

B.Sc. DEGREE  
IN  
HOSPITALITY & HOTEL ADMINISTRATION

**CURRICULUM**  
(B.Sc. HHA SEMESTER V)

NATIONAL COUNCIL FOR HOTEL MANAGEMENT  
AND CATERING TECHNOLOGY  
NOIDA  
(NCHMCT)

AND  
JAWAHARLAL NEHRU UNIVERSITY  
(JNU)



**SEMESTER – V (18 WEEKS)****MINIMUM CONTACT HOURS FOR EACH SUBJECT**

No.	Subject code	Subject (Credits)	Credits	Contact Hours per Semester	
				Th.	Pr.
1	BHA501	International Cuisine-I (Theory)	02	30	-
2	BHA502	International Cuisine-I (Practical)	04	-	120
3	BHA503	Advance Food & Beverage Management-I (Theory)	02	30	-
4	BHA504	Advance Food & Beverage Management-I (Practical)	01	-	30
5	BHA505	Rooms Division Management-II (Theory)	02	30	-
6	BHA506	Rooms Division Management-II (Practical)	01	-	30
7	BHA507	Facility Planning	02	30	-
8	BHA508	Financial Management	02	30	-
9	BHA509	Fundamentals of Marketing Skills	02	30	-
10	BHA510	Fundamentals of Management Skills	02	30	-
TOTAL:			20	210	180
GRAND TOTAL				390	

**WEEKLY TEACHING SCHEME (18 WEEKS)**

No.	Subject code	Subject	Hours per week	
			Th.	Pr.
1	BHA501	International cuisine-I (Theory)	02	-
2	BHA502	International cuisine-I (Practical)	-	08
3	BHA503	Advance Food & Beverage Service Management-I (Theory)	02	-
4	BHA504	Advance Food & Beverage Service Management-I (Practical)	-	02
5	BHA505	Rooms Division Management-II (Theory)	02	-
6	BHA506	Rooms Division Management-II (Practical)	-	02
7	BHA507	Facility Planning	02	-
8	BHA508	Financial Management	02	-
9	BHA509	Fundamentals of Marketing Skills	02	-
10	BHA510	Fundamentals of Management Skills	02	-
TOTAL:			14	12
GRAND TOTAL			26	



### EXAMINATION SCHEME

No.	Subject code	Subject	Term Marks*	
			Th.	Pr.
1	BHA501	International cuisine-I (Theory)	100	-
2	BHA502	International cuisine-I (Practical)	-	100
3	BHA503	Advance Food & Beverage Service Management-I (Theory)	100	-
4	BHA504	Advance Food & Beverage Service Management-I (Practical)	-	100
5	BHA505	Rooms Division Management-II (Theory)	100	-
6	BHA506	Rooms Division Management-II (Practical)	-	100
7	BHA507	Facility Planning	100	
8	BHA508	Financial Management	100	
9	BHA509	Fundamentals of Marketing Skills	100	-
10	BHA510	Fundamentals of Management Skills	100	-
TOTAL:			700	300
GRAND TOTAL			1000	

\* Term marks will comprise 40% Internal Evaluation (IE) & 60% End Semester Examination (ESE) marks.



## BHA501- INTERNATIONAL CUISINE – I (THEORY)

### 1. Preamble

<b>Course Title</b>	International Cuisine - I (Theory)
<b>Course Code</b>	BHA501
<b>Credits</b>	02
<b>Number of hours per group</b>	30 class hours

### 2. Course Description

This course offers an immersive journey into the diverse and rich culinary traditions of world cuisines, with a special focus on Asian gastronomy. Guided by expert chefs, who bring a wealth of knowledge and refined skills, this program serves as the ideal pathway to elevate your culinary expertise and broaden your global perspective.

With the increasing impact of globalization, understanding world cuisine has become more essential than ever. Asia, home to over half of the world's population, boasts an incredibly diverse culinary landscape. This course provides an in-depth exploration of Asian cuisine, highlighting its unique flavours, cooking techniques, and cultural significance.

Culinary historians categorize Asian dietary traditions into three distinct styles. Southwest Asian Cuisine encompasses the flavours of India, Pakistan, Sri Lanka, and Burma, this tradition is characterized by aromatic spices, bold flavours, and rich curries. Northeast Asian Cuisine rooted in the culinary practices of China, Korea, and Japan, this tradition emphasizes balance, fermentation, and umami-rich ingredients. Southeast Asian Cuisine representing Thailand, Laos, Cambodia, Vietnam, Indonesia, Malaysia, Singapore, and Brunei, this style is known for its fresh herbs, bold spices, and harmonious sweet, sour, salty, and spicy flavours.

Among these, Chinese, Japanese, and Thai cuisines stand out as foundational pillars of Asian gastronomy and are widely recognized for shaping global culinary trends. This course delves into their fundamental techniques, flavours profiles, and cultural philosophies, providing students with a comprehensive understanding of Asian culinary artistry.

This course also provides an in-depth understanding of flour treatments, gluten development, and bakery product troubleshooting. Students will explore flour additives, gluten control techniques, and various flour types to enhance baking performance. Additionally, the course covers bakery faults and their remedies, the science behind quick breads, and the art of preferment's and sourdough.

By the end of this program, the learner will have gained the skills and knowledge necessary to approach world cuisines with a more global perspective, refining their skills and expanding their culinary horizons.

### 3. Learning Outcomes

By the end of the course, the learner will be able to

#### Knowledge

1. Comprehend the history and philosophy of Chinese, Japanese and Thai cuisines.
2. List and select the special ingredients used in all these cuisines.
3. Elaborate the importance and uses of different tools and specific techniques involved.
4. Analyse flour treatments and their impact on dough quality.
5. Identify and control gluten development for different baked goods.
6. Implement corrective measures to overcome common bakery faults.
7. Utilize preferment's and sourdough techniques to enhance flavour and texture.



