



A-2

SYLLABUS

(Academic Year 2023 - 2026)

FOR THE DEGREE

OF

BACHELOR OF BUSINESS ADMINISTRATION (HOSPITALITY & TOURISM OPERATIONS)

[BBA (Hospitality & Tourism operations)]

SCHOOL OF HOSPITALITY & TOURISM MANAGEMENT

DEPARTMENT OF HOTEL MANAGEMENT



**MANIPAL UNIVERSITY
JAIPUR**

**Dean
Faculty of Management & Commerce
Manpal University Jaipur**



*Al Datta
(MOD, SHTM)*

BBA (Hospitality & Tourism operations): Program Details

PROGRAM EDUCATION OBJECTIVES:

[PEO1] Demonstrate technical competency and leadership to become professionals or entrepreneurs, leading to a successful career in the field of hospitality, tourism, and other service sectors

[PEO2] Demonstrate commitment towards sustainable development for the betterment of society

[PEO3] Pursue lifelong learning opportunities to improve and expand their technical, professional, and personal skills

PROGRAM OBJECTIVES:

[PO1] Hospitality and Tourism Knowledge: Understand the knowledge of hospitality and tourism operations.

[PO2] Problem analysis: Identify, formulate, research literature, and analyse complex hospitality & tourism problems reaching substantiated conclusions using principles of management

[PO3] Design/development of solutions: Design solutions for complex hospitality and tourism related problems and design system components or processes, using appropriate management and technological tools, that meet the specified needs with consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO4] Conduct investigations of complex problems: Use research-based knowledge and research methods including analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO5] Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern management and IT tools including prediction and modelling to complex hospitality & tourism activities with an understanding of the limitations.

[PO6] Tourism and Society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal, and cultural issues and the consequent responsibilities relevant to the professional practice.

[PO7] Environment and Sustainability: Understand the impact of the hospitality and tourism in societal and environmental contexts and demonstrate the knowledge of need for sustainable development.

[PO8] Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the hospitality and tourism practice.

[PO9] Individual and Teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO10] Communication: Communicate effectively on tourism activities with the professional community and with society at large. Some of them are, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

[PO11] Project Management and Finance: Demonstrate knowledge and understanding of the tourism and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO12] Lifelong learning: Recognize the need and have the preparation and ability to engage in independent and lifelong learning.

PROGRAM SPECIFIC OBJECTIVES:


[PSO1] Recall and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality and tourism.


[PSO2] Apply the knowledge gained to manage and evaluate functional systems in hospitality and tourism operations.

[PSO3] Prepare the undergraduate candidates for entry level management positions and entrepreneurship in the hospitality & tourism industry.

[PSO4] Demonstrate an ability to lead and manage the professional tourism operations engaged production and delivery of hospitality & tourism product and service.




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(HOD, SHTM)



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality & Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Fundamentals of Hospitality Operations | HT1101 | 3 Credits | 3 1 0 4

Session: Aug – Dec | Faculty: Dr Mukesh Shekhar | Class: I Year (I Sem)

Introduction:

The curriculum is based to familiarize the students with the concepts of hospitality and tourism industry and develop their awareness and knowledge about the various departments of the hotel.

Course Objectives: At the end of the course, students will be able to:

HT1101.1 Express the concept of hospitality & hotel industry.

HT1101.2 Relate the concepts taught with industry requirements.

HT1101.3 Demonstrate the professional skills learnt.

HT1101.4 Develop entrepreneurship skills.

Syllabus

Introduction to Hospitality and Hotel Industry - The hospitality industry, Founders, Historical developments, Overview of Hotel Industry, Career development. Criteria for different star categories in India and procedure for application. Hotel Organization & Front Office Department - Organization structure, Organization of the Front Office Department, Sections & Functions of Front Office, roles, responsibilities, and attributes of Front Office Personnel. Classification of Hotels - Classification of hotels based on various categories, Classification bodies from various countries, Types of hotel rooms. Types of Hotel Guests - Hotel Guests Segments, Business travellers-types, needs, facilities provided, sources, rates, Leisure travellers – types, needs, facilities provided, sources, rates, Group travellers, Special Interest Tourists, Personal travel, Buying influences. The Guest Cycle - Importance of guest cycle, Various stages, Section wise staff in contact with the guests during each stage. Various sections of Housekeeping department types of cleaning agents & equipment, Organizational structure. F& B division, departments and organizational structure, Duties & responsibilities of various f&b personnel. Food & Beverage service outlets, types of food service, restaurant organization. Types of menu and meals. Food production department sections. Coordination of each of the operation department of with other hotel's departments. Other hospitality organizations and Catering Establishments.

References

- Andrews, S. (2013). Food and Beverage Services: A Training Manual. Tata Mcgraw Hill
- Bardi, J. A. (2007). Hotel Front Office Management (4th ed.). Canada Wiley India Pvt.Ltd.
- Raghubalan, G. (2015). Hotel Housekeeping: Operations and Management. Oxford University Press India.



School of Hospitality and Tourism Management
BBA (Hospitality & Tourism operations)

Cultural Tourism | HA1204 | 3 credits | 3 0 0 3

Session: Aug – Nov | Faculty: Dr. Gaurav Bhattacharya | Class: BBA 1st year (I Sem)

A. Introduction To inculcate a sense of importance of Indian history and culture, thus laying a foundation for a career in the tourism and the hospitality industry.

B. Course Outcomes: On completion of the course the participants shall be able to:

Explain fully the concept of Tourism and Travel

To relate Indian history with the evolution of Indian culture, ethos, religions and architecture

To apply the learning from this course to integrate their professional choices with that of contribution to the burgeoning tourism industry

C. Syllabus:

Indian Culture: Spirit of Toleration - Unity in Diversity - Caste system - Religious sites, Customs and Traditions - Monuments – Handicrafts, Fairs and Festivals - Performing arts - Music and Musical instruments.

Cultural Development during Ancient India: Art and architecture during Indus Valley Civilization, Vedic culture - Literature - Social structure – Religion, Mauryan art and architecture.

Cultural Development during Medieval India: Sultanate art and architecture- Literature, Cultural and artistic achievements of the Pallavas, Cholas and Vijaynagar Empire, Mughal art and Architecture-Literature.

Cultural Development during Modern India: Art and architecture of the early Europeans-Portuguese-Dutch-French, Art and architecture of the British India.

Reference Books:

- i) Agarwal, N. (2015). *Tourism and Cultural Heritage of India* (Vol. 1st). Aman Publications.
- ii) Basham, A. L. (2002). *A Cultural History of India* (Vol. 5th). New Delhi: Oxford India Paperbacks.
- iii) Singh, L. K. (2008). *Indian Cultural Heritage Perspective for Tourism*. Isha Books.



MANIPAL UNIVERSITY JAIPUR

(University under Section 2(f) of the UGC Act)

School of Hospitality and Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Hospitality Information System | HT1103 | Credits | 2 1 0 3

Session: Aug – Dec | Faculty: Mr. Abhay Kashyap | Class: I Year (1stSem)

Introduction:

The course is designed to impart knowledge, skills and understanding on hospitality information system.

Course Objectives: On completion of the course, students will be able to:

- [HA1103.1] Explain concepts of hospitality information system
- [HA1103.2] Apply professional skills to manage hospitality operations
- [HA1103.3] Develop employability in hospitality & tourism operations
- [HA1103.4] Develop entrepreneurship capabilities in hospitality & tourism settings

Syllabus

Management Information System (MIS): Concepts, evaluation & meaning, MIS Designs and functions, Managing multi-processor environments, MIS Security issues, MIS performance evaluation; Hotel Information System: The HIS concept, Software Modules, Reservation, Guest Accounting, Room Management, Point of Sales, General Management; Computer Based Reservation System: Global distribution system, Inter sell agencies, Central reservation Systems(CRS), Affiliate and non-affiliate Systems, Reservation through the internet; Rooms Management Applications: Rooms Management Module, Room status, Room and rate Assignment, In House guest Information functions, Housekeeping functions, Generation of Reports; Guest Accounting Module: Types of Accounts & Posting entries to Accounts, Night audit routine, Account settlement & Generation of reports; Property Management System Interfaces: Point of sale Systems (POS) , Cash Accounting Systems (CAS) : Advantages and concerns, Electronic Locking Systems., Energy Management Systems, Auxiliary Guest Services., Guest Operated Devices in room Vending Systems, Guest Information Systems; Food & Beverage Applications: POS order - Entry units, Key Boards and Monitors, Touch Screen Terminals, Food & Beverage Management Applications: Recipe Management, Menu Management Selecting And Implementing Computer Systems: Analyzing current information needs, Collection Information of computer Systems, Establishing system requirements, Proposals from vendors, Contract negotiations, Installation factors.

