

FACULTY OF VOCATIONAL STUDIES

SYLLABUS

Of

Bachelor of Vocation (Hospitality and Tourism)

(Semester I, II, III, IV, V & VI)

Credit Based Continuous Evaluation Grading System



Session: 2022-2023

**The Heritage Institution
KANYA MAHA VIDYALAYA JALANDHAR
(Autonomous)**

**PROGRAMME SPECIFIC OUTCOMES FOR
BACHELOR OF VOCATION (HOSPITALITY AND TOURISM)**

Upon successful completion of this Programme, students will be able to:

PSO (1) - To develop holistic understanding about various fields of Hospitality and tourism including Food Production, Food and Beverage Service, Accommodation operations, Front office and Tourism

PSO (2) - To understand the fundamentals of Food Production ,Kitchen hygiene and layout, duties and responsibility and various ingredients used in cooking

PSO (3) - To develop the understanding about catering establishment and its important, personal hygiene and grooming and various service methods

PSO (4) - To gain knowledge about different food and beverage services and information about different type of fuel and its use

PSO (5) - To develop deep understanding of accommodation and hotel front office, various type of hotel and its basis

PSO (6) – To develop understanding about basic methods of cooking and ingredients used in different cuisine

PSO (7) – Comprehend an overall understanding of the inter-componential relationships that exist between tourism, aviation and hospitality components of global tourism industry.

PSO (8) - Demonstrate clear understanding and develop personality so as to become responsible citizen with greater awareness and sensitivity about the Indian and global destinations.

PSO (9) - Develop clear understanding about the impacts of tourism, airline and hospitality industry in societal and environmental context and demonstrate the knowledge needed for sustainable development in general and sustainable tourism development in particular.

PSO (10) - Execute basic skills and aptitude useful in taking up any activity in tourism, aviation and hospitality industry. Implement knowledge, skill and attitude to set up tourism related establishment.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE
PROGRAMME
Bachelor of Vocation (Hospitality and Tourism)
(Session 2022-2023)
Credit Based Continuous Evaluation Grading System

Semester I								
Course code	Course type	Course Titles	Credits L-T-P	Max Marks				Examination time (in Hours)
				Total	Ext.		CA	
					L	P		
BVHL - 1421 BVHL- 1031 BVHL- 1431	C	Punjabi Compulsory/ ¹ Basic Punjabi/ ² Punjab History and Culture	2-0-0	50	40	-	10	3
BVHL- 1102	C	Communication Skills in English	4-0-0	50	40.	-	10	3
BVHL- 1661	S	Basics of Food Production-I	2-0-0	100	80	-	20	3
BVHL- 1662	S	Basics of Food and Beverage Service –I	2-0-0	100	80	-	20	3
BVHL- 1663	S	Basics of Accommodation Operations and Hotel Front Office –I	2-0-0	100	80	-	20	3
BVHL- 1664	C	Introduction to Hospitality, tourism and Aviation industry	2-0-0	100	80	-	20	3
BVHL- 1665	S	Customer Service Executive	2-0-0	100	80	-	20	3
BVHM- 1666	S	Hygiene, Sanitation and First Aid	1-0-1	100	60	20	20	3+3
BVHP- 1667	S	Basics of Food Production –I (Practical)	0-0-3	100	-	80	20	4
BVHP- 1668	S	Basics of Food and Beverage Service –I (Practical)	0-0-2	100	-	80	20	4
BVHP- 1669	S	Basics of Accommodation Operations and Hotel Front Office –I (Practical)	0-0-3	100	-	80	20	4
AECD- 1161	AC	*Drug Abuse: Problem, Management and Prevention (Compulsory)	2-0-0	50	40	-	10	3
SECF- 1492	AC	*Foundation Course	2-0-0	25	20	-	5	1

		TOTAL	30	1075				
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C- Compulsory S- Skill Enhancement

¹Special Paper in lieu of Punjabi (Compulsory)

²Special paper in lieu of Punjabi (Compulsory) (Only for those students who are not domicile of Punjab)

*Grade points or grades of these courses will not be included in the SGPA/CGPA of Semester/Program

**Bachelor of Vocation (Hospitality and Tourism) Semester I
(Session 2022-2023)**

**Subject: Basics of Food Production-I
(Theory)**

Course Code: BVHL-1661

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Explore the classical & modern brigade of the kitchen with their duties and responsibilities

CO2: Differentiate the equipment and fuels used in kitchen.

CO3: Relate the common terminology used in kitchen

CO4: Recognize & use the different commodities in kitchen.

CO5: Classify the pulses, cereals, vegetables, fruits, spices etc.

Course Content:

Unit I

Introduction to Cookery, Hierarchy and Layout of the kitchen Department:

Introduction, Levels of skills and experiences, Attitude and behavior in the kitchen, Personal hygiene and food safety, contamination of food. History of cooking - Classical and modern kitchen brigade, Organizational structure of the kitchen, Co-operation with other departments, Duties and responsibilities of kitchen staff, Layout of kitchen (Main kitchen, Commissary, Garde Manger, Butchery and Bakery and confectionery)

Unit II

Aims, Objectives and Methods of Cooking: Effects of cooking, Characteristics of Raw materials (Salt, Liquids, Sweetening, Fats and Oils, Raising Agents, Thickening Agents), Preparation of Ingredients, Texture, Cooking techniques methods of heat transfer, Basic methods of cooking, special methods of cooking foods (infrared cooking, microwave, réchauffé)

Unit III

Equipment and Fuels used in kitchen & Kitchen Communication: Introduction, fuel used in the kitchen, Equipment used in the kitchen, commonly used equipment, largest equipment used and their operating procedures. Common Terminology used in kitchen, Techniques used in pre-preparation, Techniques used in preparation, Forms and formats used in kitchen,

Coordination of kitchen with other departments.

Unit IV

Commodities used in the Catering Industry: Basic understanding of the commodities (Composition, uses, types or varieties) Cereals, grains & pulses (Wheat, Rice & Other millets, Bengal gram, Green gram, Red gram, Soya beans, kidney bean, double beans, locally available cereals and pulses) Sweeteners (Sugar, Honey, Jaggery) Vegetables (Root, Stem, Leafy) Fruits (Fresh, Dried, Canned) Spices, Herbs, Condiments & Seasonings (Used in Western & Indian Cooking)

Textbook:

- Parvinder S. Bali, (2014) *Food production operations, 2nd edition* Oxford University Press

Suggested Readings:

- Krishna Arora, (2013) *Theory of Cookery*, Frank Bros & Co.
- Foskett&Paskins, (2016) *Theory of hospitality & Catering*, 13TH edition (Hodder Education)
- Thangam E. Philip, (2014) *Modern Cookery for Teaching and Trade Vol-1, (6th Edition)*, Orient Black Swan

Web Links:

- <https://www.slideshare.net/Senthil13k/bsc-food-production-1st-year-notes>
- https://www.tutorialspoint.com/food_production_operations/food_production_operations_tutorial.pdf
- <https://www.bngkolkata.com/web/kitchen-organization-structure/>
- <https://www.slideshare.net/HarshalKamble3/fuels-used-in-kitchen>

Bachelor of Vocation (Hospitality and Tourism)
Semester I (Session 2022-2023)
Subject: Basics of Food and Beverage Service-I
(Theory)
Course Code: BVHL-1662

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Expand their knowledge about food and beverage service.

CO2: Demonstrate the duties and responsibilities of the food and beverage personnel.

CO3: Practice and identify different food service areas and their equipment's.

CO4: Handle different situations in different conditions during operations.

Course Content:

Unit I

Food Service Industry: Introduction to Food Service Industry, History, and Sectors of Food service Industry, Types of Restaurants and their characteristics, Personal Hygiene, Uniform & Grooming Standards, Career Opportunities.

Unit II

Departmental Organization & Staffing: Organization of F&B department of hotel, Principal staff of various types of F&B operations, French terms related to F&B staff and operations, Duties & responsibilities of F&B staff, Inter and intra departmental relationships.

Unit III

Food Service Areas and Equipment's: Room Service, Still Room, Stores, Linen store, Kitchen Stewarding, Hot Sections, Specialty Restaurants, Coffee Shop, Banquets and Bar, Furniture, Linen, Glassware, Tableware, Special and Miscellaneous Equipment and their Usage, Care & Maintenance, Side Station and its importance.

Unit IV

Styles of Food Service and Handling Different Situations: Waiter service, Self-service, assisted service, Gueridon Service, Service sequence, factors influencing styles of service, Dealing with different situations and guests in dining area.

Textbook:

- R. Singaravelavan (2016), Food and Beverage Service, (2nd Edition), Oxford University Press

Suggested Readings:

- Sudhir Andrews (2013), Food & Beverage Service Training Manual, (3rd Edition), Tata McGraw Hill.
- John Cousins, Dennis Lillicrap, Suzanne Weekes (2014), Food and Beverage Service, (9th Edition), Hodder

Web Links:

- <https://www.slideshare.net/SunilKumar148/food-beverage-service-basic-notes>
- https://www.tutorialspoint.com/food_and_beverage_services/food_and_beverage_services_tutorial.pdf
- <https://setupmyhotel.com/...hotels/food-and-beverage.../493-f-and-b-organization.htm...>
- <https://www.tutorialspoint.com> > ... > F & B Services – Organization

**Bachelor of Vocation (Hospitality and Tourism)
Semester-I (Session 2022-2023)**

**Subject: Basics of Accommodation Operations and Hotel Front office-I (Theory)
Course Code: BVHL-1663**

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Describe the history of hospitality industry and figure out the organization structure of hotel sector

CO2: Perform the role and functions of the front office & housekeeping department

CO3: Demonstrate the basic skills related to the front office & housekeeping department

CO4: Coordinate with their colleagues of other departments

Course Content:

Unit I

Introduction to Hospitality Industry : Introduction, Concept, and its importance; Types & Classification of Hotels on different basis; Star Categorization, Heritage Hotels and other types of hotels in India, Origin, growth and development of Hotel Sector in India (ITC, The Taj Group, The Oberoi Group), Foreign Hotel Chains in India – Hilton, Marriott, Hyatt, Organization Structure of Hotels.

Unit II

Hotel Front Office: Front Office: Introduction; Functions and importance, Different sections of the front office department and their layout : Reservation, Reception, Concierge, Bell desk, Lobby, Telephone, Cashier, Inter and Intra- department coordination, Organization structure of Front Office, Key Responsibilities, Job Descriptions, Attributes of Front Office Personnel, Uniform and Grooming Standards, a career in the front office department

Unit III

Hotel Housekeeping: Introduction, Meaning and definition Importance of Housekeeping, Sections of Housekeeping, Responsibilities of the Housekeeping department, a career in the Housekeeping department, Attributes and Qualities of the Housekeeping staff, Hygiene and Grooming Standards of Housekeeping Personnel, Organizational framework of the

Department (Large/Medium/Small Hotel), Role of Key Personnel in Housekeeping, Job Description and Job Specification of staff in the department, Inter departmental Coordination with front office and the Maintenance department.

Unit IV

The Guest Accommodation and Tariff Structure: Guest Rooms, Types, Layouts, Salient Features, Guest Room amenities, supplies and services, Floors, Floor Pantries, Guest Safety on Floors, plans, Basis of Room charging, Tariff fixation

Textbook:

- Bhatnagar S.K (2013). Front Office Management (2nded.). New Delhi, India: Frank Brothers.
- Raghubalan G. (2016). Hotel Housekeeping Operations & Management (3rd ed.). New Delhi, India: Oxford University Press.

Suggested Readings:

- TiwariJatashankar R. (2016). Hotel Front Office (2nd ed.). New Delhi, India: Oxford University Press.
- Andrews Sudhir. (2013). Hotel Front Office a Training Manual (3rded.). New Delhi, India: Tata McGraw-Hill.
- Andrews Sudhir. (2013). Hotel Housekeeping a Training Manual (3rd ed.). New Delhi, India: Tata McGraw-Hill.

Web Links:

- <http://tourism.gov.in/sites/default/files/guideline/HRACC%20Guidelines%20for%20Hotels2.pdf>
- <https://www.slideshare.net/indianchefrecipe/layout-and-sections-of-front-office>
- <https://warigunawan.wordpress.com/2013/11/25/housekeeping-department-in-the-organization>

Bachelor of Vocation (Hospitality and Tourism)
Semester-I (Session 2022-2023)
Subject: Introduction to Hospitality, tourism and Aviation Industry
(Theory)
Course Code: BVHL-1664

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Analyze the key factors responsible for the growth and development of hospitality industry.