## Competencies

1. Maintain the standard of choosing right tools and techniques for achieving the best result associated to each cuisine.
2. Plan the menu from the respective cuisines without losing its main attributes.
3. Assemble all the finer aspects of cuisines into action for the best outcome.
4. Showcase these cuisines to meet the global demand in highest order.
5. Develop advanced skills through hands-on practice and operational training.
6. State the various processes of making international breads, desserts and cakes.

## Mindset

1. Develop deep sentiment related the historic and philosophical roots of each cuisine.
2. Enhance analytical thinking in evaluating flour treatments and fostering a scientific approach to baking.
3. Aspire for innovation in utilizing preferment's and sourdough techniques.
4. Appraise the aesthetic sense in all activities.

### BHA501- INTERNATIONAL CUISINE- I (THEORY)

**Unit 1: INTRODUCTION TO CHINESE CUISINE-** a) Geographical location b) Historical and cultural backdrop c) Staple food with regional influence d) Tools/techniques/ utensils used e) Specialty ingredients f) Cooking Chinese hot-pot g) Dim-sum guidelines h) Popular dishes

**Unit 2: INTRODUCTION TO JAPANESE CUISINE-** a) Geographical location b) Historical and cultural backdrop c) Staple food with regional influence d) Tools/techniques/ utensils used e) Specialty ingredients f) Eating etiquettes g) Importance of UMAMI h) Popular dishes i) Comparison with Chinese cuisine

**Unit 3: INTRODUCTION TO THAI CUISINE-** a) Geographical location b) Historical and cultural backdrop c) Influence of Buddhism, Monarchy, Faith and Believes, Social values d) Staple food with regional influence e) Tools/techniques/ utensils used f) Specialty ingredients g) Popular dishes h) Comparison with Chinese and Japanese cuisine

**Unit 4: FLOUR AND DOUGH ADDITIVES AND TREATMENTS-** a) Vitamins and minerals, Bleaching and maturing agents b) Determining the strength of the flour (hand/ colour test) c) Bread flour, Artisan Flour, Pastry flour, Cake Flour, All-purpose flour d) Importance of Gluten e) Determining gluten requirements (Windowpane Test) f) Controlling gluten development g) Dough Relaxation h) Retarding Fermentation

**Unit 5: BAKERY PRODUCTS- FAULTS AND REMEDIES-** a) Bread, cake, cookies & pies faults (causes and remedies) b) Gluten development in quick breads (tunnelling, over mixing) c) Preferment's and sourdough starters- Poolish, Biga, Levain d) Sourdough making, storing & refreshing starter

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## BHA502- INTERNATIONAL CUISINE – I (PRACTICAL)

<b>Course Title</b>	International Cuisine -I (Practical)
<b>Course Code</b>	BHA502
<b>Credits</b>	04
<b>Number of hours per group</b>	120 class hours

## BHA502- INTERNATIONAL CUISINE – I (PRACTICAL)

**Unit 1: CHINESE CUISINE-a) Snacks, Soups and Starters-** Vegetables Spring Roll, Deep Fried Chicken Dumpling, Sesame Toast, Steamed Prawns with Ginger, Hot and Sour Soup, Sweet Corn Soup, Wonton soup  
**b) Dim Sum and Dumplings-** Classic Spring Rolls, Steamed Chicken and Mushroom Dumplings **c) Chinese Main Course-** Stir Fried Mixed Vegetables, Broccoli in Oyster Sauce, Spinach, Mushroom and Baby corn, Fried Chicken with Lemon Sauce, Crispy Fried Chicken, Chicken Finger Green Chilli, Chicken Cashew Nut Green Pepper, Chicken with Dry Chilli Sauce, Kung Pao Chicken, Lamb in Honey Sauce, Braised Vegetables with Chicken, Sweet and Sour Fish, Prawn in Garlic Sauce, Lobster in Black Bean, Fish with Ginger and Spring Onions, Paper thin Mutton with Spring Onions, Chili Chicken with Basil **d) Chinese Desserts-** Sweet Peanut Nuggets, Fresh Mango Pudding, Shaved Ice with Fresh Fruits, Sweet Boba Milk Tea, Banana toffee with Ice Cream & Date Pancakes with Ice Cream

**Unit 2: THAI CUISINE- a) Snacks, Soups and Starters-** Thai Spring Rolls, Papaya Salad (Som Tam), Thai Mango Salad, Thai Cucumber Salad, Thai Leaf-Wrapped Tidbits (*Miang*), Thai Chicken Salad (*laab*), Thai Seafood Salad, Kasma's Spicy Eggplant Salad, Chicken in Coconut Milk (Tom Kha), Glass Noodle Soup, Tom Yum Goong, Tom Yum Taleh (Mixed Seafood), Egg Rolls **b) Thai Main Course-** Thai Green Curry, Panang Curry Recipe, Massaman Curry, Chicken with Holy Basil, Street Vendor Roti Recipe, Traditional Thai Red Curry, Crab Curry Recipe, Thai Jasmine Rice, Fried Rice (Kao Paht), Sticky Rice, Coconut-Rice Pancakes **c) Thai Desserts-** Sticky Rice with Mango, Kanom Krok (Thai Pancakes), Pumpkin in Sweet Coconut Sauce, Grilled Coconut Cake, Sankaya (Pumpkin Custard)

