

3rd & 4th

Semester

BHM

(NEP 22-23)

(Batch onwards)

C6-a. Model Programme Structure for Bachelor of Hotel Management with Practical

Sem.	Discipline Core (DSC) (Credits)	Discipline Elective (DSE) / Open Elective (OE) (Credits)	Ability Enhancement Compulsory Courses (AECC), Languages (Credits) (L+T+P)	Skill based (Credits) (L+T+P)	Skill Enhancement Courses (SEC) Value based (Credits) (L+T+P)	Total Credits
I	HM DSC C1(3) C2(2)/C3(3) C4(2)/C5(3) C6(2)		L1-1(3), L2-1(3) (4 hrs. each)	SEC-1: Digital Fluency (2) (2+0+0)	Yoga / Sports/Health & Wellness/ NCC/NSS/R&R(S&G)/ Cultural/any other (2) (0+0+4)	25/26
II	HM DSC C7(3) C8(2) C9(3)/C10(2) C11(3), C12(2)		L1-2(3), L2-2(3) (4 hrs. each)	SEC-1: Digital Fluency (2) (2+0+0)		26/25
Students exiting the programme after securing 46 credits will be awarded UG Certificate in Disciplines provided they secure 4 credits in work based vocational courses during summer term or internship/Apprenticeship in addition to 6 credits from skill-based courses earned during first year.						
III	HM DSC C13(3) C14(2) C15(3) C16(2) C17(3)	Indian Constitution (3) (3+0+0)	L1-3(3), L2-3(3) (4 hrs each)	SEC-2: AI/Financial Edu. & Inv. Aw. (2) (2+0+0)	Yoga/ Health & Wellness/ Sports/NCC/NSS/R&R(S&G)/Cultural/any Others (2) (0+0+4)	27
IV	HM DSC C18(3) C19(2) C20(3) C21(2) C22 (3)	OE-1(3)	L1-4(3), L2-4(3) (4 hrs each)	SEC-3: Financial Edu. & Inv. Aw./AI (2) (1+0+2)		25
Students exiting the programme after securing 92 credits will be awarded UG Diploma in Disciplines or Inter-disciplines provided they secure additional 4 credits in skill based vocational courses offered during the first –or second –year summer term.						
V	HM DSC C23(3) C24(2) C25(3) C26(2)/C27 (3) C28(2)	DSE-E1(3) Vocational -1(3)		SEC-4: Cyber Security(2) (2+0+0)/General Aptitude (3) (2+0+2)		23/24
VI		4-6 Months Industrial Training (Logbook +Viva) (6+4 credits), Industrial Training Report (12 credits)				22
Students exiting the programme after 3-years will be awarded Bachelor of Hotel Management, upon securing 136 credits and satisfying the minimum credit requirements under each category of courses prescribed						
BHM (with Research)			BHM			
VII	HM DSC C28(4), C29(2), C30(4), C31(2); Res. Methodology (4)	DSE E1(3), Vocational -1(3) Res. Proposal formulation (2*)		HM DSC C28(4), C29(2), C30(4), C31(2); Res. Methodology (4)	DSE E1(3), Vocational -1(3)	22
VIII	HM DSC C32 (4)	DSE E2 (3), Vocational -2(3)		HM DSC C32 (4), C33(2), C34(4); Internship/Entrepreneurship (6)	DSE E2(3), Vocational -2(3)	22
Bachelor of Hotel Management Degree, with or without research, BHM (with Research) or BHM will be awarded upon securing 176 credits and satisfying the minimum credit requirements under each category of courses prescribed.						

Note: Only those students who secure 75% marks or CGPA of 7.5 and above in the first six semesters may choose to undertake research in the fourth year. Honours students not undertaking research have to do 3 to 4 Additional Courses/ Entrepreneurship Courses and Internship/Apprenticeship for 12 credits.

C6-a. Model Curricular Framework for Bachelor of Hotel Management with Practical

Semester	Discipline Core (DSC) (Credits)	Discipline Elective DSE/Open Elective(OE)(Credits)	Ability Enhancement Compulsory Courses (AECC), Languages(Credits) (L+T+P)	Skill Enhancement Courses(SEC)		Total Credits
				Skill Based (Credits) (L+T+P)	Value Based (Credits) (L+T+P)	
3 rd	HM DSC Food Production Theory (3 Credits)	OE-1 Offered by other Programmes (3 credits)	L1-English (3 Credits) L2-French (3 Credits)	SEC-2 Cyber Security (2 Credits)	Sports/NSS (2 Credits)	26
	HM DSC Food Production Practical (2 Credits)					
	HM DSC F& B Service Theory (3 Credits)					
	HM DSC F& B Service Practical (2 Credits)					
	HM DSC Accommodation Operation Theory (3 Credits)					
	HM DSC Food Production Theory (3 Credits)					
4 th	HM DSC Food Production Practical (2 Credits)	L1-English (3 Credits) L2-French (3 Credits) AECC- India and Indian Constitution (3 credits)	SEC-2 Financial Education & Investment (2 Credits)	NSS/Sports (2 Credits)	26	4
	HM DSC F& B Service Theory (3 Credits)					
	HM DSC F& B Service Practical (2 Credits)					
	HM DSC Accommodation Operation Theory (3 Credits)					
	Students exiting the programme after securing 92 credits will be awarded UG Diploma in disciplines or inter-disciplines provided they secure additional 4 credits in skill based vocational courses offered during the first or second year summer term.					

Semester	Course Code	Category of Course	Theory/ Practical	Paper Title	Instruction Hours/ Week	Duration of Exam(Hrs)	Scheme of Examination			Credits	
							IA	Exam	Total		
3 rd	L1 3	AECC	Theory	English	1 X 4	2 Hours	40	60	100	3	
	L2 3	AECC	Theory	French	1 X 4	2 Hours	40	60	100	3	
	HM DSC	DSC	Theory	Food Production-111	1 X 4	2 Hours	40	60	100	3	
	HM DSC	DSC	Practical	Food Production-111	1 X 4	4 Hours	25	25	50	2	
	HM DSC	DSC	Theory	Food & Beverage Service-111	1 X 4	2 Hours	40	60	100	3	
	HM DSC	DSC	Practical	Food & Beverage Service-111	1 X 4	4 Hours	25	25	50	2	
	HM DSC	DSC	Theory	Accommodation Operations-111	1 X 4	2 Hours	40	60	100	3	
	VB 5	VB	Practical	Physical Education	1 X 2		25	25	50	1	
	VB 6	VB	Practical	Physical Education	1 X 2		25	25	50	1	
	SEC 2	SEC	Theory	Cyber Security	1 X 2	2 Hours	20	30	50	2	
	OE 1	DSC	Theory	Offered by other programmes	1 X 3	2 Hours	40	60	100	3	
	Total									26	
	OE*	OE 7	Theory	Managing Hospitality & Tourism	Products	1 X 3	1 X 2	40	60	100	3*
					Sustainable Travel & Hospitality						
Leadership & Team Development											

