

SEMESTER - I

MINIMUM CONTACT HOURS FOR EACH SUBJECT

No.	Subject code	Subject (Credits)	Contact Hours per Semester	
			Th.	Pr.
1	BMR101	Foundation Course in Food Production - I (06 credits)	30	120
2	BMR102	Foundation Course in Food & Beverage Service – I (03 Credits)	30	30
3	BMR103	Foundation Course in Rooms Division Operations– I (04 credits)	30	60
4	BOE104	Customer Relation Management (A) OR Employability Skills (B) (02 credits)	30	
5	BAE105	Communicative English-I (02 credits)	30	
6	BSE106	Environmental Studies (02 credits)	30	-
7	BVA107	Yoga-I (01 credit)	-	30
TOTAL:			180	240
GRAND TOTAL			420	

WEEKLY TEACHING SCHEME (18 WEEKS)

No.	Subject code	Subject	Hours per week	
			Th.	Pr.
1	BMR101	Foundation Course in Food Production - I	02	08
2	BMR102	Foundation Course in Food & Beverage Service - I	02	02
3	BMR103	Foundation Course in Rooms Division Operations-I	02	04
4	BOE104	Customer Relation Management (A) OR Employability Skills (B)	02	-
5	BAE105	Communicative English-I	02	
6	BSE106	Environmental Studies	02	-
7	BVA107	Yoga-I		02
TOTAL:			12	16
GRAND TOTAL			28	

EXAMINATION SCHEME

No.	Subject code	Subject	Term Marks*	
			Th.	Pr.
1	BMR101	Foundation Course in Food Production - I	100	100
2	BMR102	Foundation Course in Food & Beverage Service - I	100	100
3	BMR103	Foundation Course in Rooms Division Operations-I	100	100
4	BOE104	Customer Relation Management (A) OR Employability Skills (B)	50	
5	BAE105	Communicative English-I	100	
6	BSEC106	Environmental Studies	100	
7	BVA107	Yoga-1		50
TOTAL:			550	350
GRAND TOTAL			900	

*Term marks will comprise 40% Internal Evaluation (IE) course & 60% Term End Semester Examination (TESE) marks.

BMR101 - FOUNDATION COURSE IN FOOD PRODUCTION – I

1. Preamble

Course Title	Foundation course in Food Production-I
Course Code	BMR101
Credits	2 (Theory)+2+2 (practical) = 06 credits
Number of Hours per Group	30 + 120 class hours

2. Course Description

It is important to understand that why introduction to culinary arts is important in the world of hospitality. To become a chef is long process. Cooking is dynamic profession- one that provides some of the greatest challenges as well as some of the greatest rewards. Learners will be exposed to the required international standards by inculcating necessary knowledge, skill and mind-set which assist them both in professional & personal front. It teaches many 'tricks of the trade' and will fuel a desire in students to take up kitchen operations as exciting career.

Keeping in mind the growing demand of educated manpower in the culinary world, the module will focus on introduction to culinary arts with emphasis on basics of food production and bakery.

3. Learning Outcome

Knowledge

1. Discuss the Culinary voyage
2. Examine and tabulate the organization structure
3. Identify and examine Hygiene and safety
4. Enumerate the aims and objectives of cooking

Competencies

1. Illustrate the basics of cooking principles
2. Demonstrate principles of Stocks, Soups and Sauces
3. Explain the role of ingredients – shortening, raising, flour
4. Apply the principles of Plant based culinary arts and prepare simple menus
5. Classify egg and fish
6. Demonstrate the baking process

Mindset

1. Appreciate the importance of hygiene and basic cooking principles in food production.
2. Critique the various continental and Indian dishes extending to bakery

BMR101 - FOUNDATION COURSE IN FOOD PRODUCTION – I (THEORY)

Unit-1:INTRODUCTION TO COOKERY: Hygiene – Personal, Food, Environment, Uniforms & protective clothing, Safety procedure in handling kitchen equipment, Attitude & Personnel Ethics, Food Production – Industry, Traditional Cookery & Origin of modern cookery, Indian Culinary History, Ayurveda & Vegetarianism,

Unit-2:ORGANIZATION STRUCTURE OF MODERN KITCHENS AND AIMS & OBJECTS OF COOKING FOOD: Classical Brigade & Modern Staffing, Duties and responsibilities of various chefs in Catering Establishments, Professional ethics and etiquettes in workplace, Aims of cooking (Including senses through food), Outcomes of cooking process, Techniques used in

cooking, Basic principles of Safety Precautions, Waste Segregation, **ROLE OF INGREDIENTS:** Fats & Oils (Shortenings), Raising Agents, Flour – All purpose, Whole wheat, Multigrain, Millets, Gluten free, Sugar – Importance, Types, Cooking stages, Water – pH, Application in cooking, as commodity

Unit-3: BASIC COOKING PRINCIPLES: HEAT TRANSFER AND COOKING METHODS: Moist Heat, Dry Heat, Dry Heat using Fat, Microwave; **STOCKS:** Definition and Types, Components of stock, Method, Storage and Usage; **THICKENINGS & SAUCES:** Definition, Thickening Agents, Basic Sauces and Derivatives, Proprietary and Contemporary sauces, Deglazing

