

Tourism & Hospitality Management- II

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| Course Code: BVTHM116G | Tourism & Hospitality Management II: 4 (L = 2, P = 2, S = 0) |
| Course Objective: <i>To provide students with a balanced foundation in tourism and hospitality management, enabling them to understand industry structure, operations, and service systems.</i> | |
| Course Outcomes: | |
| <ul style="list-style-type: none"> i) Explain the basic structure and operations of tourism & hospitality organizations. ii) Demonstrate understanding of guest service procedures, accommodation, and food service operations. iii) Apply hospitality management concepts and sustainable tourism practices in practical situations. iv) Perform basic operational and guest-handling tasks through fieldwork, simulations, and practical activities. | |
| SYLLABUS | |
| <p style="text-align: center;">Module 1 (Lecture)</p> <p style="text-align: center;">Tourism & Hospitality Operations & Guest Service</p> | <ul style="list-style-type: none"> • Introduction to hospitality and tourism industry • Hotel classifications and departments • Guest cycle: reservation, check-in, stay, check-out • Front office and housekeeping basics • Guest handling, complaints, and service recovery • Interdepartmental coordination in hotels |
| <p style="text-align: center;">Module 2 (Lecture)</p> <p style="text-align: center;">Food Service, Tourism & Hospitality Trends</p> | <ul style="list-style-type: none"> • Basics of food and beverage operations • Types of restaurants and menu formats • Package tours and travel services • Sustainable tourism and green hotel practices • Technology in hospitality and tourism • Emerging trends: boutique hotels, smart hotels, experiential tourism |
| <p style="text-align: center;">Module 3 (Lecture)</p> <p style="text-align: center;">Service Skills</p> | <ul style="list-style-type: none"> • Front office simulation: reservation and check-in/check-out • Basic housekeeping activities and room setup • Food and beverage service practice • Grooming, communication, and guest interaction skills • Handling guest requests and complaints |
| <p style="text-align: center;">Module 4</p> <p style="text-align: center;">Field-Based Practical Work</p> | <ul style="list-style-type: none"> • Field visit to hotel/travel agency/tourism destination • Preparation of observation and visit report • Group presentation on a hotel or tourism destination • Mini project: design a simple tour itinerary or hospitality service improvement plan • Destination mapping and tourism resource identification |
| Suggested Readings: | |
| <ol style="list-style-type: none"> 1. Walker, J. R. (2017). Introduction to hospitality. Pearson. 2. Holloway, J. C., Humphreys, C., & Davidson, R. (2016). The business of tourism. Pearson. 3. Andrews, S. (2013). Food and beverage service: Training manual. Tata McGraw-Hill. 4. Goeldner, C. R., & Ritchie, J. R. B. (2012). Tourism: Principles, practices, philosophies. Wiley.. | |
| Recommended Journals | |
| <ol style="list-style-type: none"> 1. Annals of Tourism Research 2. Tourism Management 3. International Journal of Hospitality Management | |

Entrepreneurship Development

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| Course Code: BVTHM117G | Entrepreneurship Development : 2 (L = 1, P = 0, S = 1) |
| Course Objective: <i>To introduce students to basic entrepreneurial concepts and equip them with the skills to identify opportunities, develop small tourism/hospitality business ideas, and prepare simple business plans.</i> | |
| Course Outcomes: Students will be able to: | |
| <ul style="list-style-type: none"> i) Explain basic concepts and characteristics of entrepreneurship. ii) Identify small business opportunities in tourism and hospitality. iii) Prepare a simple business plan. iv) Understand financial, marketing, and operational basics for new ventures. v) Demonstrate creativity and problem-solving in entrepreneurial situations | |
| SYLLABUS | |
| Module 1 (Lecture) Entrepreneurship Fundamentals | <ul style="list-style-type: none"> • Meaning and characteristics of entrepreneurship • Entrepreneurship opportunities in tourism and hospitality • Small tourism enterprises: homestays, cafés, travel services, local experiences • Idea generation and opportunity identification • Basics of business plan and feasibility analysis • Government support schemes: Startup India, PMEGP, MSME, Tourism Department, Small Industries Development Bank of India |
| Module 2 (Lecture) Social Component | <ul style="list-style-type: none"> • Idea generation exercises (tourism/hospitality-focused) • Preparing a simple business model canvas • Drafting a short business plan for a micro venture • Caselets of local tourism entrepreneurs • Mini project: Present a small tourism/hospitality business idea (homestay, tour service, small food outlet, adventure activity) |
| Suggested Readings: | |
| <ol style="list-style-type: none"> 1. Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). <i>Entrepreneurship</i>. McGraw Hill. 2. Kuratko, D. F. (2020). <i>Entrepreneurship: Theory, process, and practice</i>. Cengage Learning. 3. Barringer, B. R., & Ireland, R. D. (2019). <i>Entrepreneurship: Successfully launching new ventures</i>. Pearson. 4. Scarborough, N. M. (2018). <i>Essentials of entrepreneurship and small business management</i>. Pearson. 5. <i>Journal of Business Venturing</i>. Elsevier. | |