Course Details

Semester	Course Code	Category of Course	Theory/ Practical	Paper Title	Instruction Hours/ Week	Duration of Exam (Hours)	Scheme of Examination			Credits	
4 TH							I A	Exam	Total		
	L1 4	AECC	Theory	English	1 X 4	2 Hours	40	60	100	3	
	L2 4	AECC	Theory	French	1 X 4	2 Hours	40	60	100	3	
	HM DSC	DSC	Theory	Food Production 1V	1 X 4	2 Hours	40	60	100	3	
	HM DSC	DSC	Practical	Food Production 1V	1 X 4	4 Hours	25	25	50	2	
	HM DSC	DSC	Theory	Food & Beverage Service 1V	1 X 4	2 Hours	40	60	100	3	
	HM DSC	DSC	Practical	Food & Beverage Service 1V	1 X 4	4 Hours	25	25	50	2	
	HM DSC	DSC	Theory	Accommodation Operation 1V	1 X 4	2 Hours	40	60	100	3	
	VB 7	VB	Practical	Physical Education	1 X 2		25	25	50	1	
	VB 8	VB	Practical	Physical Education	1 X 2		25	25	50	1	
	SEC 3	SEC	Theory	Financial Investment & Education	1 X 2	2 Hours	20	30	50	2	
	AECC	AECC	Theory	India &Indian Constitution	1 X 3	2 Hours	40	60	100	3	
	Total									26	
	OE*		OE 7	Theory	Business and Environmental Sustainability			1 X 3	1 X 2	60	100
		OE 8	Fundamental of Alcohol and Spirits								
		OE 9	Consumer Behaviour in Tourism Sector								

3rd Semester

BHM

Name of the Program: Hotel Management Course		
Code: HM C7 (T)		
Course category: Discipline Core Course		
Name of the Course: Food & Beverage Production - III (Theory)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: - To provide an exposure to the basics of stocks, soups and sauces - To familiarize on the essentials of farinaceous cookery - To understand the fundamentals of International Cuisines - To understand dairy products - To learn about vegetable cookery		
Course Outcomes: On successful completion of the course, the students will be able to - Explain the basic concepts of stocks, soups and sauces - Elaborate on the essentials of farinaceous cookery - Elucidate the fundamentals of International Cuisines - Understand the basics dairy product - Understand the vegetable cookery		
UNIT-1: UNIT - 1: STOCKS , SOUPS AND SAUCES Number of Hours: 09 HRS		
Classification and Types of stock-Terms-Broth- Court Bouillon-Neutral stock-Fumet-Rem-illage Stock-Uses-Storage-Care and Precautions of Stock-Classification of Soup and Service of Soup- Sauces and its importance in Food Preparation-Classification of sauces and Uses of Sauces Thickening agents or Liaisons-Basic Mother Sauces and Derivatives (Any 5 derivatives of each sauces)		
UNIT- 2: FARINACEOUS COOKERY NO OF HOURS: 8 HRS		
Structure of Various Grains (Rice,wheat, corn, oats, and barley)-Pasta- Basic Ingredients Types and Classification of Pasta-Basic Recipe of a Pasta-Noodles- Types- Soba, Somen and Udon - Gnocchi, Polenta, Dumplings, Spaetzle		
UNIT- 3: CUISINES OF WORLD NO OF HOURS: 9 HRS		
French Cuisine-Mediterranean Cuisine-Mexican Cuisine-German Cuisine-Oriental Cuisine-Cuisines of UK- History- Basic ingredients- List of equipments used-Basic sauces used- Preparations.		
UNIT-4: DAIRY PRODUCTS NO OF HOURS: 9 HRS		
Processing of milk -Preparations-pasteurization and homogenization- Types of milk (skimmed and condensed) - Nutritive Value - Fermented and Processed Milk products -Types, Uses and Storage (Cream/Butter/Cheese).		
Unit-4 VEGETABLE COOKERY, Number of Hours: 5 Hours		
Classification-selection of vegetables- effect of cooking on vegetables-continental vegetables-Cuts of Vegetables-Selection and handling of vegetables- Pigment/colour change.		

Suggestive Reading:

- The art and science of culinary preparations by Jerald W. Chesser CEC, CCE
- Professional Cooking seventh Edition by Wayne Gisslen
- Escoffier: the complete guide to the art of modern cookery by H.L. Cracknell and R.J. Kaufmann
- International Cuisine & food production management by Parvinder S. Bali
- The complete Mexican (south American and Caribbean) cook book by Jane Milton, Jenni Fleetwood and Marina Filippelli
- The Cuisines of Mexico by Diana Kennedy
- Theory of Cookery by Krishna Arora

The food of the world by Bay Books

Online Resources

a. Culinary Dictionary Index

Link: <https://whatscookingamerica.net/glossary/>

b. The Cook's Thesaurus

Link: <http://www.foodsubs.com/>

c. Real Food Encyclopedia

Link: <https://foodprint.org/eating-sustainably/real-food-encyclopedia/>

d. My Culinary Encyclopedia

Link: <https://www.myculinaryencyclopedia.com/>

e. Food Dictionaries and Encyclopedias

Link: <https://www.nal.usda.gov/legacy/fnic/food-dictionaries-and-encyclopedias>

Note: Any other Latest Edition of reference/textbooks can be included.

FOOD AND BEVERAGE PRODUCTION - III (PRACTICAL)**Name of the Program: Hotel Management Course****Code: HM C7 (P)****Course category: Discipline Core Course****Name of the Course: Food & Beverage Production- III (Practical)**

Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	52 Hrs.

Course Learning Objectives:

- a. To learn the preparation of stocks, sauces & soups
- b. To acquaint the students with skills essential for international cuisine
- c. To expose the students on the basic Chinese, French, Italian & Mexican cooking techniques

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

- a. Demonstrate essential Skills needed for preparing stocks, sauces & soups
- b. Develop essential skills required for international cuisine
- c. Develop skills essential for demonstrating Chinese, French, Italian & Mexican cooking techniques

WEEK 1: Demonstration and preparation of Types of Stock: (White stock, Brown stock, Vegetable stock and Fish stock)

WEEK 2: Demonstration & preparation of basic mother sauces and 2-3 derivatives of each.

