passenger Transportation: Airline Industry, Rail Industry, Motor, Coach Industry, Automobile, Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food Service Industry, Meeting Planners. Organizations in the Distribution Process: Travel Agents, the Internet, Consolidators, The Tour Wholesaler, Specialty Channelers. Attractions, Entertainment, Recreation. Introduction: Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations.	15 hours
	UNIT III: Tourism Supply and Demand Tourism Components and Supply: Supply Components, Natural Resources, Built Environment, Operating Sectors, Spirit of Hospitality and Cultural Resources, Matching Supply with Demand Measuring and Forecasting Demand: Why Demand Is Important, Demand to a Destination, Measuring Demand, Projection Methodology.	15 hours
	UNIT IV: Understanding Travel Behavior	15 hours

	Cultural and International Tourism for Life's Enrichment: Developmental and Promotional Measures, Types of Destinations as Travel Experiences, Other Tourist Appeals, Travel experiences Sociology of Tourism: Effects on the Individual, Effects on the Family, Effects on Society, Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Barriers to Tourism.	
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Kastarlak, B. I., and Barber, B., Fundamentals of Planning and Developing Tourism, Pearson New International Edition, 2013. 2. Cooper, C., Essentials of Tourism, SAGE Publications, 2020. 3. Goeldner, C. R., and Ritchie, J. B., Tourism Principles, Practices, Philosophies, John Wiley and Sons, 2017. 4. Acha-Anyi, P. N., Fundamentals of Tourism, Van Schaik Publishers, 2020. 5. Swain, S. K., and Mishra, J. M., Tourism: Principles and Practices, Oxford University Press, 2011.	
Course Outcomes:	At the end of the course the student will be able to: 1. Understand and identify evolution, importance of travel and tourism for the economy. 2. Identify key international and regional tourism organizations and analyze the roles of transportation, hospitality, and distribution channels in tourism. 3. Explain tourism supply components and apply methods for measuring and forecasting tourism demand. 4. Analyze travel behavior patterns, cultural impacts, and social factors influencing tourism experiences and destination development.	

SEMESTER VI

CORE COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-302
Title of the Course : Business Research Methods
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To understand the fundamentals of business research.	
Contents:	Unit I: Introduction to Business Research Research – Why research, Business strategy, What research is not, Methods and methodology, Features of good research, fallacy in research, important terms in research, types of research. Development of Research Methodology – Induction and deduction, Scientific methods, objectivity in research, Ethics in Research Defining Research Problem – Literature review and concept mapping. Generalization in Research – Issue of validity, Conclusion validity and threats, Internal validity, construct validity, external validity and threats to these. Research Plan – Research design, classification of research design, features of good design, experimental research.	15 Hours
	Unit II: Sampling Techniques Sampling terminology, sampling methods, calculation of sample size. Qualitative Research – The process of qualitative research, interviews, secondary data analysis, experience survey, focus groups, descriptive studies, case study, observation method, qualitative verses quantitative research, merging of qualitative and quantitative research.	15 Hours
	Unit III: Data Collection Sources of data: Primary and Secondary source, Pros and Cons of sources, Sources of Tourism and Hospitality data, question issue, issue of measurement and scale, types of question, survey, Data mining and Data Cleaning.	15 Hours
	Unit IV: Quantitative Analysis and Report Writing Testing of hypothesis, statistical techniques for analysis. Use of Computer software in data analysis. Report Writing – Writing a	15 Hours

	good report, critical elements of report, stylistic elements, formatting.	
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Cooper D R and Schindler, 'Business Research Methods', Tata McGraw-Hill, New Delhi, 2013 2. Saunders, M. N. K., Lewis, P., and Thornhill, A., Research Methods for Business Students, Pearson, 2024. 3. Mishra, P., Business Research Methods, Oxford University Press, 2014. 4. Gaur, D. S., Business Research Methodology, Redshine Publication, 2023. 5. Zikmund, W. G., Babin, B. J., Carr, J. C., and Griffin, M., Research Methods for Business: A Real-World Approach, Cengage, 2019.	
Course Outcomes:	At the end of the course the student will be able to: 1. Understand fundamental concepts of business research, including research types, methodology, ethics, and validity issues. 2. Apply appropriate sampling techniques and distinguish between qualitative and quantitative research methods. 3. Identify and select relevant data sources, design data collection tools, and manage data processing challenges. 4. Utilize quantitative analysis methods and software for hypothesis testing and prepare well-structured research reports.	

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-303
Title of the Course : Food Science
Number of Credits : 02
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objectives:	The aim is to introduce the student to the concept of food science and its applications in the hospitality industry	
Content:	UNIT I: Introduction to Food Science Food Science Concepts- Basic International system of Units, Density, temperature, pH and important terminologies, their definitions and relevance, Evaluation of food- Introduction, methods of evaluation, proximate composition of food constituents. Carbohydrates in food Science, Uses of carbohydrates in food preparation. Proteins in Food Science- Introduction, Basic properties, Functional properties of specific protein rich food, Fats and oils in food Science.	15 hours
	UNIT II: Flavor, Browning Reactions and Food Processing Flavor: Introduction, definitions, and use of flavors in food preparation. Browning reactions-Introductions, types of browning reactions, role of browning in food preparations, detrimental effects of browning. Food processing -Introduction, causes of food spoilage, objectives of food processing, methods of food preservation, effect of processing (heat, acid, and alkali) on food constituents.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Srilakshmi, B., Food Science, New Age Publishers, 2018. 2. Subbulakshmi, G., Udipi, S., and Ghurge, P., Food Processing and Preservation, New Age International Private Limited, 2021. 3. Farrimond, S., The Science of Cooking, D.K. Publisher, 2017. 4. Roday, S., Food Science and Nutrition (3rd ed.), Oxford University Press, 2018. 5. Sharma, A. Textbook of Food Science and Technology, CBS Publishers, 2019.	
Course Outcomes:	At the end of the course, the students will be able to: 1. Comprehend food science concepts and how food is evaluated. 2. Analyse the role of nutrients like carbohydrates, proteins and fats/oils in food Science. 3. Apply the use of flavouring and browning reactions in food. 4. Handle the various methods of food preservation.	

SKILL ENHANCEMENT COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-341
Title of the Course : Theatre Arts
Number of Credits : 02 (P)
Effective from AY : 2025-26

Pre-requisites for the Course	NIL	
Course Objective:	To enable participants to develop an appreciation of Theatre Arts.	
Content:	Unit I: Production Process Introduction to Theatre - Self Introduction, Introduction about Theatre, Why Theatre, History of Indian and Western Drama, Elements of Theatre: Text Analysis and Speech, Reading and Interpreting Text, Speech Text, Speech Emotion and Situation, Performer-Character, Play Review and Appreciation, Theatre Games and Exercise, Improvisation and Scene Work Creating a Story Line, Ideation and Concepts, Creating the Characters and Enacting their Personalities, Create a Story, Writing a Script, Dramatize the script, Non-verbal Communication, Voice, Diction, styles of Presentation, and Background Score.	30 hours
	Unit II: Enacting: Rehearsals and enacting for classroom productions of drama demonstrating use of theoretical concepts studied in Unit I.	30 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References / Readings:	1. Tait, P., Theory for Theatre Studies: Emotion, Methuen Drama, 2021. 2. Mello, D., Appreciation of Theatre, 2nd Edition, Kendall/Hunt Publishing Co., 2021. 3. Leach, Robert, Theatre Studies: The Basics, Routledge, 2013. 4. Kelly, T. A., The Back Stage Guide to Stage Management: Traditional and New Methods for Running a Show from First Rehearsal to Last Performance, 3rd Edition, Back Stage Books, 2010. 5. Sangeetha, K. and A. Selvalakshmi, An Introduction to Theatre Art, New Century Book House (P) Ltd., 2015.	
Course Outcomes:	At the end of the course, the participant will be able to: 1. Appreciate the theatre as a form of art 2. Enhance their skills to conceptualize, analyse, organize, concentrate 3. Develop personality for public speaking and stage presence 4. Experience the various facets of performance.	

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-342

Title of the Course : Project

Number of Credits : 04

Effective from AY : 2025-26

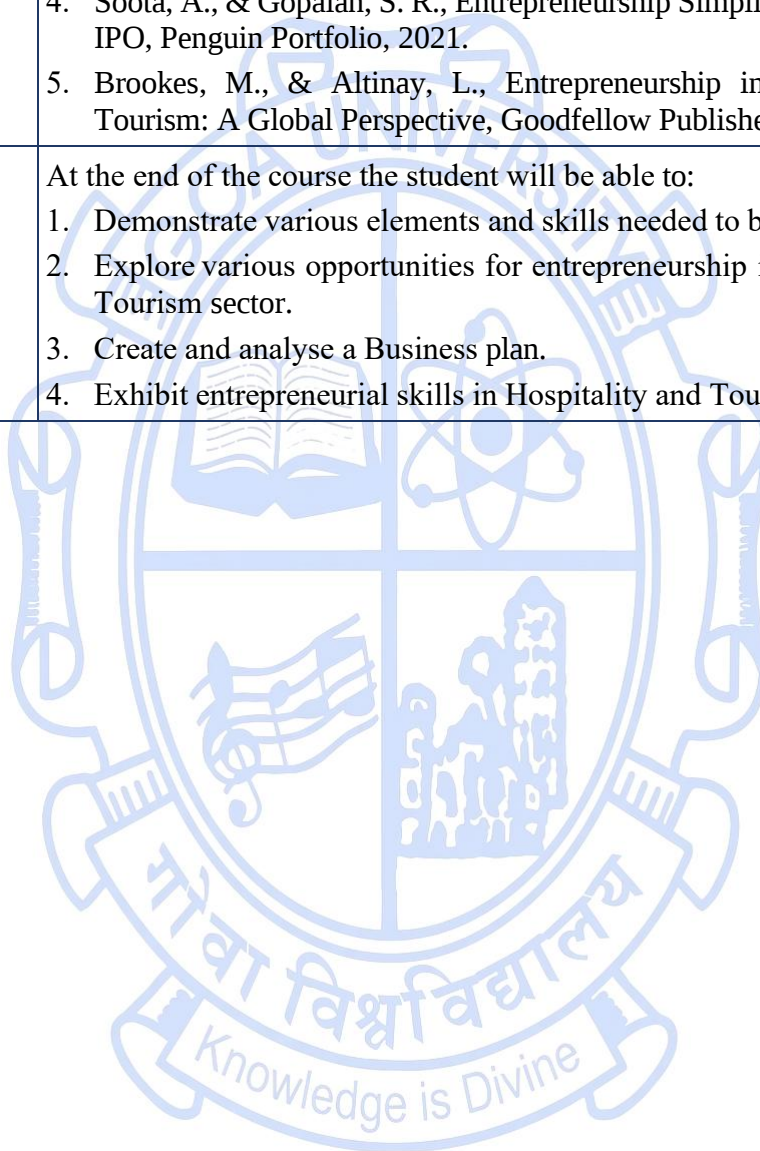
Pre-requisites for the Course	NIL	
Course Objective:	To develop the competence to collect and analyse data from various sources with a defined objective. Derive meaningful conclusions and arrive at recommendations.	
Content:	Project Definition and Initiation, Literature Review and Theoretical Framework, Research Design and Methodology Data Collection and Analysis Report Writing and Presentation	60 hours
Pedagogy:	Field work/library work /laboratory work/ on-the-job training or similar work assigned by the teacher.	
References / Readings:	Appropriate reading specifically related to the objective of the study.	
Course Outcomes:	At the end of the course, the participant will be able to: 1. Design and execute a structured research plan, specifically focusing on a current issue or opportunity within the hospitality industry. 2. Apply appropriate analytical and statistical tools to process and interpret both qualitative and quantitative data collected from various sources. 3. Formulate and articulate substantiated conclusions based on data analysis. 4. Produce a professional-level, non-plagiarized project report that adheres to academic standards.	