CO2: Identify various career segments in the hospitality industry.

CO3: Summarize emerging and future trends of hospitality industry.

CO4: State the organization of the hospitality industry sectors.

CO5: Discuss the distribution of hospitality products.

Contents:

Unit-I

Tourism – Meaning and Scope: Tourism: Definition, Meaning, Nature and Scope. Introduction to the terms; Tourist, Travellers, Visitor, Transit Visitor and Excursionist.

Historical Dimensions of Tourism: Travel and Tourism through the Ages: Early Travels, Renaissance and Age of Grand Tours, Emergence of modern tourism, concept of “Paid holiday”.

Components and Elements: Introduction to Components and elements of Tourism, Intermediaries and Suppliers, Introduction to types and Forms of Tourism.

Unit-II

Hospitality industry: Hotels - Introduction and definition, brief about classification & categorization of Hotels. Emerging trends in Accommodation - Time-share- Condominium- Home Stays- Tree Huts- Houseboats, Capsule hotels etc. Major Hotel chains in India and globally.

Introduction to FHRAI, HRACC and other classification bodies.

Unit-III

Aviation Industry/Air Transportation Industry- Introduction, International Organizations - ICAO- IATA- Evolution of Hub & Spokes- Carrier Codes- facilities to the passengers- procedure at airport: - policies- practices and rules.

Unit-IV

Value Chain; Relationship/Interdependence between Hospitality, Travel and Tourism industry: Travelers at rest- Home away from Home - Hospitality culture- Athithi devo Bhavah- Expectations of the guest.

Text Books:

- IATA Manual on Diploma in Travel & Tourism Management
- ICAO Manuals.
- Air Travel: A Social History – Hudson, Kenneth.
- Tourism development – Principles and practices – AR Bhatia.
- Tourism in India – V.K. Goswami.
- Swain, S. K. and Mishra, K. (2017). Tourism Principles and Practices (3rd ed.). New Delhi, India: Oxford University Press.
- Roday, S., Biwal, A. and Joshi, V. (2015). Tourism Operations and Management (8th ed.). New Delhi, India: Oxford University Press.

Web links:

- https://epgp.inflibnet.ac.in/view_f.php?category=1850

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-I (Session 2022-2023)
Subject: Customer Service Executive (Meet
and Greet Officer)
(Theory)
Course Code: BVHL-1665**

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

- CO1: Prepare for providing meet and greet service
- CO2: Meet and Greet Customers
- CO3: Arrange for guest transfers
- CO4: Handle guest queries and service complaints
- CO5: Maintain standard of etiquette and hospitable conduct

Course Content:

UNIT- I

THC/N4207: Prepare for providing meet and greet service

- Plan for meeting customers
- Prepare for meeting customers
- Check preparation

THC/N4208: Meet and Greet Customers

- Meet and greet customer
- Establish rapport with customers
- Report escalations

THC/N4209: Arrange for guest transfers

- Manage transfers of customers from and to arrival and departure points
- Assist customers to check-in and check-out of accommodation

UNIT- II

THC/N4210: Handle guest queries and service complaints

- Address customers' queries
- Spot potential problems
- Resolving customers' problems

THC/N9901: Communicate with customer and colleagues

- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers

THC/N9902: Maintain customer-centric service orientation

- Engage with customers to understand their service quality requirements
- Achieve customer satisfaction
- Fulfill customer requirement

UNIT- III

THC/N9903: Maintain standard of etiquette and hospitable conduct

- Follow behavioral, personal and telephone etiquettes
- Treat customers with high degree of respect and professionalism
- Achieve customer satisfaction

THC/N9904: Follow gender and age sensitive service practices

- Educate customer on specific facilities and services available for different categories of customers
- Provide gender and age specific services as per their unique and collective requirements
- Follow standard etiquette with women at workplace

UNIT- IV

THC/N9905: Maintain health and hygiene

- Ensure cleanliness around workplace in hospitality and tourist areas
- Follow personal hygiene practices
- Take precautionary health measures

THC/N9906: Maintain safety at workplace

- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or personal protective equipment
- Achieve safety standards

Text Books:

- Bhatnagar S.K, Front Office Operation and Management, Frank Brothers.

Suggested Readings:

- Andrews Sudhir, Hotel Housekeeping Training Manual, McGraw-hill
- Andrews Sudhir, Front Office Training Manual, McGraw-hill

- Raghubalan G, Hotel Housekeeping Operations & Management, 3rd edition Oxford University Press.
- Tiwari Jatashankar R, Hotel Front Office, Oxford University Press

Web Links:

- <http://tourism.gov.in/sites/default/files/guideline/HRACC%20Guidelines%20for%20Hotels2.pdf>
- <https://www.slideshare.net/indianchefrecipe/layout-and-sections-of-front-office>

<https://warigunawan.wordpress.com/2013/11/25/housekeeping-department-in-the-organization>

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-I (Session 2022-2023)
Subject: Hygiene, Sanitation and First Aid
(Theory)
Course Code: BVHM: 1666**

Time: 3 Hours
L-T-P: 1-0-1

Maximum Marks: 100
Theory Marks: 60
Practical Marks: 20
CA: 20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.
- Excel, MS Power Point, Role of Internet in travel and tourism

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Maintain health and hygiene

CO2: Maintain safety at workplace

CO3: Follow the food laws

CO4: Appraise with recent technological advancements in food industry

Course Content:

Unit-I

Introduction:

Cleaning and Sanitizing, Cleaning vs. Sanitizing, Cleaning, Sanitizing, Machine Dishwashing, Manual Dishwashing, Cleaning the Premises, Storing Utensils, Tableware, and Equipment, Using foodservice Chemicals, Developing a Cleaning Program

Unit-II

Food safety:

Food Safety, Food Hazards, Contaminants and food Hygiene. Micro Organisms in food: General characteristics of micro-organisms based on their occurrence and structure, Factors affecting their growth in food, Common food borne microorganism.

Unit-III

Food Safety Management Systems, Prerequisite Food Safety Programs, Active Managerial Control, Hazard Analysis Critical Control point (HACCP), Crisis management

Unit –IV

Food Laws and Standards : Indian Food Regime ,Global Scenario ,Other laws and standard related to food ,FPO,PFA,FSSAI,AGMARK,BIS,GRAS and permissible limits for chemical preservatives .

Recent concerns in food safety: New and Emerging Pathogens. Genetically modified food, transgenic and Organic foods. Newer approaches to food safety

References:

Text books

- First Aid, CPR and AED, 5th ed. (2006). A. Thygeson, B. Gulli & J.R. Krohmer. Jones & Bartlett. ISBN: 0763742090

Suggested Books:

- Food Science & Nutrition-RodaySunetra, Oxford University Press
- Ali, Inteaz, Food Quality Assurance
- Hester and Harrison, Food Safety and Food Quality

Web Links:

- [https:// www.hanoverhornets.org/pe/wp-content/uploads/2017/01/nutritionnotes-2.pdf](https://www.hanoverhornets.org/pe/wp-content/uploads/2017/01/nutritionnotes-2.pdf)
- <https://download.nos.org/srsec321newE/321-E-Lesson-4.pdf>
- <https://testbook.com/blog/nutrition-and-deficiency-static-gk-notes-pdf-3/>
- <https://www.wasatch.edu/cms/lib/UT01000315/Centricity/.../exsci%20lecture%20notes.pdf>
- <https://academic.oup.com/nutritionreviews/article-pdf/45/.../nutritionreviews45-0319.pdf>

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-I (Session 2022-2023)
Subject: Basics of Food production-I (Practical)
Course Code: BVHP-1667**

Time: 4 Hours
L-T-P: 0-0-3

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Make variety of stocks.

CO2: Cut the vegetables in different shapes & sizes.

CO3: Relate the common terminology used in kitchen.

CO4: Make variety of dressings, sauces, salads etc.

CO5: Demonstrate various cuts of poultry, deboning, cuts of fish & appropriate dishes as per cuts.

Course Content:

- Understanding Personal Hygiene & Kitchen Hygiene
- Grooming for Professional Kitchen – Do's & Don'ts
- Understanding kitchen Layouts.
- Familiarisation with kitchen equipment and tools
- Fuels – Their usage and precautions
- Kitchen First Aid
- Handling Fire
- Familiarization, identification of commonly used ingredients in kitchen
- Vegetables Cuts - julienne, jardinière, macedoines, brunoise, paysane, mignonnette, dices, cubes, shred, mirepoix
- Preparation of salad dressings
- Preparation of Stocks
- Demonstration to Basic Cooking Methods (baking, broiling, frying, grilling, Blanching, stewing, steaming etc.)

Textbook:

1. Parvinder S. Bali (2014), Food production operations, Oxford printing press

Suggested Readings:

1. David Foskett and Patricia Paskins (2011), Theory of hospitality & Catering, ELBS Hodder Education
2. Thangam E. Philip, (2014) Modern Cookery for Teaching and Trade Vol-2, (6th Edition), Orient Black Swan

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-I (Session 2022-2023)
Subject: Basics of Food and Beverage service –I (Practical)
Course Code: BVHP-1668**

Time: 4 Hours
L-T-P: 0-0-2

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Expand their knowledge about food and beverage service.

CO2: Demonstrate the duties and responsibilities of the food and beverage personnel.

CO3: Practice and identify different food service areas and their equipment's.

CO4: Handle different situation in different conditions during operations.

Course Contents:

- Understanding Personal Hygiene & Food Service Hygiene
- Grooming for Professional Food Service – Do's & Don'ts
- Understanding Food Service Outlets.
- Familiarisation with Food Service equipment's and tools
- Fuels –Their usage and precautions while dealing with them in F&B Outlets
- Handling Fire and Emergency Procedures
- Familiarization, identification of crockery, cutlery, hollowware, flatware and tableware in F&B Outlets
- Services of Soups
- Understanding Service Methods, Setting up of Side Station, Table Layouts, Napkin Folding and Presenting Menus.
- Demonstration to Basic Service sequence and its readiness.

**Bachelor of Vocation
(Hospitality and Tourism)
Semester-I (Session 2022-2023)
Subject: Basics of Accommodation operations & Front office-I (Practical)
Course Code: BVHP-1669**

Time: 4 Hours

L-T-P: 0-0-3

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Employ pre-reading, skimming, and prewriting techniques efficiently

CO2: Demonstrate a significant increase in word knowledge.

CO3: Heighten awareness of correct usage of English grammar in writing and speaking

CO4: Plan, draft, revise and edit writing passages effectively

Course Contents:

- Preparation and study of 20 countries capitals, currencies, airlines and flags
- Identification of Front Office equipment's
- Identification of various vouchers used in Front office
- Hotel Terminology
- Layout of Housekeeping and Front Office Department
- Room layout and Guest Room supplies
- Identification of Cleaning Equipment's
- Identification of Cleaning Agents
- Room status codes
- Sweeping and Mopping – dry, wet
- Cleaning of Glass surfaces

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE
PROGRAMME
Bachelor of Vocation (Hospitality and Tourism)
(Session 2022-2023)
Credit Based Continuous Evaluation Grading System

Semester II									
S. No.	Course Code	Course Type	Course Titles	Credits L-T-P	Max Marks				Examination time (in Hours)
					Total	Ext.		CA	
						L	P		
1	BVHL-2421 BVHL-2031 BVHL-2431	C	Punjabi Compulsory/ Basic Punjabi/ Punjab History and Culture	2-0-0	50	40	-	10	3
2	BVHM-2102	C	Communication Skills in English	2-0-2	50	25	15	10	3
3	BVHL-2661	S	Food Production-II	2-0-0	100	80	-	20	3
4	BVHL-2662	S	Food and Beverage Service –II	2-0-0	100	80	-	20	3
5	BVHL-2663	S	Basics of Accommodation and Hotel Front Office –II	2-0-0	100	80	-	20	3
6	BVHL-2664	C	Fundamentals of Management	4-0-0	100	80	-	20	3
7	BVHM-2125	S	Applications of Computer in Hospitality and Tourism	1-0-1	50	25	15	10	3
8	BVHP-2666	S	Food Production-II (Practical)	0-0-3	100	-	80	20	4
9	BVHP-2667	S	Food and Beverage Service- II (Practical)	0-0-3	100	-	80	20	4
10	BVHP-2668	S	Accommodation and Hotel Front Office–II (Practical)	0-0-4	100	-	80	20	4
11	SECM-2502	AC	*Moral Education	2-0-0	25	20	-	5	1
			TOTAL	30	875				

*Special paper in lieu of Punjabi (Compulsory) (Only for those students who are not domicile of Punjab

*Marks of these papers and credits will not be added in total marks and total credits. Only grades will be provided.