Organization Behaviour

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| Course Code: BVTHM118G | Understanding India: 2 (L = 1, P = 0, S = 1) |
| Course Objective: <i>To introduce students to the fundamentals of human behaviour in organizations and equip them with the skills to work effectively in tourism and hospitality settings, where teamwork, communication, and service behaviour are essential.</i> | |
| Course Outcomes: | |
| <ul style="list-style-type: none"> i) Understand the basic concepts of organizational behaviour in tourism and hospitality. ii) Explain personality, motivation, communication, and teamwork in service organizations. iii) Demonstrate effective customer interaction and workplace behaviour skills. iv) Apply OB concepts to hospitality and tourism workplace situations. | |
| SYLLABUS | |
| <p style="text-align: center;">Module 1 (Lecture)</p> <p style="text-align: center;">Fundamentals of Organizational Behaviour</p> | <ul style="list-style-type: none"> • Meaning and importance of organizational behaviour • Behaviour in tourism and hospitality organizations • Personality, attitude, and perception • Motivation basics: Maslow and Herzberg theories • Communication and barriers in hospitality organizations |
| <p style="text-align: center;">Module 2 (Lecture)</p> <p style="text-align: center;">Group Behaviour & Leadership</p> | <ul style="list-style-type: none"> • Teamwork and group behaviour • Conflict management • Leadership styles and importance in hospitality • Organizational culture and service culture • Workplace behaviour and customer service in tourism and hospitality |
| Suggested Readings: | |
| <ol style="list-style-type: none"> 1. Robbins, S. P., & Judge, T. A. (2019). Organizational behavior. Pearson. 2. Luthans, F. (2015). Organizational behavior. McGraw Hill. 3. McShane, S. L., & Von Glinow, M. A. Y. (2020). Organizational behavior. McGraw Hill. 4. Journal of Organizational Behavior. Wiley. | |

Food & Beverage Services - II

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| Course Code: BVTHM120HS | Food & Beverage Services - II : 2 (L = 1, P = 0, S = 1) |
| <p>Course Objective: <i>To build upon the foundational skills of F&B Service and introduce students to advanced service techniques, menu knowledge, restaurant operations, and specialized service procedures used in hotels and restaurants.</i></p> | |
| <p>Course Outcomes:</p> <ul style="list-style-type: none"> i) Explain advanced food and beverage service styles and operational procedures. ii) Identify and describe menus, alcoholic and non-alcoholic beverages, and accompaniments. iii) Demonstrate intermediate-level F&B service techniques, including order-taking, billing, and service sequence. iv) Apply operational and service skills required in casual, fine-dining, and specialty restaurants. | |
| SYLLABUS | |
| <p style="text-align: center;">Module 1 (Lecture)</p> <p style="text-align: center;">Advanced F&B Service Operations</p> | <ul style="list-style-type: none"> • Review of basic service concepts • Advanced service methods: silver service, guéridon service, buffet service, banquet service • Types of menus: à la carte, table d’hôte, buffet menus, specialty menus • Beverages: introduction to alcoholic beverages (beer, wine, spirits) and non-alcoholic beverages (juices, mocktails, teas, coffees) • Food and beverage accompaniments and pairing basics • Restaurant operations: order-taking, billing procedures, cashiering • Restaurant control systems: KOT, BOT, food checks, control records • Guest handling: complaints, service recovery, upselling techniques |
| <p style="text-align: center;">Module 2 (Lecture)</p> <p style="text-align: center;">Practical Component</p> | <ul style="list-style-type: none"> • Practice of advanced table setups and restaurant layouts • Service of soups, main courses, desserts, and specialty dishes • Service of beverages: tea/coffee variations, mocktails, basic beverage presentation • Practice of order-taking, KOT writing, billing, and cash handling • Conducting buffet and banquet service (simulation) • Role-plays: guest complaint handling, upselling, fine-dining etiquette • Mini project: setting up a mock restaurant service sequence for a themed meal |
| <p>Suggested Readings:</p> <ol style="list-style-type: none"> 1. Cousins, J., Lillicrap, D., & Weekes, S. (2020). Food and beverage service (10th ed.). Hodder Education. 2. Andrews, S. (2013). Food and beverage service: Training manual. Tata McGraw Hill. 3. Singaravelavan, R. (2011). Food and beverage service. Oxford University Press. 4. Walker, J. R. (2017). Introduction to hospitality. Pearson. 5. Brown, A., & Hepner, B. (2015). Restaurant operations management. Wiley. 6. International Journal of Hospitality Management. Elsevier | |

