



UNIVERSITY OF CALICUT

Abstract

General and Academic- Faculty of Commerce and Management Studies- Regulations, Scheme & Syllabus of BTHM Programme under CBCSS UG Regulations 2019 with effect from 2019 admission onwards - Implemented - Orders issued.

G & A - IV - E

U.O.No. 8923/2019/Admn

Dated, Calicut University.P.O, 06.07.2019

*Read:-*1.U.O No.4368/2019/Admn dated 23.03.2019.

2.Item No.I of the minutes of the meeting of the Board of studies in Hotel Management held on 01.06.2019.

3.Letter dated 04.07.2019 from the Dean, Faculty of Commerce and Management Studies.

ORDER

1.The Regulations for Choice Based Credit and Semester System for Under Graduate (UG) Curriculum -2019 (CBCSSUG-2019) for all UG Programmes under CBCSS-Regular and SDE/Private Registration with effect from 2019 Admission has been implemented vide U.O read as (1) above. The Board of Studies in Hotel Management in its meeting held on 01.06.2019 resolved vide paper read as (2) to approve the revised Scheme and Syllabus of BTHM (Bachelor of Toursim and Hotel Management) Programme with effect from 2019 Admission onwards in accordance with CBCSS UG Regulations 2019.

2.The Dean, Faculty of Commerce and Management Studies approved the minutes of the meeting of the Board of Studies in Hotel Management held on 01.06.2019 vide paper read as (3) above.

3.Under these circumstances, considering the urgency, the Vice Chancellor has accorded sanction to implement the Scheme and Syllabus of BTHM programme under CBCSSUG 2019 Regulations w.e.f 2019 admission onwards, subject to ratification by the Academic Council.

4.The Regulations, Scheme & Syllabus of BTHM programme in accordance with CBCSS UG Regulations 2019 is therefore implemented in the University with effect from 2019 admission onwards.

(Scheme & Syllabus appended).

Biju George K

Assistant Registrar

To

The Principals of affiliated Colleges.

Copy to:PS to VC/PA to PVC/PA to Registrar/PA to CE/JCE I/JCE III/DoA/EX & EG sections/GA I F/CHMK Library/SF/DF/FC.

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Section Officer

UNIVERSITY OF CALICUT



REGULATIONS GOVERNING BACHELOR OF TOURISM AND HOTEL MANAGEMENT PROGRAMME UNDER CBCSSUG 2019

EFFECTIVE FROM ACADEMIC YEAR 2019-20 ADMISSIONS

UNIVERSITY OF CALICUT
BTHM – BACHELOR OF TOURISM AND HOTEL MANAGEMENT (UNDER THE
FACULTY OF COMMERCE AND MANAGEMENT, UNIVERSITY OF CALICUT)
CHOICE BASED CREDIT SEMESTER SYSTEM (CBCSSUG-2019)
RESTRUCTURED SYLLABUS FROM 2019 ADMISSION ONWARDS

1. TITLE OF THE PROGRAMME

The programme is called Bachelor of Tourism and Hotel Management (BTHM) under the Faculty of Commerce and Management

2. DURATION OF THE PROGRAMME

The programme shall be six semesters distributed over a period of 3 Academic years. The odd semesters (1,3,5) shall be from June to October and the even semesters (2,4,6) shall be from November to March. Each semester shall have 90 working days inclusive of all examinations

3. COURSE IN THE PROGRAMME

The total number of courses in Bachelor of Tourism and Hotel Management programme could be 31, which is spread through 120 credits. The main courses shall be divided into 4 categories as follows.

4. COURSES OF STUDY

Total number of courses for the whole BTHM programme is 38. It is divided into four courses namely-

1. Common courses
2. Core courses
3. Complementary courses
4. Open courses

5. COMMON COURSES

1. Transactions: Essential English Languages Skills
2. Ways With Words :Literatures in English
3. Writing for Academic &Professional Success
4. Zeitgeist: Reading on contemporary culture
5. Communication skill in languages other than English (French)
6. Translation and Communication in French
7. Basics Numerical methods
8. Professional business skills

9. Entrepreneurship Development

10. Banking and Insurance

6. CORE COURSES

SL. NO	Subject Code	Name of the Subject
1.	BTH1B01	Fundamentals of Tourism and Hospitality
2.	BTH1B02	Front Office Operation –theory
3.	BTH1B03 (P)	Front Office Operation Practical
4.	BTH2B04	Basics of Food Production -theory
5.	BTH2B05(P)	Basics of Food Production - Practical
6.	BTH2B06	Travel Agency and Tour Operation business
7.	BTH3B07	Advanced Food Production Principles -theory
8.	BTH3B08 (P)	Advanced Food Production Principles– Practical
9.	BTH3B09	Basics of Food and Beverage Service -theory
10.	BTH3B10(p)	Basics of Food and Beverage service - practical
11.	BTH4B11	Advanced Food and Beverage service -theory
12.	BTH4B12(p)	Advanced Food and Beverage service practical
13.	BTH4B13	Air port and Cargo Management
14.	BTH5B14	Event Management
15.	BTH5B15	Comprehensive Self Studies
16.	BTH5B16	Industrial Exposure Training and Report
17.	BTH6B17	Accommodation Operation -theory
18.	BTH6B18(P)	Accommodation Operation practical
19.	BTH6B19	Air fares and Ticketing
20.	BTH6B20	Food Science and Nutrition
21.	BTH6B21	Food and Beverage Management
22.	BTH6B22	Tourism Recourses and Emerging Trends
23.	BTH6B23	Project Report

7.COMPLEMENTARY COURSES

1. BTH1C01	Marketing Management
2. BTH2C02	Travel Geography
3. BTH3C03	Management Principles and Practices
4. BTH4C04	Hospitality Law

8.OPEN COURSE

1. BTHC5D01	Tourism and Hospitality Management ,
2. BTHC5D02	Customer Care Management

a. Common Courses:

There shall be 10 Common courses (Total 38 Credits) for completing the programme. These Common Courses 1-6 shall be taught by the English teachers and 7-10 by the teachers of Additional Language and general courses by the teachers of departments offering core courses concerned. The additional language offered in this programme is French. The candidates will not get any chance to opt other languages as their additional language, other than French.

b. Core Courses:

Core courses are the courses in the major subject of the programme. These are offered by the parent department. The number of core courses are 23 including Project work.

c. Complimentary Courses:

These courses cover the subjects related to the core subject and are distributed in first four semesters.

d. Open Courses:

This Course shall be open to all students in the institution except the students in the parent department. All the Core, Complimentary and Open courses for the programme shall be taught by the Tourism and Hotel Management faculties.

Study Components	No: Course	Total Credits
1. Common courses	10	38

2. Core courses	22	61
3. Complementary courses	4	16
4. Open courses	1	3
5. project	1	2
Total Credits		120

9. SEMESTER WISE DISTRIBUTION OF COURSES

Semester I

SL N O	COURSE TYPE & CODE	SUBJECT	CREDIT	HOURS/WEEK	EXAM HOURS	EXTERNAL	INTERNAL	TOTAL
1.	Common Course/ BTH1A01	Transactions: Essential English Languages Skills	4	5	2. 5	80	20	100
2.	Common Course/ BTH1A02	Ways With Words :Literatures in English	3	4	2	80	20	100
3.	Common Course/ BTHI A 07	Communication Skills in (French)	4	5	2. 5	80	20	100
4.	CORE COURSES / BTH1B01	Fundamentals of tourism and hospitality	3	3	2	80	20	100
5	CORE COURSES / BTH1B02	Front office operation theory	3	3	2.	60	15	75
6	CORE COURSES / BTH1B03(p)	Front office operation practical	1	1	2	20	5	25
7	COMPLEMENTARY COURSES / BTH1C01	Marketing management	4	4	2. 5	80	20	100
Total for semester II			22	25		400	100	500

Semester II

SL N O	COURSE TYPE & CODE	SUBJECT	CREDIT	HOURS/WEEK	EXAM HOURS	EXTERNAL	INTERNAL	TOTAL
1	Common Course/ BTH2A03	Writing for Academic & Professional Success	4	5	2.5	80	20	100
2	Common Course/ BTH2A04	Zeitgeist: Reading on contemporary culture	3	4	2	80	20	100
3	Common Course/ BTH2A08	Translation and communication in French	4	5	2.5	80	20	100
4	CORE COURSES/ BTH2B04	Basics of Food Production- theory	3	3	2	60	15	75
5	CORE COURSES BTH2B05(P)	Basics of Food Production practical	1	2	2	20	5	25
6	CORE COURSES BTH2B06	Travel agency and tour operation business	3	3	2	80	20	100
7	COMPLEMENTAR Y COURSES/BTH2C02	Travel geography	4	4	2.5	80	20	100
Total for semester II			22	25		400	100	500

Semester III

SL N O	COURSE TYPE & CODE	SUBJECT	CREDIT	HOURS/WEEK	EXAM HOURS	EXTERNAL	INTERNAL	TOTAL
1	Common Course/ BTH3A11	Basics Numerical methods	4	5	2.5	80	20	100
2	Common Course/ BTH3A12	Professional business skills	4	5	2.5	80	20	100
3	CORE COURSES. BTH3B07	Advanced Food Production Principles-theory	4	4	2.5	60	15	75
4	CORE COURSES. BTH3B08(P)	Advanced Food Production Principles practical	2	2	2	20	5	25
5	CORE COURSES. BTH3B09	Basics of Food and beverage service theory	3	3	2	60	15	75
6	CORE COURSES. BTH3B10(p)	Basics of Food and beverage service practical	2	2	2	20	5	25
7	COMPLEMENTA RY COURSES/ BTH3C03	Management principles and practices	4	4	2.5	80	20	100
Total for semester III			23	25		400	100	500

Semester IV

SL NO	COURSE TYPE & CODE	SUBJECT	CREDIT	WEEK HOURS/	EXAM HOURS	EXTERNAL	INTERNAL	TOTAL
1	Common Course/ BTH4A13	Entrepreneurship Development	4	5	2.5	80	20	100
2	Common Course/ BTH4A14	Banking and Insurance	4	5	2.5	80	20	100
3	CORE COURSE / BTH4B11	Advanced Food and beverage service theory	3	4	2.	60	15	75
4	CORE COURSE / BTH4B12(P)	Advanced Food and beverage service Practical	1	2	2	20	5	25
5	CORE COURSE / BTH4B13	Airport and Cargo Management	4	5	2.5	80	20	100
6	COMPLEMENTARY COURSES / BTH4C04	Hospitality law	4	4	2.5	80	20	100
Total for semester IV			20	25		400	100	500

Semester V

SL NO	COURSE TYPE & CODE	SUBJECT	CREDIT	HOURS/WEEK	EXAM HOURS	EXTERNAL	INTERNAL	TOTAL
1	CORE COURSES BTH5B14	Event management	3	5	2	80	20	100
2	CORE COURSES BTH5B15	Comprehensive self study	2	5	2	100		100
3	CORE COURSES BTH5B16	Industrial exposure training and report	3	12	2	150	50	200
4	OPEN COURSE BTH5D01/O2	Tourism and hospitality management/ Customer Care Management	3	3	2	40	10	50
Total for semester VI			11	25		370	80	450

Semester V1

SL NO	COURSE TYPE & CODE	SUBJECT	CREDIT	HOURS/WEEK	EXAM HOURS	EXTERNAL	INTERNAL	TOTAL
1	CORE COURSE BTH6B17	Accommodations operation –theory	3	3	2	60	15	75
2	CORE COURSE BTH6B18(P)	Accommodations operation –practical	1	2	2	20	5	25
3	CORE COURSE BTH6B19	Air fares and Ticketing	4	5	2.5	80	20	100
4	BTH6B20	Food science and Nutrition	4	4	2.5	80	20	100
5	CORE COURSE	Food and beverage	4	5	2.5	80	20	100

	BTH6B21	management						
6	CORE COURSE BTH6B22	Tourism recourses and emerging trends	4	4	2.5	80	20	100
7	CORE COURSE BTH6B23	Project report	2	2	2	40	10	50
Total for semester V			22	25		440	110	550

10. CREDITS

Each course shall have certain credits for passing the BTHM programme, the student shall be required to achieve a minimum of 120 credits of which 38(14 for common English courses + 8 for common language other than English+ 16 credits for general common courses) credits shall be from common courses, a minimum of 2 credits for project and 2 credits for open courses.62 credits from core courses, 16 credits from complimentary courses So minimum credits required for core, complimentary and open course put together are 82 (Including minimum 2 credits for each Practical, i.e., 2X4=8 credit for all the practical).