C- Compulsory

S- Skill Enhancement

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-II (Session 2022-2023)
Subject: Food Production-II
(Theory)
Course Code: BVHL-2661**

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO):

Upon successful completion of the course, the students should be able to:

CO1: Prepare various types of stocks, soups, sauces & their derivatives.

CO2: Use the different cuts of different meats in various dishes.

CO3: Make various dairy products from milk which is used in kitchen in everyday operations.

CO4: Plan the menu considering principles of menu planning.

Course Content:

Unit I

Basic Menu Planning: Introduction of Menu, History of menu, Types of menu, Principles of menu planning, Factors affecting menu planning, Examples of various places with different menus

Unit II

Stocks, Soups, Sauces & Gravies: Introduction to stocks, types & preparations of various stocks. Introduction and classification of soups, Making of good soups, International soups with their country of origin. Introduction of sauces. Classification of sauces (mother Sauces, proprietary sauces, contemporary sauces), Different Mother Sauces and derivatives to mother sauces, Contemporary and Proprietary Sauces. Introduction to Indian gravies, Classification of gravies, Difference between sauce and gravy

Unit III

Meat & Fish Cookery: Introduction to meat cookery, Meat terminology, slaughtering & stages of slaughtering

- Beef & Veal-Introduction, Composition, difference, cuts, cooking methods, Storage
- Lamb & mutton-Introduction, Composition, difference, cuts, cooking methods, Storage
- Pork, Ham & Gammon -Introduction, Composition, difference, cuts, cooking methods

- Poultry-Introduction, Composition, difference, cuts, cooking methods, Storage
- Introduction to fish cookery, Classification of fish with examples, composition of fish, Cuts of fish, Selection of fish and shellfish cooking of fish (effects of heat)

Unit IV

Dairy Commodities: Milk Introduction, Processing of Milk, types of milk, Nutritive value/composition, Pasteurization, Homogenization, Types of Milk – Skimmed, Powdered, Flavored and Condensed, Nutritive Value Cream: - Introduction, Processing of Cream, Types of Cream ,Cheese- Introduction, Processing of Cheese, Types of Cheese, Classification of Cheese, Curing of Cheese, Uses of Cheese Butter- Introduction, Processing of Butter, Types of Butter.

Textbook:

- 1 Parvinder S. Bali (2014), Food production operations 2nd edition, Oxford University press

Suggested Readings:

- Krishna Arora, (2013) Theory of Cookery, Frank Bros & Co.
- David Foskett and Patricia Paskins (2011), Theory of hospitality & Catering, ELBS Hodder Education
- Thangam E. Philip, (2014) Modern Cookery for Teaching and Trade Vol-2, (6th Edition), Orient Black Swan

Web Links:

1. https://www.bcit.cc/site/handlers/filedownload.ashx?moduleinstanceid=8388&dataid=29491&FileName=soups_and_Sauces_Chapter_20.pdf
2. <http://www.kerryabetutors.ie/wp-content/uploads/9.-Soups-Soups-and-Sauces.pdf>
3. <http://web.uvic.ca/~ccgarden/wp-content/uploads/2015/10/Soups-Stocks-Stews.pdf>
4. https://www.bcit.cc/site/handlers/filedownload.ashx?moduleinstanceid=8388&dataid=29491&FileName=soups_and_Sauces_Chapter_20.pdf

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-II (Session 2022-2023)
Subject: Food and Beverage Service-II
(Theory)
Course Code: BVHL-2662**

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Laying and re-laying restaurant covers for different meals.

CO2: Exhibit IRD practices and the way of service in the rooms with standards.

CO3: Design a good quality menu with profit making presentation.

CO4: Receive guests and take orders in the restaurants.

Course Content:

Unit I

Preparing the Restaurant–Before and After the Service: Mise-en-place, Mise-en-Scene, Restaurant, Types of Covers, Points to be observed while laying the cover, Physical inventory, Service Procedure: Rules to be Observed While Waiting at the Table, Service Procedure for A 'la carte menu, Table d'hôte menu, Different Breakfasts (Indian, English, American and Continental) Lunch or Dinner, Menu, Menu and Covers for various types of Breakfast.

Unit II

Room Service: Introduction about Room Service or IRD. Location and equipment's required. Room Service procedure, Order taking for IRD, Guest expectations in Room Service, Satisfaction of Guest. R.S.O.T. Execution of room service order Set up of Trays & Trolleys, Up-keep and Storage, Service Tools, Clearance, Presentation of Bills.

Unit III

Menu Planning Introduction: Origin, Points to be considered while planning a menu, Compiling of different types of Menu (A 'la carte menu, TDH menu, Breakfast menu, Lunch or Dinner menu etc.) French Classical Menu. French and culinary terms.

Unit IV

Order Taking and Billing Methods: Introduction, Methods of taking food order, K.O.T, Different types of K.O.T, Computerized billing system. Different types of billing. Different modes of payment.

Textbook:

- Singaravelavan R, Food and Beverage Service, 2nd Edition 2016, Oxford University Press

Suggested Readings:

- Sudhir Andrews, Food & Beverage Service Training Manual, 3rd Edition 2017, Tata McGraw Hill.
- John Cousins, Dennis Lillicrap, Suzanne Weekes, Food and Beverage Service, 9th Edition, Hodder Education.

Web Links:

- https://www.jetro.go.jp/ext_images/en/reports/survey/pdf/2015_03_biz4.pdf
- https://www.ggra.org/wp-content/uploads/2014/11/pre_opening_checklist.pdf
- <https://www.worldskills.org> › ... › Skills Explained › Social and Personal Services
- <https://www.hospitality-school.com/how-to-take-food-order-in-restaurant-sop>

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-II (Session 2022-2023)
Subject: Accommodation operation and Front office-II
(Theory)
Course Code: BVHL-2663**

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Process guest reservation and handle guest check-in.

CO2: Handle checkout request and process guest billing.

CO3: Identify the complexities of various housekeeping procedures.

CO4: Recognize and use the correct cleaning agents & equipment's used in cleaning hotel guestroom.

Course Content:

Unit I

Front Office Operations: Introduction to guest cycle, Reservation: Concept, importance, types, channels and systems, Procedure of taking reservation, Overbooking, amendments and cancellations, Group Reservation: Sources, issues in handling groups. Procedure for guest check in, and baggage handling, Registration: concept, systems and its procedure, Registration form and C Form, No Shows, Rooming of Guests, Message Handling, left luggage handling procedure, foreign currency handling, Room selling techniques, During the stay activities.

Unit II

The Guest Departure and Post Departure Services at Front Desk: The guest accounting, the guest ledgers, city ledger, tips and advances, front office cash sheet, paid out, bank net receipts, over and shorts, settlement of bills, credit card handling, handling vouchers of – room rate, food sales, laundry, other guest services, miscellaneous charges, cash and credit control, express check out, early and late check outs, group departures, post departure courtesy services

Unit III

Cleaning Science: Cleaning Agents, Characteristics of a good cleaning agent, PH scale, Types of cleaning agent, cleaning products (Domestic and Industrial), Cleaning Equipment, Types of Equipment, Operating Principles, Characteristics of Good equipment

(Mechanical/Manual), Storage, Upkeep, and Maintenance of equipment.

Unit IV

Housekeeping Procedures and Control Desk: Housekeeping Procedures: Cleaning Schedules, Cleaning Methods, Briefing, Debriefing, proceeding for Days work, Keys & Their Classification, Inventory of Housekeeping Items, Indenting from Stores. Control desk: Importance, Role, Co-ordination, checklist, Key control, Handling Lost and Found, Forms, Forms and registers used in the Control Desk, Handling of Guest Requests and general operations of control desk.

Textbook:

1. Bhatnagar S.K (2013). Front Office Management (2nd ed.). New Delhi, India: Frank Brothers.
2. Raghubalan G. (2016). Hotel Housekeeping Operations & Management (3rd ed.). New Delhi, India: Oxford University Press.

Suggested Readings:

1. Tiwari Jatashankar R. (2016). Hotel Front Office (2nd ed.). New Delhi, India: Oxford University Press.
2. Andrews Sudhir. (2009). Hotel Front Office A Training Manual (2nd ed.). New Delhi, India: Tata McGraw-Hill.
3. Andrews Sudhir. (2013). Hotel Housekeeping A Training Manual (3rd ed.). New Delhi, India: Tata McGraw-Hill.

Web Links:

1. <https://setupmyhotel.com/train-my-hotel-staff/front-office-training/131-the-guest-cycle-in-hotel.html>
2. <https://study.com/academy/lesson/the-guest-cycle-in-hotels.html>
3. <http://www.bngkolkata.com/web/registration/>
4. <https://setupmyhotel.com/train-my-hotel-staff/hk/584-kitchen-cleaning-agents-taski-suma.html>
5. <https://setupmyhotel.com/train-my-hotel-staff/hk/604-types-of-cleaning-procedures-in-hotel-housekeeping.html>

Bachelor of Vocation (Hospitality and Tourism)
Semester-II (Session 2022-2023)
Subject: Fundamentals of Management
(Theory)
Course Code: BVHL-2664

Time: 3 Hours

L-T-P: 2-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes:): Upon successful completion of the course, the students should be able to:

CO1: Practice the process of management's four functions" planning, organizing, leading and controlling.

CO2: They will be able to bring effectiveness in an organization by making different plans and strategies.

CO3: Evaluate leadership styles to anticipate the consequences of each leadership style.

CO4: Gather and analyze both qualitative and quantitative information to isolate issues and formulate best control methods.

Contents:

UNIT – I

Nature of Management: Meaning & Definition, Characteristics, Importance, And Management: A Science or Art, Principles & Levels of Management, Management Functions & Development of Management

Unit II

Planning & Organizing: Meaning, Definitions, features, Types of Plans & Planning Force, Importance of planning, Decision Making process, Concept, Rationality in decision making , Forecasting and its importance, Delegation of Authority its meaning and importance, Coordination – Definition need and importance.

Unit III

Staffing & Directing: Meaning, Recruitment its sources & Selection its STEPS, Training & NEED AND METHODS, Directing: Meaning elements and importance

Unit IV

Leadership & Managerial Control: Leadership: Meaning, definitions, importance and qualities.

Controlling – Meaning, definition, importance and Process.

Books/ References

- Harold Koontz and Heinz Weihrich, Essentials of Management: An International and Leadership Perspective, McGraw Hill Education
- Stephen P Robbins and Madhushree Nanda Agrawal, Fundamentals of Management: Essential Concepts and Applications, Pearson Education
- George Terry, Principles of Management, Richard D. Irwin
- Newman, Summer, and Gilbert, Management, PHI
- James H. Donnelly, Fundamentals of Management, Pearson Education.
- B.P. Singh and A.K.Singh, Essentials of Management, Excel Books
- Griffin, Management Principles and Application, Cengage Learning
- Robert Kreitner, Management Theory and Application, Cengage Learning
- TN Chhabra, Management Concepts and Practice, DhanpatRai& Co. (Pvt. Ltd.), New Delhi
- Peter F Drucker, Practice of Management, Mercury Books, London

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-II (Session 2022-2023)
Subject: Application of Computers in
Hospitality Industry
(Theory + Practical)
Course Code: BVHM-2125**

Time: 3 Hours
L-T-P: 1-0-1

Maximum Marks: 50
Theory Marks: 25
Practical Marks: 15
CA-10

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.
- Excel, MS Power Point, Role of Internet in travel and tourism

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Manage files by using tools such as archiving, storage folders and message rules.