Unit-4: SOUPS & SALADS: Definitions, Classification with examples, International Soups, Components of Salads, **PLANT BASED CULINARY ARTS,** Importance, Vegetables & Fruits – Identification & Classification, Effect of Heat, Storage, **UNDERSTANDING EGG AND FISH:** Classification & Selection, Usage, Precaution, Cuts of Fish

Unit-5: BASIC PRINCIPLES OF BREAD & CAKE MAKING: Ingredients used in bread making and their roles, Beneficial role of microbes- probiotics, Steps in bread making, Methods of bread making, Bread faults, **CAKES:** Ingredients used in cake making, Methods of cake making, Cake faults

FOUNDATION COURSE IN FOOD PRODUCTION – I (PRACTICALS) **PART 'A' - COOKERY**

Unit-1: ORIENTATION (INTRODUCTION TO KITCHEN): Equipment - Identification, Description, Uses & handling, Hygiene - Kitchen etiquettes, Practices, Garbage disposal, Safety and security in kitchen, Knife Handling precautions, **Végétales & Fruits :** Vegetables – classification, Cuts - julienne, jardinière, macédoines, brunoise, paysanne, mignonnette, dices, cubes, shred, mirepoix, Preparation of salad dressing

Unit-2: BASIC COOKING METHODS AND PRE-PREPARATIONS: Blanching of Tomatoes and Capsicum, Preparation of concasse, Boiling, Parboiling (potatoes, Beans, Cauliflower, etc), Frying - (deep frying, shallow frying, sautéing) Aubergines, Potatoes, etc., Braising - Onions, Leeks, Cabbage, Starch cooking (Rice, Pasta, Potatoes)

Unit-3: STOCKS AND THICKENING & BINDING AGENTS: White and Brown stock, Fish stock, Emergency stock, Fungi stock, **Thickenings** – Roux (White, Blond, Brown), Beurre manie, Panada, Liaison, Other starch/Protein, **Sauce and Gravies:** Béchamel, Espagnole, Velouté, Tomato, Hollandaise, Mayonnaise, Basic Gravies – White, Brown

Unit-4: EGG & FISH COOKERY - PREPARATION OF VARIETY OF EGG DISHES: Boiled (Soft & Hard), Fried (Sunny side up, Single fried, Bull's Eye, Double fried), Poaches, Scrambled, Omelette (Plain, Stuffed, Spanish), En cocotte (eggs Benedict), **Fish:** Identification and Classification, Cuts & Folds of Fish

Unit-5: DEMONSTRATION & PREPARATION OF SIMPLE MENU: Simple Salads & Soups: Cole slaw, Potato salad, Beet root salad, Green salad, Fruit salad, Consommé, Broth; Simple Egg preparations: Scotch egg, Assorted omelettes, Oeuf Florentine, Oeuf Benedict, Oeuf Farci, Oeuf Portugese, Oeuf Deur Mayonnaise; Simple potato preparations, Boiled, Baked, Mashed, Roasted, French fries, Allumettes, Lyonnaise potatoes; Vegetable preparations, Boiled vegetables, Glazed vegetables, Fried vegetables, Stewed vegetables; Fish Preparations: Fish orly, a la anglaise, colbert, meuniere, poached, baked

PART 'B' - BAKERY & PATISSERIE

Unit-1: INTRODUCTION ABOUT THE TRADE: Identification of light & heavy Equipment, Handling & uses of equipment, Identification of commodities and their uses, Ingredients - Qualitative and quantitative measures

Unit-2: INTRODUCTION TO BREAD MAKING PROCESS: Demonstration of pan breads (White, Milk and Brown), Discussion of varieties like burger buns, hot dogs, fruit buns etc, **LOAVES:** Demonstration on garlic bread and varieties (cheese loaf, masala loaf), Demonstration on French baguette; **ARTISAN BREADS:** Demonstration on Artisan breads (whole wheat bread & multigrain bread, honey & oats bread ,braided breads), Quick Breads - Banana bread, ginger bread, corn bread chocolate brownie; **RICH DOUGHS:** Discussion about balancing of recipes, Demonstration of brioche, savarin, doughnuts, baba au rhum, Discussion about

other varieties, **VARIETY OF ROLLS:** Demonstration on Bread rolls (soft rolls, cheese and herb rolls, cinnamon rolls, dinner rolls, cloverleaf rolls, garlic rolls, oregano), Demonstration of hard rolls, Vienna rolls, soup sticks, grissini, Discussion of varieties,

Unit-3: INTRODUCTION ABOUT SIMPLE CAKES (FOAMING METHOD): Demonstration & Preparation Fatless Sponge, Genoise, Angel food cake, Swiss roll, Chiffon cake; **INTRODUCTION TO POUND CAKES (CREAMING METHOD):** Demonstration of pound cake, Discussion of varieties plain cake fruit cake, plum cake, madeira cake Dundee cake; **DEMONSTRATION OF MADELEINES:** Demonstration of variety of muffins rum & raisin, blueberry, lemon, orange choco chip, Discussion of varieties, Evaluation of the product

