

BA (HONS) HOSPITALITY AND HOTEL ADMINISTRATION

The trend towards globalization and a steady growth in international tourism has led to an increase level of activity in both, the business and the leisure markets for the hospitality industry worldwide. India's economic liberalization policy and an expansion in the domestic tourism market have further added to this demand. The recent mushrooming of hotels and resorts, in both the luxury and the budget sectors are the result. This has immensely enhanced the requirement of trained hospitality personnel. The opportunities exist in Food and Beverage Service, Food Production, Front Office and House Keeping. In addition to hospitality industry, corporate and Call Centers prefer hospitality graduate for customer care and Public Relations. The primary objective of this program is to equip students to become professional managers to meet the challenges of change in the Indian hospitality industry in the global context and develop technical skills and competency specific to the industry.

Eligibility Criteria: 10+2 or equivalent in any stream

To earn a BA (Hons) in Hospitality and Hotel Administration, a student has to earn a minimum of 90 credits. Minimum 24 credits are to be earned from Hospitality and Hotel Administration subjects and the remaining can be taken from any stream.

Every student has to attain a minimum of D grade in all courses; a student may however, and repeat or change any course being offered. Notwithstanding, every student must acquire the desired number of credits. The detailed course structure under different categories is given in succeeding pages. Brief description of the course content follows thereafter.

Codes	Subject Name	Credit
17.101	Fundamentals of Hospitality Industry	4
17.102	Housekeeping I	4
17.103	Food Production Principles I	4
17.104	Front Office I	4
17.105	Food and Beverage Service I	4
17.106	Basic Hotel Accounting	4
17.107	Introduction to Tourism	4
17.108	Sanitation	4
17.109	Developing Professional Techniques I	4
17.110	Fundamentals of Hospitality Industry II	4
17.111	Housekeeping II	4
17.112	Food Production Principles II	4
17.201	Front Office II	4
17.202	Food and Beverage Service II	4
17.203	Basic Hotel Accounting II	4
17.204	Bar and Beverages Management	4
17.205	Hospitality Supervision	4
17.206	Wines and Spirits I	4
17.207	Developing Professional Techniques II	4
17.208	Food Production Principles II	4
17.209	Hospitality Supervision II	4
17.210	Hygiene and Sanitation Management II	4
17.211	Hospitality Industry Managerial Accounting	4
17.212	Contemporary Club Management	4
17.301	Convention Management and Service	4
17.302	Controls for Food and Beverage	4
17.303	Facilities Management	4
17.304	Security Management	4
17.305	Wines and Spirits	4
17.306	Business Writing	4
17.307	Marketing of Hospitality	4
17.308	Managing Human Resources	4
17.309	Leadership and Management	4
17.310	Food and Beverage Management	4
17.311	Tourism and Goods	4

17.101 Fundamentals of Hospitality Industry

Credit: 4

This subject introduces learners to the hospitality industry, which has emerged as the largest global industry of the 20th century and is projected to grow faster in 21st century. India has immense potential of growth and National Tourism Policy envisages new initiative towards making tourism the catalyst in employment generation, environmental regeneration and socio-economic development.

Contents: World of Hospitality, the origins of Lodging Industry, the growth and development of the Food Service Industry, general role of the Functional Areas in Hospitality Operations, factors and developments that are likely to affect the Hospitality Industry in the year to come

17.102 Housekeeping I

Credit: 4

This subject presents a systematic approach to managing housekeeping operations in the hospitality industry.

Contents: The role of Housekeeping in Hospitality Operations, the elements of Housekeeping operations, Key responsibilities of the Housekeeper, systems and procedures for the operations of the department.

17.103 Food Production Principles I

Credit: 4

This subject is designed to provide you with a basic background and introduce you to the culinary world.

Contents: Basics of food production, understanding professional culinary preparation, including hot food preparation, cold food preparation (garde manger), and baking, practice of hygiene and sanitation; proper storage and handling of food, and creative presentation of food.,

17.104 Front Office I

Credit: 4

This subject presents a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and settlement. The subject also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations and to human resources management.

Contents: Front office management, planning and evaluation of front office operations, human resource management.

17.105 Food and Beverage Service I

Credit: 4

This subject provides students with skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting the needs and, whenever possible, exceeding the expectations of guests.

Contents: Food and Beverage Service skills and techniques, food and beverage service equipment, styles of food and beverage service, the staffing concerns for the food and beverage service, menus, cost control concerns in context of food and beverage operations, food and beverage service outlets.

17.106 Basic Hotel Accounting

Credit: 4

Provides a basis for understanding hospitality accounting concepts and procedures, the processing of hospitality financial data, and the flow of financial information in the accounting cycle those results in the production of financial statements.

