

Shri Rawatpura Sarkar University, Raipur



Examination Scheme & Syllabus

For

BBAHM

(Hotel Management)

Semester-(VI)

(Effective from the session: 2022-23)

Three Years Graduate Programme

Scheme of Teaching and Examination

BBA HM Sixth Semester

Choice Based Credit System (CBCS)

(Effective from the Academic Year 2022-2023)

S.No	Course Code	Course Title	Hours / Week			Credits	Maximum Marks			Sem End Exam Duration (Hrs)
			L	T	P		Continuous Evaluation	Sem End Exam	Total	
1	BBAHM601T	Advance Food Production-II	3	1	-	4	30	70	100	3
2	BBAHM601P	Advance Food Production-II	-	-	2	1	30	70	100	-
3	BBAHM602T	Food & Beverage Management-II	3	1	-	4	30	70	100	3
4	BBAHM602P	Food & Beverage Management-II	-	-	2	1	30	70	100	-
5	BBAHM603T	Accommodation Management-II	3	1	-	4	30	70	100	3
6	BBAHM603P	Accommodation Management-II	-	-	2	1	30	70	100	-
7	BBAHM604T	Human Resource management	3	1	-	4	30	70	100	3
8	BBAHM605T	Principles of Management	2	-	-	2	30	70	100	3
9	BBAHM606T	Event Management & MICE	2	-	-	2	30	70	100	3
10	BBAHM607P	Project Work	-	-	2	2	30	70	100	-
						25				



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Course Title	ADVANCE FOOD PRODUCTION – II (Theory)				
Course Code	BBAHM601T				
Course Credits	L	T	P	TC	
	3	1	1	5	
Prerequisites	Basic concept of food production operations				
Course Objectives	Know the history of cooking, its modern developments and develop brief idea of Professional Cookery; Understand the professional requirements of kitchen personnel and the importance and maintenance of hygiene; Have insight of kitchen organization, duties and responsibilities of kitchen staff, workflow, and Kitchen equipments; Have through knowledge of methods of cooking and understanding raw materials. Know in detail about Indian cuisine.				
Course Contents	<p style="text-align: center;">UNIT – I</p> <p style="text-align: center;">INTRODUCTION TO MODERN COOKERY</p> <ul style="list-style-type: none"> • Latest Trends and Concepts <ul style="list-style-type: none"> • Life style cooking- Gluten free, sugar free, Vegan, slow food movement, menu examples. Sustainable Food • & Beverage Production- Importance of sustainability in food operations, Farm to Fork, Organic food, sustainable culinary practices, waste disposable • Anthropology of food- Evolution of Modern Era, Food & Culture relations (Religion, Geography, Influences) <p style="text-align: center;">UNIT – II</p> <p style="text-align: center;">Cloud kitchens</p> <ul style="list-style-type: none"> o Preparation of food in centralized outlet, o Advantages and disadvantage of centralized outlet, o Equipments required, o HACCP procedures, o Transportation and logistics <p style="text-align: center;">UNIT – III</p> <p style="text-align: center;">Exotic Herbs / Exotic spices /marinades / condiments:</p> <ul style="list-style-type: none"> o Their types o Importance o Usage in cooking, o Medicinal properties 				



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- o Therapeutic properties
 - Food Preservation
- o Preservation methods using natural preservatives
- o Preservation methods using chemical preservatives,
- o Dehydration,
- o Jams and jellies,
- o Squash and syrups, o Dehydrated foods,
- o Chutneys, Pickles and preserve recipes

UNIT – IV

Presentation & Art of dishes

- o Plate presentation,
- o Garnishes-
- o Buffet presentation –
- o Display work
- o Sugar displays:
- o Pastillage,
- o Gum paste
- o Molding
- o modeling techniques, Marzipan
- o Bread Displays Center pieces,
- o Bread basket
- o Bread Art

UNIT – V

MOUSE & MOUSSELINE:

Types of mousse, Preparation of mousse, Preparation of mousseline, Difference between mousse and mousseline.

CHAUD FROID: Meaning of Chaudfroid, Making of chaudfroid & Precautions, Types of chaud froid, Uses of chaudfroid.