Unit-4: INTRODUCTION TO COOKIES & BISCUITS: Demonstration and Preparation of simple cookies like: Nan Khatai, Golden Goodies, Melting moments, Swiss tart, Tri colour biscuits, Chocolate chip, Cookies, Chocolate Cream Fingers, Bachelor Buttons, Oatmeal cookies, Cats tongue biscuit

Unit-5: HOT / COLD DESSERTS: Caramel Custard, Bread and Butter Pudding, Queen of Pudding, Soufflé – Lemon / Pineapple, Mousse (Chocolate Coffee), Bavaroise, Diplomat Pudding, Apricot Pudding, Steamed Pudding - Albert Pudding, Cabinet Pudding

BMR102- FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE –I

1. Preamble

Course Title	Foundation course in Food & Beverage Service-I
Course Code	BMR102
Credits	2 (Theory)+1(practical) = 03 credits
Number of Hours per Group	30 + 30 class hours

2. Course Description

This course will impart basic knowledge of food service. This will teach student about different types of catering establishments, which includes different types of menus and their planning. This will also prepare them for entry level jobs in food service outlets by enabling them with food service skills.

3. Learning Outcome

Knowledge

At the end of the program, the participants will be able to:

1. List the various types of F&B Operations.
2. Define Various F&B Outlets.
3. Recall the courses of the French Classical Menu
4. Memorise the accompaniments of classical dishes.
5. Translate the basic F&B Terms in French.
6. List the attributes of a good waiter
7. Repeat the Do'S and Don'ts of telephone handling
8. Recall difference between the French Classical set up and the Indian cover set up

Competencies

At the end of the program, the participants will be able to:

1. Identify various F&B Equipment's
2. Differentiate different meals of the day.
3. Describe various styles of service in F&B Outlets.
4. Sketch the triplicate KOT System used in F&B Outlets,
5. Use the basics of meeting, Greeting and seating of guests in a training restaurant
6. Demonstrate the mis- en –place preparation in a restaurant.

7. Differentiate between A la carte and Table D'Hote Service.
8. Practice table laying as per the rules of the French classical menu,

Mind Set

At the end of the program, the participants will be able to:

1. Design menus according to the principles of menu planning.
2. Delight the guest by handling service in a training environment.

BMR102- FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE –I (THEORY)

Unit-1: INTRODUCTION TO HOSPITALITY INDUSTRY-Success trigger of hospitality industry, Types of F&B operations, Classification of commercial, residential/non-residential, Welfare catering-industrial/institutional/transport such as air, road, rail, sea, etc. Indian concept of hospitality (Values & ethics viz – a vis world), Overview of F & B Service in India

Unit-2: DEPARTMENTAL ORGANISATION & STAFFING: F & B Outlets-Specialty restaurants, Coffee shop/all day dining, Cafeteria, Fast food (Quick Service Restaurant), Grill room, Banquets, Bar types, pubs, permit rooms, Vending machines, Night clubs – Discotheques, Casinos, Pastry shops, Coffee bars, Room service/IRD, Mobile catering. Ancillary departments-Pantry, Food pick up area, Store, Linen room, Kitchen stewarding, principal staff of various F & B operations – hierarchy a) French/English/American hierarchy of F & B staff b) Duties & responsibilities of F & B staff, Attributes of a good waiter c) Interdepartmental relationships (within F & B & other departments)

Unit-3: F & B SERVICE EQUIPMENT-Cutlery, Crockery, Glassware, Flatware, Hollowware & All other equipment used in F& B service (French terms related to the above). Preparation for service-Organizing. **MEALS & MENU PLANNING**-Origin of menu, Objectives of menu planning, Types of menus, mise-en-scene & organizing mise-en-place. Courses of French classical menu, Sequence, French names of dishes, Types of meals, Early morning tea, Breakfast (English/American/Continental/Indian/ Buffet), Bruch, Lunch, Afternoon/high tea, Dinner, Supper

Unit-4: DINING SERVICES –Silver service, Pre plated service, Cafeteria service, Room service, Buffet service, Gueridon service, & Live counters Lounge service, Food court, Butler service, Family service, Russian service, Indian form of service & Oriental service

Unit-5: SALE CONTROL SYSTEM. A) KOT/Bill control system b) Making bill c) Cash handling equipment d) Record keeping (Restaurant Cashier)

FOUNDATION COURSE IN FOOD & BEVERAGE SERVICE –I (PRATICAL)

Unit-1: INTRODUCTION TO THE FOOD & BEVERAGE DEPARTMENT-Overview, Importance of grooming, Grooming standards & checklist, Familiarization & identification of food service areas & ancillary areas with tools & equipment, Soft skills—Importance & Service drivers

Unit-2: PREPARATION OF SERVICE-Mise-en-scene, Mise-en-place, & Opening, operating & closing duties, **SOCIAL SKILLS**- Handling guest complaints, Telephone manners & Dining & service etiquettes. Listening skills, delighting the guest, Storytelling, Spontaneity, Gaining guest loyalty & seeing off the guest

Unit-3: APPLICATION OF MENU PLANNING EXERCISE FRENCH CLASSICAL MENU & INDIAN MENU-Examples from each courses, Cover of each course, Accompaniments

Unit-4: TABLE LAY-UP & SERVICE-A la carte cover, Table d'hôte cover, Lunch service, Mise-en-place, Cover laying, Service, Clearing & Presenting bill

Unit-5: Social Skills- Listening Skills, delighting the guest- story telling, spontaneity, gaining guest loyalty & seeing off the guest. Handling guest complaints, telephone manners, dining & service etiquettes.