DISCIPLINE SPECIFIC ELECTIVES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-366
Title of the Course : Entrepreneurship in Hospitality and Tourism
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To gain basic knowledge of entrepreneurship and entrepreneurial skills.	
Contents:	Unit I: Foundations of Hospitality and Tourism Entrepreneurship Enterprise, Entrepreneur and Entrepreneurship - Meaning, Definition, concept and evolution; the entrepreneurial process, Phases of the Entrepreneurial Process. Opportunity Evaluation, Influencing factors and dynamics, Legal issues and aspects of entrepreneurship	15 Hours
	Unit II: Feasibility Analysis and Study Models of feasibility study 'TELOS' (technical, economic, legal, operational and schedule), Components of a feasibility study, Contents of reporting on a feasibility study. Assess the feasibility of any type of business project; research the business problem or opportunity; identify all of the alternative solutions available; review each solution to determine its feasibility; list any risks and issues with each solution; choose a preferred solution for implementation; and document the results in a feasibility report. Report on business feasibility study: Hotel / Tourism based project	15 Hours
	Unit III: Collaborative forms and strategies for business venturing Main features of tourism and Hospitality industry and trends in the business environment, Tourism and Hospitality Offering and Experiences, Potential Benefits of Collaboration, Forms of collaboration at destination level, Collaborative strategies for business venturing (business alliance, network, management contract, franchising and consortium)	15 Hours
	Unit IV: Management and Business Plan The management process, decision-making, planning: business plan, design, aspects related to venture's structure, its finances and the market, different purposes of a business plan, The content and components of a business plan.	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive	

	mode.
References/ Readings:	1. Sotiriadis, M., The Emerald Handbook of Entrepreneurship in Tourism, Travel and Hospitality (1st ed.), Emerald Publishing Limited, 2019. 2. Barringer, B., and Ireland, R. D., Entrepreneurship: Successfully Launching New Ventures, Pearson Education, 2020. 3. Hisrich, R. D., Peters, M. P., Shepherd, D. A., & Sinha, S., Entrepreneurship, 11th Edition, McGraw Hill Education (India) Private Limited, 2020. 4. Soota, A., & Gopalan, S. R., Entrepreneurship Simplified: From Idea to IPO, Penguin Portfolio, 2021. 5. Brookes, M., & Altinay, L., Entrepreneurship in Hospitality and Tourism: A Global Perspective, Goodfellow Publishers Ltd., 2015.
Course Outcomes:	At the end of the course the student will be able to: 1. Demonstrate various elements and skills needed to be an Entrepreneur 2. Explore various opportunities for entrepreneurship in Hospitality and Tourism sector. 3. Create and analyse a Business plan. 4. Exhibit entrepreneurial skills in Hospitality and Tourism



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-367

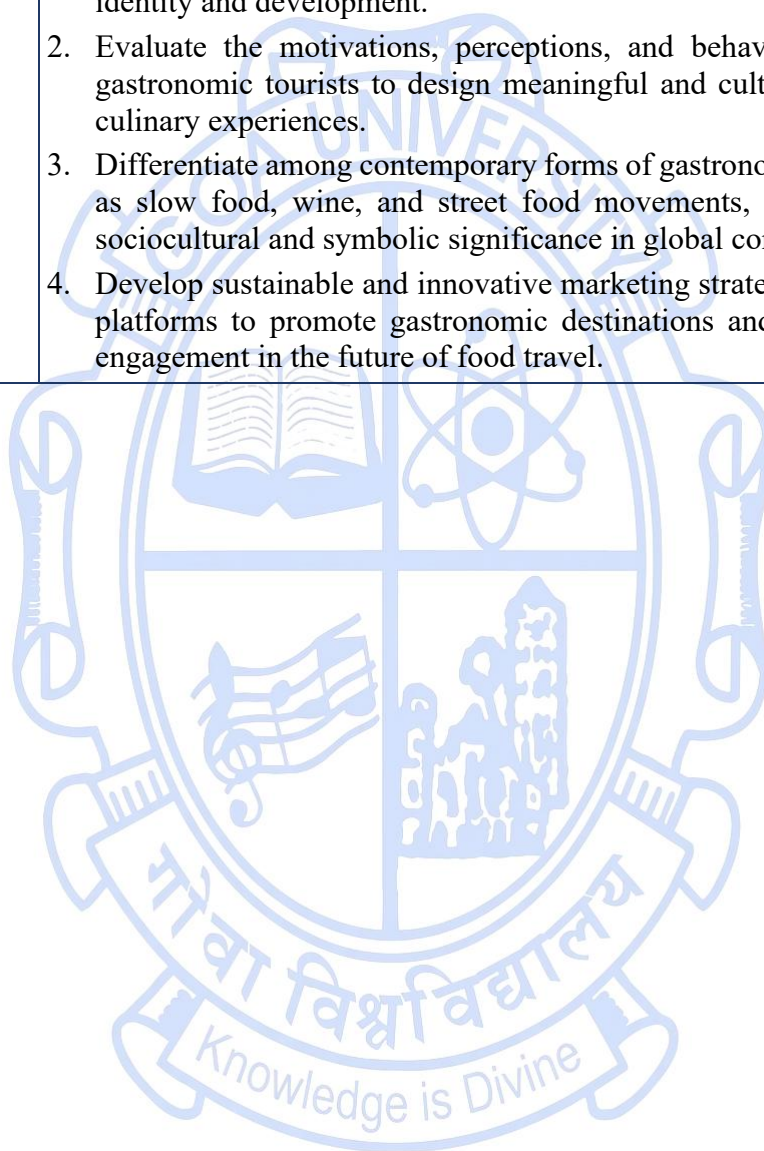
Title of the Course : Gastronomic Tourism

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To gain an overview of issues pertaining to gastronomic tourism, from its key sectors to its behavioral, sustainable, digital and theoretical facets	
Contents:	Unit I: Introduction to Gastronomic tourism Gastronomic tourism: a theoretical construct, Historical evolution of gastronomic tourism, Modern gastronomy: the science of flavor and tasting, Building a tourism destination using gastronomy through creative collaboration, Gastronomic tourism: an opportunity to discover the diversity of local and regional cultures, The role of gastronomic tourism in rural development, Marketing destinations through gastronomy.	15 Hours
	Unit II: Gastronomic tourist behavior Need recognition and motivation for gastronomic tourism, Tourists' perceptions and expectations for gastronomic experience, Typologies of gastronomic and culinary travelers, Servicescape and gastronomic tourism, Gastronomic trails as service ecosystems, The tourists' gastronomic experience.	15 Hours
	Unit III: Contemporary forms of gastronomic tourism Slow food movement, Wine tourism, Alco-tourism, Craft drinks tourism worldwide, Food routes: trails and tours, Street food, native food, Symbolic and sociocultural interpretation of tea tourism in India, Senior travelers: an emerging market segment in gastronomic tourism, Markets, festivals and shows.	15 Hours
	Unit IV: Futuristic perspectives in gastronomic tourism Sustainable gastronomic tourism, Digital platforms for collaborative gastronomy, Marketing decision and customer reviews in gastronomic tourism, Digital marketing and gastronomic tourism, Gastronomic tourism and media, Gastronomic tourism innovations	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Dixit, S.K. , The Routledge Handbook of Gastronomic Tourism, Routledge, 2021 2. Everett, S., Food and Drink Tourism: Principles and Practice, SAGE Publications, 2016 3. Hall, C. M. and Gössling, S., Food Tourism and Regional	

	Development: Networks, Products and Trajectories, Routledge, 2016 4. Kim, S., Aktaş-Çoşkun Kozak, M., International Case Studies in Food Tourism, Routledge, 2025 5. Croce, E. and Perri, G., Food and Wine Tourism: Integrating Food, Travel and Territory, CABI, 2022
Course Outcomes:	At the end of the course the student will be able to: 1. Analyze the evolution and theoretical constructs of gastronomic tourism to explain its role in shaping local and regional destination identity and development. 2. Evaluate the motivations, perceptions, and behavioral patterns of gastronomic tourists to design meaningful and culturally immersive culinary experiences. 3. Differentiate among contemporary forms of gastronomic tourism such as slow food, wine, and street food movements, interpreting their sociocultural and symbolic significance in global contexts. 4. Develop sustainable and innovative marketing strategies using digital platforms to promote gastronomic destinations and enhance tourist engagement in the future of food travel.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-368

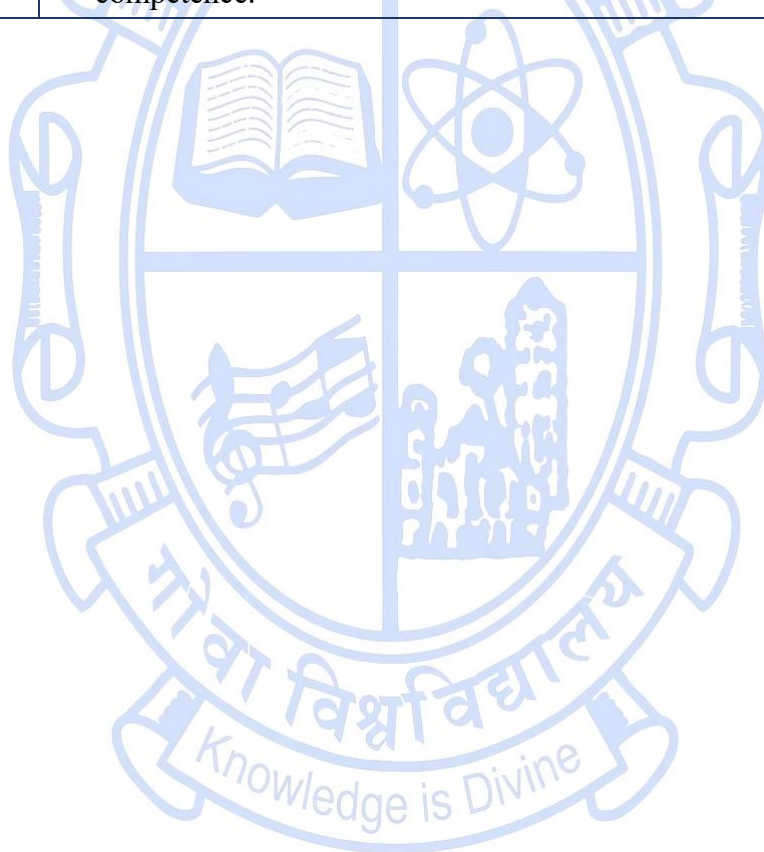
Title of the Course : Bartending

Number of Credits : 04 (3T+1P)

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To familiarize students with the art and science of bartending, including mixology techniques, beverage types, service standards, and responsible alcohol service, while enabling hands-on skills in preparing and presenting classic and contemporary cocktails.	
Contents:	Unit I: Fundamentals of Bartending Introduction to bartending: roles, responsibilities, and professional ethics, Bar layout, design, and equipment, Classification of alcoholic and non-alcoholic beverages, Production processes: fermentation, distillation, brewing, and blending, Mis-en-place for bar operations, Legal and responsible service of alcohol	15 Hours
	Unit II: Mixology and Beverage Knowledge Principles and techniques of mixology, Understanding spirits: whisky, rum, vodka, gin, tequila, brandy, liqueurs, Beer and wine essentials, Cocktail structure, balance, and preparation methods, Glassware types and garnishing techniques, Standard and signature cocktail recipes	15 Hours
	Unit III: Trends and Management in Bartending Modern bar trends: craft cocktails, molecular mixology, and infusion techniques, Non-alcoholic and health-conscious mixology, Bar management, cost control, and inventory handling, Cellar Control and records, Event bartending and flair bartending, Professional certifications and career pathways in bartending	15 Hours
	Unit IV: Practical Bar setup, mise-en-place, and hygiene practices, Measuring, pouring, shaking, stirring, muddling, layering, Preparation and service of classic cocktails (Martini, Margarita, Mojito, Old Fashioned, etc.), Preparation of mocktails and innovative cocktails, Service of beer, wine, and spirits, Guest handling and responsible service simulation	30 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Lillicrap, D. and Cousins, J., Food and Beverage Service, Book Power, 2014 2. Andrews, S., Food and Beverage Service Training Manual, Tata	

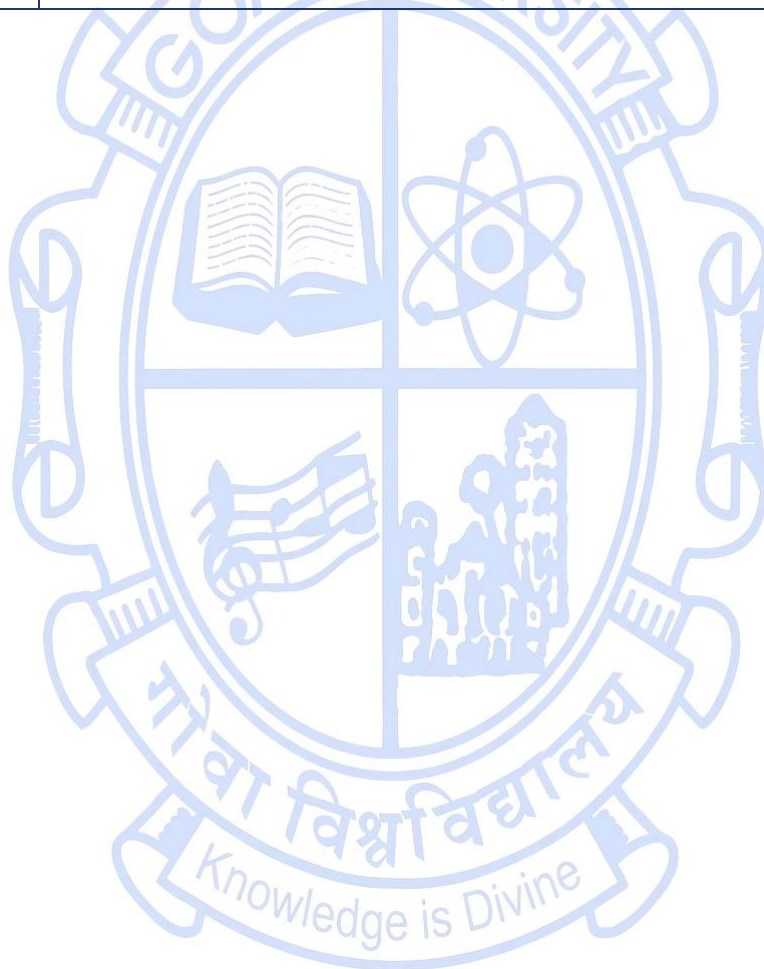
	McGraw Hill, 2013 3. Davies, K., The Art of Mixology: Classic Cocktails and Curious Concoctions, Parragon Books, 2018. 4. Regan, G., The Joy of Mixology, Clarkson Potter, 2018 5. Degroff, D., The Craft of the Cocktail: Everything You Need to Know to Be a Master Bartender, Clarkson Potter, 2010
Course Outcomes:	At the end of the course the student will be able to: 1. Identify the fundamental principles of bartending, alcoholic beverage classifications, and bar operations. 2. Apply mixology techniques and evaluate the characteristics of spirits, beers, and wines in cocktail preparation. 3. Analyze modern trends, management practices, and responsible service principles in bartending. 4. Demonstrate practical bartending skills in preparing, presenting, and serving classic and contemporary cocktails with professional competence.



Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-369
Title of the Course : Food around the world
Number of Credits : 04 (3T+1P)
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To provide students with a comprehensive understanding of diverse global cuisines, their cultural significance, regional variations, and contemporary trends, along with practical culinary skills to prepare representative dishes from around the world.	
Contents:	Unit I: Introduction to Global Cuisines Historical and cultural overview of world cuisines, Staple foods, key ingredients, and flavor profiles across continents, Influences of geography, climate, and culture on food habits, Culinary terminology, international meal structures.	15 Hours
	Unit II: Regional Cuisines and Signature Dishes Asian cuisines: Chinese, Japanese, Indian, Thai, Middle Eastern, European cuisines: French, Italian, Spanish, British, Scandinavian, American cuisines: North, Latin, and Caribbean specialties, African and Oceanian cuisines: regional diversity and indigenous foods	15 Hours
	Unit III: Contemporary Food Trends and Globalization Fusion cuisines and modern adaptations, Health, sustainability, and ethical consumption in global food culture, Street food, food festivals, and culinary tourism, Impact of migration and diaspora on food traditions. Technological influences on global cuisines.	15 Hours
	Unit IV: Practical Preparation of selected dishes from each major cuisine studied (10 menus), Techniques in ingredient handling, preparation, and plating, Menu planning and dish presentation with cultural authenticity, Food tasting, sensory evaluation, and food pairing exercises.	30 Hours
Pedagogy:	Lectures, demonstrations, practical cooking sessions, group discussions, case studies, presentations, food tasting, field visits, and hands-on assignments fostering experiential learning.	
References/ Readings:	1. Crcknell, H.L., Kaufmann, R.J. Escoffier, Le Guide Culinaire, John Wiley and Sions, 2011. 2. Bali, P. S., International Cuisine and Food Production Management, Oxford University Press, 2012. 3. McDonald, C., Menus and Recipes for International & Occasional Cuisines, Outskirts Press, 2022. 4. Kumar, V., Global Cuisine: World Cuisine – On Your Plate, Notion	

	Press, 2018. 5. Harris, J. B., Braided Heritage: Recipes and Stories on the Origin of American Cuisine, Liveright, 2024
Course Outcomes:	At the end of the course the student will be able to: 1. Describe key characteristics, ingredients, and cultural contexts of major global cuisines. 2. Compare regional food traditions and identify their historical and environmental influences. 3. Assess the impact of globalization and contemporary trends on traditional food cultures. 4. Demonstrate practical skills in preparing and presenting authentic dishes from selected world cuisines with attention to cultural authenticity and culinary techniques.

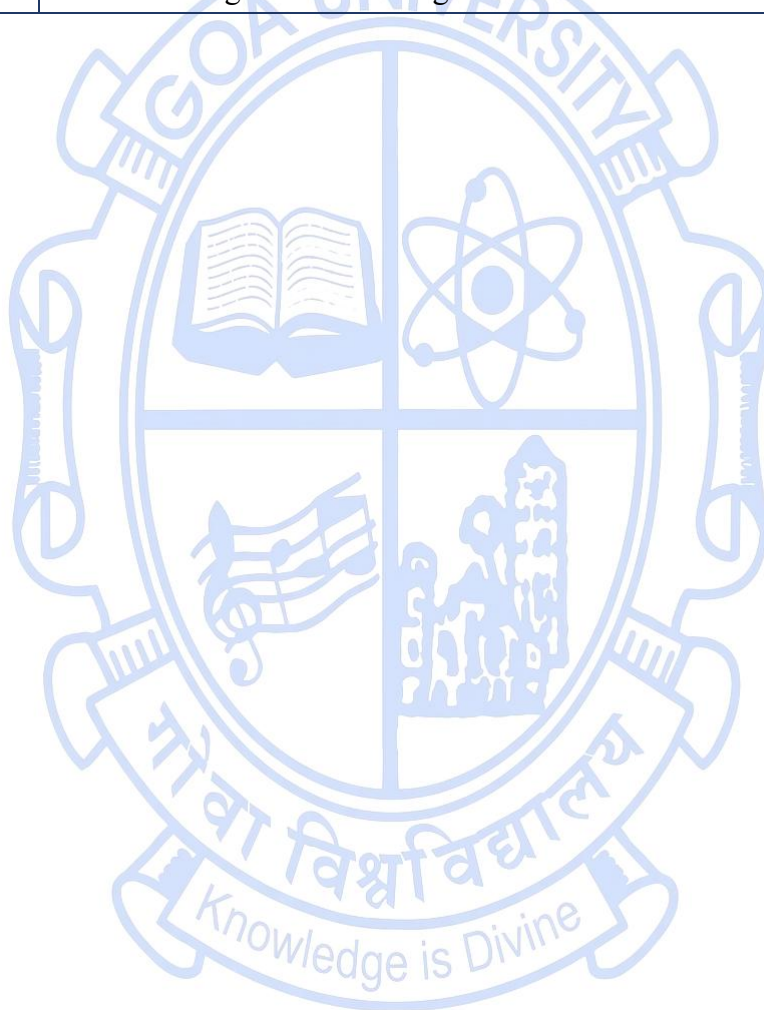


NON-CREDIT COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-370
Title of the Course : Introduction to Wines
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To provide a foundational understanding of wines including viticulture, wine production, classification, tasting, and global wine regions, preparing students with theoretical knowledge essential for appreciation, service, and study of wines.	
Contents:	Unit I: Fundamentals of Viticulture and Wine History Introduction to viticulture: grapevine anatomy, growth cycle, and environmental factors, History of winemaking and evolution of wine culture worldwide, Concept of terroir and its influence on grape and wine quality, Overview of major grape varieties and their characteristics	15 Hours
	Unit II: Wine Production and Classification Steps in wine production: harvesting, fermentation, aging, and bottling, Classification of wines by style: still, sparkling, fortified, dessert, and table wines, Winemaking techniques and their influence on wine styles and quality, Basic chemistry and components of wine affecting flavor and stability	15 Hours
	Unit III: Wine Tasting and Sensory Evaluation Principles of sensory analysis and tasting techniques, Understanding wine aromas, tastes, and mouthfeel, Faults and defects in wine, Introduction to food and wine pairing principles	15 Hours
	Unit IV: Global Wine Regions and Industry Overview Major wine-producing countries and their renowned regions (Old World and New World), Emerging wine regions and market trends, Wine laws, labeling, and certification systems, Overview of wine marketing, service etiquette, and storage.	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Johnson, H., & Robinson, J., The World Atlas of Wine, 8th Edition, Octopus Publishing Group, 2020. 2. Goode, J., The Wine Book, Dorling Kindersley (DK), 2020. 3. Puckette, M., & Hammack, J., Wine Folly: Magnum Edition, Penguin Random House, 2020.	

	4. Zraly, K., Windows on the World Complete Wine Course, 35th Edition, Sterling Publishing, 2020. 5. Clarke, O., Wine Atlas of Australia, Hardie Grant Books, 2021.
Course Outcomes:	At the end of the course the student will be able to: 1. Explain the principles of viticulture, wine history, and terroir impacts on wine quality. 2. Describe the wine production process and classify types of wines by style and characteristics. 3. Demonstrate theoretical knowledge of wine tasting techniques and sensory evaluation principles. 4. Identify key global wine regions, wine laws, and industry practices influencing wine marketing and service.



SEMESTER VII (Hons)

CORE COURSE

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-400

Title of the Course : Food and Beverage Management

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	The aim is to introduce the student to supervisory and management functions in food and beverage service, and identify the control process throughout the food and beverage control cycle.	
Contents:	Unit I: Management functions and Facilities Planning Factors affecting the nature of meal experience, Managers role in ensuring coherence, F&B Management function process, Factors affecting F&B Management, Importance of F&B Management in Hotels, restaurants, fast food outlets, hospitals, institutional catering, Concerns that need to be addressed while redesigning the food service areas, Space requirements for service areas, Factors to be considered for food and beverage equipment selection.	15 Hours
	Unit II: Managing Food and Beverage Service Operations Briefing, Checking the mise en place and mise en scène, Handling tips, Requisitions, Handling complaints, Allocation of tables, Stock taking, Sales analysis, Training the staff, Situation handling in Food service areas, Service quality and Customer Satisfaction.	15 Hours
	Unit III: Menu Management Menu planning, points to consider while preparing a menu, Menu designing, identify common menu design mistakes, Evaluate Menus, Menu merchandising menu structure, planning, layout, pricing methods, menu as a marketing tool, constraints to menu planning. Menu Engineering: objectives, methods, advantages.	15 Hours
	Unit IV: Food and Beverage Control Objectives of Food and beverage control, Stages of control (preoperational, operational and post-operational), Essentials of a control system, Problems of food and beverage control, Main elements in cycle of control and the points to be considered under each area, Techniques for effective food and beverage control, F&B cost reporting, Problem assessment. Frauds in F&B Operations.	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of	

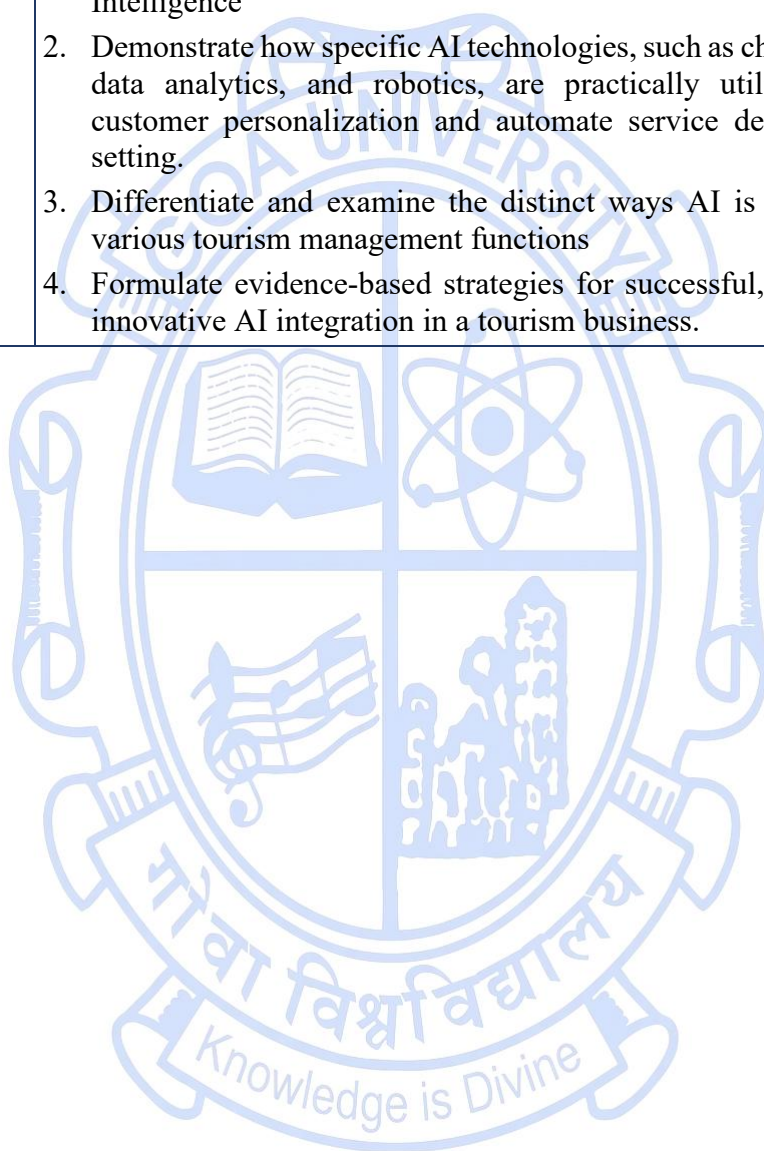
	pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.
References/ Readings:	1. George, B., Chatterjee, S. Food and Beverage Service and Management, Jaico Publishing House. 2016 2. Andrews, S. Textbook of Food and Beverage Management, Tata McGraw Hill. 2014. 3. Kant, J. P., Food & Beverage: Management & Cost Control, 1st Edition, Aman Publications, 2021. 4. Singaravelavan, R., Food and Beverage Service. Oxford, 2020 5. D. Lillicrap and J. Cousins, Food and Beverage Service. Hodder Education, 2017
Course Outcomes:	At the end of the course the student will be able to: 1. Analyse the multifaceted nature of meal experiences and the factors influencing them. 2. Demonstrate proficiency in the management functions of food and beverage (F&B) operations thereby ensuring efficient and effective F&B service operations. 3. Apply principles of menu management to create appealing and profitable menus tailored to different hospitality establishments and target markets. 4. Apply comprehensive food and beverage control systems to monitor costs, identify areas of improvement, and mitigate risks such as fraud, thereby contributing to the financial success and sustainability of F&B operations in diverse hospitality settings.

