



MANIPAL UNIVERSITY
JAIPUR

2020

Faculty of Management & Commerce

School of Hotel Management

PROGRAM CURRICULUM
BACHELOR OF BUSINESS ADMINISTRATION
(HOSPITALITY & TOURISM OPERATIONS)
[2020 – 23 Batch]

PROGRAM DETAILS

INTRODUCTION

BBA (Hospitality & Tourism Operations) is a dual specialization program for both Hospitality and Tourism aspirants and would impart the skills and knowledge to adopt essential roles within the leisure industry, hotels, resorts, travel & tourism, airlines, cruise lines, banks, event management and other service sectors.

I. PROGRAM OUTCOMES AND PROGRAM SPECIFIC OUTCOMES

The expected outcome of the BBA (HOSPITALITY & TOURISM OPERATIONS) program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to:

[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 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.

[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.

2. PROGRAMME NOMENCLATURE

- 2.1 The program shall be called **Bachelor of Business Administration (Hospitality & Tourism Operations)**, which is abbreviated as **BBA (Hospitality & Tourism Operations)**.
- 2.2 The BBA (Hospitality & Tourism Operations) program will be abbreviated as **HT**.

3. DURATION OF THE COURSE

- 3.1 03 academic years spread over 06 semesters.
- 3.2 Credit requirement for the award of BBA (Hospitality & Tourism Operations) degree: 120 credits.
- 3.3 Maximum duration for a student complying with the Degree: N+2 years (Where N is the total duration of the program) i.e. (3 + 2) 5 years from date of first registration for his/her first semester.

4. ELIGIBILITY FOR ADMISSION

- 4.1 Admission to the BBA (Hospitality & Tourism Operations) course is open to all candidates who possess a Pre-University education [10+2] or equivalent level of education recognized by this University/Board.
- 4.2 Those who secure 50 percent aggregate marks in a 10+2 level from a recognized Board/University are eligible to apply for the program.
- 4.3 NRI/Foreign students are admitted based on their eligibility.
- 4.4 The selection for the BBA (Hospitality & Tourism Operations) course is based on merit and the performance during the interview conducted by MUJ

5. DRESS CODE

- 5.1 As per the grooming standards approved by the School of Hotel Management.

6. ATTENDANCE REQUIREMENT

- 6.1 All students must attend every lecture, tutorial and

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- practical class.
- 6.2 A student with less than 75% attendance in individual courses shall not be permitted to write the end semester examination in that course and will be given **DT** letter grade in the course. Attendance of lectures, tests and tutorials all count towards the calculation of this attendance percentage.
- 6.3 The aggregate percentage of attendance of the student during the semester will be entered in his/her grade sheet of that semester.

7. EVALUATION SCHEME

- 7.1 Credit Based System: Evaluation is made using a Credit Based System in which the course is assigned a definite number of credits. The course theory and practical is expressed in terms of certain number of credits. The number of contact hours defines the credits. Number of contact hours for Lectures & Tutorials is equal to the number of credits and in case of Practical; one credit is assigned to every two contact hours per week.
- 7.2 The academic performance of a student is evaluated internally by the course instructor/s concerned.
- 7.3 The student performance in each theory, practical and project course is evaluated out of a maximum of 100 marks of which 60 marks are for in-semester and 40 marks for the end semester assessments.
- 7.4 The in-semester assessment in theory subjects is based on sessional tests, assignments, quizzes, case presentations, seminars, etc.
- 7.5 The overall performance of a student in a course is expressed in terms of Letter Grade (CGPA).
- 7.6 Evaluation of Project (research, internship, and any assigned report): A project on Industry Exposure Training/Internship/Dissertation topic will be carried out by the students in a group as designed in curriculum. The evaluation of the project work will be based on the quality of the report and students' performance in a viva-voce.

8. PERFORMANCE REQUIREMENTS

- 8.1 A student shall obtain a minimum of 'E' grade in all the mentioned courses.
- 8.2 A student shall also secure minimum CGPA of 5.0 for completion of the course.