ASPIC & GELEE: Definition of Aspic and Glee, Difference between the two, Making of Aspic and Gelee Uses of Aspic and Glee.

QUENELLES, PARFAITS, ROULADES: Preparation of Quenelles, Parfaits and Roulades.

NON EDIBLE DISPLAYS: Ice carvings, Tallow sculpture, Fruit & vegetable Displays, Salt dough, Pastillage, Jelly



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Course Outcomes	Course Outcome: Student will be able to 1. Develop knowledge & interest in basic Indian food production. 2. Know different equipment used in cooking. 3. Understand basic skills required in the food production department 4. The students after completing the Diploma Hotel Management Studies will be competently skilled in taking up operational and supervisory roles in all the four core areas of the Hotel Industry.
Text Books	1. Food Production Operations Book by Chef Parvinder S Bali 2. International Cuisine & Food Production Management by Chef Parvinder S Bali 3. Theory of Cookery by chef Krishna Arora 4. Frank Bros., New Delhi 2009 Philip, Thangam E- Modern Cookery, 5th edition, Anna Salai, Chennai 2009.
Reference Books	1. Quantity Food Production Operations and Indian Cuisine 2. Theory of Bakery and Patisserie by Parvinder S Bali 3. Principles of Food Production Operation by Yogesh Sinha.
Assignments	Assignment 1: Write about 10 famous chefs in world Assignment 2: Write about different equipments used in kitchen and classify them with pictures Assignment 3: Write about weight and volume equivalents Assignment 4: Write about different methods of cooking used with example of each method Assignment 5: Write on hygiene and skills required in kitchen



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Course Title		ADVANCE FOOD PRODUCTION – II (Practical)	
Course Code		BBAHM601P	
S.No	Topic	Method	Hours
1	Time experiment (24 hrs. 12 hrs. 6 hrs. 2 hrs.) using sous vide or similar techniques. Output- How long meat (Lamb loin chops) should cook for the best results.	Demonstrations & simple applications	2
2	Blast freeze/ cook freeze vegetables, sauces, and cooked food for longer shelf life	Demonstrations & simple applications by students	2
3	Vegan food and recipes including presentation, plating, and garnishing. Dehydrate and preserve organic fruits/ pickling/ cocktail syrup making	Demonstrations & simple applications by students	2
4	Processing Herbs and spices used in cooking	Demonstrations & simple applications by students	2
5	Dry rub and marinade output: which taste better/ differences and how they are done.	Demonstrations & simple applications by students	2
6	Bread art and presentation	Demonstrations & simple applications	2
7	Buffet presentation (Can be done during events)	Demonstrations & simple applications by students	2
8	Gluten Free recipes and Menus Sugar Free Recipes and menus	Demonstrations & simple applications by students	2
9	Various types of sandwiches, canapés	Demonstrations & simple applications by students	2
10	Preparation of various accompaniments and garnishes	Demonstrations & simple applications by students	2
11	Galantine and ballontine	Demonstrations & simple applications by students	2



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Course Title	FOOD AND BEVERAGE MANAGEMENT– II (Theory)				
Course Code	BBAHM602T				
Course Credits	L	T	P	TC	
	3	1	1	5	
Prerequisites	Fundamentals of Food and Beverage Service				
Course Objectives	By the end of the semester the students should be able to: Develop an -insight -into the growth of f & b Industry. In the world from medieval period till recent times. Understand the different components of the catering industry) the functions of various departments of a hotel, and their relationship with Food & Beverage service department, in order to acquire professional competence at basic levels in the principles of Food service and its related activities. Understand the role of F & B department its functions and staffing. Understand different non-alcoholic beverages with their preparation and services.				
Course Contents	<p>UNIT – I FOOD AND BEVERAGE COST CONTROL SYSTEMS Determining the cost, food cost percentage, evaluating food cost result, food cost control, and beverage cost control.</p> <p>FOOD AND BEVERAGE PURCHASING Food and beverage purchasing, Purchasing Methods, Food and beverage receiving and storage, Types of Receiving</p> <p>UNIT – II FOOD AND BEVERAGE CONTROL IN SERVICE K.O.T control system, F&B control cycle, making bills, cash handling, theft control system, F&B control records and formats.</p> <p>UNIT – III INVENTORY MANAGEMENT – Food and beverage inventory, Types of Inventory – Physical & Perpetual Inventory, Various formats used in Inventory, food & beverage inventory control</p> <p>UNIT – IV RESTAURANT PLANNING & DESIGN Concept, layout, Décor and furnishing, fixtures and fittings, equipments, menu planning, menu engineering, advertising identifying the media, promoting festivals, promoting room service, up selling, telephone selling, suggestive selling</p> <p>UNIT – V FOOD & BEVERAGE COST CONTROL Introduction to Cost Control, Define Cost Control, The Objectives and Advantages of Cost Control, Basic Costing, Food Costing</p> <p>RECEIVING CONTROL : Aims of Receiving, Job Description of Receiving Clerk/Personnel,</p>				