CO2: Create a word document and excel workbook and navigate your way around the basic applications

CO3: Create and present a basic PowerPoint presentation complete with headings, bullet points and pictures

CO4: Recognize basics application of computer in tourism field

Contents:

UNIT – I

Introduction to Computers: Introduction to Computer: Classification, Generations, Organization, Capabilities Characteristics & Limitations, Application of Computer in Hotels, Familiarisation with Components of Computers – Hardware: Hardware elements – input, storage, processing & output devices. Block diagram of computer,

Unit II

Introduction to Computers Software: Types of Software, System Software, Application Software, Utility Software's, Use of MS- Office: Basics of MS- Word. MS- Excel and MS- Power Point

Unit III

Internet & Applications: Introduction to Internet: Definition of networks, concepts of web page, website and web searching (browsing). Benefits, Application, Working, Hardware and Software requirements, World Wide Web, Web Browser, URL, Search Engines, Email

Unit IV

Social Media Applications and Hospitality: Introduction to Social Media, Its Role in Hospitality Promotion, Facebook – Creating Pages and Profiles, Merits/Demerits of Social

Media, Linked In, Twitter and Other Social Media Applications.

Practical:

WINDOWS OPERATIONS

Creating Folders, Creating Shortcuts, Copying Files/Folders, Renaming Files/Folders, Deleting Files, Exploring Windows, Quick Menus

MS-OFFICE (WORD)

CREATING A DOCUMENT, Entering Text, Saving the Document, Editing a Document already saved to Disk, Getting around the Document, Find and Replace Operations, Printing the Document

SPECIAL EFFECTS

Print Special Effects e.g. Bold, Underline, Superscripts, Subscript, Changing Fonts, Changing Case

CUT, COPY AND PASTE OPERATION

Marking Blocks, Copying and Pasting a Block, Cutting and Pasting a Block, Deleting a Block, Formatting a Block, Using Find and Replace in a Block.

USING MS-WORD TOOLS

Spelling and Grammar, Printing Envelops and Labels, TABLES-Create, Delete, Format

PRINT OPTIONS Previewing the Document, Printing a whole Document, Printing a Specific Page, Printing a selected set, Printing Several Documents, Printing More than one Copy.

MS-OFFICE (EXCEL)

How to use Excel, Starting Excel, Parts of the Excel Screen, parts of the Worksheet, Navigating in a Worksheet, and Getting to know mouse pointer shapes.

MS-POWER POINT Making a simple presentation, Using Auto content Wizards and Templates, Slides-Creating Slides, Re-arranging, modifying, Inserting pictures, objects, setting up a Slide Show.

References:

Text Books

- Alexis Leon & Mathews Leon, Vikas Introduction to Computers - Leon, 1/e Publishing.

Suggested Books

- Pradeep K. Sinha, PritiSinha Computer Fundamentals (Sixth Edition), , Published by BPB Publications, 2007
- Sanjay Saxena, introduction to Computers & MS Office, Vikas Publishing.
- Pradeep K. Sinha, PritiSinha Computer Fundamentals (Sixth Edition), , Published by BPB Publications, 2007

- Leon & Lion, Introduction to Computers, Vikas Publishing House, New Delhi
- June Jamrich Parsons, Computer Concepts 7th Edition, Thomson Learning, Bombay.
- White, Date Communications & Compute4r Network, Thomson Learning, Bombay.
- Computers in Hotels – Concepts & Applications : Partho P Seal Oxford University Press
- Gini Courter & Annette Marquis Ms-Office 2007 by BPB Publications

Web Links:

- [https:// entrancegeek.com/five-generation-of-computer/](https://entrancegeek.com/five-generation-of-computer/)
- <https://products.office.com/en-in/powerpoint>
- [https:// www.businessdictionary.com/definition/internet.html](https://www.businessdictionary.com/definition/internet.html)

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-II (Session 2022-2023)
Subject: Food Production –II (Practical)
Course Code: BVHP-2666**

Time: 4 Hours
LTP: 0-0-3

Maximum Marks: 100
Practical Marks: 80
CA-20

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Make variety of Gravies

CO2: Use different types of cooking methods according to dishes they are preparing.

CO3: Relate the common terminology used in kitchen.

CO4: Make variety of dressings, sauces, salads etc.

CO5: Understand the characteristics of egg, poultry & meat.

Course Content:

- Basic Cooking methods and pre-preparations
- Blanching of Tomatoes and Capsicum
- Preparation of concasse
- Boiling (potatoes, Beans, Cauliflower etc.)
- Frying - (deep frying, shallow frying, sautéing) Aubergines, Potatoes, etc.
- Braising - Onions, Leeks, Cabbage
- Starch cooking (Rice, Pasta, Potatoes)Cooking in Professional Kitchen – Do's &Don't's
- Sauces-Basic mother sauces
 - Béchamel
 - Espagnol
 - Veloute
 - Hollandaise
 - Mayonnaise
 - Tomato
- Egg cookery -Preparation of variety of egg dishes (Boiled (Soft & Hard) Fried (Sunny side up, Single fried, Bull' Eye, Double fried) Poaches Scrambled Omelette(Plain,Stuffed,Spanish) En cocotte (eggs Benedict)
- Basic stock (Brown, white, fish, vegetable)
- Sauces – Basic Sauces
- Cream soup – 3 Varieties
- Thin soups – 3 Varieties
- Thick varieties – 3 varieties

Bakery:

Breads

- Milk bread(open top)
- Multigrain bread
- Hard Rolls
- Grissini
- Pita bread
- Hot Cross buns
- Sweet Buns
- French Baguettes

Cakes

- Black Forest Cake
- Red velvet Cake
- Chocolate Truffle Cake
- Blue berry Muffins
- Marble cake
- Madeira Cake
- Plum cake

Cookies

- Marble biscuits
- Macaroons
- Choco chip cookies
- Almond Flakes cookies
- Ajwain biscuits
- Jeera cookies
- Oat meal cookies
- Chocolate cookies
- Salted Biscuits

Textbook:

1 Thangam E. Philip, (2014) Modern Cookery for Teaching and Trade Vol-2, (6th Edition), Orient Black Swan

Suggested Readings:

1. David Foskett and Patricia Paskins (2011), Theory of hospitality & Catering, ELBS Hodder Education

**Bachelor of Vocation (Hospitality and
Tourism)
(Session 2022-2023)
Subject: Food & Beverage Service -II
(Practical)
Course Code: BVHP-2667**

Time: 4 Hours
LTP: 0-0-3

Maximum Marks: 100
Practical Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section

Course Outcomes (CLO): Upon successful completion of the course, the students should be able to:

CO1: Laying and re-laying restaurant covers for different meals.

CO2: Exhibit IRD practices and the way of service in the rooms with standards.

CO3: Design a good quality menu with profit making presentation.

CO4: Receive guests and take orders in the restaurants.

Course Content:

- Understanding Non Alcoholic Beverages, Types & Service Techniques
- Guest Interactions while on Food Service – Do's & Don't's
- Understanding Mocktails, Their Presentation and Services (At least ten types of Mocktails)
- Breakfast Services: Types, Breakfast Layouts, Menu Knowledge, Table Services, Clearance & Acknowledging guests.
- Familiarisation with Food Service in Restaurants (Receiving Guests, Table Layouts, Complimenting them, Presentation of Bills, Dealing with in house/ residential guests)
- Restaurant Services – Their salient features, Table Layouts, Presenting Menus, precautions while dealing with guests, Commitments with guests, Food Pickup Procedures, Clearance and Dishwashing Procedures
- Room Service Practical, Taking of Orders, Delivery of Food Services, Identifying Room Service Equipment, Importance of Menu Knowledge for Order-taking (RSOT functions/procedures), Food Pickup Procedure, Room service Layout Knowledge, Laying of trays for various orders, Pantry Elevator Operations, Clearance Procedure in Dishwashing area, Room service Inventories and store requisitions

- Writing a Menu in French & its Equivalent in English
- Order taking, KOT making and bill presentation in restaurants
- Order taking process for IRD.
- Trolley/Tray set up for room service. Service procedure and bill presentation in room.

**Bachelor of Vocation (Hospitality and
Tourism)
(Session 2022-2023)
Subject: Accommodation operations & Front
office-II (Practical)
Course Code: BVHP-2668**

Time: 4 Hours
LTP: 0-0-4

Maximum Marks: 100
Practical Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section

Course Outcomes Upon successful completion of the course, the students should be able to:

CO1: Process guest reservation and handle guest check-in.

CO2: Handle checkout request and process guest billing.

CO3: Perform the control desk operations.

CO4: Clean guest rooms and do the bed making.

Course Contents/List of Experiment:

1. Reservation Role Plays
2. Handling Reception & Information Services
3. Pre- arrival procedures
4. Handling check-ins - FIT, GIT and VIP and FFIT
5. Guest Check-out at the Front Desk
6. Foreign Exchange at the front Desk
7. Handling Guest Complaints and their follow up
8. Bed-making procedure
9. Housekeeping Control Desk operations
10. Cleaning of guest rooms
11. Equipping Maids Carte / Trolley

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE YEAR DEGREE
PROGRAMME
Bachelor of Vocation (Hospitality and Tourism)
(Session 2022-2023)
Credit Based Continuous Evaluation Grading System

Semester III									
S. No.	Course Code	Course Type	Course Titles	Credits L-T-P	Max Marks				Examination time (in Hours)
					Total	Ext.		CA	
						L	P		
1	BVHL-3661	C	Tourism Products	4-0-0	100	80	-	20	3
2	BVHL-3662	C	Tourism Geography	3-0-0	100	80	-	20	
3	BVHL-3663	C	Travel Agency and Tour Operation Business	3-0-0	100	80	-	20	3
4	BVHL-3664	S	Tour Guiding and Leading	4-0-0	100	80	-	20	3
5	BVHL-3665	S	Principles and Practices of Tourism	4-0-0	100	80	-	20	3
6	BVHL-3666	S	Advanced Course in Room Division	2-0-0	100	80	-	20	3
7	BVHP-3667	S	Advanced Course in Room Division Practical	0-0-4	100	-	80	20	3
8	BVHD-3668	S	Destination Visit and Report	0-0-4	100	-	80	20	3
9	SECP-3512/	AC	*Personality Development	2-0-0	25	20	0	5	1
			TOTAL	30	825				

C- Compulsory

S-Skill Enhancement

AC- Audit Course

*- Grade points or grades of these courses will not be included in the SGPA/CGPA of the semester/Programme

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2022-2023)**

**Subject: Tourism Products
(Theory)**

Course Code: BVHL-3661

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Create awareness about the various natural, architectural heritage, culture and handicrafts of India.

CO2: Describe the major tourist attractions and cultural destinations of India.

CO3: Conceptualize and prepare a tour itinerary based on variety of themes.

CO4: Identify geographical locations of various tourist destinations.

Course Content:

Unit- I

Tourism Product

Definition and Differentiation- - Tourism Products & Attraction: Elements and characteristics of tourism products- typology of tourism products- Unique features of Tourism Products in India; Geography of India –Physical and Political features.

Unit-II

Cultural Resources

Performing Arts of India- Classical Dances and Dance Styles- Indian Folk Dances-Music and Musical Instruments- Handicrafts of India- Craftsmanship-Indian Painting-Fairs and Festivals - Cuisines and specialty dishes.

Unit-III

Architectural Heritage of India

India 's Architectural Styles- Historic Monuments of Tourist significance (ancient medieval and modern)- Important Historic / Archaeological Sites-Museums- Art Galleries- Libraries their location and assets- Religious Shrines / Centers– Hindu-Buddhist- Jain- Sikh-Muslim- Christian and others- World Heritage sites in India.

Unit-IV

Nature based Tourism

Wild life Sanctuaries- National Parks- Botanical gardens- Zoological parks- Biosphere reserves; Mountain Tourism with special reference to Himalayas.

Hill Side Tourism- Adventure tourism – Classification of Adventure Tourism – Land Based, Water Based, Aero Based with suitable examples.

Suggestive Readings

1. Robinet Jacob et al (2012), Tourism Products of India, Abhijeeth publications, New Delhi.
2. L Basham (2003), 'The Wonder that was India', Oxford University Press.
3. L.Basham (1998), 'A Cultural History of India', Oxford University Press.
4. Sarina Singh (2007), India, Lonely Planet Publication.
5. H.K.Kaul, 'Travelers India', Oxford University Press.
6. Manoj Dixit, Charu Sheela (2006), Tourism Products, New Royal Books.
7. Negi, Jagmohan (2001), Adventure Tourism and sports, Kanishka Publishers.
8. Jacob, Robinet et al , Indian Tourism Products, Abijeeth Publications, New Delhi
9. Acharya Ram, Tourism and Cultural Heritage of India: ROSA Publication,
10. Basham.A.L., The Wonder that was India: Rupa and Company, Delhi.