WEEK 3: Five Course based on Chinese cuisine

WEEK 4: Five Course based on Chinese cuisine

WEEK 5: Five Course based on French cuisine

WEEK 6: Five Course based on French cuisine

WEEK 7: Five Course based on French cuisine

WEEK 8: Five Course based on Italian cuisine

WEEK 9: Five Course based on Italian cuisine

WEEK 10: Five Course based on Italian cuisine

WEEK 11: Five Course based on Mexican cuisine

WEEK 12: Five Course based on Mexican cuisine

WEEK 13: Five Course based on Mexican cuisine

Suggestive Readings:

Modern cookery by Thankam Philip
Larouse Gastronomque
Escoffier Coobook

Online Resources

- a. Culinary Dictionary Index

Link: <https://whatscookingamerica.net/glossary/>

- b. The Cook's Thesaurus

Link: <http://www.foodsubs.com/>

- c. Real Food Encyclopedia

Link: <https://foodprint.org/eating-sustainably/real-food-encyclopedia/>

- d. My Culinary Encyclopedia

Link: <https://www.myculinaryencyclopedia.com/>

- e. Food Dictionaries and Encyclopedias

Link: <https://www.nal.usda.gov/legacy/fnic/food-dictionaries-and-encyclopedias>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course

Code: HM C 8 (T)

Course category: Discipline Core Course

Name of the Course: Food & Beverage Service - III (Theory)

Course Credits

No. of Hours per Week

Total No. of Teaching Hours

3 Credits

3 Hrs.

40 Hrs.

Course Objectives:

- a. To introduce the basics of Alcoholic Beverages
- b. To inform the concepts behind the manufacturing of various types of wines
- c. To develop skills for wine tasting and pairing food & wine.

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

- a. Explain the basic concepts of alcoholic beverages
- b. Elaborate on the fundamentals of wine from cultivation to consumption
- c. Pair food with appropriate wine – both for Western and Indian Cuisines

UNIT-1: INTRODUCTION TO ALCOHOLIC BEVERAGES

No of Hours: 13 Hrs.

1. Introduction to Alcohol
2. Types of Alcohol
3. Methods of preparing Alcohol – Fermentation & Distillation
4. Classification of Alcoholic Beverages
5. Proof System and measurement of alcoholic strength
6. Calorific value of alcoholic beverages
7. Benefit and detriments of consuming alcoholic beverages

UNIT- 2: THE VINE & WINE

No of Hours: 17 Hrs.

1. History & Evolution of Wines
2. Grape Vines – Characteristics, Terroir, Pests diseases & their effects on grape vines
3. Grapes – Introduction, Constituents (Grape & Must), Life Cycle & Characteristics
4. Regional & International Grape varieties- 12 White & 12 Red with their characteristics
5. Vinification – Red, White, Blush & Rosé
6. World Wine Regions – France, Italy, Portugal, Spain and Germany
7. New World Wine Regions (Other Wine Producing Countries) and wines – United States, Australia, New Zealand, South Africa & Indian.

8. Indian wine- Opportunities & Challenges
9. Fortified Wines (Sherry, Port, Madeira, Marsala,) - Manufacturing Processes & Brands
10. Introduction to Bitters , Vermouth and Commandaria.
11. Wine Laws – European Union, USA, India
12. Label Reading, Classification, Service & Storage of Wines
13. Champagne – Introduction, Manufacturing Process(Method champenoise, Method gazafie, transfer method, charmat process) Types, Label reading, Growing regions, leading Champagne houses.
14. Sparkling wines from Europe.

UNIT- 3: FOOD & WINE HARMONY

No of Hours: 10 Hrs.

1. Fundamentals of Wine & Food Pairing
2. The 14 Wine Families
3. Wine Tasting – Method & Principles
4. Sommelier – Introduction, Job Description & Attributes

Suggestive Readings:

- a. Larousse Encyclopedia of Wines by Hamlin Publication
- b. Food & Beverage Service by R Singaravelan
- c. The World Encyclopedia of Wines by Stuart Walton
- d. Great Wines Made Simple by Andrea Immer
- e. The World Atlas of Wines by Mitchell Beazley

Online Resources

- a. The Alcohol Encyclopedia on Cocktails, Spirits and Liqueurs
Link: <https://www.mixolopedia.com/>
- b. Alcohol: Balancing Risks and Benefits
Link: <https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/drinks-to-consume-in-moderation/alcohol-full-story/>
- c. Encouraging Responsible Consumption
Link: <https://www.beerinstitute.org/responsibility/initiatives/encouraging-responsible-consumption/>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: HM C8 (P) Course category: Discipline Core Course Name of the Course: Food & Beverage Service- III (Practical)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	52 Hrs.
Course Learning Objectives: a. To train the students identify the types of wines using sensory b. To train the students to professionally serve alcoholic beverages c. To improve skills for wine tasting and paring food & wine.		
Course Outcomes: a. Identify various types of wines – Red, White, Blush & Rosé b. Provide professional service of wines c. Design Menus with appropriately paired wines d. Identify the various characteristics of wines using sensory skills		
WEEK 1: Identification of different Wines		
WEEK 2: Reading Wine Labels		
WEEK 3: Service of White Wine		
WEEK 4: Service of Red Wine		
WEEK 5: Service of Sparkling Wine		
WEEK 6: Service of Aromatized and Fortified Wines		
WEEK 7: Menu Planning – Five Course Menu with Wines		
WEEK 8: Menu Planning – Five Course Menu with Wines		
WEEK 9: Menu Planning – Five Course Menu with Wines		
WEEK 10: Wine Tasting – 3 Reds & 3 Whites		
WEEK 11: Wine Tasting – 3 Reds & 3 Whites		
WEEK 12: Indian Wine Paring with Indian Food		
WEEK 13: Indian Wine Paring with Indian Food		

Suggestive Readings:

- Larousse Encyclopedia of Wines by Hamlin Publication
- Food & Beverage Service by R Singaravelan
- The World Encyclopedia of Wines by Stuart Walton
- Great Wines Made Simple by Andrea Immer
- The World Atlas of Wines by Mitchell Beazley

Online Resources

- The Alcohol Encyclopedia on Cocktails, Spirits and Liqueurs
Link: <https://www.mixolopedia.com/>
- Alcohol: Balancing Risks and Benefits
Link: <https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/drinks-to-consume-in-moderation/alcohol-full-story/>
- Encouraging Responsible Consumption
Link: <https://www.beerinstitute.org/responsibility/initiatives/encouraging-responsible-consumption/>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: HM C9 (T) Course category: Discipline Core Course Name of the Course: Accommodation Operations - III (Theory)		
Course Credits	No. of Hours perWeek	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: - To make the students learn the basic concepts of Front Office Accounting - To aid the students understand the fundamental operational tasks in Housekeeping - To help the students adapt to the new requirements of the hospitality accommodation sector - To train the students to design and develop sustainable practices that can be implemented in the accommodation sector		
Course Outcomes: On successful completion of the course, the students will be able to - Describe the basics of Front Office Accounting - Illustrate the Front Office Accounting Cycle - Elaborate on the duties and responsibilities of a Night Auditor - Explain the Night Auditing Process - Illustrate the functioning of Control Desk Operations - Explain the concept of sustainability in Accommodation sector		
UNIT-1: FRONT OFFICE ACCOUNTING No of Hours: 13 Hrs.		
Introduction to Front Office Accounting Types of Accounts, Vouchers, Folios and Ledgers Front Office Accounting Cycle Introduction to Night Auditing Duties & Responsibilities of a Night Auditor Night Auditing Process		
UNIT- 2: SUPERVISION & CONTROL DESK OPERATIONS IN HOUSEKEEPING No of Hours: 14 Hrs.		
Introduction to Housekeeping Supervision Role Housekeeping Supervisors Job Description and Specification of Housekeeping Supervisors Handling Guest Complaints Control Desk Operations in Housekeeping Handling Contracts - Types and Pricing, Common Contracts in Hotels		

UNIT- 3: SUSTAINABILITY IN ACCOMMODATIONS SECTOR

No of Hours: 13 Hrs.