BMR103-FOUNDATION COURSE IN ROOMS DIVISION OPERATIONS –I-A

1. Preamble

Course Title	Rooms Division Operations- I-A
Course Code	BMR103
Credits (Weightage)	02 (theory)+ 02 (practical)=04 credits
Number of Hours per Group	15+30 class hours

2. Course Description

Front office is not just a department but it is a way of thinking and a deeply embedded attitude towards hospitality. This is a field for all those who love to interact with people, who are presentable with a disarming smile and who believe that hospitality & professionalism is second nature to them. The Front Office is one of the key areas of any hotel; the student should therefore be well versed of all the functions carried out in the department.

The course seeks to introduce to the students all the aspects of the hospitality and hotel industry, including Hotel Classification, Rooms Division and hotel organization, guest rooms, basis of charging and Guest Relationship. In addition, the student is also given inputs relating to service recovery and Interdepartmental cooperation.

This course will enable the participant to perform the basic operations of the department like taking reservations, performing check-ins, up selling and handling during the stay activities, including guest management.

3. Learning Outcomes

By the end of the course, learners will be able to

Knowledge

1. Explain hospitality with reference to its importance, evolution and domestic and international Hotel companies
2. Classify the hotels on the basis of specific parameters.
3. Illustrate the Organization structure of Hotels and Rooms Division department.
4. Differentiate between the types of rooms and clarify the basis of charging room tariff and different meal plans.
5. Elaborate the stages of guest cycle and related front Office function areas
6. Describe and demonstrate the procedure of reservation and guest registration.
7. Determine the techniques of upselling and Service recovery process
8. Discuss Interdepartmental cooperation- rooms division

Competencies

1. Create organizational charts depicting the lines of responsibility among positions, departments and divisions.
2. Perform the tasks of taking a reservation, registration and handle the guest -during the stay operations
3. Apply Room selling techniques
4. Solve guest complaints and maintain ideal guest relations
5. Cooperate effectively at intra and inter departmental levels
6. Exhibit professionalism and etiquettes required of a front office personnel

Mind set

1. Appreciate the role of Rooms division in guest satisfaction.

2. Advocate the need to create guest delight.
3. Appreciate the need for identifying guest expectations and meeting those.
4. Differentiate between the tangible and intangible service product.
5. Acknowledge the need for seamless co-operation among all departments for creating guest delight.

BMR103- FOUNDATION OF ROOMS DIVISION OPERATIONS-1-A (THEORY)

Unit-1: Introduction to hospitality & hotel industry- Origin & Evolution & Domestic & International hotel companies, Hotel organization- Full service/ limited service, Revenue & Non revenue producing departments, Staff organization-Rooms division hierarchy (Including Engineering Department)

Unit-2: Classification of Hotels- Size, Target market- (Location, clientele, facilities offered, facilities), Levels of Service, Star classification, HRACC guidelines), Ownership & affiliation. **Types of rooms-**Room sizes (with reference to HRACC), SMART rooms & Differently abled guest rooms, Basic of charging-Check-in-check out, 24 hours, Night/ Day, Day use, Types of Room rates (Special rates). Meal plans-(EP, BP, CP, AP, MAP etc)

Unit-3: Guest cycle-Stages of Guest cycle, Related front office function areas. **Pre- arrival – Reservations -I** (Confirmed – Guaranteed / Non-guaranteed, Tentative/Waitlisted).**Pre-arrival – reservations –II** -Reservation procedure (FIT: DFIT & FFIT, group, VIP).**Sources-**Direct, CRS, GDS, Intersell agencies. **Modes of reservations** –Verbal & Written. Amendments &cancellations

Unit-4: Arrival –I -Bell desk & valet services, Functions, Procedures, **Arrival –II –a)** Creating registration record b) Assigning room& rate c) Establishing the method of payment d) Issuing room key e) Fulfilling special requests, DFIT, FFIT, Walk-in, VIP & Group, express check –In, self-registration, **Room selling techniques-**Upselling

Unit-5: During the stay-Concierge, Mail & message handling, Room change procedure, Special procedure, Wake-up call, Newspaper delivery & transport arrangements. **Service recovery** -Guest relations, Handling complaints, Follow-up procedures, Complaint handling Apps/ escalation Matrix & Root cause analysis

BMR103-FOUNDATION COURSE IN ROOMS DIVISION OPERATIONS –I-A (Practical)