References

- Bardi, J. A. (2007). Hotel Front Office Management (4th ed.). Canada Wiley India Pvt. Ltd.
- Seal, P. P. (2013). Computers in Hotels: Concepts and Applications (1st ed.). New Delhi: Oxford University Press.
- Kasavana, M., & Brooks, R. M. (2012). Effective Front Office Operations. Educational Institute

A. D. H.
(H.O.D., SEM I)



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality and Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Project Report - I | HT1171 | 2 Credits | 0 0 4 2

Session: Jul – Nov | Faculty: Dr. Amit Datta | Class: I Year (I Sem)

Introduction:

The vocational training enables students to relate the knowledge and skills acquired in the classroom with operations prevalent in the industry.

Course Objectives: At the end of the course, students will be able to:

- [1171.1]. Develop an understanding of the hospitality & tourism products
- [1171.2]. Explore the hospitality & tourism products
- [1171.3]. Relate the knowledge gained during the survey with the theory
- [1171.4]. Present the experience gained during the survey

Syllabus:

Students will prepare and present a project on their fieldwork-based learning on a hospitality & tourism context.

References

- Google Scholar
- EBSCO
- Tourism Sites

Amit Datta
(HOD, SEM I)



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality and Tourism Management

Bachelor of Hotel Management

Course Handout

English Communication for Hospitality and Tourism | LN1110 | 3 Credits | 3 0 0 3

Session: Jul 2022 – Nov 2022 | Faculty: Dr. Arun Kumar Poonia | Class: 1st Year (I Semester)

Introduction:

The course offers in-depth knowledge of effective communication for hospitality and tourism. The course aims to develop critical and creative thinking abilities for communicative competence. It aims to organize and express ideas clearly in speech and in writing.

Course Objectives: At the end of the course students will be able to:

- [1110.1]. Recognize the importance of effective communication in day-to-day life, as well as in the professional world.
- [1110.2]. Develop creative thinking abilities for communicative competence.
- [1110.3]. Articulate ideas clearly in speech and in writing.
- [1110.4]. Assess effective communication skills in a variety of professional settings.
- [1110.5]. Analyze the importance of presentation skills, technological tools for team work and employability.

Syllabus:

Communication –Types & Process, Introduction to business communication & Importance, Elements of Communication process, Flow of communication within an organization - Formal, Informal, Grapevine, upward, downward, horizontal, vertical and diagonal. Verbal and nonverbal communication. Basics of Communication - Mediums of Communication, Barriers to Communication, Listening skills. Written Communication Skills - Types of written messages (Direct and routine messages, Persuasive messages, Negative messages), Various Formats of Messages (types of Letters, Memos), Hotels' Operational Communication - Making a Hotel Reservation, Welcoming a Guest at the Front Desk, Checking in, In the Elevator, Responding to Enquiries after Checking in, Room Service, Facilities and Services at the Hotel, Places around the Hotel, Getting a duplicate key, Solving guests' problems, At the restaurant, Taking a message, Checking out. Career Management and Technology - Resume writing, Technology in business communication (advantages, disadvantages, classification of various technologies available, online etiquettes), Creating and delivering good presentations (Importance of good presentations, understanding your audience, Planning, preparing and delivery of presentation.

References:

1. Viswamohan, A. (2014). *English for the Hotel Industry* (First ed.). Dorling Kindersley (India)
2. Sinha, K. (2018). *Business Communication*. Reprint 4th Revised.



MANIPAL UNIVERSITY
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School of Hospitality and Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Computer Applications in Hospitality & Tourism | HA2134 | 1 Credits | 0 0 2 1

Session: Jul – Nov | Faculty: Dr Amit Datta | Class: I Year (I Sem)

Introduction:

The core emphasis of this course is to develop hospitality & tourism computer proficiencies among the students.

Course Objectives: At the end of the course, students will be able to:

- [HA2134.1]. List different computer and software related applications in hospitality & tourism operations
- [HA2134.2]. Demonstrate the applications learnt
- [HA2134.3]. Develop professional skill required for hospitality and tourism operations

Syllabus

Introduction to Computers: Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotels, Familiarisation with Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer. Introduction to Computers Software: Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office: Basics of MS- Word, MS- Excel and MS PowerPoint. Internet & Applications: Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines, Email Social Media Applications and Hospitality: Introduction to Social Media, Its Role in Hospitality Promotion, Facebook – Creating Pages and Profiles, Merits/Demerits of Social Media, Linked In, Twitter and Other Social Media Applications

References

- Seal, P. P. (2013). Computers in Hotels. New Delhi: Oxford University Press.
- Leon & Lion, Introduction to Computers, (1st ed.), Vikas Publishing House, New Delhi.
- J.J. Parsons, Computer Concepts, (7th ed.), Thomson Learning, Bombay, 2004
- Comer, Computer networks and Internet, (6th ed.) Pearson Education, 2014

A. Datta
(HOD, S.H.T.M.)



MANIPAL UNIVERSITY
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School of Hospitality & Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Airline Ticketing & Fare Construction | HT2101 | 4 Credits | 3 1 0 4

Session: Aug – Dec | Faculty: Dr Shweta Upamanyu | Class: II Year (III Sem)

Introduction:

The Tourism industry is on the move and will continue to dominate economy soon. Many people are travelling the world today than before for various reasons e.g. Business conferences, leisure etc. using various transport systems like airlines. The technological advancement has affected the industry in that people can book a seat anywhere around the world. This course therefore presents the students with the essential knowledge of airline industry as detailed in the course objectives.

Course Objectives: At the end of the course, students will be able to:

- [HT2101.1]. Explain the various forms of reserving for airline services.
- [HT2101.2]. Understand the role of IATA and other bodies in airline business.
- [HT2101.3]. Identify the concepts of airline fares, tariffs, and currencies.
- [HT2101.4]. Demonstrate the professional skills of fare construction and ticketing process of airline.
- [HT2101.5]. Develop entrepreneurship skills in the field of fare construction and ticketing process.

Syllabus

Role of IATA and its functions – ICAO; role and functions – Airport Authority of India – Open sky Policy _ International Conventions: Warsaw Convention, Chicago Convention. Management of Airlines: Types of Airlines – Airline personnel and revenue earning – Airport Management – Study of aircraft parts – The aircraft turnaround The control tower- Airport facilities and special passengers _ Airport access _ Check in facilities – Landing facilities for departing passengers – In-flight services – cabin component – Audio and video projection equipment – Emergency equipment for disembarkation – In-flight entertainment – Class of service with more comfort. Familiarization with OAG: Three letter city and airport code, airline designated code – minimum connecting time – Global indicators – Familiarisation with Air tariff: Currency regulation, NUC conversion factors, General rules, Planning itinerary by air, Introduction to fare construction – Mileage principles – Fare construction with Extra Mileage allowances (EMA) – Extra Mileage surcharge (EMS). One Way and Return Trip – Circle trip journey – Open Jaw – Add-on mixed class journey- HIP check – Back Haul Minimum Check (BHC) – CTM check – Indirect Travel Limitation – Around the World fare – Special fares. Issue of manual ticket – reservation procedure – MPD, MCO, PTA and their purposes – Universal Air Travel Plan: Types of air travel cards – Billing and Settlement Plan (BSP) – Case studies of selected Airlines' Modules.

References

- Jagmohan Negi, Air Travel Ticketing and Fare Construction, Kaniska, New Delhi, 2005
- OAG, CONSULTANT, IATA, Geneva AIR TARIFF BOOK
- Stephen Shaw, AIRLINE IN SHIFTS & MANAGEMENT, Ashgate Pub., USA, 2004 4. IATA GUIDE, Geneva



MANIPAL UNIVERSITY
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School of Hospitality & Tourism Management
BBA (Hospitality & Tourism operations)

Course Handout

Destination Management and Planning | HT2102 | 3 Credits | 3 1 0 4

Session: Aug – Dec | Faculty: Dr Deepak Pokhriyal | Class: III year

Introduction:

The core emphasis of this course is to familiarize the students with the importance destination management and planning to attract tourist as well sustainable development of the destination.