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2022-2023)**

**Subject: Tourism Geography
(Theory)**

Course Code: BVHL-3662

Time: 3 Hours
L-T-P: 3-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Create awareness about the various natural, architectural heritage, culture and handicrafts of India.

CO2: Describe the major tourist attractions and cultural destinations of India.

CO3: Conceptualize and prepare a tour itinerary based on variety of themes.

CO4: Identify geographical locations of various tourist destinations.

Course Content:

Unit I

Introduction to Geography – Definition, scope and contents of geography of tourism – Physical Geography; Major land forms – Mountains, Plains, Plateaus; Natural regions of the World

Unit II

Geographical determinants – diversities and disparities – typology and areas of linkages flow and orientation – Impact of weather and climate on tourism, seasonal rhythm; Geographical components and tourism development – Linkages; seasonality and destinations – seasons and climate seasonality in tourism

Unit III

Tourism and Geography: Role of Geography in tourism map reading; Maps; Types of maps – Scale; Topo sheets; Signs and symbols; use of technology in geography

Unit IV

Tourist Destination and attractions of major countries (in brief): Asia, Africa and Middle East, Europe

Suggested Readings

1. Burkhardt and Madik " Tourist Past and Present and Future" Butterworth Heinemann Several Editions

2. Gilbert Sigeauxz "History of Tourism"
3. Herbert "Heritage Tourism and Society
4. Maisels "Early civilization of the old world"-Business Books communica1978
5. Nisbet "Social change and History "Oxford University press 1972
6. Roger Housden "Sacred Journeys in a modern World "-Simon and Schuster. New York 1979
7. T Walter Wallbank "Civilization past and Present"-Scott Foresman .London 1978

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2022-2023)**

**Subject: Travel Agency and Tour Operation Business
(Theory)**

Course Code: BVHL-3663

Time: 3 Hours
L-T-P: 3-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Design tour package and itineraries.

CO2: Establish and operate travel agency.

CO3: Explain about to organization structure and source of income of a travel agency

CO4: Familiar with visa formalities and other documentation

Course Content:

Unit 1

Tour Operations/travel Agency Business.

Difference between agent and tour operation, Various departments of a Travel agency and its functions, How to setup a travel agency and tour operator-IATA rules and regulations for travel agency approval, DOT rules and regulations for travel agent approval, Types of organization: Proprietorship, Partnership, Corporate.

Unit II

Itinerary Planning

Itinerary and its importance, Types of Itineraries, Factors to keep in mind while designing an Itinerary.

Itineraries of Golden Triangle- Buddhist Circuit, Beach destinations, Popular Outbound Itineraries of Singapore, Malaysia and Thailand.

Unit III

Visas- Visa and its types, Preparing Visa cases, Formalities required for various Visas like Schengen, UK, US, Dubai and Far East, Verification of Endorsed Visa on the Passport.

Unit IV

Package Tours- Package tour and its components, Practical components of a standard package tour (Inbound, Outbound and domestic), Types of package tours; Use of CRS in travel agencies.

Suggested Readings

1. Chand Mohinder (2007), Travel Agency Management: An Introductory Text (2nd revised and enlarged edition), Anmol Publications.

2. Prem Nath Seth (1992) Successful Tourism Management vol.1&2, Sterling Publications, Delhi.
3. Stevens Laurence (1990) Guide to starting and operating successful Travel Agency. Delmar Publishers Inc., New York.
4. JagmohanNegi (2008) Travel Agency and Tour Operation-Concepts & Principles, Kanishka Publishers.
5. Armin Dieter Lehmann, "Travel & Tourism: An Introduction to Travel Agency Operations, McMillan Publishing Company.

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2022-2023)**

**Subject: Tour Guiding and Leading
(Theory)**

Course Code: BVHL-3664

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

- CO1: Design tour package and itineraries.
- CO2: Establish and operate travel agency.
- CO3: Explain about to organization structure and source of income of a travel agency
- CO4: Familiar with visa formalities and other documentation

Contents:-

Unit I

The tour guide- meaning and classification qualities of an ideal tour guide various role of tour guide the business of guiding organizing a guiding business.

Unit II

The guiding techniques —leadership and social skill presentation and speaking skills tour escorting ethics; The guides personality, moments of truth the seven sins of guide the service cycle. working with different age groups working under different circumstances.

Unit III

The role of guide and interpreter: creating, memorable interpretations, interpreting different themes nature art architecture and incidental interpretations responsibilities to local and society tour guide code of conduct

Unit IV

Conducting tours pre tour plans mode of transportation types of tours traveler with special needs guidelines for working with disabled person's relationship with fellow guide's motor/car operators and companies
Dealing with emergencies accidents law and order general procedures evaluation and solution complaint handling

Suggested Readings

1. Jagmohan Negi —Travel agency and tour operations
2. Mohinder Chand —Travel agency and tour operations an introductory text
3. Dennis I Foster —Introduction to travel agency Management
4. Pat Yale-Business of tour operations

**Bachelor of Vocation (Hospitality and Tourism) Semester III
(Session 2022-2023)**

**Subject: Principles and Practices of Tourism
(Theory)**

Course Code: BVHL-3665

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Explain and relate the basic tourism terminology and concepts.

CO2: Describe the various infrastructure required for developing a destination.

CO3: Identify the various economic, environmental and socio-cultural impacts of tourism.

CO4: Assess the role and function of various governmental and non-governmental

organization in development and promotion of tourism at national and global level.

Course Content:

Unit I

Travel and tourism through the ages: Early Travels, 'Renaissance and 'Age of Grand Tours' Emergence of modern Tourism, Factors affecting growth of Tourism.

Tourism Definition, Meaning, Nature and Scope; Tourist, Traveler, visitor and Excursionist - definition and differentiation; Leisure, Recreation and Tourism inter relationship; Typology and forms of tourism international, inbound, outbound, interregional, intra-regional, domestic, international, national and other forms; social tourism.

Unit II

Tourism overview - Components (5A's Attraction, Accessibility, Accommodation, Amenities and Activities), Tourism System and elements of Tourism (Lieber's model) - Characteristics of Tourism (Intangibility, Perishability, Variability, Inseparability, Heterogeneous Multitude of Industry, Pricing Competitiveness/ Flexibility, Interrelationship of elements).

Unit III

Introduction to Tourism Industry- Travel Agency, History-Operation/Functions and types. Tour Operators- Functions and Types.

Accommodation Industry and its classification.

Supplementary Souvenir Industry and Shopping; Transportation (Air, Water, Land). Role of Transportation in Tourism (Airlines, Railways, Cruises, Coaches, Car rentals etc.)

International travel requirements (Passport, Visa, Health certificates and insurance).

Unit IV

Role and functions of NTO and tourism authorities of various levels(National , State , Local)
Tourism Organizations- National and International-
ITDC, FHRAI, IATO, TAAI, UNVVTO, IATA, UFTAA, PATA

Text books/Suggested Readings

1. P.N Seth Successful tourism management ,sterling publishers, New Delhi
2. A K Bhatia: International Tourism Management. Sterling Publishers
3. A K Bhatia: Tourism Development: Principles and Practices • Sterling Publishers.
4. A K Bhatia : The business of Tourism concept and strategies, sterling publishers.

Bachelor of Vocation (Hospitality and Tourism)
Semester-III (Session 2022-2023)
Subject: Advanced Course in room division
(Theory)
Course Code: BVHL-3666

Time: 3 Hours
L-T-P: 2-0-4

Maximum Marks: 100
Theory Marks: 40
Practical: 20
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Content:

Unit I

THC/N0107: Attend to guest queries

- Assist the guest on any requirement
- Respond to guest queries
- Deliver message / materials to guest
- Achieve guest satisfaction

THC/N0108: Record guest details for registration

- Welcome the guest
- Check for room availability / reservation status
- Complete guest registration
- Follow standard registration guidelines

THC/N0109: Follow check-in procedure and allot room

- Check for guest room preference / reservation details
- Allot the room as per guest preference
- Handle upgrade / downgrade / emergency scenario
- Achieve productivity standards

Unit II

THC/N0110: Perform cashiering activities

- Receive payment method details from guest
- Prepare the invoice
- Receive the payment
- Document and record the details

THC/N9901: Communicate with customer and colleagues

- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers

THC/N9902: Maintain customer centric service orientation

- Engage with customers to understand their service quality requirements
- Achieve customer satisfaction
- Fulfill customer requirement

Unit III

THC/N9903: Maintain standard of etiquette and hospitable conduct

- Follow behavioral, personal and telephone etiquettes
- Treat customers with high degree of respect and professionalism
- Achieve customer satisfaction

THC/N9904: Follow gender and age sensitive service practices

- Educate customer on specific facilities and services available for different categories of customers
- Provide gender and age specific services as per their unique and collective requirements
- Follow standard etiquette with women at workplace

THC/N9905: Maintain IPR of organisation and customers

- Secure company's IPR
- Respect customers copyright

Unit IV

THC/N9906: Maintain health and hygiene

- Ensure cleanliness around workplace in hospitality and tourist areas
- Follow personal hygiene practices
- Take precautionary health measures

THC/N9907: Maintain safety at workplace

- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or personal protective equipment

THC/N9909: Learn a foreign or local language(s) including English

- Establish effective rapport with customers
- Respond appropriately to customers
- Communicate information to customers
- Escalate unresolved problems as per protocol
- Provide interim feedback to customer, in case of delays
- Process Compliances

Books/References:

Text Books:

- Bhatnagar S.K, Front Office Operation and Management, Frank Brothers.

Suggested Readings:

- Andrews Sudhir, Hotel Housekeeping Training Manual, McGraw-hill
- Andrews Sudhir, Front Office Training Manual, McGraw-hill
- Raghubalan G, Hotel Housekeeping Operations & Management, 3rd edition Oxford University Press.
- Tiwari Jatashankar R, Hotel Front Office, Oxford University Press

Web Links:

- <http://tourism.gov.in/sites/default/files/guideline/HRACC%20Guidelines%20for%20Hotels2.pdf>
- <https://www.slideshare.net/indianchefrecipe/layout-and-sections-of-front-office>
<https://warigunawan.wordpress.com/2013/11/25/housekeeping-department-in-the-organization>

Bachelor of Vocation (Hospitality and Tourism)
Semester-III
(Session 2022-2023)
Subject: Destination Visit and Report
(Theory)
Course Code: BVHD-3667

Time: 3 Hours
L-T-P: 2-0-4

Maximum Marks: 100
Practical Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes: Upon the successful completion of the course, students will be able to
CO1: Develop critical and reflective thinking abilities.
CO2: Exhibit responsible decision-making and personal accountability.
CO3: Demonstrate an understanding of group dynamics and effective teamwork.
CO4: Develop a range of leadership skills and abilities such as effectively leading change, resolving conflict, and motivating others.

Course Content:

Students have to visit two major tourism destinations in the neighborhood or vicinity of the institution for a case study and prepare a detailed report on the destination; its tourism importance and potential; problems or challenges faced; prospects for future development etc. A seminar / workshop can also be arranged.

Lectures can be scheduled in guiding students about various components of reports and essentials of report writing.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE
PROGRAMME
Bachelor of Vocation (Hospitality and Tourism)
(Session 2022-2023)
Credit Based Continuous Evaluation Grading System

Semester IV									
S. No.	Course Code	Course Type	Course Titles	Credits L-T-P	Max Marks				Examination time (in Hours)
					Total	Ext.		CA	
						L	P		
1	BVHL-4661	C	Human Resource Management	3-0-0	100	80	-	20	3
2	BVHL-4662	C	Tourism and Hospitality Marketing	3-0-0	100	80	-	20	3
3	BVHL-4663	S	Customer Relationship Management	4-0-0	100	80	-	20	3
4	BVHL-4664	S	Event Management	4-0-0	100	80	-	20	3
5	BVHL-4665	S	Ticketing and Consultation	3-0-0	100	80	-	20	3
6	BVHL-4666	S	Ecotourism	3-0-0	100	80	-	20	3
7	BVHL-4667	S	Foreign language (French)	2-0-0	50	40	-	10	3
8	BVHP-4668	S	Ticketing and Consultation (Practical)	0-0-2	100	-	80	20	3
9	AECE-4221	AC	*Environmental Studies (Compulsory)	2-0-2	100	60	20	20	3
10	SECS-4522	AC	*Social Outreach	2-0-0	25	-	20	5	1
TOTAL				30	875				

C- Compulsory

S-Skill Enhancement

AC- Audit Course

*- Grade points or grades of these courses will not be included in the SGPA/CGPA of the

semester/Program

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2022-2023)**

**Subject: Human Resource Management
(Theory)**

Course Code: BVHL-4661

Time: 3 Hours
L-T-P: 3-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Evaluate concept of Human resource management, Performance Appraisal, Job Analysis, Job Design & Scheduling.