OPEN ELECTIVE

Name of the Programme : BBA (Hospitality and Culinary Management) Course
Code : MNC-491
Title of the Course : AI in Hospitality and Tourism
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To introduce students to the applications, benefits, challenges, and future prospects of Artificial Intelligence (AI) in the hospitality and tourism industry, enhancing operational efficiencies, customer experiences, and strategic decision-making.	
Contents:	Unit I: Introduction to AI and its Role in Hospitality and Tourism Fundamentals of Artificial Intelligence: concepts, types, and technologies, Overview of AI evolution and adoption in hospitality and tourism, Key AI applications in customer service, operations, and marketing.	15 Hours
	Unit II: AI Technologies and Tools in Hospitality Chatbots, virtual assistants, and voice recognition, AI-driven data analytics and customer personalization, Robotics and automation in service delivery, Smart environments: IoT integration and AI-powered facilities management.	15 Hours
	Unit III: AI in Tourism Management and Experience Enhancement AI for travel planning, itinerary generation, and dynamic pricing, Augmented reality (AR) and Virtual reality (VR) applications, Sentiment analysis and review management using AI, AI in sustainable tourism and resource optimization	15 Hours
	Unit IV: Challenges, Ethics, and Future Trends of AI in Hospitality and Tourism Data privacy, security, and ethical considerations in AI deployment, Impact on workforce and skill requirements, Future trends: AI and machine learning advancements, Strategies for successful AI integration and innovation management	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	- Ivanov, S., Webster, C., and Garenko, A., Robotics, AI and Service Automation in Travel, Tourism and Hospitality, Emerald Publishing, 2021 - Sigala, M., Social Media and Customer Engagement in the Hospitality Industry: The Role of AI, Routledge, 2023	

	3. Buhalis, D., Smart Hospitality – Interconnectivity and AI, Springer, 2022 4. Tussyadiah, I. and Miller, G., Tourism and Artificial Intelligence, Channel View Publications, 2024 5. Gursoy, D. and Chi, C.G., AI and Its Impact on Tourism Workforce, Elsevier, 2020
Course Outcomes:	At the end of the course the student will be able to: 1. Explain the fundamental concepts, types, and evolution of Artificial Intelligence 2. Demonstrate how specific AI technologies, such as chatbots, AI-driven data analytics, and robotics, are practically utilized to enhance customer personalization and automate service delivery in a hotel setting. 3. Differentiate and examine the distinct ways AI is employed across various tourism management functions 4. Formulate evidence-based strategies for successful, responsible, and innovative AI integration in a tourism business.

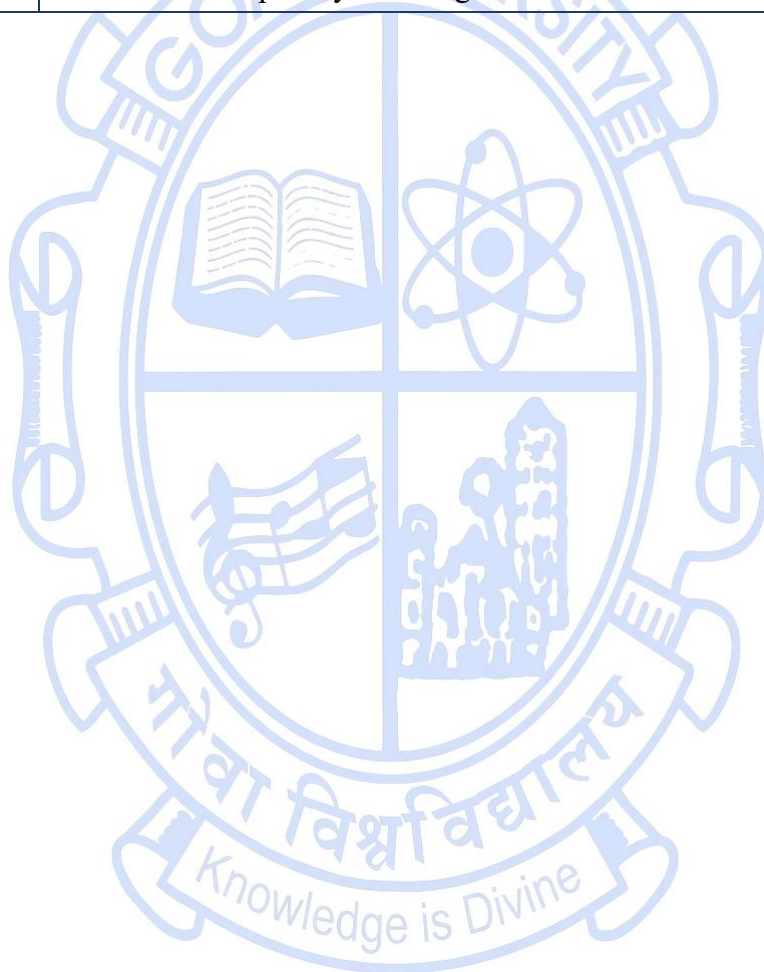


DISCIPLINE-SPECIFIC ELECTIVES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-461
Title of the Course : Hospitality Product and Brand Management
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To develop students' understanding of product development, brand creation, and management strategies specific to the hospitality industry, enabling them to build strong hospitality brands that enhance customer loyalty and competitive advantage.	
Contents:	Unit I: Hospitality Products and Services Definition and characteristics of hospitality products and services, Product lifecycle in hospitality, Customer expectations and experience design, Innovation and new product development in hospitality	15 Hours
	Unit II: Fundamentals of Brand Management Concepts of branding and brand equity in hospitality, Brand identity, positioning, and personality, Branding strategies for hotels, restaurants, and tourism products, Role of storytelling and emotional branding	15 Hours
	Unit III: Brand Communication and Promotion Integrated marketing communication for hospitality brands, Digital marketing and social media strategies, Brand reputation management and crisis communication, Measuring brand performance and customer loyalty	15 Hours
	Unit IV: Strategic Brand Management and Sustainability Brand extension and co-branding in hospitality, Managing luxury, boutique, and lifestyle brands, Sustainable branding and corporate social responsibility (CSR), Future trends and innovations in hospitality branding	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Kandampully, J., and Suhartanto, D., Service Management: The New Paradigm in Hospitality, Pearson, 2023 2. Kasavana, M. L., and Cahill, J. J., Hotel Branding and Management Strategies, Wiley, 2022 3. Keller, K. L., Strategic Brand Management, Pearson, 2021	

	4. O'Neill, J. W., and Mattila, A. S., Hotel Brand Management: A Strategic Approach, Routledge, 2020 5. Mossberg, L., and Johanson, E., Branding Experiences in Hospitality, Springer, 2024
Course Outcomes:	At the end of the course the student will be able to: 1. Describe the characteristics and lifecycle of hospitality products and the role of innovation. 2. Explain branding concepts and develop brand identity, positioning, and personality in hospitality contexts. 3. Implement integrated marketing and communication strategies for effective brand promotion. 4. Evaluate brand strategies for sustainability, extensions, and emerging trends in hospitality branding.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-462

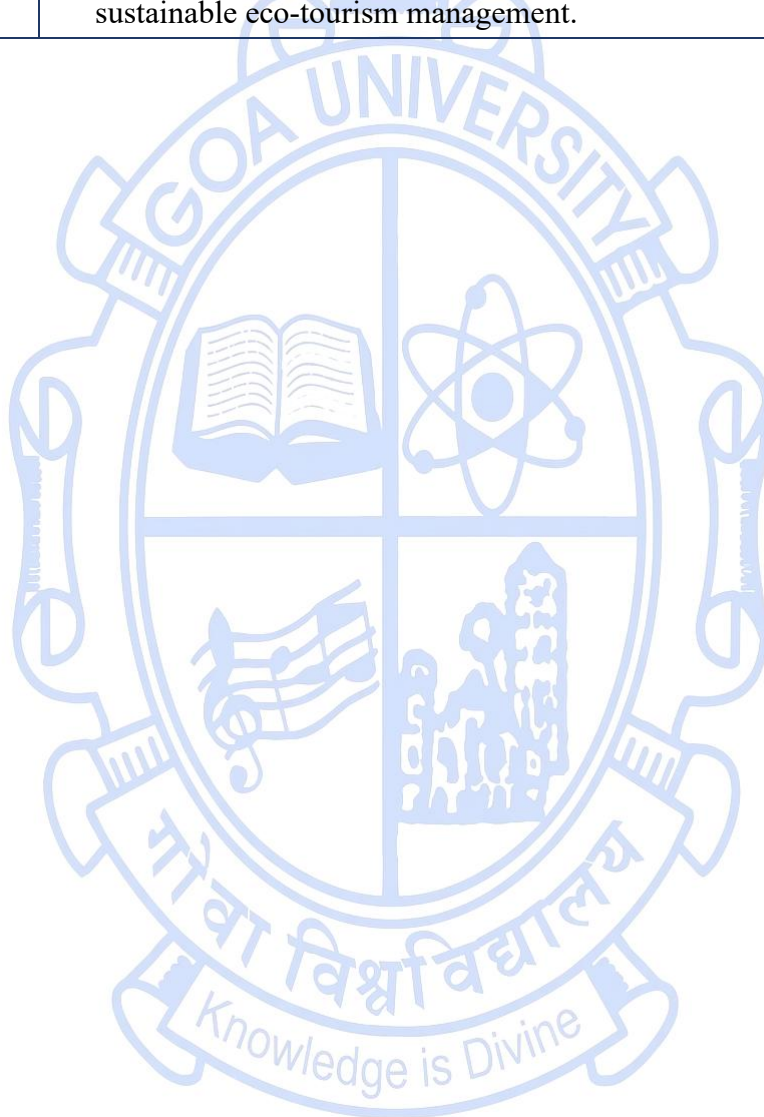
Title of the Course : Eco-tourism Management

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To provide students with comprehensive knowledge of eco-tourism principles, sustainable tourism practices, conservation strategies, and community involvement to manage eco-tourism destinations responsibly.	
Contents:	Unit I: Fundamentals of Eco-tourism Definition, principles, and scope of eco-tourism, Historical development and global trends, Types of eco-tourism: adventure, wildlife, cultural, and community-based, Role of eco-tourism in conservation and sustainable development	15 Hours
	Unit II: Planning and Development of Eco-tourism Site selection and eco-tourism infrastructure, Environmental impact assessment and management, Eco-tourism policy frameworks and certification programs, Stakeholder roles: government, NGOs, local communities, and tourists	15 Hours
	Unit III: Marketing and Promotion in Eco-tourism Strategies for marketing eco-tourism products and destinations, Use of digital platforms and social media, Responsible tourism communication and interpretation, Measuring eco-tourism success: visitor satisfaction and sustainability indicators	15 Hours
	Unit IV: Ethics and Challenges of Eco-tourism Managing tourism impacts on natural and cultural resources, Ethical considerations and community empowerment, Climate change and resilience in eco-tourism, Innovations and future trends in eco-tourism management	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Swain, S. K, and Mishra, J. M, Tourism: Principles and Practices, Oxford University Press, 2023. 2. Weaver, D., Ecotourism, Wiley, 2022 3. Honey, M., Ecotourism and Sustainable Development, Island Press, 2020 4. Fennell, D. A., Ecotourism: An Introduction, Routledge, 2023 5. Gössling, S., Sustainable Tourism and Global Environmental Change, Routledge, 2021 6. Buckley, R., Sustainability in Tourism: Critical Concepts in the Social	

	Sciences, Routledge, 2024
Course Outcomes:	At the end of the course the student will be able to: 1. Define eco-tourism and explain its role in environmental conservation and sustainable development. 2. Design eco-tourism plans incorporating environmental and social impact assessments. 3. Develop marketing strategies promoting responsible eco-tourism and stakeholder collaboration. 4. Assess challenges and ethical issues and propose solutions for sustainable eco-tourism management.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-463

