



BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI - 620 024.

M.Sc. HOTEL MANAGEMENT AND CATERING SCIENCE

CHOICE BASED CREDIT SYSTEM -

LEARNING OUTCOMES BASED CURRICULUM FRAMEWORK (CBCS - LOCF)

(Applicable to the candidates admitted from the academic year 2026 - 2027 onwards)

Sem	Course	Course Title	Ins. Hrs.	Credits	Exam Hours	Marks		Total
						Int	Ext	
I	Core Course - 1 (CC - 1)	Menu Planning and Design	6	4	3	30	70	100
	Core Course - 2 (CC - 2)	Principles and Practices in Hospitality Management	6	4	3	30	70	100
	Core Practical - 1 (CP - 1)	Menu Engineering and Design (Practical)	6	4	3	40	60	100
	Discipline Centric Elective Course - 1 (DCEC - 1)	Any one from the list	5	4	3	30	70	100
	Generic Elective Course - 1 (GEC - 1)	Any one from the list	5	3	3	30	70	100
	Skill Enhancement Course - 1 (SEC - 1)	Event Marketing and Fund Raising	2	2	3	30	70	100
	Value Added Course - 1 (VAC - 1) *	Medical and Wellness Tourism	-	2*		30	70	100*
Total			30	21	-	-	-	600
II	Core Course - 3 (CC - 3)	Advanced Food Production & Culinary Arts	6	4	3	30	70	100
	Core Course - 4 (CC - 4)	Advanced Food & Beverage Service Management	6	4	3	30	70	100
	Core Practical - 2 (CP - 2)	Advanced Food Production (Practical) (International Cuisine & Plating)	6	4	3	40	60	100
	Discipline Centric Elective Course - 2 (DCEC - 2)	Any one from the list	4	4	3	30	70	100
	Generic Elective Course - 2 (GEC - 2)	Any one from the list	4	3	3	30	70	100
	Skill Enhancement Course - 2 (SEC - 2)	Advanced Food Safety, HACCP & Quality Control	2	2		30	70	100
	Non-Major Elective Course - 1 (NMEC - 1)	One Course from Outside Department	2	2	3	30	70	100
Total			30	23	-	-	-	700
Summer Internship / Industrial Activity during the Summer Vacation after 1st Year								

III	Core Course - 5 (CC - 5)	Strategic Hospitality Operations Management	6	4	3	30	70	100
	Core Course - 6 (CC - 6)	Financial Management & Managerial Accounting in Hospitality	6	4	3	30	70	100
	Core Practical - 3 (CP - 3)	Strategic Hospitality Operations Management (Practical)	6	4	2	40	60	100
	Discipline Centric Elective Course - 3 (DCEC - 3)	Any one from the list	5	4	2	30	70	100
	Generic Elective Course - 3(GEC - 3)	Any one from the list	5	3	3	30	70	100
	Non-Major Elective Course - 2 (NMEC - 2)	One Course from Outside Department	2	2	3	30	70	100
	Internship / Industrial Activity @	Industrial Exposure Training at any Star Category Hotel for a stipulated period		2		20	80	100
	Total		30	23	-	-	-	700
IV	Core Course - 7 (CC - 7)	Hospitality Human Resource Management & Organisational Behaviour	6	4	3	30	70	100
	Core Course - 8 (CC - 8)	Advanced Hospitality Marketing & Brand Management	6	4	3	30	70	100
	Core Course - 9 (CC - 9)	Research Methodology & Data Analytics in Hospitality	6	4	3	30	70	100
	Discipline Centric Elective Course - 4 (DCEC - 4)	Any one from the list	4	4	2	30	70	100
	Entrepreneurship / Industry Based Course @	Hospitality Entrepreneurship & Start-up Development	3	3	3	30	70	100
	Project Work @		5	5	-	20	80	100
	Value Added Course - 2 (VAC - 2) *	Personality Development & Professional Grooming in Hospitality	-	2*		30	70	100*
	Total		30	24	-	-	-	600
Grand Total				91				2600

LIST OF DISCIPLINE CENTRIC ELECTIVE COURSE

Discipline Centric Elective Course - 1 (DCEC - 1)	
1.	Food and Beverage Control
2.	Hospitality Technology & Smart Hotel Systems
Discipline Centric Elective Course - 2 (DCEC - 2)	
1.	Strategic Front Office & Revenue Management
2.	International Hospitality & Cross-Cultural Management
Discipline Centric Elective Course - 3 (DCEC - 3)	
1.	Revenue Management & Pricing Strategies in Hospitality
2.	Food Product Development & Innovation
Discipline Centric Elective Course - 4 (DCEC - 4)	
1.	Luxury Hotel & Resort Management
2.	Sustainable Hospitality & Environmental Management

LIST OF GENERIC ELECTIVE COURSE (GEC)

GENERIC ELECTIVE COURSE - 1 (GEC - 1)	
1.	Principles of Hospitality & Tourism Management
2.	Tourism Geography & Destination Development
3.	Heritage, Culture & Culinary Tourism
GENERIC ELECTIVE COURSE - 2 (GEC - 2)	
1.	Hospitality Marketing & Consumer Behaviour
2.	Sustainable Tourism & Responsible Travel
3.	Travel Technology & Digital Transformation
GENERIC ELECTIVE COURSE - 3 (GEC - 3)	
1.	Digital Marketing in Hospitality & Tourism
2.	Event Experience & Experiential Tourism
3.	Tourism Economics & Policy

LIST OF NON-MAJOR ELECTIVE COURSE (for other Department Students only)

NON-MAJOR ELECTIVE COURSE – 1 (NME-1)	
1	MICE Tourism
NON-MAJOR ELECTIVE COURSE – 2 (NME-2)	
2	Fundamentals of Entrepreneurship Development

SUMMARY OF CURRICULUM STRUCTURE OF PG PROGRAMMES

S1. No.	Types of the Course	No. of Courses	Credits for each Course	Total Credits	Marks
1.	Core Course	9	4	36	900
2.	Core Practical	3	4	12	300
3.	Discipline Centric Elective Course	4	4	16	400
4.	Generic Elective Course	3	3	9	300
5.	Skill Enhancement Course	2	2	4	200
6.	Non-Major Elective Courses	2	2	4	200
7.	Internship / Industrial Activity @	1	2	2	100
8.	Entrepreneurship / Industry Based Course @	1	3	3	100
9.	Project @	1	5	5	100
Total		26	-	91	2600
Value Added Courses *		2*	2	4*	200*

*	The value-added courses credit will not be included in the total CGPA. These courses are extra-credit courses. Instruction hours for these courses is 30 hours								
@	Summer Internship will be carried out during the summer vacation after the First year. Viva Voce will be conducted by the college and Marks shall be sent to the University and the same will be included in the 3rd semester Mark Statement. Summer Internship / Industrial Activity & Project Scheme of Evaluation: <table border="1" style="margin-left: auto; margin-right: auto;"> <tr> <th>Description</th><th>Marks</th></tr> <tr> <td>Report</td><td>80</td></tr> <tr> <td>Viva</td><td>20</td></tr> <tr> <td>Total</td><td>100</td></tr> </table>	Description	Marks	Report	80	Viva	20	Total	100
Description	Marks								
Report	80								
Viva	20								
Total	100								

PROGRAMME OBJECTIVES (POs)

PO1: Demonstrate advanced knowledge of hotel management, catering science, tourism, and hospitality operations.

PO2: Apply research methodologies, critical thinking, and problem-solving skills to address challenges in the hospitality industry.

PO3: Exhibit effective communication, leadership, teamwork, and interpersonal skills in diverse hospitality environments.

PO4: Utilize modern hospitality technologies, digital tools, and innovative management practices to improve operational efficiency.

PO5: Practice food safety, hygiene, quality assurance, sustainability, and ethical standards in hospitality and catering services.

PO6: Develop managerial and entrepreneurial competencies to establish and successfully manage hospitality and catering enterprises.

PO7: Pursue lifelong learning, professional development, higher education, and research to contribute to the growth of the global hospitality industry.

PROGRAMME SPECIFIC OUTCOMES (PSOs)

PSO1: Demonstrate advanced skills in food production, bakery and confectionery, food and beverage service, front office, housekeeping, and accommodation management.

PSO2: Plan, organize, and manage hotel operations, catering services, banquets, events, and institutional food service systems effectively.

PSO3: Apply principles of menu planning, nutrition, food safety, hygiene, sanitation, quality control, and food cost management.

PSO4: Utilize hospitality management software, information technology, digital marketing, and emerging technologies to enhance guest satisfaction and operational excellence.

PSO5: Conduct independent research, analyze hospitality trends, and develop innovative solutions for the hospitality and tourism industry.

PSO6: Demonstrate leadership, customer relationship management, financial planning, human resource management, and strategic decision-making skills.

PSO7: Promote entrepreneurship, professional ethics, sustainable hospitality practices, and social responsibility while contributing to national and international hospitality development.

Year: I

CORE COURSE 1

Semester: I

Code:

**MENU PLANNING AND DESIGN
(Theory)**

Credits: 4

Course Objectives:

- To provide knowledge of menu planning principles and design techniques.
- To develop skills in creating attractive, balanced, and profitable menus.

UNIT – I: Introduction to Menu Planning

- Definition and importance of menu
- Types of menus
- Factors affecting menu planning
- Menu as a marketing tool

UNIT – II: Principles of Menu Planning

- Nutritional considerations
- Seasonal and regional factors
- Cost and pricing considerations
- Balance and variety in menus

UNIT – III: Menu Design and Layout

- Menu structure and sequence
- Layout, typography, and color
- Menu card formats
- Psychological aspects of menu design

UNIT – IV: Menu Pricing Strategies

- Cost-based pricing
- Competitive pricing
- Contribution margin
- Profitability analysis

UNIT – V: Trends and Innovations in Menu Design

- Digital menus
- Sustainable and health-conscious menus
- Theme-based menus
- Menu evaluation techniques

UNIT VI – CURRENT CONTOURS (SELF DIRECTED LEARNING)

(TANSCHÉ – Activity Based & Outcome Oriented)

- Students to analyse contemporary hotel and restaurant menus, including digital and QR-based menus.
- A **field visit/virtual visit** to a hotel or restaurant to be undertaken to observe menu planning and design practices.

- Students should **demonstrate** their learning by designing an innovative, sustainable and commercially viable menu.

Text Books:

1. Kotschevar& Withrow – *Management by Menu*
2. Jack Ninemeier – *Planning and Control for Food and Beverage Operations*

Reference Books:

1. Paul R. Dittmer – *Food and Beverage Cost Control*
2. Lillicrap& Cousins – *Food and Beverage Service*

Course Outcomes:

- **CO1:** Understand menu planning concepts.
- **CO2:** Apply principles of balanced menu design.
- **CO3:** Design menus with aesthetic appeal.
- **CO4:** Implement pricing strategies effectively.
- **CO5:** Analyze trends and innovations in menu design.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	–	2	–	–	2	2	3	–	–	–	–
CO2	3	3	1	–	3	1	–	3	2	3	–	–	–	1
CO3	2	2	2	2	1	2	–	3	3	2	2	–	1	1
CO4	2	3	2	2	1	3	–	2	3	3	2	1	3	2
CO5	2	3	2	3	2	2	3	2	2	2	3	3	2	3
Total	12	13	8	7	9	8	3	12	12	13	7	4	6	7
Average	2.4	2.6	1.6	1.4	1.8	1.6	0.6	2.4	2.4	2.6	1.4	0.8	1.2	1.4

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I

CORE COURSE 2

Semester: I

Code:

**PRINCIPLES AND PRACTICES IN
HOSPITALITY MANAGEMENT
(Theory)**

Credits: 4

Course Objectives:

- To provide fundamental knowledge of hospitality industry operations and management principles.
- To develop managerial skills and understanding of hospitality practices.

UNIT – I: Introduction to Hospitality Industry

- Definition and scope
- Evolution of hospitality industry
- Types of hospitality establishments
- Industry structure

UNIT – II: Management Principles

- Functions of management (planning, organizing, leading, controlling)
- Decision-making process
- Leadership styles
- Communication in hospitality

UNIT – III: Operations Management

- Front office, housekeeping, F&B operations
- Coordination among departments
- Quality management
- Customer service standards

UNIT – IV: Human Resource Management

- Recruitment and selection
- Training and development
- Performance appraisal
- Motivation and leadership

UNIT – V: Current Trends and Challenges

- Technology in hospitality
- Sustainability practices
- Globalization
- Challenges in hospitality industry

**UNIT VI – CURRENT CONTOURS (SELF DIRECTED LEARNING)
(TANSCHÉ – Activity Based & Outcome Oriented)**

- Students undertake **Self-Directed Learning** on emerging hospitality practices, technology adoption and changing guest expectations.
- A **hotel/ hospitality establishment visit** will be organised to observe contemporary management practices.

- Students have to **demonstrate** learning through case analysis, presentation or role play.

Text Books:

1. R. Walker – *Introduction to Hospitality Management*
2. K. K. Chon – *Welcome to Hospitality*

Reference Books:

1. Andrews – *Hotel Front Office Training Manual*
2. Tesone – *Hospitality Management*

Course Outcomes:

- **CO1:** Understand hospitality industry structure and operations.
- **CO2:** Apply management principles in hospitality context.
- **CO3:** Manage operational functions effectively.
- **CO4:** Handle human resources efficiently.
- **CO5:** Analyze current trends and challenges.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	1	1	–	3	3	1	1	–	1	1
CO2	3	3	2	2	1	3	–	2	3	1	2	1	3	2
CO3	3	2	2	3	2	3	–	3	3	2	3	1	3	2
CO4	2	2	3	2	1	3	1	2	2	–	2	1	3	2
CO5	2	3	2	3	2	2	3	2	2	1	3	3	2	3
Total	13	12	10	11	7	12	4	12	13	5	11	6	12	10
Average	2.60	2.40	2.00	2.20	1.40	2.40	0.80	2.40	2.60	1.00	2.20	1.20	2.40	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I

CORE PRACTICAL 1

Semester: I

**Code: MENU ENGINEERING AND DESIGN (PRACTICAL)
(Practical)**

Credits: 4

Course Objectives:

- To develop practical skills in menu creation and engineering.
- To train students in cost analysis and menu evaluation techniques.

UNIT – I: Menu Drafting Practice

- Designing menus for different outlets
- Writing menu descriptions
- Menu formats and layouts

UNIT – II: Costing and Pricing Practice

- Recipe costing
- Portion control
- Pricing techniques

UNIT – III: Menu Engineering Techniques

- Classification of menu items (stars, plowhorses, puzzles, dogs)
- Contribution margin calculation
- Profitability analysis

UNIT – IV: Menu Presentation

- Designing menu cards using software
- Typography and color usage
- Digital menu creation

UNIT – V: Menu Evaluation and Case Study

- Analysis of existing menus
- Feedback and improvement
- Project work on menu development

**UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)
(TANSCHÉ – Activity Based & Outcome Oriented)**

- Students using real hotel menus to study menu engineering, item popularity and profitability.
- A **demonstration** by a hospitality professional will introduce contemporary menu-engineering tools and digital design techniques.
- Students will develop and **demonstrate** an industry-oriented menu incorporating costing, pricing and design principles.