**Unit 3: JAPANESE CUISINE-** Sushi, Rice Balls (Onigiri), Kare Raisu (Curry Rice), Fried Rice (Chahan), Chazuke (Ochazuke), Kayu, Sashimi, Yakizakana. **Noodles-** Soba, Udon, Ramen, Somen, Yakisoba, **Nabe Dishes (hot pot)-** Oden, Shabu Shabu, Sukiyaki. **Meat Dishes-** Yakitori, Nikujaga, Teppanyaki. **Soybean Dishes-** Hiyayakko, Agedashidofu & Miso Soup, Tempura, Omuraisu, Japanese Pickles, Bento Meals

### BAKERY (Practical)

**Unit 4: RICH YEAST DOUGH, DECORATIVE CAKES, BREADS & COOKIES-** Danish Pastry, Hot Cross Buns, Baba/ Savarin, Croissant, Panettone, Stollen, Pizza, Focaccia, Challah, Ciabatta, Pita, Bagel, Lavash, Red Velvet Cake, Carrot Cake, Fudge Cake, Tiramisu, Fondant, Chocolate Glaze, Butter Cream, Marzipan, Pastillage, Royal Icing, French Bread, Bread Sticks, Tart Tatin, Multigrain Bread, Whole Wheat Bread, Tulies, Brownie

**Unit 5: PUDDING, MOUSSE, SOUFFLÉS PASTRY , FROZEN DESSERT & SUGAR WORK-** Crème Brulee, Pancotta, Baked Cheese Cake, Cold Cheese Cake, Baked Soufflé, Baklava, Apple Strudel, Mille Feuille, Chocolate Parfait, Ice Cream, Toffee, Spun sugar, Artistic Sugar, Soft Caramel

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## BHA503 - ADVANCE FOOD & BEVERAGE MANAGEMENT– I (THEORY)

### 1. Preamble

<b>Course Title</b>	Advance Food & Beverage Management-I (Theory)
<b>Course Code</b>	BHA503
<b>Credits</b>	02
<b>Number of hours per group</b>	30 class hours

### 2. Course Description

This course provides a practical and analytical approach to revenue control, cost management, food & beverage control, sales forecasting, and event management in the catering industry. Learner will develop critical financial and operational skills to optimize profitability, prevent frauds, and ensure seamless event execution. Through hands-on exercises, case studies, and real-world applications, the learner will gain proficiency in budget control, pricing strategies, and forecasting techniques essential for efficient hospitality operations.

This course will also equip the learner with the essential skills to develop, manage, and grow hospitality businesses, including restaurants, start-ups, event-planning enterprises, and customer loyalty programs. The learner will gain hands-on experience in business feasibility analysis, financial planning, branding, vendor management, and the use of modern technology to streamline operations. A practical approach to dossier preparation and event execution will ensure that the learner is industry-ready.

### 3. Learning Outcomes

By the end of the course, the learner will be able to

#### Knowledge

1. Define cost, describe elements of cost and classify cost.
2. Calculate pre and post P&L to measure financial performance of the business.
3. List various bar licenses.
4. Recall various stages of the F&B Control cycle.
5. Describe the importance of beverage and forecasting control.
6. Identify key factors for financial stability in the catering business.
7. Illustrate the scope of event management.
8. Discuss Break Even Analysis, PV Ratio and Contribution margin.

#### Competencies

1. Calculate different cost from a given sample.
2. Draw the format of a bin card, meat tag.
3. Prepare the staffing guidelines, prepare work schedules and analyze labour cost.
4. Implement best practices for purchasing, receiving, storing, issuing and production control.
5. Handle Imprest system, manual and electronic check systems (ECR, NCR & POS), credit card processing, digital payments etc.
6. Organize MICE and special events.
7. Design Event Dossier.
8. Create customer loyalty programs using technology-driven engagement tools.



## Mindset

1. Develop cost control strategies and revenue management skills for hospitality businesses.
2. Implement food & beverage control measures to prevent fraud and improve efficiency.
3. Utilize forecasting tools and budget management techniques for profitability.
4. Plan, organize, and execute hospitality events with financial and operational precision.
5. Apply break-even analysis to make informed business decisions.

## BHA503 - ADVANCE FOOD & BEVERAGE MANAGEMENT– I (THEORY)

**Unit 1: REVENUE CONTROL-** a) Cost (Elements & Classification) b) Labor Control - Establishing Standard Staffing Guideline, Preparing work schedule, Analyzing labor cost c) Costing, Pre & Post P&L

**Unit 2: FOOD & BEVERAGE CONTROL-** a) Different types of bar licenses b) Purchasing c) Receiving d) Storing e) Issuing f) Production Control g) Standard Recipe h) Standard portion size i) Bar frauds j) Books maintained k) Beverage control l) Volume forecasting m) Bin card n) Meat tag

**Unit 3: SALES/ REVENUE / BUDGET CONTROL SYSTEM-** a) Sales concepts b) Sales forecasting for business plans c) Procedure of cash control (Imprest amount) d) Manual/ Electronic Check Systems- ECR/NCR/ POS e) Processing Credit Cards f) Reports g) Types of thefts h) Cash and digital payment handling i) Budgetary control- Objectives, Framework, Key factors

**Unit 4: EVENT MANAGEMENT-** a) Definition & Objectives b) MICE c) Theme & budgeting d) Destination wedding e) Product launch f) Organizing Food Festival by Hotel g) Selection of venue h) Supplier management i) Event Marketing j) Dossier

**Unit 5: BREAK EVEN ANALYSIS –** a) Breakeven chart b) PV Ratio c) Contribution d) Marginal Cost f) Graphs

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## BHA504 - ADVANCE FOOD & BEVERAGE MANAGEMENT– I (PRACTICAL)

<b>Course Title</b>	Advance Food & Beverage Management-I (Practical)
<b>Course Code</b>	BHA504
<b>Credits</b>	01
<b>Number of hours per group</b>	30 class hours

## BHA504 - ADVANCE FOOD & BEVERAGE MANAGEMENT– I (PRACTICAL)

**Unit 1: DEVELOPING RESTAURANT BUSINESS PLAN-** a) Study global dining establishment/ international brands and their presence b) Design Restaurant Feasibility Report- Location, Cuisine/ Menu designing principles, Pricing, Marketing, Reports, Business registration and licences, Vendor management, Food Aggregators

**Unit 2: EVENT MANAGEMENT BUSINESS MODEL –** a) Identifying niche (Wedding, Corporate, Concerts) b) conduct market research c) Design business plan- objectives, budget, pricing, registering business d) Networking with venues- catering establishments, decorators', entertainers and suppliers, marketing and branding e) Technology automation- Use of Event management tools (Eventbrite, Trello, etc.)