In all other matters regarding the BTHM programme under Choice Based Credit Semester System which are not specified in this regulation, the common regulation CBCSS 2014 will be applicable

11 ATTENDANCE

A student shall be permitted to appear for the semester examination only if he/she secures not less than 75% attendance for theory classes and 90% of the number of practical classes actually held for each of the course in a semester. If the candidate has shortage of attendance in any course in a semester, he/she shall not be allowed to appear for any examination in that semester. However the University may condone shortage if the candidate applies for it as laid down by the University common regulations for CBCSS 2014 and if the Vice Chancellor is satisfied with the reason cited by the candidate for the absence in classes.

12 PRACTICALS

There are six practical courses for the programme which are connected with the theory courses. The maximum marks for such courses are as follows.

	External	Internal	Total
Theory	60	15	75
Practical	20	5	25

The students have to maintain a record on practical attended and submit it into the department for internal and external evaluation. The practical shall be subject to internal and external evaluation. The internal evaluation shall be carried out by the supervising teacher

and external evaluation by the examiners appointed by the University inclusive of Viva-voce examinations. The student shall get minimum E grade in practical examination for a pass.

13. TRAINING

A candidate should undergo a 5 months training during the programme. The training should be arranged by the student/college and it may be either in Tourism or Hotel Industry. The student can opt his/her specialization for training. The student should produce the certificate to the department with training log book after completion of the training.

14. EVALUATION AND GRADING

. Mark system is followed instead of direct grading for each question. For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given in Annexure-1

a. Course Evaluation

The evaluation scheme for each course shall contain two parts: 1) Internal assessment and
2) External examination

20% weight shall be given to the internal assessment. The remaining 80% weight shall be for the external evaluation.

b. Internal Assessment

20% of the total marks in each course are for internal examinations. The marks secured for internal assessment only need to be sent to University by the colleges concerned.

The internal assessment shall be based on a predetermined transparent system involving written tests, assignment, seminar and class room participation based on attendance in respect of theory courses and lab involvement/records attendance in respect of Practical Courses.

Internal assessment of the project will be based on its content, method of presentation, final conclusion and orientation to research aptitude.

Components with percentage of marks of Internal Evaluation of Theory Courses are- Test paper 40%, Assignment 20%, Seminar 20% and Class room participation based on attendance 20%.

For practical courses - Record 60% and lab involvement 40% as far as internal is concerned. (If a fraction appears in internal marks, nearest whole number is to be taken)

For the test paper marks, at least one test paper should be conducted. If more test papers are conducted, the mark of the best one shall be taken.

To ensure transparency of the evaluation process, the internal assessment marks awarded to the students in each course in a semester shall be notified on the notice

board at least one week before the commencement of external examination. There shall not be any chance for improvement for internal marks. The course teacher(s) shall maintain the academic record of each student registered for the course, which shall be forwarded to the University by the college Principal after obtaining the signature of both course teacher and Head of the Department.

The Split up of marks for Test paper and Class Room Participation (CRP) for internal evaluation are as follows.

Split up of marks for Test paper:

Range of Marks in test paper	Out of 8 (Maximum internal marks is 20)
Less than 35%	1
35%- 45%	2
45% - 55%	3
55% - 65%	4
65% -85%	6
85% -100%	8

Split up of marks for Class Room Participation:

Range of CRP	Out of 8 (Maximum internal marks is 20)
50% ≤CRP <75% 85 % and above	1
75% ≤CRP <85%	2
85 % and above	4

c. External Evaluation

External evaluation carries 80% of marks. All question papers shall be set by the University. The external question papers may be of uniform pattern with 80 marks (The pattern is given in the Annexure III). The open courses with 2/3 credits will have an external examination of 2 hours duration with 40 marks and courses with 4/5 credits will have an external examination of 2.5 hours duration with 80 marks.

The external examination in theory courses is to be conducted by the University with question papers set by external experts. The evaluation of the answer scripts shall be done by examiners based on a well-defined scheme of valuation and answer keys shall be provided by the University. The external examination in practical courses shall be conducted by two examiners – one internal and an external, the latter appointed by the University. The project evaluation with viva shall be conducted by one external examiner appointed by the University and one internal examiner from the concerned institution. (Guidelines are given in the Annexure II).

After the external evaluation only marks are to be entered in the answer scripts. All other calculations including grading are done by the University.

d. Revaluation: In the new system of grading, revaluation is permissible. The prevailing rules of revaluation are applicable to CBCSSUG 2019.

Students can apply for photocopies of answer scripts of external examinations. Applications for photocopies/scrutiny/revaluation should be submitted within 10 days of publication of results. The fee for this shall be as decided by the University.

15. INDIRECT GRADING SYSTEM

1. Indirect grading System based on a 10- point scale is used to evaluate the performance of students.
2. Each course is evaluated by assigning marks with a letter grade (O, A+, A, B+, B, C, P, F, I or Ab) to that course by the method of indirect grading (Annexure I).
3. An aggregate of P grade (after external and internal put together) is required in each course for a pass and also for awarding a degree (A minimum of 20% marks in external evaluation is needed for a pass in a course. But no separate pass minimum is needed for internal evaluation). No separate grade/mark for internal and external will be displayed in the grade card; only an aggregate grade will be displayed. Also the aggregate mark of internal and external is not displayed in the grade card.
4. A student who fails to secure a minimum grade for a pass in a course is permitted to write the examination along with the next batch.
5. After the successful completion of a semester, Semester Grade Point Average (SGPA) of a student in that semester is calculated using the formula given below. For the successful completion of a semester, a student should pass all courses. However, a student is permitted to move to the next semester irrespective of SGPA obtained.

SGPA of the student in that semester is calculated using the formula:

Sum of the credit points of all courses in a semester SGPA = Total credits in that semester

6. The Cumulative Grade Point Average (CGPA) of the student is calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students. CGPA can be calculated by the following formula.

Total credit points obtained in six semesters CGPA = Total credits acquired (120)

7. SGPA and CGPA shall be rounded off to three decimal places. CGPA determines the broad academic level of the student in a programme and is the index for ranking students (in terms of grade points). An overall letter grade (cumulative grade) for the entire programme shall be awarded to a student depending on her/his CGPA (Annexure-I)

16. GRADE CARD

1. The University shall issue to the students grade/marks card (by online) on completion of each semester, which shall contain the following information:

- 1 Name of University
- 2 Name of College
- 3 Title of UG Programme
- 4 Semester concerned
- 5 Name and Register Number of student
- 6 Code number, Title and Credits of each Course opted in the semester
- 7 Letter grade in each course in the semester
- 8 The total credits, total credit points and SGPA in the Semester (corrected to three decimal places)

2. The final Grade card issued at the end of the final semester shall contain the details of all courses taken during the entire programme including those taken over and above the prescribed minimum credits for obtaining the degree. The final grade card shall show CGPA (corrected to three decimal places), percentage of marks (corrected to two decimal places) and the overall letter grade of a student for the entire programme. The final grade card shall also include the CGPA and percentage of marks of common courses, core courses, complementary courses and open courses separately. This is to be done in a 10- point indirect scale. The final Grade card also contains the list of Audit courses passed and the details of Extra credits.

Evaluation of Audit courses: The examination shall be conducted by the college itself from the Question Bank prepared by the University. The Question paper shall be of 100 marks of 3 hour duration. For SDE/Private students it may be of MCQ/ fill in the blank type questions or online question paper may be introduced.

Scheme of Examinations:

The external QP with 80 marks and internal examination is of 20 marks. Duration of each external examination is 2.5 Hrs. The pattern of External Examination is as given below. The students can answer all the questions in Sections A & B. But there shall be Ceiling in each section.

Section A - Short answer type 2 marks - 15 questions - Ceiling - 25

Section B - Paragraph/ Problem type - 5 marks 8 questions - Ceiling - 35

Section C - Essay type - 10 marks 2 out of 4 2X10=20

17 AWARD OF DEGREE

The successful completion of the courses (Common, Core, Complimentary and Open courses) prescribed by the programme with E- grade (minimum 40% -for external and 40% for internal) shall be the minimum requirement for the award of degree.

18 PROJECT REPORT

During the sixth semester every student shall do a project .The student may choose any topic from the subjects he/she has studied .The candidate shall prepare and submit a project report to the department. The report shall be in manuscript / typed and bound with not less than 20-25 A4 size pages. The project report should be submitted to the Department one month before the last working day of the sixth semester.

Project work shall have the following stages

- Project proposal presentation
- Field work and data analysis
- Report writing

- Draft project report presentation
- Final project report submission

The project should be done individually. The work of each student shall be guided by one Faculty member. The candidate shall prepare at least two copies of the report: one copy for submission to the Department and one copy for the student which he/she has to bring with him/her at the time of viva voce. More copies may be prepared If the organization or the guide or both ask for one copy each.

The duration for project work is 3 weeks. A certificate showing the duration of the project work shall be obtained from the supervising teacher or from the organization for which the project work was done and it shall be included in the project report.

Structure of the report

- Title page Certificate from the organization (If the project work is done under an organisation.)
- Certificate from guide
- Acknowledgements
- Contents
 - ✓ Chapter I: Introduction (Organization profile, Research problem, objectives of the study, Research methodology etc.)
 - ✓ Chapter II Review of literature
 - ✓ Chapters III and IV: Data Analysis (2 or 3 chapters)
 - ✓ Chapter V: Summary, Findings and Recommendations.
 - ✓ Appendix (Questionnaire, specimen copies of forms, other exhibits etc.)
 - ✓ Bibliography (books, journal articles etc. used for the project work). The project evaluation shall be conducted at the end of sixth semester. 20% of marks are awarded through internal assessment.

19 STUDY TOUR

During the third and fourth semesters, the students should undergo a study tour of less than seven days. The tour destinations may be selected based on the importance of the places, tourists flow and its potentials for growth. Based on the study tour students should prepare a tour report based on a tour diary to the department for internal evaluation.

20.DIVISION OF WORKLOAD OF THE PROGRAMME

As per year pattern, the workload for the BTHM programme comprises 61 hours per week. It is bifurcated as 32 hours for Hotel/ Hospitality Management related papers and 29 Hours for Tourism/ Tourism related papers. This division of the subjects in the department shall continue in the Choice Based Credit Semester System also, so that the implementation of this regulation will not affect the existing/ future workload in the affiliated Colleges. The implementation of this regulation shall not affect the workload, qualifications and conditions of service of existing teachers in the colleges offering this programme.

All the other matters related with work load should be as per the rules and regulation laid by the university and other authorities.

Being as a programme with practical under the faculty of commerce and management, the work load for practical courses should be considered as per the rules of the programmes under the faculties of science .That is,

one hour practical is considered as two hours work load because practical's are conducted with previous day planning and need more effort than class room teaching by giving individual attention to each and every students

So this programme is having practical courses in the five semesters like first, second, third, fourth and sixth. So the total number of practical courses is six.