Text Books:

1. Kotschevar – *Management by Menu*

Reference Books:

1. Ninameier – *Food and Beverage Operations*

Course Outcomes:

- **CO1:** Design professional menus.
- **CO2:** Perform menu costing and pricing.
- **CO3:** Apply menu engineering techniques.
- **CO4:** Use digital tools for menu design.
- **CO5:** Evaluate and improve menu performance.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	2	2	2	–	3	2	3	2	–	1	1
CO2	3	3	1	2	2	3	–	2	3	3	2	1	3	2
CO3	3	3	2	2	1	3	1	3	3	3	2	2	3	2
CO4	2	2	2	3	1	2	1	2	2	2	3	1	2	1
CO5	2	3	2	3	2	2	3	2	2	2	3	3	2	3
Total	13	13	9	12	8	12	5	12	12	13	12	7	11	9
Average	2.60	2.60	1.80	2.40	1.60	2.40	1.00	2.40	2.40	2.60	2.40	1.40	2.20	1.80

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I	DISCIPLINE CENTRIC ELECTIVE COURSE 1	Semester: I
Code:	1. FOOD AND BEVERAGE CONTROL (Theory)	Credits: 4

Course Objectives:

- To provide knowledge of cost control systems in food and beverage operations.
- To develop skills in managing purchasing, storage, and financial control.

UNIT – I: Introduction to F&B Control

- Definition and importance
- Objectives of control systems
- Types of control

UNIT – II: Purchasing and Receiving Control

- Purchasing procedures
- Supplier selection
- Receiving and inspection
- Documentation

UNIT – III: Storage and Inventory Management

- Storage techniques
- Stock levels and control
- Inventory methods (FIFO, LIFO)
- Issuing procedures

UNIT – IV: Production and Sales Control

- Standard recipes
- Portion control
- Sales control techniques
- Waste control

UNIT – V: Financial Analysis and Reporting

- Food cost percentage
- Beverage cost control
- Variance analysis
- Budgeting and reporting

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Emerging trends in F&B cost control: technology, digital inventory systems, sustainability and data-driven cost management.
- **Activity:** Case study/field study on cost control practices in a hotel or food service operation, followed by student presentation and discussion.
- **Outcome:** Analyse contemporary F&B control practices and suggest practical measures to improve cost efficiency and profitability.

Text Books:

1. Jagmohan Negi – *Food and Beverage Cost Control*
2. Dittmer & Keefe – *Principles of Food, Beverage and Labor Cost Control*

Reference Books:

1. Ninemeier – *Planning and Control for Food and Beverage Operations*

Course Outcomes:

- **CO1:** Understand F&B control systems.
- **CO2:** Apply purchasing and receiving procedures.
- **CO3:** Manage inventory effectively.
- **CO4:** Control production and sales.
- **CO5:** Analyze financial performance.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	2	2	2	–	3	3	3	2	–	1	1
CO2	3	2	2	2	3	2	–	3	3	3	2	1	2	2
CO3	3	3	2	3	2	3	1	3	3	3	3	2	3	2
CO4	3	3	2	3	2	3	1	3	3	3	3	2	3	2
CO5	2	3	2	2	1	3	3	2	2	2	2	3	3	3
Total	14	13	9	12	10	13	5	14	14	14	12	8	12	10
Average	2.80	2.60	1.80	2.40	2.00	2.60	1.00	2.80	2.80	2.80	2.40	1.60	2.40	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I	DISCIPLINE CENTRIC ELECTIVE COURSE 1	Semester: I
Code:	2. HOSPITALITY TECHNOLOGY & SMART HOTEL SYSTEMS (Theory)	Credits: 4

Course Objectives:

- To provide advanced knowledge of information technology and smart systems used in the hospitality industry.
- To develop an understanding of Property Management Systems, Central Reservation Systems, Point-of-Sale systems and integrated hotel technologies.
- To examine the application of AI, IoT, cloud computing, automation, robotics and data analytics in smart hotels.
- To develop skills to evaluate technology solutions for operational efficiency, guest experience, sustainability and strategic decision-making.
- To create awareness of cybersecurity, data privacy, ethical issues and emerging technological trends in hospitality.

UNIT – I: FOUNDATIONS OF HOSPITALITY TECHNOLOGY

- Concept, scope and evolution of technology in hospitality
- Information systems and Management Information Systems in hotels
- Hardware, software, networks, databases and cloud-based systems
- Role of technology in hotel operations, service quality and guest experience
- Technology adoption and digital transformation in hospitality
- Technology-enabled competitive advantage in hotels

UNIT – II: HOTEL INFORMATION AND INTEGRATED SYSTEMS

- Property Management System (PMS): concept, modules and applications
- Central Reservation System (CRS) and Global Distribution System (GDS)
- Online Travel Agencies (OTAs), channel managers and booking engines
- Point of Sale (POS) systems in Food and Beverage operations
- Customer Relationship Management (CRM) and guest databases
- Integration of PMS, POS, CRS, CRM and accounting systems
- Mobile applications and contactless hotel services

UNIT – III: SMART HOTEL TECHNOLOGIES

- Concept and characteristics of Smart Hotels
- Internet of Things (IoT) and connected hotel environments
- Smart rooms, sensors, digital locks and energy management systems
- Artificial Intelligence (AI) and Machine Learning in hospitality
- Chatbots, virtual assistants and AI-enabled guest services
- Robotics and automation in hotels
- Facial recognition, biometrics and contactless technologies
- Virtual Reality (VR), Augmented Reality (AR) and immersive guest experiences

UNIT – IV: DATA, SECURITY AND TECHNOLOGY MANAGEMENT

- Big Data and Data Analytics in hospitality
- Business Intelligence and technology-enabled decision-making
- Revenue, demand, guest and operational analytics
- Cybersecurity threats in hospitality information systems
- Data privacy, data protection and ethical use of guest information
- Cloud computing, backup and disaster recovery
- Technology procurement, implementation and cost-benefit analysis
- Change management and employee training for technology adoption

UNIT – V: EMERGING TECHNOLOGIES AND FUTURE OF SMART HOSPITALITY

- Generative AI and intelligent hospitality applications
- Digital twins and predictive technologies
- Blockchain and secure hospitality transactions
- Smart sustainability: energy, water and waste monitoring
- Digital payments, mobile wallets and contactless transactions
- Personalisation and hyper-personalised guest experiences
- Smart hotels, smart destinations and connected hospitality ecosystems
- Future trends, challenges and opportunities in hospitality technology

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING) (TANSCHÉ – Activity Based & Outcome Oriented)

- **Smart Hotel Audit** – Study a hotel and identify the technologies used in guest services, operations, security and sustainability.
- **PMS/Hotel Technology Demonstration** – Explore or observe a PMS and prepare a report on its major modules and operational applications.
- **Digital Guest Journey Mapping** – Map the technology-enabled guest journey from online booking to check-out and post-stay engagement.
- **Smart Room Design Activity** – Design a technology-enabled smart hotel room incorporating IoT, automation, energy management and guest-control systems.
- **AI in Hospitality Case Study** – Examine the application of AI, chatbots, virtual assistants or robotics in a hotel and evaluate its benefits and limitations.
- **Cybersecurity Awareness Activity** – Identify possible cybersecurity and data-privacy risks in a hotel and recommend preventive measures.
- **Technology Comparison Project** – Compare two hospitality technology solutions such as PMS, POS, CRM, channel managers or booking engines based on functionality, usability and suitability.
- **Smart Sustainability Project** – Develop a technology-based solution for reducing energy, water consumption or food waste in a hotel.

TEXT BOOKS

1. **Partho Pratim Seal** – Computers in Hotels, Atlantic Publishers & Distributors, New Delhi.
2. **D. P. Goyal** – Management Information Systems: Managerial Perspectives, Macmillan/related Indian editions.

3. **G. P. Sudhakar** – Information Systems in Tourism / Information Systems in Tourism – The Case of Kerala, Excel Books, New Delhi. The book covers areas including travel distribution systems, hospitality information systems and destination information systems.

REFERENCE BOOKS

1. **Collins, G. R., Cobanoglu, C., Bilgihan, A. & Berezina, K.** – Hospitality Information Technology: Learning How to Use It, Kendall Hunt Publishing.
2. **Kasavana, M. L.** – Hotel Information Systems: A Contemporary Approach to Front Office Procedures.
3. **Nyheim, P. & Connolly, D. J.** – Technology Strategies for the Hospitality Industry, Pearson.
4. **Hassan, A. & Sharma, A. (Eds.)** – The Emerald Handbook of ICT in Tourism and Hospitality, Emerald Publishing.
5. **Sahoo, P. R., Pradhan, B. B., Lenka, S. K. & Patra, S.** – research literature on ICT applications in tourism and hospitality.
6. **Singh, M., Shekhar, M. & Singh, S. V.** – recent research on emerging technologies in Hotel Information Systems in the Indian hospitality sector, including **AI, IoT, cloud computing, PMS, CRS, 5G and Big Data.** (JIER)

Course Outcomes:

- At the end of the course, students will be able to:
- **CO1:** Explain the concepts, components and applications of hospitality technology and integrated hotel information systems.
- **CO2:** Analyse the role of PMS, CRS, POS, CRM, cloud computing and digital platforms in hospitality operations.
- **CO3:** Evaluate the application of AI, IoT, robotics, automation and smart technologies in enhancing hotel operations and guest experience.
- **CO4:** Apply data analytics, cybersecurity and technology-management principles to hospitality decision-making.
- **CO5:** Assess emerging technologies and develop innovative, sustainable and ethically responsible technology solutions for smart hospitality.

CO-PO-PSO MAPPING

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	3	1	2	1	1	3	3	2	2	1	3	2
CO2	3	3	3	2	2	1	2	3	3	3	2	1	3	2
CO3	2	3	3	2	2	2	3	3	3	3	3	2	3	3
CO4	2	3	3	3	2	3	2	3	3	3	2	3	3	3
CO5	2	3	3	3	2	3	3	3	3	3	3	3	3	3
Total	12	14	15	11	10	10	11	15	15	14	12	10	15	13
Average	2.40	2.80	3.00	2.20	2.00	2.00	2.20	3.00	3.00	2.80	2.40	2.00	3.00	2.60

Correlation Scale

3 – Strong (S) 2 – Medium (M) 1 – Low (L) – No Correlation

Year: I

GENERIC ELECTIVE COURSE 1

Semester: I

Code:

**1. PRINCIPLES OF HOSPITALITY &
TOURISM MANAGEMENT
(Theory)**

Credits: 3

Course Objectives:

- To provide foundational knowledge of hospitality and tourism industries.
- To develop understanding of management practices in both sectors.

UNIT – I: Introduction to Hospitality and Tourism

- Definitions and scope
- Components of hospitality and tourism
- Interrelationship between sectors

UNIT – II: Tourism System

- Elements of tourism system
- Tourism demand and supply
- Travel agencies and tour operators

UNIT – III: Hospitality Operations

- Hotel departments and functions
- Service quality
- Customer satisfaction

UNIT – IV: Marketing and Management

- Marketing concepts
- Service marketing
- Branding and promotion

UNIT – V: Trends and Sustainability

- Sustainable tourism
- Eco-tourism
- Technology in hospitality and tourism
- Future trends

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Emerging trends in hospitality and tourism: AI, smart tourism, digitalisation, experiential tourism and changing traveller preferences.
- **Activity:** Case study/field study on a current hospitality or tourism trend, followed by student presentation and discussion.
- **Outcome:** Analyse contemporary industry trends and suggest innovative and sustainable practices for future hospitality and tourism development.

Text Books:

1. Cooper – *Tourism Principles and Practice*
2. Walker – *Introduction to Hospitality Management*

Reference Books:

1. Bhatia – *Tourism Development*

Course Outcomes:

- **CO1:** Understand hospitality and tourism concepts.
- **CO2:** Analyze tourism systems.
- **CO3:** Explain hospitality operations.
- **CO4:** Apply marketing principles.
- **CO5:** Evaluate trends and sustainability.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	1	1	–	2	2	1	1	1	1	1
CO2	3	3	2	2	1	2	1	2	2	1	2	3	2	2
CO3	3	2	2	2	2	2	–	3	3	2	2	1	2	2
CO4	2	2	2	3	1	3	1	2	2	1	3	2	3	2
CO5	2	3	2	3	3	2	3	2	2	2	3	3	2	3
Total	13	12	9	11	8	10	5	11	11	7	11	10	10	10
Average	2.60	2.40	1.80	2.20	1.60	2.00	1.00	2.20	2.20	1.40	2.20	2.00	2.00	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I

GENERIC ELECTIVE COURSE 1

Semester: I

Code:

**2. TOURISM GEOGRAPHY &
DESTINATION DEVELOPMENT
(Theory)**

Credits: 3

Course Objectives:

- To provide advanced knowledge of geographical principles and their application to tourism.
- To understand the spatial distribution of tourism resources, destinations and tourist flows.
- To analyse physical, cultural and socio-economic factors influencing destination development.
- To develop skills in destination planning, development and management.
- To examine emerging destination-development models and geographical challenges.

UNIT – I: FUNDAMENTALS OF TOURISM GEOGRAPHY

- Meaning, nature and scope of tourism geography
- Relationship between geography and tourism
- Physical geography and tourism
- Climate, topography, vegetation and tourism
- Location and accessibility of tourist destinations
- Tourism resources and their geographical distribution
- Seasonality and spatial patterns of tourism

UNIT – II: TOURIST FLOWS & DESTINATION SYSTEMS

- Tourist-generating and receiving regions
- Tourist flows and movement patterns
- Distance, accessibility and travel behaviour
- Tourism circuits, routes and corridors
- Destination hierarchy and destination systems
- Domestic and international tourism patterns
- Factors influencing destination choice
- Spatial interaction and tourism mobility

UNIT – III: DESTINATION RESOURCES & DEVELOPMENT

- Natural, cultural and built tourism resources
- Destination identification and resource inventory
- Destination development life cycle
- Destination competitiveness
- Infrastructure and superstructure
- Carrying capacity and visitor management
- Destination image and place identity
- Rural, urban, coastal, mountain and island destinations

UNIT – IV: DESTINATION PLANNING & MANAGEMENT

- Principles of destination planning
- Destination master plans
- Stakeholder participation
- Community-based destination development
- Tourism clusters and destination networks
- Accessibility and connectivity
- Destination branding and positioning
- Crisis, disaster and destination resilience

UNIT – V: CONTEMPORARY DESTINATION DEVELOPMENT

- Smart destinations and digital geography
- Emerging tourism destinations in India
- Overtourism and destination pressure
- Regenerative destination development
- Climate change and destination vulnerability
- Geopolitical influences on tourism
- Rural and lesser-known destination development
- Future geographical trends in tourism

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING)

(TANSCHÉ – Activity Based & Outcome Oriented)

- **Destination Mapping Project** – Prepare a geographical tourism-resource map of a selected destination.
- **Destination Audit** – Evaluate the accessibility, attractions, infrastructure and tourism potential of a destination.
- **Tourist Flow Study** – Analyse tourist arrival patterns and seasonal variations of a selected destination.
- **Destination Development Plan** – Prepare a preliminary development plan for an emerging destination.
- **GIS/Google Earth Activity** – Map tourism attractions, transport networks and tourism circuits using digital mapping tools.
- **Destination Life-Cycle Case Study** – Examine the development stage and challenges of a selected Indian destination.
- **Emerging Destination Project** – Identify a lesser-known Indian destination and develop a strategy for responsible tourism growth.