Course Objectives: At the end of the course, students will be able to:

- [HT 2102.1] Express the concept of destination management & planning
- [HA 2102.2] Relate the concepts taught with tourism industry requirements
- [HA2102.3] Demonstrate the professional skills learnt for destination planning
- [HA2102.4] Develop entrepreneurship skills required to do contribution towards destination development

Syllabus

Destination Development - Types of destinations, Characteristics of destinations - Destinations and products - Destination Management Systems - Destination planning guidelines - Destination Selection Process - The Values of Tourism. Destination Planning Process and Analysis - National and Regional Tourism Planning and Development - Assessment of tourism potential - Planning for Sustainable Tourism Development - Contingency Planning - Economic, Social, Cultural and Environmental considerations - Demand and supply match - Design and innovations. Destination Image Development - Attributes of Destinations: Person's determined image, Destination determined image, measurement of destination image - Destination branding perspectives and challenges Creating the Unique Destination Proposition - Place branding and Notes, Destination image formation process; unstructured image - Product development and packaging - Destination branding and the web - Case Study. Destination Promotion and Publicity :Six 'A's for Tourism Destinations - Dynamic Wheel of Tourism Stakeholders - Destination Marketing Mix – Destination Competitiveness – Distribution Channels- Marketing Communication and Strategies, Destination Image, Place, Branding, Positioning, Destination Image, Destination Image Formation Process, Unstructured Image, Destination Appraisal, Tangible and Intangible Attributes of Destination - Person's & Destination Determined Image, Measurement of Destination Image, Case Study. Institutional Support: Public Private Partnership (PPP) - National Planning Policies for Destination Development- WTO Guidelines for Planners - Role of urban civic bodies: Town planning -Characteristics of rural tourism planning - Environmental Management Systems – Destination Vision- The focus of Tourism Policy: the competitive sustainable destination.

Reference Books:

- Nigel Morgan, Annette Pritchard & Roger Pride (2001), Destination Branding: Creating the Unique Proposition, Butterworth and Heinemann.
- Richard W. Butler (2006), The Tourism Area Life Cycle: Applications and Modifications, Channel View Publications.
- Claire, Haven Tang & Eleri Ellis Jones (2005), Tourism Smes, Service Quality and Destination Competitiveness, CABI Publishing.

Sharma



MANIPAL UNIVERSITY
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School of Hospitality and Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Project Report - III | HT2171 | 2 Credits | 0 0 4 2

Session: Jul – Nov 2022 | Faculty: Dr. Shweta Upamanyu | Class: 2nd Year (III Sem)

Introduction:

The vocational training enables students to relate the knowledge and skills acquired in the classroom with operations prevalent in the industry.

Course Objectives: At the end of the course, students will be able to:

- [HT2171.1]. Develop an understanding of the hospitality & tourism products
- [HT2171.2]. Explore the hospitality & tourism products
- [HT2171.3]. Relate the knowledge gained during the survey with the theory
- [HT2171.4]. Present the experience gained during the survey

Syllabus:

Students will prepare and present a project on their fieldwork-based learning on a hospitality & tourism context.

References

- Google Scholar
- EBSCO
- Tourism Sites

Shweta



MANIPAL UNIVERSITY
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School of Hospitality and Tourism Management

BBA (Hospitality and Tourism Management)

Course Handout

Entrepreneurship | HA4101 | 4 Credits | 4 0 0 4

Session: Aug – Dec | Faculty: Dr. Gaurav Bhattacharya | Class: 2nd Year (III Sem)

Introduction:

The primary goal of this course is to provide an understanding of entrepreneurship and the global business plan. This course will broaden a basic understanding obtained in the functional areas as they apply to new venture creation and growth, the business plan, and obtaining funding.

Course Objectives: At the end of the course, students will be able to:

- [4101.1] Develop an understanding of the role and activities of entrepreneurs
- [4101.2] Conceptualize a business idea and develop a business plan
- [4101.3] Integrate functional area material as it applies to starting a new venture and its growth
- [4101.4] Design a growth strategy and expansion plan for a new venture

Syllabus

Entrepreneurship Foundation: Introduction, Concept of Entrepreneur, Entrepreneurship, Enterprise, Characteristics of entrepreneurship, Differences between: Entrepreneur & Entrepreneurship, Entrepreneur & Enterprise, Entrepreneur & Manager, *About great hospitality entrepreneurs of the world, Characteristics, Functions, and Types of Entrepreneur, Reasons of Entrepreneurial Failures.*

Doing Business in India: Form of Organization- Sole-proprietorship, Partnership, Limited Liability Partnership, Company, One-person Company, Small companies, Legal compliances- Taxes, laws, and Government policies, *Intellectual Property and Rights.*

Growth of Business Idea: *New Business Idea, Source of business idea, Distribution channel/ Current trends, Preliminary research, Idea evaluation- Industry Assessment, Demand/Market Analysis, Competitor analysis, SWOT, Break-even Analysis, Business Incubation and Business Cluster.*

Establishing Business: Business takeover, Financial resources, Materials, human & technical resource, Business model development and planning, Promoting the venture.

Assignment: Business Plan (Proposal for Investors: Market Analysis/Feasibility analysis/Competitor analysis), Government (Form of enterprise/legal licenses & permits) and local authorities (knowledge of labour laws, set-up- men, material, money, machine and)

References

- Dr. J. Senapati, Entrepreneurship Development, (2nd ed.), MSBTE, 2017.
- Berger, The culture of Entrepreneurship, (1st ed.), Ics Pr, 1991
- Gupta CB & Srinivasan, Entrepreneurship Development in India, (1st ed.), S.Chand & sons, 2015



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality and Tourism Management

**BBA Hospitality and Tourism operations
Course Handout**

Hospitality Organizational Behaviour | HA4102 | 3 Credits | 3 0 0 3

Session: July – Nov 2022 | Faculty: Ms. Parul Choudhary | Class: 2nd Year (III Sem)

Introduction:

Study of Organizational Behavior helps in understanding the employees in a better way to maximize the profits. It helps to know how employees act, feel and think in an organization. It is essential to work in coordination in an organization to achieve the best results. To understand the impact that individual, group and structure have on behavior within organizations for the purpose of applying such knowledge towards improving organizations effectiveness.

Course Objectives: On completion of the course the participants shall be able to:

- [4102.1]: Develop an understanding of the concepts of organizational behaviour.
- [4102.2]: Analyze the OB situation in industry context.
- [4102.3]: Apply the concepts of OB for hospitality organization's effectiveness.
- [4102.4]: Develop entrepreneurship skills.

Syllabus

Organisational Behaviour: Concept, Definition, Characteristics, Significance, Key Elements of OB, Challenges and Opportunities for OB. Organization Structure and Design: Concept, Characteristics of a good organisation, Forms of Organisation Structure Departmentalization: Concept and bases of departmentalization. Personality: Definition, Personality Traits, Determinants of Personality, Personality Theories. Perception: Meaning and Concept, Characteristics of Perception, Factors affecting perception, Perceptual Errors. Motivation: Concept and Theories of Motivation: - Content theories: Maslow's needs hierarchy, Herzberg's two-factor theory, Learning: Concept, Components, Theories of learning: Classical conditioning, Operant conditioning, Cognitive learning. Leadership: Concept, Characteristics of leadership, Leadership styles, Theories of Leadership: - Theory of Leadership, Trait Theory of Leadership; Behavioral Theories: - Likert Four Systems of Leadership, Blake and Mouton's Managerial Grid, Ohio State University Studies, University of Michigan Studies, Tannenbaum and Schmidt's Situational Leadership Continuum, Situational or Contingency Theories -Hersey Blanchard Model, Fiedler's Contingency Theory of Leadership. Group Behaviour: Meaning of group and group behaviour, Types of group, Five Stage model of group formation. Teamwork: Team Design; Team Composition; Team Processes; Teams Over Time. Culture: What Is Culture?; The Three Levels of Culture; Organizational Culture; National Culture. Stress - Work Stressors, Prevention and Management of stress, Balancing work and Life.

Reference Books: -

1. John R.Schermerhorn. Jr,Hunt,Richard. N.Osborn, MaryUhl-Bien, Organizational Behavior, (11th ed.), Wiley, 2010.
2. P.Robbins, Organizational Behavior, (15th ed.), Pearson Education, 2013.
3. L.M.Prasad, Organizational Behavior,(5th ed.), Sultan Chand, 2014.

*Asst. Prof.
(HOD, SMTM)*



School of Hospitality and Tourism Management

BBA (Hospitality & Tourism Operations)

Course Handout

Accounting Skills for Hospitality & Tourism | HA4104 | 3 Credits | 3 0 0 3

Session: Aug 22 – Dec 22 | Faculty: Dr. Bhaskar Arora | Class: 3rd Year (V Sem)

Introduction: The course is designed to aware the students about accounting and financial management of hotel industry. This course helps them to understand about the day-to-day accounting and process of preparation of books of accounts of hotel industry.

Course Objectives: At the end of the course, students will be able to

- [4104.1] Explain basic concept of accounting, accounting standards and accounting policies.
- [4104.2] Apply knowledge for preparation of various bills, vouchers, credit, and debit notes and departmental accounts.
- [4104.3] Develop an understanding of Valuation of Inventory and Depreciation of assets and liabilities.
- [4104.4] Implementing the system of double entry system for preparation of primary books of hotels.
- [4104.5] Producing Trial Balance and Final Accounts of the Hotel industry.
- [4104.6] Executing the system of service costing in hotel management and techniques of financial statement analysis for developing a skill set for accounting of hotel industry.