Unit-1: Grooming Etiquette- Introduction to service culture, **Service product**, Guest Relationship-Business protocol & Professionalism. Moments of Truth, Creating a WOW factor (Guest delight) & Guest satisfaction

Unit-2: Skill set & Attitude of Front Office personnel, Job description & Job specifications, Layout of Front Office- FO equipment

Unit-3: Applicable taxes & charges- Special rate calculations, Design a package. Telephone, Email, Texting etiquette, Reservation records/ Formats. PMS

Unit-4: Reservation Procedures-Amendments, Cancellations, PMS, Formats-Arrival procedure, Bell desk activities, Pre-registration, PMS, Escorting guest & room orientation-Check-in procedure, PMS, Formats

Unit-5: During the stay activity procedures- Mail handling, Message handling, Paging, Special requests, Room change procedure & Complaint handling. Discrepancy report, Arrival Notification, Amenity vouchers, Meal coupons & Mini bar

BMR103- FOUNDATION OF ROOMS DIVISION OPERATIONS –I-B

1. Course Description

"Creating a home away from home" is the motto of the hotel industry's housekeeping division. The Housekeeping Division takes great satisfaction in upholding the highest levels of cleanliness and excellence with great comfort and safety. All

lodging facilities aim to provide their customers with hygienic, aesthetic, peaceful, and welcoming environments that provide complete value for the customer's money.

Your hotel stay will be delightful thanks to housekeeping!

Both the management and the guests concur that maintaining a clean and orderly room environment is a must to demand a fair wage and receive repeat business, resulting in a devoted clientele and higher earnings and profitability.

Hence, working in the hospitality industry, and housekeeping in particular, may be very lucrative. To succeed in any industry or profession, one must understand the fundamentals first. This course is designed keeping in mind the needs of a future housekeeper.

The first module will concentrate on the fundamental housekeeping concepts that are necessary as the foundation elements to pursue housekeeping as a rewarding profession.

2. Learning Objectives

By the end of the course, learners will be able to

Knowledge

1. Elucidate the importance & opportunities of Housekeeping department in Hospitality Industry & allied sector
2. Describe the attributes of Housekeeping personnel
3. Determine the role of the pantry and allied functions associated to it
4. Enumerate on the sequence & procedure of cleaning as per room status
5. Formulate the daily routine followed by GSA for all shifts
6. Summarize the application of housekeeping in hospitality section other than hotels
7. List the inventory maintained in the housekeeping pantry

Competencies

1. Identify different cleaning surfaces found in a hotel
2. Systemize the cleaning process based on science of cleaning
3. Illustrate the layout of single/double/twin/suite rooms.
4. Execute the cleaning of different surfaces
5. Prepare room status reports
6. Demonstrate room cleaning procedures

Mind set

1. Encourage an acceptance for a wide perspective towards housekeeping opportunities offered in hotel and allied industry.
2. Advocate the need of different levels /stages of cleaning required.
3. Appreciate the planning needs required in housekeeping operations.

BMR103- FOUNDATION OF ROOMS DIVISION OPERATIONS- I-B (THEORY)

Unit-1: Introduction to housekeeping: Scope of housekeeping. Importance, Opportunities and application in the hospitality and allied sectors

Unit-2: Housekeeping department- Areas of responsibility with a brief description of sub departments in housekeeping, Attributes of housekeeping personnel in keeping with the organization chart, Inter departmental coordination of rooms division with other departments.

Unit-3: Preparing To Clean- A) Housekeeping pantry B) Significance C) Layout D) List of inventory-maintained E) Assembling supplies and stocking the cart/ caddy F) Room Status Reporting G) Setting priority of scheduling cleaning

Unit-4: Guest rooms: Upkeep and maintenance. Sequence and procedure of cleaning A) Departure room B) occupied room C) Vacant room D) Differently abled room E) OOO/ DND/DL rooms F) Turndown service G) Second service

Unit-5: Daily Routines to be followed by Housekeeping Attendants in Morning, Evening and night shift. **Concept of invisible housekeeping- Housekeeping in hospitality sectors apart from hotels-** Hospitals, Residential apartments, Mall, Club, Shops, Suffices, F & B outlets, Institutes, Airports, Railway stations, Metro station & Cruise liners

BMR103- FOUNDATION OF ROOMS DIVISION OPERATIONS –I-B (PRACTICAL)

Unit-1: Introduction to the module/ Ice Breaker-Importance of cleaning and maintaining guest rooms & Public Area, **Familiarization to cleaning Equipment** (manual & mechanical) & agents with minimum 5 popular brand names, **Guest room & bathroom supplies** with positioning (layout of single, double, twin & Suite room),

Unit-2: Preparing to clean-setting up of maid's trolley/ caddy different types of pantry and set up

Unit-3: Guest room cleaning. A) Bed making as per industry standards including Turndown service. B) Daily cleaning of Guest room & bathroom. C) De-briefing & going off Duty- Formats filled by a Housekeeping attendant- Room Status Report, Linen exchange slip, Room attendant work report, Key Register,

Unit-4: Demonstration of entire shift operations. **Morning shift-** routine operations (Including the daily -cleaning of the following rooms). A) Departure room B) Occupied room. C) Vacant room. **Evening shift** – Routine operations

Unit-5: Dealing with special Situations – entering a guest room, reporting maintenance, Lost and found, DND, service refused, scanty baggage, damage in the room, handling guest requests etc.