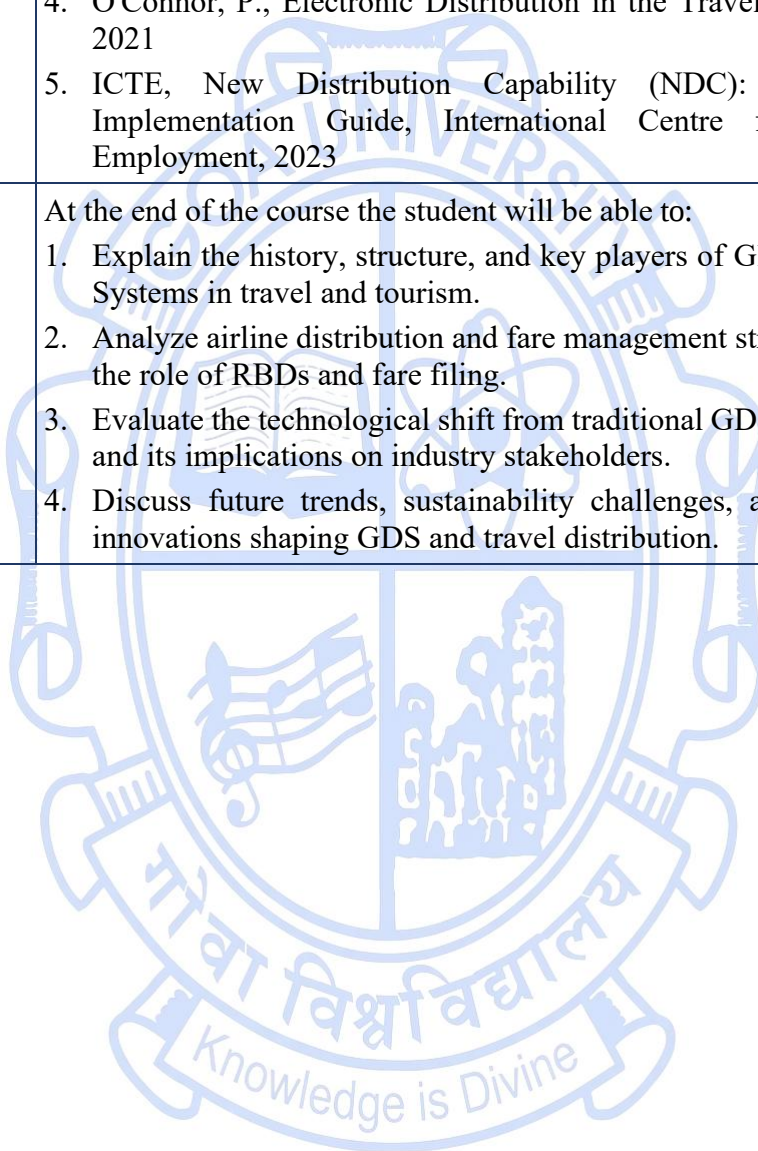
Title of the Course : Global Distribution Systems

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To provide comprehensive theoretical knowledge of Global Distribution Systems and their pivotal role in travel and tourism distribution, fare management, technology shifts, and future sustainable trends.	
Contents:	Unit I: Global Distribution Systems in Travel and Tourism History and evolution of Global Distribution Systems (GDS), Major GDS platforms: Amadeus, Sabre, and Galileo – features and market positioning, Role of GDS in bookings across major travel sectors including airlines, hotels, rail, and cruises, Key stakeholders: airlines, travel agencies, consolidators, and intermediaries, Comparative study of distribution channels: Global Distribution Systems (GDS) vs Online Travel Agencies (OTA) vs direct distribution models through airline and hotel websites.	15 Hours
	Unit II: Airline Distribution Strategy and Fare Management Airline–GDS commercial agreements: structure and operational dynamics, Fare types and Reservation Booking Designators (RBDs), International Air Transport Association (IATA) and Airline Tariff Publishing Company (ATPCO) fare filing processes and systems, Airline distribution and revenue management models, Concepts of code sharing and interlining: strategies, benefits, and challenges.	15 Hours
	Unit III: Technology Shifts and New Distribution Capability Limitations of traditional Global Distribution Systems using Electronic Data Interchange for Administration, Commerce and Transport (EDIFACT), Introduction to International Air Transport Association's (IATA) New Distribution Capability (NDC) – concept, architecture, and implementation, Differences between legacy GDS flows and XML-based NDC data flows, Impact of NDC on travel agencies, travel management companies, and content aggregators.	15 Hours
	Unit IV: Future Trends in GDS and Sustainable Distribution Personalization in GDS, Automation in fare pricing and ancillary services, Green travel initiatives and GDS responsibility (carbon emission reporting), Role of advanced technologies such as Blockchain and Internet of Things (IoT) in distribution efficiency, Theoretical debates on GDS disintermediation and industry transformation.	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of	

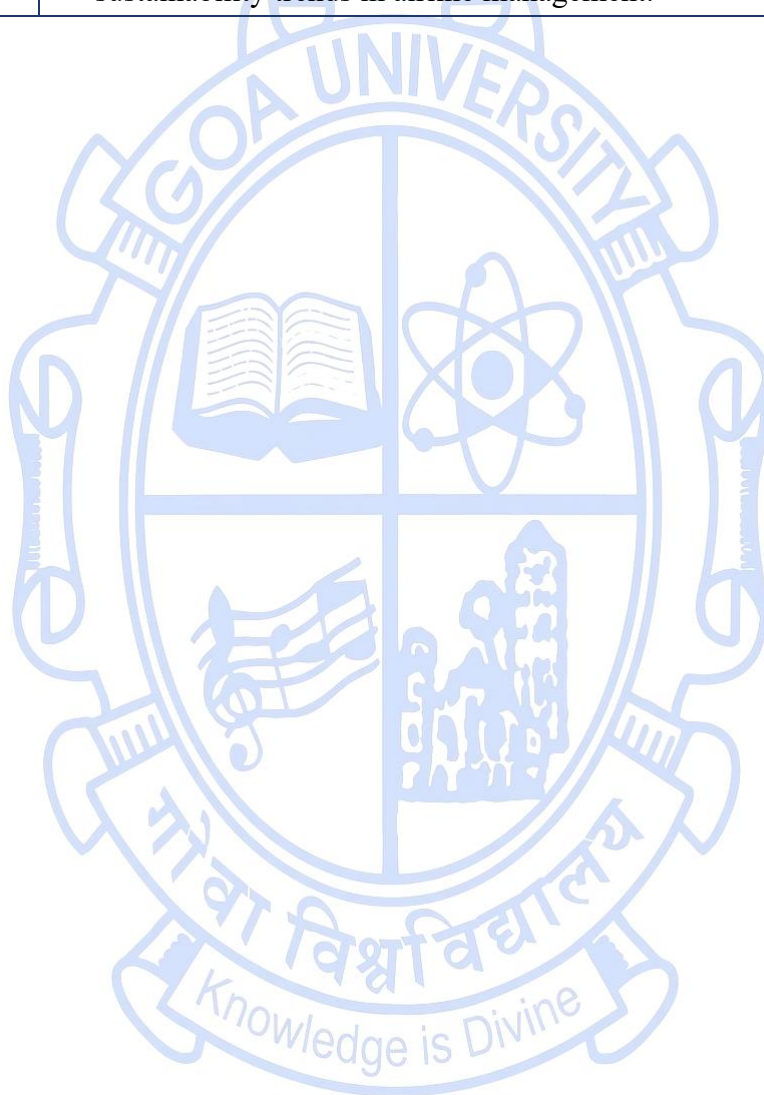
	pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.
References/ Readings:	1. Shaw, S. Airline Marketing and Management (7th edition.). Routledge. 2011. 2. Foster, D. Introduction to Global Distribution Systems. Prentice Hall. 2014. 3. IATA, Airline Distribution Best Practices, IATA Publications, 2022 4. O'Connor, P., Electronic Distribution in the Travel Industry, CABI, 2021 5. ICTE, New Distribution Capability (NDC): Overview and Implementation Guide, International Centre for Travel and Employment, 2023
Course Outcomes:	At the end of the course the student will be able to: 1. Explain the history, structure, and key players of Global Distribution Systems in travel and tourism. 2. Analyze airline distribution and fare management strategies including the role of RBDs and fare filing. 3. Evaluate the technological shift from traditional GDS to IATA's NDC and its implications on industry stakeholders. 4. Discuss future trends, sustainability challenges, and technological innovations shaping GDS and travel distribution.



Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-464
Title of the Course : Airline Management
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To introduce students to the fundamentals of airline management including operations, customer service, revenue management, regulatory frameworks, and the role of airlines within the broader travel and hospitality industry.	
Contents:	Unit I: Overview of the Airline Industry Introduction to the global airline industry and its importance in hospitality, Types of airlines: legacy, low-cost, regional, cargo, Airline business models and organizational structure, Overview of airline regulations and international aviation bodies	15 Hours
	Unit II: Airline Operations and Customer Service Airport operations and ground handling, In-flight services and passenger experience, Airline seating, cabin classes, and inflight catering coordination with hospitality services, Baggage handling and customer grievance management	15 Hours
	Unit III: Revenue and Yield Management Fare structures and pricing strategies, Reservation systems, ticketing, and distribution channels, Load factor, capacity management, and revenue optimization, Impact of airline alliances, code sharing, and interlining on operations	15 Hours
	Unit IV: Safety, Security and Future Trends Safety regulations and risk management in airline operations, Security protocols and passenger screening, Sustainability and environmental challenges for airlines, Emerging trends: Digital transformation, AI, and customer personalization	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Doganis, R., The Airline Business, Routledge, 2023 2. Holloway, S., Airline Operations and Management, Routledge, 2022 3. Shaw, S., Airline Marketing and Management, Ashgate Publishing, 2021 4. Belobaba, P., Odoni, A., and Barnhart, C., The Global Airline Industry, Wiley, 2020 5. Talluri, K.T., and Van Ryzin, G., The Theory and Practice of Revenue	

	Management, Springer, 2023.
Course Outcomes:	At the end of the course the student will be able to: 1. Describe the structure and business models of the airline industry and its roles within hospitality. 2. Explain airline operational processes and the importance of customer service in air travel. 3. Apply principles of revenue management and distribution in airline pricing and scheduling. 4. Evaluate safety, security protocols, and emerging technological and sustainability trends in airline management.



SEMESTER VIII (Hons)

DISCIPLINE-SPECIFIC ELECTIVES

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-465

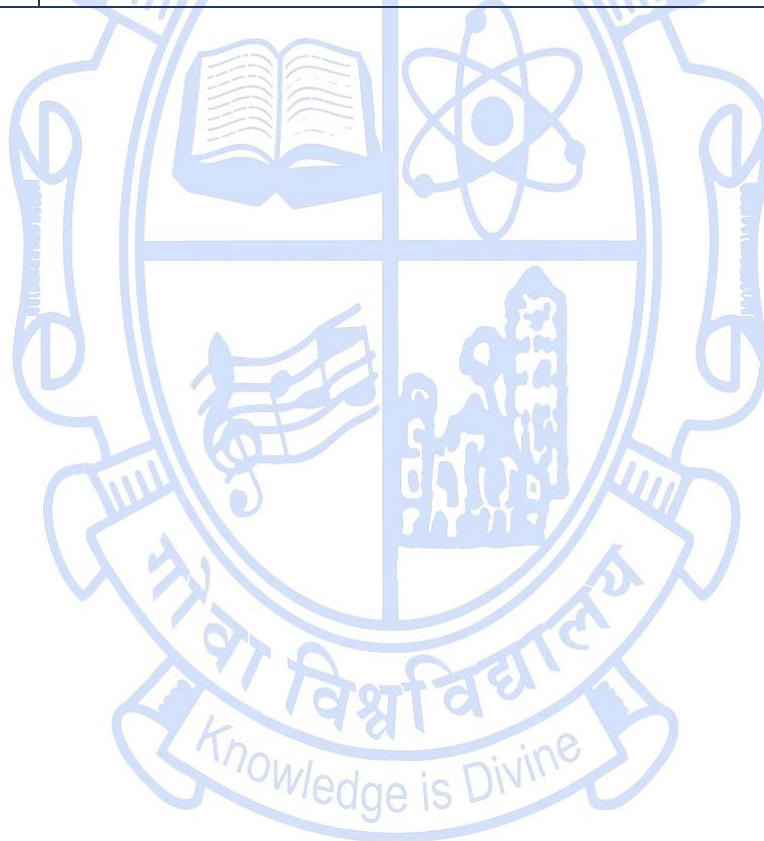
Title of the Course : Events and Experience Marketing

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To equip students with the knowledge and skills to design, plan, market, and manage events and experiential marketing campaigns that engage consumers and enhance brand value in hospitality and related industries.	
Contents:	Unit I: Introduction to Events and Experience Marketing Definition and scope of events and experiential marketing, Types of events: corporate, social, cultural, sports, and hospitality, Role of events in brand building and customer engagement, Understanding customer experience and its marketing implications	15 Hours
	Unit II: Event Planning and Design Event concept development and theme creation, Event logistics: venue selection, budgeting, and resource management, Designing immersive and multi-sensory experiences, Risk management and legal considerations	15 Hours
	Unit III: Marketing and Promotion of Events Integrated marketing communication strategies for events, Digital marketing, social media, and influencer engagement, Sponsorship, partnerships, and stakeholder management, Measuring event success and return on investment (ROI)	15 Hours
	Unit IV: Experience Marketing and Trends Principles of experience economy and customer journey mapping, Technology in experience marketing: VR, AR, AI, and gamification, Sustainable and ethical event marketing practices, Emerging trends and innovations in events and experiential marketing	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Getz, D., Event Studies: Theory, Research and Policy for Planned Events, Routledge, 2023 2. Pine, B. J., and Gilmore, J. H., The Experience Economy, Harvard	

	Business Review Press, 2020 3. Bladen, C., et al., Events Management: An Introduction, Routledge, 2022 4. Morgan, N., Experiential Marketing: Secrets, Strategies, and Success Stories from the World's Greatest Brands, Kogan Page, 2021 5. Shone, A., and Parry, B., Successful Event Management, Cengage Learning, 2022
Course Outcomes:	At the end of the course the student will be able to: 1. Describe the fundamentals and scope of events and experiential marketing in hospitality and related sectors. 2. Design effective event concepts and plan logistics to deliver engaging customer experiences. 3. Implement marketing and promotional strategies leveraging digital and traditional platforms. 4. Evaluate emerging trends and ethical considerations influencing the future of event and experience marketing.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-466