It can be represented as

Type of the course	Hours/week	Workload/week
Theory Courses (General Common + Core + Complimentary course)	50 Hours	50 Hours
Practical Courses	11 Hours	22 Hours
Total hours for the programme	61 Hours	72 Hours

This programme consists of two main disciplines like tourism and hotel management. So the work load for the programme has been bifurcated as

Name of the discipline	No of Hours/week
Hotel Management	40
Tourism Management	32

In fifth semester of this programme, the students have to undergo Industrial exposure training. In this semester, the students have to face two written examinations in Comprehensive self study and Open course. Though the students are in the training, they are not available in the campus, and it will not affect the work load of the teachers in that semester. That is, in this semester also, the teachers teaching workload should be calculated as 25 hours per week. The students, who are in training, are grouped as per the strength of teachers and students and one teacher training coordinator should be appointed for each group. The teacher coordinator manages and supervises all the needs for the training, of the candidate and should done in a very effective way by frequent visits in the training properties and evaluating the training logbook twice in month. Regular contact with the properties should ensured to monitor students attendance, behaviour and benefits of training etc, by the teacher coordinator.

Apart from teaching faculties, this programme requires some assistants to assist in practical courses. This programme needs to ensure better and effective coordinated work in laboratories, because the practical require daily purchase, better storage and effective issuing system,

The details of assistants required in the laboratories as follows

Lab Assistant- One

Store Keeper- One

21 FACULTY QUALIFICATIONS

1. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and Masters Degree in Hotel Management with NET in that subject can teach both Tourism and Hotel Management courses in this Programme. (If NET is not conducted by UGC, Then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1- 2013/CU dated 26/02/2014 will be applicable.)

2. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach both Tourism and Hotel Management courses in this Programme.

3. Candidates who are having graduation in Bachelor of Tourism and Hotel Management (BTHM) and MBA in Tourism and/or Hotel Management with NET in Tourism/ Hotel Management can teach both Tourism and Hotel Management courses in this Programme. (If NET is not conducted by UGC, Then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

4. Candidates who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach both Tourism and Hotel Management courses in this Programme.

5. Candidates who are having Masters Degree in Tourism Management/ Tourism Administration with NET in that subject can teach only tourism Courses in this Programme

6. Candidates who are having graduation in Hotel Management / Hotel Administration with Masters Degree in Hotel Management with NET in that subject can teach only Hotel Management courses in this Programme. (If NET is not conducted by UGC, then the UGC norms in Faculty appointment and Calicut University Order 3696/GA-1/F1-2013/CU dated 26/02/2014 will be applicable.)

Candidates who are having PhD as the basic qualification instead of NET, should have their PhD in the discipline of Tourism and/or Hotel Management

FIRST SEMESTER–1 SYLLABUS

BTH1BO1 FUNDAMENTALS OF TOURISM AND HOSPITALITY

Aim of the course: This course will be an introductory module giving the basics of tourism and hospitality industry. This will provide an overview of tourism and hospitality industry and its functions.

Objectives of the Course:

- a) This course helps the students to study the evolution of hospitality industry.
- b) This course gives an idea of hospitality industry structure.
- c) This course provides the concept and history of tourism development.
- d) This course enables the students to acquire the information about national and international tourism organisations.

Module- I. Introduction to Hospitality & Tourism industry- History of travel and tourism- Current industry scenario of tourism-Hotels, their evolution and growth. Tourism in India – sergeant committee-- formation of ministry of tourism, department of tourism-Departments of a Hotel and its structure.

Module-II. Classification of hotels- types of plan (EP, CP, AP, MAP, BP) - types of rooms-Organisation chart of a five star hotel-Front office and Housekeeping departments-

Module III. Introduction to travel and tourism – meaning – nature – definitions – Tourism, Tourist, Visitor, Excursionist - travellers and visitors –Types of Tourism- international tourism (in bound tourism & out bound tourism)-domestic tourism--basic components of tourism- elements of tourism- Characteristics of Tourism- Travels Agency and Tour Operators-

Module IV. Motivation to travel – definition of the term motivation – travel motivators.

– tourism information offices in India, its functions, tourism offices overseas – its functions, -Role and functions of NTO-Role and functions of ITDC and KTDC.

Module V. Organizations in tourism – United Nation’s World Tourism Organization (UNWTO), International Air Transport Association (IATA), International Civil Aviation Organization (ICAO), Pacific Area Travel Association (PATA), International Hotel and Restaurant association (IHRA) Federation of Hotel and Restaurant Association of India (FHRAI), Travel Agent Association of India (TAAI), Universal Federation of Travel Agents Association (UFTAA).

Reference Books

1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
2. A.K Bhatia: International Tourism
3. A.K Bhatia: Tourism Management & Marketing.
4. Christopher.J. Hollway; Longman ; The Business of Tourism
5. Check in and Checkout- Jerome Vallen
6. Hotel front office training manual- Sudhir Andrews
7. Principles of Hotel front office operations- Sue Baker, P. Brady, J. Huyton

BTH1B02 FRONT OFFICE OPERATION THEORY

Aim of the course: This course aims to establish the importance of front office and Housekeeping departments and their role in Hotel industry. It also prepares the students to acquire basic knowledge and skills necessary for different tasks and aspects of front office and housekeeping departments of a hotel.

Objectives of the Course: a) This course helps to understand functions of front office and housekeeping departments.

THEORY :

- Unit-1 : . Front Office organisation, functions and its importance, different sections of front office and their importance, duties and attributes of different level of staff, , coordination and communication between the Front Office and the other departments. Guest cycle , Uniformed service Bell desk• Concierge• Travel desk•
- Unit-2 : Reservation – Basic definition, modes of room reservation and source of hotel bookings, system of room reservation, different records, diaries, forms, etc. used for recording room reservation, filling system for reservations-whitney, introduction to computerized reservation system.
- Unit-3 : Reception – Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, record registers, forms, etc. required in the reception office, functions and operation of the room rack and other equipment at the reception counter, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, maintenance of books, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest, calculating room occupancy reports, housekeeping occupancy reports.
- Unit-4 : Cash billings – various systems of maintaining guest accounts, reports and cashier desk, departure procedure, credit and discounts in hotels, handling of credit cards, travellers cheques, travel agents coupons and airline vouchers, foreign exchange regulations in the hotels regarding payment of hotel bills by foreigners and NRIs, handling of guest valuables.
- Unit-5 : Communications – Knowledge of PBX, EPABX, handling the telephone, important telephone numbers, reading of directories, phonograms, method of operation of e-mail, fax, mobile phones, public address system and accessing web sites. The Lobby Manager’s Desk – Functions of the Lobby

Manager, forms and registers required, handling of any unusual event like theft, fire, accident, death, skippers, scanty luggage guests, etc. Handling of master keys, duplicate and original keys while receiving and rooming of VIP guests, handling guest complaints and problems.

BTH1B03(P) FRONT OFFICE OPERATION PRACTICALS

FRONT OFFICE PRACTICALS	
1	Mock Checking
2	Mock guest complaint & handling
3	Preparation of Reservation form
4	Preparation of G.R.C
5	Preparation of C – form
6	Preparation of guest history card
7	Evaluate & make comparative study of the performance of different hotels
8	Preparation of Night auditors report
9	Visiting travel agencies
10	Visiting tourist centers
11	Visiting hotels & resorts
12	Mock telephonic drill

REFERENCES

1. F O Management – Sudhir Andrews F O Management –
2. S K Bhattnagar Professional FO Management – Robert H Woods
3. Manging Front office Operations – Michel L Kasavana & Richard M Brokes
4. F O Operations & Management – Ahammed ismail

BTH1C01 MARKETING MANAGEMENT

Aim of the course: This course includes the techniques of Marketing. This course aims to acquire the basic knowledge of marketing principles and study the sustainability of alternative promotional approaches to formulate marketing plans.

Objectives of the Course:

- a) To provide basic knowledge about the concepts, principles, tools and techniques of marketing.
- b) To expose the students to the latest trends in marketing.
- c) To give an idea about Service Marketing

Course outline

Module I

MARKETING:-Meaning and definition- SCOPE AND IMPORTANCE OF MARKETING-EVALUATION OF MARKETING CONCEPTS-MARKETING MIX- MARKETING INFORMATION SYSTEM (MIS):- Meaning and Definition, Process of MIS (Assessment of information needs, Collection of information, Distributing information), Primary and Secondary Data collection, Customer Contact methods, Samples-

Module II

CONSUMER BUYING BEHAVIOR:- Meaning, Factors affecting Consumer Buying Behaviour (Social, Cultural, Personal, Psychological), Consumer Buying Process(Need recognition, Collection of information, Evaluation of alternatives, Purchase decision, Post purchase behaviour)- MARKET SEGMENTATION:- Concept, Importance, Bases (Geographic, Demographic, Psychographic, Behavioural)- MARKETING POSITIONING:- Meaning and methods- PRODUCT DIFFERENTIATION.

Module III

MARKETING MIX:-Meaning and components-PRODUCT:- Definition, Levels (Augmented, core and supplementary),Concept of branding, New Product Development, Product Life Cycle- PRICE:- Meaning and Importance, Factors affecting pricing, Approaches and Pricing policies.

Module IV

PLACE-DISTRIBUTION CHANNELS:- Meaning and Definition, Levels of Channels, Functions – PROMOTION:- Meaning and importance, Promotion mix (Public Relation, Advertising-Methods, Advantages and Dis advantages, , Sales Promotion and Direct Marketing) Crisis Management.

Module V

RECENT DEVELOPMENTS IN MARKETING – online marketing – direct marketing - green marketing - relationship marketing-SERVICE MARKETING- Importance - CHARACTERISTICS OF SERVICE MARKETING -7P'S of Service Marketing Mix- MARKETING OF TRAVEL AGENCIES, TOUR OPERATORS AND HOTELS

REFERENCE BOOKS:

1. Philip Kotler - Marketing Management
2. J.C. Gandhi - Marketing Management
3. William M. Pride and O.C. Ferrell – Marketing.
4. Stanton W.J. et al Michael & Walker, Fundamentals of Management.
5. Armstrong & Kotler, Marketing : An Introduction, Pearson.
6. P N Reddy & Appanniah, Essentials of Marketing Management.
7. R.S. Davar, Marketing Management, Progressive Corporation.
8. Joel R. Evans and Barry Berman, Marketing, Biztantra publications.
9. Ramaswamy and Namakumari, Marketing Management.
10. Neelamegham, Marketing in India.

SECOND SEMESTER SYLLABUS

BTH2B04 BASICS OF FOOD PRODUCTION THEORY

Aim of the course: Food Production is an integral part of Hospitality industry. This course prepares the student to understand the basic theory of food production.

Objectives of the Course:

a) It is important to inculcate the students with sound knowledge in basic food production, so that they can be put into use in better way.

b) This course helps the student to understand the methods of cooking and different types of ingredients used for cooking

Course outline

Module I

. Cooking- introduction ,definition, and importance-Aims & objectives of cooking food - food constituents - effect of cooking - effect of cooking on different ingredients - Methods of cooking food- Preparation of food - Methods of mixing food -

Module II

Kitchen, organization and layout. Hierarchy area of department and kitchen- types of kitchen. Layout of Receiving Areas . Layout of storage Area . Layout of service and wash up, KITCHEN STEWARDING Kitchen Equipment and Cooking Fuels – types Kitchen Equipment–Cooking Fuel –Sources of Energy - Re heating of food/ rechauffel cooking-rules of reheating food.

Module III.

Cooking materials - Foundation ingredients- Fats & oils– Salt - Raising agents - Liquids - Flavourings and seasonings – Sweetening – Thickenings. Stocks - Definition of stock -components of stock - Types of stock-use of stock - - Uses of stock - Sauces - importance of sauces-thickening agent used in sauces - Classification of sauces. Soups– types of soup- preparation of soup-garnishing for soup-. Accompaniment and garnishes,

Module IV Herbs, - Varieties of Herbs - Uses of Herbs - Preserving Fresh Herbs - Spices -Varieties ofSpices - Uses of Spices - Condiments - Varieties of Condiments - Uses of Condiments. Cereals -- Cereal Varieties -Pulses - Varieties of Pulses -Vegetable - Types of Vegetables - Fruits - Type ofFruits -- Nuts - Varieties of Nuts – salads - parts of salads - types of salad - salad dressing.