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	Equipment required for receiving, Documents by the Supplier (including format), Delivery Notes, Bills/Invoices, Credit Notes, Statements, Records maintained in the Receiving Department, Goods Received Book, Daily Receiving Report, Meat Tags, Receiving Procedure, Blind Receiving, Assessing the performance and efficiency of receiving department, Frauds in the Receiving Department, Hygiene and cleanliness of area.
Course Outcomes	Course Outcomes: Student will be able to 1. Manage the human resources within a food services organization or department 2. Communicate appropriately with clients, staff and management and Demonstrate professional behaviors expected within the food service industry. 3. Food & Beverage Costing & Control 4. Develop nutritional menus for food service production 5. International food and beverage service sector
Text Books	<ol style="list-style-type: none">1. Food & Beverage Service Book by R. Singaravelavan.2. Food & Beverage Management by Peter Alcott3. John Walleg: Professional Restaurant Service4. Food & Beverage Cost Control- Lea R Dopson, Wiley Publishers
Reference Books	Recommended <ol style="list-style-type: none">1. Food & Beverage Service Book by R. Singaravelavan.2. Food & Beverage Service by John Cousin.3. Sudhir Andrews: F & B Service Trg. Manual4. Denni R. Lillicrap: F & B Service5. John Walleg: Professional Restaurant Service6. A.K. Bhatia, „Event Management“, Sterling Publishers Pvt. Ltd. Delhi.



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Course Title	FOOD AND BEVERAGE MANAGEMENT– II (Practical)	
Course Code	BBAHM602P	
Prerequisites	Basic knowledge of Accommodation operation management.	
Course Objective	Food and Beverage Services <i>covers</i> all the aspects of food and beverage department starting from understanding of the industry, organization of the department, menu served, various service procedures, managing cordial relations with customers	
S.No	Topic	Hours
1	Supervisory Skill SOP: <ul style="list-style-type: none"> •Conducting Briefing & Debriefing Restaurant, Bar, Banquets & Special events •Drafting Standard Operating Systems (SOPs) for various F & B Outlets •Supervising Food & Beverage operations •Preparing Restaurant Log 	4
2	F&B Staff Organization <ul style="list-style-type: none"> •Class room Exercise (Case Study method) • Developing Organization Structure of various Food & Beverage Outlets • Determination of Staff requirements in all categories • Making Duty Roster 	4
3	Staff Organization <ul style="list-style-type: none"> •Class room Exercise (Case Study method) • Developing Organization Structure of various Food & Beverage Outlets • Determination of Staff requirements in all categories • Making Duty Roster • Preparing Job Description • & Specification 	4
4	Gueridon and Flame cooking and carving at table: <ul style="list-style-type: none"> •Organizing Mise-en-place for Gueridon Service • Dishes involving work on the Gueridon • Task-01 Crepe suzette Task-02 Banana au Rhum Task-03 Peach Flambe Task-04 Rum • Omelets Task-05 Steak Diane Task-06 Pepper Steak 	4
5	Developing Hypothetical Business model of food and beverage outlets: <ul style="list-style-type: none"> •Popular catering, • Quality Restaurant, • Function catering, • Hospital catering. • 	4
6	Case study of Food and Beverage outlets: <ul style="list-style-type: none"> •Popular catering, • Quality Restaurant, • Function catering, • Hospital catering 	4
7	Wine & Drinks List Task-01 Wine Bar Task-02 Beer Bar Task-03 Cocktail Bar	4
8	Designing and setting the bar Preparation and service of Cocktails Service of Indian Cuisine Breakfast, Lunch and Dinner menu TDH & A la Cart cover set up of Indian Cuisine	4