BOE104 - CUSTOMER RELATIONS MANAGEMENT (A)

1. Preamble

Course Title	Customer Relations Management
Course Code	BOE104
Credits	02
Number Of Hours	30 class hours

2. Course Description

Customer is considered as a God in hospitality Industry. Customer satisfaction is of prime importance for any for repeat business. Endeavour should be to make every customer a brand ambassador. Cyclic feedback and remedial action is a key to have service excellence. This course demonstrates building and delivering great customer experiences. Many companies neglect this, but the physical execution and emotional impact of customer experiences, companies and brands may ultimately determine customer satisfaction and loyalty and commercial success. This course is very useful for developing brand loyalty programmes and facilitates continued patronage. This module illustrates latest trends in service excellence and hospitality practices. This course is very useful for Hospitality staff to create wow factor.

3. Learning Objectives

By the end of the course, learners will be able to

Knowledge

1. Describe types of customers
2. Illustrate Philosophy of guest

3. Discuss sense of ownership
4. Explain Benchmarking
5. Define Personalized services
6. Clarify Customer feedback
7. Examine Customer metrics
8. Explain service excellence

Competencies

1. Design a loyalty programme for a hotel
2. Measuring customer feedback
3. Generate repeat client age
4. Analyze Customer retention techniques
5. Handling awkward situation
6. Guest complaint redressal system

Mindset

1. Appreciate the role of customer feedback
2. Proactively designing a hotel brand loyalty programme
3. Advocate the importance of guest retention

CUSTOMER RELATIONS MANAGEMENT (A)

Unit-1: DEFINITION OF CUSTOMER-Types of Customers, Ownership & Value, Characteristics – Customer Value, Total Cost of Ownership, Philosophy of Guest

Unit-2: SERVICE EXCELLENCE & EXPERIENCE-Creating standards in services, Benchmarking, Principles of Customer Service, Personalized services & Quality and feedback

Unit-3: DEFINING LOYALTY-Understanding loyalty segment, Loyalty schemes, Customer retention techniques, creating service excellence

Unit-4: CUSTOMER METRICS- Uses of customer metrics, Creating Guest Centric system, Emerging trends in guest retention & Creating excellence

Unit-5: GUEST CONTACT & CURRENT HOSPITALITY PRACTICE-Guest Relations, Service culture, Handling awkward difficult situation, Guest communication, Guest preferences and guest history, Complaint Management System, Guest satisfaction tracking system & Mystery Audits

BOE104 - EMPLOYABILITY SKILLS (B)

1. Preamble

Course Title	Employability Skills
Course Code	BOE104
Credits	02
Number Of Hours	30 class hours

2. Course Description

All aspirants of hospitality industry must know to deal with people at the emotional level (peers, subordinates, superiors, guest etc.). By improving soft skills, students can build and sustain effective relationships that will result in successful career.

This essential employability skills course is a framework to build, develop the students equipped with employability skills. These skills play an important role in the development of the students' overall personality, thereby enhancing their career prospects. The soft skills training provides strong practical orientation to the students and helps them in building and improving their skills in communication, the effective use of language, business correspondence, presentations, team building, leadership, time management, group discussions, interviews, and inter-personal skills. This training also helps students in career visioning and planning, effective resume writing and dealing with recruiters.

The training in soft skills has two parts. One part involves developing attitudes and attributes, and the other part involves fine-tuning communication skills to express attitudes, ideas, and thoughts well.

3. Learning Outcomes

By the end of the course, learners will be able to

Knowledge

1. Explain importance of behavioral skills.
2. Describe elements of team skills.
3. List the importance of time management & leadership skills.
4. Identify elements of interview process.

Competencies

1. Practice behavioral skills
2. Practice psychological tests.
3. Do goal setting & write resume.
4. Do team based projects.
5. Practice group discussion

Mind-set

1. Develop all-round personalities with a mature outlook to function effectively in different circumstances
2. Take part effectively in various selection procedures adopted by the recruiters.
3. Become self-confident individuals by mastering inter-personal skills, team management skills, and leadership skills.
4. Develop broad career plans, evaluate the employment market, identify the organizations to get good placement, match the job requirements and skill sets.

EMPLOYABILITY SKILLS (B)

Unit-1: Behavioural Skills: Effective listening, non-verbal communication, Social skills. Paraphrasing, SWOT analysis, Role plays of guest handling. Interpersonal relationships. Cross-cultural communications.