Module V Milk – Introduction - Processing of Milk - Pasteurization – Homogenization -Types of Milk. Yoghurts– Introduction - Yoghurt - Varieties of Yoghurts- Creams -Types of Cream - Storage of Cream. Cheese - Types of Cheese - Basics of Cheese Making - Curdling - Curd Processing - Ageing - Storage of Cheese. Butter - Introduction - Processing of Butter - Types of Butter. Beverages – classification - Alcoholic Beverages - Non-Alcoholic Beverages –

BTH2B05(P) BASICS OF FOOD PRODUCTION- PRACTICAL

Aim of the course: This practical helps the students to do the experiment of basic food production activities in a hotel and practice ten Indian menus from different states.

- I. PRACTICAL Familiarization Of Kitchen, Equipment's& Ingredients
 Demonstration &Practice Of Standard Cuts Of Vegetable
- II. PRACTICAL Demonstration and practice preparation of stocks and sauces
- III. PRACTICAL Demonstration and practice of soups and bread rolls
- IV. PRACTICAL Demonstration & practice of bread rolls and desserts.

PRACTICALS 1 Bhature Jeerapulao / Murg kasoori Punjabi chana Gajrela	PRACTICALS 11 Onion raitha Kerala wheat paratha Ghee rice Malabar Chicken Curry/Beef Ulathiyathu Vegetable Korma Rice Payasam	PRACTICALS 111 Tomato shorba Hyderabadi Mutton Biryani Onion Raitha Bagara baingan Moongdal halwa
PRACTICALS IV Butter naan Subz masala pulao Murgh makhani Aloo palak Coconut burfi	PRACTICALS V Green salad Chopath Veg.biryani Mutton Rogan Josh Dal fry	PRACTICALS V1 Pannerkulcha Veg.shahi korma Peas pulao Nilguries Chicken Korma Badusha
PRACTICALS V11 Alooparatha Kadai vegetable Phool kapi dalna Ghee rice Murghhariyali/ Beef Vindaloo Shahitukra	PRACTICALS V111 Methiki roti Gobi masala Kashmiripulao Shahi chicken korma Double kametha	PRACTICALS 1X Keralaparatha Vegetable Korma Kerala Friedchicken Neichoru Kanava Thoran
PRACTICALS Potato Butter Masala TAndoori Nan Vegetable Biryani. Chicken saagwala .Beef cashew Cuury .BALushai	PRACTICALS X1 Chappathi Bagarabaingan .Hyderabadi Mutton Biryani .Hyderabadikhatti Dal .Colkonda Fish Curry Shahitukda	PRACTICALS X11

Reference Books:

1. Auguste Escoffier (1979), The Complete Guide to the Art of Modern Cookery, Heinemann.
2. Peter Barham (2001), The Science of Cooking, Springer.
3. Philip E. Thangam (1981), Modern Cookery for Teaching and the Trade, Vol I, Orient Longman.
4. Ann Seranne (1983), The Complete Book of Egg Cookery, Collier Macmillan
5. Tony Groves, et al (1996), Food Preparation and Cooking, Nelson Thornes.
6. Arora K (1982), Theory of Cookery, K.N. Gupta & Co

BTH2B06 TRAVEL AGENCY AND TOUR OPERATION BUSINESS

Aim of the course: The student will understand the conceptual meaning and difference between travel agency and tour operation Further they will understand the formalities and documentation needed to set up these units..

Objectives of the Course:

- a) This course helps the students to polish their skills and become proficient to handle all major aspects of travel agency.
- b) To familiarise the tour handling, ticket issuance and travel documents
- c) To equip the students with the managerial knowledge and skill required to work in Travel Agencies. .
- d) To create an awareness on tour pricing strategy and tour costing.
- e) This course emphasis the students to bring professionalism in the Industry.

Course outline

Module I

Travel Agency-concept, -role-functions-types of Travel agencies, Department of Travel agencies, Major activities-Income sources of travel agencies-How to set up a travel agency-organization structure-procedures of approval from IATA, DOT-Linkages with service providers-Travel Documents.

Module II

Tour Operation-Meaning-definition-functions-types of tour operation overseas, domestic, specialist-main types of tour packages-Independent, escorted, guided- FIT, GIT, inbound, outbound.

Module III

Tour operation process-research, planning, costing, costing elements, pricing –itinerary – meaning, types, preparation (prepare itinerary of assumed tour packages) – departments of tour operation, tour departure procedures.

Module IV

Marketing & Promotion of tour – marketing strategies of tour operation business, tour brochure, how to prepare a tour brochure, items to be included in tour brochure, tools used to market tour packages.

Module V

Guiding & Escorting: Meaning, concepts in guiding, golden rules of guiding, difference between guide & escort, skills, responsibilities of guides, interpreting sites, escorts, personal hygiene, grooming, pre, post and during tour responsibilities, check list, handling emergencies, leading a group, code of conduct- major tour operation companies (Kuoni, Cox & Kings, Thomas Cook, Carlson)

References

1. JagmohanNegi – Travel Agency and Tour Operations.
2. Mohinder Chand - Travel Agency and Tour Operations: An Introductory Text
3. Dennis L Foster – Introduction to Travel Agency Management
4. Pat Yale – Business of Tour Operations
5. Laurence Stevens - Guiding to Starting and Operating Successful Travel Agency, Delmar Publishers (1990)
6. Manual of Travel Agency Practice – Butterworth Heinemann Pub, London (1995)
7. Betsy Fay - Essentials of Tour Management –Prentice Hall
8. Mark Mancini: Conducting tours – Delmar Thomson, New York
9. Pond KL, Professional Guide: Dynamics of Tour Guiding

BTH2C02 TRAVEL GEOGRAPHY

Objectives:

To familiarize with IATA codes, time calculation and the major tourist attraction across the world.

Course outline

Module I

Tourism and Geography, role of geography in tourism, IATA Traffic Areas (ITCS) – countries, capital cities and codes, airports and codes, currencies, currency codes.

Module II

Time calculation, Flying time calculation, time zones, day light saving time, international date line, marking of cities on outline maps.

Module III

Physical geography of Asia – Pacific Regions, tourist destinations, attractions and accessibilities of major countries such as India, China, Singapore, Sri Lanka, Indonesia, Thailand, Maldives, Malaysia, Australia, New Zealand, Japan, Nepal (in brief).

Module IV

Africa & Middle East – Tourist destinations, attractions and accessibilities of major countries such as South Africa, Egypt, Nigeria, Mauritius, UAE, Israel, Saudi Arabia, Seychelles (in brief).

Module V

Europe & America – tourism destinations, attractions and accessibilities of major countries such as France, Germany, UK, Italy, Portugal, Switzerland, USA, Spain, Brazil, Argentina, Mexico, Carribean Islands (in brief).

Reference

1. Lonely Planet
2. Lloyd Goodman and Richard Jackson: Geography of Travel and Tourism – Delmar (1999)
3. Sunil Sharma, Emerging International Tourism Markets, Rajat Publications (2007)
4. Premnath Dhar, International Tourism Emerging Challenges & Futureprospects, Kanishka Publishers Distributors
5. Alan Lew, C. Michael Hall, Dallen J. Timothy, World Geography Of Travel And Tourism: A Regional Approach, Butterworth-Heinemann
6. Colin Michael Hall, Stephen J. Page - The Geography Of Tourism And Recreation Environment, Place And Space, Routledge
7. Babu P George, Alexendru Nedelea- International Tourism World Geography & Development Perspectives, Abhijeet Publications

THIRD SEMESTER SYLLABUSS

BTH3B07 ADVANCED FOOD PRODUCTION THEORY

Aim of the course: This course is more advanced than basic food production which is taught Second semester. This course aims to provide region based speciality foods and its production

Objectives of the Course:

- a) To provide the knowledge of different countries cooking methods and styles.
- b) It provides the technical knowledge of preserving foods.

c) It also covers some speciality type preparation like Charcuterie, Larder etc

It also deals with different type of meat and fish Course outline-

Course outline:

Module I

Module I

Introduction to Indian food. Indian regional cuisine, south Indian cuisine ,north Indian cuisine ,west Indian cuisine ,east Indian cuisine. religious and foreign influence on Indian cuisine, international cuisine british, middle east, spanish, french, italian, oriental and mexican

Module II

Principle of food storage -Hygiene introduction, importance and types, -handling kitchen accidents eg burns ,cuts, fracture and heart attack, -fire, introduction, types and how to extinguish different types of fire--. Hygiene - personal hygiene-kitchen hygiene-food hygiene-health and safety

Module III.

larder • importance of larder control • sections of larder • duties and responsibilities of larder chef ,iii) sandwiches parts,filling, spreads and garnishes, types, making and storing v) charcutiere - sausages - forcemeats - marinades, cures, brines - bacon, ham, gammon - galantines - pates and terrines - mousses and mousselines –

Module IV

seafood cookery - types of seafood - selecting fish - preparation of fish - fish cuts -. meat -mutton and lamb -cuts of lamb / mutton. beef and veal -terms used in beef industry -cuts of beef -steaks. pork -cuts of pork -bacon, ham and gammon. game -game varieties-. poultry -cuts of poultry. chicken-classification of chicken- selection of chicken -cutting of chicken -cooking of chicken –

Module V

Bread - types of bread - characteristics of a good loaf - function of ingredients - faults in bread and their causes. - Cakes - types of cakes - function of ingredients - characteristics of good cakes- hints for baking - storing the cake - wrong quality of cake - leavening agents, PASTRYCREAM - Short Crust - . Laminated .-Choux -. Hot Water/Rough Puff - . Recipes and methods of preparation Care to be taken while preparing pastry- .Role of each ingredient - . Temperature of baking pastry - . Basic pastry creams -. Uses in confectionery - ICING AND TOPPINGS -

BTH3B08 (P)ADVANCED FOOD PRODUCTION PRACTICAL

Aim of the course: This practical helps the students to do the experiments of International menus from different countries.

PRACTICALS

Practical-V Croutons & Bread Rolls Cream soup Pasta in cream sauce Fish gratin Lemon Jelly	Practical-VI Veg Clear Soup Poached Egg Potato Lynoise Chicken ala Grilya Crème Brule	Practical-VII Creme of Pumpkin/ Bread Roll Chicken ala king Glazed carrot Grilled Tomatoes Cream caramel
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Practical-VIII Chicken clear soup Chicken Maryland Beetroot tart Potato croquette Coffee mouse	Practical-IX St germon soup/ bread rol Braised bee Boquetiere de legumes Pommès chateau	B Practical-X read loaf French bread Sweet bun Genoise Sponge Melting Moments Apple pie Sweet Bread Butter Cookies
Practical-XI ITALIAN CUSINE Minestrone Soup Insalata Di Verdure Pasta Lasagna Chicken Caccioatore Torta Di Mele	Practical-XII AMERICAN CUSINE Chowder soup Tivoli Sald Beef Welington Pineapple fried . Cinnamon Pumpkin Muffins	Practical-XIII MEXICAN CUISINE Crème Carote Soup Mexican Bean Stew Chicken Fajithas Caldoso with Champaignon Flan Mexicana
Practical-XIII THAI CUISINE Khai Dao (spicy thai salad made with fried egg). Chiang Mai Noodle Soup. Green thai Beef Curry wit Thai Aubergines Thai fried rice Coconut Pan Cake		

Reference Books

1. Auguste Escoffier (1979), The Complete Guide to the Art of Modern Cookery, Heinemann.
2. Peter Barham (2001), The Science of Cooking, Springer.
3. Julia Child, Louisette Bertholle, Simone Beck (2001), Mastering the Art of French Cooking, Knopf Publishing Group.
4. Philip E. Thangam (1981), Modern Cookery for Teaching and the Trade, Vol I, Orient Longman.
5. Tony Groves, et al (1996), Food Preparation and Cooking, Nelson Thornes.
6. Arora K (1982), Theory of Cookery, K.N. Gupta & Co.
7. Peterson James (1998), Sauces, John Wiley & Sons.
8. K.T. Farrell (1998), Spices, Condiments and Seasonings, Springer.