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Course Title	ACCOMMODATION MANAGEMENT – II (Theory)				
Course Code	BBAHM603T				
Course Credits	L	T	P	TC	
	3	1	1	6	
Prerequisites	Basic knowledge of Accommodation operation management.				
Course Objective	The students will get knowledge about Planning and organizing housekeeping department Store and stock control, Renovation of Rooms, contract Cleaning & crisis Management.				
Course Contents	<p>UNIT – I</p> <p>SAFETY AND SECURITY</p> <p>A. Safety awareness and accident prevention</p> <p>B. Fire safety and fire fighting</p> <p>C. Crime prevention and dealing with emergency situation</p> <p>UNIT – II</p> <p>INTERIOR DECORATION</p> <p>A. Elements of design</p> <p>B. Colour and its role in décor –types of colour schemes</p> <p>C. Windows and window treatment</p> <p>D. Lighting and lighting fixtures</p> <p>E. Floor finishes</p> <p>F. Carpets</p> <p>G. Furniture and fittings</p> <p>H. Accessories</p> <p>UNIT – III</p> <p>HAZARD MANAGEMENT & SAFETY CONTACT SERVICES</p> <ul style="list-style-type: none"> •Types of contract services • Guidelines for hiring contract services • Advantages and disadvantages of contract services <p>UNIT – IV</p> <p>HOUSEKEEPING IN INSTITUTES OTHER THAN HOTELS</p> <ul style="list-style-type: none"> •Hospitals 				



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	<ul style="list-style-type: none"> • Hostels • Malls • Residential establishments • Offices • Universities • Other commercial areas <p>UNIT – V</p> <p>WASTE MANAGEMENT</p> <ul style="list-style-type: none"> • 3R's of waste management • Garbage segregation • Disposal • Composting • Energy Generation <p>ECO-FRIENDLY PRACTICES</p> <ul style="list-style-type: none"> • Housekeeping role in a green property • Guest Supplies • Cleaning Agents • System of certifying Ecotel
Course Outcomes	<ol style="list-style-type: none"> 1 Explain the concept of landscaping and apply the knowledge in landscaping 2. Design the layout of boutique, leisure and Eco-tel. 3. Conceptualize the concept of deep cleaning. 4. To understand the tactics of Handling Guest Complaints at Housekeeping department. 5. To find out environmental friendly practices in housekeeping department
Text Books	<ol style="list-style-type: none"> 1. Hotel House Keeping Operations and Management by G. Raghubalan and Smritee Raghubalan 2. House keeping Management by Matt A. Casado 3. Managing House Keeping Operations by Aleta Nitschke and William D. Frye
Reference Books	<ol style="list-style-type: none"> 1. Hotel House Keeping operations by Sailender Rai and Rohit Bisht 2. Hotel Hospital and Hostel House Keeping by Joan C Branson 3. Front Office Operations – Colin Dix & Chris Baird.



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Course Title	ACCOMMODATION MANAGEMENT – II (Practical)	
Course Code	BBAHM603P	
Prerequisites	Basic knowledge of Accommodation operation management.	
Course Objective	The students will get knowledge about Planning and organizing housekeeping department Store and stock control, Renovation of Rooms, contract Cleaning & crisis Management.	
S.No	Topic	Hours
1	Designing rooms for different categories of guest Handicapped Children V.I.P etc	2
2	Coordinate with hotel purchase system for ordering	2
3	To prepare checklist for public and non public areas	2
4	Practical training at Training hotel in housekeeping	2
5	Revision and recapulation of previous semesters	2