CO2: Identify the source of Recruitment, concept of Human resource management development

CO3: Figure out Qualities Required for Tourism Professionals, Techniques for Motivating Retaining Human Resources

CO4: Explain the importance of service labor relations

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Course Content:

Unit I

Human Resource Management: Meaning, Definition, Features, Scope, Functions, Background to Human Resource Management, Orientation and socialization, Human Resource Planning, Human Resource in Hospitality and Tourism: Need & Importance of HR in Tourism & Hospitality Industry, Tourism Manpower Planning, Performance Appraisal, Job Analysis, Job Design & Work Scheduling.

Unit II

Employee Selection, Concept of Recruitment & Selection: Meaning, Definition, Difference between Recruitment and Selection, Selection & Recruitment Process Applicable to Tourism & Hospitality Industry, Sources of Recruitment, Human Resource Development: Placement, Induction, Need for Training & Managerial Development, Types of Training, Internal Mobility, Seasonality Nature of Tourism Industry

Unit III

Skills Required for Human Resource: In Hotels, Resorts, Home Stays, Tour Operations, Travel Agency, Airlines and Theme Parks. Leadership, Theories of Leadership & Decision Making, Qualities Required for Tourism Professionals, Techniques for Motivating & Retaining Human Resources

Unit IV

Service Labor Relations: Compensation Management, Methods for Determining Compensation, & Remuneration Packages offered, Employees Welfare, Fringe Benefits, Other Benefits, Strikes, Layoff & Lockouts, Grievances Handling, Trade Unions & their Activities - Functions, Collective Bargaining, Ethics & HR Management, Major Challenges Faced by HR Managers Of 21st Century.

Text books/Suggested Readings

1. Aswathappa K, Human Resource Management, 8th Edition, 2017, Mc Graw Hill India
2. Management Principles and Practices - L M Prasad
3. Dessler Gary, Fundamentals of Human Resource Management, 4th Edition, 2017, Pearson

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2022-2023)**

**Subject: Tourism and Hospitality Marketing
(Theory)**

Course Code: BVHL-4662

Time: 3 Hours
L-T-P: 3-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes: Upon successful completion of the course, the students should be able to:

CO1: Identify unique marketing challenges due to the nature of the tourism and hospitality industry structure and its diverse products

CO2: Develop strategies and tactics that may be used to avoid challenges and turn them into opportunities

CO3: Analyze behavior in tourism consumption for segmentation and target marketing

CO4: Develop and manage tourism and hospitality products for diverse consumers

Contents:-

Unit I

Introduction- Definition, Marketing Concepts (Need, Want, Demand, TQM, Product, Customer value, Customer satisfaction, Exchange & Transaction, Market), Difference between marketing and Selling, Marketing Orientation (Product concept, Production concept, Selling concept, Marketing concept, Societal marketing concept). Challenges to hospitality and tourism marketing.

Unit II

Tourism Marketing system and Marketing Mix Elements- Tourism marketing system: internal environment, external environment, micro environment; Marketing mix: Product, Place, Price, Promotion, (Meaning, Concept, Elements and Importance in context of Tourism and Hospitality).

Unit III

Expanded Marketing Mix and Modern Marketing: People, Process and Physical evidence (Meaning, Concept, Elements and Importance in context of Tourism and Hospitality); Modern marketing concepts: Green marketing, Mobile marketing, Cross-cultural marketing, Web marketing, Tele marketing, Relationship marketing, Buzz marketing.

Unit IV

Technology in Tourism Marketing- Introduction, technology in tourism marketing, multimedia, virtual reality and virtual tour, online travel or electronic tourism, using website for tourism marketing, impact of online business on existing intermediaries.

Suggested Readings

1. Chaudhary, M. (2010). Tourism Marketing (1st ed.). New Delhi, India: Oxford University Press.

Recommended Books / Suggested Readings:

1. Philip, K., John, T. & James M,(2016). Marketing for hospitality and tourism (6TH ed.). New Delhi, India: Pearson India education.
2. Prasana, K. (2016). Marketing of hospitality and tourism services (2nd ed). New Delhi, India: Mc Graw Hill education India.
3. Devashish, D. (2011). Tourism marketing (1st ed). New Delhi, India: Pearson India education service.

**Bachelor of Vocation (Hospitality and Tourism) Semester IV
(Session 2022-2023)**

**Subject: Customer relationship management
(Theory)**

Course Code: BVHL-4663

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Become good retail planners and decision makers

CO2: Identify and understand basic theories, principles, practices and terminology related to each functional area of business

CO3: Describe merchandising, the entities involved, and the impact of decisions on a retail business

CO4: Recognize retail operating skills and career opportunities available in the retail businesses

Course Content:

Unit I

Introduction to CRM: conceptual framework of customer relationship and its management evolution. Customer relationship marketing ,types of CRM-win back prospecting ,Loyalty , cross sell and up sell, significance of CRM in modern business management

Unit II

CRM strategy : introduction to CRM —Planning , strategy for CRM , process of segmentation , choice of technology , choice of organizational structure for CRM, understanding the market intelligent enterprise

Unit III

CRM —implementation —implementation of CRM: business oriented solutions, Project management, CRM in service, CRM in financial services

Unit IV

E-commerce in CRM -use of e-commerce in CRM, CEM and data mining, information required for effective CRM

Customer loyalty and CRM: concept of loyalty at CRM: definition of loyalty, customer loyalty and customer decency, process of developing customer loyalty status of CRM in India

Text books/Suggested Readings

1. Kotler P Marketing management , Pearson Education
2. Saxena R marketing management Tata Mcgraw Hill
3. Ramana V Somayagulu GH customer relationship management .Excel books
4. Govinda K Bhat Customer relation management ,Himalaya

**Bachelor of Vocation (Hospitality and
Tourism) Semester IV
(Session 2022-2023)
Subject: Event Management
(Theory)
Course Code: BVHL-4664**

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Exhibit the management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events

CO2: Develop a range of leadership skills and abilities such as motivating others, leading changes, and resolving conflict during the management of different events.

CO3: Demonstrate professional behavior and competencies in customer service

CO4: Analyze the challenges and opportunities of working effectively with people in a diverse environment

Course Content:

Unit I

Introduction to Event Management- Nature and Importance; Types of Events; Meaning and definition of event management; Five C's of Event Management; Role of events for promotion of tourism; Roles and Functions of Event Manager; Need for event management; Key steps to a successful event.

Unit II

Concept and Design-Developing the concept; Theme of the event; Major considerations in developing venues of the event, Analysis of concept, Designing the event: Theme, Layout, Décor and supplies, Technical requirement, Catering; Logistics of the concept.

Unit III

Event Planning, Budgeting and Marketing - Event Planning: Meaning, Importance of event planning, Steps in event planning; Event Budgeting: meaning and importance; Sponsorship: meaning and sponsorship benefits for events and sponsors; Event Marketing: Marketing equipment and tools – Promotion, Media Relations and Publicity.

Unit IV

Event Management: Human resource management and events: Human resource planning process for events; Event evaluation: meaning and importance; Safety and Security Considerations in events: Occupational Safety and Health, Major Risks, Incident Reporting; Crowd Management and Evacuation: The Crowd Management Plan. Case Study: History, function and of ICCA; Roles and function of ICPB. Case study on Khumb Mela.

Text Books:

1. Lynn, V. and Brenda, R. (2004), *Event Management (2nd ed.)*, New Delhi, India: Pearson Publication

Recommended Books / Suggested Readings:

1. Bowdin, J. G., Allen, J., O'Toole, W. and Robert, H. (2006). *Event Management (2nd ed.)*. Great Britain: Elsevier.
2. Bladen, C., Kennell, J., Nick, E. A. (2017). *Events Management: An Introduction (2nd ed.)*. New Dehi, India: Routledge.

**Bachelor of Vocation (Hospitality and
Tourism)
Semester-IV (Session 2022-2023)
Subject: Ticketing and Consultation
(Theory)
Course Code: BVHL-4665**

Time: 3 Hours
L-T-P: 3-0-4

Maximum Marks: 100
Theory Marks: 40
Practical Marks: 20
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Content:

Unit I

THC/N4304: Engage with Customer for Ticketing

- Welcome and/or greet the customer (walk-in, online or agent referred)
- Interact with the customer to understand their travel plan and specific requirements
- Attend to bookings enquiries and seek confirmation
- Provide travel advisory

THC/N4305: Book the Tickets

- Coordinate with transport operators (airlines, railways, cab, cruise and bus/coach)
- Gather all required documents
- Process for the ticket booking

Unit II

THC/N4306: Follow-up with Customer

- Follow up with the customer to handover the ticket
- Assist the customers with postponing or cancellations requests
- Report and document the process
- Achieve customer satisfaction

THC/N9901: Communicate with customers and colleagues

- Interact with superior
- Communicate with colleagues
- Communicate effectively with customers

THC/N9902: Maintain customer-centric service orientation

- Engage with customers to understand their service quality requirements
- Achieve customer satisfaction
- Fulfill customer requirement

Unit III

THC/N9903: Maintain standard of etiquette and hospitable conduct

- Follow behavioral, personal and telephone etiquettes
- Treat customers with high degree of respect and professionalism
- Achieve customer satisfaction"

THC/N9904: Follow gender and age sensitive service practices

- Educate customer on specific facilities and services available for different categories of customers
- Provide gender and age specific services as per their unique and collective requirements
- Follow standard etiquette with women at workplace

THC/N9905: Maintain IPR of organisation and Customers

- Secure company's IPR
- Respect customers copyright

Unit IV

THC/N9906: Maintain health and hygiene

- Ensure cleanliness around workplace in hospitality and tourist areas
- Follow personal hygiene practices
- Take precautionary health measures"

THC/N9907: Maintain safety at workplace

- Take precautionary measures to avoid work hazards
- Follow standard safety procedure
- Use safety tools or personal protective equipment
- Achieve safety standards"

Textbook:

1. Saxena R marketing management Tata Mcgraw Hill
2. Ramana V Somayagulu GH customer relationship management .

Suggested Readings:

3. David Foskett and Patricia Paskins (2011), Theory of hospitality & Catering, ELBS Hodder Education
- 2.Thangam E. Philip, (2014) Modern Cookery for Teaching and Trade Vol-2, (6th Edition), Orient Black Swan

**Bachelor of Vocation (Hospitality and
Tourism) Semester IV
(Session 2022-2023)
Subject: Ecotourism
(Theory)**

Course Code: BVHL-4666

Time: 3 Hours
L-T-P: 3-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CLO): Upon successful completion of the course, the students should be able to:

CO1: Explain and relate the basic tourism terminology and concepts.

CO2: Describe the various infrastructure required for developing a destination.

CO3: Identify the various economic, environmental and socio-cultural impacts of tourism.

CO4: Assess the role and function of various governmental and non-governmental organization in development and promotion of tourism at national and global level.

Course Content:

Unit 1

Environmental Studies: Definitions, components of environment, types of environment (an overview of food chains, food web and energy flow).

Bio-Geo Chemical Cycles; Environmental Pollution: Air, Water and Noise Pollution with special reference to Tourism activities, Green House Effect, Depletion of Ozone layer threats due to global warming.

Unit II

Concept and Origin: Emergence of Eco-Tourism, growth and development, definitions.

The principles of eco-tourism and an overview of Eco-Tourists.

Eco-Tourism Resources in India: Caves, National Parks, Wildlife Sanctuaries, Tiger Reserves, Biosphere Reserves, Wetlands, Mangroves, Coral Reefs and Desert Ecosystem.

Unit III

Eco-Tourism Planning and Development Strategies: Eco-tourism strategies with special reference to Environmental Protection (Environmental Impact Analysis) Product Development, Marketing and Promotion, Infrastructure Development, Industry Involvement Training Programme both at Operational and Promotional Level.

Unit IV

Role of Eco-tourism in WTO, UNDP, UNEP, Ministry of Tourism GOI, Case Studies of Ajanta-Ellora Development Project, Lonar Crater. Periyar National Park, Goa. Ecotourism at

Himachal Pradesh.