K.V. Peter (2004), Handbook of Herbs and Spices, Woodhead Publishing

BTH3BO9 BASICS OF FOOD & BEVERAGE SERVICE THEORY-

Aim of the course: This course aims to provide a comprehensive knowledge on Food and Beverage services and to develop technical skills in serving Foods and Beverages in Hotel industry.

Objectives of the Course:

- a) To provide an overall idea of service department of a hotel and its functions..
- b) To understand the arrangement of a Food and beverage outlet for service..
- c) To acquire some technical skills for serving food and beverages in hotels and its methods and styles.

Course Outline

MODULE 1

Introduction to catering – Different types of catering establishments, Attributes of a waiter: Personal hygiene, punctuality, personality, attitude towards guests, appearance, salesmanship and sense of urgency.

MODULE – II

Staff organization – The principle staff of different types of restaurants, duties and responsibilities of a restaurant staff. Types of restaurants: overview and key characteristics of coffee shop, continental restaurants, speciality restaurants, pubs, night clubs, discotheques, snack and milk bar.

MODULE – III

Operating equipments: Classification of crockery, cutlery, glassware, hollowware, flatware, special equipments. Ancillary departments: Pantry, still room, silver room, wash-up and hot-plate. Restaurant service: Misen scene, Misen place. Points to be remembered while laying a table, do's and don'ts in a restaurant, dummy waiter and its uses during service.

MODULE – IV

Different types of menu: Origin of menu, table d'hote menu, a la carte menu, French classical menu. Food and their usual accompaniments. Breakfast: Types, menu for each type, terms used in the service of continental breakfast. Cover laying for continental and English breakfast. Order taking procedures: In-person, telephone and door hangers.

MODULE – V

Types of service: Different styles of service, advantages and disadvantages. Floor / Room service: Meaning, Full & Partial room service, Break fast service in room, tray & trolley set-up for room service. Lounge service: Meaning, organization of lounge service. Tea service: Afternoon tea and high tea, order of service.

BTH310 (P) BASICS OF FOOD & BEVERAGE SERVICE– I PRACTICAL

1. Identification of cutlery, crockery, glassware and miscellaneous equipments.
2. Serviette folds.
3. Laying and relaying of table cloths.
4. Cleaning and polishing / wiping of cutlery, crockery and glassware.
5. Carrying a light tray.
6. Carrying a heavy tray.
7. Carrying glasses.

8. Handling cutlery and crockery.
9. Manipulating service spoon and fork.
10. Service of water.
11. Arrangement of sideboard.
12. Table d'hote cover laying.
13. A la carte cover laying.
14. Practice of simple menu compilation.
15. Receiving the guests, presenting the menu, taking orders.

Reference Books:

1. Food & Beverage Service Training Manual
2. Sudhir Andrews, Tata McGraw Hill
3. Food & Beverage Service –Lillicrap & Cousins, ELBS
4. Modern Restaurant Service –John Fuller, Hutchinson

BTH3C03 MANAGEMENT PRINCIPLES AND PRACTICES

Aim of the course: This course explains meaning of management and analyses its process in modern organizations including Hotel, tourism and travel.

Objectives of the Course

- a) To understand the basic Management concepts.
- b) To understand the functions of Management.
- c) To get an awareness of Organizing, directing and leading

Course outline:

Module – I

Management: Concept, Nature, Process and significance of Management. Management as an art and science; Management as profession. Scientific Management- Skills and Roles of managers in organisation. Management functions: Top, Middle and Supervisory levels.

Module– II

Fundamentals of Planning: Concept, Nature and importance. Types and process of Planning. Management By Objectives (MBO. Decision Making: concepts, process, and types of decisions. Guidelines for effective decision making.

Module – III

Organising: Concept of organising and organisation. Organisation Structure and design. Departmentation, Span of Management, Authority and Responsibility-Delegation of authority, centralization versus decentralisation. Co- ordination- types- Techniques and essentials for effective coordination.

Module – IV

Directing: Concepts and principles- Supervision- Motivation: Concept and theories in Motivation-Maslow's- Two factor theory- Need theory. Leading: Leadership - Concept- styles. Communication - Process and Types; Barriers and principle of effective communication (Horizontal and Vertical communication)

Module- V

Fundamentals of Controlling- Concepts and Types- Steps in Controlling- Design of Effective Controlling System- Essentials of effective control system.

Reference Books

1. Essential of Management – Harold Koontz & Heinz Weirich
2. Management – H. Koontz & Cyril O'Donnell.
3. Management Theory – Jungel, H. Koontz.
4. Principles of Management – Peter F. Drucker.
5. Management Concepts – V.S.P. Rao, Konark Publishers
6. Principles & Practice of Management – L.M. Prasad, S. Chand.
7. Organization & Management – R. D. Agarwal, Tata McGraw Hill.
8. Modern Business Administration – R.C., Pitman.
9. Human Resource Management – Railey M., Butterworth Heinemann

FOURTH SEMESTER SYLLABUS

BTH4B11 ADVANCED FOOD & BEVERAGE SERVICE THEORY– II

Aim of the course: This course aims to provide a comprehensive knowledge on Food and Beverage services and to develop technical skills in serving Foods and Beverages in Hotel industry.

Objectives of the Course:

- d) To provide an overall idea of service department of a hotel and its functions..
- e) To understand the arrangement of a Food and beverage outlet for service..
- f) To acquire some technical skills for serving food and beverages in hotels and its methods and styles.

Course Outline

Module:I

Classification of beverages: Types of beverages, preparation of common non-alcoholic beverages. Examples tea, coffee, milk based drinks, juice, squash and aerated water, other bar non-alcoholic drinks used in dispense and main bar.

Module II

Alcoholic beverage: Meaning, classification of alcoholic beverages. Wines : Common grape varieties used in making wines, factors affecting the quality of wines, Manufacturing process of table wines (red, white and rose), brand names, Beer: Manufacturing process, types of beer and popular brands.

Module: III

Wine producing regions of France, Grape varieties, popular red and white wines. Champagne : Manufacturing process of Champagne, styles, brand names and bottle sizes Wine producing regions of Germany and Italy, grape varieties and brands.

Module IV

Fortified wines : Sherry, Port and Madiera – Production methods, and styles Cider & Perry: Meaning. Aperitifs & Digestives: Meaning Liqueurs: Meaning, colour, flavour & country of origin of Absinthe, Advocaat, Abricotine, Anisette, Aurum, Benedictine, Cointreau Crème de menthe, crème de mokka, all curacaos, Dram buie, Glavya, Gold wasser, grand marnier, Kahlua, Sambuca, Tia Maria, etc

Module: V

Spirit production methods - pot still and patent still. Manufacturing process of Spirits (Whisky, Rum, Gin, Brandy, Vodka and Tequila), styles and Brand names Checking, control & Billing: Introduction & checking systems Types of checks, copies, triplicate system and duplicate system, checking for wines & other drinks. The Bill - method of making a bill & settlement of accounts Tobacco - Important tobacco producing countries of the world, quality of cigars & cigarettes serviced in hotel, strength & size of cigars, service method.

BTH4B12 (P)ADVANCED FOOD & BEVERAGE SERVICE – PRACTICAL:

1. Recollecting 1 year portions.
2. . Service of Hors d'oeuvre.
3. . Service of soup, fish, pastas.
4. . Service of main course.
5. . Service of salads.
6. . Service of sweet.
7. . Service of Cheese.
8. . Service of non – alcoholic drinks, tea, coffee.
9. . Continental breakfast cover and tray set up.
10. . English breakfast cover and tray set up.
11. . Changing ashtray during service.
12. . Presenting the bill.

Reference Books:

1. Food & Beverage Service Training Manual
2. Sudhir Andrews, Tata McGraw Hill
3. Food & Beverage Service – Lillicrap & Cousins, ELBS

4. Modern Restaurant Service—John Fuller, Hutchinson

.BTH4B13 AIRPORT AND CARGO MANAGEMENT

Aim of the course: This course aims to impart the knowledge of the management aspects of Airports and Cargos .

Objectives of the Course:

1. To understand the structure and functioning of airport and cargo industry.
2. To Study the international regulations and formalities of travel. Course outline

Course outline

Module I

Role of transportation in tourism – major entry points in India – history of air transportation –Major airports in India (domestic & international) -Role of AAI and DGCA. A brief account of IATA/ICAO-Three letter city codes and airport codes.Major world cities and airports and identifying cities and countries on the map.

Module II

Guidelines for airport management – airport facilities – the check-in formalities– Baggage and excess baggage checking – registered and unregistered baggage– piece & weight concept – excess baggage ticket (EBT) – pooling of baggage– free carryon.

Module III

Dangerous goods- Introduction, classification and Packaging Dangerous Goods- Labelling, marking and handling live animal regulations– Billing and Settlement Plan

Module IV

Travel formalities, passport, types, visa, types, health related documents required, travel documents required for a tourist to visit India and north eastern states – emigration requirements, ECNR, documents required to get passport in India – TIM, types of information in TIM.

Module V

Cargo, meaning definition - Cargo transportation – scope of cargo business, structure of cargo industry, movement of cargo, airway bill preparation, cargo insurance and clauses. Cargo terminology-Trucking, RFS, Warehousing, Trade Free Zone, Charters.

References Books

1. Introduction to Airline Industry: IATA Study KIT
2. JagmohanNegi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
3. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
4. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
5. Study Kit for IATA/UFTAA
6. Stephen Shaw, Airline Marketuing and Mabnagement, Ashgate
7. Airpotrt, aircraft and airline security, Kenneth C Moore, utterworthheinmann

8. Airline Business in 21st Century, Regas Doganis, Routledge

BTH4C04 HOSPITALITY LAW

Aim of the course: Knowledge of service industry laws. It is necessary for students those who have to work in environments which deal with many legal aspects.

Objectives of the Course:

- a) This course enables the students to know the regulations of government, to setup a hotel and tourism industry.
- b) This course helps to create awareness among students about service industry related laws like contract act, industrial legislation, food adulteration act and tourism related laws.

Course outline

Module I:

Indian Contract Act : Definition of Contract , Proposal, Agreement, Consideration, etc- Essentials of Valid contract- Competent Parties- Types of Contracts – valid, void and voidable- Performance of Contract- Discharge of Contract- Remedies for Breach of Contract- Indemnity and Guarantee.

Module II:

Factory Act - Definition of Factory, Worker, Health Safety and Welfare provisions, Payment of Wages Act - Definition of Wages, Authorized deductions from the wages Workmen's Compensation Act – Definition of Dependent, Disablement, Occupational disease, liability of the employer to pay compensation and amount of compensation

Module III:

Food Adulteration Act: Principles of food laws regarding prevention of food adulteration, definition, Authorities under the act.– Procedure for procurement. Tourism related laws – VISA, Passport.

Module IV:

Hotel laws in India- Laws related to Hotel Operations- Hotel licences and regulations- Registration of hotel, Lodges, Eating Houses, Restaurants, and other related provisions. Licenses and permits for hotels and catering establishments- Hotel Insurances- Food Legislations – Liquor Licensing-

Module V:

Laws related to public health and safety- Food Safety and Standard Authority of India (FSSAI)-Introduction- Functions. Hazard Analysis Critical Control Point.(HACCP)- need- Functions.

Reference Books :

Mercantile law: M.C Kunhal,
Mercantile law: Gary and Chawla,
Business Law : Tulsian
Business Law: Gary and Chawla.