Contents: Demonstrate an understanding of the accounting concepts and principles. Demonstrate an understanding of business transactions and bookkeeping. Describe the purpose of and analyse Financial Statements.

17.107 Introduction to Tourism

Credit: 4

The aim of this subject is to provide students with an understanding of the tourism industry. It will examine the theoretical concept of tourism and introduce students to its structure and organization.

Contents: Structure of the tourism industry, trends in the nature of tourism demand, implications of tourism, marketing techniques relevant to the tourism industry

17.108 Sanitation

Credit: 4

This subject presents a systems approach to answering public health concerns, reducing sanitation risks, and ensuring satisfaction for guests, staff members, and owners. It explains how to define and implement sanitation quality, cost control, and risk reduction standards in a hospitality operation.

Contents: Includes the scope of sanitation and risks points, laws related to food safety, causes of food poisoning and hygiene practices the importance of risk assessment and quality control systems.

17.109 Developing Professional Techniques I

Credit: 4

This subject is designed to develop your individual cognitive, behavioural skills, study skills and business awareness skills.

Contents: Work as an effective team worker. Effectively improve interpersonal behaviour Write effectively Have competence in oral and written presentation think creatively understand business needs. Appraise self.

17.110 Fundamentals of Hospitality Industry II

Credit: 4

This specialist subject introduces learners to the hospitality industry, which has emerged as the largest global industry of the 20th century and is projected to grow faster in 21st century. India has immense potential of growth and National Tourism Policy envisages new initiative towards making tourism the catalyst in employment generation, environmental regeneration and socio-economic development.

Contents: World of Hospitality, the origins of Lodging Industry, the growth and development of the Food Service Industry, general role of the Functional Areas in Hospitality Operations, factors and developments that are likely to affect the Hospitality Industry in the year to come.

17.111 Housekeeping II

Credit: 4

This subject presents a systematic approach to managing housekeeping operations in the hospitality industry.

Contents: The role of Housekeeping in Hospitality Operations, the elements of Housekeeping operations, Key responsibilities of the Housekeeper, systems and procedures for the operations of the department.

17.112 Food Production Principles II

Credit: 4

This subject is designed to provide you with a basic background and introduce you to the culinary world.

Contents: Basics of food production, understanding professional culinary preparation, including hot food preparation, cold food preparation, and baking, practice of hygiene and sanitation; proper storage and handling of food, and creative presentation of food.

17.201 Front Office II

Credit: 4

This subject presents a systematic approach to front office procedures by detailing the flow of business through a hotel, from the reservations process to check-out and settlement. The subject also examines the various elements of effective front office management, paying particular attention to the planning and evaluation of front office operations and to human resources management.

Contents: Front office management, planning and evaluation of front office operations, human resource management.

17.202 Food and Beverage Service II

Credit: 4

This subject provides students with skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting the needs and, whenever possible, exceeding the expectations of guests.

Contents: Food and Beverage Service skills and techniques, food and beverage service equipment, styles of food and beverage service, the staffing concerns for the food and beverage service, menus, cost control concerns in context of food and beverage operations, food and beverage service outlets.

17.203 Basic Hotel Accounting II

Credit: 4

Provides a basis for understanding hospitality accounting concepts and procedures, the processing of hospitality financial data and the flow of financial information in the accounting cycle those results in the production of financial statements.

Contents: The accounting concepts and principles business transactions and bookkeeping. Financial Statements, accounting systems of hotel and restaurant operations.

17.204 Bar and Beverages Management

Credit: 4

This subject is designed to provide students with the knowledge needed to manage a bar or beverage operation. It presents principles and theories to support and reinforce the aspects. Contents: Review bar management techniques. Deal with ethical issues. Investigate the application of technology. Review bar management techniques.

17.205 Hospitality Supervision

Credit: 4

This subject is designed to provide students with the principles of supervision as they apply specifically to the hospitality industry.

Contents: Includes framework for supervision, supervisory responsibilities, supervisory tools, and effectiveness as a supervisor.

17.206 Wines and Spirits I

Credit: 4

This subject is designed to provide you with a basic background

Content includes the basics of wines and spirits.

17.207 Developing Professional Techniques II

Credit: 4

This subject is designed to develop your interpersonal skills.

Contents: How to improve interpersonal behaviour Write effectively

17.208 Food Production Principles III

Credit: 4

This subject is designed to provide you with a basic background and introduce you to the culinary world.

Contents: Advanced food production, understanding professional culinary preparation, including hot food preparation, cold food preparation, and baking, practice of hygiene and sanitation; proper storage and handling of food, and creative presentation of food.

17.209 Hospitality Supervision II

Credit: 4

This subject is designed to provide students with the principles of supervision as they apply specifically to the hospitality industry.