Text Books

- **A. K. Bhatia** – Tourism Development: Principles and Practices, Sterling Publishers.
- **S. P. Gupta** – Tourism Geography, relevant Indian academic editions.
- **R. N. Kaul** – Dynamics of Tourism: A Trilogy, Sterling Publishers.

Reference Books

1. **Boniface, B. G., Cooper, C. & Cooper, R.** – Worldwide Destinations.
2. **Hall, C. M. & Page, S. J.** – The Geography of Tourism and Recreation.
3. **Inskeep, E.** – Tourism Planning: An Integrated and Sustainable Development Approach.

4. **Pearce, D. G.** – Tourist Development.

Course Outcomes

- **CO1:** Explain geographical concepts and their relationship with tourism.
- **CO2:** Analyse tourist flows, destination systems and spatial patterns.
- **CO3:** Evaluate tourism resources and destination-development potential.
- **CO4:** Apply destination planning and management principles.
- **CO5:** Develop appropriate strategies for competitive, resilient and responsible destinations.

CO-PO-PSO Mapping

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	1	2	1	3	1	2	2	2	2	1
CO2	3	3	2	3	2	2	2	3	2	3	2	2	3	2
CO3	3	3	2	3	2	3	2	3	2	3	3	3	3	2
CO4	3	3	2	3	3	3	3	3	2	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	2	3	3	3	3	3

S – Strong (3), M – Medium (2), L – Low (1)

Year: I

GENERIC ELECTIVE COURSE 1

Semester: I

Code:

**3. HERITAGE, CULTURE &
CULINARY TOURISM
(Theory)**

Credits: 3

Course Objectives:

- To develop advanced understanding of cultural and heritage resources as tourism assets.
- To examine India's tangible and intangible cultural heritage.
- To understand culinary traditions and gastronomy as components of tourism experiences.
- To develop skills in heritage interpretation, conservation and tourism product development.
- To explore responsible approaches to cultural and culinary tourism.

UNIT – I: HERITAGE & CULTURAL TOURISM

- Concept, nature and scope of heritage tourism
- Tangible and intangible heritage
- Cultural landscapes and living heritage
- Heritage tourism resources in India
- UNESCO World Heritage Sites
- Museums, monuments and heritage centres
- Heritage interpretation and storytelling

UNIT – II: INDIAN CULTURAL HERITAGE

- Indian civilisation and cultural diversity
- Art, architecture, music and dance
- Festivals, fairs and traditions
- Handicrafts and traditional occupations
- Religious and spiritual heritage
- Indigenous and community heritage
- Cultural routes and heritage circuits

UNIT – III: CULINARY & GASTRONOMIC TOURISM

- Concepts of culinary tourism and gastronomy
- Food as cultural identity
- Regional cuisines of India
- Traditional foods and indigenous ingredients
- Street food and food markets
- Food festivals and culinary events
- GI-tagged foods and culinary heritage
- Culinary storytelling and interpretation

UNIT – IV: HERITAGE CONSERVATION & TOURISM

- Heritage conservation principles
- Conservation versus commercialisation

- Authenticity and commodification
- Community participation
- Cultural carrying capacity
- Visitor management at heritage sites
- Intangible Cultural Heritage safeguarding
- Ethical issues in cultural tourism

UNIT – V: HERITAGE & CULINARY TOURISM DEVELOPMENT

- Heritage tourism product development
- Culinary trails and food tourism circuits
- Heritage walks
- Museum and interpretation experiences
- Digital heritage and virtual interpretation
- Creative tourism
- Cultural entrepreneurship
- Future trends in heritage and culinary tourism

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING)

- **Heritage Documentation Project** – Document a local heritage site, tradition, craft or cultural practice.
- **Culinary Heritage Study** – Record the history, ingredients, preparation methods and cultural significance of a regional dish.
- **Heritage Walk Design** – Design a guided heritage walk covering selected cultural attractions.
- **Food Trail Project** – Develop a culinary tourism trail featuring local food traditions.
- **Museum Interpretation Activity** – Evaluate the visitor experience and interpretation methods of a museum.
- **GI Product Study** – Examine a GI-tagged food product and develop a tourism experience around it.
- **Heritage Storytelling Activity** – Create a digital storytelling presentation on a local cultural heritage resource.

Text Books

1. **A. K. Bhatia** – Tourism Development: Principles and Practices.
2. **S. P. Gupta** – Cultural Tourism in India.
3. **N. K. Vaidya** – relevant Indian literature on Indian culture and tourism.
4. **M. S. Prasad** – relevant works on Indian culture and tourism.

Reference Books

1. **Timothy, D. J.** – Cultural Heritage and Tourism.
2. **Richards, G.** – Cultural Tourism: Global and Local Perspectives.
3. **Long, L. M.** – Culinary Tourism.
4. **UNESCO** – publications on World Heritage and Intangible Cultural Heritage.

Course Outcomes

- **CO1:** Explain the concepts and dimensions of heritage, culture and culinary tourism.
- **CO2:** Analyse India's tangible and intangible cultural heritage resources.
- **CO3:** Evaluate culinary traditions as tourism and cultural assets.
- **CO4:** Apply heritage interpretation and product-development principles.
- **CO5:** Develop responsible and community-sensitive heritage and culinary tourism experiences.

CO-PO-PSO Mapping

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	2	3	1	3	1	1	2	3	3	1
CO2	3	3	1	3	2	3	2	3	1	2	3	3	3	2
CO3	3	3	1	3	3	3	2	3	1	2	3	3	3	2
CO4	3	3	2	3	3	3	3	3	2	2	3	3	3	3
CO5	3	3	2	3	3	3	3	3	2	3	3	3	3	3

S – Strong (3), M – Medium (2), L – Low (1)

Year: I	SKILL ENHANCEMENT COURSE 1	Semester: I
Code:	EVENT MARKETING AND FUND RAISING (Theory)	Credits: 2

Course Objectives:

- To provide knowledge of event marketing strategies and fundraising techniques.
- To develop skills in planning, promoting, and evaluating events.

UNIT – I: Fundamentals of Event Marketing

- Event concept and types
- Importance of event marketing
- Event planning process

UNIT – II: Marketing Strategies for Events

- Target audience analysis
- Promotion and advertising
- Branding of events
- Digital marketing

UNIT – III: Fundraising Techniques

- Types of fundraising
- Sponsorship and partnerships
- Donor management
- Proposal writing

UNIT – IV: Planning and Budgeting

- Event budgeting
- Resource allocation
- Risk management
- Logistics planning

UNIT – V: Evaluation and Impact Assessment

- Event evaluation methods
- Feedback analysis
- ROI measurement
- Reporting

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on contemporary event marketing, social-media promotion, sponsorship and crowdfunding.
- A **visit/demonstration** by an event professional will provide exposure to current event-planning practices.
- Students will **demonstrate** learning by preparing a promotional and fundraising plan for a proposed event.

Text Books:

1. Leonard Hoyle – *Event Marketing*

Reference Books:

1. Shone & Parry – *Successful Event Management*

Course Outcomes:

- **CO1:** Understand event marketing concepts.
- **CO2:** Develop marketing strategies for events.
- **CO3:** Apply fundraising techniques.
- **CO4:** Plan and budget events effectively.
- **CO5:** Evaluate event performance.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	2	1	2	–	2	2	1	2	1	2	1
CO2	3	3	2	3	1	3	1	2	3	1	3	2	3	2
CO3	2	2	2	2	1	3	1	1	2	–	2	2	3	3
CO4	3	3	2	3	2	3	1	2	3	1	3	2	3	2
CO5	2	3	2	3	2	2	3	2	2	1	3	3	2	3
Total	13	13	10	13	7	13	6	9	12	4	13	10	13	11
Average	2.60	2.60	2.00	2.60	1.40	2.60	1.20	1.80	2.40	0.80	2.60	2.00	2.60	2.20

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I	VALUE ADDED COURSE 1	Semester: I
Code:	MEDICAL AND WELLNESS TOURISM (Theory)	Credits: 2*

Course Objectives:

- To provide knowledge of medical and wellness tourism concepts and practices.
- To develop understanding of healthcare services and destination management.

UNIT – I: Introduction to Medical and Wellness Tourism

- Definition and scope
- Growth and trends
- Types of medical and wellness tourism

UNIT – II: Health and Wellness Services

- Spa, yoga, Ayurveda
- Alternative therapies
- Healthcare facilities
- Quality standards

UNIT – III: Destination Management

- Planning wellness destinations
- Infrastructure and facilities
- Role of government and private sector

UNIT – IV: Marketing Medical Tourism

- Target markets
- Branding and promotion
- Ethical considerations
- Service quality

UNIT – V: Legal and Ethical Issues

- Regulations and accreditation
- Patient rights
- Risk management
- Sustainability

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on emerging medical, wellness, preventive and holistic tourism practices in India and globally.
- A **visit/virtual interaction** with a wellness centre, hospital or medical tourism facilitator will provide practical exposure.
- Students will **demonstrate** learning through a case study or wellness-tourism itinerary.

Text Books:

1. Melanie Smith – *Health and Wellness Tourism*

Reference Books:

1. Connell – *Medical Tourism*

Course Outcomes:

- **CO1:** Understand medical and wellness tourism concepts.
- **CO2:** Identify health and wellness services.
- **CO3:** Plan and manage destinations.
- **CO4:** Apply marketing strategies.
- **CO5:** Analyze legal and ethical issues.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	2	1	–	1	2	1	1	1	1	2
CO2	3	2	2	2	3	2	–	2	2	2	2	1	2	3
CO3	3	3	2	2	2	3	1	2	3	1	2	2	3	3
CO4	2	2	2	3	1	3	1	1	2	–	3	2	3	2
CO5	2	3	2	2	3	2	3	1	2	1	2	3	2	3
Total	13	12	9	10	11	11	5	7	11	5	10	9	11	13
Average	2.60	2.40	1.80	2.00	2.20	2.20	1.00	1.40	2.20	1.00	2.00	1.80	2.20	2.60

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I

CORE COURSE 3

Semester: II

Code:

**ADVANCED FOOD PRODUCTION &
CULINARY ARTS
(Theory)**

Credits: 4

Course Objectives:

- To develop advanced culinary expertise in international cuisines and modern cooking techniques.
- To enhance creativity, innovation, and professional competence in culinary arts.

UNIT – I: Advanced Culinary Concepts

- Evolution of modern gastronomy
- Role of chef in contemporary kitchens
- Culinary trends and innovations
- Food ethics and sustainability

UNIT – II: International and Regional Cuisines

- European, Mediterranean, Asian cuisines
- Indian regional specialties (advanced level)
- Ingredients, spices, and flavor profiling
- Menu planning for global cuisines

UNIT – III: Advanced Cooking Techniques

- Sous vide, molecular gastronomy
- Slow cooking, smoking, and curing
- Advanced butchery and seafood preparation
- Garde Manger specialization

UNIT – IV: Menu Engineering and Costing

- Advanced menu planning
- Cost control and pricing strategies
- Yield management
- Recipe standardization

UNIT – V: Culinary Presentation and Innovation

- Artistic plating techniques
- Fusion cuisine
- Food styling and photography basics
- Innovation and product development

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on contemporary culinary trends, plant-forward cuisine, fusion cuisine and modern cooking techniques.

- A **demonstration/industry interaction** with a professional chef will provide exposure to current culinary practices.
- Students will **demonstrate** learning through preparation, presentation and evaluation of innovative dishes.

Text Books:

1. Wayne Gisslen – *Professional Cooking*
2. Le Cordon Bleu – *Complete Cooking Techniques*

Reference Books:

1. Paul Bocuse – *The Complete Bocuse*
2. CIA – *The Professional Chef*

Course Outcomes:

- **CO1:** Apply advanced culinary concepts and techniques.
- **CO2:** Prepare international and regional cuisines professionally.
- **CO3:** Utilize modern cooking methods effectively.
- **CO4:** Plan menus with cost and quality control.
- **CO5:** Demonstrate creativity in food presentation and innovation.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	2	3	2	–	3	2	3	2	–	1	1
CO2	3	2	2	2	3	2	–	3	3	3	2	1	2	2
CO3	3	2	2	3	3	2	1	3	2	3	3	1	2	2
CO4	3	3	2	2	3	3	1	3	3	3	2	1	3	2
CO5	2	3	3	3	2	2	2	3	2	2	3	2	2	3
Total	14	12	10	12	14	11	4	15	12	14	12	5	10	10
Average	2.80	2.40	2.00	2.40	2.80	2.20	0.80	3.00	2.40	2.80	2.40	1.00	2.00	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I

CORE COURSE 4

Semester: II

Code:

**ADVANCED FOOD & BEVERAGE
SERVICE MANAGEMENT
(Theory)**

Credits: 4

Course Objectives:

- To provide advanced knowledge of food and beverage service operations and management.
- To develop managerial, supervisory, and customer service excellence skills.

UNIT – I: Advanced Service Operations

- Gueridon and specialty service
- Fine dining and luxury service standards
- Restaurant concepts and themes
- Service quality management

UNIT – II: Beverage Management

- Wine regions and classification
- Food and wine pairing
- Bar management and mixology
- Beverage costing and control

UNIT – III: Restaurant Planning and Control

- Menu engineering
- Inventory and cost control
- Revenue optimization
- Technology in F&B service

UNIT – IV: Banquet and Event Operations

- Banquet planning and execution
- Event coordination
- Outdoor catering management
- Large-scale service operations

UNIT – V: Leadership and Customer Experience

- Team management and leadership
- Customer relationship management
- Complaint handling
- Service excellence and innovation

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on contemporary F&B service trends, automation, digital ordering and experiential dining.
- A **hotel/restaurant visit and professional demonstration** will expose students to modern service systems.

- Students will **demonstrate** learning through practical service simulations and guest-service activities.

Text Books:

1. John Cousins – *Food and Beverage Service*
2. Davis & Stone – *Food and Beverage Management*

Reference Books:

1. Lillicrap & Cousins – *Food and Beverage Service*

Course Outcomes:

- **CO1:** Manage advanced F&B service operations.
- **CO2:** Apply beverage management techniques.
- **CO3:** Control restaurant costs and operations.
- **CO4:** Plan and execute events and banquets.
- **CO5:** Deliver superior customer service and leadership.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	2	3	2	–	3	3	2	2	–	2	2
CO2	3	2	2	2	3	2	–	3	3	3	2	1	2	2
CO3	3	3	2	3	2	3	1	3	3	3	2	1	3	2
CO4	3	2	3	2	2	3	1	3	3	2	2	1	3	2
CO5	2	2	3	2	2	3	2	3	2	1	3	2	3	3
Total	14	11	12	11	12	13	4	15	14	11	11	5	13	11
Average	2.80	2.20	2.40	2.20	2.40	2.60	0.80	3.00	2.80	2.20	2.20	1.00	2.60	2.20

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I

CORE PRACTICAL 2

Semester: II

**Code: ADVANCED FOOD PRODUCTION (PRACTICAL)
 (INTERNATIONAL CUISINE & PLATING)
 (Practical)**

Credits: 4

Course Objectives:

- To develop advanced practical skills in international cuisine preparation and plating.
- To enhance creativity, precision, and presentation in culinary practices.