FIFTH SEMESTER SYLLABUS

BTH5B14 EVENT MANAGEMENT

Aim of the Course: The purpose of this course is to acquire an in depth knowledge about the specialized field of "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events within a sport context.

Objectives:

- To learn the basics of event management.
- To Provide the students overall idea to develop and organise an event
- To understand about the fairs, conventions and exhibitions in and around the world.

Course outline

MODULE 1:- Events-Event management – definition – Broad classification of Events (types). Event planning, Five C's of event management -Conceptualization, Costing, Canvassing, Customization, Carrying out- Role of events in promotion of tourism.

MODULE 2:- MICE – Meeting – Incentives – Conference – Convention – Exhibition –Trade shows and fairs, Leisure Events, Sports Events – organizers – sponsorship – event management as a profession-

MODULE 3:- Event Planning and organizing – Problem Solving and Crisis Management – Leadership and Participants Management – Managing People and Time – Site and Infrastructure Management.

MODULE 4:-

Event Marketing – Customer care – Marketing equipment and tools – Promotion, Media Relations and Publicity - Event Co-ordination - Visual and Electronic Communication– Event Presentation – Event Evaluation – Case Studies of events.

MODULE 5:- Travel Industry Fairs – Benefits of Fairs - ITB, WTM, BTF, TTW, FITUR, KTM, IITM, CII-Events, PATA Travel Mart- India Convention Promotion Bureau (ICPB).

REFERENCE BOOKS.

- a) Event marketing and management – sanjayasingh gaur,
- b) Event management and event tourism – gelz,
- c) Hospitality marketing and management – j.m.mathews
- d) Event and entertainment marketing, Avrich barry (1994), vikas, Delhi.
- e) Event management, Bhatia a.k. (2001), sterling publishers, New delhi.
- f) Event management in leisure and tourism, David c. Watt (1998), Pearson, uk.
- g) Event planning 2nd edn. By Allen, Judy, 1952- the ultimate guide to successful meetings, corporate events, fund-raising galas, conferences, conventions, incentives and other special events / Judy Allen. ISBN 978-0-470-15574-5.

BTH5B15 COMPREHENSIVE SELF STUDY

The aim of this course is to assess the students knowledge of the entire programme in which he/she has gone through. It will be assessed by conducting a Multiple Choice Questions (MCQ) examination with two hours duration. 120 multiple choice questions will be asked, out of which 100 questions must be answered, in the examination. The answer scripts will be sending for external evaluation.

The main objectives of this course are,

1. To understand the student capacity of theoretical knowledge in which they studied in all the previous semesters.
2. To analyze the student capacity to solve the questions within the stipulated time.

3. To improve the observing and listening capacity of students in the class rooms and the other learning areas, including training.

BTH5B11 INDUSTRIAL EXPOSURE TRAINING AND REPORT

Industrial Exposure Training is an integral part of the curriculum. Student has to undergo industrial training minimum 20 weeks at a single stretch. They will be awarded 200 marks (150 marks external evaluation and 50 marks internal evaluation) for the industrial training & report and for viva voce.

- 1) For award of 200 marks of IET would be on the basis of feed-back from the industry in a prescribed Performance Appraisal Form (PAF). It will be the students responsibility to get this feed-back/assessment form completed from all the four departments of the hotel for submission to the institute at the end of Industrial Training.
- 2) Responsibilities of institute, hotel, the student/trainee with aims & objectives have been prescribed for adherence.
- 3) Once the student has been selected / deputed for Industrial Training by the Institute, he/she shall not be permitted to undergo it elsewhere. In case students make direct arrangements with the hotel for Industrial Training, these will necessarily have to be approved by the institute. Students selected through campus interviews will not seek Industrial Training on their own.

INDUSTRIAL EXPOSURE TRAINING

Objective of industrial Exposure Training is to provide to students the feel of the actual working environment and to gain practical knowledge and skills, which in turn will motivate, develop and build their confidence. Industrial Training is also expected to provide the students the basis to identify their key operational area of interest.

RESPONSIBILITIES OF THE TRAINEE

1. Should be punctual
2. Should maintain the training logbook up-to date
3. Should be attentive and careful while doing work
4. Should be keen to learn to learn and maintain high standards and quality of work
5. Should interact adhere to the prescribed training schedule.
12. Should take the initiative to do the work as training is the only time where you can get maximum exposure.
13. Should on completion of industrial Training, hand over all the reports, appraisal, logbook and completion certificate to the institute.

RESPONSIBILITIES OF THE INSTITUTE

1. Should give proper briefing to students prior to the industrial training
2. Should make the students aware of the industry environment and expectations.
3. Should notify the details of training schedule to all the students.
4. Should coordinate (emergencies) with the hotel especially with the training manager
5. Should visit the hotel wherever possible, to check on the trainees
6. Should sort out any problem between the trainees and the hotel
7. Should take proper feedback from the students after the training
8. Should brief the students about appraisals, attendance, marks, logbook and training report.
9. Should ensure trainees procure training completion certificate from the hotel before joining institute.

RESPONSIBILITIES OF THE HOTEL

First exposure: A young trainee's first industry exposure is likely to be the most influential in that person's career. If the managers / supervisors are unable or unwilling to develop the skills young trainees need to perform

effectively, the latter will set lower standards than they are capable of achieving, their self-images will be impaired, and they will develop negative attitudes towards training, industry, and in all probability - their own careers in the industry.

Hotels:

1. Should give proper briefing session! Orientation / induction prior to commencement of training.
2. Should make a standardized training module for all trainees.
3. Should strictly follow the structured training schedule.
4. Should ensure cordial working conditions for the trainee.
5. Should coordinate with the institute regarding training programme
6. Should be strict with the trainees regarding attendance during training
7. Should check with trainees regarding appraisals, training report, log boom, etc.
8. Should inform the institute about truant trainees
9. Should allow the students to interact with the guest
10. Should specify industrial training “Dos and Don’ts” for the trainee
11. Should ensure issues of completion certificate to trainees on the last day of training positively with the hotel staff.
6. Should be honest and loyal to the hotel and towards their training.
7. Should get their appraisals signed regularly from the HODs or training manager.
8. Gain maximum from the exposure given, to get maximum practical knowledge and skills.
9. Should attend the training review sessions / classes regularly
10. Should be prepared for the arduous working condition and should face them positively
11. Should

BTH5D01 TOURISM AND HOSPITALITY MANAGEMENT

- h) **Module I** Introduction to travel and tourism:- Important phenomenon’s helped the development of evolution of travel and tourism- the meaning of tourism-purpose of travel (motivations)-travellers and visitors-the industry-definitions followed in India-international tourism-basic components of tourism-elements of tourism-future of tourism
- i) **Module II** Development of means of transport: - Road transport-Sea/Water transport, Cruise industry-Rail transport-luxury trains of India-Air transport-India and international- Travel Documents.
- j) **Module III** Tourism Products:-Types (Natural, Manmade, Symbiotic) –Eco tourism, Adventure tourism-Sustainable tourism- Responsible tourism- Nature based tourism- Green tourism- Multi sport adventures-Cultural tourism- Health tourism- Rural tourism- Ethnic tourism - Spiritual tourism- Golf tourism- Space tourism- Pro poor tourism- Dark Tourism etc.- Important Tourist Destinations in India and Kerala
- k) **Module IV** Accommodation Industry- History-Types-Departments-Categorisation in India (Star)-Room types-Travel Agency-Types and Functions-Tour Operators-Types and Functions - Characteristics of tourism- Impacts of tourism (Economic, Environmental, Socio-cultural) -Reference Books
- l) 1. Pran Seth: Successful tourism Management (Vol. 1 & 2)
- m) 2. A.K Bhatia: International Tourism
- n) 3. A.K Bhatia: Tourism Management & Marketing.
- o) 4. Christopher.J. Hollway; Longman ; The Business of Tourism
- p) 5. Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.
- q) 6. P.N. Seth: Successful Tourism Development Vol. 1 and 2, Sterling Publishers

r) 7. Page, S: Tourism Management: Routledge, London

s) 8. Glenn. F. Ross - The Psychology of Tourism (1998), Hospitality Press, Victoria, Australia.

BTH5D02 CUSTOMER CARE MANAGEMENT

MODULE I:

Who is a customer? Internal customer, external customer who is a service provider? Why are some service providers better than others? Who is a satisfied/ dissatisfied customer? What are the consequences of satisfied/ dissatisfied customers?

MODULE II

What is Quality? What is customer satisfaction? What is customer delight?

MODULE III

Key areas of customer care the product or the service itself Sales and promotion of the service after sales support to the customer Organizational culture

MODULEIV

Customer Feedback, feedback tools Converting Customer care philosophy into everyday action Developing customer trust and loyalty - online Grooming and Etiquette Telephone Handling Skills

MODULE V

Complaint Management Transactional Analysis in Customer Care Customer care in airlines Customer care in hotels

SIXTH SEMESTER SYLLABUS

BTH6B17 ACCOMODATION OPERATION THEORY

Aim of the course: This course aims to establish the importance of front office and Housekeeping departments and their role in Hotel industry. It also prepares the students to acquire basic knowledge and skills necessary for different tasks and aspects of front office and housekeeping departments of a hotel.

Objectives of the Course: a) This course helps to understand functions of front office and housekeeping departments.

MODULE 1

I House Keeping 1. Introduction 2. Role of house keeping industry 3. Definition ,importance & functions of housekeeping 4. Types of rooms & the significance 5. Personal attributes of housekeeping staff II. Organizational Framework of the department 1. Organizational chart in small medium and large hotel 2. Job description and job specification of executive housekeeper 3. Duties and responsibilities of house keeping staff 4. Co ordinations of the departments

MODULE 11

III. Science of cleaning 1. Introduction 2. Principles and reasons for cleaning 3. Methods of cleaning 4. Different types of cleaning agents – their selection and purchase 5. Cleaning equipments- selection , care and

storage IV. Cleaning of different areas 1. Cleaning of guest rooms(regular, weekly and spring cleaning) 2. Making the bed 3. Cleaning the bath room 4. Turn down service /second service 5. Spring cleaning procedure 6. Weekly cleaning of rooms 7. Environmental hygiene of guest room and public area 8. Guest supplies

MODULE 111

V. House keeping procedures 1. Housekeeping control desk – Role , importance and coordination 2. Preparing a room report 3. Types of key and key handling 4. Paging system and methods 5. Duty allotment 6. Checking VIP rooms 7. Briefing and de briefing 8. Lost and found procedures 9. Handling guest complaint 10. Maids cart/trolley VI. Linen management 1. Layout of linen room 2. Types of linen 3. Linen sizes 4. Responsibilities in linen room 5. Equipment used in linen room 6. Par stock, inventory, discard 7. Linen controls 8. Functions of uniform room/tailoring room

MODULE 1V

VII. The laundry 1. Types of laundries 2. Handling guest laundries 3. Laundry equipments 4. Wallet service 5. Characteristics of launder able linen 6. Dry cleaning 7. Cleaning agents used in laundry 8. Laundry operations flow chart 9. Stain removal 10. Layout of laundry VIII. Care and cleaning of different surfaces 1. Floor and floor coverings 2. Wall surface and wall coverings 3. Metals 4. Glass 5. Plastics 6. Leather and rexin 7. Soft furnishing

MODULE V

IX Safety and first aid 1. Concept and importance of safety 2. Insurance and liability concern 3. Potentially hazardous conditions 4. Safety awareness 5. Accidents and their prevention 6. Steps to be taken in the event of an accident 7. Safety rules 8. First Aid 9. First aid remedies 10. Fire safety X Flower arrangement /interior designing 1. Objectives of interior design 2. Basic types of design 3. Elements of design 4. Principles of design 5. Types of flowers and containers used 6. Types of flower arrangements 7. Flower arrangement at various locations