Sustainability in Accommodation operations

Environment policy related to hotels

Introduction & concept of eco-friendly practices in hotels

Energy, Water & Landscape management in hotels

Cleaning Agents used in hotels – Types & Uses

Characteristics of a good cleaning agent

Eco-friendly cleaning procedures

Sustainable use of and disposal of cleaning agents

Suggestive Readings:

- a. Managing Front Office Operations – Michael L Kasavanna & Richard M. Brooks
- b. Front Office Operations and Management - Jatashankar R. Tiwari
- c. Principles of Hotel Front Office Operations- Su Baker, Pam Bradley
- d. Hotels for Tourism Development – Dr. Jagmohan Negi
- e. Housekeeping Operations, Design and Management by Malini Singh, Jaya B George
- f. Green Housekeeping - By Christina Strutt

Online Resources

- a. Hotel Industry: Everything You Need to Know About Hotels!

Link: <https://www.revfine.com/hotel-industry/>

- b. What Basic Knowledge a Hotel Management Trainee must possess?

Link: <https://community.hospitalityconnaissanceur.com/basic-knowledge-hotel-management-trainee-must-possess/>

- c. Hotel management: Definitions, software & more

Link: <https://www.siteminder.com/r/trends-advice/hotel-management/hotel-management-definitions-operations-ideas-software/>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: OE-7 Course category: Open Elective Name of the Course: Managing Hospitality & Tourism Products		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Objectives: a. To familiarize the students with the practical implementation of product-centric projects. b. To aid the students to develop critical business skills and a strategic framework for superior Product Management c. To acquaint the students to analyze hospitality product markets, developing strategies and make decisions about price, advertising, promotion, channels of distribution and service.		
Course Outcomes: On successful completion of the course, the students will be able to a. Apply the fundamental concepts of product and brand development and management. b. Recognize the importance of teamwork to coordinate multiple interdisciplinary tasks. c. Use portfolio analysis and product life cycle to understand how a firm manages its product mix. d. Apply an understanding of the product manager's role in product pricing, sales, and promotion.		
UNIT-1: Role and Operation of Product Management No of Hours: 14 Hrs.		
The New dimensions of Product Management Introduction to Hospitality & Tourism Products Characteristics of Hospitality & Tourism Products Cross-functional role of Product Managers Market Differentiation, Targeting and Positioning		
UNIT- 2: Planning Skills for Hospitality Product Managers No of Hours: 12 Hrs.		
Product Marketing Planning Process Guest Value Management in Hotels The Annual Product Plan Product Management Vs Marketing Management Hospitality Product Lifecycle and The Ansoff Matrix		
UNIT- 3: Product Management Skills No of Hours: 14 Hrs.		
Evaluating Product Portfolio Strategic Product Planning New Product Development in Travel & Hospitality Financial aspects of Product Management Pricing & Promoting Hospitality Products and Services Product Launch		

Suggestive Readings:

1. The Product Management Handbook by Linda Gorches
2. The Product Manager Handbook by Carl Shan & Britany Cheng
3. Tourism Product Development by Government of Northwest Territories

Online Resources

1. Exploring Travel & Hospitality Products

Link: <https://www.lonelyplanet.com/>

2. Top Hospitality Industry Trends

Link: <https://hospitalityinsights.ehl.edu/hospitality-industry-trends>

3. Steps in Planning Process in Tourism and Hospitality Industry

Link: <https://www.mywestford.com/blog/steps-in-planning-process-in-tourism-and-hospitality-industry/>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: OE 8 Course category: Open Elective Name of the Course: Sustainable Travel and Hospitality		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: a. To provide students with a broad understanding of environmental issues and their impact upon the tourism industry. b. To explore the natural and cultural environments of communities and global destinations affected by tourism. c. To explore current and future impacts and benefits, tourism has on the environment, identifying and evaluating the economic and socio-cultural issues of a destination, its attractions and accommodations.		
Course Outcomes: On successful completion of the course, the students will be able to a. Analyze the debate on the acceptance of sustainable tourism, exploring barriers and potential solutions. b. Define the difference in sustainable and eco-tourism determining the role of eco in sustainable tourism and critically evaluate the impact this has had on the events industry. c. Describe the stakeholders and their influence on tourism development d. Identify and report on sustainable trends within major hospitality/tourism-based companies. e. Analyze methods to reduce the negative impact to the environment of a host destination due to tourism development. f. Apply sustainable principles to the different sectors of tourism		
UNIT-1: INTRODUCTION TO SUSTAINABILITY IN TRAVEL & HOSPITALITY No of Hours:		
Meaning & Definition of Sustainability The meaning of environment Changing perceptions of the natural environment Tourist motivations and types of tourists Ethical considerations of tourism Changing perceptions of tourism's relationship with the natural environment The negative consequences of tourism for the environment How tourism can aid conservation		
UNIT- 2: ECONOMY, ENVIRONMENT, POVERTY AND SUSTAINABLE TOURISM No of Hours:		
The relationship between economics and the natural environment Issues of economic growth, common pool resources and externalities Using tourism to conserve the environment using an economic rationale		

Poverty's link to environmental degradation The relevance of tourism to alleviating poverty in developing countries Origins of sustainable development Meaning of sustainable development Roles of different stakeholders in the environmental planning and management of tourism
UNIT- 3: CLIMATE CHANGE, NATURAL DISASTERS AND TOURISM No of Hours:
Understand the causes and significance of climate change Reciprocal relationship between climate change and tourism Natural disasters and its impact on Tourism growth of green consumerism and its effect on tourism Significance of alternative tourism and ecotourism Future of tourism's relationship with the environment
Suggestive Readings: - Environment & Tourism by Andrew Holden - Sustainability in the Hospitality Industry by Willy Legrand, Philip Sloan, Joseph S. Chen - Sustainable Value Creation in Hospitality by Elena Cavagnaro - Climate Change and Tourism: Responding to Global Challenges by UNWTO & UNEP - Global Climate Change and Coastal Tourism by Andrew L. Jones, Michael R. Phillips Online Resources - Sustainable Tourism Link: https://www.unep.org/regions/asia-and-pacific/regional-initiatives/supporting-resource-efficiency/asia-pacific-roadmap-3 - Ecotourism and Protected Areas Link: https://www.unwto.org/sustainable-development/ecotourism-and-protected-areas - Climate Change Adaptation and Mitigation in the Tourism Sector Link: https://www.unep.org/resources/report/climate-change-adaptation-and-mitigation-tourism-sector-frameworks-tools-and Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: OE 9 Course category: Open Elective Name of the Course: Leadership and Team Development		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: a. To help leaders adapt their leadership style to achieve greater business results and employee engagement. b. To develop a range of essential leadership skills useful in an organizational setup. c. To aid the students identify where and how they can extend their influence and value to create maximum business results.		
Course Outcomes: On successful completion of the course, the students will be able to a. Gain greater understanding of a leader's responsibilities b. Identify actions that set the stage for a leader's success c. Create a platform for motivation and employee engagement d. Maximize your team performance by understanding human behaviour e. Strengthen their techniques for managing the performance of the team		
UNIT-1: OVERVIEW OF LEADERSHIP No of Hours: 12 Hrs.		
Meaning & Definition of Leadership Leadership in Transition Leadership Models and Theories Contingency Theory and Situational Leadership Theory Styles of Leadership		
UNIT- 2: CRITICAL LEADERSHIP BEHAVIOURS, TRAITS AND COMPETENCIES No of Hours: 13 Hrs.		
Leadership Character Leadership Behaviour Traits of a successful leader Hard Skills Vs Soft Skills Interpersonal Skills		
UNIT- 3: FUNCTIONAL ASPECTS OF A LEADER No of Hours: 15 Hrs.		
Leader's role in Change management Change Leadership Vs Change Management Envisioning and Strategic Thinking Leader as an enabler Building Leadership Capacity in the Organization		

