## Second Year BBA Hospitality & Tourism (SEM - IV)

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject</th>
<th>Teaching Scheme (Hours / Week)</th>
<th>Examination Scheme</th>
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<td>124411</td>
<td>Case Studies in Hotel Operations</td>
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<td>124412</td>
<td>Food Production – IV</td>
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### Subject – Case Studies in Hotel Operations

Subject Code – 124411

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**Implementation:**

Throughout the case study students will be required to:

1. Identify and analyze problem areas in the case
2. Create alternative solutions to the problems in the case
3. Recommend a course of action with the accompanying logic

**Reference Book:**

1. Case and Simulations
   MK Rampal, Dr. SL Gupta
   Galgotia publishing company
2. Cases in Hospitality and Tourism Management
   Robert M.O’Halloran, Ken Jarvis, Amy Allen-Chabot
   Pearson Education
3. Managing Front Office Operations
Subject: Food Production IV
Subject Code: 124412

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Ch I  **Basic principles of baking**
   Baker’s percentage
   Mixing and gluten development
   The baking process
   Definition of staling and retarding staling of baked items

Ch II  **Bakery equipments and tools**
   Classification
   Use and care of equipments

Ch III  **Characteristics and functions of major bakery ingredients**
   Flour
   Fats
   Sugars
   Milk and milk products
   Eggs
   Leavening agents
   Fruits and nuts
   Chocolate and cocoa
   Salt, spices and flavorings

Ch IV  **Bread**
   Yeast product types
   Role of major ingredients in bread making
   Types of dough making processes
Steps in bread making
Factors affecting dough fermentation
Faults and causes

Ch V  Cakes
Role of each ingredient in cake making
Cake mixing methods
Common cake faults and causes

Ch VI  Pastries
Role of each ingredient in pastry making
Recipes and methods of preparation of short crust, puff, flaky, Danish, choux pastry
4 Variations of each pastry
Faults and causes

Ch VII  Cookies
Role of each ingredient in cookie making
Types of mixing methods
Types and make – up methods
Faults and causes
Relevant glossary of terms to the above mentioned syllabus

Practical:
24 bakery practical Menu comprising of various types of breads, cookies, cakes and pastries

Subject – Housekeeping - IV
Subject Code – 124413

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40 Marks

Chapter 1 Pest Control
1.1 Types of Pests
1.2 Preventive and Control Measures

Chapter 2 Flower Arrangement
2.1 Concept, Importance & Principles
2.2 Types and shapes
2.3 Tools, Equipments and Accessories
2.4 Conditioning of Plant Materials

Chapter 3 Budget & Budgetary Control
3.1 Definition, Concept & importance
3.2 Types of Budgets – operating & capital

Chapter 4 Purchasing System
4.1 Identification & selection of supplier
4.2 Purchase procedure – Purchase order, receiving, storage & issuing
4.3 Concept of ROL, bin card & other records maintain for Purchasing

Chapter 5 Environmental Practices in Housekeeping
5.1 Eco friendly cleaning supplies
5.2 Waste reductions programme
5.3 Recycling of materials

Practicals:
1. Formats of purchase records such as purchase order, bin card, requisition slip etc.
2. Calculation of staff requirement for housekeeping department for 5 star hotels.
3. Calculation of staff requirement for housekeeping department for 3 star hotels.
4. Preparing duty rota for supervisory staff.
5. Preparing duty rota for GRA & Public Area attendance.
6. Flower Arrangements – Different shapes and styles – 2 Practicals
6. Introduction to Horticultural aspects
Reference Books:
1. Professionals Housekeeper – Georgina Tucker Schneider, Mary Scoviak

Subject: Food and Beverage Service – IV

Subject: 124414

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Ch I Spirits
Introduction to Spirits
Distillation Process – Pot and Patent still

Ch II Types of Spirits
Brandy, Whisky, Rum, Gin and Vodka and Tequila production
Types, service, brands
Other alcoholic beverages – Aquavit, Schapps, Arrack, Pastis, Fein, Calvados and other fruit brandies

Ch III Aperitifs
Definition
Types – wine and spirit based
Service of aperitif

Ch IV Liquors
Types
Production Method
Service of Liquors

Ch V Bar operations
Types of bars
Layout of a bar – cross-sectional view and parts of bar
Bar equipment and draught beer equipment
Legal records, Statutory books, different types of licenses maintained in bar

Ch VI Cocktails
Introduction to history
Methods of mixing cocktails and rules for making a cocktail
Bar equipment and glassware, garnishes used for making cocktails
Cocktail recipes

Practical:
Revision of previous semester’s service of spirit and liquors at the bar and at the table
Preparation and service of cocktail and mocktails
Setting up a bar
Compiling a wine and drinks list
Types of wine and drink list
Any relevant demonstrations and field visits for the same.