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Course Title	HUMAN RESOURCE MANAGEMENT (Theory)				
Course Code	BBAHM604T				
Course Credits	L	T	P	TC	
	3	1	1	6	
Prerequisites	Basic knowledge of understanding the management of the workforce as well as for human resource.				
Course Objectives	<p>The objective is to make students aware of:</p> <ul style="list-style-type: none"> ➤ To understand and appreciate the importance of the human resources vis-a-vis other resources of the organization ➤ To familiarize the students with methods and techniques of HRM ➤ To equip them with the application of the HRM tools in real world business situations. 				
Course Contents	<p>UNIT – I INTRODUCTION <u>Nature and scope human resource management: -</u> a. Concept and Nature, Human Resource Management as a profession, Objectives and importance, Functions and scope of Human Resource management. b. Organization of personnel Department, Qualities of Personnel Manager, role of Personnel manager, Status of Personnel manager. c. Characteristics of Hospitality Industry for a Human Resource manager, HRD as responsibility of all managers.</p> <p>UNIT – II <u>PROCUREMENT OF HUMAN RESOURCES</u> a. Human Resource Planning-Concept and objectives, importance, Process of Human Resource Planning, Problems and Guidelines for Human Resource Planning b. Job Analysis and Job Design-Concept of job analysis, Process of job analysis, Job Description and Job Specification, Concept of Job Design, approaches and methods of Job Design. c. Recruitment and Selection- Meaning and process of Recruitment, Recruitment Policy and Organization, Sources and techniques of Recruitment, Meaning and process of selection</p> <p>UNIT – III <u>TRAINING AND DEVELOPMENT</u> Concept and need of training, Importance and objectives of training, Identifying training needs, Designing a training programmes, Methods of training, Evaluating training effectiveness, Retraining. Concept and objectives of Executive development, Importance and process, methods and techniques, principles of Executive Development.</p> <p>UNIT – IV</p>				



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	<p><u>JOB EVALUATION</u></p> <p>Concept, process and objectives of Job Evaluation, Advantages and Limitations, Essentials of successful Job Evaluation, Methods of Job Evaluation. Wage and Salary Administration. Objectives and principles, Essentials of Sound wage structure, Factors affecting wages, methods of wage payment, and Wage policy in India, Executive.</p> <p>UNIT – V</p> <p><u>PERFORMANCE APPRAISAL</u></p> <p>Concept and objectives, Uses and process, Problems in performance appraisal, Essentials of effective appraisal system, Methods and techniques of appraisal, Appraisal of managers, Appraisal, Interview, Appraisal of potential. JOB CHANGES a. Transfers, Promotions and Separations. b. Purpose of job changes, Concept and objectives of transfers. Types of transfer, Transfer policy, concept and basis of promotion, Promotion policy, Demotion, Types of Separations</p>
<p>Course Outcomes</p>	<ul style="list-style-type: none"> ○ Critically assess existing theory and practice in the field of HRM ○ Develop an ability to undertake qualitative and quantitative research ○ Apply knowledge about qualitative and quantitative research to an independently constructed piece of work ○ Respond positively to problems in unfamiliar contexts ○ Identify and apply new ideas, methods and ways of thinking ○ Demonstrate competence in communicating and exchanging ideas in a group context
<p>Text Books</p>	<ol style="list-style-type: none"> 1. Human Resource Management - Dr. C.B. Gupta - Sultan and Sons. 2. . Personnel & Human Resource Management - P. Subba Rao - Himalaya Publishing House. 3. Human Resource and Personnel Management - K. Aswathappa - Tata Mc Graw Hill Publishing Co. Ltd. 4. Personnel Management & Human Resources - C.S. Venkata Rathnam & B.K. Srivastava. TMPL. 5. Dynamics of Industrial Relations - Dr. C.B. Memoria, Dr. Satish Memoria &S.V. Gankar - Himalaya Publishing House. 6. Performance Appraisal, Theory and Practice - AIMA - Vikas management Series, New Delhi - 1986. 7. Human Resource Management: Pattanayak pH 1.2002
<p>Reference Books</p>	<p>David A Decenzo - Personnel/Human Resource Management · H L Kumar - Personnel Management in Hotel and Catering Industry ·</p> <p>Chapman&Hall - Behavioural Studies in Hospitality Management ·</p> <p>Dr. C.B.Gupta - Human Resource Management ·</p> <p>Mirza S Saiyadain - Human Resource Management ·</p> <p>William B Wether - Human Resource and Personnel management</p>