BTH6B18(P) ACCOMODATION OPERATION PRACTICAL

SI No	PRACTICALS/TOPIC	METHOD
1	Types of hotel and service offered t	Assignment
2	Cleaning equipments	Demo
3	Cleaning agents	Demo
4	Cleaning equipments& agents	Assignment
5	Cleaning of different surface	Demo
6	Bed making Practical	session/demo
7	Daily cleaning of guest room	Demo/practice
8	Standard supplies Assigment	
9	Periodical cleaning and special cleaning	Demo/practice
10	Public area cleaning	Demo/practice
11	Guest room inspection	Demo
12	Stain removal	Demo/practice
13	Flower arrangement	Demo /practice
14	House keeping records	Assigment
15	Polishing- brasso, silver	Demo/practice

16	Cleaning of ceramic and plastic	Demo
17	Maids cart, trolley, turn down service, second service	Demo/practice

REFERENCES

1. House keeping operations, design and management Malani singh and jaya B george
2. Hotel housekeeping training manual Sudhir Andrews
3. Hotel house keeping management and operations 4. Accommodation operations management S.K. kaushal, S.N. Gautham
4. Hotel house keeping operations &management G. Raghubalan, Smartee Raghubalan
5. Professional management of housekeeping operations Thomas J.A. Jones
6. F O Management – Sudhir Andrews F O Management –
7. S K Bhattnagar Professional FO Management – Robert H Woods
8. Manging Front office Operations – Michel L Kasavana & Richard M Brokes
9. F O Operations & Management – Ahammed ismail

BTH6B19 AIR FARES AND TICKETING

Aim: This course will helps to impart the theoretical and practical knowledge on Airline ticketing procedure

Objectives of the Course

- a) To make aware of the terminologies used in Airports and Airlines.
- b) To equip the students the mechanism of airfare ticketing exercise.
- c) To provide a knowledge on how to calculate flying time and Air ticket fare,

Course Outline

Module I

Airline Terminology – Airports and offline stations served by airlines –abbreviations used in airlines, its fleet – types of journeys (OW, CT, RT, OJ,RTW) – International sale indicators – Global indicators.

Module II

Passenger ticket: Different coupons – ticketing instruction and conjunction tickets – Open tickets, E-tickets and its advantages – Miscellaneous charges order (MCO) and Prepaid Ticket Advice (PTA) – the rounding off of currencies, referring to airline time table, TIM, OAG, PAT.

Module III

Types of fare – normal face (Adult, child & infant) – Special fares, discounted fares, passengers requiring special handling – passengers with medical problems – Expectant women – Unaccompanied minors – infants – VIPs/ CIPs, introduction to special fares.

Module IV

International fare constructions based on IATA & UFTAA – Fare formula and basic steps using mileage system – OW, RT, CT – Exercises on ticketing – OW, RT,CT.

References

1. Jagmohan Negi: Travel Agency & Tour Operation – Concepts and Principles. (Kanishka Pub, New Delhi)
2. JagmohanNegi: Air Travel and Fare Construction. - Kanishka Pub, New Delhi 2004
3. Dennis. L. Foster: The Business of Travel Agency Operations and Administration (Mc. Graw Hill)
4. Study Kit for IATA/UFTAA
5. Foundation Course: - Module – I – Introduction to tourism
 - Module – II – Travel Geography
 - Module – III – Air Transport
 - Module – IV – Air Fares & Ticketing

BTH6B20 FOOD SCIENCE AND NUTRITION

Aim of the course: This course helps to understand the biological, chemical and physical structures of foods. It also helps the students to acquire the knowledge of food at micro level like its nutritive value, causes of food contamination etc.

Objectives of the Course:

- a) To enable the students to acquire the knowledge of food science
- b) To know the characteristics of food ingredients , its structure and nutritive value .
- c) To understand how to preserve the foods.

Course outline

Module I

Food Science- Introduction to food science-food groups - food in relation to health

Module II

Milk and Milk Products -Composition -Physical Structure -Nutritive Value- Processing- Microorganisms- Cereals-Structure-Composition and Nutritive Value- Pulses-Nutritive Value -Processing- Storage- Infestation- Nuts and Oils- Nutritive value- Toxins

Module III –

Fats and Oils Composition -Nutritive Value - Spices- Beverages-Coffee -Tea-Cocoa-Fruit Beverages and Milk based Beverages

Module IV

Meat-Structure-Composition-Nutritive Value-Post Mortem changes- Egg- Composition - Preservation- Vegetable and Fruit-Composition-Nutritive Value- Fungi as Food-Algae as Food

Module V

Food additives-Food adulteration-Types of Food adulterants -Intentional Adulterants- Metallic Contamination-Incidental Adulterants - Food Preservation-Methods of Food Preservation- Evaluation of Food quality- Sensory Evaluation-Objective Evaluation- Evaluation Card- Types of Tests.

Reference Books

Food Science - B. Srilakshmi

Food Science And Nutrition - Malathi

Nutrition Science - B. Srilakshmi

Food And Nutrition - P.K.Jas

BTH6B21 FOOD AND BEVERAGE MANAGEMENT

Aim: This course aims to make the students to understand the importance of cost control in Hospitality industry. It also aims to give the importance of control system in the industry.

Objectives of the Course

- a) This course helps the students to control the Food and Beverage cost in the industry.
- b) To know how to price the Food and Beverages, controlling of costs, budgetary control, and variance analysis.
- c) To understand the functions of Food and Beverage department for controlling food production.

Course Outline

Module I:

- Cost dynamics-Meaning of Cost Accounting –Scope and objectives of Cost Accounting- Advantages of Cost Accounting-Limitations of cost accounting-Cost Analysis-concepts and classification-Elements of cost-cost sheet-cost concepts-cost classification.

Module II:-

Variance Analysis-Standard costing-Cost variance-Material variance, Labor variance, Overhead variance, Sales variance, Profit variance. Marginal costing-Break even analysis- contribution, P/V ratio –uses, Applications of Marginal Costing

Module III:-

Budgetary control-Define budget & budgetary control-Objectives-Types of budgets- Inventory control: Importance-Objectives-Methods-Pricing of commodities.

Module IV:

- food menus & Beverage lists-Introduction-Basic menu criteria-Types of food menus- The content of food menus-beverage menu/list-Menu planning-factors influencing menu planning-Menu merchandising-Pricing of menu-constrains of menu planning.

Module V:-

Food and Beverage control-introduction-Objectives-Problems-The essentials of control system- Food and Beverage production controlling-calculation of food cost methods of food control-calculation of Beverage cost-methods of Beverage control - Food and Beverage management in Hotel industry, quality Restaurants-fast foods functions- Caterings-Industrial catering-Institutional catering-Hospital catering

Reference Books

- a) Cost Accounting: S.P.JAIN, K.L.NARANG

b) Food and Beverage Management: BERNAD DAVIS, ANDREW LOCKWOOD, SALLY ST

BTH6B22 TOURISM RESOURCES AND EMERGING TRENDS

Aim of the course: This course aims to provide importance of tourist resources of our Country, its speciality and historical background. By studying this course a student can work as a Tourist Escort.

Objectives of the Course:

- a) To familiarise the various tourism resources of our country.
- b) To understand the emerging trends in tourism industry.
- c) To learn various types of Tourism products and activities in our country.

Course outline

Module I: Tourism Products-meaning-definition–Types- Recent trends in Tourism- Potentiality of Kerala Tourism

Module II: India's rich architectural heritage, forts, palaces, monuments- UNESCO's World heritage sites- Museums and Art Galleries.

Module III : Culture and tradition-folklore, cuisine, costume, religions (Jainism, Islam, Hinduism, Christianity, Sikhism) Dance (Classical) and Music (instruments) - Fairs and festivals in India-.

Module IV : Natural Products of India- Mountains, hill stations, caves, Forests, Deserts, Waterfalls, Beaches, Backwaters, islands, farms and plantations - Adventure tourism activities-National parks and wildlife sanctuaries in India – bio reserves– Wildlife Protection Act, 1972.

Module V :Space tourism-Health tourism (Ayurveda, Allopathy, Homeopathy, Naturopathy, Unani, Acupuncture, Kalari&Marmachikilsa, Yoga & Mediation)-Sustainable Tourism-Eco Tourism-Rural Tourism-Rural Tourism-Cultural tourism-Responsible tourism.

References Books:

1. India – A Travel Survival Kit by Geoff Crowther& Others. Lonely Planet Publication.
 2. India – A Travellers Companion by PranNath Seth
 3. Tourism Products of India – Dr. I.C. Gupta &Dr.SushamaKasbekar.
 4. Tourism in India – V.K. Gupta, Gian Publishing House, Delhi – 7.
 5. Cultural Tourism & Heritage Management – by Shalini Sign, Rawat Publication, Jaipur.
 6. Hill Stations of India – Gillian wright, Penguin Books, New Delhi – 19.
 7. Tourism in Inda – K.K. Sharma, Classic Publishing House, Jaipur.
 8. Invitation to Indian Dances by SusheelaMisra Arnold Publishers, New Delhi – 29.
 9. Atlas to India' wildlife – A.N. JagganathaRao T.T. Maps & Publications, Madras – 44.
 10. www.incredibleindia.org
 11. An Introduction to History of India – Graeme D Westlake, Indus Publishers, Delhi -2.12.
- Rajasthan, Agra, Delhi – a travel Guide by Philipward Penguin Books, New Delhi – 29

COMMON COURSES

BTH3A11 BASIC NUMERICAL METHODS

Lecture Hours per week: 5, Credits: 4

Internal: 20, External: 80, Examination 2.5 Hours

Objectives:

To enable the students to acquire knowledge of numerical equations, matrices progressions, financial mathematics and descriptive statistics

At the end of this course, the students will be able to understand, numerical equations, matrix, progression, financial mathematics, descriptive statistics and their applications.

Module I

Numerical expressions and Equations: Simultaneous linear equations (up to three variables),

Quadratic equations in one variable-factorization and quadratic formula

(10 Hours, 10 marks)

Module II

Matrices: introduction - type of matrices – trace and transpose and determinants - matrix operations – adjoint and inverse –rank- solving equations by matrices: Cramer’s Rule (not

more than three variables).

(15 Hours, 15 marks)

Module III

Sequence, Series and Progression : Concepts and differences - Arithmetic progression- nth term and sum of n terms of an AP - Insertion of Arithmetic means in AP - Geometric progression- nth term and sum of n terms of an GP - Insertion of Geometric Mean in GP - Harmonic progression. (20 Hours, 15 marks)

Module IV

Interest and Time value: Concept of interest-Types of interest: Simple interest and compound interest – nominal, real and effective rate of interest - Future value and Present Value; Annuity and Perpetuity - Computing future and present values of annuity (regular and immediate) - multi and growing period perpetuity - Compound annual growth rate - computation of Equated Monthly Instalments (EMI). (15 Hours, 15 marks)

Module V

Descriptive Statistics: Measures of Central Tendency – Mean: Arithmetic mean, Geometric mean and Harmonic Mean- Median, Mode and other position values - Measures of Dispersion: mean deviation, quartile deviation, standard deviation and coefficient of variation

- Measures of Skewness and Kurtosis.