F&B Inventory and Safety Standards

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| Course Code: BVTHM122HS | F&B Inventory and Safety Standards: 2 (L = 1, P = 0, S = 1) |
| Course Objective: To introduce students to the basics of inventory control, food safety, hygiene, and sanitation practices required in food and beverage operations. | |
| Course Outcomes: | |
| i) Understand the basics of inventory management in F&B operations. ii) Explain storage, stock control, and food handling procedures. iii) Apply food safety, hygiene, and sanitation practices in hospitality settings. iv) Demonstrate safe handling and management of food and beverage items. | |
| SYLLABUS | |
| Module 1 Inventory Management & Food Safety | <ul style="list-style-type: none"> • Meaning and importance of F&B inventory • Stock control methods: FIFO, stock levels, stock rotation • Receiving, storing, and issuing procedures • Food safety and food contamination • Personal hygiene and sanitation practices • Kitchen safety and waste management • Basics of HACCP and Food Safety and Standards Authority of India guidelines |
| Module 2 (Lecture) Safety & Hygiene Practices | <ul style="list-style-type: none"> • Safe handling and storage of food items • Cleaning and sanitation procedures • Equipment safety and preventive maintenance • Food spoilage and contamination control • Hygiene standards in kitchen and service areas • Importance of safety practices in hospitality operations |
| Suggested Readings: | |
| <ol style="list-style-type: none"> 1. Cousins, J., Lillicrap, D., & Weekes, S. (2020). Food and beverage service (10th ed.). Hodder Education. 2. Singh, Y. (2013). Food safety and hygiene. McGraw Hill. 3. Walker, J. R. (2017). Introduction to hospitality. Pearson. 4. Marriott, N. G., & Schilling, M. W. (2018). Principles of food sanitation. Springer. 5. Food Control. Elsevier. | |

Itinerary and Tour packaging

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| Course Code: BVTHM123HS | Itinerary and Tour packaging : 2 (L = 1, P = 1, S = 0) |
| Course Objective: <i>To introduce students to the basics of itinerary planning and tour package preparation from a hospitality perspective, focusing on accommodation, guest experience, service integration, and coordination with hotels and restaurants</i> | |
| Course Outcomes: | |
| <ul style="list-style-type: none"> • Understand the concept and components of itineraries from a hospitality viewpoint. • Identify accommodation types, meal plans, and hotel-related elements in tour packages. • Prepare simple hospitality-driven itineraries for individual and group travellers. • Coordinate accommodation, dining, and service requirements within a package | |
| SYLLABUS | |
| Module 1 (Lecture) | <ul style="list-style-type: none"> • Meaning and importance of itineraries in hospitality • Components of hospitality-driven itineraries: check-in/out, meal plans (EP, CP, MAP, AP), room types, amenities • Understanding guest profiles and hotel selection criteria • Types of tour packages: FIT, GIT, weekend packages, staycation packages • Role of accommodation, F&B, and service experience in tour packaging • Coordination with hotels, transporters, and local service providers • Price components related to hotel services: room rates, taxes, inclusions • Preparing short stay itineraries: city tours, resort-based packages, themed stays |
| Module 2 (Lecture) Practical Component | <ul style="list-style-type: none"> • Designing a 2-day/1-night and 3-day/2-night hospitality-focused itinerary • Comparing hotel categories and meal plans for package formulation • Group activity: prepare a staycation or wellness resort package • Simulation: designing a guest welcome plan and daily service schedule • Mini project: Create a complete hotel-based holiday package with pricing |
| Suggested Readings: | |
| <ol style="list-style-type: none"> 1. Holloway, J. C., Humphreys, C., & Davidson, R. (2016). <i>The business of tourism</i>. Pearson. 2. Negi, J. (2012). <i>Travel agency and tour operations</i>. Kanishka Publishers. 3. Goeldner, C. R., & Ritchie, J. R. B. (2012). <i>Tourism: Principles, practices, philosophies</i>. Wiley. 4. Walker, J. R. (2017). <i>Introduction to hospitality</i>. Pearson. 5. <i>Journal of Hospitality and Tourism Management</i>. Elsevier. | |