**Unit 3: DESIGN CUSTOMER LOYALTY PROGRAMS-** a) Point- Based, Subscription/ Membership based b) Cashback, Rewards and incentives- free meals, discounts, VIP tables, chef's special, free desserts c) Easy accessibility- Mobile apps, QR Codes d) Websites or social media links, Apps or Loyalty Cards, Personalized Engagement, e) SMS Marketing f) Omni channel Integration- Dine In, take away and online orders, Referral and Social Media Engagement, Gamification rewards, Data Analytics

**Unit 4: PREPARATION OF SAMPLE EVENT DOSSIER-** a) Cost b) Material c) Vendor identification d) Presentation e) Local produce

**Unit 5: ORGANIZING A VERTICAL AND HORIZONTAL EVENTS-** a) Organizing Industry specific events b) Organizing Conferences, Meeting, Seminars, Annual Student Events- Musical festivals, Food festivals, Trade shows, Career Fairs etc.

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## BHA505- ROOMS DIVISION MANAGEMENT– II (THEORY)

### 1. Preamble

<b>Course Title</b>	Rooms Division Management – II (Theory)
<b>Course Code</b>	BHA505
<b>Credits</b>	02
<b>Number of hours per group</b>	30 class hours

### 2. Course Description

This course provides a comprehensive understanding of housekeeping operations, interior decoration, store and contract management, hotel maintenance, and building systems. With a practical and hands-on approach, learner will learn about inventory control, staff planning, renovation processes, pest control, sustainable housekeeping practices, and modern building technologies, including smart room systems and fire safety. This course is designed for future hospitality professionals seeking expertise in managing hotel facilities efficiently.

This course also offers an in-depth understanding of housekeeping planning, guestroom and departmental layouts, interior decoration, inventory control, and property maintenance. Through a practical approach, the learner will develop essential operational documents, design guestroom layouts, create mood boards, establish stock management procedures, and handle property maintenance and outsourcing effectively. This course equips the learner with industry-relevant skills essential for managing housekeeping operations in modern hospitality establishments.

### 3. Learning Outcomes

By the end of the course, the learner will be able to

#### Knowledge

1. Design division of work, area inventory list and frequency schedule.
2. Enlist housekeeping tasks, prepare job description and set the productivity standard.
3. Illustrate the importance of Inventory management.
4. Discuss workforce coordination.
5. Elaborate the principles of interior decoration.
6. Explain the Prang Colour System.
7. List the types of renovation.
8. Prepare the Snag List.
9. List outsourcing requirements.
10. Explain pest control.
11. Highlight the need of outsourcing and vendor management.
12. Discuss various sustainable practices with respect to waste management and energy consumption.
13. Deliberate the significance of technology in housekeeping with respect to smart rooms and robotics.

#### Competencies

1. Formulate area inventory list & division of work document.



2. Develop the SOP of various housekeeping skill-oriented tasks such as bed making, bathroom cleaning, guest room cleaning etc.
3. Establish par levels, purchase specification, stock taking.
4. Draw various inventory formats, indent format.
5. Design Snag and De-Snag List.
6. Draw to the scale guestrooms and sub department layouts.
7. Calculate staffing requirement and prepare Duty Roster.
8. Design AMC Proposal.
9. Design the mood board and material board.
10. Administer first aid in a medical situation and handle various unprecedented situations.

### **Mindset**

1. Acknowledge the importance of housekeeping department operations, staff and inventory management.
2. Develop interest in interior decoration by understanding the impact of colours, furniture placement, and renovation processes.
3. Engage in continuous learning of various procedures related to procurement, building maintenance and outsourcing strategies.
4. Develop interest to explore technology driven hotel building systems such as smart rooms, robotics and sustainable practices.

### **BHA505- ROOMS DIVISION MANAGEMENT– II (THEORY)**

**Unit 1: PLANNING & ORGANIZING THE HOUSE KEEPING DEPARTMENT – a)** Division of work Document **b)** Area Inventory List **c)** Frequency Schedule **d)** Performance standard- Task List, Job description, SOP **e)** Productivity standard **f)** Inventory management: Guest Supplies, Cleaning agents, Linen, Uniform, Equipment **g)** Establishing par Levels **h)** Purchase Specifications of all inventories **i)** Stock taking **j)** Formats/ Records **k)** Work Schedules **l)** Coordinating, Directing and controlling- Types of shifts, Planning duty, Training of HK employees (Benefits, Types & Four Step Training) **m)** Staffing- Staffing guide, Calculating staff strength, Job allocation

**Unit 2: INTRODUCTION TO INTERIOR DECORATION - a)** Role of Interiors in guest satisfaction **b)** Elements and Principles of Design **c)** Selecting Colors schemes for different areas of a hotel - Dimensions of colours, Prang colour system , Color schemes & Emotional Effect of Colours **d)** Lighting in Interiors- Direct, indirect, semi direct, incandescent, fluorescent light, architectural and non- architectural lighting, lighting different areas **e)** Furniture – Specifications and Placement ( Room accessories, Fabric and Upholstery, Floor & Floor Finishes, Wall & Wall finishes & Room Layouts **f)** Renovation-Types of renovation, Process of Refurbishment & Procedure for Redecoration **g)** New property count down