Unit-2: Psychological Tests: Aptitude and personality assessment, suggestions for improvement. **Leadership Skills:** Concepts of leadership, leadership styles, insights from great leaders

Unit-3: Team Skills: Team building and leadership, evolution of groups into teams, group dynamics, emergence of leadership, intra-group dynamics, inter-group dynamics, and conflict management, inter dependency, assessment of team-based projects

Unit-4: Time Management: Pareto's Principle, Parkinson's Laws, Murphy's Laws, Law of Clutter, prioritization, Goal Setting (Career Visioning and Planning), effective time management

Unit-5: Selection Process: Overview of selection process, practice of psychological tests, effective resume writing, dealing with placement consultants and recruiters, references – how to get effective references from past and current employers. **Group Discussions:** Concepts and Practice. **Interview Techniques:** Effective interview techniques, mock interviews, stress interviews, review and feedback

BAE105-COMMUNICATIVE ENGLISH-I

1. Preamble

Course Title	Communicative English-I
Course Code	BAE105
Credits	2
Number of Hours per Group	30 Class hours

Course Description

In today's global world, the importance of English cannot be denied and ignored since English is the most common language spoken everywhere. With the help of developing technology, English has been playing a major role in many sectors including hospitality, medicine, engineering, and education which is the most important arena where English is needed. In addition to this, especially, high-quality jobs need good understanding ability and speaking in English. The students of Hospitality Management deal with people professionally from different parts of the world. They need to be interactive, working together as a team, as a leader, expressing ideas and views confidently in English.

2. Learning Outcomes

By the end of the course, learners will be able to

Knowledge

1. Comprehend the relevant & proper usage of grammar
2. Describe the basic features of conversation
3. Explain the rules of language proficiency
4. Express the importance of English language
5. Assess the writing, speaking, reading & listening abilities of self/individual

Competencies

1. Demonstrate English language proficiency with confidence
2. Analyze & evaluate the appropriate grammar and language usages
3. Integrate different communication exercises
4. Compare the various language modules

Mindset

1. Advocate the English language proficiency for professional
2. Conceptualize the training of staff for language
3. Defend the advantages of the English language.

BAE105-COMMUNICATIVE ENGLISH-1 (Th)

Unit-1: Fundamentals of Communication-Need, Purpose, Nature, Models, Barriers to communication & overcoming the barriers

Unit-2: Listening on The Job- Definition, Levels and types of listening, Listening barriers, Guidelines for effective listening & Listening computerization and note taking

Unit-3: Effective Speaking- Restaurant and hotel English, Polite and effective enquiries and responses, Addressing a group, Essential qualities of a good speaker, Audience analysis & Defining the purpose of a speech, organizing the ideas and delivering the speech

Unit-4: Non-Verbal Communication- Definition, its importance and its inevitability, Kinesics: Body movements, facial expressions, posture, eye contact etc. A) Proxemics: The communication use of space B) Paralanguage: Vocal behaviour and its impact on verbal communication. **Communicative use of artifacts** – furniture, plants, colours, architects etc

Unit-5: Speech Improvement-Pronunciation, stress, accent, important of speech in hotels, Common phonetic difficulties, Connective drills exercises & Introduction to frequently used foreign sounds. USING THE TELEPHONE-The nature of telephone activity in the hotel industry, the need for developing telephone skills & developing telephone skills

BSE106-ENVIRONMENTAL STUDIES

1. Preamble

Course Title	Environmental Studies
Course Code	BSE106
Credits	2
Number of Hours per Group	30 Class hours

2. Course Description

Rapid urbanization, industrialization & growing population have given rise to a rising environmental concern worldwide. The concern continues to grow about the impact of hospitality operations on the natural environment. Environmental issues often are limited to only the natural environment & tend to focus on issues of global climate change, pollution, habitat/ecosystem degradation & resource consumption. The hospitality industry has addressed environmental sustainability concerns in a variety of ways. Hotel environmental programs come in many shades of green but most sprout the same way. This module focuses on the various environmental issues & their solutions; it is concerned with the growth of the hotel industry keeping in mind the sustainable development & ecological balance of the nature.

3. LEARNING OUTCOMES

By the end of the course, learners will be able to

Knowledge

1. Illustrate the various environmental concerns for the hotel industry
2. Explain the environment management system
3. Elaborate the 3 R's (Reduce-Reuse- Recycle) principle of waste management
4. Describe the sustainable development model in order to maintain the ecological balance
5. Explain the energy conservation methods & modes
6. Identify the latest equipment & devices to keep a check on air quality control

Competencies

1. Apply the techniques of environment & waste management system into the practice
2. Demonstrate the water conservation methods & rain harvesting procedures

3. Evaluate the impacts of hotel industry on the environment sustainability

Mind set

1. Authenticate the pollution prevention & controlling methods
2. Advocate the environmental friendly practices
3. Appreciate & encourage the energy efficient & effective practices

BSE106-ENVIRONMENTAL STUDIES

Unit 1: Multidisciplinary nature of environmental studies: Definition, scope and importance, Need for public awareness.