UNIT – I: International Cuisine Practice

- European and Mediterranean dishes
- Asian cuisine preparation
- Indian regional specialties

UNIT – II: Advanced Cooking Techniques

- Sous vide and modern techniques
- Advanced knife skills
- Cooking precision and timing

UNIT – III: Garde Manger and Butchery

- Cold kitchen preparations
- Meat cutting and seafood preparation
- Platter arrangements

UNIT – IV: Bakery and Desserts

- Advanced desserts and pastries
- Chocolate work and sugar craft
- Dessert plating

UNIT – V: Plating and Presentation

- Artistic plating techniques
- Portion control and aesthetics
- Menu execution and presentation

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on emerging international cuisines, modern plating, food styling and presentation techniques.
- A **demonstration by a professional chef** will introduce contemporary culinary and plating practices.
- Students will **demonstrate** learning by preparing and presenting innovative international dishes.

Text Books:

1. Wayne Gisslen – *Professional Cooking*

Reference Books:

1. CIA – *The Professional Chef*

Course Outcomes:

- **CO1:** Prepare international cuisine dishes professionally.
- **CO2:** Apply advanced cooking techniques in practice.
- **CO3:** Perform butchery and cold kitchen tasks.
- **CO4:** Create advanced desserts and bakery items.
- **CO5:** Present food with high aesthetic standards.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	2	3	2	–	3	2	3	2	–	1	1
CO2	3	2	2	3	3	2	–	3	2	3	3	1	2	2
CO3	3	2	2	2	3	2	–	3	2	3	2	–	2	2
CO4	3	2	2	2	3	2	1	3	2	3	2	1	2	2
CO5	2	3	3	2	2	2	2	3	2	2	2	2	2	3
Total	14	11	10	11	14	10	3	15	10	14	11	4	9	10
Average	2.80	2.20	2.00	2.20	2.80	2.00	0.60	3.00	2.00	2.80	2.20	0.80	1.80	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I	DISCIPLINE CENTRIC ELECTIVE COURSE 2	Semester: II
Code:	1. STRATEGIC FRONT OFFICE & REVENUE MANAGEMENT (Theory)	Credits: 4

Course Objectives:

- To provide strategic understanding of front office operations and revenue management.
- To develop analytical and decision-making skills in hotel operations.

UNIT – I: Strategic Front Office Management

- Role of front office in revenue generation
- Organizational leadership
- Service quality and guest satisfaction
- Interdepartmental coordination

UNIT – II: Revenue Management Concepts

- Yield management principles
- Pricing strategies and demand forecasting
- Overbooking and capacity management
- Market segmentation

UNIT – III: Front Office Accounting and Analytics

- Advanced billing systems
- Night audit and financial reports
- Data analysis and forecasting
- KPI measurement

UNIT – IV: Technology and Digital Systems

- Property Management Systems (PMS)
- Online booking platforms
- CRM systems
- Data security and privacy

UNIT – V: Customer Experience and Innovation

- Personalization and guest experience
- Complaint management strategies
- Loyalty programs
- Innovation in front office operations

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on hotel technology, revenue optimisation, dynamic pricing, forecasting and online distribution.
- A **hotel visit/demonstration** will provide exposure to contemporary PMS, CRS and revenue-management practices.

- Students will **demonstrate** learning through a simulated revenue-management or room-pricing exercise.

Text Books:

- Kasavana & Brooks – *Managing Front Office Operations*

Reference Books:

- Vallen & Vallen – *Check-in Check-out*

Course Outcomes:

- CO1:** Apply strategic management in front office operations.
- CO2:** Utilize revenue management techniques effectively.
- CO3:** Analyze financial and operational data.
- CO4:** Use modern technology in front office management.
- CO5:** Enhance customer experience and service quality.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	3	1	3	–	3	3	1	3	1	3	2
CO2	3	3	2	3	1	3	1	3	3	1	3	2	3	2
CO3	2	3	2	2	1	3	2	2	3	1	2	3	3	2
CO4	2	2	2	3	1	2	1	2	2	–	3	2	2	1
CO5	3	2	3	2	2	2	1	3	3	1	3	2	3	3
Total	13	12	11	13	6	13	5	13	14	4	14	10	14	10
Average	2.60	2.40	2.20	2.60	1.20	2.60	1.00	2.60	2.80	0.80	2.80	2.00	2.80	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Course Objectives:

- To provide advanced knowledge of international hospitality systems, practices and global industry environments.
- To develop an understanding of cultural diversity and its influence on hospitality services and management.
- To examine cross-cultural communication, cultural intelligence and management of multicultural hospitality workplaces.
- To analyse international hospitality standards, globalisation, localisation and emerging international market trends.
- To develop the ability to manage culturally diverse guests, employees and business relationships effectively.

UNIT – I: GLOBAL HOSPITALITY INDUSTRY

- Concept, nature and scope of international hospitality
- Evolution and globalisation of the hospitality industry
- International hotel chains, independent properties and management contracts
- Franchising, licensing, joint ventures and strategic alliances
- Global hospitality markets and emerging destinations
- International hospitality standards and benchmarking
- Globalisation versus localisation in hospitality
- Challenges and opportunities in international hospitality

UNIT – II: CULTURE AND HOSPITALITY

- Concept, dimensions and elements of culture
- Cultural values, beliefs, customs, traditions and social norms
- Cultural diversity and its significance in hospitality
- Cultural influences on food, accommodation and service preferences
- Hofstede's cultural dimensions and their hospitality applications
- High-context and low-context cultures
- Individualism, collectivism, power distance and uncertainty avoidance
- Cultural adaptation and cultural sensitivity in hospitality

UNIT – III: CROSS-CULTURAL COMMUNICATION & MANAGEMENT

- Concept and importance of cross-cultural communication
- Verbal and non-verbal communication across cultures
- Language barriers and communication challenges
- Cultural intelligence (CQ) and intercultural competence
- Managing multicultural teams
- Leadership styles in multicultural organisations
- Cross-cultural conflict management and negotiation
- Cultural stereotypes, ethnocentrism, prejudice and unconscious bias

- Developing inclusive hospitality workplaces

UNIT – IV: INTERNATIONAL GUEST & EMPLOYEE MANAGEMENT

- Understanding international guest expectations and behaviour
- Cultural influences on guest satisfaction and service quality
- International etiquette and service protocols
- Managing dietary, religious and cultural requirements of international guests
- Cross-cultural recruitment, selection and training
- Expatriate management and international assignments
- Employee engagement in multicultural workplaces
- Diversity, equity and inclusion in hospitality organisations

UNIT – V: INTERNATIONAL HOSPITALITY STRATEGIES & EMERGING TRENDS

- Global hospitality strategy and international market entry
- International hospitality branding and service standardisation
- Globalisation and localisation strategies
- Sustainable and responsible international hospitality
- Cultural heritage and indigenous hospitality practices
- Technology and cross-cultural guest engagement
- Global mobility and changing workforce patterns
- Emerging international hospitality markets
- Future trends and challenges in global hospitality management

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING) (TANSCHÉ – Activity Based & Outcome Oriented)

- **International Hotel Chain Study** – Compare the international expansion strategies, service standards and cultural adaptations of two global hotel groups.
- **Cross-Cultural Guest Profile** – Develop guest profiles representing different national/cultural backgrounds and identify their hospitality expectations.
- **Cultural Intelligence Activity** – Conduct a self-assessment of cultural intelligence and prepare a reflective report on areas for improvement.
- **International Menu & Service Study** – Analyse how hotels adapt food and service practices to meet international and culturally diverse guest requirements.
- **Cross-Cultural Communication Case Study** – Analyse a hospitality workplace conflict arising from cultural differences and recommend appropriate solutions.
- **Multicultural Team Simulation** – Conduct a role play involving managers and employees from different cultural backgrounds and demonstrate appropriate communication and leadership.
- **Global Hospitality Benchmarking** – Compare selected hospitality practices in India with those of an international destination.

- **International Hospitality Trends Presentation** – Independently research an emerging international hospitality trend and present its implications for the Indian hospitality industry.

TEXT BOOKS

- **R. K. Singal** – International Hospitality Management, relevant Indian editions.
- **B. K. Goswami** – International Hospitality Management, Indian hospitality management literature.
- **S. K. Bhatia** – International Tourism Management, Sterling Publishers, New Delhi.
- **A. K. Bhatia** – International Tourism Management, Sterling Publishers, New Delhi.

REFERENCE BOOKS

- **Reisinger, Y.** – International Tourism: Cultures and Behaviour, Butterworth-Heinemann.
- **Hofstede, G., Hofstede, G. J. & Minkov, M.** – Cultures and Organizations: Software of the Mind, McGraw-Hill.
- **Morrison, A. M.** – Hospitality and Travel Marketing.
- **Pizam, A. & Mansfeld, Y.** – Consumer Behavior in Travel and Tourism.
- **Mullins, L. J.** – Management and Organisational Behaviour.
- **Walker, J. R.** – Introduction to Hospitality Management.

Course Outcomes:

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

- **CO1:** Explain the structure, characteristics and globalisation of the international hospitality industry.
- **CO2:** Analyse the influence of culture and cultural dimensions on hospitality services and guest behaviour.
- **CO3:** Apply cross-cultural communication and cultural intelligence principles in hospitality management.
- **CO4:** Evaluate strategies for managing culturally diverse guests, employees and international hospitality operations.
- **CO5:** Develop inclusive, culturally sensitive and globally relevant solutions to contemporary hospitality challenges.

CO-PO-PSO Mapping

S – Strong (3) M – Medium (2) L – Low (1) – No Correlation

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	2	2	2	3	1	1	2	2	3	1
CO2	3	3	1	2	3	3	2	2	1	2	2	3	3	2
CO3	2	3	1	2	3	3	3	2	1	2	3	3	3	2
CO4	3	3	2	2	3	3	3	3	2	2	3	3	3	2
CO5	3	3	2	3	3	3	3	3	2	2	3	3	3	3
Total	14	14	7	10	14	14	13	13	7	9	13	14	15	10
Average	2.80	2.80	1.40	2.00	2.80	2.80	2.60	2.60	1.40	1.80	2.60	2.80	3.00	2.00

Year: I

GENERIC ELECTIVE COURSE 2

Semester: II

Code:

**1. HOSPITALITY MARKETING &
CONSUMER BEHAVIOUR
(Theory)**

Credits: 3

Course Objectives:

- To provide knowledge of marketing strategies and consumer behavior in hospitality.
- To develop skills in analyzing customer needs and designing marketing campaigns.

UNIT – I: Hospitality Marketing Concepts

- Marketing mix (7Ps)
- Service marketing characteristics
- Market segmentation, targeting, positioning

UNIT – II: Consumer Behaviour

- Buying decision process
- Psychological and social factors
- Customer expectations and satisfaction
- Service quality

UNIT – III: Marketing Strategies

- Product and pricing strategies
- Promotion and distribution channels
- Branding and positioning

UNIT – IV: Digital Marketing

- Social media marketing
- Online travel agencies (OTAs)
- E-commerce and online branding
- Influencer marketing

UNIT – V: Customer Relationship Management

- CRM strategies
- Loyalty programs
- Customer retention
- Complaint management

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on digital marketing, social-media marketing, online reviews and evolving hospitality consumer behaviour.
- A **visit/interaction with a hotel marketing professional** will provide practical industry exposure.
- Students will **demonstrate** learning through a digital marketing campaign or consumer-behaviour case study.

Text Books:

1. Philip Kotler – *Marketing for Hospitality and Tourism*

Reference Books:

1. Bowie & Buttle – *Hospitality Marketing*

Course Outcomes:

- **CO1:** Understand hospitality marketing concepts.
- **CO2:** Analyze consumer behavior patterns.
- **CO3:** Develop marketing strategies.
- **CO4:** Utilize digital marketing tools.
- **CO5:** Manage customer relationships effectively.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	2	1	2	–	1	2	–	2	1	2	1
CO2	3	3	2	2	1	2	1	1	2	–	2	2	2	2
CO3	3	3	2	3	1	3	1	2	3	–	3	2	3	2
CO4	2	2	2	3	1	2	1	1	2	–	3	2	2	2
CO5	2	2	3	2	2	3	2	2	3	1	3	2	3	3
Total	13	12	11	12	6	12	5	7	12	1	13	9	12	10
Average	2.60	2.40	2.20	2.40	1.20	2.40	1.00	1.40	2.40	0.20	2.60	1.80	2.40	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I

GENERIC ELECTIVE COURSE 2

Semester: II

Code:

**2. SUSTAINABLE TOURISM &
RESPONSIBLE TRAVEL
(Theory)**

Credits: 3

Curriculum distinction: This paper focuses specifically on tourism destinations, tourists and responsible travel behaviour, while Sustainable Hospitality & Environmental Management focuses on hotel/hospitality operations and environmental management.

Course Objectives:

- To develop advanced understanding of sustainable tourism principles.
- To analyse environmental, economic and socio-cultural impacts of tourism.
- To understand responsible travel and ethical tourist behaviour.
- To examine community-based, regenerative and nature-based tourism models.
- To develop strategies for sustainable destination management.

UNIT – I: CONCEPTS OF SUSTAINABLE TOURISM

- Sustainable development and tourism
- Principles and dimensions of sustainable tourism
- Tourism carrying capacity
- Tourism ecological footprint
- Sustainable Development Goals and tourism
- Tourism impacts and impact assessment
- Stakeholder participation
- Sustainable tourism indicators

UNIT – II: RESPONSIBLE TOURISM

- Concept of responsible tourism
- Responsible tourist behaviour
- Ethical travel
- Community-based tourism
- Pro-poor tourism
- Inclusive tourism
- Indigenous and local community participation
- Tourism justice and benefit sharing

UNIT – III: NATURE-BASED & ALTERNATIVE TOURISM

- Ecotourism principles
- Wildlife and protected-area tourism
- Rural and agritourism
- Adventure tourism and sustainability
- Geo-tourism
- Regenerative tourism

- Slow tourism
- Nature conservation and tourism

UNIT – IV: TOURISM IMPACTS & DESTINATION MANAGEMENT

- Environmental impacts
- Socio-cultural impacts
- Economic impacts
- Overtourism and crowd management
- Climate change and tourism
- Destination resilience
- Visitor management
- Sustainable tourism certification

UNIT – V: RESPONSIBLE TOURISM STRATEGIES

- Sustainable tourism planning
- Green mobility
- Local sourcing and local economies
- Sustainable accommodation and tour operations
- Responsible travel marketing
- Carbon-conscious travel
- Digital tools for responsible tourism
- Future of regenerative and responsible travel

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING)

- **Responsible Destination Audit** – Assess the sustainability and responsible-tourism practices of a selected destination.
- **Tourist Behaviour Study** – Conduct a survey on responsible travel behaviour among tourists.
- **Community Tourism Project** – Develop a community-based tourism model for a rural destination.
- **Carbon-Conscious Itinerary** – Design a low-carbon travel itinerary.
- **Overtourism Case Study** – Analyse an overtourism destination and recommend visitor-management strategies.
- **Responsible Travel Campaign** – Create a digital campaign promoting ethical and responsible tourist behaviour.
- **Regenerative Tourism Proposal** – Develop a tourism concept that aims to restore environmental and community resources.