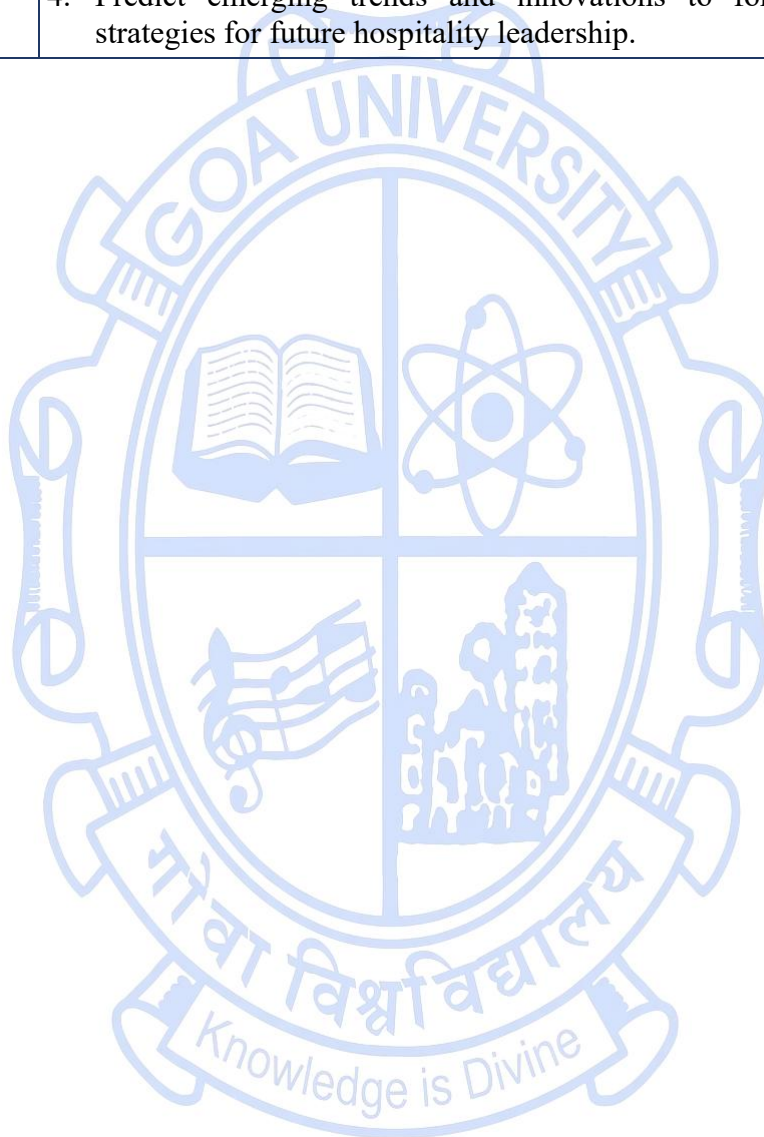
Title of the Course : Emerging Trends in Hospitality and Tourism

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To enable students to analyze and interpret contemporary trends, innovations, and challenges shaping the global hospitality and tourism industry, emphasizing sustainability, digital transformation, and evolving consumer preferences.	
Contents:	Unit I: Dynamics of the Hospitality and Tourism Industry Overview of global hospitality and tourism sectors, Post-pandemic recovery and evolution of travel patterns, Shifts in consumer behavior and experiential travel, Integration of hospitality, travel, and wellness sectors	15 Hours
	Unit II: Technology and Digital Transformation Artificial Intelligence, IoT, and robotics in hospitality, Smart hotels and data-driven personalization, Digital platforms, CRM systems, and predictive analytics, Virtual reality (VR), augmented reality (AR), and metaverse tourism experiences	15 Hours
	Unit III: Sustainability and Responsible Tourism Green hospitality operations and eco-certification practices, Circular economy, zero-waste initiatives, and resource efficiency, Sustainable tourism models and regenerative travel, Carbon-neutral strategies and social sustainability	15 Hours
	Unit IV: Future Industry Landscapes and Innovations Wellness, culinary, and cultural tourism expansion, Hybrid hospitality: “workations,” bleisure, and long-stay travel, Event, sports, and wedding tourism as growth drivers, Future workforce, skills evolution, and inclusive hospitality practices	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Choudhary, Y. Emerging Trends in Tourism, Pinakin Publishing, 2024. 2. Banerji, J.S. Emerging Trends In Tourism And Hospitality Marketing, Book Enclave, 2020. 3. Goeldner, C. R., and Ritchie, J. R. B., Tourism: Principles, Practices, Philosophies, Wiley, 2021 4. Manhas, P. S., Sustainable and Responsible Tourism: Trends, Practices and Cases, Prentice Hall India Learning Private Limited (PHI Learning), 2012. 5. Swain, S. K. and Mishra, J. M., Tourism: Principles and Practices,	

	Oxford University Press, 2023
Course Outcomes:	At the end of the course the student will be able to: 1. Analyze global shifts influencing modern hospitality and tourism industries. 2. Evaluate the impact of technology and digital transformation on service design and consumer experiences. 3. Examine sustainable practices and ethical strategies shaping responsible tourism operations. 4. Predict emerging trends and innovations to formulate adaptive strategies for future hospitality leadership.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-467

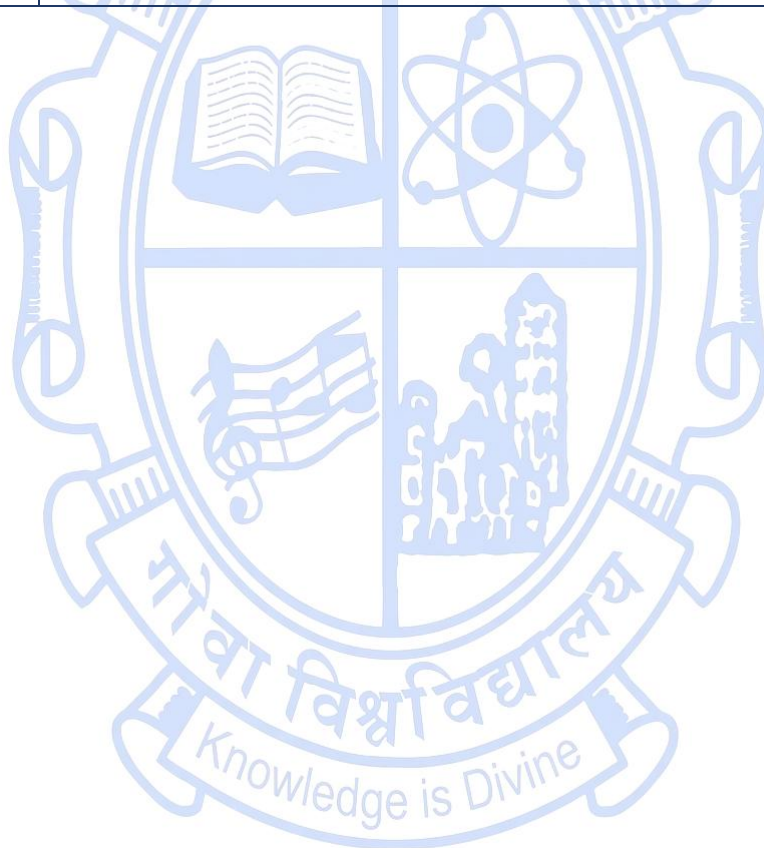
Title of the Course : Advertising Management in Hospitality

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To develop students' understanding of advertising concepts and strategic communication methods, and their application in the marketing of hospitality products and services, with emphasis on creativity, digital integration, ethics, and performance analysis.	
Contents:	Unit I: Advertising in Hospitality and Tourism Role and importance of advertising in the hospitality industry, Evolution of advertising in tourism and hospitality contexts, Advertising objectives, types, and message strategy, Creative process in hospitality advertising: concept development, copywriting, and visuals, Coordination between advertising, sales promotion, and public relations	15 Hours
	Unit II: Integrated Marketing Communication (IMC) IMC overview and components in hospitality marketing, Functions and structure of advertising agencies, IMC budgeting methods and objectives (DAGMAR model), Consumer behavior and decision-making in hospitality purchases, Developing synergy between advertising, branding, and experience	15 Hours
	Unit III: Media Planning and Strategy Media selection and scheduling for hospitality campaigns, Digital and traditional media platforms: print, broadcast, outdoor, and online, Social media advertising, influencer collaborations, and metasearch marketing, Content marketing, storytelling, and experiential ad creation, Evaluating media performance and optimization strategies	15 Hours
	Unit IV: Research, Ethics, and Future Trends in Advertising Advertising research: design, pre-testing, and post-campaign evaluation, Measuring advertising effectiveness (ROI and engagement metrics), Legal and ethical issues in advertising for hospitality brands, Trends: personalisation, AI automation, AR/VR experiences, and green advertising.	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Gupta, S. Advertising Management, SBPD Publications, 2023. 2. Banerji, J.S. Emerging Trends In Tourism And Hospitality Marketing, Book Enclave, 2020.	

	3. Belch, G.E. and Belch, M.A., Advertising and Promotion: An Integrated Marketing Communications Perspective, McGraw-Hill Education, 2021 4. Chunawalla, S.A., Advertising, Sales, and Promotion Management, Himalaya Publishing House, 2021 5. Minazzi, R., Social Media Marketing in Tourism and Hospitality, Springer, 2023
Course Outcomes:	At the end of the course the student will be able to: 1. Explain the principles and role of advertising in the promotion of hospitality and tourism services. 2. Develop integrated marketing and advertising campaigns tailored to hospitality markets. 3. Evaluate the effectiveness of media strategies and advertising research outcomes. 4. Apply creative, digital, and ethical perspectives to design future-ready hospitality advertisements.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-468

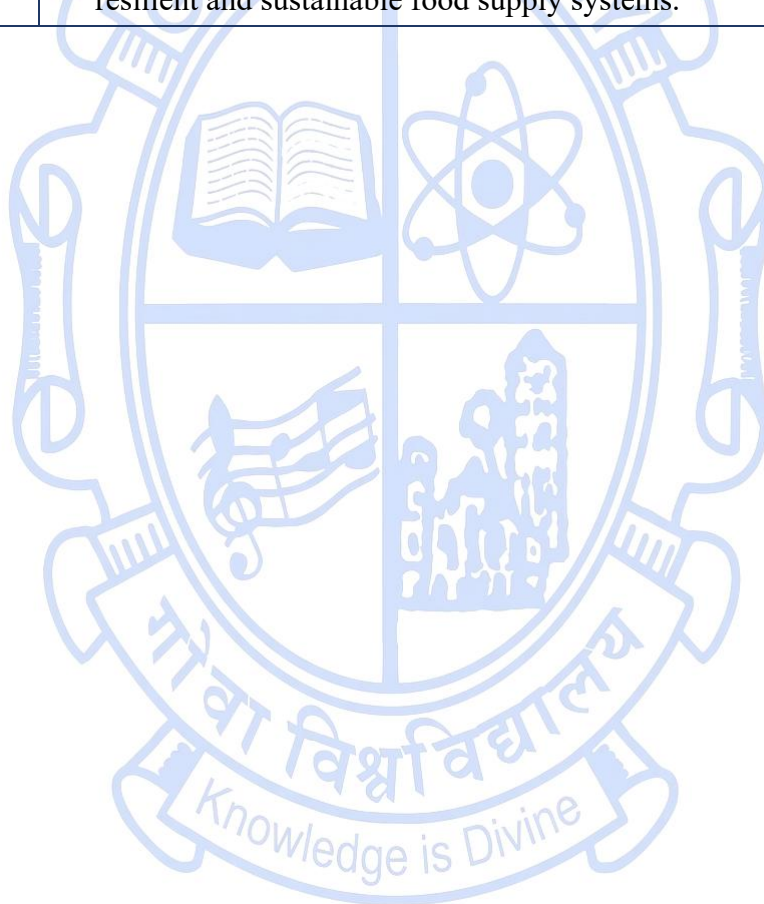
Title of the Course : Food Supply Chain Management

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To provide an understanding of the processes, structures, and strategies involved in managing food supply chains in the hospitality and culinary sectors, focusing on procurement, logistics, sustainability, quality, and risk management.	
Contents:	Unit I: Introduction to Food Supply Chain Management Concept and importance of supply chain management in hospitality and food services, Components of the food supply chain: production, procurement, processing, distribution, retail, and consumption, Key stakeholders in the food supply chain: suppliers, manufacturers, distributors, and customers, Challenges in global and local food supply chains for hospitality operations	15 Hours
	Unit II: Procurement, Sourcing, and Inventory Management Strategic sourcing and supplier relationship management, Food purchasing systems and contracts in hotels and restaurants, Inventory control techniques (EOQ, FIFO, LIFO), Management of perishable vs non-perishable goods, Ethical and sustainable sourcing practices in the culinary sector	15 Hours
	Unit III: Logistics and Distribution in Food Supply Chains Transportation and logistics for food and beverages, Cold chain logistics and temperature-controlled distribution, Warehouse design and management for food items, Traceability, packaging, and labelling systems, Technology in logistics: IoT, GPS tracking, and automated warehousing	15 Hours
	Unit IV: Food Safety, Risk, and Sustainability Food safety systems (HACCP, International Organisation for Standardisation - ISO 22000) and regulatory standards, Risk management in food distribution and storage, Sustainable and green logistics in the food supply chain, Reducing food waste and carbon footprint across the chain.	15 Hours
Pedagogy:	The sessions will be conducted using various pedagogical methods, including lectures, exercises, seminars, case studies, role-plays, and problem-solving, to enable students to learn in an interactive mode.	
References/ Readings:	1. Eastham, J. F., Sharples, L., and Ball, S. D., Food Supply Chain Management: Issues for the Hospitality and Retail Sectors, Routledge, 2022 2. Chopra, S., Supply Chain Management: Strategy, Planning, and Operation, Pearson, 2023	

	3. Christopher, M., Logistics and Supply Chain Management, Pearson, 2021 4. Lysons, K. and Farrington, B., Procurement and Supply Chain Management, Pearson, 2022 5. Dani, S. Food Supply Chain Management and Logistics: From Farm to Fork, Kogan Page, 2015.
Course Outcomes:	At the end of the course the student will be able to: 1. Describe the structure, components, and challenges of the food supply chain in hospitality and culinary contexts. 2. Apply strategic procurement, inventory, and logistics techniques to manage food operations efficiently. 3. Analyze the role of sustainability, ethics, and safety regulations in food supply chain management. 4. Evaluate technological innovations and best practices for building resilient and sustainable food supply systems.