SYLLABUS

Introduction: Meaning, Objectives and Uses of Accounting, Advantages and Limitations of Accounting, Concepts and Conventions of Accounting, Basic Accounting Terminology, Double Entry System of Accounting, Accounting Equation, Accrual and Cash Basis of Accounting, Accounting Standards, Accounting Policies, (GAAP and US GAAP), Accounting Terminologies, Users of Accounting, Departmental Accounts in Hotel, Uniform System of Hotel Accounting, Proof of Transactions, Nature, and Usage: Cash Bill, Credit Bill, Receipt, Voucher, Debit Note, Credit Note, Pay-in Slip, Cheque Inventory Accounting: LIFO, FIFO, Average and Weighted Average Method of Inventory Valuation and Preparation of Stores Ledger Depreciation Accounting: Causes for Depreciation, Need for Depreciation, Methods of Depreciation: Straight line method, Written down Value Method and Annuity Method, Year to Year digit method, Preparation of Accounting Books and Financial Statements: Journal, Books of Accounting, Ledger, Preparation of Trial Balance, Income Statement and Balance Sheet, Presentation of Financial Statements, Financial Statements of Companies, Annual Reports of Companies, Limitations of Financial Statements, Single and double entry book system. Accounting for Hotel Operations: Receiving of Advance/Deposit, Guest Billing, Methods of Settlement of Guest Billings, Vouchers Raising, Authorization & Posting, Visitor's Tabular Ledger, City Ledger, Cash Summary, Front Office Trial Balance, Basic Operating Ratios, Night Auditing. Financial Statement Analysis-I: Financial Ratio Analysis: Objectives of Financial Statement Analysis, Techniques and Tools of Financial Statement Analysis – Ratio Analysis – Profitability Ratios, Activity Ratios, Liquidity Ratios, Solvency Ratios, Measure of Degree of Indebtedness, Measure of ability to Service Debts, Profile of Profitability of Firms : Du Pont Analysis Internal Check, Internal Control, Internal Audit and Mechanized Accounting

Reference Books:

- Prasanna Kumar J.P, Linda Nalini Daniel & Mruthyunjaya V. Pagad, *Financial Accounting for Hotels* (4th Edition), Tata McGraw-Hill Companies, 2017
- R.Anthony, David Hawkins and Kenneth Merchant *Accounting Text and Cases*, (13th ed.), Fata McGraw-Hill Companies, 2011
- R.Narayanaswamy, *Financial Accounting – A Managerial Perspective*, (6th Edition), PHI Learning, 2014



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality and Tourism Management

Bachelor of Hotel Management

Course Handout

Methods & Techniques of Research | HA 4105 | 3 Credits | 3 0 0 3

Session: Jul-Nov | Faculty: Dr. Deepak Pokhriyal | Class: 4th Year (VII Sem)

Introduction: Students will take one topic from their specialization subject and will do research. Students will master the skill for writing different research proposals, conducting a research project, giving presentations of reports and will be evaluated.

Course Objectives: At the end of the course, students will be able to

- [4105.1] Express an understanding of the research methods and process.
- [4105.2] Prepare research design for a given topic.
- [4105.3] Develop professional skills for deciding sample size and sampling techniques
- [4105.4] Develop professional skills to identify and analyse the data

SYLLABUS

Research Methodology: Meaning, definition, Problem Formulation, Objectives; Research Process; Types of Research (Quantitative & Qualitative only), Research Designs; Hypothesis, Sampling: Meaning, Types of Sampling. Determination of Sample Size.

Data: Meaning, Types, Methods of Data Collection – Observational, Questionnaire, Interviews & Schedule. Data Processing: Classification, Tabulation, Coding of Data, Diagrams, Meaning of Level of Significance.

Analysis of Data: Central Tendency, T-Test, ANOVA, Non-Parametric Tests: Chi Square test only. Basics of SPSS Software, Report writing.

REFERENCES

- Kothari C.R. (2006). *Research Methodology Methods and Techniques*, New Age International Publication, New Delhi.
- Donald R. Cooper, Pamela S. Schindler. *Business Research Methods*, Tata McGraw Hill Publication, New Delhi.
- K.R. Sharma; *Operational Research & Quantitative Techniques*, Kalyani Publications.



MANIPAL UNIVERSITY
JAIPUR

School of Hotel Management

Bachelor of Hotel Management

Course Handout

Logistics in Hospitality & Tourism

| HA3103 | 3 Credits | 2 1 0 3

Session: Aug –Dec Faculty: Dr C. Anirvinna | Class: II Year (V Sem)

Introduction:

The core emphasis of this course is to improve supply chain, minimise manufacturing costs and provide better logistics management.

Course Objectives: At the end of the course, students will be able to develop an understanding of logistics in hospitality and Tourism

[HA1303.1] To identify the supply chain and inventory for hospitality and Tourism industry

[HA1302.2] To examine the manufacturing costs

[HA1303.3] to design better logistics for hospitality industry.

Syllabus

Concept of Logistics: Introduction, Objectives, Concept of Logistics, Objectives of logistics, Types of logistics, Concept of Logistics Management, Evolution of Logistics, Role of Logistics in an Economy, Difference between Logistics and Supply Chain Management, Logistics and Competitive Advantage, Logistics Mix, Logistics in Organised Retail in India. Supply Chain Management: Introduction, Objectives, Defining Value Chain, Organisation level, Activities, Industry level, Value reference model, Concept of Supply Chain Management (SCM), Functions and Contribution of Supply Chain Management, Creating value, Enlisting suppliers to innovate, Leveraging value chain partners, Supply Chain Effectiveness and Indian Infrastructure, Framework for Supply Chain Solution, Supply Chain Relationships, Building a long-term relationship with vendors, Supplier relationship management (SRM). Demand Forecasting: Introduction, Objectives, Concept of Demand Forecasting, Impact of Forecasts on Logistics and Supply Chain Management, Forecasting Process, Forecasting Techniques, Selecting the Appropriate Forecasting Technique, Operating Principles of Forecasting.

A handwritten signature in blue ink, likely belonging to the faculty member Dr. C. Anirvinna, is written over the bottom portion of the syllabus text.



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality & Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Revenue Management | HT3103 | 3 Credits | 2 1 0 3

Session: Jul – Nov | Faculty: Dr Shweta Upamanyu | Class: III Year (V Sem)

Introduction:

With modern-day rising acquisition costs and distribution complexities, revenue management techniques have increasingly been adopted by both small and large hotel companies, making a comprehensive understanding of segmentation, forecasting and pricing an essential requirement for today's hospitality professionals. The purpose of this course is to provide a core understanding of the fundamentals of revenue management, which ties into the larger picture of revenue strategy. The course is structured to provide an insightful look into Revenue Management.

Course Objectives: At the end of the course, students will be able to:

- [HT3103.1] Explain the concepts of Revenue Management in Hospitality Industry.
- [HT3103.2] Design solutions for revenue related problems of hospitality industry.
- [HT3103.3] Apply appropriate revenue management techniques, resources, and tools.
- [HT3103.4] Analyze the various concepts of revenue management.
- [HT3103.5] Develop entrepreneurial skills.

Syllabus

Revenue management Principles: introduction to Revenue Management: purpose of business, what is price, role of demand & supply in price. costs in pricing, implementing strategic pricing, relationship between quality, service and price, role of revenue manager in hospitality industry. Revenue Management for Hoteliers: forecasting demand – historical, current and future data, demand forecasts and strategic pricing, inventory and price management – inventory management, designing unique room codes, classify guests by market segment, overbooking, stay restrictions, distribution channel management – non-electronic and electronic distribution channels, principles of distribution channels, evaluation of revenue management in lodging. Specialized applications of revenue management, building better business.

Reference Books:

1. Hayes, D. K., & Miller, A. (2010). *Revenue Management for the Hospitality Industry*. Wiley.
2. Hereter, G. (2017). *Introduction to Revenue Management for Hotels*. CreateSpace Independent Publishing Platform.



School of Hospitality & Tourism Management
BBA (Hospitality & Tourism operations)

Course Handout

Rooms Division Operations – II | HT3141 | 4 Credits | 3 1 0 4

Session: Jul – Nov | Faculty: Dr Shweta Upamanyu | Class: III Year (V Sem)

Introduction:

To prepare students to meet the requirements of the industry, It is essential to instil in them a solid understanding of the fundamentals of front office operations and management so that they can be utilized in an efficient and effective manner and to provide them with the most recent and pertinent information from the field of front office theory and practice. The program focuses on the more advanced parts of the guest cycle and operations, so that students are ready to work in the field.