Leader Vs Manager

Leadership & Accountability

Suggestive Readings:

1. Building Organizational Leadership Capacity by David R. Kolzow
2. Leadership in Organizations by Gary A. Yukl
3. Next Generation Leadership by Adam Kingl
- d. Organizational Leadership by John Bratton
- e. Organizational Culture and Leadership by Edgar Schein

Online Resources

- a. What Is organizational leadership and why is it important?

Link: <https://www.betterup.com/blog/what-is-organizational-leadership-and-why-is-it-important>

- b. A guide to becoming an effective leader

Link: <https://www.betterup.com/blog/a-guide-to-becoming-an-effective-leader>

- c. 8 must-have qualities of an effective leader

Link: <https://www.michaelpage.co.in/advice/management-advice/leadership/8-must-have-qualities-effective-leader>

Note: Any other relevant reference/textbooks can be included.

4th Semester

BHM

Name of the Program: Hotel Management Course Code: HM C10 (T) Course category: Discipline Core Course Name of the Course: Food & Beverage Production - IV (Theory)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3Hrs	40Hrs
Course Learning Objectives: a. To acquaint the students with the basic concepts of Cold Kitchens b. To expose the students to the various products & preparation of cold kitchen dishes.		
Course Outcomes: On successful completion of the course, the students will be able to a. Elaborate the fundamentals of Cold Kitchen operations b. Explain the basics of salads, sandwiches and other cold kitchen preparations.		
UNIT-1: Number of Hours: 4 Hrs.		
LARDER- LAYOUT & EQUIPMENTS-A. Introduction of Larder Work-Definition- Equipment found in the larder-Layout of a typical larder with equipment and various sections-Common terms used in the Larder and Larder control-Essentials of Larder Control-Importance of Larder Control -Functions of the Larder-Hierarchy of Larder Staff-Sections of the Larder- Duties & Responsibilities of larder Chef		
UNIT- 2: Number Of Hours: 10 HRS		
CHARCUTIERIE- Introduction to charcuterie-Sausage - Types & Varieties-Casings - Types & Varieties-Fillings - Types & Varieties-Additives & Preservatives-Types of forcemeats-Preparation of forcemeats-Uses of forcemeats-Types of Brines-Preparation of Brines-Methods of Curing-Types of Marinades-Uses of Marinades-difference between Brines, Cures & Marinades- HAM- BACON- GAMMON--Differences between Ham, Bacon & Gammon-Processing of Ham & Bacon-Green Bacon- Uses of different cuts-GALANTINES-Making of galantines- - Ballotines-PATES-Pate de foie gras-Making of Pate.		
UNIT - 3: Number Of Hours: 8 HRS		
MOUSE & MOUSSELINE-Types of mousse-Preparation of mousse-Preparation of mousseline-Difference between mousse and mousseline-CHAUD FROID- Meaning of Chaud froid-Making of chaud froid & Precautions-Types of chaud froid-Uses of chaud froid-ASPIC & GELEE- Definition of Aspic and Gelee-- Difference between the two-Making of Aspic and Gelee-Uses of Aspic and Gelee		
UNIT - 4: Number OF Hours: 10 HRS		
QUENELLES, PARFAITS, ROULADES-Preparation of Quenelles, Parfaits and Roulades-Difference between Brines, Cures & Marinades- HAM, BACON & GAMMON-Cuts of Ham, Bacon & Gammon-Differences between Ham, Bacon & Gammon-Processing of Ham & Bacon-Green Bacon-Uses of different cuts- GALANTINES- Making of galantines-Types of Galantine-Ballotines- PATES- Types of Pate-Pate de foie gras- Making of Pate-Commerical pate and Pate Maison-Truffle - sources, Cultivation and uses and Types of truffle.		

Unit-5 No. of Hours: 8 hours

APPETIZERS & GARNISHES-Classification of Appetizers-Examples of Appetizers-Historic importance of culinary Garnishes-Explanation of different Garnishes

SANDWICHES-Parts of Sandwiches-Types of Bread-Types of filling - classification- Spreads and Garnishes-Types of Sandwiches-Making of Sandwiches-Storing of Sandwiches-Salads-classification-types -composition

Suggestive Readings:

- The Larder Chef by M. J. Leto & W. K. H. Bode
- Garde Manger: The Art and Craft of the Cold Kitchen by The Culinary Institute of America (CIA)
- Food Production Operations by Chef Parvinder S. Bali
- Practical Professional Cookery by Cracknell and Kaufmann
- Catering Management by Mohini Sethi & Surjeet Malhan
- Hygiene and Sanitation by S. Roday
- Indian Food: A Historical Companion by Achaya KT
- Food: A Culinary History by Jean-Louis Flandrin
- The art and science of culinary preparations by Jerald W. Chesser CEC, CCE
- Professional Cooking seventh Edition by Wayne Gisslen