SEMESTER VII (Hons+Research)

CORE COURSES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-401
Title of the Course : Quantitative Research Methods
Number of Credits : 04
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To provide a foundational understanding of quantitative research principles, tools, and techniques applicable to hospitality, tourism, and culinary management, equipping students to conduct data-driven analysis, interpret results, and make informed managerial decisions.	
Contents:	Unit I: Foundations of Quantitative Research Nature, purpose, and characteristics of quantitative research Positivist paradigm and measurement principles, Types of quantitative research: descriptive, correlational, experimental, and causal-comparative, Research process: formulation of objectives, hypothesis development, and literature review, Variables, constructs, and operational definitions	15 Hours
	Unit II: Research Design and Sampling Research design types: cross-sectional, longitudinal, and experimental, Sampling theory and techniques: probability and non-probability sampling, Determining sample size and controlling sampling errors, Data collection instruments: questionnaires, surveys, structured observation, Validity, reliability, and pre-testing of quantitative instruments	15 Hours
	Unit III: Data Analysis and Statistical Techniques Data coding, tabulation, and presentation, Descriptive statistics: frequency tables, mean, median, mode, standard deviation, correlation, Inferential statistics: hypothesis testing, t-test, chi-square, and ANOVA, Regression and correlation analysis for hospitality data interpretation, Introduction to statistical software for datasets	15 Hours
	Unit IV: Interpretation, Presentation, and Research Ethics Interpreting quantitative results for managerial decision-making, Reporting and visualization of numerical data, Research ethics: plagiarism, confidentiality, and data integrity, Writing a quantitative research paper: structure, referencing, and discussion of findings	15 Hours

Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.
References/ Readings:	1. Veal, A.J., Research Methods for Leisure and Tourism, Pearson Education, 2023 2. Cooper, D. and Schindler, P., Business Research Methods, McGraw-Hill, 2022 3. Phillimore, J. and Goodson, L., Research Methods in Tourism and Hospitality, Routledge, 2023 4. Bhunia, A. Quantitative Research Methods For Social Science, Redshine Publication, 2024 5. Lakhawat, P., Mishra, A., and Panwar, L. K., Research Methodology for Hospitality and Tourism Professionals: A Handbook for Research Paper, Dissertation and Thesis, Bharti Publications, 2023.
Course Outcomes:	At the end of the course the student will be able to: 1. Explain the theoretical foundation and design principles of quantitative research in hospitality and tourism. 2. Apply statistical tools and sampling methods to collect and analyze numerical data. 3. Interpret quantitative research findings for managerial and academic purposes. 4. Develop ethically sound, data-driven research projects using appropriate analytical software and reporting frameworks.

Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-402

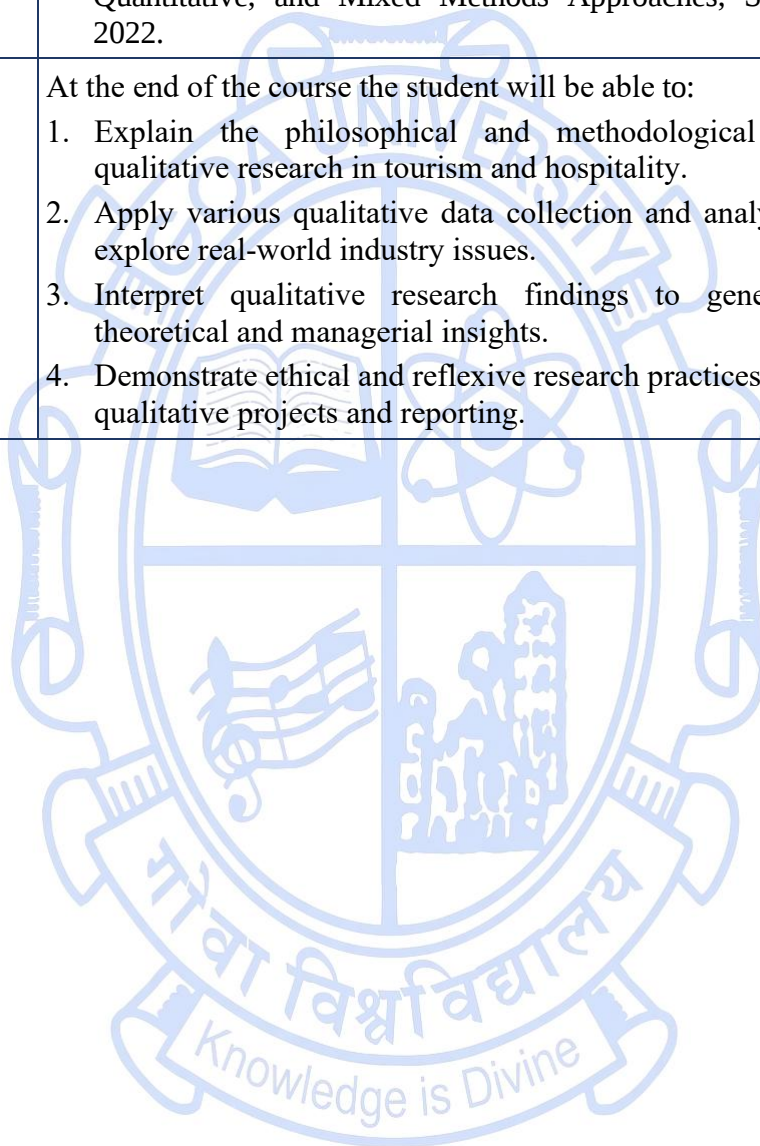
Title of the Course : Qualitative Research Methods

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To develop a comprehensive understanding of qualitative research paradigms, data collection, coding, interpretation, and reporting techniques applicable to hospitality, tourism, and culinary management, enabling students to explore the social, experiential, and cultural dimensions of the industry.	
Contents:	Unit I: Introduction to Qualitative Research in Hospitality and Tourism Nature, characteristics, and epistemological foundations of qualitative research, Comparison between qualitative and quantitative research paradigms, Philosophical underpinnings: constructivism, interpretivism, and phenomenology, Formulating qualitative research questions and objectives in tourism and hospitality context, Ethical considerations in qualitative research	15 Hours
	Unit II: Qualitative Research Design and Data Collection Research design types: case study, ethnography, phenomenology, grounded theory, and narrative research , methods of data collection: in-depth interviews, focus groups, participant observation, diaries, and visual methods, Sampling in qualitative research: purposive, snowball, and theoretical sampling, Fieldwork challenges and researcher reflexivity, Maintaining validity, reliability, and credibility in qualitative research	15 Hours
	Unit III: Data Analysis Techniques Organizing, coding, and categorizing qualitative data, Thematic and content analysis, Grounded theory approach and constant comparison method, Narrative and discourse analysis, Use of qualitative software for data management and analysis	15 Hours
	Unit IV: Interpretation, Writing, and Application Interpreting findings in context: meaning-making and theory development, Writing qualitative research reports and reflexive accounts, Visual and digital storytelling: photo-elicitation and netnography, Application of qualitative methods to hospitality and culinary management research	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	

References/ Readings:	1. Okumus, F., Rasoolimanesh, S. M., and Jahani, S., Advanced Research Methods in Hospitality and Tourism, Emerald Publishing, 2022 2. Nunkoo, R. (Ed.), Handbook of Research Methods for Tourism and Hospitality Management, Edward Elgar, 2020 3. Jennings, G. R., Tourism Research, Wiley, 2021 4. Creswell, J. W., and Poth, C. N., Qualitative Inquiry and Research Design: Choosing Among Five Approaches, Sage, 2023 5. Creswell, J. W., and Creswell, J. D., Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, Sage Publications, 2022.
Course Outcomes:	At the end of the course the student will be able to: 1. Explain the philosophical and methodological foundations of qualitative research in tourism and hospitality. 2. Apply various qualitative data collection and analytical methods to explore real-world industry issues. 3. Interpret qualitative research findings to generate meaningful theoretical and managerial insights. 4. Demonstrate ethical and reflexive research practices through practical qualitative projects and reporting.

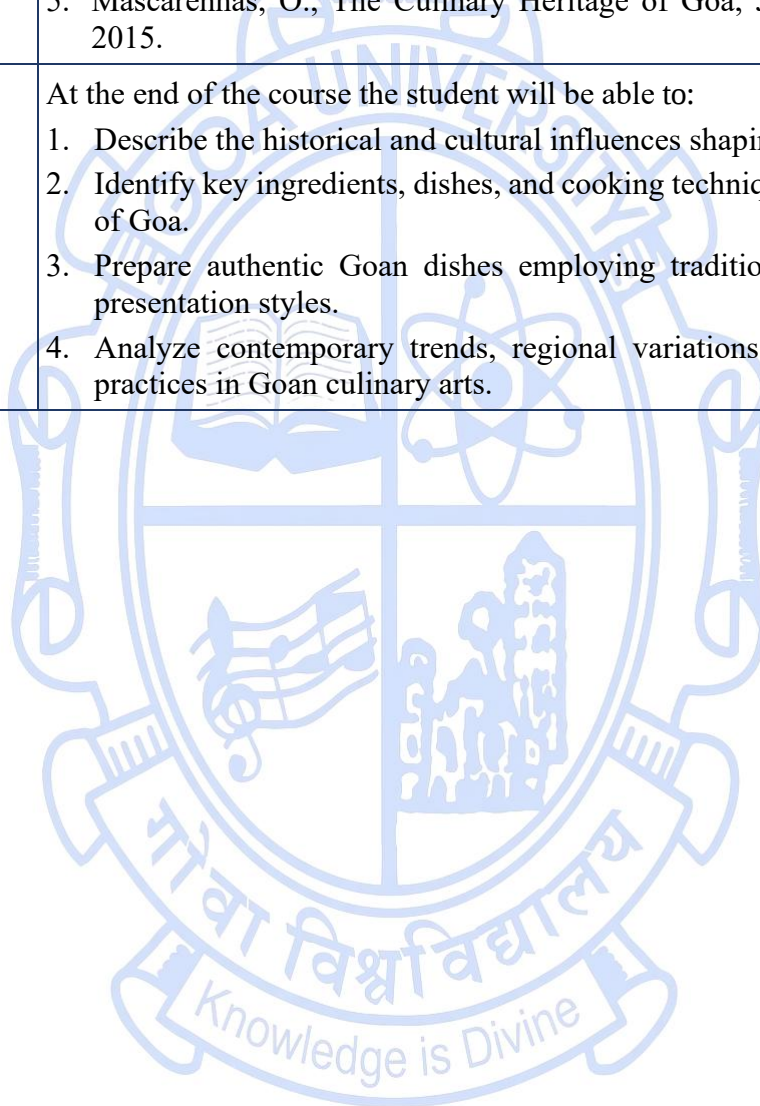


DISCIPLINE SPECIFIC ELECTIVES

Name of the Programme : BBA (Hospitality and Culinary Management)
Course Code : MNC-469
Title of the Course : Goan Cuisine
Number of Credits : 04 (3T+1P)
Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To explore the rich culinary heritage of Goa, including its traditional dishes, cooking techniques, local ingredients, and cultural significance, through theoretical knowledge and practical applications.	
Contents:	Unit I: Introduction to Goan Culinary Heritage History and cultural influences on Goan cuisine, Geographical and climatic factors impacting local ingredients, Overview of Goan food culture: festivals, rituals, and dining customs, Key ingredients: coconuts, spices, seafood, rice, and vinegar, Traditional tools and cookware	15 Hours
	Unit II: Signature Goan Dishes and Cooking Techniques Signature dishes: Fish Curry, Vindalho, Xacuti, Sannas, and Bebinca, Cooking techniques: coconut grating, marination, tempering, slow cooking, and fermentation, Use of Goan spices and herbs in flavor development, Vegetarian and seafood options, Presentation and traditional serving styles	15 Hours
	Unit III: Regional Variations and Contemporary Goan Cuisine Variations in coastal, inland, and village cuisines, Influence of Portuguese, Arab, and Indian culinary elements, Modern adaptations and fusion dishes, Food festivals and special culinary events in Goa, Sustainable and local sourcing trends	15 Hours
	Unit IV: Practical (10 menus) Preparation of key Goan dishes such as Soups, Fish Curry, Xacuti, Crab Xec Xec, Recheado, Vegetarian preparations, Rice preparations, Goan breads, and few Goan desserts, Ingredient handling, marination, cooking, and presentation techniques Menu planning with Goan delicacies Food safety and hygiene in traditional cooking practices Cultural interpretation through food presentation	30 Hours
Pedagogy:	Lectures, kitchen demonstrations, hands-on cooking sessions, food tasting, cultural immersion activities, project work, and food presentation	

	exercises.
References/ Readings:	1. Neurekar, S., and Gaonkar, T. P., Goan Saraswat Traditional Home Cooking, Tejashri Prabhu Gaonkar, 2020 2. Dhir, C. Goan-Portuguese Cuisine: 51 Most Popular Recipes, Kindle Edition. 2020. 3. De Souza, P., The Goan Grind: The Untold Story of Goa's Ground Masalas and Pastes, Cinnamon Teal Publishing, 2020 4. Mascarenhas, O., The Culinary Odyssey of Goa: Untold Stories and Recipes, Joe Mascarenhas, 2023. 5. Mascarenhas, O., The Culinary Heritage of Goa, Joe Mascarenhas, 2015.
Course Outcomes:	At the end of the course the student will be able to: 1. Describe the historical and cultural influences shaping Goan cuisine. 2. Identify key ingredients, dishes, and cooking techniques characteristic of Goa. 3. Prepare authentic Goan dishes employing traditional methods and presentation styles. 4. Analyze contemporary trends, regional variations, and sustainable practices in Goan culinary arts.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-470