**Unit 3: STORE MANAGEMENT & CONTRACT MANAGEMENT – a)** Indent- Purchase- Storage- Issue-Records - Purchase Principles, Types of purchasing, Purchase cycle, store management, issuing of linen, laundry, guest room supplies, Record keeping **b)** Pest control management- Identify the pests, Areas of infestation in the hotel, Prevention & Treatment, **c)** Outsourcing / contract services / Vendor Management- Need, types of outsourced jobs, Steps / guidelines involved when hiring on contract, Pricing, Contract clauses, Annual Maintenance Contract

**Unit 4: HOTEL MAINTENANCE - a)** Definition of Maintenance **b)** Types of maintenance- Routine maintenance, Preventive maintenance, Corrective maintenance, Predictive maintenance, Emergency maintenance, Deep cleaning/ seasonal maintenance, Guestroom maintenance, Contract maintenance **c)** Snagging and de-snagging / Maintenance log book **d)** Role of hotel maintenance/ hotel engineering department **e)** Interdepartmental coordination **f)** Room division audit- Types of audit (Brand audit, ISO audit, Internal and third party audit) **g)** Sustainable housekeeping practices- Waste management (Types of waste, segregation and



disposal of waste), conserving energy and eco-friendly practices **h**) Maintenance of Security and surveillance system

**Unit 5: HOTEL BUILDING SYSTEMS-** **a)** Electricity terminologies-Definitions, units, symbols, Identifying electrical faults, Basic meter reading techniques and Calculation of electricity consumption **b)** Plumbing and sanitary terminology- Definitions, plumbing fittings and fixtures (Water taps, traps, grease traps, heat pumps, R.O, water purifier, flushing cisterns, flushing valve, water closets, bidets, water pipes), STP, Care and maintenance of plumbing fittings and fixtures, identification and reporting of plumbing issues **c)** HVAC Systems Terminologies (relative humidity, humidification, de-humidifying, dew point control, unit of air conditioning, Principles of refrigeration cycles and characteristics of refrigerants, Window, split and central Air conditioning system - Chiller-water & Air cooled, VRF), inspection checklist of HVAC, role of HVAC in guest experience and conditions for comfort **d)** Building transportation systems, Operation, Care and maintenance of passenger elevators, freight elevators, Escalators and Sidewalks **e)** Smart Rooms Technology **f)** Robotics in Routine Cleaning **g)** Care and maintenance of audio visual equipment used in hotel (Channel and public address system), Care and maintenance of overhead projector, slide projector, LCD and power point presentation units, PC, CPU, Modem, UPS, Printer, laptops, server, P.A. System, Channel music system, fire panels **h)** Fire Identification: smoke, heat and gas leak detectors, Fire evacuation: Fire staircases, Fire routes, Fire suppression, operating fire extinguishers

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## BHA506 – ROOMS DIVISION MANAGEMENT– II (PRACTICAL)

<b>Course Title</b>	Rooms Division Management – II (Practical)
<b>Course Code</b>	BHA506
<b>Credits</b>	01
<b>Number of hours per group</b>	30 class hours

**Unit 1: HOUSEKEEPING PLANNING – a)** Develop division of work document **b)** Designing area inventory list **c)** Establishing frequency schedule for cleaning task and conducting mock inspections **d)** Calculating staffing requirement **e)** Setting duty roster **f)** Developing SOP's for skill Oriented tasks

**Unit 2: DESIGNING GUEST ROOM LAYOUT – a)** To the scale guestroom designing (Twin room, double room, suite room, especially abled room **b)** To the scale sub department layouts (Linen room/ Uniform Room/ Laundry / Control desk)

**Unit 3: INTERIOR DECORATION: a)** Develop different dimensions of colours using Prang Colour System **b)** Create mood board and material board for guestrooms and offices **c)** Study the impact of colours, lighting and furniture on guest experience

**Unit 4: INVENTORY MANAGEMENT- a)** Create indent for different supplies (linen, uniform, cleaning agents) **b)** Calling for quotations and raising purchase order **c)** Organizing Housekeeping Stores **d)** Establishing Par Stock for regular operations/ Stock taking **e)** Regular pest control

**Unit 5: PROPERTY MAINTENANCE: a)** Developing Snag List **b)** Identifying different renovation requirements **c)** Listing outsourcing requirements **d)** Designing AMC Proposal **e)** Staff Training for handling: EDC Machine, Housekeeping Mobile Apps, IoT Enabled Devices, First Aid, Fire Evacuation, Medical and Emergency situations

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## BHA507- FACILITY PLANNING

### 1. Preamble

<b>Course Title</b>	Facility Planning
<b>Course Code</b>	BHA507
<b>Credits</b>	02
<b>Number of hours per group</b>	30 class hours

### 2. Course Description

This course provides a comprehensive understanding of hotel classification, design, planning, and layout of key operational divisions. Learner will learn about hotel star classification guidelines, architectural planning, feasibility studies, sustainable practices, and the functional design of rooms division, food & beverage outlets, and food production areas. By integrating theoretical knowledge with practical applications, the course will equip learner with essential skills for designing efficient and aesthetically pleasing hospitality spaces.

### 3. Learning Outcomes

By the end of the course, the learner will be able to

#### Knowledge

1. Explain the key Design, Layout and planning considerations in a hotel.
2. Describe various statutory clearances required.
3. Allocate space for different facilities in a hotel.
4. Explain the procedure of green certification.
5. Identify the appropriate equipment in F & B, House Keeping and other departments.
6. Discuss the Project Management and network analysis.
7. Set up and arranging of facilities for operational efficiency.