Online Resources

a. Culinary Dictionary Index

Link: <https://whatscookingamerica.net/glossary/>

b. The Cook's Thesaurus

Link: <http://www.foodsubs.com/>

c. Real Food Encyclopedia

Link: <https://foodprint.org/eating-sustainably/real-food-encyclopedia/>

d. My Culinary Encyclopedia

Link: <https://www.myculinaryencyclopedia.com/>

e. Food Dictionaries and Encyclopedias

Link: <https://www.nal.usda.gov/legacy/fnic/food-dictionaries-and-encyclopedias>

Note: Any other Latest Edition of reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: HM C10 (P) Course category: Discipline Core Course Name of the Course: Food & Beverage Production - IV (Practical)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	52 Hrs.
Course Learning Objectives: a. To expose the students on the cooking techniques used in Mediterranean, Italian, German & Spanish Cuisines b. To improve basic cooking skills essential for western cuisines c. To enhance food cost management skills of the students		
Course Outcomes: On successful completion of the course, the students will be able to a. Develop skills essential for demonstrating Mediterranean cooking techniques b. Develop skills essential for demonstrating Italian cooking techniques c. Develop skills essential for demonstrating German cooking techniques d. Develop skills essential for demonstrating Spanish cooking techniques e. Develop skills essential for demonstrating French cooking techniques f. Develop skills essential for demonstrating Japanese cooking techniques		
WEEK 1: Demonstration and preparation of Types of Stock: (White stock, Brown stock, Vegetable stock and Fish stock)		
WEEK 2: Demonstration & preparation of basic mother sauces and 2-3 derivatives of each		
WEEK 2: Four course menu based on Mediterranean Cuisine		
WEEK 3: Four course menu based on Mediterranean Cuisine		
WEEK 4: Four course menu based on Italian Cuisine		
WEEK 5: Four course menu based on Italian Cuisine		
WEEK 6: Four course menu based on German Cuisine		
WEEK 7: Four course menu based on German Cuisine		
WEEK 8: Four course menu based on Japanese Cuisine		
WEEK 9: Four course menu based on Japanese Cuisine		
WEEK 10: Four course menu based on Spanish Cuisine		
WEEK 11: Four course menu based on Spanish Cuisine		
WEEK 12: Four course menu based on French Cuisine		
WEEK 13: Four course menu based on French Cuisine		

Suggestive Readings:

- a. Food Production Operations by Chef Parvinder S. Bali
- b. Practical Professional Cookery by Cracknell and Kaufmann
- c. Catering Management by Mohini Sethi & Surjeet Malhan
- d. Hygiene and Sanitation by S. Roday
- e. Indian Food: A Historical Companion by Achaya KT
- f. Food: A Culinary History by Jean-Louis Flandrin

Online Resources

- a. Culinary Dictionary Index
Link: <https://whatscookingamerica.net/glossary/>
- b. The Cook's Thesaurus
Link: <http://www.foodsubs.com/>
- c. Real Food Encyclopedia
Link: <https://foodprint.org/eating-sustainably/real-food-encyclopedia/>
- d. My Culinary Encyclopedia
Link: <https://www.myculinaryencyclopedia.com/>
- e. Food Dictionaries and Encyclopedias
Link: <https://www.nal.usda.gov/legacy/fnic/food-dictionaries-and-encyclopedias>

Note: Any other Latest Edition of reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: HM C11 (T) Course category: Discipline Core Course Name of the Course: Food & Beverage Service - IV (Theory)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: - To inform about the basic concepts behind Brewed & Fermented Beverages - To familiarize the students in the fundamentals of Distilled Beverages - To acquaint the students with the basics of Mixology, Liqueurs & Eaux-De-Vie		
Course Outcomes: On successful completion of the course, the students will be able to - Elaborate on the basic concepts of Brewed & Fermented Beverages - Explain the fundamentals of distilled beverages - Elucidate the concepts around mixology, Liqueurs & Eaux-De-Vie		
UNIT-1: BREWED & FERMENTED BEVERAGES No of Hours: 13 Hrs.		
Beer – History, Ingredients used, Manufacturing process, Types, Service procedure, Storage conditions and Brands Cider – Manufacturing process, Types, Brands and Service of Cider Perry - Manufacturing process, Types, Brands and Service of Perry		
UNIT- 2: DISTILLED BEVERAGES No of Hours: 14 Hrs.		
Whisky/ey: History & Evolution, Manufacturing process, Characteristics, Types, Brands and Service of Whisky/ey Brandy: Cognac & Armagnac - History & Evolution, Regions, Manufacturing process, Types, Label Reading, Brands and Service styles; Other grape Brandies Gin: History & Evolution, Types, Manufacturing Process, Brands & Service of Gin Rum: History & Evolution, Types, Manufacturing Process, Characteristics, Brands & Service of Rum Vodka: History & Evolution, Types, Manufacturing Process, Characteristics, Brands & Service of Vodka, Flavored Vodka Tequila: History & Evolution, Manufacturing Process, Types & Categories, Controlling Authority, Brands, Service & Traditional way of drinking tequila. Mezcal: History & Evolution, Manufacturing Process, Brands, Service and Traditional way of drinking Mezcal; Difference between Tequila & Mezcal Other Spirits (Introduction & Brands) – Fenny Pastis, Akvavit, Sake, Grappa, Absinthe, Marc, Poteen, Pisco, Korn, Arrack, Toddy, Tiquira, Okolehao, Moonshine		

UNIT- 3: MIXOLOGY, LIQUEURS & EAUX-DE-VIE

No of Hours: 13 Hrs.

1. **Cocktails & Mocktails:** History & Evolution, Components of Cocktails, Methods of Preparation, Equipments & tools used, Glassware for mixed drinks, Bar Stock, Classic Styles of Mixed Drinks, Classical & Contemporary Cocktails & Mocktails and their Bases, Molecular Mixology
2. **Liqueurs:** History & Evolution, Manufacturing Process, Brand Names with Base, Colors, Flavors & Country of origin
3. **Eaux – de – vie** (Introduction & Brands): Calvados, Applejack, Poire Williams, Stone Fruit Brandies, Soft Fruit Brandies
4. Up -selling Techniques for Alcoholic Beverages

Suggestive Readings:

- a. The Ultimate Encyclopedia of Wine, Beer, Spirits & Liqueurs by Stuart Walton & Brian Glover
- b. Food & Beverage Service by R Singaravelan
- c. The World Encyclopedia of Wines by Stuart Walton
- d. Handbook of Alcoholic Beverages by Alan J. Buglass
- e. Cocktails, Mocktails, and Garnishes from the Garden by Katie Stryjewski

Online Resources

- a. The Alcohol Encyclopedia on Cocktails, Spirits and Liqueurs

Link: <https://www.mixolopedia.com/>

- b. Alcohol: Balancing Risks and Benefits

Link: <https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/drinks-to-consume-in-moderation/alcohol-full-story/>

- c. Encouraging Responsible Consumption

Link: <https://www.beerinstitute.org/responsibility/initiatives/encouraging-responsible-consumption/>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: HM C11 (P) Course category: Discipline Core Course Name of the Course: Food & Beverage Service - IV (Practical)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
2 Credits	4 Hrs.	52 Hrs.
Course Learning Objectives: a. To develop the skills required to serve distilled, brewed & fermented beverages b. To train the students to prepare cocktails and mocktails c. To develop upselling and cross-selling skills required in a Bar		
Course Outcomes: a. Provide a professional service of distilled, brewed & fermented beverages b. Prepare classical and innovative cocktails & mocktails c. Upsell and Cross-sell beverages sold in a Bar		
WEEK 1: Service of Beer, Perry & Cider		
WEEK 2: Service of Spirits – Rum & Whisky/ey		
WEEK 3: Service of Spirits – Vodka & Gin		
WEEK 4: Service of Spirits – Rum & Whisky/ey		
WEEK 5: Setting up of a Bar counter		
WEEK 6: Mixology – Art of Cocktail Garnishes		
WEEK 7: Mixology – Preparation of five classical cocktails		
WEEK 8: Mixology – Preparation of five classical cocktails		
WEEK 9: Mixology – Preparation of five classical Mocktails		
WEEK 10: Mixology – Molecular Mixology & gastronomy		
WEEK 11: Mixology – Preparation of Spirit list with price		
WEEK 12: Mixology – Preparation of Wine list with price		
WEEK 13: Role play on Up-selling & Cross-selling Techniques in a Bar		