Course Objectives: At the end of the course, students will be able to:

- [3141.1] Explain the life cycle of a guest in the hotels.
- [3141.2] Practice the concepts taught with industry requirements.
- [3141.3] Generate hospitality entrepreneurship.
- [3141.4] Demonstrate the professional skills learnt.

Syllabus

Computer Application in Front Office Operations: Software used in Room Divisions, Generating reports, Use in Reservations, Registration, Cashiering, Night Audit & Telephones. Front Office Accounting: Accounting Fundamentals, Foreign currency awareness & handling procedures, Hotel credit management & credit control, Credit control-meaning, objective, hotel credit policy regarding guaranteed bookings/corporate account holders/credit card users, Control measures at the time of; reservation, check-in, during stay, check-out, after departure, Prevention of Skippers-on arrival/during stay/on departure day, Night audit functions & process, Operating model-non-automated, semi-automated, Verifying & Summarizing postings, Transcripts-completion. Guest Complaint Handling/Problem solving - Process, thumb rules, Common complaints & their types, Role of emotions in situation handling. Housekeeping Supervision: Importance of supervision, Checklist for inspection, Dirty Dozen. Contract Cleaning: Definition, Types, Concept, Jobs given on contract by Housekeeping, Advantages & Disadvantages, Pricing a contract. Linen Room: Layout of Linen Room, Classification & Selection of Linen, Activities of the linen room, Classification of Bed, Bath, & Restaurant Linen, Sizes of Linen, Calculation of Linen requirement, Linen Control – Linen Inventory, Par stock, Linen Coverage, Discard management. Uniforms: Advantages of providing uniforms to staff, Issuing & Exchange of uniforms: type of uniforms, Selection & Designing of uniforms, Layout of the Uniform Room; Sewing Room: Activities & areas to be provided, Equipment provided. Laundry Management: Layout, Laundry Equipment, In-house laundry v/s Contract Laundry: Merits & Demerits, Express service. Laundry flow process, Stages in the Wash Cycle – Guest and In house laundry, Stains and Stain removal, Dry-cleaning – Agents and procedures, Emerging Trends in laundry: Best Practices, Environmental Aspects, Energy Conservation, Ergonomics, Effective Communications & Coordination, Applications of Technology Out Sourcing, New Techniques, Information Systems, Inventories and Audits, Global Practices, Legal and Ethical Issues in Laundry Services, Quality Assurance.

Reference Books:

- Bardi, J. A. (2007). Hotel Front Office Management (4th ed.). Canada Wiley India Pvt.Ltd.
- Dix, C., & Baird, C. (1998). Front Office Operations (4th ed.). Pearson Education, Inc.
- Sudhir Andrews, *Hotel Housekeeping Training Manual*, (1st ed.), Tata Mc Graw-Hill publishing company ltd, 2017
- Joan C Branson, *Hotel Hostel & Hospital Housekeeping*, (5th ed.), Arnold, 1988

Shweta



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality & Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Hospitality and Tourism Economics| HT1201 | 3 Credits | 3 1 0 4

Session: Jan 22 – May 22 | Faculty: Dr Naseeb Singh | Class: I Year (II Sem)

Introduction:

The curriculum is based to familiarize the students with the concepts of hospitality and tourism industry and develop their awareness and knowledge about the various departments of the hotel.

Course Objectives: At the end of the course, students will be able to:

- 1201.1 To understand the concepts of economics related to Hospitality and Tourism industry.
- 1201.2 To understand the importance of hospitality and tourism industry in economic development.
- 1201.3 To understand the demand and supply related concepts of economics.
- 1201.4 To understand the different types of cost associated with the tourism industry.

Syllabus

HT1201: Hospitality & Tourism Economics [3 0 0 3]

Concept of Economics and their relevance to tourism, visible and Invisible trade, tourism and economic development. Demand - Meaning of Demand, Type of Demand, Determinants of Demand, Demand Function, Law of Demand, Elasticity of Demand, Demand Analysis, Demand Forecasting. demand for Tourism, consumer behaviour and tourism demand, determinants of tourism Demand, measurement of tourism demand Supply & Cost - Meaning of Supply, Types and Law of Supply, Determinants of Cost, Cost Concept, Elements of Cost, Definitions of Various types of Cost: Actual & Opportunity, incremental & Sunk, Past & Future costs, short run costs & long run costs, Average cost, Marginal cost and Total cost, pricing of tourism Product. The economic impacts of tourism – Direct, Indirect, Induced, and negative, the measurement of economic impact – Meaning and types (Investment, Employment and tourism multiplier), Leakages.

Reference Books:

1. John Trive, 'The Economics of Leisure and Tourism', Oxford Butterworth, Heinemann, 1995
2. Ronila Chawla, 'Economics of Tourism & Devpt.', Sonali Publications, New Delhi, 2004
3. M.T. Sinclair & Mike Stabler, 'Economics of Tourism & Devpt.', Routledge, New York, 1997.

Naseeb Singh



MANIPAL UNIVERSITY
JAIPUR

School of Hotel Management
BBA (Hospitality & Tourism operations)
Course Handout

Travel Agency and Tour operations |HT1203| 3 Credits | 3 0 0 3

Session: Jan-May2023 | Faculty: Dr. Gaurav Bhattacharya | Class: 1ST Year (II Sem)

Introduction:

This curriculum is based on to enhance and strengthen the students understanding of the hospitality industry and plan for their own individual professional development.

Course Objectives: At the end of the course, students will be able to:

Recall and explain the interrelationship of hospitality and tourism

Use the learnings from this course to plan their preparations towards developing appropriate professional and entrepreneurial skills.

Utilize the basic knowledge from this course in progressive knowledge and skill building through lifelong learning.

Syllabus - HT1203: Travel Agency & Tour Operations [3 0 0 3]

History and present status of travel trade sector in international and Indian context,

Factors responsible for growth of Travel Trade sector,

Role and contribution of travel agencies and tour operators in the development of tourism industry.

Inter-relationship: travel agent and tour operator, travel agent and principal and tour operator and principal suppliers, Present business trends and future prospects, The Indian Travel Agents and Tour operator.

Functions of Travel Agents -Travel Information, Documentation, Preparation of Itineraries, Planning and Costing Tours, ticketing, Product Promotion and other miscellaneous work. Types of Travel Agencies IATA, Non-IATA and GSA.

Functions of Tour Operators- Assembling, Processing and disseminating information. Liasoning with Principals, Tour Package formulation; Pre-tour-arrangements & distribution, tour operation and Post tour management. Packaging a Tour: Holiday Tour; Historical and Cultural Monuments; Beach Holidays; Yoga and Meditation, Pilgrimage, Skiing, River Rafting and Mountaineering etc.

Domestic Tourism: To package the tour to local people; importance of domestic tourism: Base of Pyramid. Organization of standard Travel Agency: Case Study of SITA/TCI/SOTC, National and International Associations like IATA, IATO, ICAO, TAAI

Reference Books:

A.K. Bhatia (2003). International Tourism, Sterling Publishers, New Delhi.

Shashi Praba Sharma (2004). Tourism Education, Kanishka Publishers, New Delhi.

Pushpinder S. Gill (1999). Dynamics of Tourism, Anmol Publications Pvt. Ltd., New Delhi.



MANIPAL UNIVERSITY
JAIPUR

School of Hotel Management

BBA (Hospitality & Tourism operations)

Course Handout

Cruise Operations | HT1204 | 2 Credits | 2002

Session: Feb-June 2021 | Faculty: Mr. Deepak Pokhriyal | Class: I Year (IISem)

Introduction:

The core emphasis of this course is to familiarize the students with the importance of cruise operations in hospitality & tourism industry.

Course Objectives: At the end of the course, students will be able to:

- | | |
|----------|--|
| HT1204.1 | Relate cruise tourism with definition of tourism |
| HT1204.2 | Develop understanding about various cruises in various regions |
| HT1204.3 | Demonstrate the professional skills required for a cruise ship |
| HT1204.4 | Identify the needs to be safe and secured in cruise. |

Syllabus

Introduction Who Cruises-and why, Anatomy of a Cruise Ship Who's Who in Cruising, Cruise experience, Pre-, Post-, and Off Ship Cruise Experience, Geography of Cruising, Profiling the Lines Selling Cruises, Cruise Marketing, Groups, and Incentives, Working on-board: sanitization & cleanliness, marine security (MARSEC), shipboard culture.

Reference Books:

- 1.Dileep, M. R. (2019). *Tourism, Transport and Travel Management* (1st ed.). New York: Routledge.
- 2.Gibson, P. (2006). *Cruise Operations Management: Hospitality Perspectives* (1st ed.). New York: A Butterworth-Heinemann.

