### Third Year BBA Hospitality & Tourism (SEM - V)

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject</th>
<th>Teaching Scheme (Hours / Week)</th>
<th>Examination Scheme</th>
<th>Total Marks</th>
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<td>Food Production – V</td>
<td>3 8 1</td>
<td>40 40 20</td>
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<td>124513</td>
<td>Housekeeping – V</td>
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<td>Food and Beverage Service – V</td>
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<td>124515</td>
<td>Marketing Management</td>
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**Subject: Food Production – V**

**Subject Code: 124512**

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**Ch I  Le Garde – Manger**

- Function of larder dept
- Responsibilities of chef garde – manger
- Larder control
- Liaison with kitchen and pastry dept
- Use and care of equipments and tools

**Ch II  Forcemeats**

- Raw, cooked forcemeats
- Finer Forcemeats
- Stuffing

**Ch III  Charcuterie**

- Bacon – cuts, uses
- Ham – types, uses
- Gammon, bacon, ham difference
Ch IV Chef du froid
Duties and responsibilities of chef du froid
Aspics
Pâtés
Galantines
Ballotine
Chaud – froid
Mousse
Mouseline

Ch V International Cuisine
Staple food, cuisine and factors influencing cuisine of
France
China
GBR
Italy
Germany
Mexico
Thailand

Ch VI Icings and Meringues
Definition
Classifications
Ingredients used
Types

Ch VII Chocolate
Tempering
Moulding
Chocolate decoration

Practical:-
12 International menus of the nations mentioned in the syllabus of minimum 4 course each.
8 Bakery menus of icings and chocolate work and cake decoration.
Any relevant demonstrations for the above topics.

Subject – Housekeeping - V
Subject Code – 124513

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40 Marks

Chapter 1 Interior Decoration
1.1 Importance & Definition
1.2 Principles of Design
1.3 Elements of Design – Line/ Form/ Color / Texture

Chapter 2 Refurbishing & Redecoration
2.1 Definition
2.2 Factors
2.3 Snagging list

Chapter 3 Colour Schemes
3.1 Colour Wheel
3.2 Colour Schemes
3.3 Psychological effects of colour

Chapter 4 Lighting
4.1 Classification / type
4.2 Lighting for the guest rooms & public areas

Chapter 5 Windows & window treatment
5.1 Different types of windows
5.2 Curtains & draperies, valances, swag
5.3 Window cleaning – Equipment and Agents
Chapter 6 Soft furnishing & Accessories
6.1 Types, use & care of soft furnishing
6.2 Role of accessories

Chapter 7 Floor, Floor finishes & wall carving
7.1 Classification / types
7.2 Characteristics
7.3 Selection criteria
7.3.1 Cleaning Procedures – care & maintenance
7.3.2 Agents used, polishing / buffing
7.3.3 Floor seals
7.3.4 Carpets
7.3.5 Types – selection care & maintenance
7.3.6 Types of wall coverings
7.3.7 Functions of wall coverings

Practicals
1. Colour Wheel
2. Identification of colour schemes
3. Basic layout of a Guest Room.
4 Study the layout and model preparation for guestroom.
5 Assignment on floor furnishing, wall coverings, curtains. (Samples to be collected)

Reference Books:
1. Professionals Housekeeper - Georgina Tucker, Schneider, Mary Scoviak

Subject: Food and Beverage Service – V
Subject Code: 124514

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Ch I  Banquets
Organizational Structure
Duties and responsibilities of banqueting staff
Banquet procedures
Types of functions
Menu planning and seating
Off premises catering

Ch II  Buffets
Definition
Types of buffet
Equipments

Ch III  Gueridon Service
Origin and definition
Special equipments required
Service procedure
Service of various classical dishes

Ch IV  Traditional Indian Service
Regional cuisine for special occasions
Thali service layout and sequence

Ch V  International cuisine
France, China, Italy, Germany, Mexico, Thailand, GBR, Dishes menus and service

Ch VI  Guest Satisfaction
Handling customer complaints
Guest relations

Practical:
Revision of previous semesters
Menu planning and service of international cuisine
Mise – en – place and service from Gueridon
Planning festival menus and their service
Banquet formats
Formal banquet service
Banquet seating layouts
Minibar
Planning and service of Indian Menus

Subject: Marketing Management

Subject Code: 124515

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Ch – I Introduction to Marketing
- Definition of Marketing
- Core Concepts in Marketing (Marketing Mix)
- Production concept, product concept, selling concept,
- Marketing concept, Societal Marketing concept

Ch – II Service Marketing
- Characteristics of services
- Scope of services
- Goods v/s service
- Marketing Mix for service
- Marketing hotel services

Ch – III Market Segmentation, Targeting and positioning
- Segmenting a market
- Bases for segmenting consumer markets
- Geographical segmentation
- Demographic segmentation
- Effective segmentation requirements
Ch – IV Designing and Managing Product
  Definition of Product
  Product in Tourism
  Product levels
  New product development
  Product life cycle
  Product deletion

Ch V Pricing Product
  Factors to be considered while setting price
  Pricing Strategies

Ch VI Product Distribution
  Nature and importance of distribution
  Distribution Channels in Tourism industry
  Distribution Channel levels

Ch VII Promoting Product
  Advertising
  Sales promotion
  Publicity
  Public Relations
  Personal selling

Reference Book:-
  Marketing For Hospitality and Tourism
  Philip Kotler

Subject – Front Office – V
  Subject Code – 124516

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| 02 | 01 | 02 | 05 | 40 / 2 hrs | 40 | 20 | 100 |
Chapter 1 Training
1.1 Methods
1.2 Importance of Training
1.3 Train the Trainer

Chapter 2 Sales & Marketing Department
2.1 Organizational Chart
2.2 Role of Sales & Marketing Department
2.3 Co-ordination with Front Office
2.4 Making of Sales and Marketing and Advertising Plan

Chapter 3 Use of computer technology in Rooms Division
3.1 MIS – Management Information System
3.2 Software used in Hotels
3.3 Reports generated at Front Desk and Housekeeping
3.3.1 Rooms Status Report
3.3.2 Sales Mix Report
3.3.3 Revenue Report
3.3.4 Guest History

Chapter 4 Yield Management
4.1 Concept ARR & Rev PAR
4.2 Definition & importance of Yield Management
4.3 Forecasting

Chapter 5 HR Practices in Rooms Division
5.1 Motivation
5.2 Performance Appraisal
5.3 Promotion & renewal
5.4 Disciplinary action
5.5 Dismissal Procedure

Practicals:
1.) Preparing SOP
a. Guest Arrival  
b. Guest Departure  
c. Handling complaints  
2.) Preparing operating budget for Front Office department  
3.) Calculating staff requirement for Front Office department  
4.) Assignment – Compare any two hotels from the standpoint of their attitude to yield management.

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Subject: Project Report

Subject Code: 124511

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