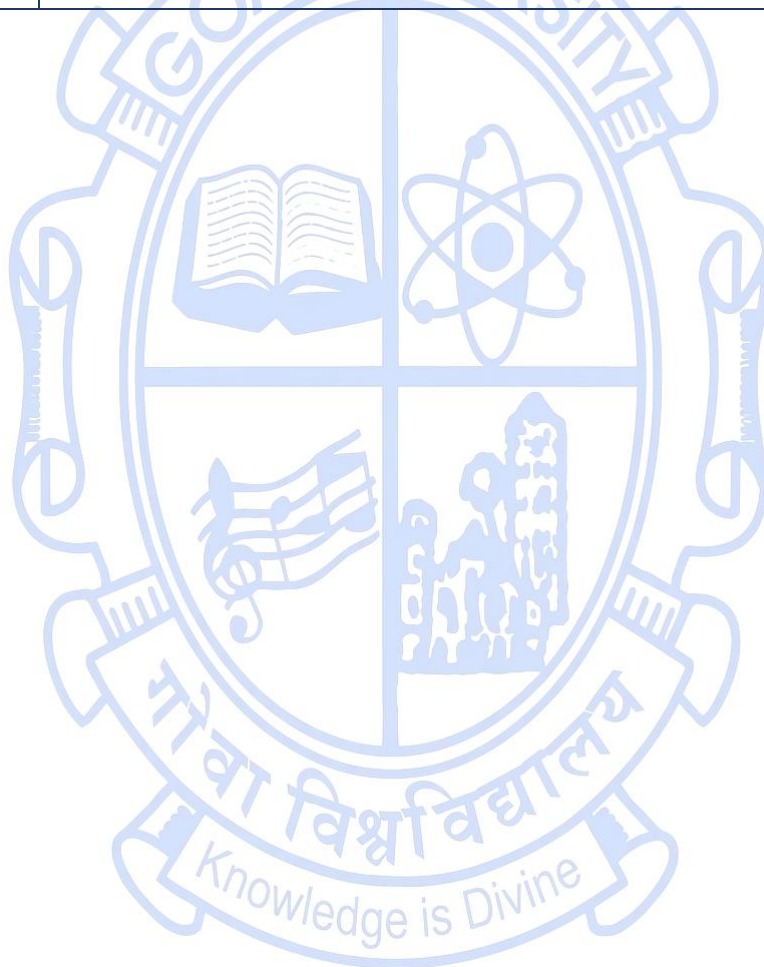
Title of the Course : Rooms Division Management

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To develop advanced managerial knowledge and skills in rooms division operations.	
Contents:	Unit I: Strategic Management in Rooms Division Rooms division management, Developing and implementing departmental goals, Change management and adaptability in rooms division operations, Quality management frameworks, performance benchmarking.	15 Hours
	Unit II: Front Office Management Forecasting techniques, dynamic pricing strategies, Revenue optimization models specific to rooms division, Integration of revenue management with sales and marketing strategies, Role of Property Management Systems (PMS) and Customer Relationship Management (CRM) in revenue maximization	15 Hours
	Unit III: Housekeeping Management and Operational Control Strategic housekeeping management: workforce planning, productivity, and cost control, Sustainable practices and green housekeeping initiatives, Advanced inventory and supply chain management for housekeeping, Compliance with health, safety, and environmental regulations	15 Hours
	Unit IV: Human Resource and Financial Management in Rooms Division Advanced staffing models, training, motivation, and leadership development, Financial management: budgeting, cost analysis, and profitability assessment, Managing interdepartmental coordination and communication, Ethical considerations and corporate social responsibility in rooms division	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	1. Poddar, N. Room Division Management, Taran Publication, 2024. 2. Bardi, J.A., Front Office Management, Wiley, 2021 3. Kasavana, M.L., Managing Technology in the Hospitality Industry, American Hotel and Lodging Educational Institute, 2022 4. Nyheim, P. and Connelly, D., Managing Front Office Operations,	

	Wiley, 2024 5. J. R. Tewari. Hotel Front Office Operations and Management, Oxford, 2nd Edition, 2016
Course Outcomes:	At the end of the course the student will be able to: 1. Critically evaluate strategic management and leadership roles within the rooms division to drive departmental performance. 2. Apply advanced revenue and yield management techniques using technology to optimize front office profitability. 3. Analyze sustainable housekeeping management practices and operational controls to ensure quality and cost efficiency. 4. Develop effective human resource and financial management strategies to enhance service delivery and ethical operations in the rooms division.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-471

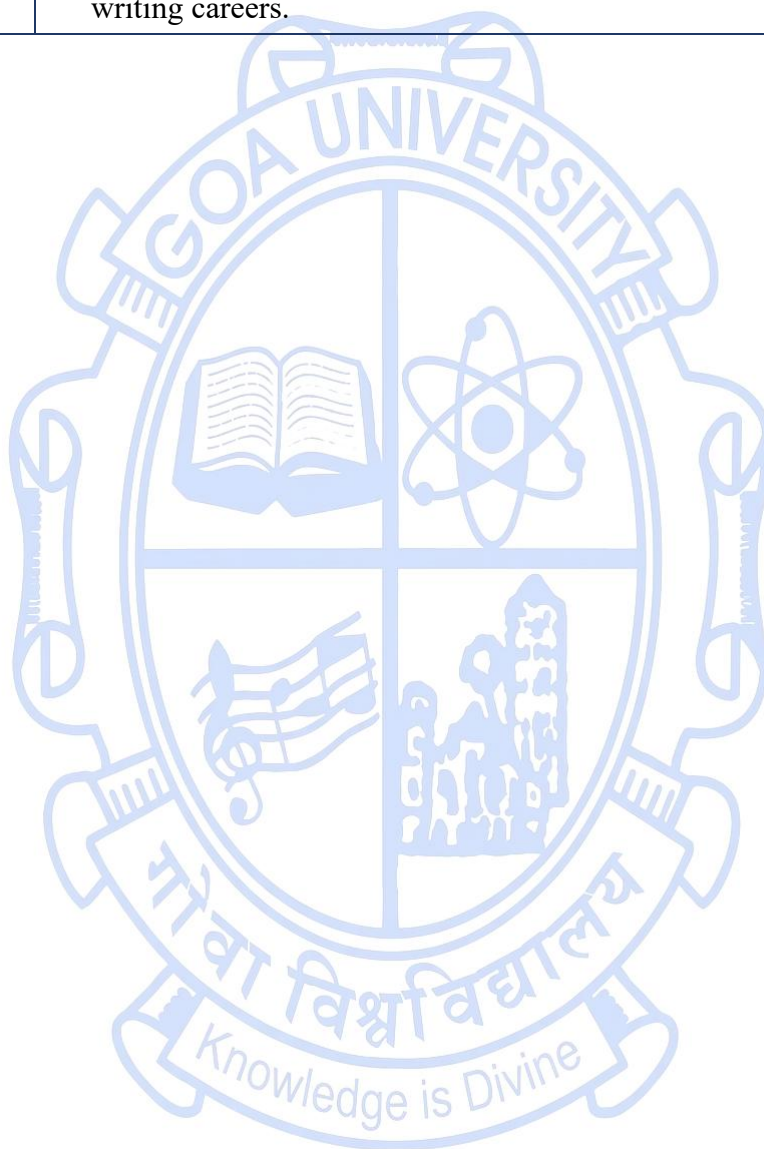
Title of the Course : Travel Writing

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To develop students' skills in crafting engaging, vivid, and informative travel narratives, combining descriptive writing, cultural insights, and storytelling techniques suitable for various media including print, digital, and social platforms.	
Contents:	Unit I: Introduction to Travel Writing Understanding travel writing: scope and significance, Types of travel writing: articles, blogs, essays, guides, and memoirs, Elements of effective travel writing: voice, tone, and style, Ethical considerations in travel reportage and cultural sensitivity	15 Hours
	Unit II: Techniques of Descriptive and Narrative Writing Using sensory details and imagery to create vivid descriptions, Structuring travel stories: beginnings, conflict, climax, and resolution, Incorporating historical, cultural, and personal perspectives, Balancing facts with creativity and personal reflections	15 Hours
	Unit III: Research and Writing for Different Media Research methodologies for travel writing: interviews, observations, and archival study, Writing for print: newspapers, magazines, and guidebooks, Digital travel writing: blogs, social media, and multimedia storytelling, Search Engine Optimization basics and audience engagement strategies	15 Hours
	Unit IV: Publication and Professional Practices Editing and revising travel manuscripts, Submitting to publishers, magazines, and digital platforms, Copyright, plagiarism, and ethical publishing, Career opportunities in travel writing and related fields	15 Hours
Pedagogy:	Workshops, writing exercises, peer reviews, field assignments, guest lectures from travel writers, and publication projects.	
References/ Readings:	1. Yagoda, B., The Art of Fact: A Historical Anthology of Literary Journalism, Scribner, 2021 2. Theroux, P., The Art of Travel Writing, Mariner Books, 2022 3. Jenkins, C., Writing for Travel: How to Create Compelling Stories, Routledge, 2023 4. Brodie, C. J., Beginner's Guide to Travel Writing and Travel Blogging, eBook, 2018. 5. Lakshmi, P., and Saxena, J. (Eds.), The Best American Food and Travel Writing: Stories of Self, Place, and Culture, HarperCollins / Mariner	

	Books, 2024
Course Outcomes:	At the end of the course the student will be able to: 1. Identify key components and genres of travel writing. 2. Apply descriptive and narrative techniques to craft engaging travel stories. 3. Produce travel content suitable for a variety of traditional and digital media. 4. Navigate the publishing process and ethical considerations in travel writing careers.



Name of the Programme : BBA (Hospitality and Culinary Management)

Course Code : MNC-472

Title of the Course : Resort Management

Number of Credits : 04

Effective from AY : 2025-26

Pre-requisites for the Course:	NIL	
Course Objective:	To equip students with a comprehensive understanding of resort management principles, types, design, and challenges to effectively plan and operate successful resorts that deliver exceptional guest experiences.	
Contents:	Unit I: Strategic Overview of Resort Management Concepts, scope, and defining characteristics of resorts Evolution of resort development and global industry growth, Core management needs and organizational structures unique to resorts, Guest experience design and service excellence frameworks, Implementing performance-driven resort management systems.	15 Hours
	Unit II: Types and Strategic Components of Resort Management Typologies of resorts: leisure, destination, spa, eco, theme-based, and integrated resorts. Key managerial functions and interdisciplinary coordination. Strategic planning, financial control, and brand positioning in resorts. Current challenges and emerging opportunities in resort management.	15 Hours
	Unit III: Resort Design and Layout Resort planning stages and feasibility assessment. Architectural design: harmonizing aesthetics and functionality. Landscape design for environmental integration and guest recreation. Sustainable and green building design for long-term operational efficiency. Innovations, technology adoption, and trends in resort architecture.	15 Hours
	Unit IV: Challenges and Problems in Resort Development in India Operational challenges: human resource mobility, service consistency, and seasonality. Balancing commercial viability with sustainability imperatives. Legal, regulatory, and socio-economic concerns in resort development in India. Leveraging digitalization and automation for enhanced service and profitability.	15 Hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/	1. Kumar, S. Resort Management, Self-Publication, 2024.	

Readings:	2. Gupta, A. Resort Management, Sunrise Publishers, 2024. 3. Mill, R.C. Resorts: Management and Operation, Wiley, 2011. 4. Gupta, A. Development of Resorts: A Project Management Approach, Sunrise Publishers, 2023. 5. Singh, P.K. Hotel, Restaurant, and Resort Management, Kanishka Publishers, 2020.
Course Outcomes:	At the end of the course the student will be able to: 1. Explain the fundamental concepts, evolution, distinguishing features, and management needs of resorts. 2. Identify various types of resorts and describe key components and current challenges in resort management. 3. Apply principles of resort design, including architectural, landscape, amenity planning, and sustainability integration. 4. Evaluate emerging trends in resort design and management to enhance guest experience and operational effectiveness.