#### Competencies

1. Provide an insight into significant & crucial aspects of facility planning & designing.
2. Prepare & explain blue prints of F & B outlets, House Keeping & Front Office areas.
3. Draw flow process diagram.

#### Mindset

1. Appreciate the role of Facility Planning.
2. Clarifying the procedure seeking Licenses and hotel Classification.
3. Advocate the importance of green practices & waste management in hospitality areas.



## BHA507- FACILITY PLANNING

**Unit 1: HOTEL STAR CLASSIFICATION AND GUIDELINES-** a) Criteria for star classification of hotel (architectural facilities, features and services 1-5 star deluxe, heritage and apartment hotels) b) Constitution of Hotel Classification Committee: State and central) c) Formats used for applying / replying for classification d) Necessary Licenses, permits and clearances required at different stages of hotel project development

**Unit 2: HOTEL DESIGN-** a) Basic Terminologies: Floor area, carpet area, plinth area & super built area, their relationships, Floor Area Ratio/ floor space index b) Hotel design Consideration and Automation c) Project management d) Types of Feasibility Report e) Role of Hospitality professionals f) Systematic layout planning pattern (SLP) g) Role of hospitality professionals h) Building Envelope: building and exterior facilities, building types, structural frame, exterior facilities, parking areas, landscaping and grounds, types of drawings: Plan views, Elevation views, detail views, models, section views, Three Dimensions, mechanical views, single line diagram (SLD), Refracted ceiling plans, Hotel signage and sub signage i) Planning for Front of the House: Procedure for determining space considering the guiding factors for guest room/ public facilities, support facilities & services, hotel administration, internal roads/ budget hotel/ 5 star hotel j) Estimation of construction cost k) Planning for Back of the House: Work flow in back of the house ( receiving, garbage and staff movement – lockers, change room, cafeteria and administrative office) l) Approximate requirement & estimation of water/ electrical load, gas, ventilation m) Green hotel practices/ Certification

**Unit 3: DESIGNING AND PLANNING OF ROOMS DIVISION-** a) Various types of lobbies, front desk arrangements, according to types of hotel & hotel floor plan b) Factors to be considered for ambience & décor (Fixture & fittings, furniture & furnishings, lighting (temperature and lux levels ) & color scheme, floor finishes, wall covering) c) Porch, travel desk, Bell boy desk/ luggage rooms/ security checks points etc. d) Room types: Typical floor plan of Guest rooms and bathrooms, shafts, staircases and features of physically challenged room and washroom e) Space management in laundry, control desk, storages, party uniform room.

**Unit 4: DESIGNING AND PLANNING OF FOOD & BEVERAGE DIVISION-** a) Layout, design considerations, space & equipment requirement for food and beverage outlets: Restaurant, Bar, in room dining, Banquet QSR b) Developing specification for various restaurant equipment c) Budgeting & forecasting d) Ambience & Décor- Lighting & color scheme, floor finish, wall covering e) Special spaces if needed for smoking zones, DJ booth, bar, Buffets (Hot, cold, and dessert) f) Planning of various support services (pantry, Back area & other staff facilities)

**Unit 5: DESIGNING AND PLANNING OF FOOD PRODUCTION-** a) Principles of kitchen layout & design configuration b) Planning of live, interactive kitchen, cloud kitchen and conventional kitchen c) Kitchen work flow and planning for receiving, storage, pre- preparation, preparation, pick up and pot wash area d) Effect of technology (Automation and semi automation) in kitchen design e) Kitchen environmental planning (Air pollution & ventilation) f) Kitchen flooring & wall finishes g) Vendor management h) Back of the House planning of Food production i) Stores - Stores layout and planning (dry, cold and bar), Work flow in back of the house (receiving, garbage and staff movement- Lockers), Various equipment of the stores

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## BHA508- FINANCIAL MANAGEMENT

### 1. Preamble

<b>Course Title</b>	Financial Management
<b>Course Code</b>	BHA508
<b>Credits</b>	02
<b>Number of hours per group</b>	30 class hours

### 2. Course Description

This course provides a comprehensive understanding of financial management principles and their application in the hospitality industry. It covers key financial concepts such as short-term financing, cash and inventory management, risk analysis, capital budgeting, valuation, and corporate finance strategies. Through theoretical concepts and practical case studies, students will develop financial decision-making skills crucial for managing hospitality firms effectively.

### 3. Learning Outcomes

By the end of the course, the learner will be able to

#### Knowledge

1. Understand cash flow and net working capital.
2. Describe short term financial policies and budgeting.
3. Explain Credit policies, Risk assessment and collection strategies.
4. Illustrate the relationship between strategic decision making and corporate financing decisions.
5. Calculate the Weighted Average Cost of Capital and financial leverage.
6. Write the financial statement.
7. Explain mathematics of risk and return, describe how risk affects the value of the asset in equilibrium.
8. Describe the characteristics of derivative assets.
9. Calculate Working Capital requirements.

#### Competencies

1. Prepare Budget.
2. Maintain inventory control.
3. Calculate the working capital.
4. Study financing options such as IPOs, debt issuance, leasing, and franchising.



## Mindset

1. Appreciate the importance of finance management in successful business.
2. Apply short-term financial planning techniques to optimize cash flow and working capital.
3. Implement effective cash, inventory, and receivable management strategies.
4. Evaluate financing decisions and risk analysis methods to enhance business sustainability.
5. Conduct valuation of hospitality businesses using qualitative and quantitative approaches.
6. Assess corporate growth strategies and dividend policies for financial planning.