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Course Title	PRINCIPLE OF MANAGEMENT (Theory)				
Course Code	BBAHM605T				
Course Credits	L	T	P	TC	
		2		2	
Prerequisites	None				
Course Objectives	<ul style="list-style-type: none"> • Work effectively with a range of current, standard, Office Productivity software applications. • Evaluate, select and use office productivity software appropriate to a given situation. • Apply basic adult learning and assessment principles in the design, development, and presentation of material produced by office productivity applications. • Demonstrate employability skills and a commitment to professionalism. 				
Course Contents	<p>UNIT – I INTRODUCTION TO MANAGEMENT AND ORGANIZATIONS Definition of Management – Science or Art – Manager Vs Entrepreneur - types of managers -managerial roles and skills – Evolution of Management – Scientific, human relations, system and contingency approaches – Types of Business organization - Sole proprietorship, partnership, company-public and private sector enterprises - Organization culture and Environment – Current trends and issues in Management.</p> <p>UNIT – II Nature and purpose of planning – planning process – types of planning – objectives – setting objectives – policies – Planning premises – Strategic Management – Planning Tools and Techniques – Decision making steps and process.</p> <p>UNIT – III ORGANISING Organizing Concept, nature, process and significance; Authority and Responsibility relationships; Centralization and Decentralization; Departmentation; Organization Structure- forms and contingency factors</p> <p>UNIT – IV Motivation and Leadership Motivating and Leading people at work; Motivation concepts; Theories; – Maslow, Herzberg, McGregor, and Ouchi; Financial and Non-Financial incentives Concept and Leadership styles; Leadership Theories (Tannenbaum and Schmidt); Likert’s System Management</p> <p>UNIT – V Management of Change Management of Change Concept, nature, process of planned change; Resistance to</p>				



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	Change; Emerging horizons of management in a changing Environment
Course Outcomes	<p>At the end of course student will be able to know :</p> <ul style="list-style-type: none">• . It examines management functions of planning, organizing, leading, and controlling and its impact on the business organization.• It discusses necessary skills and functions required for efficient manager in contemporary business environment. Overall,• It enables students to analyze and understand changing business environment, and the role of ethics, social responsibility and environmental issues in contemporary business environment.
Text Books	<ol style="list-style-type: none">1. Principle and Practice of Management by LM Prasad2. Principle of Management by Neeru Vasisth
Reference Books	<ol style="list-style-type: none">1. Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.2. Getz, D. (1997). Event Management & Event Tourism. New York: Cognizant Communication Corporation.3. Montgomery, R. J. and Strick, S. K. (1995). Meetings, Conventions, and Expositions: An Introduction to the Industry. New York: John Wiley & Sons, Inc.



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Course Title	EVENT MANAGEMENT & MICE (Theory)				
Course Code	BBAHM606T				
Course Credits	L	T	P	TC	
		2		2	
Prerequisites	A basic understanding of events and client approach.				
Course Objectives	The purpose of this course is to enable the students to acquire a general knowledge about the "event management" and to become familiar with management techniques and strategies required for successful planning, promotion, implementation and evaluation of special events So that, they technical proficiency to effectively adjust, grow and excel in the field of Event Management.				
Course Contents	<p>UNIT – I</p> <p>Principles of project/Event Management: From concept to reality</p> <p>Understanding project management - resources - activities - risk management - delegation - project selection - role of the Event Manager</p> <p>The Concept, Nature, Definition and scope, C’s of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required being good Event Planners</p> <p>UNIT – II</p> <p>Organizing & Designing of Events</p> <p>key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Setting Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.</p> <p>Conducting market research - establishing viability - capacities - costs and facilities - plans - timescales - contracts. Clarity - SWOT analysis - estimating attendance - media coverage - advertising - budget - special considerations - evaluating success</p> <p>UNIT – III</p> <p>Marketing & Promotion of Events</p> <p>Types of advertising - merchandising - give aways - competitions - promotions - website and text messaging</p> <p>Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation</p> <p>UNIT – IV</p> <p>Even Invitations</p> <p>Media invitations - photo-calls - press releases - TV opportunities - radio interviews.</p> <p>Flyers - posters - invitations - website - newsletters - ezone - blogs - tweets</p> <p>UNIT – V</p> <p>Managing Events:</p> <p>Purpose - venue - timing - guest list - invitations - food & drink - room dressing - equipment - guest of honor - speakers - media - photographers - podium - exhibition.</p> <p>Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation</p>				