References:

1. Baldwin J.H. (1985) Environmental Planning and Management, I.B.D. Dehradun.
2. Singh Ratandeep: Handbook of Environmental Guidelines for Indian Tourism, Kanishka Publishers, New Delhi.
3. RomilaChawla: Wildlife Tourism and Development, Sonali Publications. New Delhi.
4. Eagles P.F.J. (1987), The Planning and Management of Environmentally Sensitive Areas (US, A. Lengman).
5. Khoshov T.N. (1987), The Planning and Management of Environmentally Sensitive Areas (US, A. Lengman)

**Bachelor of Vocation (Hospitality and
Tourism) Semester IV
(Session 2022-2023)
Subject: Foreign Language (French)
(Theory)
Course Code: BVHL-4667**

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 50
Theory Marks: 40
CA-10

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CO): Upon successful completion of the course, the students should be able to:

CO1: Use French vocabulary

CO2: Start Basic conversation (French English –English-French)

CO3: Recognize spelling Error and alphabets

CO4: Eligible to handle query about guest if guest is speaking French

Contents:-

Unit I

France: Basic introduction about France, Geographical location of France -Important facts of France related hospitality.

Unit II

Introduction of language: Alphabets and pronunciation of the words- Accents used in French

Unit III

Basics of the language: Days and months Name- Greetings- Numbers 1 to 100- Time - Personal Introduction-Basic conversation -vocabulary.

Unit IV

French in hotel industry: Role of French language in hospitality and Tourism industry- Name of vegetables- Fruits, Spices and meats- Name of sea foods- Name of Kitchen Professional- French Menu Terminology- Utensils and family Members- Conversation at the restaurant, Front desk

Textbook:

1. Rosemary, S, (2018), Learn French-for Beginners, Manu graphic publisher

Suggested Readings:

2. Bhavna. C, (2013). Learn French in 30 Days through English (1ST ed.). Diamond Pocket Books publisher.

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE
PROGRAMME
Bachelor of Vocation (Hospitality and Tourism)
(Session 2022-2023)
Credit Based Continuous Evaluation Grading System

Semester-V									
S. No.	Course Code	Course Type	Course Titles	Credits L-T-P	Max Marks				Examination time (in Hours)
					Total	Ext.		CA	
						L	P		
1	BVHL-5661	C	Tourism Policy in India	4-0-0	100	80	-	20	3
2	BVHL-5662	C	E-Tourism	4-0-0	100	80	-	20	3
3	BVHL-5663	S	Public Relations and Tourism Journalism	4-0-0	100	80	-	20	3
4	BVHL-5664	S	Basic Research Methodology	4-0-0	100	80	-	20	3
5	BVHL-5665	S	Food and Beverage Service Management	4-0-0	100	80	-	20	3
6	BVHL-5666	C	International Cuisines	2-0-0	100	80	-	20	3
7	BVHM-5667	S	Personality Skills for Hospitality and Tourism Industry	4-0-0	100	60	20	20	3
8	BVHP-5668	S	International Cuisines (Practical)	0-0-2	100	-	80	20	3
9	SECI-5541	AC	*Innovation, Entrepreneurship and Creative Thinking	2-0-0	25	20	-	05	1
TOTAL				30	825				

C- Compulsory

S-Skill Enhancement

AC- Audit Course

*- Grade points or grades of these courses will not be included in the SGPA/CGPA of the semester/Program

**Bachelor of Vocation (Hospitality and
Tourism) Semester V
(Session 2022-2023)**

**Subject: Tourism Policy in India
(Theory)**

Course Code: BVHL-5661

Time: 3 Hours

L-T-P: 4-0-0

Maximum Marks: 100

Theory Marks: 80

CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes (CLO):

Upon successful completion of the course, the students should be able to:

CO1: Discuss the different phases of Indian tourism policy making journey.

CO2: Demonstrate superior skills to appropriately locate and evaluate tourism policy, planning information, sustainable tourism practices.

CO3: Apply analytical skills and critical thinking for creative and thoughtful problem-solving in sustainable tourism policy and planning

CO4: Analyze the significance of international tourism agreements.

Course Content

Unit I

Tourism Planning in India- Concept, Need, Objective of tourism planning, Steps in Tourism Planning Process; Levels Tourism Planning; Urban and rural tourism planning; Indian tourism planning in context of International Agreements: Open Sky Policy, GATS agreement, Sustainable Development Goals (SDGs).

Unit II

Policy Formulation in India- Concept of Policy, Types of Policy, Process of formulating tourism policy. India's National Tourism Policy: 1982, 2002 and draft of 2015. National Tourism Action Plan, 1992 Tourism organizations involved in tourism planning and their role.

Unit III

Tourism and Five-Year Plans in India- Tourism in context of five-year plans of Government of India; Status of Tourism as an industry in India; Tourism and NITI Aayog; Tourism investors meet.

TFCI: Tourism Finance Corporation of India (TFCI)-Aims, Objectives, Organization and Functions; FICCI; CII and ASSOCHAM.

Unit IV

Case Study- Tourism Planning and Policy: Rajasthan Tourism Development Corporation, Kerala, Madhya Pradesh, Gujarat and Assam.

Text Books:

1. Bhandari, A. K. (2013). *Tourism in India: An economic activity* (1st ed.). New Delhi, India: Har-Anand Publicatins.

Recommended Books / Suggested Readings:

1. Sharma, J. K. (2004). *Tourism Planning and Development* (13th ed.). New Delhi, India: Kanishka Publishers.
2. Sharma, P. (2013). *Tourism Policy and Planning* (1st edition). New Delhi, India: Random Publications;

Weblinks:

1. <http://tourism.gov.in/tourism-policy>
2. <http://pib.nic.in/newsite/PrintRelease.aspx?relid=169063>
3. <https://destinationreporterindia.com/2018/01/30/key-pillars-of-indias-futuristic-tourism-policy/>

**Bachelor of Vocation (Hospitality and
Tourism) Semester V
(Session 2022-2023)
Subject: E-Tourism (Theory)
Course Code: BVHL-5662**

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes:

Upon successful completion of the course, the students should be able to:

CO1: Examine in detail the various laws and its applications to various business situations

CO2: Demonstrate knowledge of the legal issues and law applicable to most situations in hospitality industry

CO3: Describe legal responsibilities of travel agencies and impact of payment wages act on hospitality industry

CO4: Distinguish between various acts like consumer protection act, Legislative act etc.

Course Content

Unit I

Introduction to E-tourism - Historical Development-Electronic technology for data processing and communication, Typologies of E-tourism : Business models in the wired economy - Business to Business (B2B) - Business to Consumer (B2C) - Consumer to Business (C2B) - Consumer to consumer (C2C) - Business to Employees (B2E) - Business to Government (B2G),-Strategic, Tactical and operational use of IT in Tourism - E-marketing - E-commerce - M- commerce – M- marketing – M-tourism - Tourism Websites and designing principles

Unit II

Starting an e-business - E-marketing of tourism products / services - - online Travel Portal (Information and transaction) - Successful Online Tourism Business models - an overview of Tourism Websites – Online Tourism Services and Benefits - IT and its role in Tourism - Managing e-service Centres - Delivering e-value to Customers - Case studies of IRCTC, Makemytrip.com, Yatra.com, Trip advisor, Expedia, Amadeus, Galileo etc.,

Unit III

Introduction to Global Distribution Systems:-CRS-Meaning functioning process and Levels of

CRS participation –Transportation Distribution system (Airlines, Rail, Surface and Waterways), Hotel Distribution cases of Fantasia, Amadeus, Apollo-Galileo, Sabre, World Span, Abacus etc,- Changing Business models of GDS - IT outsourcing - Cybercrimes - Cyber laws - Computer Viruses - Digital Signatures - Cryptography.

Payment Systems in E-tourism-payment Gateway-Billing and Settlement plan (BSP)-Security Issues and certification-future of E-tourism- Travel Blogs –E-marketing and promotion of Tourism products-Challenges for conventional business models &Competitive strategies-Computerization in Tourism problems and prospects-IT for achieving competitive edge in Tourism Industry-Networking of computers—Enterprise wide networks –Strategic value of Intranets and Extranets. - Security and Internet Firewalls - Electronic Payment Systems (EPS) - Electronic Fund Transfers (EFT) - Electronic Data Interchange (EDI) - Application of ICT systems in Tourism and advantages - Travel and Tourism Information Systems.

Unit IV

Ethical Practices in E-Tourism – Tourism Products or Services Promised / Delivered - Quality Assurance - Management of Grievances / Complaints of tourists – Handling of online negative publicity through Blogs/ Forums / Negative rating / grading in the Information Portals - Social networking: Meaning, importance and its impacts on tourism business - Current debates in e- tourism - Future of tourism in electronic as well as mobile era - Practical Exposure: Online visit of Tour Operations Company.

Text Books:

- Buhalis D. (2004), E-tourism: Information Technology for Strategic Tourism Management, Prentice Hall India.
- Christ Doolar Cassel. Applying Numbers in I.T. in Leisure and Tourism.
- David, V. (1992). Foundations of Business Systems, Dryden Press, Fort Worth.
- Dixit Saurabh (2012) Information Technology in Tourism ,APH Publishing corporation
- Gordan B Davis – Management Information Systems, Mc Graw Hill International
- Lauden and Lauden – Management Information Systems, Prentice Hall of India, New Delhi.
- Martin J – Management Information Systems, Prentice Hall of India
- O' Brien James – A Management Information Systems, Tata Mc Graw Hill, New Delhi.
- Poon A. (1998), Tourism, Technology and Competitive Strategies, CABI.
- Rayport J.F. & Jaworski B.J. (2002), Introduction to Ecommerce, McGraw-Hill.
- Sadagopan S – Management Information Systems, Prentice Hall of India
- Sheldon P. (2002), Tourism Information Technology, CABI.

Bachelor of Vocation (Hospitality and Tourism)
Semester V
(Session 2022-2023)
Subject: Public Relations & Tourism Journalism
(Theory)
Course Code: BVHL-5663

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes:

Upon successful completion of the course, the students should be able to:

CO1: Demonstrate the functions of public relations in a Tourism sector.

CO2: Identify Public relations and Travel Journalism as a career option.

CO3: Apply appropriate public relation strategy.

CO4: Demonstrate the importance of public relations work in the tourism industry.

Course Content

Unit I

Meaning and concepts of Public Relations- Introduction, Definition of Public Relations, Objectives and functions of PR, Growth and Development of Public Relations, Target Audience and public in PR.

Unit II

Principles of PR- PR Ethics, Mass Communication, Knowledge Organization, Communication skills, Image building, Goodwill, Feedback, Roof PR in Organization, PR in Tourism Industry.

Unit III

Meaning and scope of Journalism- Meaning and Scope of Journalism, Types of Journalism, Roles and functions of Journalism, Ethics and law, Principles of Journalism, Editing, Tourism press in India, Print media, Radio & TV Media

Unit IV

Qualities required as a reporter- Mouse Journal, Design and Make-up, Picture Editing and Caption, Man Media policies, Media re presentation in tourism.

Text Books:

1. Deuschl, D. E. (2005). *Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers (1st edition)*. Butterworth-Heinemann;

Recommended Books / Suggested Readings:

1. Neilson C (2001). *Tourism and the Media: Tourist Decision Making (5th ed.)*. Hospitality Press, Melbourne.
2. Michael Riley, Roy C. Wood, Mona A Clark, Eleanor Wilkie, Edith Szivas (1998). *Researching and Writing Dissertations in Hospitality and Tourism (1st ed.)*. Engage Learning EMEA.

Weblinks:

1. <https://www.grin.com/document/85740>
2. https://link.springer.com/chapter/10.1007/978-3-642-17767-5_18

**Bachelor of Vocation (Hospitality and
Tourism) Semester V
(Session 2022-2023)
Subject: Basic Research Methodology (Theory)
Course Code: BVHL-5664**

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes:

Upon successful completion of the course, the students should be able to:

CO1: Select and define appropriate research problem and parameters to in order to organize and conduct research.

CO2: Formulate and evaluate research questions and objectives.

CO3: Identify various sources of information for literature review and gain experience with various methods of data collection.

CO4: Exhibit the methods of presenting research results in written and oral form.

Course Content

Unit I

Introduction- Research: Meaning, concept and significance; Types of Research; Characteristics of research; Criteria of a good research; Research ethics; Overview of Tourism Research.