Suggestive Readings:

- a. The Ultimate Encyclopedia of Wine, Beer, Spirits & Liqueurs by Stuart Walton & Brian Glover
- b. Food & Beverage Service by R Singaravelan
- c. The World Encyclopedia of Wines by Stuart Walton
- d. Handbook of Alcoholic Beverages by Alan J. Buglass
- e. Cocktails, Mocktails, and Garnishes from the Garden by Katie Stryjewski

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- a. The Alcohol Encyclopedia on Cocktails, Spirits and Liqueurs

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- b. Alcohol: Balancing Risks and Benefits

Link: <https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/drinks-to-consume-in-moderation/alcohol-full-story/>

- c. Encouraging Responsible Consumption

Link: <https://www.beerinstitute.org/responsibility/initiatives/encouraging-responsible-consumption/>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: HM C12 (T) Course category: Discipline Core Course Name of the Course: Accommodation Operations - IV (Theory)		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: a. To inform the students the theoretical aspects of hotel performance and quality management b. To introduce the basic concepts of linen and laundry operations c. To acquaint the student on the safety and security aspects of a hotel		
Course Outcomes: On successful completion of the course, the students will be able to a. Evaluate performance and conduct quality checks of a hotel b. Explain the basic aspects of linen and laundry operations c. Elaborate on the concept of TQM in hotels d. Elaborate on the safety and security systems of a hotel e. Evaluate the OSHA Guidelines for Workplace Safety f. Elucidate on Laundry Department, Laundry Equipments and Laundry Agents		
UNIT-1: EVALUATING PERFORMANCE & QUALITY IN HOTELS No of Hours: 13 Hrs.		
Introduction to Quality & Performance Management in Hotels Front Office Calculations – Occupancy Ratio, Average Daily Rate, Average Room Rate Per Guest, Revenue Per Available Room, Fair Share & Market Share-Meaning, importance and benefits of Quality audits Guest's perception of Quality-Quality audits in hotels-Total Quality Management (TQM)-Practices in TQM – Japanese 5S Practice, Business Process Re-engineering, Quality Control Circles, Benchmarking and Kaizen		
UNIT- 2: INTRODUCTION TO LINEN AND LAUNDRY OPERATIONS No of Hours: 14 Hrs.		
Linen and Uniform Room – Storage of Linen, Linen Exchange, Par stock Linen Control, Quality & Lifespan Introduction to Laundry Department, Laundry Equipments and Laundry Agents Types of Laundry and Layouts Laundry Processes Dry Cleaning and stain removal Handling Guest Laundry		

UNIT- 3: SAFETY & SECURITY IN HOTELS

No of Hours: 13 Hrs.

Hotel security - Staff & Systems
Role of Accommodation department personnel
OSHA Guidelines for Workplace Safety
Safety management Programs
Security & Control of Room Keys
Fire Safety - Classification of Fire, SOPs in the event of Fire
Accidents - Accidents in Hotels, Accident Report
First Aid - First Aid Box, first-aid for some common problems
Handling unusual events and emergencies - Terrorism, Robbery & Theft

Suggestive Readings:

- a. Managing Front Office Operations - Michael L Kasavanna & Richard M. Brooks
- b. Front Office Operations and Management - Jatashankar R. Tiwari
- c. Principles of Hotel Front Office Operations- Su Baker, Pam Bradley
- d. Hotels for Tourism Development - Dr. Jagmohan Negi
- e. Housekeeping Operations, Design and Management by Malini Singh, Jaya B George
- f. Green Housekeeping - By Christina Strutt

Online Resources

- a. Hotel Industry: Everything You Need to Know About Hotels!

Link: <https://www.revfine.com/hotel-industry/>

- b. What Basic Knowledge a Hotel Management Trainee must possess?

Link: <https://community.hospitalityconnaisseur.com/basic-knowledge-hotel-management-trainee-must-possess/>

- c. Hotel management: Definitions, software & more

Link: <https://www.siteminder.com/r/trends-advice/hotel-management/hotel-management-definitions-operations-ideas-software/>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: OE 10 Course category: Open Elective Name of the Course: Business and Environmental Sustainability		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: a. To illustrate how businesses can thrive and grow while simultaneously solving some of the world's biggest sustainability related challenges b. To train the students to develop and motivate an action plan for sustainable business practices. c. To provide students with the skills and knowledge necessary to address critical sustainability issues in business organizations		
Course Outcomes: On successful completion of the course, the students will be able to a. Articulate the importance of sustainability in business, and drive social responsibility across an organization's value chain. b. Discuss the key interrelationships among human, earth, and natural systems and why these are important for sustainable businesses. c. Explain how public policies and government influence markets for sustainable businesses. d. List the factors that are influencing an increase in interest and activity in business accountability. e. Discuss what is meant by entrepreneurship and why it is important to sustainable enterprise. f. Describe sustainable marketing and how it differs from traditional marketing.		
UNIT-1: SUSTAINABLE BUSINESS AND THE SCIENCE OF SUSTAINABILITY No of Hours: 14 Hrs.		
Overview of Sustainable Business What Is Required for a Sustainability Perspective? A Strategic Approach to Sustainable Business Practice Sustainability Economics Life and Climate System of Earth Human Activity Impacts on Ecosystems		
UNIT- 2: PUBLIC POLICY AND ACCOUNTABILITY FOR BUSINESS SUSTAINABILITY No of Hours: 13 Hrs.		
How Do Government and Business Interact? Market Failures and the Role of Public Policy Environmental and Energy Policies Sustainability Reporting Sustainability Certification Life Cycle Management and Sustainability		

UNIT- 3: ENTREPRENEURSHIP, INNOVATION AND SUSTAINABLE BUSINESS MARKETING

No of Hours: 13 Hrs.