## BHA508- FINANCIAL MANAGEMENT

**Unit 1: SHORT-TERM FINANCING AND PLANNING-** a) Tracing Cash and Net Working Capital b) Defining Cash in Terms of Other Elements c) The Operating Cycle and the Cash Cycle d) Some Aspects of Short-Term Financial Policy e) Cash Budgeting f) The Short-Term Financial Plan f) The Short-Term Financial Plans in India

**Unit 2: CASH AND INVENTORY MANAGEMENT & RECEIVABLES MANAGEMENT-** a) Reasons for Holding cash b) Determining the Target Cash Balance c) Managing the Collection d) Investing Idle Cash e) Need to hold inventory f) Inventory Management Techniques g) Terms of the Sale h) The Decision to Grant Credit: Risk and Information i) Optimal Credit Policy j) Credit Analysis k) Collection Policy

**Unit 3: FINANCING DECISIONS, RISK ANALYSIS AND CAPITAL BUDGETING-** a) Financial Institutions, Markets and Instruments b) An overview of Indian Financial System- Can Financing Decisions Create Value, Description of Efficient Capital Markets, Different Types of Efficiency, The Evidence, Behavioural Challenge to Market Efficiency, Empirical Challenge to Market Efficiency, Reviewing the Differences, Implications for Corporate Finance, Ratio Analysis c) The Capital Structure- The Capital Structure Question, The Pecking Order Theory, Cost of Financial Distress; Signaling, Maximizing Firm Value versus Maximizing Stockholders Interests, Financial Leverage and Firm Value: An Example, Modigliani and Miller: Proposition II, Growth and Debt-Equity Ratio, How Firms Establish Capital Structure, Shirking, Perquisites, and Bad Investments: Agency Cost of Equity d) Financing Options- i. *Issuing Securities to the Public:* The IPO Route (Public Issue), The Announcements of New Equity and the Value of the Firm, The Cost of New Issues, The Rights Issue, The Private Equity Market ii. *Financing Options: Long-Term Debt:* Long-Term Debt: A Review, The Public Issue of Bonds, Bond Ratings, Different Types of Bonds, Direct Placement Compared to Public Issues, Long-Term Syndicated Bank Loans iii. *Leasing/ Franchising:* Types of Leases, Accounting and Leasing, The Cash Flows of Leasing, NPV Analysis of the Lease-versus-Buy Decision, Debt Displacement and Lease Valuation, Expansion Via Franchising, Expansion Via Management Contracts e) Risk and Value in the Hospitality Firm- The Timing and Value of Cash Flows, Valuation and Required Rates of Return, Scenario Analysis and Break-Even Analysis, Decision Trees

**Unit 4: VALUATION OF A HOSPITALITY FIRM/ CORPORATION-** a) Qualitative Factors that affect Valuation: location, star rating, feedback area b) Various Approaches to Quantitative Valuation- Discounted Cash Flow Approach, Cash Flow to Equity Approach, Cash Flow to Firm Approach, Weighted Average Cost of Capital Beta and Leverage, Relative Valuation or Multiples

**Unit 5: INORGANIC GROWTH, DIVIDENDS AND OTHER PAYOUTS-** a) Mergers and Acquisitions: Basic Forms of Acquisitions, Synergy, Sources of Synergy, Friendly vs. Hostile Takeovers, Defensive Tactics, Do Mergers Add Value b) Different Types of Dividends, Standard Method of Cash Dividend Payment, The Benchmark Case: An Illustration of the Irrelevance of Dividend Policy, Repurchase of Stock, Repurchase of Shares in India, Personal Taxes and Dividends, Real-World Factors Favouring a High-Dividend Policy, ESOP's, Stock Dividends and Stock Splits

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## BHA509- FUNDAMENTALS OF MARKETING SKILLS

### 1. Preamble

<b>Course Title</b>	Fundamentals of Marketing Skills
<b>Course Code</b>	BHA509
<b>Credits</b>	02
<b>Number of hours per group</b>	30 class hours

### 2. Course Description

This course provides a comprehensive introduction to marketing, covering its fundamental principles, strategic frameworks, and practical applications. Through this course, the learner will gain an in-depth understanding of marketing concepts, the market environment, consumer behavior, and digital marketing strategies. By the end of the course, the learner will be equipped with essential marketing skills applicable to real-world hotel business scenarios.

This course will also provide a comprehensive understanding of Digital Marketing, covering essential strategies, tools, and techniques to effectively promote businesses, brands, and products online. The Learner will gain hands-on experience in search engine optimization (SEO), content marketing, social media marketing, paid advertising (PPC), email marketing, affiliate marketing, influencer collaborations, conversion optimization, and web analytics. The course includes website content creation, design, domain hosting, security, and compliance.

### 3. Learning Outcomes

By the end of the course, the learner will be able to

#### Knowledge

1. Define and illustrate the scope of marketing.
2. Explain traditional and modern marketing approaches.
3. Illustrate marketing mix- 4 P's.
4. Explain various marketing matrix.
5. Discuss the advantages and disadvantages of Qualitative and quantitative research in marketing.
6. Illustrate the evolution and concept of digital marketing.
7. Explain the steps in website marketing.

#### Competencies

1. Conduct primary and secondary research to study the market condition.
2. Gather and analyze competitors' data.
3. Design and host company website for product marketing.
4. Implement data driven marketing decision.
5. Learn SEO techniques to optimize website rankings and increase organic traffic.
6. Analyze user behaviour and website performance



## Mindset

1. Appreciate the fundamental philosophy of Marketing Management.
2. Analyze the market environment using strategic tools.
3. Learn to integrate the conceptual models of Marketing.
4. Differentiate between consumer and organizational buying behaviours.
5. Develop and optimize websites for effective online marketing.
6. Utilize social media platforms to enhance brand presence and customer engagement.
7. Apply conversion rate optimization (CRO) strategies to boost sales and user engagement.