Text Books

1. **A. K. Bhatia** – Tourism Development: Principles and Practices.
2. **S. K. Bhatia** – Tourism Management and Marketing.
3. **K. K. Sharma** – relevant Indian literature on sustainable tourism.

Reference Books

1. **Swarbrooke, J.** – Sustainable Tourism Management.
2. **Weaver, D.** – Sustainable Tourism: Theory and Practice.
3. **Fennell, D. A.** – Ecotourism.
4. **UN Tourism/UNWTO** – sustainable tourism publications.

5. **UNEP** – sustainable tourism and responsible consumption publications.

Course Outcomes

- **CO1:** Explain the principles and dimensions of sustainable and responsible tourism.
- **CO2:** Analyse the environmental, economic and socio-cultural impacts of tourism.
- **CO3:** Evaluate alternative, community-based and nature-based tourism models.
- **CO4:** Apply responsible tourism principles to destination and travel planning.
- **CO5:** Develop innovative strategies for resilient, regenerative and inclusive tourism.

CO-PO-PSO Mapping

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	2	1	1	1	3	2	3	1	1	2	3	2	1
CO2	3	3	2	3	2	3	2	3	2	3	2	3	3	2
CO3	3	3	1	3	3	3	2	3	1	2	3	3	3	2
CO4	3	3	2	3	3	3	3	3	2	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	2	3	3	3	3	3

S – Strong (3), M – Medium (2), L – Low (1)

Year: I

GENERIC ELECTIVE COURSE 2

Semester: II

Code:

**3. TRAVEL TECHNOLOGY &
DIGITAL TRANSFORMATION
(Theory)**

Credits: 3

Course Objectives:

- To provide advanced knowledge of technology applications in travel and tourism.
- To understand digital transformation of travel distribution, booking and customer engagement.
- To examine emerging technologies such as AI, IoT, blockchain, AR/VR and big-data analytics.
- To develop skills in evaluating digital travel platforms and technology-enabled tourism experiences.
- To analyse opportunities and challenges associated with digital transformation.

UNIT – I: DIGITAL TRAVEL ECOSYSTEM

- Evolution of travel technology
- Digital transformation in tourism
- Global Distribution Systems (GDS)
- Computer Reservation Systems (CRS)
- Online Travel Agencies (OTAs)
- Travel marketplaces and metasearch engines
- Mobile travel applications
- Digital customer journey

UNIT – II: DIGITAL TRAVEL DISTRIBUTION

- Online booking systems
- Electronic ticketing
- Dynamic packaging
- Digital payment systems
- Travel APIs and platform integration
- Channel management
- Social media and travel discovery
- Digital customer relationship management

UNIT – III: DATA, AI & INTELLIGENT TRAVEL

- Big data in tourism
- Tourism analytics
- Artificial intelligence and machine learning
- Recommendation systems
- Chatbots and virtual assistants
- Predictive analytics
- Personalisation and hyper-personalisation
- Data privacy and cybersecurity

UNIT – IV: EMERGING TECHNOLOGIES

- Internet of Things (IoT)
- Blockchain and travel applications
- Augmented Reality (AR)
- Virtual Reality (VR)
- Extended Reality (XR)
- Facial recognition and biometrics
- Smart destinations
- Contactless travel

UNIT – V: DIGITAL TRANSFORMATION STRATEGIES

- Digital business models
- Digital customer experience
- Technology adoption and change management
- Digital tourism entrepreneurship
- Platform economy
- Cyber ethics and responsible technology
- Future of AI-driven travel
- Technology and the future traveller

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING)

- **OTA Comparison Project** – Compare selected online travel platforms based on functionality, pricing, reviews and customer experience.
- **Digital Travel Journey Mapping** – Map a traveller's digital journey from inspiration to post-trip engagement.
- **AI Travel Assistant Activity** – Evaluate AI-based travel-planning tools and assess their usefulness and limitations.
- **Virtual Destination Project** – Develop a concept for an AR/VR tourism experience.
- **Travel App Prototype** – Design a prototype for a mobile application addressing a specific traveller need.
- **Digital Analytics Exercise** – Analyse online reviews/social-media data to identify tourist preferences.
- **Cybersecurity Case Study** – Examine a travel-technology security/privacy issue and recommend safeguards.

Text Books

1. **Buhalis, D.** – eTourism: Information Technology for Strategic Tourism Management.
2. **S. P. Bhatia** – relevant Indian texts on tourism management and travel technology.
3. **A. K. Bhatia** – Tourism Management.

Reference Books

1. **Buhalis, D. & Law, R.** – research on progress in information technology and tourism.
2. **Werthner, H. & Klein, S.** – Information Technology and Tourism.

3. **Benckendorff, P., Sheldon, P. & Fesenmaier, D.** – Tourism Information Technology.
4. **UN Tourism** – digital transformation and smart tourism reports.

Course Outcomes

- **CO1:** Explain the digital transformation of travel and tourism.
- **CO2:** Analyse digital distribution, reservation and travel-platform systems.
- **CO3:** Apply data analytics and AI concepts to tourism decision-making.
- **CO4:** Evaluate emerging technologies and their applications in travel.
- **CO5:** Develop technology-enabled solutions for contemporary travel and tourism challenges.

CO-PO-PSO Mapping

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	3	1	1	1	2	2	3	2	2	1	3	1
CO2	3	3	3	2	2	1	2	3	3	3	2	1	3	2
CO3	3	3	3	3	2	2	3	3	3	3	3	2	3	3
CO4	3	3	3	3	2	2	3	3	3	3	3	2	3	3
CO5	3	3	3	3	3	2	3	3	3	3	3	2	3	3

S – Strong (3), M – Medium (2), L – Low (1)

Year: I

SKILL ENHANCEMENT COURSE 2

Semester: II

Code:

**ADVANCED FOOD SAFETY, HACCP
& QUALITY CONTROL
(Theory)**

Credits: 2

Course Objectives:

- To provide advanced knowledge of food safety systems and quality control measures.
- To develop skills in implementing HACCP and ensuring food quality standards.

UNIT – I: Food Safety Concepts

- Importance of food safety
- Food hazards (biological, chemical, physical)
- Food safety regulations

UNIT – II: HACCP Principles

- Seven principles of HACCP
- Critical control points
- Hazard analysis
- Documentation and record keeping

UNIT – III: Food Microbiology and Hygiene

- Microorganisms in food
- Foodborne diseases
- Sanitation and hygiene practices

UNIT – IV: Quality Control Systems

- Quality assurance
- ISO standards
- Total Quality Management (TQM)
- Audits and inspections

UNIT – V: Food Safety Management Systems

- Implementation of food safety systems
- Risk management
- Training and development
- Case studies

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on emerging food-safety standards, HACCP practices, traceability and digital quality-control systems.
- A **visit/demonstration** in a hotel kitchen, food-production unit or accredited laboratory will provide practical exposure.

- Students will **demonstrate** learning by preparing a HACCP flow chart, hazard analysis or food-safety audit

Text Books:

- Srilakshmi – *Food Science*

Reference Books:

- Frazier & Westhoff – *Food Microbiology*

Course Outcomes:

- CO1:** Understand food safety concepts and hazards.
- CO2:** Apply HACCP principles effectively.
- CO3:** Ensure hygiene and sanitation standards.
- CO4:** Implement quality control systems.
- CO5:** Manage food safety systems in hospitality.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	3	1	–	2	2	3	1	–	1	2
CO2	3	2	2	2	3	2	–	3	2	3	2	1	2	2
CO3	3	2	2	2	3	2	–	3	2	3	2	1	2	3
CO4	3	3	2	2	3	2	1	3	3	3	2	2	2	3
CO5	3	3	2	2	3	3	1	3	3	3	2	2	3	3
Total	15	12	9	9	15	10	2	14	12	15	9	6	10	13
Average	3.00	2.40	1.80	1.80	3.00	2.00	0.40	2.80	2.40	3.00	1.80	1.20	2.00	2.60

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: I

NON-MAJOR ELECTIVE COURSE 1

Semester: II

Code:

**MICE TOURISM
(Theory)**

Credits: 2

Course Objectives:

- To provide knowledge of Meetings, Incentives, Conferences, and Exhibitions (MICE) tourism.
- To develop skills in planning and managing business events and conventions.

UNIT – I: Introduction to MICE Tourism

- Definition and components of MICE
- Importance in tourism industry
- Types of MICE events

UNIT – II: Event Planning and Management

- Planning process
- Venue selection
- Logistics and coordination
- Budgeting

UNIT – III: Marketing of MICE Tourism

- Target markets
- Promotion strategies
- Branding of events
- Role of travel agencies and organizers

UNIT – IV: Operations and Execution

- Event execution
- Delegate management
- Technology in events
- Risk management

UNIT – V: Trends and Future of MICE

- Sustainable events
- Virtual and hybrid events
- Global trends
- Challenges and opportunities

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on emerging MICE trends, hybrid events, destination marketing and technology-enabled conferences.
- A **visit/observation** of a convention centre, exhibition or major event will provide practical exposure.
- Students will **demonstrate** learning by designing a MICE event proposal, including venue, programme, budget and promotion.

Text Books:

1. Tony Rogers – *Conferences and Conventions: A Global Industry*

Reference Books:

1. Shone & Parry – *Successful Event Management*

Course Outcomes:

- **CO1:** Understand MICE tourism concepts.
- **CO2:** Plan and organize events effectively.
- **CO3:** Apply marketing strategies in MICE sector.
- **CO4:** Execute and manage events professionally.
- **CO5:** Analyze trends and future developments in MICE tourism.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	2	1	2	–	1	2	–	2	1	2	2
CO2	3	3	2	2	1	3	1	2	3	1	2	2	3	2
CO3	2	3	2	3	1	3	1	1	2	–	3	2	3	2
CO4	3	2	3	3	2	3	1	2	3	1	3	2	3	3
CO5	2	3	2	3	2	2	3	1	2	1	3	3	2	3
Total	13	13	10	13	7	13	6	7	12	3	13	10	13	12
Average	2.60	2.60	2.00	2.60	1.40	2.60	1.20	1.40	2.40	0.60	2.60	2.00	2.60	2.40

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: II

CORE COURSE 5

Semester: III

Code:

**STRATEGIC HOSPITALITY
OPERATIONS MANAGEMENT
(Theory)**

Credits: 4

Course Objectives:

- To provide strategic understanding of hospitality operations and decision-making processes.
- To develop managerial skills for efficient planning, coordination, and control of hotel operations.

UNIT – I: Introduction to Strategic Operations Management

- Concept and importance
- Strategic vs operational management
- Role in hospitality industry
- Operations strategy formulation

UNIT – II: Service Operations and Process Design

- Service design and delivery systems
- Capacity planning and management
- Process mapping
- Quality management systems

UNIT – III: Supply Chain and Resource Management

- Procurement and vendor management
- Inventory control
- Logistics in hospitality
- Resource optimization

UNIT – IV: Technology and Innovation in Operations

- Automation and smart technologies
- Property Management Systems (PMS)
- Data analytics in operations
- Innovation strategies

UNIT – V: Performance Measurement and Control

- Key Performance Indicators (KPIs)
- Benchmarking
- Risk management
- Continuous improvement

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on emerging hospitality technologies, automation, AI applications and sustainable operational practices.
- An **industry visit** to a hotel will enable students to observe contemporary operational systems and interdepartmental coordination.

- Students will **demonstrate** learning through a case study or operational improvement plan.

Text Books:

- Nigel Slack – *Operations Management*

Reference Books:

- Davis &Heineke – *Managing Services*

Course Outcomes:

- CO1:** Understand strategic operations management concepts.
- CO2:** Design and manage service processes effectively.
- CO3:** Optimize resources and supply chain operations.
- CO4:** Utilize technology for operational efficiency.
- CO5:** Measure and improve performance.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	2	1	2	–	2	3	1	2	1	2	1
CO2	3	3	2	2	2	3	–	2	3	2	2	2	3	2
CO3	3	3	2	3	2	3	1	2	3	2	3	2	3	2
CO4	2	2	2	3	1	2	1	1	2	1	3	2	2	2
CO5	2	3	2	3	2	3	3	2	2	2	3	3	3	3
Total	13	13	9	13	8	13	5	9	13	8	13	10	13	10
Average	2.60	2.60	1.80	2.60	1.60	2.60	1.00	1.80	2.60	1.60	2.60	2.00	2.60	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Course Objectives:

- To provide knowledge of financial management and managerial accounting practices in hospitality.
- To develop skills in financial analysis, budgeting, and decision-making.

UNIT – I: Financial Management Basics

- Objectives and scope
- Financial statements analysis
- Time value of money
- Cost of capital

UNIT – II: Managerial Accounting Concepts

- Cost behavior and classification
- Budgeting techniques
- Standard costing
- Variance analysis

UNIT – III: Investment and Financing Decisions

- Capital budgeting techniques
- Sources of finance
- Risk and return analysis
- Financial planning

UNIT – IV: Working Capital Management

- Cash management
- Inventory and receivables management
- Liquidity analysis
- Credit management

UNIT – V: Financial Control in Hospitality

- Departmental accounting
- Revenue and cost control
- Financial ratios
- Performance evaluation

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on digital accounting, cloud-based financial systems, budgeting and financial analytics in hospitality.
- A **hotel/industry visit or expert demonstration** will provide exposure to practical financial-control systems.

- Students will **demonstrate** learning through budgeting, cost analysis and financial decision-making exercises.

Text Books:

- I.M. Pandey – *Financial Management*

Reference Books:

- Horngren – *Cost Accounting*
- Jagmohan Negi – *Hospitality Financial Management*

Course Outcomes:

- CO1:** Understand financial management concepts.
- CO2:** Apply managerial accounting techniques.
- CO3:** Analyze investment and financing decisions.
- CO4:** Manage working capital effectively.
- CO5:** Evaluate financial performance in hospitality.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	1	3	–	1	2	1	1	1	3	2
CO2	3	3	2	2	1	3	–	1	2	1	2	2	3	2
CO3	3	3	2	2	1	3	1	1	2	–	2	3	3	2
CO4	2	2	2	2	1	3	1	1	2	–	2	2	3	2
CO5	2	3	2	2	2	3	3	2	3	1	2	3	3	3
Total	13	13	9	9	6	15	5	6	11	3	9	11	15	11
Average	2.60	2.60	1.80	1.80	1.20	3.00	1.00	1.20	2.20	0.60	1.80	2.20	3.00	2.20

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

**Code: STRATEGIC HOSPITALITY OPERATIONS
MANAGEMENT (PRACTICAL)
(Practical)**

Credits: 4

Course Objectives:

- To deepen strategic thinking in hospitality operations with focus on innovation and competitiveness.
- To enhance decision-making skills using analytical tools and case studies.