Deepak Pokhriyal

4. Course handout



MANIPAL UNIVERSITY JAIPUR

Faculty of Science

School of Basic Sciences

Department of Chemistry

Course Hand-out

Environmental Science| CY 1003 | 3 Credits | 3 0 0 3

Session: Feb – May 23| Faculty: Dr. Naveen Kumar Singh | Class: B.B.A HT| Semester II

- A. Introduction:** This course is offered by Dept. of Chemistry as a Compulsory Course, targeting students who are studying in undergraduate courses of higher education of all branches including Science, Arts, Social Sciences, Design, Business and Commerce, Journalism and Mass Communication. Offers the knowledge of how natural world works, Environmental and natural processes which effects humans and how human activities and developmental processes change the environment and natural systems. Conservation of nature and natural resources, ecosystems and their services, biodiversity loss and its conservation, environmental pollution, effects and control, environmental policies and practices, human communities and the environment. Students are expected to have basic knowledge of science and social sciences for a better learning.

- B. Course Outcomes:** At the end of the course, students will be able to

[1003.1] Remember environmental components and their processes to make aware and sensitive.

[1003.2] Understand environmental problems concerning with human activities and developmental processes.

[1003.3] Acquire skills for identifying and solving environmental problems.

[1003.4] Apply strategies for conservation of nature and natural resources and to solve the emerging problems related to environmental degradation.

[1003.5] Evaluate physical and chemical processes required for environmental sustainability.

[1003.6] Design developmental plans and strategies in the perspective of sustainable development.

C. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

[PO1]. Critical Thinking: Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

[PO2]. Effective Communication: Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting people, ideas, books, media and technology.

[PO3]. Social Interaction: Elicit views of others, mediate disagreements and help reach conclusions in group settings.

[PO4]. Effective Citizenship: Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO5]. Ethics: Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them.

[PO6]. Environment and Sustainability: Understand the issues of environmental contexts and sustainable development.

[PO7]. Self-directed and Life-long Learning: Acquire the ability to engage in independent and life-long learning in the broadest context socio technological changes.



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality and Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Digital & Offline Marketing in Hospitality| HA 3201 | 4 Credits | 4 0 0 4

Session: Jan - May | Faculty: Dr. Shubha Dubey | Class: II Year (IV Sem)

Introduction:

The course is designed to help students understand the concepts and principles of Offline and Digital Marketing in Hospitality industry. At the end of the course students will be able to understand which marketing approach to take in which situation and to align marketing approaches with organizational strategy.

Course Objectives: On completion of the course, students will be able to:

[HA 3201.1]: Express the concepts of offline and digital marketing in hospitality & tourism Industry.

[HA 3201.2]: Apply offline and digital techniques, skills, and tools to design marketing strategy.

[HA 3201.3]: Develop offline & digital marketing professional skills to meet hospitality and tourism related problems.

[HA 3201.4]: Develop entrepreneurial and employability skills in marketing domain of hospitality and tourism industry.

Syllabus

Introduction: Concept, nature, scope and importance of marketing; Marketing concept and its evolution; Marketing mix; Strategic marketing planning – an overview. Market Analysis and Selection: Marketing environment – macro and micro components and their impact on marketing decisions; Market segmentation and positioning; Buyer behaviour; consumer versus organizational buyers; Consumer decision making process. Product Decisions: Concept of a product; Classification of products; Major product decisions; Product line and product mix; Branding; Packaging and labelling; Product life cycle – strategic implications; New product development and consumer adoption process. Pricing Decisions: Factors affecting price determination; Pricing policies and strategies; Discounts and rebates. Distribution Channels and Physical Distribution Decisions: Nature, functions, and types of distribution channels; Distribution channel intermediaries; Channel management decisions; Retailing and wholesaling. Promotion Decisions: Communication Process; Promotion mix – advertising, personal selling, sales promotion, publicity and public relations; Determining advertising budget; Media Planning & strategy; Media selection; Advertising effectiveness; Sales promotion – tools and techniques. Marketing Research: Meaning and scope of marketing research; Marketing research process. Tools & Techniques for marketing research. Issues and Developments in Marketing: Social, ethical and legal aspects of marketing; Marketing of services; International marketing; Green marketing; Cyber marketing; Relationship marketing and contemporary issues in marketing. Digital Marketing: Design thinking for a digital world, search engine optimization, social media, online advertising, digital marketing.

References

- P. Kotler, Bowen & M. Prentice, *Marketing for Hospitality & Tourism*, (7th ed.), Pearson ,2014
- S.M.Jha, *Hotel Marketing*, (1st ed.), Himalaya publishing House ,2010
- Dodson, I. (2016). *The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns*. John Wiley & Sons.

Shubha



School of Hospitality and Tourism Management

**BBA (Hospitality and Tourism Management)
Course Handout**

Hospitality Human Resource Management | HA 3202 | 3 Credits | 3 0 0 3

Session: Jan-May 2023 | Faculty: Dr. Gaurav Bhattacharya | Class: BBA (IV Sem)

Introduction:

This course is offered as a department core for the Bachelor in Hotel Management as well as BBA (H&T) programmes, to provide a framework of understanding in planning and managing the human resources of a hospitality facility. This course offers knowledge and understanding of elements of hiring, training, development, costs and benefits involved in successful human resource management in the service industry. Students are expected to refer to lessons taught in their previous semesters for better understanding of the content.

Course Objectives: At the end of the course, students will be able to:

- Demonstrate an understanding of key terms, theories/concepts and practices within the field of HRM
- Demonstrate competence in development and problem-solving in the area of HR Management
- Provide innovative solutions to problems in the fields of HRM
- Be able to identify and appreciate the significance of the ethical issues in HR

Syllabus

Introduction of Human Resource: Human Resource- Concept, meaning and definition, Importance of HR in hospitality sector, Concept of employee life cycle, Approaches to managing HRs in hospitality sectors, Emerging role of HR manager in hospitality sector; Human Resources Planning: Human Resource planning- meaning, process, factors and need for HRs planning, Job analysis- meaning, types, purposes and uses, Job description of major positions in a hospitality sector; Acquisitions of Human Resources: Recruitment -meaning, process, methods of Recruitment in hospitality sector, Selection procedure-essentials and steps in selection process, Interview- meaning and types; Maintenance of Human Resource: Employee Training- need for training, importance, methods of training in hospitality sector, Development of employee-concept, purposes and process, Components of employees development, Techniques of employees' development; Appraising and Rewarding Human Resources: Performance appraisal- need & importance and techniques, Rewards and benefits for employees-compensation (wage and salary), Incentives.

Reference Books:

1. Dr P C Shejwalkar & Mr S R Malegaonkar, Personnel Management & Industrial Relations, Anmol Publication, 2001
2. Mamoria, Personnel Management, (21st ed.), Himalayan Publication, 2001
3. E. B. Flipppo, Personnel Management, (1st ed.), McGraw Hill, 1976



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality and Tourism Management

**BBA (Hospitality and Tourism Management)
Course Handout**

Hospitality Facility Planning | HA 3203 | 3 Credits | 3 0 0 3

Session: Jan-May 2023 | Faculty: Dr.Gaurav Bhattacharya | Class: BBA (IVSem)

Introduction:

This course is offered as a department core for the Bachelor in Hotel Management as well as BBA (H&T) programmes, to provide a framework of understanding in planning and managing the infrastructure of a hospitality facility. This course offers knowledge and understanding of elements of architecture, design, functionality, costs and benefits involved in creating a facility catering to the needs of travelers and tourists. Students are expected to refer to lessons taught in their previous semesters for better understanding of the content.

Course Objectives: At the end of the course, students will be able to:

- Explain the elements of architecture, design and construction utilized in creating a hospitality facility.
- Describe the need and utility of selecting a particular floor plan and construction of a specified department.
- Implement awareness of environmental hazards in their approach to facility planning and management.
- Use the knowledge in making informed decisions in their professional and entrepreneurial career

Syllabus

Hotel Design: Attractive appearance, Efficient plan, Good location, Suitable material, Good workmanship, Sound financing competent management; Classification of Hotel: Criteria for Star classification of Hotel (five, four, three and heritage); Kitchen: Equipment requirement for commercial kitchen, Developing Specification for various Kitchen equipment, Principles of Kitchen layout and design, Importance of Kitchen Stewarding, Kitchen stewarding department layout & design, Equipment found in kitchen stewarding department; Stores Layout & Design: Stores layout & planning (dry, cold, bar), Various equipment of the stores; Car Parking: Calculation of car park area for different types of hotel; Project Management: Introduction to Network Analysis, Basic rules and procedure for network analysis, C.P.M. and P.E.R.T., Comparison of CPM & PERT; Disaster Management: Environmental Hazards & Disasters, Landscape Approach, Ecosystem Approach, Perception approach, Types of Environmental hazards & Disasters, Natural hazards and Disasters, Man induced hazards & Disasters, Disaster Management.