## BHA509- FUNDAMENTALS OF MARKETING SKILLS

**Unit 1: INTRODUCTION TO MARKETING - a) Marketing b) Marketing vs. Sales c) Evolution of Marketing Concept d) Role of Marketing in an Organization e) Core concepts of marketing skills- Need, Want, Demand, Customer, Value f) Value Exchange Process- i. Barriers in Value Exchange ii. Role of Marketing in Value Exchange iii. Marketing Mix: 4 Ps of Marketing g) Types of Goods, Meaning of Goods, Goods vs. Services**

**Unit 2: MARKETING ENVIRONMENT- a) 5 Cs: Customer, Company, Competitor, Collaborator, Context b) PESTEL Analysis c) SWOT Analysis d) BCG Matrix e) Porter's 5 Forces Analysis**

**Unit 3: SCANNING THE MARKET ENVIRONMENT- a) Methods of Market Research b) Qualitative vs. Quantitative Research c) Competitive Intelligence**

**Unit 4: CONSUMER PRODUCT ACQUISITION PROCESS- a) Types of customers: Individual vs. Organization b) Buying Roles c) Key Difference between Individual Purchases vs. Organizational Purchase**

**Unit 5: DIGITAL MARKETING - a) Search Engine Optimization SEO b) Content Marketing c) Social Media Marketing d) PPC Advertising e) Email Marketing f) Affiliate Marketing g) Influencer Marketing h) Conversion Rate Optimization i) Web Analytics: Website content creation, Website design, Strategy & planning, Domain hosting, Security & compliance**

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## BHA510- FUNDAMENTALS OF MANAGEMENT SKILLS

### 1. Preamble

<b>Course Title</b>	Fundamentals of Management Skills
<b>Course Code</b>	BHA510
<b>Credits</b>	02
<b>Number of hours per group</b>	30 class hours

### 2. Course Description

This course introduces the fundamental concepts of management, exploring the roles of managers, planning techniques, decision-making processes, organizational structure, and team dynamics. Through this course, the learner will develop a strong foundation in management principles, strategic planning, leadership, and motivation. By the end of the course, the learner will be equipped with key managerial skills applicable in various organizational settings.

### 3. Learning Outcomes

By the end of the course, the learner will be able to

#### Knowledge

1. Define the concept of management.
2. Discuss the role of management.
3. Describe planning and types of managerial plans.
4. Explain different tactical planning tools.
5. List and explain different types of Decision – Making Styles.
6. Explain the role of technology in decision making and hospitality management.
7. Illustrate the organizational design application.
8. Differentiate between leadership and Supervision.
9. Outline the characteristics of High-Performance Work team.
10. Discuss the motivation theories.

#### Competencies

1. Analyze the leadership function, recognizing leadership as the relationship between a supervisor and subordinates in an organizational environment.
2. Recognize the symptoms of organizational conflict, describe its sources, and discuss the manager's role in conflict management.
3. Implement Information Control System in hotel.
4. Recognize the role of robotics in industry.
5. Discuss the impact of productivity on corporate and managerial success.

#### Mindset

1. Appreciate the dynamic nature of the management and organizational behavior.
2. Advocate the purpose for learning the management principles and leading to the realization of an ideal characteristics of a manager.
3. Apply planning and decision-making techniques in a business environment.
4. Analyze organizational structures and their effectiveness.



5. Utilize technology for work process optimization.
6. Develop strategies to build and manage high-performance teams.

### **BHA510- FUNDAMENTALS OF MANAGEMENT SKILLS**

<p><b>Unit 1: MANAGERS AND MANAGEMENT-</b> a) Manager b) Roles of management c) The importance of studying management d) The systems approach e) The contingency approach f) Foundation of planning: Defining planning, Planning in uncertain environments, Types of plans (Specific plans, Standing plans) g) Organizational strategy</p>
<p><b>Unit 2: PLANNING TOOLS AND TECHNIQUES-</b> a) Assessing the environment- Forecasting, Benchmarking, Budgets b) Tactical planning tools- Scheduling, Break-even analysis, Queuing theory c) Foundations of decision-making process- Certainty, Risk Uncertainty d) Decision making styles e) Making decisions in groups- Brainstorming, Electronic meetings</p>
<p><b>Unit 3: TECHNOLOGY AND THE DESIGN OF WORK PROCESS-</b> a) Technology and productivity b) Robotics c) Just-in-Time d) Flexible manufacturing systems e) Information technology- Workflow automation, Enhancing internal communications, Decision making f) Work design, Work schedule options g) Control tools and techniques h) Information control systems- Management information system (MIS), Maintenance control, Quality control, Financial controls, Ratio analysis</p>
<p><b>Unit 4: BASIC ORGANIZATION DESIGNS-</b> a) Organizational Structures b) Chain of command c) Span of control d) Authority and responsibility e) Organization design applications-The simple structure, The divisional structure, The matrix structure, Organization culture f) Leadership and supervision- Behaviour theories of leadership (Autocratic style, Democratic style, Laissez-faire style)</p>
<p><b>Unit 5: WORK TEAM-</b> a) Understanding work teams b) Popularity of teams c) Types of work teams- Functional work teams, Problem-solving work teams, Self- managed work teams, Cross-functional work teams d) Characteristics of high-performance work teams e) Motivating and rewarding employees f) Motivating and individual needs g) Early theories of motivation- i. Maslow's Hierarchy of needs ii. McGregor's Theory X and Theory Y iii. Herzberg's motivation-hygiene theory h) Contemporary theories of motivation- i. McClelland's three-needs theory ii. Adams' equity theory iii. Vroom's expectancy theory i) Contemporary issues in motivation</p>

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