9. ELECTIVE SPECIFICATIONS

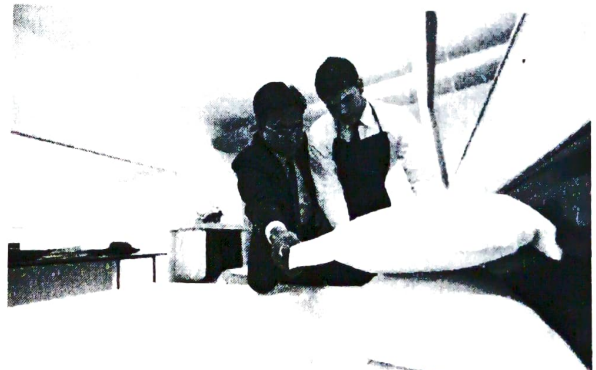
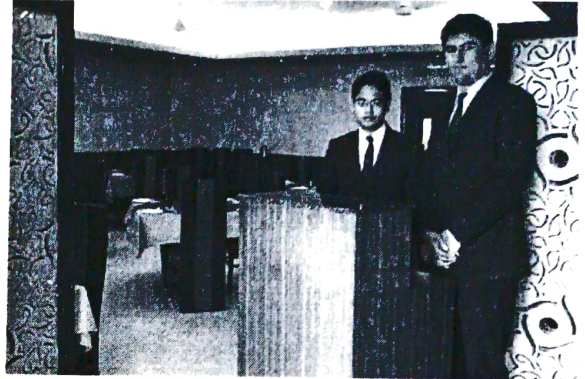
- 9.1 **Open Electives:** Open Electives (OE) are of 3 credits each and are audit courses. It is mandatory for a student to clear OE courses. Students are offered with OE courses, where they can suggest their preferences in II & IV semester.
- 9.2 **Discipline Specific Electives:** Students are offered with Program Elective courses in IV & V semesters. A DSE is offered if there are minimum 10 students in a particular course.

10. REQUIREMENT FOR GRADUATION:

- 10.1 If he/she has fulfilled all minimum requirements of study and earned the number of credits specified in the prescribed course of study
- 10.2 Paid all the dues to the University.

10.3 No case of disciplinary action pending against him/her.

MUJ reserves the right to amend these regulations from time to time to meet the changing needs & requirements of the Course.



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MANIPAL UNIVERSITY
JAIPUR

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

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

Session: Jul-Dec | Faculty: Dr. Gaurav Bhattacharya | Class: 1ST Year (I 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:

- [1101.1]. Recall and explain the interrelationship of hospitality and tourism
- [1101.2]. Use the learnings from this course to plan their preparations towards developing appropriate professional and entrepreneurial skills.
- [1101.3]. Utilize the basic knowledge from this course in progressive knowledge and skill building through lifelong learning.

Syllabus

Definition of Hotel, evolution of Hotel Industry, Hotel Chains, Classification of Hotels in India, Star rating of hotels in India. Types of Catering Establishments. Organization of a large hotel, Duties & Responsibilities of various personnel, Knowledge of various departments. Various sections of front office and their functions, Skills required for hospitality professionals. Types of hotel rooms. Various sections of Housekeeping department, types of cleaning agents & equipment. Food & Beverage service outlets, types of food service, restaurant organization. Types of menu and meals. Food production department sections, kitchen organizational chart, duties & responsibilities of various kitchen personnel.

Reference Books:

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



MANIPAL UNIVERSITY
JAIPUR

School of Hotel Management

BBA (Hospitality & Tourism operations)

Course Handout

Cultural Heritage of Indian Tourism | HT1102 | 3 Credits | 3 1 0 4

Session: Aug – Dec | Faculty: Mr. Aravind Kumar Rai & Mr. Mukesh Shekhar | Class: I Year (I Sem)

Introduction:

The core emphasis of this course is to familiarize the students with the importance of Cultural Heritage of India in Tourism and hospitality industry.

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

- [1103.1]. List the different aspects of Indian culture that attracts tourism
- [1103.2]. Express the different cultural heritage tourism resources by exploring various categories of heritage attractions
- [1103.3]. Develop the concept of emerging trends and innovative practices in the heritage tourism sector
- [1103.4]. Apply the concepts in hospitality & tourism settings towards entrepreneurship

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.

1. Reference Books:

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

**A. Introduction:**

The core emphasis of this course is to develop an understanding of the relevance of economics in hospitality industry. Understanding the processes of how a market works, producer-consumer relationship, free play of market forces like demand and supply, will give students a clear picture about the practical world of hospitality.

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

1705.1: Develop an understanding to relate the micro economic theory concepts with practical world

1705.2: Understand and interpret the prevailing market conditions

1705.3: Analyse demand-supply scenario; production and cost scenario

1705.4: Illustrate the problems and solution for hospitality market.

1705.5: Describe the efficient allocation of resources for hospitality market.