Unit II

Research Process- Identifying research problem: importance, sources and steps; Literature Review; Variables: meaning and types; Hypothesis: meaning, function, characteristics and types; Research Design: meaning, functions and types.

Unit III

Sampling and Data Collection- Sampling: concept, principles, criteria for good sampling and types of sampling methods; Data collection: types, methods and ethical issues; Techniques of questionnaire designing.

Unit IV

Report Writing- Meaning, significance, types and steps in report writing; Art of Citing References, Written & Oral Presentation

Text Books:

1. Kumar, K. (2009). *Research Methodology (2nd ed.)*. New Delhi, India: Pearson.

Recommended Books / Suggested Readings:

1. Majhi, P. R., and Khatua, P. K. (2013). *Research Methodology (2nd ed.)*. Mumbai, India: Himalaya Publishing House.
2. Kothari, C. R. and Garg, G. (2016). *Research Methodology: Methods and Techniques (4th ed.)*. New Delhi, India: New Age International Publishers.

Weblinks:

1. www.youtube.com/watch?v=Pztlk97hf0o
2. <https://epgp.inflibnet.ac.in/loaddata.php?action=loadpaperlist1&maincat=1827>

**Bachelor of Vocation (Hospitality and
Tourism) Semester V
(Session 2022-2023)
Subject: Personality Skills for Hospitality and
Tourism Industry
(Theory)
Course Code: BVHM-5665**

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes: Upon successful completion of the course, the students should be able to:

CO1: Utilize interpersonal skills

CO2: Demonstrate the ability to work in a professional Environment

CO3: Applying the comprehensive set of skills and knowledge for life success

CO4: Deal with "real life" experience in the hospitality industry.

Course Content

Unit I

Personality Development and Personality Enrichment: Introduction/Activity, meaning of Personality, Determinants of Personality, know your Personality - Positive Thinking, How to Build Positive Self-esteem, SWOT analysis. Grooming, Personal hygiene, Social and Business and Dining Etiquettes, Body language, Art of good Conversation, Art of Intelligent Listening.

Unit II

Attitude Building: Introduction and icebreaker, meaning and need for building positive attitude, Concept of attitude, positive attitude, benefits of having positive attitude, ways to acquire positive attitude

Unit III

Time Management and Leadership Skills: Introduction and icebreaker, myths about time management, time interrupters, techniques of time management, importance of time management, Icebreakers/Activities, concept and need, types of leaders, techniques of acquiring leadership skills

Unit IV

Interview Skills and Resume Writing: Introduction meaning and importance, professional

dress code and body language, Introduction and activities need for resume writing, formats, types, and tips for creating impressive resumes, internet resume and video resume.

Textbook:

- 1 R. Stephen Covey, (2013). The 7 Habits of Highly Effective People (15th ed.) Simon & Schuster; India edition.

Suggested Readings:

1. Shiv Khera, (2005). You Can Win (1st ed.). Macmillan India Ltd.

Web Links:

1. <https://www.slideshare.net/10041976/personal-hygiene-13156885>
2. <https://www.slideshare.net/anuannie1/personal-hygiene-27616948>
3. <https://www.byui.edu/.../Telephone%20Etiquette%20and%20Customer%20Service%20>
4. www.bsmcpss.com/resources/study-guides/OPH%2001%2001-101.pdf
5. <https://www.slideshare.net/sekharkls/group-discussion-ppt>
6. https://www.tutorialspoint.com/interpersonal_skills/interpersonal_skills_tutorial.pdf

**Bachelor of Vocation (Hospitality and
Tourism)
Semester V
(Session 2022-2023)
Subject: Food & Beverage Service Management
(Theory)
Course Code: BVHL-5666**

Time: 3 Hours
L-T-P: 4-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes: Upon successful completion of the course, the students should be able to:

CO1: Calculate the food & beverage cost for various F&B service outlets.

CO2: Maintain proper store cycle in the hotels with proper hygiene standards.

CO3: Use different beverage cost control procedure in food industry.

CO4: Calculate break even analysis of food outlets.

Course Content:

Unit I

Food and Beverage: Cost Control Management: Introduction Causes of high food cost, Food and Beverage cost control, Principles and objectives of Food and Beverage Control system (Planning Phase, Operational Phase, Management Control Phase).

Unit II

Purchasing, Receiving, Storing and issuing Management: Purchase procedure and standard purchase specification, Proper receiving procedures and control, storing control of food, Storing practices, Issuing control management.

Unit III

Beverage Cost Control Procedures: Sources of supply, Beverage purchase, receiving and storing specifications, The Cellar, Cellar issuing and Records maintenance, Refrigeration & Storage Conditions, Menu & menu planning.

Unit IV

Break-even Analysis: Cost Volume Profit Relationship. Introduction, Classification of cost (Fixed cost, Variable cost, Semi-variable cost, Unit variable cost) Changes in Break-even Sales, Inventory and Inventory control, Preparation of food & beverage food cost and sales reports.

Textbook;

1. Sudhir Andrews (2007), Food and Beverage Management, (1st edition), McGraw Hill Education

Suggested Readings:

2. Jay Prakash Kant (2015), Food and Beverage Management and Cost Control, (1st Edition), Aman Publications.

Web Links:

<https://www.coursehero.com> › ... › FOOD AND BEVERAGE 1

<https://setupmyhotel.com/train-my-hotel-staff/f-and-b/366-glasswares-types.html>

<https://www.slideshare.net/lafarge777/types-of-bars-food-service>

<https://hospitalitynu.blogspot.com/2012/06/control-system-for-bar.htm>

<https://possector.com/management/how-to-control-inventory-in-restaurant-or-bar>

<https://www.drinks.mixer.com> › Bartender guide › Section (1) The Basics

**Bachelor of Vocation (Hospitality and
Tourism) Semester V
(Session 2022-2023)**

**Subject: International Cuisines
(Theory)**

Course Code: BVHP-5667

Time: 3 Hours
L-T-P: 2-0-0

Maximum Marks: 100
Theory Marks: 80
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes: Upon successful completion of the course, the students should be able to:

CO1: Recognize various cuisines of the world.

CO2: Develop & demonstrate unique cooking techniques that are used in making food across the globe.

CO3: Make some popular dishes of the world.

Course Content:

Unit I

Oriental Cuisine: Introduction to Chinese cuisine, Regions of Chinese cuisine, commonly used ingredients in Chinese cuisine, Specialty dishes of Chinese cuisine, Tools and equipment's of Chinese cuisine.

Introduction to Thai cuisine, Regions of Thai cuisine, commonly used ingredients in Thai cuisine, Specialty dishes of Thai cuisine, Tools and equipment's used in Thai cuisine.

Introduction to Japanese cuisine, Geographical location of Japan influencing its cuisine, Ingredients used in Japanese cuisine, Styles of cooking in Japanese cuisine, Specialty dishes of Japanese cuisine, Special equipment's used in Japanese cuisine.

Unit II

French, Italian, UK and Scandinavian Cuisine: Introduction to French cuisine, Regions of French cuisine, popular ingredients used in French cooking, Special equipment's used in French cuisine, Introduction to Italian cuisine, Regions of Italian cuisine, Special ingredients used in Italian cuisine, Special equipment's used in Italian cuisine, Special Italian dishes, Introduction to cuisine of UK and Scandinavian countries, popular ingredients of the cuisine of UK, Regions of Scandinavian cuisine, popular ingredients of Scandinavian cuisine

Unit III

Mediterranean Cuisine: Introduction to Mediterranean cuisine, Regions comprising Mediterranean cuisines, Cuisine of Lebanon, Cuisine of Greece, Cuisine of Spain, Cuisine of Turkey.

Unit IV

North American Cuisine (Mexico): Introduction to Mexican cuisine, Special ingredients used in Mexican cuisine, Special equipment's used in Mexican cuisine, Special Mexican dishes.

Textbook:

1. Parvinder S. Bali (2012), International cuisine and Food Production Management (1st Edition), Oxford University Press

Suggested Readings:

1. Thangam E. Philip, (2014) Modern Cookery for Teaching and Trade Vol-1, (6th Edition), Orient Black Swan
2. David Foskett and Patricia Paskins (2011), Theory of hospitality & Catering, ELBS Hodder Education

Web Links:

1. <https://tygroupa.files.wordpress.com/.../chapter-24-introduction-to-chinese-cookin.pdf>
2. <https://www.slideshare.net/worldlanguages/chinese-cuisines>
3. <https://www.slideshare.net/Hawker23/thai-food-9383796>
4. <https://www.slideshare.net/HarinChevaNat/thai-cuisine-66866214>
5. <https://www.slideshare.net/aicceldelacruz/mediterranean-cuisine-34038233>
6. <https://www.slideshare.net/ShakirChataiwala/french-cuisine-ppt>
7. [https:// aculty.ccri.edu/panaccione/fall2011/Evolution_of_French_Cuisine.ppt](https://aculty.ccri.edu/panaccione/fall2011/Evolution_of_French_Cuisine.ppt)

**Bachelor of Vocation (Hospitality and
Tourism) Semester V
(Session 2022-2023)
Subject: International Cuisines
(Practical)
Course Code: BVHP-5668**

Time: 3 Hours
L-T-P: 0-0-2

Maximum Marks: 100
Theory Marks: 20
Practical Marks: 60
CA-20

INSTRUCTIONS FOR THE PAPER SETTER:

- Eight questions of equal marks are to be set, two in each of the four sections (A-D). Questions of sections A-D should be set from Units I-IV of the syllabus respectively. Questions may be subdivided into parts (not exceeding four).
- Candidates are required to attempt five questions, selecting at least one question from each section.
- The fifth question may be attempted from any section.

Course Outcomes: Upon successful completion of the course, the students should be able to:

CO1: Make dishes from Oriental kitchen i.e. Thai, Japanese, and Chinese etc.

CO2: Use different types of cooking methods according to dishes they are preparing.

CO3: Make own pasta with the help of rolling machine to cook in Italian style.

CO4: Cook European, Mediterranean & Mexican dishes.

Course Content

S. No.	Topic
01	Introduction to International cuisine
02	Five course menu of Italian cuisine
03	Five course menu of Mexican cuisine
04	Five course menu of UK cuisine
05	Five course menu of Scandinavian cuisine
06	Five course menu of French cuisine
07	Five course menu of Chinese cuisine
08	Five course menu of Japanese cuisine
09	Five course menu of Thai cuisine
10	Five course menu of German cuisine
11	Five course menu of Mediterranean cuisine

Textbook:

1. Parvinder S. Bali, International cuisine and Food Production Management Oxford University Press, India, first Edition, 2012

Suggested Readings:

2. Thangam E. Philip, (2014) Modern Cookery for Teaching and Trade Vol-2, (6th Edition), Orient Black Swan

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE
PROGRAMME
Bachelor of Vocation (Hospitality and Tourism)
(Session 2022-2023)

Kanya Maha Vidyalaya, Jalandhar (Autonomous)
SCHEME AND CURRICULUM OF EXAMINATIONS OF THREE-YEAR DEGREE

Bachelor of Vocation (Hospitality and Tourism)
(Session 2022-2023)
Credit Based Continuous Evaluation Grading System
 Credits: 30

Contents:

In this semester the student shall be sent for industrial training for a period of 22 Weeks, where she/he would work in all departments of Classified star Hotels of the level of three star and above category or in travel agency, tour operation companies, event management companies.

- The student shall maintain a logbook on daily basis.
- At the end of the industrial training the student shall submit a training report along with the logbook maintained on daily basis during the period of training and the performance appraisal from each department.
- The training report is to be prepared by the student in two typed copies and to be submitted to the Head of faculty within the stipulated time for assessment.
- The report will be assessed by the internal examiner and only on the basis of a certificate of the examiner concerned that the training has been satisfactorily completed would the student be allowed to appear for the viva-voce.
- The training report will be assessed by a panel of examiners comprising of two external examiners (the external would include preferably one from the Tourism and Hospitality Industry of the level of Head of the Department and above) and one internal examiner.

Semester-VI									
S. No.	Course Code	Course Type	Course Titles	Credits L-T-P	Max Marks				Examination time (in Hours)
					Total	Ext.		CA	
						L	P		
1.	BVHI-6661	S	Practice School Program	30	500		500		3
			TOTAL	30	500				

*22 weeks Industrial training & its evaluation, Log book, Project report, Appraisals & Viva voce