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Course Outcomes	<ol style="list-style-type: none">1. To acquire an understanding of the role and purpose(s) of special events in the organizations.2. To acquire an understanding of the techniques and strategies required to plan successful special events.3. To acquire the knowledge and competencies required to promote, implement and conduct special events.4. To acquire the knowledge and competencies required to assess the quality and success of special events.
Text Books	<ol style="list-style-type: none">1. Event Management & Marketing2. Event Planning (Management and Marketing for successful events) by Alex Genadink
Reference Books	<p>Fenich, G. (2005). Meetings, Expositions, Events, and Conventions: An introduction to the industry. New Jersey: Pearson Prentice Hall.</p> <p>Getz, D. (1997). Event Management & Event Tourism. New York: Cognizant Communication Corporation.</p> <p>Montgomery, R. J. and Strick, S. K. (1995). Meetings, Conventions, and Expositions: An Introduction to the Industry. New York: John Wiley & Sons, Inc</p>



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Course Title	PROJECT WORK (Practical)				
Course Code	BBAHM607P				
Course Credits	L	T	P	TC	
		2		2	
Prerequisites	Knowledge of Research Methodology.				
Course Objectives	To encourage and guide students to collect statistical data for RESEARCH as methodology for tackling and solving problems related to hospitality industry - To give an in depth knowledge about the Research project to the students and also to tell them how Research is important for the hospitality sector. Here the knowledge of how to do a market research is being impacted by telling the research methodology and its implications.				
Course Contents	<p>THE PROJECT REPORT SHOULD INCLUDE:</p> <p>a. The first page should include Name of the University; Project undertaken, Roll Number & Name.</p> <p>b. Certificate by Candidate of genuine work.</p> <p>c. Acknowledgement.</p> <p>d. Certificate of Approval from Project Guide, Project Co-ordinator & Director/Principal of institution.</p> <p>e. Introduction to Topic.</p> <p>f. Problem Definition –</p> <p>i. Need of study.</p> <p>ii. Problem Definition.</p> <p>iii. Research Objective.</p> <p>iv. List of Information.</p> <p>g. Research Methodology</p> <p>i. Research Design</p> <p>ii. Source of data</p> <p>iii. Instrumentation of data collection.</p> <p>iv. Sampling Design</p> <p>h. Analysis, Findings & Interpretation.</p> <p>i. Suggestions & Recommendations.</p> <p>j. Conclusions.</p> <p>k. Limitation.</p> <p>l. Bibliography.</p> <p>m. Annexure.</p>				



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MARKING SCHEME FOR PRACTICAL EXAMINATION

MAXIMUM MARKS: 100

PASS MARKS: 50

DURATION: 3HRS

All Technical Skills to be tested as listed in the syllabus

MARKS

1. Uniform / Grooming	: 10
2. Service Equipment Knowledge / Identification	: 20
3. Care Cleaning & Polishing of service equipment	: 20
4. Service skills / tasks	: 20
5. Beverage service Tea / Coffee / Soft drinks	: 20
6. Journal	: 10
	100

NOTE:

1. The examination should test skills and knowledge of the students by assigning sets of tasks as listed in the practical syllabus under each category.

2. During table service each guest should pose one question to the candidate on the item being served. The invigilators can brief guests prior to service.