References

Richard Muther, Systematic Layout Planning, (4th ed.), Cahnners Books, 2014

Lendal H Kotschevar & Margrat E Terrell, Food Service Planning- Layout Equipment, (4th ed.) Pearson,1999

David M Stipanuk, Hospitality Facilities Management &Design, (3rd ed.), American Hotel & Lodging Association, 2006



MANIPAL UNIVERSITY
JAIPUR

**School of Hospitality & Tourism Management
BBA (Hospitality & Tourism Operations)**

Course Handout

Safety, Security and Travel Documentation | HA 3204 | 3 Credits | 3 0 0 3
Session: Jan-May | Faculty: Dr. Deepak Pokhriyal | Class: 2nd Year (IV Sem)

Introduction:

The subject aims to establish the importance of safety and security and its role in the travel and tourism Industry. It also prepares the student to acquire basic knowledge of various travel documents used while travelling.

Course Objectives: At the end of the course, students will be able to:

- [HA3204.1] Express the concept of safety and security.
- [HA3204.2] Relate the concepts taught with travel industry requirements.
- [HA3204.3] Demonstrate the professional skills learnt for various travel documents.
- [HA3204.4] Develop entrepreneurship skills for travel agency set up.

Syllabus

Safety Security and Hotels: Understanding Safety & Security, Differentiation between safety and security, Best Practices in Indian Hotels, The Case of Taj & Oberoi at Mumbai, Security Departments in Hotels, Guidelines for Security in Hotels, Dealing with Emergencies - Fire, Death, Crisis Management, Disaster Management. Safety Security and Tourist Destinations: Understanding the destination images from tourist perspective, the role of the media in influencing consumer perceptions of travel safety Understanding Tourist Security, its importance and impact of tourism industry. Role of Media in influencing tourist perceptions, consumer awareness of travel advisories and their influence on behaviour. Common problems & Challenges with hotel & tourism destinations security. Security issues at airports, railway stations, single woman travellers in India, Tourist Police & Its Role, Role of Ministry of Govt of India, UNWTO Guidelines/ Advises on Safety and Security, International Issues on Tourist Security, the role of insurance in the travel industry Travel Documentation: Introduction to Travel Documentation, Documentation required while leaving and entering into India. Passport its types and procedures to obtain an Indian passport, Currency Regulations and concept of Basic Travel Quota (BTQ), Custom Regulations, Health Certificates, Insurance and Immigration Understanding VISA and Permits Understanding the concept of VISA its types, Categories in which India give Visa to foreign tourists. Visa Requirements and procedure to obtain tourist visa for Singapore, UK, USA and Australia. Restricts and Special area permits for foreign tourists in India and their procedures to obtain. VISA on Arrival Scheme of Govt of India.

References

1. Y.M & Abraham Pizam, Tourism, Security and Safety (The Management of Hospitality and Tourism Enterprises), (1st ed.) Elsevier Butterworth-Heinemann, 2006.
2. C. Michael Hall, Dallen. J. Timothy Duval, Safety and Security in Tourism: Relationship, Management and Marketing, (1st ed.), Routledge, 2004.
3. P. Tarlow, Tourism Security: Strategies for effectively Managing Travel Risk and Safety, (1st ed.), Butterworth-Heinemann, 2014.

Dr. Deepak Pokhriyal



MANIPAL UNIVERSITY JAIPUR

(University under Section 2(f) of the UGC Act)

School of Hospitality and Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Personality Development | HA3231 | 1 Credits | 0023

Session: Jan – May 2023 | Faculty: Mr. Abhay Kashyap | Class: 2nd Year (IV Sem)

Introduction:

This course is designed to impart soft skills in student as per the hospitality/ tourism, and other service industry standards.

Course Objectives: On completion of the course, students will be able to:

[HA3231.1] Recall concepts of personality development.

[HA3231.2] Develop professional personalities for hospitality industry.

[HA3231.3] Personality development for hospitality employability.

[HA3231.4] Personality development for hospitality entrepreneurship.

Syllabus

Presentations: Preparing for a presentation, tools for effective presentation, making optimum use of the time allocated for presentation. Being able to feel confident before, during and after any presentation, Learning to present with clarity and precision; **Personality development:** Inner Personality Development: Role of motivation & body language: Filling the GAP- Grooming, Attitude, Personality; **Creative Thinking:** Express creativity in everyday situations, Know the creative thinking process, and Develop a positive attitude; **Interviewing Skills:** Systematically prepare for an interview from organization's perspective and taking care of candidate's needs as well, Plan an opening and a closing for a selection interview, Construct primary and secondary questions to ask the company representative.

References

- B.Mitra, Personality Development and Soft Skills, (2nd ed.), Oxford University Press, 2016.
- Michale.E. Lamb, Social and Personality Development: An Advanced Textbook,(1st ed.), Psychology Press, 2013.
- Training, Personal Confidence & Motivation, (1st ed.), ISBN, 2013



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality and Tourism Management

BBA (Hospitality and Tourism Management)

Course Handout

Professional Internship | HT3271 | 20 Credits | 0 0 40 20

Session: Jan – May | Faculty: Dr. Amit Datta | Class: 3rd Year (VI Sem)

Introduction:

The Internship enables students to relate the knowledge and skills acquired in the classroom with operations prevalent in the industry.

Course Objectives: At the end of the course, students will be able to:

- [3271.1]. Develop an understanding of the operation performed in the industry
- [3271.2]. Demonstrate the skills learnt during training
- [3271.3]. Express the experience gained during the training
- [3271.4]. Develop entrepreneurship skills
- [3271.5]. Develop professional competencies

Syllabus:

Professional Internship should be carried out for a minimum duration of 16 weeks in hospitality & tourism organizations. The grade awarded to the student will be on the basis of the total marks obtained by him/ her. There will also be a mid-semester evaluation of the internship on the basis of the qualitative feedback of the organization to the project mentor after 8-10 weeks.

References

A. Datta
(HOD, SHTM)



MANIPAL UNIVERSITY
JAIPUR

School of Hospitality & Tourism Management

BBA (Hospitality & Tourism operations)

Course Handout

Itinerary Preparation & Tour Packaging | HT2243 | 4 Credits | 3 1 0 4

Session: Jan 23 – May 23 | Faculty: Dr Shweta Upamanyu | Class: II Year (IV Sem)

Introduction:

The core business of travel companies, especially wholesalers and tour operators, is derived from selling tour packages. For any tour package to be designed, a well thought planned itinerary is most essential. Itinerary is central to any tour package around which all the other features are incorporated. A lot of planning, additions, deletions go into the process before final itinerary and the route along which a tour should be organised. In this course, students will learn about all that is necessary in formulating a feasible itinerary and designing a marketable tour package.

Course Objectives: At the end of the course, students will be able to:

- HT2243.1 Describe the concepts of itinerary and tour packaging in tourism industry.
- HT2243.2 Identify the market requirements related to tourism industry.
- HT2243.3 Design itineraries and tour packages for different customers.
- HT2243.4 Develop entrepreneurship skill set.

Syllabus

Tour Packaging: Concepts, its Origin and Development. Types of Tour Packages with relation to Tourism. Art of Planning Itineraries. Quotation and Tariff, FIT and GIT: Rates and Comparisons, Costing, Confidential Tariff. Packaging a Tour: Holiday Tour, Historical and Cultural Monuments, Natural Highlights, Beach Holidays, Special Interest Tours, Yoga and Meditation, Nature Cure, Health Tourism, Pilgrimages, Adventure Tours, Desert Safari, Hiking or Skiing, River Rafting, Mountaineering etc. Special Packages Available in Palace on Wheel and Royal Orient, Packages Available in Indian Airlines, Sahara and Jet Airways. Indian Rail Pass. Travel Trade Organizations like: TAAI, ICAO, Significance of Fair and Festivals and Special events in the formulation of Tours. Market Research for Tour Packaging. Destination Survey and Documentation of Information. Case Studies of Tour Packages offered by Govt. and Private Organizations like SITA and RTDC.

References

- Holloway, J.C. (2002), The Business of Tourism, Prentice Hall, London.
- Roday, S, Biwal, A & Joshi, V. (2009), Tourism Operations and Management, Oxford University Press, New Delhi.
- Goeldner, R & Ritchie, B (2010), Tourism, Principles, Practices and Philosophies, John Wiley & Sons, London.