Subject: Food and Beverage Control
Subject Code: 124415

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Ch I Introduction to Food and Beverage control
Definition and nature of Food and Beverage controls
Objectives of Food and Beverage control
Problems in Food and Beverage control
Methodology in Food and Beverage control

Ch II Purchasing
Selecting a supplier
Methods of purchasing
Standard purchase specification objectives
Purchase specifications for Food and Beverages

Ch III Receiving
Receiving procedure
Blind receiving
Dispatching to stores
Clerical procedure and formats
Purchase order
Delivery note
Goods received book
Receiving of Food
Quality and quantity inspection
Scheduling deliveries
Receiving of expensive commodities
Receiving of beverages

Ch IV Storing and Issuing list
Stock records
Bin cards, stock cards
Perpetual inventory records
Stores issues, transfer notes
Breakage and damage goods
Stock taking, stock turnover, stock levels
Storing and issuing of beverages
ABC analysis

Ch V Preparing
Volume forecasting
Standard yields
Standard recipe
Standard portion sizes
Aids to volume forecasting
Preparing of food and beverages

**Ch VI Selling and controlling**
- Pricing problems
- Pricing objectives
- Menu pricing practical applications
- Fixed selling price
- En Pension terms
- Control of cash and credit sales
- Control of selling price
- Features of control system

### Subject: Tourism Operation – II
**Subject Code: 124416**

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**Ch I Tourism Marketing**
- Meaning
- Marketing mix
- Segmentation and Target Market
- Products in Tourism
- Product design and pricing strategies
- Destination marketing
- Marketing of Local foods

**Ch II Advertising and promotion in Tourism**
- Introduction
- Promotional events
Advertising, publicity, public relations, personal selling
Role of media
Travel writing, FAM trips
Forecasting for tourism and its products

Ch III Human resource development in Tourism
Transport sector
Accommodation sector
Tour operations

Ch IV Regional Tourism Potential in India
Kerala
J & K
Gujrat
Himachal Pradesh
Ladakh
Madhya Pradesh
Rajasthan

Ch V Recent developments trends tourism industry
MICE tourism
SIT
Sports tourism

Ch VI Development of hotels and resorts in India
History
Location and distribution of hill stations
Changing functions of hill station
Types of hill stations
Modern Indian hill stations
Location of resorts
Types of resorts
Modern Resorts development
Reference Book:

- Dynamics of Tourism
- Ratandeep Singh
- Infrastructure of Indian Tourism

Publisher: Kanishma
(New Delhi)

Subject – Hospitality Law

Subject Code: 124417

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Ch I  Legally Managing Employees

- Employment relationships
- Offer letter
- Employee manual
- Compensation
- Minimum wage and overtime
- Managing employee performance
- Evaluation
- Discipline
- Termination
- Workplace discrimination and sexual harassment
- Preventing discrimination
- Sexual harassment
- Zero tolerance
- Investigating and resolving a complaint
- Situations

Ch II  Responsibilities of a Hotel Operator Towards Employees
Duties and obligations of a hospitality operator

Duties of care

Standards of care

Legal damages

Compensatory damages

Punitive damages

Responding to an incident

Situations

Ch III Responsibilities of a Hotel Operator towards a Guest

Accommodating guests

Guest privacy

Safe environment

Responsibilities to non-guests

Removal of guests

Situations

Ch IV Responsibilities for Guest Property

Liability for guest property

Property with unknown ownership

Situations

Ch V Responsibilities while serving Food and Beverages

Serving food

Truth in menu

Serving alcohol

Situations

Ch VI Safety and Security

Importance of protective environment

Safety and security management method

Crisis management

Reference Books:

1. Hospitality Law - Stephen Barth
Subject – Front Office – IV
Subject Code – 124418

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40 Marks

Chapter 1 Night Audit
1.1 Concept of Night Audit and Role of Night Auditor
1.2 Night Auditors Report (Night Auditors Report)
1.3 Auditing Process (in brief)

Chapter 2 Sales Techniques
Various Sales Tools
2.1 Role of Front Office Personnel in maximising occupancy
2.2 Overbooking, Repeat guests, Return Reservations.
2.3 Offering Alternatives and Suggestive Selling
2.4 Business related Marketing Techniques

Chapter 3 Establishing Room Rates
( Rule of Thumb Approach, Hubbart’s Formula)
Market Conditions Approach

Chapter 4 Forecasting Room Availability
4.1 Useful forecasting Data
4.2 Room Availability Forecast
4.3 Forecast forms [sample]

Note : Glossary of Terms
Students should be familiar with the glossary of terms pertaining to above mentioned topics

Practicals
1 Up-selling
2 Suggestive Selling
3 Formats of Night audit process
4 Preparing Forecast sheets-week
5 Preparing Forecast sheets-month
6 Overbooking
7 Increasing Repeat Guests
8 Encouraging Return reservation

Reference Books:
1 Hotel front Office Training Manual. - Sudhir Andrews
2 Principles of Hotel Front Office Operations - Sue Baker, P. Bradley, J. Huyton
3 Hotel Front Office Bruce Braham
4 Managing Front Office Operations - Michael Kasavana, Charles Steadmon
5 Checkin Checkout - Jerome Vallen
6 The Hotel Receptionist - Grace Paige, Jane Paige
7 Front Office Procedures and Management - Peter Abbott
8 Front Office operations/Accommodations Operations - Colin Dix
9 Hotel reception - Paul White and Helen
10 Front Office Operation and Administration (Dennis Foster)