(20 Hours, 25 marks)

Reference Books

1. Business Mathematics and Statistics- N G Das & J K Das (Tata McGraw Hill)
2. Basic Mathematics and its Application in Economics – S. Baruah (Macmillan)
3. Mathematics for Economics and Business – R. S. Bhardwaj (Excel Books)
4. Business Statistics – G. C. Beri (Tata McGraw Hill)
5. Fundamentals of Statistics – S.C.Gupta (Himalaya Publishing House)
6. SP Gupta ,Statistical Methods, Sultan Chand
7. Dinesh Khattar-The Pearson guide to quantitative aptitude for competitive examinations.
8. Dr. Agarwal.R.S – Quantitative Aptitude for Competitive Examinations, S.Chand and Company Limited.
9. Abhijit Guha, Quantitative Aptitude for Competitive Examinations, Tata Mcgraw Hill,

(Theory and problems may be in the ratio of 20% and 80% respectively. An over view of the topics is expected and only simple problems shall be given)

BTH3A12 PROFESSIONAL BUSINESS SKILLS

Lecture Hours per week: 5, Credits 4

Internal: 20, External: 80, Examination 2.5 Hours

Objectives:

To update and expand basic Informatics skills of the students

To equip the students to effectively utilize the digital knowledge resources for their study Module I

Professionalism: Meaning -Definition – Characteristics - Traits and Qualities of a good professional - Professionalism in business - Professional Skills: important soft skills for business success- Professionalism in Communication: Verbal Communication: Professional Presentation - Different Presentation Postures- Written Communication: Email - Significance of Email in business – Email etiquette: format - rules – dos and don'ts - Technical Documentation: Standards – Types (15 Hours, 15 marks)

Module II

E-Learning :Introduction of electronic learning - benefits and drawbacks of e-Learning - Online education - Digital age learners - Knowledge resources on internet - E-books, Audio, Video and other means for e-learning- Introduction to e-content development and tools - Online libraries – MOOCs - The e-Learning as a service Industry - major technologies used in e-learning- different approaches for e-Learning delivery - E-learning in India

(12 Hours, 12 marks)

Module III

Business Data Analysis : Features of New Generation Computers – Concept of data analysis – Business Data Analysis – Data Analyst – Types of analysts - organisation and source of data, importance of data quality, dealing with missing or incomplete data- Social Networking Analysis – Big Data Analysis - Role of Data Scientist in Business & Society - Role of Artificial Intelligence and Intelligent Agents in e-business - Ethical and Legal considerations in Business Analytics (18 Hours, 18 marks)

Module IV

Socio - Cyber Informatics: IT and society - Digital Divide – Digital natives-Cyber space- New opportunities and threats - Cyber ethics - Cyber-crimes -Types - Cyber Laws – Organisations related with cyber laws-Cyber addictions - Information overload - Health issues - e-waste and Green Computing –Recent E-governance initiatives in India (15 Hours, 15 marks)

Module V

Digital Marketing : Introduction to Digital marketing Environment –meaning & Concept – Need for digital marketing – Advantages and disadvantages of digital marketing -Trends in digital marketing- Types of digital marketing – Business models in digital marketing Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), Business to Employees (B2E), Business to Government (B2G) - Online advertising - types of online advertising - Top e-commerce websites around the world and its scenario in India. PPC (Pay per Click) advertising – Search engine Analytics – search engine ads – social media channels and ads (20 Hours, 20 marks)

References Books:

1. Professional Business Skills – Lee Pelitz 2nd Edition
2. Peter Norton, Introduction to Computers, Tata McGraw Hill Private Limited, New Delhi, 2009.
3. Alan Evans, ITL ESL, Leslie Lamport, Dolores Etter, Darren George, Kenneth C Laoudon, Gary Rogers, Rainer Handel, INFORMATICS -Technology in Action, Pearson Education, Delhi, 2009.
4. V.Rajaraman, Introduction To Information Technology, PHI Learning Private Limited, New Delhi, 2009.
5. Daniel Minoli&EmmaMinoli, Web Commerce Technology Hand Book, Tata McGraw Hill, New Delhi, 2009
6. Godfrey Parkin, DigitalMarketing:Strategies for online success, New Holland publishers Ltd, 2009

7. Damian Ryan, Understanding Digital marketing: Marketing strategies for Engaging the Digital generation, Kogan page, 3rd Edition, 2014
7. Jonah Berger, Contagious Why things catch on, Simon & Schuster, 2013
8. Turban E, Armson, JE, Liang, TP & Sharda, Decision support and Business Intelligence Systems, 8th Edition, John Wiley & Sons, 2007
9. Frank J. Ohlhorst, Big Data Analytics, 1st Edition, Wiley, 2012.
10. Efraim Turban, Ramesh Sharda, Jay Aronson, David King, Decision Support and Business Intelligence Systems, 9th Edition, Pearson Education, 2009
11. Microsoft Office 2007 Business Intelligence - Reporting, Analysis, and Measurement from the Desktop, Doug Harts, TATA McGraw-Hill Edition, 2008
12. Data Mining for Business Intelligence: Concepts, Techniques, and Applications in Microsoft Office Excel with XLMiner, Galit Shmueli, Nitin R. Patel, Peter C. Bruce, Wiley Publication, 2010
13. Data Mining: Concepts and Techniques, Morgan Kaufmann Publication, 3rd Edition, 2011 Data Science for Business - What you need to know about data mining and data-analytic thinking, Foster Provost, Tom Fawcett, O' Reilly Media Publication, 2013

BTH4A13 ENTREPRENEURSHIP DEVELOPMENT

Lecture Hours per week: 5, Credits: 4
 Internal: 20, External: 80, Examination 2.5 Hours

Objectives:

- > To familiarize the students with the concept of entrepreneurship.
- > To identify and develop the entrepreneurial talents of the students.
- > To generate innovative business ideas in the emerging industrial scenario.

Module I

Concepts of entrepreneur: Entrepreneur- Definitions - Characteristics of entrepreneur- Classification of entrepreneur-Entrepreneurial traits -Entrepreneurial functions - role of entrepreneurs in the economic development - Factor effecting entrepreneurial growth – Entrepreneurship – Meaning – definition - Entrepreneur vs Intrapreneur - Women Entrepreneurs - Recent development – Problems - Entrepreneurial Development Programmes
- Objectives of EDP - Methods of training - Phases of EDP. (15Hours, 15 marks)

Module II

Institutional support and incentives to entrepreneurs- Functions of Department of Industries and Commerce (DIC) - Activities of Small Industrial Development Corporation (SIDCO)- Functions of National Small Industries Corporation(NSIC)- Functions of Small Industries Development Bank of India (SIDBI) - Khadi Village Industry Commission (KVIC)-Small Industries Service Institute (SISI)- Functions and services of Kerala Industrial Technical

Consultancy Organisation (KITCO)-Activities of Science and Technology Entrepreneurship Development Project (STEDP)-Strategies of National entrepreneurship Development Board (NEDB) -Objectives of National Institute for entrepreneurship and small business development (NIESBUD) - Techno park-Functions of techno park Incentives- Importance- Classification of incentives – Subsidy - Types of Subsidy
(17 Hours, 15 marks)

Module III

Micro Small and Medium Enterprises- Features- Objectives- Importance- Role of SME in the economic development- MSME Act 2006- Salient features- Credit Guarantee Fund Trust Scheme for MSMEs - Industrial estates-Classification-Benefits- Green channel- Bridge capital- Seed capital assistance-Margin money schemes –Single Window System- Sickness- Causes –Remedies- Registration of SSI (15 Hours, 15 marks)

Module IV

Setting up of Industrial unit-(Only Basic study) Environment for Entrepreneurship – Criteria for selecting particular project- Generating project ideas-Market and demand analysis- Feasibility study- Scope of technical feasibility- Financial feasibility- Social cost benefit analysis-Government regulations for project clearance-Import of capital goods- approval of foreign collaboration-Pollution control clearances-Setting up of micro small and medium enterprises-Location decision- Significance. (18 Hours, 20 marks)

Module V

Project Report - Meaning-Definition - Purpose of project reports-Requirements of good report - Methods of reporting - General principles of a good reporting system - Performa of a project report - Sample project report. (The preparation of sample project report shall be treated as an assignment of this course).
(15 Hours, 15 marks)

Books Recommended:

1. Shukla M.B. Entrepreneurship and small Business Management, Kitab Mahal Allahabad.
2. Sangram Keshari Mohanty, Fundamentals of entrepreneurship, PHI, New Delhi.
3. Nandan H. Fundamentals of Entrepreneurship, PHI, New Delhi.
4. Small-Scale Industries and Entrepreneurship, Himalaya Publishing, Delhi
5. C.N.Sontakki, Project Management, Kalyani Publishers, Ludhiana.
6. Sangam Keshari Mohanty. Fundamentals of Entrepreneurship, PHI, New Delhi
7. Peter F. Drucker- Innovation and Entrepreneurship.
8. Vasanth Desai, Small Business Entrepreneurship, Himalaya Publications.
9. MSME Act 2006.

BTH4A14 BANKING AND INSURANCE

Lecture Hours per week: 5, Credits: 4

Internal: 20, External: 80, Examination 2.5 Hours

Objectives:

- > To enable the students to acquire knowledge about basics of Banking and Insurance.
- > To familiarize the students with the modern trends in banking.

Module I

Introduction to Banking : Meaning and definition - Origin and development of banking – Customer of a bank - Structure of banking in India - Banks and economic development - Functions of commercial banks (conventional and innovative functions) - Central bank -RBI – Functions - Emerging trends in banking.

Activity: List out the name of banks as per their different category

Assignment: Procedure for creating an account in a bank (15 Hours, 15 marks)

Module II

Negotiable Instruments : Definition - Characteristics - Types - Parties to negotiable instruments -Cheques - Types of cheques - Crossing of cheques - Drafts - Cheque vs. Draft - Endorsement -Significance - Regularity of endorsement - Liability of endorser -Electronic payments.

Activity / Assignment:

- Writing of cheque , writing of challan for Demand Draft
- Procedures for a Bank Loan. (15 Hours, 15

marks) Module III

E-Banking-centralized online real time electronic banking (CORE)-Electronic Clearing service (ECS) - Electronic Fund Transfer - Real Time Gross settlement (RTGS)—National Electronic Fund transfer(NEFT)-society for worldwide interbank financial telecommunication(SWIFT) - E-cheque - Any Time Money - ATM.s- Credit card - Debit card-smart card - Internet banking - mobile banking - Tele-banking - financial inclusion - recent initiatives in financial inclusion.

Activity / Assignment:

- Chelan filling for RTGS, EFT and NEFT
- Different types of Cards, the Procedure for application of different cards and the Procedure for blocking cards
- Procedure for application or activation of net banking, m-banking and tele-banking.

(20 Hours, 20 marks)

Module IV

Introduction to insurance: Concept - need of insurance-insurance as a social security tool - insurance and economic development-principles of insurance - various kinds of insurance - life and general insurance (fire, marine, medical, personal accident, property and motor vehicle insurance) - features-life insurance Vs. general insurance.

Activity / Assignment: List out different names of insurance companies (15 Hours, 15 marks)

Module V

Life insurance-law relating to life insurance-general principles of life insurance contract, proposal and policy—Assignment and nomination - title and claims - general insurance - law relating to general Insurance - IRDA - powers and functions - insurance business in India.

Case Study: Preparation of a proposal for life insurance and how to claim insurance in case of any accident, death or damage. (15 Hours, 15 marks)

Reference Books:

1. Sheldon H.P : Practice and Law of Banking.
2. Bedi. H.L : Theory and Practice of Banking.
3. Maheshwari. S.N. : Banking Law and Practice.
4. Shekar. K.C : Banking Theory Law and Practice.
5. Pannandikar & Mithami': Banking in India.
6. Radhaswamy & Vasudevan: Text Book of Banking.

7. Indian Institute of Bankers (Pub) Commercial Banking Vol-I/Vol-II (part I& II)Vol- III.
8. Varshaney: Banking Law and Practice.
9. Dr. P. Periasamy: Principles and Practice of Insurance Himalaya Publishing House, Delhi.
10. Inderjit Singh, Rakesh Katyal & Sanjay Arora: Insurance Principles and Practices, Kalyani Publishers, Chennai.
11. M.N. Mishra: Insurance Principles and Practice, S. Chand & Company Ltd, Delhi.
12. G. Krishnaswamy : Principles & Practice of Life Insurance
13. Kothari & Bahl: Principles and Practices of Insurance
14. B.S. Khubchandani, "Practice and Law of Banking", Mac Millan India Ltd
15. K.C. Nanda, " Credit Banking", Response Book, Sage Publication, 1999