Overview of Entrepreneurship
The Keys to Successful Sustainability Entrepreneurship
Innovation and Sustainability
Green Marketing Strategy and the Four P's of Marketing
Market Barriers to Sustainability Products
Business Risks of Sustainability Marketing
Keys to Marketing a Sustainable Brand

Suggestive Readings:

- a. The Sustainable Business Case Book by The Saylor Foundation
- b. Business and Environmental Sustainability by Sigrun M. Wagner
- c. Business and Sustainability by Mick Blowfield
- d. Foundations of Sustainable Business: Theory, Function, and Strategy by John D. Wood and Nada R. Sanders
- e. Strategy for Sustainability: A Business Manifesto by Adam Werbach

Online Resources

- a. Why you need Sustainability in your Business Strategy?
Link: <https://online.hbs.edu/blog/post/business-sustainability-strategies>
- b. Corporate Sustainability reporting
Link: <https://www.unep.org/explore-topics/resource-efficiency/what-we-do/responsible-industry/corporate-sustainability>
- c. Sustainable Enterprises
Link: https://www.ilo.org/rome/approfondimenti/WCMS_773303/lang--en/index.htm

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: OE 11 Course category: Open Elective Name of the Course: Fundamentals of Alcohols and Spirits		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: a. To outline the definition of 'spirits', their unique manufacturing process the raw materials required to produce various types and their aging processes. b. To introduce the history, composition, and nuances of the various families of distilled and fermented beverages, including all types of liquor, liqueurs, beer and wine. c. To familiarize about the processes involved in the manufacture of alcoholic drinks – how they are produced, how the wide range of flavors are generated and how scientists ensure the safety of what we drink.		
Course Outcomes: On successful completion of the course, the students will be able to a. Explain the Origin and History of various types of Alcohols b. Describe the process of distillation and fermentation during the manufacturing process of alcoholic beverages c. Elucidate the long- and short-term effects of alcohols on the human body. d. Elaborate on the significance of responsible consumption of alcohols e. Explain the importance of responsible marketing of alcohols		
UNIT-1: INTRODUCTION TO ALCOHOLIC BEVERAGES No of Hours: 12 Hrs.		
Introduction to Alcohols Types of Alcohols Methods of preparing Alcohols – Fermentation & Distillation Classification of Alcoholic Beverages Proof System and measurement of alcoholic strength Calorific value of alcoholic beverages Benefit and detriments of consuming alcoholic beverages		
UNIT- 2: DISTILLED, BREWED AND FERMENTED ALCOHOLIC BEVERAGES No of Hours: 16 Hrs.		
Wine: History, Regions, Climates, Varieties, Famous Producers, Opportunities & Challenges Beer –History, Ingredients used, Manufacturing process, Types, Service procedure, Storage conditions and Brands-Whisky/ey: History & Evolution, Manufacturing process, Characteristics, Types, Brands and Service styles-Brandy: Cognac & Armagnac - History & Evolution, Regions, Manufacturing process, Types, Label Reading, Brands and Service styles; Other grape Brandies		

Gin: History & Evolution, Types, Manufacturing Process, Brands & Service styles-**Rum:** History & Evolution, Types, Manufacturing Process, Characteristics, Brands & Servicestyles-**Vodka:** History & Evolution, Types, Manufacturing Process, Characteristics, Brands & Service,Flavored Vodka-**Tequila:** History & Evolution, Manufacturing Process, Types & Categories, Controlling-Authority, Brands, Service & Traditional way of drinking tequila.

UNIT- 3: RESPONSIBLE CONSUMPTION OF ALCOHOL

No of Hours: 12 Hrs.

Meaning & Definition of Responsible drinking
Strengths of various alcoholic Drinks
Laws pertaining to alcohol service and consumption
Impact of alcoholic consumption on the human body
Tackling Underage Drinking
Responsible Marketing of Alcohols
Tips for safe Drinking

Suggestive Readings:

- a. Handbook of Alcoholic Beverages by Alan J Buglass
- b. Responsible Service of Alcohol: A Server's Guide by Brett Bivans
- c. Natural Beverages by Alexandru Mihai Grumezescu, Alina Maria Holban
- d. Food and Beverage Service by Bruce H Axler and Carol A. Litrides
- e. The Ultimate Encyclopedia of Wine, Beer, Spirits, & Liqueurs by Brian Glover and Stuart Walton

Online Resources

- a. The Alcohol Encyclopedia on Cocktails, Spirits and Liqueurs

Link: <https://www.mixolopedia.com/>

- b. Alcohol: Balancing Risks and Benefits

Link: <https://www.hsph.harvard.edu/nutritionsource/healthy-drinks/drinks-to-consume-in-moderation/alcohol-full-story/>

- c. Encouraging Responsible Consumption

Link: <https://www.beerinstitute.org/responsibility/initiatives/encouraging-responsible-consumption/>

Note: Any other relevant reference/textbooks can be included.

Name of the Program: Hotel Management Course Code: OE 12 Course category: Open Elective Name of the Course: Consumer Behaviour in Tourism Sectors		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
3 Credits	3 Hrs.	40 Hrs.
Course Learning Objectives: a. To introduce the learner to behavioral dimensions of consumer marketing in Tourism Sector b. To create awareness of the theories of motivation and perception as applied to consumer behavior. c. To acquaint the students with the theories of consumer decision making in Tourism Sector.		
Course Outcomes: On successful completion of the course, the students will be able to a. Explain the basic concepts of Consumer Behaviour and its linkages to Travel marketing b. Analyze the phenomenon of consumer learning about a brand and forming perceptions about it c. Compare how the theoretical aspects of Consumer Behaviour are practiced in real life scenarios. d. Apply the concepts of market segmentation and product positioning in the Travel sector. e. Explain Role of CRM in Consumer Behavior		
UNIT-1: INTRODUCTION TO TRAVEL CONSUMER BEHAVIOUR No of Hours: 12 Hrs.		
Introduction and History of tourist behavior Need to understand Travel consumer behaviour Major concepts in consumer behaviour Leiper's Model of Tourism System Butler's Model of Tourism Destination Life Cycle Purchase and Decision-making Process – Motivators & Determinants Models of the purchase decision-making process		
UNIT- 2: TOURISM DEMAND AND MARKETS No of Hours: 14 Hrs.		
Typologies of tourist behaviour and segmentation of the tourism market The global pattern of tourism demand National differences: domestic, outbound and inbound The nature of demand in different segments of the tourism market Consumer behaviour and markets in the different sectors of tourism		
UNIT- 3: CONSUMER BEHAVIOUR AND MARKETING No of Hours: 14 Hrs.		
Researching tourist behaviour: The marketing mix and tourist behaviour The green tourist: myth or reality? Rise of the global/Euro tourist?		

The emergence of new markets and changes in tourist demand

Quality and tourist satisfaction

The future of tourist behavior

Suggestive Readings:

- a. Consumer Behaviour in Tourism by John Swarbrooke and Susan Horner
- b. Consumer Behaviour by Michael R Solomon
- c. Consumer Behaviour in Tourism by Horner Susan
- d. Consumer Behaviour: Insights from Indian Market by Ramanuj Majumdar
- e. Hospitality Marketing and Consumer Behavior by Vinnie Jauhari

Online Resources

- a. How COVID-19 Is Reshaping Consumer Behavior

Link: <https://www.mckinsey.com/industries/retail/our-insights/how-covid-19-is-changing-consumer-behavior-now-and-forever>

- b. The Consumer trends seeping into the Travel industry

Link: <https://www.phocuswire.com/consumer-trends-2022>

- c. The never-ending travel customer journey

Link: <https://www.thinkwithgoogle.com/feature/travel-customer-journey-in-2020>

Note: Any other relevant reference/textbooks can be included.