Contents: Includes framework for supervision, supervisory responsibilities. Supervisory tools, effectiveness as a supervisor.

17.210 Hygiene and Sanitation Management II

Credit: 4

This subject presents a systems approach to answering public health concerns, reducing sanitation risks, and ensuring satisfaction for guests, staff members, and owners. It explains how to define and implement sanitation quality, cost control, and risk reduction standards in a hospitality operation.

Contents: Includes the scope of sanitation and risks points, laws related to food safety, causes of food poisoning and hygiene practices, the importance of risk assessment and quality control systems.

17.211 Hospitality Industry Managerial Accounting

Credit: 4

The aim of this subject is to enable students to develop a understanding of the accounting techniques used to control costs and profits and to support the manager in making effective short-term decisions.

Contents: Business in terms of the elements of cost Construct a set of final accounts Analyse business performance by the application of ratios Construct profit and cash budgets and budgeted balance sheets, Apply the concept of marginal costing.

17.212 Contemporary Club Management

Credit: 4

This subject will introduce your students to the unique world of club management.

17.301 Convention Management and Service

Credit: 4

The aim of this subject is to encourage the student to investigate and develop an appreciation of the particular needs of clients within the conference and banqueting sector. This subject considers the operational and planning considerations, which are specific to this sector of hospitality.

Contents: Examine the range of strategic and operational issues. Evaluate food production and service. Analyze ergonomic considerations. Evaluate administrative procedures. Plan, implement and evaluate an actual hospitality event.

17.302 Controls for Food and Beverage

Credit: 4

Covers the principles and procedures involved in an effective food and beverage control system, including standards determination, the operating budget, cost-volume-profit analysis, income and cost control, menu pricing, labor cost control, and computer applications.

Contents: Exceed expected profit levels through effective budgeting and staffing. Maximize revenue with cost-volume-profit analysis. Consistently meet sales income standards. Satisfy guests' demands for value and quality.

17.303 Facilities Management

Credit: 4

Provides hospitality managers and students with information they need to know to manage the physical plant of a hotel or restaurant and work effectively with the engineering and maintenance department.

Contents: Aspects of law relevant to the operation of a facility, the relationship between the built facility and the environment, the interaction between the facility and people. Development planning, legislation related to specific facilities in hospitality (e.g. swimming pool/saunas, nightclubs, golf courses)

17.304 Security Management

Credit: 4

This subject provides information about security issues, concerns and practices that affect a property on a daily basis.

Contents: The goals of security department, the basic security concerns. The basic elements of security control, the importance of security department. The hospitality industry the physical security of the property, asset protection, guest protection, security equipment, emergency management.

17.305 Wines and Spirits-II

Credit: 4

This subject is designed to provide you with a basic background.

Content includes the scope of wines and spirits. The process of manufacturing wines and spirits. The variety of aperitifs and liqueurs. Relate wines and spirits to menus. The legal aspects of selling alcoholic beverages.

17.306 Business Writing

Credit: 4

This subject is designed to introduce students to the importance of communication in modern organisation.

Contents: Communication, its importance, key elements of interpersonal communication, main methods of communication, communication network, impact of technology, barriers to effective communication.

17. 307 Marketing of Hospitality

Credit: 4

The aim of this subject is to help students develop competencies in the application and analysis of the major marketing principles and concepts. It is a broad-based subject covering both theory and application at management level.

Contents: The principles and concepts of marketing, theories and concepts marketing planning, sales promotion and consumer trends.

17.308 Managing Human Resources

Credit: 4

The aim of this subject is to provide a foundation in the knowledge and skills required by human resource managers in the hospitality and catering industry. The subject recognises that management of human resources at all levels can critically affect efficiency and effectiveness.

Contents: The processes and procedures of recruitment and selection

17.309 Leadership and Management

Credit: 4

This subject is designed to acquaint students with leadership, management and quality issues facing today's hospitality industry.

Contents: Characteristics of Managers, the significance of various quality models and quality awards. The issues in customer satisfaction. The concept of power and authority, the relevance of leadership in organizational guidance, the process of change.

17.310 Food and Beverage Management

Credit: 4

This subject provides students with skills and knowledge for effective management of food service operations. It presents basic service principles while emphasizing the importance of meeting the needs and, whenever possible, exceeding the expectations of guests.

Contents: Analyse Fundamentals of Management as applicable to F and B Operations. Understand F and B Marketing, Understanding of Nutritional Aspects, Manage Menus, Understand F and B Control Systems, Understand F and B systems and procedures, Understand Financial and Technological concepts in relation to F and B Operations

17.311 Tourism and Goods

Credit: 4

Contents: Understand the tourism goods and their contribution to economy