UNIT – I: Advanced Strategic Planning

- Strategic analysis (SWOT, PESTLE)
- Competitive advantage
- Business strategy models

UNIT – II: Service Excellence and Quality Management

- TQM and Six Sigma
- Service quality measurement (SERVQUAL)
- Customer satisfaction strategies

UNIT – III: Innovation and Change Management

- Managing change in hospitality
- Innovation frameworks
- Leadership in transformation

UNIT – IV: Global Hospitality Operations

- International operations
- Cross-cultural management
- Global trends

UNIT – V: Case Studies and Applications

- Case study analysis
- Problem-solving techniques
- Decision-making models

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on contemporary hotel operating procedures, PMS, automation and technology-enabled guest services.
- An **industry visit and professional demonstration** will provide practical exposure to integrated hotel operations.
- Students will **demonstrate** learning through simulated operational activities and problem-solving exercises.

Text Books:

1. Michael Porter – *Competitive Strategy*

Reference Books:

1. Kotler – *Marketing Management*

Course Outcomes:

- **CO1:** Apply strategic analysis tools.
- **CO2:** Improve service quality and customer satisfaction.
- **CO3:** Manage innovation and change effectively.
- **CO4:** Understand global hospitality operations.
- **CO5:** Solve real-world operational challenges.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	3	2	2	1	3	1	2	3	1	2	2	3	2
CO2	3	2	3	2	2	3	1	2	3	2	3	1	3	2
CO3	2	3	2	3	1	3	2	1	2	–	3	3	3	2
CO4	3	2	2	2	1	2	1	2	3	1	2	2	2	2
CO5	3	3	2	3	2	3	3	2	3	2	3	3	3	3
Total	14	13	11	12	7	14	8	9	14	6	13	11	14	11
Average	2.80	2.60	2.20	2.40	1.40	2.80	1.60	1.80	2.80	1.20	2.60	2.20	2.80	2.20

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: II DISCIPLINE CENTRIC ELECTIVE COURSE 3 Semester: III

Code: 1. REVENUE MANAGEMENT & PRICING Credits: 4
STRATEGIES IN HOSPITALITY
(Theory)

Course Objectives:

- To provide knowledge of revenue management and pricing strategies in hospitality.
- To develop analytical skills for maximizing revenue and occupancy.

UNIT – I: Introduction to Revenue Management

- Concept and importance
- Demand forecasting
- Market segmentation
- Key revenue metrics

UNIT – II: Pricing Strategies

- Dynamic pricing
- Discounting strategies
- Psychological pricing
- Rate structures

UNIT – III: Distribution Channels

- Online Travel Agencies (OTAs)
- Direct bookings
- Channel management
- Global distribution systems

UNIT – IV: Revenue Optimization Techniques

- Yield management
- Overbooking strategies
- Capacity management
- Data analytics

UNIT – V: Technology and Trends

- Revenue management systems
- AI and automation
- Digital transformation
- Future trends

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on dynamic pricing, demand forecasting, revenue optimisation and AI-enabled revenue management.
- A **hotel visit/expert demonstration** will expose students to contemporary revenue-management practices and systems.

- Students will **demonstrate** learning through a simulated pricing and revenue-optimisation exercise.

Text Books:

1. Kimes – *Revenue Management for Hospitality*

Reference Books:

1. Cross – *Revenue Management*

Course Outcomes:

- **CO1:** Understand revenue management concepts.
- **CO2:** Apply pricing strategies effectively.
- **CO3:** Manage distribution channels.
- **CO4:** Optimize revenue using analytical tools.
- **CO5:** Adapt to technological advancements.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	2	1	3	–	2	3	1	2	1	3	2
CO2	3	3	2	2	1	3	–	2	3	1	2	2	3	2
CO3	3	2	2	3	1	3	1	2	3	–	3	2	3	2
CO4	3	3	2	3	1	3	2	2	3	–	3	3	3	2
CO5	2	2	2	3	1	2	3	1	2	–	3	3	2	3
Total	14	12	9	13	5	14	6	9	14	2	13	11	14	11
Average	2.80	2.40	1.80	2.60	1.00	2.80	1.20	1.80	2.80	0.40	2.60	2.20	2.80	2.20

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Code: 2. FOOD PRODUCT DEVELOPMENT & Credits: 4
INNOVATION
(Theory)

Course Objectives:

- To provide advanced knowledge of principles and processes involved in food product development.
- To develop skills in identifying consumer needs, food trends and market opportunities for innovative food products.
- To understand formulation, ingredient selection, processing, preservation, packaging and quality considerations in new product development.
- To introduce sensory evaluation, nutritional enhancement, cost analysis and market testing of food products.
- To develop innovative and commercially viable food products suitable for hospitality and food-service enterprises.

UNIT – I: FUNDAMENTALS OF FOOD PRODUCT DEVELOPMENT

- Concept, scope and importance of food product development
- Food innovation and new product development cycle
- Identification of consumer needs and market opportunities
- Food trends and changing consumer preferences
- Product concept generation and screening
- Target market identification and consumer profiling
- Product feasibility and development planning
- Role of R&D in food product development

UNIT – II: PRODUCT FORMULATION & INGREDIENT TECHNOLOGY

- Principles of food formulation and recipe standardisation
- Selection and functionality of food ingredients
- Alternative proteins and plant-based ingredients
- Functional foods, nutraceuticals and fortified foods
- Natural colours, flavours, sweeteners and additives
- Texture, flavour and nutritional optimisation
- Reformulation for reduced sugar, salt and fat
- Ingredient substitution and allergen considerations

UNIT – III: FOOD PROCESSING, PRESERVATION & PACKAGING

- Processing methods and their influence on product quality
- Thermal and non-thermal processing technologies
- Food preservation techniques
- Shelf-life determination and stability considerations
- Food packaging materials and packaging technologies
- Modified atmosphere and active packaging
- Intelligent and sustainable packaging

- Food safety and quality requirements in product development

UNIT – IV: SENSORY EVALUATION & PRODUCT OPTIMISATION

- Principles and importance of sensory evaluation
- Sensory attributes: appearance, aroma, taste, texture and mouthfeel
- Difference, descriptive and affective tests
- Sensory panel selection and training
- Consumer acceptance and preference testing
- Product optimisation and reformulation
- Statistical interpretation of sensory data
- Quality evaluation and product benchmarking

UNIT – V: COMMERCIALISATION & FOOD INNOVATION

- Product costing and pricing
- Scale-up from laboratory to commercial production
- Market testing and consumer feedback
- Product positioning and value proposition
- Branding, labelling and packaging communication
- Regulatory and legal considerations in food product development
- Sustainable and circular approaches to food innovation
- Food start-ups and entrepreneurship in product development
- Emerging trends: plant-based foods, clean-label products, convenience foods and personalised nutrition

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING) (TANSCHÉ – Activity Based & Outcome Oriented)

- **Food Trend Analysis** – Identify an emerging food trend and analyse its consumer appeal, nutritional value and commercial potential.
- **New Product Concept Development** – Develop an innovative food-product concept based on an identified consumer need.
- **Product Reformulation Activity** – Modify an existing food product to improve nutritional value, reduce sugar/salt/fat or incorporate sustainable ingredients.
- **Sensory Evaluation Project** – Conduct a small-scale sensory evaluation of a developed product and interpret consumer responses.
- **Food Packaging Innovation** – Design sustainable, functional or intelligent packaging for a selected food product.
- **Food Waste-to-Value Project** – Develop a food product using an underutilised or food-processing by-product or locally available ingredient.
- **Market Feasibility Study** – Conduct a preliminary market survey to assess consumer acceptance, price expectations and competitive products.
- **Product Pitch Demonstration** – Present a new food product with its formulation, target market, USP, costing, packaging and commercialisation strategy.

TEXT BOOKS

1. **B. Srilakshmi** – Food Science, New Age International Publishers, New Delhi.
2. **R. S. Khader** – Food Science and Technology, relevant Indian edition.
3. **S. Manay & M. Shadaksharaswamy** – Foods: Facts and Principles, New Age International Publishers.
4. **M. Swaminathan** – Food Science, Chemistry and Experimental Foods, BAPPCO.

REFERENCE BOOKS

1. **M. R. Reddy** – Food Processing and Preservation, Indian academic editions.
2. **P. G. Ranga Rao & S. R. Murthy** – literature on food processing and product development.
3. **M. Shafiur Rahman** – Handbook of Food Preservation, CRC Press.
4. **Fuller, G. W.** – New Food Product Development: From Concept to Marketplace, CRC Press.
5. **Earle, M., Earle, R. & Anderson, A.** – Food Product Development.
6. **Lawless, H. T. & Heymann, H.** – Sensory Evaluation of Food: Principles and Practices.
7. **Man, C. M. D. & Jones, A. A.** – Shelf Life Evaluation of Foods.

Course Outcomes:

- At the end of the course, students will be able to:
- **CO1:** Explain the principles, stages and contemporary approaches to food product development.
- **CO2:** Apply ingredient, formulation and processing principles to develop innovative food products.
- **CO3:** Evaluate food products using sensory, nutritional, quality and consumer acceptance parameters.
- **CO4:** Analyse costing, packaging, market feasibility and regulatory considerations in food product commercialisation.
- **CO5:** Develop innovative, sustainable and commercially viable food products in response to contemporary consumer and hospitality-industry needs.

CO-PO-PSO Mapping

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	2	1	2	2	3	2	2	2	2	2	2
CO2	3	3	2	2	2	2	3	3	2	2	3	3	3	2
CO3	3	3	2	3	2	2	2	3	2	3	3	3	3	3
CO4	3	3	2	3	2	3	3	3	2	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	3	3	3	3	3	3
Total	15	14	9	13	10	12	13	15	11	13	14	14	14	13
Average	3.00	2.80	1.80	2.60	2.00	2.40	2.60	3.00	2.20	2.60	2.80	2.80	2.80	2.60

S – Strong (3) M – Medium (2) L – Low (1) – No Correlation

Course Objectives:

- To provide knowledge of digital marketing tools and strategies.
- To develop skills in online branding, promotion, and customer engagement.

UNIT – I: Introduction to Digital Marketing

- Concepts and importance
- Digital marketing ecosystem
- Online consumer behavior

UNIT – II: Social Media Marketing

- Platforms and strategies
- Content creation
- Influencer marketing
- Analytics

UNIT – III: Search Engine Marketing

- SEO and SEM
- Google Ads basics
- Website optimization
- Traffic analysis

UNIT – IV: Online Distribution and Branding

- OTAs and booking platforms
- Online reputation management
- Branding strategies
- Customer reviews

UNIT – V: Emerging Trends

- AI in marketing
- Mobile marketing
- Personalization
- Future of digital marketing

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on social media marketing, influencer marketing, SEO, online reputation and AI-generated content.
- A **visit/interaction with a hotel or tourism digital-marketing professional** will provide industry exposure.
- Students will **demonstrate** learning by developing a digital marketing campaign for a hospitality/tourism brand.

Text Books:

1. Ryan – *Understanding Digital Marketing*

Reference Books:

1. Chaffey – *Digital Marketing*

Course Outcomes:

- **CO1:** Understand digital marketing concepts.
- **CO2:** Develop social media strategies.
- **CO3:** Apply SEO and SEM techniques.
- **CO4:** Manage online branding and reputation.
- **CO5:** Adapt to emerging trends.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	3	1	2	–	1	2	–	3	1	2	1
CO2	2	3	2	3	1	2	1	1	2	–	3	2	2	2
CO3	2	3	2	3	1	2	1	1	2	–	3	2	2	2
CO4	2	2	3	3	1	3	1	1	2	–	3	2	3	2
CO5	2	3	2	3	1	2	3	1	2	–	3	3	2	3
Total	11	13	11	15	5	11	6	5	10	0	15	10	11	10
Average	2.20	2.60	2.20	3.00	1.00	2.20	1.20	1.00	2.00	0.00	3.00	2.00	2.20	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Course Objectives:

- To provide advanced knowledge of experiential tourism and event-based tourism.
- To understand experience design, visitor engagement and emotional dimensions of tourism.
- To examine festivals, cultural events, sports and entertainment as tourism experiences.
- To develop skills in designing memorable, immersive and participatory tourism experiences.
- To evaluate experience quality, visitor satisfaction and destination impacts.

UNIT – I: FUNDAMENTALS OF EXPERIENTIAL TOURISM

- Concept and evolution of experiential tourism
- Experience economy and tourism
- Tourist experience dimensions
- Hedonic, emotional and transformative experiences
- Authenticity and co-creation
- Tourist participation and engagement
- Experience design principles

UNIT – II: EVENTS AS TOURISM EXPERIENCES

- Events and tourism development
- Festivals and cultural events
- Sports tourism events
- Business and professional events
- Entertainment and lifestyle events
- Mega-events and hallmark events
- Events as destination attractions
- Event tourism impacts

UNIT – III: EXPERIENCE DESIGN & STORYTELLING

- Experience mapping
- Visitor journey design
- Themed experiences
- Storytelling and interpretation
- Immersive tourism
- Sensory experiences
- Interactive and participatory experiences
- Personalisation and co-creation

UNIT – IV: EVENT EXPERIENCE MANAGEMENT

- Experience planning
- Event programming
- Venue and spatial experience
- Crowd and visitor experience
- Technology-enabled experiences
- Service quality and experience measurement
- Risk and crisis management
- Accessibility and inclusive event experiences

UNIT – V: INNOVATION & FUTURE EXPERIENCES

- AR/VR-enabled tourism experiences
- Hybrid and virtual events
- Creative tourism
- Wellness and transformative tourism
- Gastronomic and culinary experiences
- Experiential destination branding
- Sustainable events
- Future of experience-based tourism

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING)

- Experience Mapping Activity – Map the complete visitor experience of a selected event or attraction.
- Event Experience Audit – Evaluate an existing event from the perspective of visitor engagement and satisfaction.
- Festival Tourism Project – Develop an experiential tourism concept around a local festival.
- Immersive Experience Design – Design an interactive tourism experience using storytelling, sensory engagement or digital technology.
- Experience Prototype – Develop and test a small tourism-experience prototype.
- Event Case Study – Analyse a successful Indian event and identify its tourism-development potential.
- Visitor Feedback Study – Conduct a small survey to measure visitor experience and satisfaction.

Text Books

1. **A. K. Bhatia** – Event Management / relevant tourism-event management literature.
2. **K. V. S. K. Prasad** – relevant Indian literature on event management.
3. **S. S. Bhalla** – relevant Indian literature on event and tourism management.

Reference Books

1. **Getz, D.** – Event Studies: Theory, Research and Policy for Planned Events.
2. **Pine, B. J. & Gilmore, J. H.** – The Experience Economy.

3. **Morgan, N., Lugosi, P. & Ritchie, J. R. B.** – The Tourism and Hospitality Experience.
4. **Richards, G.** – works on creative and cultural tourism.