Program name: BBA (H&T)

Actions - taken based on the results of the evaluation of relevant POs and PSOs
POs Attainment Levels and Actions for Improvement- (2020-2023)

PO	Target level	Attainment Level	Observations
PO1	Hotel and Hospitality Knowledge		
	1.8	2.24	Overall target achieved
PO	Target level	Attainment Level	Observations
PO2	Problem analysis		
	1.8	2.24	Overall target achieved
PO	Target level	Attainment Level	Observations
PO3	Design/development of solutions		
	1.8	2.13	Overall target achieved
PO	Target level	Attainment Level	Observations
PO4	Conduct investigations of complex problems		
	1.8	2.37	Overall target achieved
PO	Target level	Attainment Level	Observations
PO5	Modern tool usage		
	1.8	2.04	Overall target achieved
PO	Target level	Attainment Level	Observations

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PO6	Hospitality and Society		
	1.8	2.04	Overall target achieved
PO	Target level	Attainment Level	Observations
PO7	Environment and Sustainability		
	1.8	2	Overall target achieved
PO	Target level	Attainment Level	Observations
PO8	Ethics		
	1.8	2.25	Overall target achieved
PO	Target level	Attainment Level	Observations
PO9	Individual and Teamwork		
	1.8	2.15	Overall target achieved
PO	Target level	Attainment Level	Observations
PO10	Communication		
	1.8	2.27	Overall target achieved
PO	Target level	Attainment Level	Observations
PO11	Project Management and Finance		
	1.8	2.16	Overall target achieved
PO	Target level	Attainment Level	Observations
PO12	Lifelong learning		
	1.8	2.16	Overall target achieved

PSOs Attainment Levels and Actions for Improvement- (2019-23)

PSOs	Target Level	Attainment Level	Observations
PSO 1 : Recall and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.			
PSO 1	1.8	2.13	Overall target achieved
PSO 2 : Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations as well as events including MICE.			
PSO 2	1.8	2.15	Overall target achieved
PSO 3 : Prepare hospitality undergraduate candidates for entry level management positions and entrepreneurship in the hospitality industry.			
PSO 3	1.8	2.28	Overall target achieved
PSO 4: Demonstrate an ability to lead and manage the professional hospitality operations engaged production and delivery of hospitality product and service.			
PSO 4	1.8	2.16	Overall target achieved

Signature (All BOS Members)



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BBA H&T Batch 2020-2023

Sr. No.	Course Code	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
1	HT1101	3	3	2	3	2	2	0	1	1	2	1	3	3	3	3	2
2	HT1102	2	2	1	1	1	1	2	2	1	2	1	1	1	1	1	1
3	HT1103	2	2	2	3	1	1	3	3	3	3	2	3	3	2	3	2
4	HT1104	2	2	2	3	1	1	3	3	3	3	2	3	3	2	3	2
5	LN1110	1	1	1	2	1	1	1	1	1	1	1	2	1	1	1	1
6	HA2134	1	3	2	1	1	2	0	2	3	3	1	1	2	2	3	2
7	HT1171	2	2	2	2	2	1	2	2	1	2	3	1	1	1	1	1
8	HT1201	2	2	2	2	2	1	1	1	1	1	1	2	2	2	3	3
9	HT1202	2	2	2	1	2	1	2	2	1	2	3	1	1	1	1	1
10	HT1203	1	2	1	3	1	2	1	2	1	3	2	2	1	2	3	2
11	HT1204	3	1	2	3	2	1	2	1	3	1	3	2	1	1	1	1
12	CY1003	2	2	2	3	2	1	3	1	2	1	2	2	2	2	3	1
13	LN2007	3	2	2	1	1	2	2	3	2	3	3	1	3	1	3	1
14	HT1271	3	1	2	1	3	2	1	3	2	3	2	2	2	2	2	2
15	HT2101	2	2	1	3	1	2	2	2	1	1	1	2	2	1	1	2
16	HT2102	3	1	1	2	1	2	1	3	1	2	1	2	3	3	3	3
17	HA4101	1	1	1	2	1	1	1	2	1	1	2	3	1	2	1	3
18	HA4102	3	3	3	3	3	3	0	3	3	3	3	3	3	3	3	3
19	HA4104	2	3	2	2.67	2	2	2	2.25	1.83	2	1.75	1.5	2	2	2.5	2
20	HT2171	2.83	3	2.67	3	2.75	2.67	2.71	2.67	2.75	2.8	2.67	2.5	2.75	3	2.75	2.75
21	HA3201	2.33	2.75	2.43	3	2.5	2.5	2.6	2	2.83	2.33	3	2.5	2	2.75	2.43	2.33
22	HA3202	1.33	1.5	1.5	1.5	1.6	1	1.4	1	1.5	1.4	1	1.6	1.5	1.25	1	1.33
23	HA3203	2.33	2.75	2.43	3	2.5	2.5	2.6	2	2.83	2.33	3	2.5	1	2.75	2.43	2.33
24	HA3204	1.33	1.5	1.5	1.5	1.6	1	1.4	1	1.5	1.4	1	1.6	1.5	1.25	1	1.33
25	HA3231	3	3	3	3	3	3	3	3	3	3	3	1.5	2	3	3	3
26	HT2241	3	2	3	3	2	3	2	3	3	3	3	1	3	3	2	3
27	HT3101	1.7	2	2.44	2.2	1.7	2.17	2	2.5	2.5	2	1.5	2.5	2	2	2	1.5
28	HT3102	1.3	1.14	1.14	1.2	1.25	1.22	1.3	1.2	1.11	1.25	1.25	1.18	1.3	1.25	1.2	1.2
29	HT3103	2.33	3	2.75	2	2.6	2.4	2.4	2.29	2.67	2	2.4	3	2.5	2	2.5	2.5
30	HA4105	2.25	2.3	2.3	2.22	2.33	2.25	2.25	2.22	2.22	2.25	2.22	2.25	2.25	2.25	2.25	2.25
31	HT3141	2.25	2.5	2.5	2.75	2.25	3	2	2.67	2.75	2.75	3	2	2.25	2.25	2.67	2.5
32	HT3171	2.25	2.5	2.5	2.75	2.25	3	2	2.67	2.75	2.75	3	2	2.25	2.25	2.67	2.5
	HT3271	2.5	2.63	2.57	3	3	3	3	2	2	3	2	3	2.6	3	2.75	3
	Average	2.14	2.11	1.99	2.3	1.86	1.87	1.81	2.11	2.01	2.16	2.05	2.02	2	2	2.19	2.02

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Direct PO and PSO Attainment

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
AVERAGE	2.14	2.11	1.99	2.3	1.86	1.87	1.81	2.11	2.01	2.16	2.05	2.02	2	2	2.19	2.02

Indirect PO and PSO Attainment

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
Graduate Survey	2.59	2.71	2.64	2.71	2.71	2.73	2.77	2.68	2.82	2.73	2.59	2.73	2.79	2.73	2.73	2.84
Alumni Survey	2.74	2.82	2.74	2.74	2.74	2.69	2.74	2.78	2.56	2.65	2.65	2.74	2.69	2.69	2.65	2.65
Employer Survey	2.68	2.79	2.68	2.57	2.79	2.68	2.79	2.89	2.79	2.68	2.57	2.68	2.46	2.79	2.57	2.57
AVERAGE	2.67	2.77	2.69	2.67	2.75	2.7	2.76	2.78	2.72	2.69	2.6	2.72	2.65	2.74	2.65	2.69

Final POs/PSOs Attainment

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
Direct	1.71	1.69	1.59	1.84	1.49	1.5	1.45	1.69	1.61	1.73	1.64	1.62	1.6	1.6	1.75	1.62
Indirect	0.53	0.55	0.54	0.53	0.55	0.54	0.55	0.56	0.54	0.54	0.52	0.54	0.53	0.55	0.53	0.54
Final Attainment	2.24	2.24	2.13	2.37	2.04	2.04	2	2.25	2.15	2.27	2.16	2.16	2.13	2.15	2.28	2.16



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Batch Wise PO and PSO Target	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
2019-2023	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8

	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2	PSO3	PSO4
Target	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8	1.8
2019-2023 (attainment)	2.24	2.24	2.13	2.37	2.04	2.04	2	2.25	2.15	2.27	2.16	2.16	2.13	2.15	2.28	2.16
Gap	-0.44	-0.44	-0.33	-0.57	-0.24	-0.24	-0.2	-0.45	-0.35	-0.47	-0.36	-0.36	-0.33	-0.35	-0.48	-0.36

Percentage Target	60	65	70	75	80	85	90	95	100
Target on Scale 3	1.8	1.95	2.1	2.25	2.4	2.55	2.7	2.85	3

Note	Gap<0	Attained
	Gap>0	Not Attained

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