Unit 2 : Natural Resources : Renewable and non-renewable resources : Natural resources and associated problems. a) Forest resources : Use and over-exploitation, deforestation, case studies. Timber extraction, mining, dams and their effects on forest and tribal people. b) Water resources : Use and over-utilization of surface and ground water, floods, drought, conflicts over water, dams-benefits and problems. c) Mineral resources : Use and exploitation, environmental effects of extracting and using mineral resources, case studies. d) Food resources : World food problems, changes caused by agriculture and overgrazing, effects of modern agriculture, fertilizer-pesticide problems, water logging, salinity, case studies. e) Energy resources : Growing energy needs, renewable and non renewable energy sources, use of alternate energy sources. Case studies. f) Land resources : Land as a resource, land degradation, man induced landslides, soil erosion and desertification. • Role of an individual in conservation of natural resources. • Equitable use of resources for sustainable lifestyles.

Unit 3 : Ecosystems • Concept of an ecosystem. IV • Structure and function of an ecosystem. • Producers, consumers and decomposers. • Energy flow in the ecosystem. • Ecological succession. • Food chains, food webs and ecological pyramids. • Introduction, types, characteristic features, structure and function of the following ecosystem :- a. Forest ecosystem b. Grassland ecosystem c. Desert ecosystem d. Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)

Unit 4 : Biodiversity and its conservation • Introduction – Definition : genetic, species and ecosystem diversity. • Biogeographical classification of India • Value of biodiversity : consumptive use, productive use, social, ethical, aesthetic and option values • Biodiversity at global, National and local levels. • India as a mega-diversity nation V • Hot-spots of biodiversity. • Threats to biodiversity : habitat loss, poaching of wildlife, man-wildlife conflicts. • Endangered and endemic species of India • Conservation of biodiversity : In-situ and Ex-situ conservation of biodiversity.

Unit 5 : Environmental Pollution Definition • Cause, effects and control measures of :- a. Air pollution b. Water pollution c. Soil pollution d. Marine pollution e. Noise pollution f. Thermal pollution g. Nuclear hazards • Solid waste Management : Causes, effects and control measures of urban and industrial wastes. • Role of an individual in prevention of pollution. • Pollution case studies. • Disaster management : floods, earthquake, cyclone and landslides.

Unit 6 : Social Issues and the Environment • From Unsustainable to Sustainable development • Urban problems related to energy • Water conservation, rain water harvesting, watershed management • Resettlement and rehabilitation of people; its problems and concerns. Case Studies • Environmental ethics : Issues and possible solutions. • Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case Studies. • Wasteland reclamation. • Consumerism and waste products. • Environment Protection Act. • Air (Prevention and Control of Pollution) Act. • Water (Prevention and control of Pollution) Act • Wildlife Protection Act • Forest Conservation Act • Issues involved in enforcement of environmental legislation. • Public awareness.

Unit 7 : Human Population and the Environment • Population growth, variation among nations. • Population explosion – Family Welfare Programme. VII • Environment and human health. • Human Rights. • Value Education. • HIV/AIDS. • Women and Child Welfare. • Role of Information Technology in Environment and human health. • Case Studies.

Unit 8 : Field work • Visit to a local area to document environmental, assets river/forest/grassland/hill/mountain • Visit to a local polluted, site-Urban/Rural/Industrial/Agricultural • Study of common plants, insects, birds. • Study of simple ecosystems-pond, river, hill slopes, etc. (Field work Equal to 5 lecture hours)

BAV107 YOGA-I

1. Preamble

Course Title	Yoga-I
Course Code	BAV107
Credits	1
Number of Hours per Group	30 classes

2. Course description

In today's global world, yoga is recognized as wonderful exercise for mental and physical health. This course on yoga provides an opportunity to learn yoga and practice on daily basis.

3. Learning Outcomes

By the end of the course, learners will be able to

Knowledge

1. Explain the meaning, history and development of Yoga.
2. List the fundamentals of Yoga.

Competencies

Practice general guidelines for Yogic Practice.

Mindset

Yogic Practices for Health and Wellness

Value-I-Yoga-I

Unit-1: Meaning, History and Development of Yoga, The fundamentals of Yoga, Yogic Practices for Health and Wellness, General guidelines for Yogic Practice.

Unit-2: Prayer: Concept and recitation of Pranava :-akara, ukara, makara, bindhu, nAtham. (aum). **Cleansing Practice** (Technique, Contraindications and Benefits): Kapalabhati

Unit-3: Chalana Kriya/Loosening Practice (Technique, Contraindications and Benefits): Neck Movement (Griva Shakti Vikasaka I, II, III, IV), Shoulder Movement, Bhuja Valli Shakti Vikasaka

Unit-4: Yogasana-I: Standing Posture-Padmnasan/sukhasan, Tadasana, Vrikshasana, **Sitting Posture**-Bhadrasana, Vajrasana, Ardha-Ushtrasana,& Ushtrasana,, **Prone Posture**-Makarasana, Bhujangasana, Shalabhasana. **Supine Posture (Lying on back)**- Uttanapadasana, Ardhalasana,& Setubandhasana

Unit-5: Pranayama (Technique, Contraindications and Benefits): AnulmoaViloma/NadiShodhana, Ujjaye (without Kumbhaka), Shitali (without Kumbhaka), Bhramari (without Kumbhaka), **Dhyana** (Technique and Benefits)-Body Awareness, Breath Awareness & Yoga Nidra