Course Outcomes

- **CO1:** Explain the concepts and theories underlying experiential and event tourism.
- **CO2:** Analyse the role of events in tourism and destination development.
- **CO3:** Apply experience-design and storytelling principles to tourism products.
- **CO4:** Evaluate visitor engagement, experience quality and event effectiveness.
- **CO5:** Design innovative, inclusive and sustainable experiential tourism products.

CO-PO-PSO Mapping

COs/POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3	PSO4	PSO5	PSO6	PSO7
CO1	3	2	1	1	2	2	2	3	1	1	3	2	2	1
CO2	3	3	1	2	3	2	3	3	1	2	3	2	3	2
CO3	3	3	2	2	3	2	3	3	2	2	3	2	3	3
CO4	3	3	2	3	3	3	3	3	2	3	3	3	3	3
CO5	3	3	2	3	3	3	3	3	2	3	3	3	3	3

S – Strong (3), M – Medium (2), L – Low (1)

Course Objectives:

- To provide advanced understanding of economic principles applicable to tourism.
- To analyse tourism demand, supply, pricing and market structures.
- To understand tourism's contribution to income, employment, investment and foreign exchange.
- To examine government tourism policies and their economic implications.
- To develop skills in evaluating tourism projects and policy interventions.

UNIT – I: FUNDAMENTALS OF TOURISM ECONOMICS

- Meaning, nature and scope of tourism economics
- Tourism as an economic activity
- Tourism demand and supply
- Determinants of tourism demand
- Price and income elasticity
- Tourist consumption behaviour
- Tourism market structures
- Seasonality and economic implications

UNIT – II: ECONOMIC IMPACTS OF TOURISM

- Direct, indirect and induced effects
- Tourism income and employment
- Foreign exchange earnings
- Tourism multiplier effect
- Contribution to GDP
- Regional economic development
- Leakage and economic dependency
- Balance of payments and tourism

UNIT – III: TOURISM INVESTMENT & DEVELOPMENT

- Tourism infrastructure investment
- Public and private investment
- Tourism project appraisal
- Cost-benefit analysis
- Feasibility studies
- Destination competitiveness
- Tourism taxation
- Pricing and economic regulation

UNIT – IV: TOURISM POLICY & GOVERNANCE

- Concept and significance of tourism policy

- National and state tourism policies
- Tourism planning and governance
- Public-private partnerships
- Role of government agencies
- Role of local governments and communities
- Tourism legislation and regulation
- International tourism organisations and policy frameworks

UNIT – V: CONTEMPORARY TOURISM ECONOMIC ISSUES

- Tourism and inflation
- Exchange rates and international tourism
- Tourism resilience and economic shocks
- Climate change and tourism economics
- Overtourism and economic externalities
- Sustainable tourism economics
- Tourism taxation and incentives
- Future tourism policy challenges

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING)

- **Tourism Economic Impact Study** – Estimate the economic contribution of tourism to a selected destination.
- **Tourism Demand Analysis** – Analyse tourist arrival data and identify demand trends.
- **Policy Review Project** – Critically examine a current Indian tourism policy or strategy.
- **Tourism Project Feasibility Study** – Prepare a preliminary economic feasibility assessment of a tourism project.
- **Destination Price Study** – Compare tourism prices across destinations and examine factors influencing them.
- **Tourism Multiplier Activity** – Illustrate the direct, indirect and induced economic effects of a tourism activity.
- **Policy Brief** – Prepare a short policy recommendation addressing a contemporary tourism-development problem.

Text Books

1. **A. K. Bhatia** – Tourism Development: Principles and Practices, Sterling Publishers.
2. **S. P. Singh** – relevant Indian literature on tourism economics.
3. **K. K. Sharma** – relevant Indian literature on tourism planning and development.
4. **S. C. Bagri** – relevant Indian tourism-management literature.

Reference Books

1. **Tribe, J.** – The Economics of Recreation, Leisure and Tourism.
2. **Sinclair, M. T. & Stabler, M.** – The Economics of Tourism.
3. **Fletcher, J. et al.** – Tourism: Principles and Practice.
4. **Dwyer, L., Forsyth, P. & Dwyer, W.** – Tourism Economics and Policy.
5. **UN Tourism** – tourism statistics and policy publications.

6. **Ministry of Tourism, Government of India** – tourism statistics, policies and reports.

Course Outcomes

- **CO1:** Explain fundamental economic concepts and their application to tourism.
- **CO2:** Analyse tourism demand, supply, pricing and economic impacts.
- **CO3:** Evaluate tourism investment and development projects using economic principles.
- **CO4:** Analyse tourism policies, governance mechanisms and regulatory frameworks.
- **CO5:** Develop evidence-based recommendations for contemporary tourism economic and policy challenges.

CO-PO-PSO Mapping

COs/POs	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PSO 1	PSO 2	PSO 3	PSO 4	PSO 5	PSO 6	PSO 7
CO1	3	2	2	1	1	1	1	3	2	2	1	1	2	1
CO2	3	3	3	3	2	1	2	3	2	3	2	1	3	2
CO3	3	3	3	3	2	2	3	3	2	3	3	2	3	3
CO4	3	3	2	3	3	3	3	3	2	3	2	3	3	3
CO5	3	3	3	3	3	3	3	3	2	3	3	3	3	3

S – Strong (3), M – Medium (2), L – Low (1)

Year: II

NON-MAJOR ELECTIVE COURSE 2

Semester: III

Code:

**FUNDAMENTALS OF
ENTREPRENEURSHIP DEVELOPMENT
(Theory)**

Credits: 2

Course Objectives:

- To develop entrepreneurial mindset and business skills.
- To provide knowledge for starting and managing hospitality ventures.

UNIT – I: Introduction to Entrepreneurship

- Meaning and importance
- Traits of entrepreneurs
- Types of entrepreneurship
- Role in economic development

UNIT – II: Idea Generation and Opportunity Recognition

- Sources of ideas
- Opportunity analysis
- Feasibility study
- Innovation and creativity

UNIT – III: Business Planning

- Business plan preparation
- Financial planning
- Legal requirements
- Sources of finance

UNIT – IV: Small Business Management

- Marketing strategies
- Operations management
- HR management
- Risk management

UNIT – V: Entrepreneurship in Hospitality

- Startup opportunities
- Case studies
- Government schemes
- Challenges and growth strategies

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on emerging hospitality start-ups, entrepreneurial ecosystems, innovation and digital business models.
- A **visit/interaction with an entrepreneur or start-up founder** will provide practical entrepreneurial exposure.
- Students will **demonstrate** learning by developing a basic business idea and business model.

Text Books:

1. Vasant Desai – *Entrepreneurship Development*

Reference Books:

1. Hisrich & Peters – *Entrepreneurship*

Course Outcomes:

- **CO1:** Understand entrepreneurship concepts.
- **CO2:** Identify business opportunities.
- **CO3:** Develop business plans.
- **CO4:** Manage small businesses.
- **CO5:** Apply entrepreneurial skills in hospitality.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	2	1	3	1	1	2	–	1	1	3	3
CO2	2	3	2	2	1	3	2	1	2	–	2	2	3	3
CO3	2	3	2	2	1	3	2	1	2	–	2	3	3	3
CO4	2	2	3	2	1	3	2	1	3	1	2	2	3	3
CO5	3	2	3	2	2	3	3	2	3	1	2	2	3	3
Total	12	12	12	10	6	15	10	6	12	2	9	10	15	15
Average	2.40	2.40	2.40	2.00	1.20	3.00	2.00	1.20	2.40	0.40	1.80	2.00	3.00	3.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: II

INTERNSHIP / INDUSTRIAL ACTIVITY

Semester: III

Code:

Credits: 2

Internship / Industrial Activity

Students need to undertake observation, reflective journals and independent study of industrial practices. Students gain practical exposure through **structured Industrial Exposure Training/industry activity** in hospitality establishments. Learning will be **demonstrated** through an internship report, presentation, supervisor evaluation and skill-based assessment.

Course Objectives

- To provide advanced knowledge of Human Resource Management in hospitality organisations.
- To develop skills in recruitment, training, performance management and employee relations.
- To understand organisational behaviour, motivation, leadership and teamwork.
- To analyse contemporary HR challenges and practices in the hospitality industry.

UNIT – I: HUMAN RESOURCE MANAGEMENT IN HOSPITALITY

- Meaning, scope and importance of HRM; Strategic HRM in hospitality
- Role and functions of HR Manager; Human resource planning and manpower forecasting
- Job analysis, job description and job specification; Talent management and employee retention, Hospitality workforce challenges

UNIT – II: RECRUITMENT, SELECTION, TRAINING & DEVELOPMENT

- Recruitment sources and methods; Selection process and interview techniques
- E-recruitment and competency-based selection
- Induction and orientation; Training needs analysis
- On-the-job and off-the-job training, Career development, coaching and mentoring and Training evaluation

UNIT – III: PERFORMANCE, MOTIVATION & REWARDS

- Performance management and appraisal; KPIs and 360-degree feedback
- Employee motivation: Maslow, Herzberg and McGregor
- Employee engagement and retention; Compensation, incentives and employee benefits
- Recognition and reward systems; Performance counselling

UNIT – IV: ORGANISATIONAL BEHAVIOUR & LEADERSHIP

- Organisational behaviour: concept and importance; Personality, perception, attitude and job satisfaction
- Emotional intelligence and employee well-being; Group dynamics and team building
- Communication and conflict management; Leadership theories and styles
- Transformational and ethical leadership; Employee relations, grievance handling and workplace discipline

UNIT – V: CONTEMPORARY HRM IN HOSPITALITY

- Strategic HR and human capital management; HR Information Systems (HRIS)
- AI and technology in HRM; Diversity, equity and inclusion
- Sustainable/Green HRM; Employee wellness and work-life balance
- Gig economy and future hospitality workforce; Change management and future HR skills

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING)

TANSCHÉ – Activity Based & Outcome Oriented

- Emerging HR practices: AI, workforce analytics, digital recruitment, employee experience and sustainable HRM.
- Activity: Hotel HR case study/field study followed by student presentation.
- Outcome: Analyse contemporary HR challenges and propose innovative and ethical solutions.

TEXTBOOKS

1. Biswas, Malay. *Human Resource Management in Hospitality*. Oxford University Press, New Delhi.
2. Aswathappa, K. *Human Resource Management: Text and Cases*. McGraw Hill Education, India.
3. Rao, V. S. P. *Human Resource Management: Text and Cases*. Excel Books, New Delhi.

REFERENCE BOOKS

1. Gupta, C. B. *Human Resource Management*. Sultan Chand & Sons.
2. Mamoria, C. B. & Mamoria, S. *Personnel Management*. Himalaya Publishing House.
3. Aswathappa, K. *Organisational Behaviour*. Himalaya Publishing House.
4. Nickson, Dennis. *Human Resource Management for the Hospitality and Tourism Industries*. Elsevier.
5. Robbins, S. P. & Judge, T. A. *Organizational Behavior*. Pearson.

COURSE OUTCOMES

After completing the course, students will be able to:

CO1: Explain the principles and strategic functions of HRM in hospitality.

CO2: Apply appropriate methods of recruitment, selection, training and employee development.

CO3: Analyse employee performance, motivation, compensation and retention.

CO4: Evaluate organisational behaviour, leadership, teamwork and employee relations.

CO5: Assess contemporary HR practices involving technology, diversity, sustainability and employee well-being.

CO6: Conduct and present an independent study of a current hospitality HR issue.

CO-PO MAPPING

3 – High | 2 – Moderate | 1 – Low

COs / POs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PSO1	PSO2	PSO3
CO1	3	2	2	1	1	2	2	3	2	1
CO2	3	2	3	1	2	3	2	3	3	2
CO3	3	3	3	1	2	2	2	3	3	2
CO4	2	3	3	1	3	3	3	3	3	2
CO5	3	3	3	2	2	3	3	3	3	3
Total	14	13	14	6	10	13	12	15	14	10
Average	2.80	2.60	2.80	1.20	2.00	2.60	2.40	3.00	2.80	2.00

Year: II

CORE COURSE 8

Semester: IV

Code:

**ADVANCED HOSPITALITY MARKETING &
BRAND MANAGEMENT
(Theory)**

Credits: 4

Course Objectives:

- To provide advanced knowledge of marketing strategies and brand management in hospitality.
- To develop skills in building, positioning, and sustaining hospitality brands.

UNIT – I: Advanced Marketing Concepts

- Service marketing strategies
- Integrated marketing communications (IMC)
- Market segmentation and positioning
- Competitive analysis

UNIT – II: Brand Management in Hospitality

- Brand identity and equity
- Brand positioning strategies
- Brand loyalty and customer engagement
- Rebranding and brand extension

UNIT – III: Consumer Behaviour Analysis

- Psychological and behavioral factors
- Customer journey mapping
- Experience economy
- Personalization strategies

UNIT – IV: Digital Branding and Promotion

- Social media branding
- Influencer and content marketing
- Online reputation management
- Brand analytics

UNIT – V: Strategic Marketing Planning

- Marketing plan development
- Budgeting and ROI
- Case studies in hospitality branding
- Emerging trends

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on experiential marketing, digital branding, influencer marketing, brand storytelling and online reputation management.
- A **hotel/brand visit or interaction with a marketing professional** will provide exposure to contemporary branding practices.

- Students will **demonstrate** learning by developing a hospitality brand strategy or integrated marketing campaign.

Text Books:

1. Philip Kotler – *Marketing for Hospitality and Tourism*

Reference Books:

1. Keller – *Strategic Brand Management*
2. Bowie & Buttle – *Hospitality Marketing*

Course Outcomes:

- **CO1:** Understand advanced marketing and branding concepts.
- **CO2:** Develop and manage hospitality brands.
- **CO3:** Analyze consumer behavior and customer experience.
- **CO4:** Apply digital branding strategies.
- **CO5:** Design strategic marketing plans.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	2	2	1	2	–	1	2	–	2	1	2	1
CO2	3	2	3	3	1	3	1	1	2	–	3	2	3	2
CO3	3	3	3	2	1	2	1	1	2	–	2	3	2	2
CO4	2	2	2	3	1	2	1	1	2	–	3	2	2	2
CO5	3	3	2	3	1	3	2	2	3	–	3	3	3	3
Total	14	12	12	13	5	12	5	6	11	0	13	11	12	10
Average	2.80	2.40	2.40	2.60	1.00	2.40	1.00	1.20	2.20	0.00	2.60	2.20	2.40	2.00

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Course Objectives:

- To develop research skills along with data analytics techniques in hospitality.
- To enable students to analyze and interpret data for decision-making.

UNIT – I: Research Foundations

- Research process and design
- Problem identification and hypothesis
- Types of research
- Ethics in research

UNIT – II: Data Collection Techniques

- Primary and secondary data
- Questionnaire design
- Sampling methods
- Scaling techniques

UNIT – III: Data Analysis Tools

- Descriptive statistics
- Inferential statistics
- Use of SPSS/Excel
- Data visualization

UNIT – IV: Advanced Analytics

- Regression and correlation
- Predictive analytics
- Big data in hospitality
- Decision-making models

UNIT – V: Report Writing and Presentation

- Structure of research report
- Interpretation of results
- Visualization tools
- Presentation and publication

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on emerging research tools, statistical software, data visualisation, AI-assisted research and hospitality analytics.
- A **demonstration/workshop** on data-analysis tools and research databases will provide practical exposure.