C. Program Outcomes and Program Specific Outcomes

Programme outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

PO1	Hotel and Hospitality Knowledge: Apply the knowledge of hotel, hospitality and tourism, and a core area specialization to the solution of complex hotel management problems.
PO2	Problem analysis: Identify, formulate, research literature, and analyze complex hospitality problems reaching substantiated conclusions using principles of management.
PO3	Design/development of solutions: Design solutions for complex hospitality 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 consideration.
PO4	Hospitality 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 engineering practice.
PO5	Environment and Sustainability: Understand the impact of the hotel, hospitality and tourism in societal and environmental contexts, and demonstrate the knowledge of need for sustainable development.
PO6	Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.
PO7	Individual and Team Work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings
PO8	Communication: Communicate effectively on hospitality 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.
PO9	Project Management and Finance: Demonstrate knowledge and understanding of the hospitality 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.
PO10	Lifelong learning: Recognize the need for, and have the preparation and ability to engage in independent and lifelong learning in the broadest context of technological change

Programme Specific outcome: The expected outcome of the BHM program is in keeping in view the basic objective stated above. The outcome of this model program structure is foreseen that on completion of this program the students will be able to

PSO1	Understand and demonstrate the core technical, analytical, and conceptual skills appropriate for hospitality.
PSO2	Apply the knowledge gained to manage and evaluate functional systems in hospitality and lodging operations as well as events including MICE.
PSO3	Prepare hospitality undergraduate candidates for entry level management positions and entrepreneurship in the hospitality industry.
PSO4	Demonstrate an ability to manage the professional preparation, presentation, and service of hospitality products including food & beverages.



MANIPAL UNIVERSITY
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School of Hotel Management

BBA (Hospitality & Tourism operations)

Course Handout

Introduction to Airlines Industry | HT1202 | 3 Credits | 3 0 0 3

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

Introduction:

The core emphasis of this course is to familiarize the students with the functions of the airline and the stakeholder in the airline industry.

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

- 1202.1: Express the concept of airline industry.
- 1202.2: Relate the concepts taught with industry requirements.
- 1202.3: Demonstrate the professional skills learnt.
- 1202.4: Develop entrepreneurship skills.

Syllabus

Introduction Airline Industry – History of Aviation- Development of Air transportation in India-Major players in Airline Industry, Scope, Types, Scheduled and Non-Scheduled Flights, Air Cargo Transport, Economic and Social impact, Regulatory Bodies, Key Performance indicators. Airline Profitability – Main Industry, Characteristics of Passenger airlines, Service Industry, Characteristics Organisational Structure Airline Alliances – Development of commercial airlines, Deregulation, Impact of Deregulated Airline industry, Organizational Structure, Types of Airline Personnel, Flight crew and Cabin Crew. Airports and its services Airports – Personnel, Processing Passengers and Freight, Airport Security, Air Navigation Services, Air Traffic Control, Airplanes Manufacturers, Types of Aircraft. Safety and security Air Safety and Security – Role of Regulatory Agencies, Airside Safety, Culture of Safety, Issues in Air safety, Accident and Incident Investigation, Future of Airline Industry.

References

- IATA Book on Airline Customer Service
- Richard De Neufville – Airport Systems: Planning, Design, and Management. -McGraw-Hill, London- 2007

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Dr Shweta



MANIPAL UNIVERSITY
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School of Hotel Management

**BBA (Hospitality & Tourism operations)
Course Handout**

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

Session: Jan-May | 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:

- [1203.1]. Recall and explain the interrelationship of hospitality and tourism
- [1203.2]. Use the learnings from this course to plan their preparations towards developing appropriate professional and entrepreneurial skills.
- [1203.3]. 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:

1. A.K. Bhatia (2003). International Tourism, Sterling Publishers, New Delhi.
2. Shashi Praba Sharma (2004). Tourism Education, Kanishka Publishers, New Delhi.
3. Pushpinder S. Gill (1999). Dynamics of Tourism, Anmol Publications Pvt. Ltd., New Delhi.

Amit

Bhattacharya



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:

[1204.1] Know how of various cruises

[1204.2] Develop the professional application of cruise operations in hospitality & tourism

[1204.3] Understand the concept of cruise marketing

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.

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MANIPAL UNIVERSITY
JAIPUR

School of Hotel Management

BBA (Hospitality & Tourism operations)

Course Handout

Project Report - II | HT1271 | 2 Credits | 0 0 4 2

Session: Jan – May | Faculty: Dr. Amit Datta | Class: I Year (II 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:

- [HT1271.1]. Develop an understanding of the hospitality & tourism products
- [HT1271.2]. Explore the hospitality & tourism products
- [HT1271.3]. Relate the knowledge gained during the survey with the theory
- [HT1271.4]. 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