- Students will **demonstrate** learning through data collection, analysis, visualisation and interpretation of a hospitality-related dataset.

Text Books:

- C.R. Kothari – *Research Methodology*

Reference Books:

- Saunders – *Research Methods for Business Students*
- Field – *Discovering Statistics Using SPSS*

Course Outcomes:

- CO1:** Understand research methodology concepts.
- CO2:** Collect and analyze data effectively.
- CO3:** Apply statistical tools for analysis.
- CO4:** Interpret data for decision-making.
- CO5:** Prepare and present research reports.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	2	3	1	1	–	1	2	–	1	–	1	3	1	1
CO2	2	3	2	2	–	2	2	–	2	–	2	3	2	1
CO3	2	3	2	2	–	2	2	–	2	–	2	3	2	1
CO4	2	3	2	2	1	3	2	–	2	–	2	3	3	2
CO5	2	3	3	2	1	2	3	–	1	–	2	3	2	2
Total	10	15	10	9	2	10	11	0	8	0	9	15	10	7
Average	2.00	3.00	2.00	1.80	0.40	2.00	2.20	0.00	1.60	0.00	1.80	3.00	2.00	1.40

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Code: 1. LUXURY HOTEL & RESORT Credits: 4
MANAGEMENT
(Theory)

Course Objectives:

- To provide knowledge of luxury hospitality operations and management.
- To develop skills in delivering high-end guest experiences and managing premium services.

UNIT – I: Introduction to Luxury Hospitality

- Concept and characteristics
- Evolution of luxury hotels and resorts
- Luxury market segmentation
- Guest expectations

UNIT – II: Operations in Luxury Hotels

- Front office and concierge services
- Housekeeping standards
- F&B operations in luxury settings
- Personalized services

UNIT – III: Resort Management

- Types of resorts
- Resort planning and operations
- Recreational and wellness services
- Destination management

UNIT – IV: Customer Experience Management

- Guest personalization
- Service excellence
- VIP handling
- Complaint resolution

UNIT – V: Trends and Sustainability in Luxury Hospitality

- Eco-luxury concepts
- Technology in luxury hotels
- Global trends
- Challenges and opportunities

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on emerging luxury trends, personalised guest experiences, wellness, sustainability and smart luxury hospitality.
- A **visit to a luxury hotel/resort or interaction with a luxury-hospitality professional** will provide industry exposure.

- Students will **demonstrate** learning by analysing luxury service standards and developing a guest-experience concept.

Text Books:

- Bob Brotherton – *The International Hospitality Industry*

Reference Books:

- Walker – *Introduction to Hospitality Management*

Course Outcomes:

- CO1:** Understand luxury hospitality concepts.
- CO2:** Manage operations in luxury hotels and resorts.
- CO3:** Deliver personalized guest experiences.
- CO4:** Apply resort management techniques.
- CO5:** Analyze trends and sustainability practices.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	2	3	1	1	–	1	2	–	1	–	1	3	1	1
CO2	2	3	2	2	–	2	2	–	2	–	2	3	2	1
CO3	2	3	2	2	–	2	2	–	2	–	2	3	2	1
CO4	2	3	2	2	1	3	2	–	2	–	2	3	3	2
CO5	2	3	3	2	1	2	3	–	1	–	2	3	2	2
Total	10	15	10	9	2	10	11	0	8	0	9	15	10	7
Average	2.00	3.00	2.00	1.80	0.40	2.00	2.20	0.00	1.60	0.00	1.80	3.00	2.00	1.40

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Course Objectives:

- To provide advanced knowledge of the principles, practices and dimensions of sustainability in the hospitality industry.
- To develop an understanding of environmental management systems and their application in hotels and hospitality establishments.
- To examine sustainable approaches to energy, water, waste, food, procurement and resource management.
- To analyse climate change, carbon management, biodiversity conservation and sustainable hospitality practices.
- To develop skills to design and evaluate environmentally responsible, economically viable and socially inclusive hospitality initiatives.

UNIT – I: FOUNDATIONS OF SUSTAINABLE HOSPITALITY

- Concept, evolution and dimensions of sustainable development
- Sustainability and sustainable hospitality: concepts and significance
- Environmental, economic and socio-cultural dimensions of sustainability
- Sustainable Development Goals (SDGs) and hospitality
- Principles of responsible and sustainable tourism
- Environmental impacts of hotels and hospitality operations
- Carrying capacity and ecological footprint
- Stakeholder participation in sustainable hospitality
- Sustainable hospitality policies and strategies

UNIT – II: ENVIRONMENTAL MANAGEMENT IN HOSPITALITY

- Concept and scope of Environmental Management Systems (EMS)
- Environmental auditing and environmental performance indicators
- ISO 14001 and environmental management in hospitality
- Environmental impact assessment and risk management
- Energy management in hotels
- Renewable energy and energy-efficient technologies
- Water conservation, rainwater harvesting and wastewater management
- Indoor environmental quality and green building practices
- Green hotels and sustainable hotel certification

UNIT – III: WASTE, FOOD & RESOURCE MANAGEMENT

- Types and sources of waste in hospitality establishments
- Waste minimisation, segregation, reuse and recycling
- Circular economy principles in hospitality
- Food waste management and food-waste hierarchy
- Composting, biogas and organic waste utilisation
- Sustainable food procurement and local sourcing

- Plant-forward and low-impact food practices
- Sustainable housekeeping and laundry practices
- Sustainable purchasing and green supply-chain management

UNIT – IV: CLIMATE CHANGE, CARBON & BIODIVERSITY

- Climate change and its implications for hospitality
- Carbon footprint and greenhouse gas emissions
- Carbon accounting and carbon reduction strategies
- Carbon-neutral and net-zero hospitality
- Climate adaptation and resilience in hotels and destinations
- Biodiversity conservation and hospitality
- Sustainable landscape management
- Ecotourism, nature-based hospitality and protected areas
- Disaster risk reduction and climate-resilient hospitality

UNIT – V: SUSTAINABLE HOSPITALITY STRATEGIES & FUTURE TRENDS

- Green hotel design and sustainable architecture
- Sustainable transportation and mobility
- Green procurement and responsible supply chains
- Sustainable events and MICE practices
- Community participation and inclusive hospitality
- Ethical tourism and responsible consumption
- ESG (Environmental, Social and Governance) principles in hospitality
- Sustainability reporting and stakeholder communication
- Green certifications, standards and eco-labels
- Sustainable innovation and technology
- Future trends and challenges in sustainable hospitality

UNIT – VI: CURRENT CONTOURS (SELF-DIRECTED LEARNING)

(TANSCHÉ – Activity Based & Outcome Oriented)

- **Green Hotel Audit** – Conduct a sustainability audit of a hotel or hospitality establishment covering energy, water, waste, food and procurement practices.
- **Energy Conservation Project** – Identify major energy-consuming areas in a hotel and propose renewable-energy and energy-efficiency measures.
- **Water Management Study** – Examine water-use practices in a hotel and prepare a water-conservation and wastewater-management plan.
- **Food Waste-to-Value Activity** – Study food-waste generation in a hospitality establishment and develop a strategy for prevention, reuse, composting or resource recovery.
- **Carbon Footprint Exercise** – Estimate the major sources of greenhouse-gas emissions associated with a selected hotel operation and recommend reduction measures.
- **Sustainable Menu Project** – Design a sustainable menu using local, seasonal, plant-forward and low-waste ingredients.
- **Green Certification Study** – Compare selected green-hotel/environmental certification systems and evaluate their relevance to Indian hospitality establishments.

- **Circular Hospitality Project** – Identify opportunities to implement circular-economy principles in housekeeping, food production, procurement or guest services.
- **Sustainable Hospitality Case Study** – Study a successful sustainable hotel or resort and evaluate its environmental, economic and social practices.
- **SDG Mapping Activity** – Map the sustainability practices of a hospitality establishment against relevant UN Sustainable Development Goals.

Course Outcomes:

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

- **CO1:** Explain the principles, dimensions and significance of sustainable hospitality and environmental management.
- **CO2:** Analyse environmental management practices relating to energy, water, waste, procurement and resource utilisation in hospitality.
- **CO3:** Apply sustainability principles to address climate change, carbon emissions, food waste and biodiversity-related challenges.
- **CO4:** Evaluate green technologies, environmental management systems, certification frameworks and sustainable hospitality practices.
- **CO5:** Develop innovative, economically viable and socially responsible sustainability strategies for hospitality establishments.

TEXT BOOKS

1. **A. K. Bhatia** – International Tourism Management, Sterling Publishers, New Delhi.
2. **S. K. Bhatia** – Tourism Development: Principles and Practices, Sterling Publishers, New Delhi.
3. **S. P. Tiwari** – Environmental Studies, relevant Indian edition.
4. **M. S. Swaminathan** – Sustainable Agriculture and Food Security / selected works on sustainability and food-resource management.
5. **P. R. Trivedi** – Environmental Management, relevant Indian editions.

REFERENCE BOOKS

1. **Swarbrooke, J.** – Sustainable Tourism Management, CABI Publishing.
2. **Bohdanowicz, P. & Martinac, I.** – literature on energy and environmental management in hotels.
3. **Kirk, D.** – Environmental Management for Hotels, Butterworth-Heinemann.
4. **Gössling, S. & Hall, C. M.** – Sustainable Tourism: A Global Perspective, Routledge.
5. **Page, S. J. & Dowling, R. K.** – Ecotourism, Pearson.

CO-PO-PSO MAPPING

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	3	2	1	1	1	3	2	3	1	1	2	3	2	1
CO2	3	3	2	2	2	3	2	3	2	2	2	3	3	2
CO3	3	3	2	3	2	3	3	3	2	3	3	3	3	3
CO4	3	3	3	3	2	3	3	3	3	3	3	3	3	3
CO5	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Total	15	14	11	12	10	15	13	15	11	12	13	15	14	12
Average	3.00	2.80	2.20	2.40	2.00	3.00	2.60	3.00	2.20	2.40	2.60	3.00	2.80	2.40

Correlation Scale

3 – Strong (S) 2 – Medium (M) 1 – Low (L) – No Correlation

Year: II

**ENTREPRENEURSHIP / INDUSTRY
BASED COURSE**

Semester: IV

Code:

**HOSPITALITY ENTREPRENEURSHIP &
START-UP DEVELOPMENT
(Theory)**

Credits: 3

Course Objectives:

- To develop entrepreneurial skills specific to hospitality ventures.
- To provide knowledge on launching and managing hospitality start-ups.

UNIT – I: Entrepreneurship in Hospitality

- Scope and opportunities
- Entrepreneurial traits
- Startup ecosystem
- Case studies

UNIT – II: Idea Generation and Feasibility

- Business idea generation
- Market research
- Feasibility analysis
- Business model canvas

UNIT – III: Business Planning and Finance

- Business plan preparation
- Financial projections
- Funding sources
- Legal formalities

UNIT – IV: Operations and Marketing

- Operations management
- Branding and promotion
- Customer acquisition
- Digital marketing strategies

UNIT – V: Growth and Sustainability

- Scaling strategies
- Risk management
- Innovation and technology
- Exit strategies

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** on hospitality start-ups, innovation, funding models, incubators and technology-driven business opportunities.
- A **start-up/industry visit and entrepreneur interaction** will provide practical exposure to entrepreneurial challenges.

- Students will **demonstrate** learning by developing and pitching a hospitality start-up idea/business plan

Text Books:

- Vasant Desai – *Entrepreneurship Development*

Reference Books:

- Hisrich& Peters – *Entrepreneurship*

Course Outcomes:

- CO1:** Understand entrepreneurship in hospitality.
- CO2:** Identify and evaluate business opportunities.
- CO3:** Develop business plans.
- CO4:** Manage operations and marketing.
- CO5:** Sustain and grow hospitality ventures.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	2	3	1	1	–	1	2	–	1	–	1	3	1	1
CO2	2	3	2	2	–	2	2	–	2	–	2	3	2	1
CO3	2	3	2	2	–	2	2	–	2	–	2	3	2	1
CO4	2	3	2	2	1	3	2	–	2	–	2	3	3	2
CO5	2	3	3	2	1	2	3	–	1	–	2	3	2	2
Total	10	15	10	9	2	10	11	0	8	0	9	15	10	7
Average	2.00	3.00	2.00	1.80	0.40	2.00	2.20	0.00	1.60	0.00	1.80	3.00	2.00	1.40

*S-Strong (3)

*M-Medium (2)

*L-Low (1)

Year: II

VALUE ADDED COURSE 2

Semester: IV

Code:

**PERSONALITY DEVELOPMENT &
PROFESSIONAL GROOMING IN
HOSPITALITY
(Theory)**

Credits: 2*

Course Objectives:

- To enhance personality traits, communication skills, and professional grooming standards.
- To prepare students for career readiness in hospitality industry.

UNIT – I: Personality Development

- Concept and importance
- Self-awareness and confidence building
- Attitude and behaviour
- Time management

UNIT – II: Communication Skills

- Verbal and non-verbal communication
- Listening and presentation skills
- Public speaking
- Business communication

UNIT – III: Professional Grooming

- Personal hygiene and appearance
- Dress code and etiquette
- Body language
- Workplace behavior

UNIT – IV: Interpersonal Skills

- Teamwork and leadership
- Conflict management
- Emotional intelligence
- Customer interaction

UNIT – V: Career Development

- Resume writing
- Interview skills
- Group discussions
- Career planning

UNIT – VI: CURRENT CONTOURS (SELF DIRECTED LEARNING)

- Students undertake **Self-Directed Learning** through digital resources on communication, emotional intelligence, professional etiquette and workplace behaviour.

- A **demonstration/workshop by hospitality professionals or grooming experts** will provide practical exposure.
- Students will **demonstrate** learning through mock interviews, role plays, group discussions and professional presentation activities.

Text Books:

1. Barun Mitra – *Personality Development and Soft Skills*

Reference Books:

1. Dale Carnegie – *How to Win Friends and Influence People*

Course Outcomes:

- **CO1:** Develop self-confidence and personality traits.
- **CO2:** Enhance communication skills.
- **CO3:** Demonstrate professional grooming standards.
- **CO4:** Improve interpersonal and teamwork skills.
- **CO5:** Prepare for career opportunities in hospitality.

Mapping of Cos with POs & PSOs:

COs/POs	POs							PSOs						
	1	2	3	4	5	6	7	1	2	3	4	5	6	7
CO1	1	1	3	-	-	2	2	-	1	-	-	-	3	2
CO2	1	1	3	1	-	2	1	1	1	-	1	-	3	1
CO3	2	-	2	-	2	1	1	2	1	2	-	-	2	2
CO4	1	1	3	-	-	2	1	1	2	-	-	-	3	1
CO5	2	2	2	1	1	3	2	2	2	1	1	1	3	2
Total	7	5	13	2	3	10	7	6	7	3	2	1	14	8
Average	1.40	1.00	2.60	0.40	0.60	2.00	1.40	1.20	1.40	0.60	0.40	0.20	2.80	1.60

*S-Strong (3)

*M-Medium (2)

*L-Low (1)