



KUVEMPU UNIVERSITY

Dept. of PG Studies and Research in Tourism Administration

Jnana Sahyadri, Shankaraghatta – 577451

Prof. H N Ramesh
Chairman BOS: (BBA-T&T and BBA-HEM)

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KUS/MTA/ 50/2024-25

Date: 29/06/2024

To,
The Deputy Registrar,
Authorities Section,
Kuvempu University,
Shankaraghatta – 577451

Sir/Madam

Sub: BOS proceedings of BBA-T&T (Tourism and Travel) and BBA-HEM (Hospitality and Event Management) meeting -reg.

Ref: KU/UAT-2:71B:110:2024-25, Dated: 19-06-2024

With reference to the order cited in the reference above, please find herewith the proceedings of the BoS meeting of BBA-T&T and BBA-HEM held on 29-06-2024, in the Dept. of Tourism Administration, and the approved course structure for the first to sixth semester, and the syllabus for the first and second semester enclosed herewith for further needful from your end.

Regards

Yours Faithfully

Chairman
BOE in Tourism (PG)
Kuvempu University
Shankaraghatta.

Encl:

1. BOS Proceedings
2. Course structure and I & II semester syllabus of BBA (T&T) and BBA (HEM).

**Proceedings of BOS in Tourism Administration: UG “BBA (Tourism & Travel) and
“Hospitality and Event Management”**

A meeting of BOS in Tourism Administration UG was convened on the 29th of June, 2024 in the chamber of Chairman, Department of MBA (TTM).

Agenda:

Following is the agenda of the meeting:





01. To prepare the course structure of all the six semesters of BBA (T&T) program.
02. Defining the Procedure for determining IA marks and Conducting Semester end Examination.
03. Designing the QP Pattern for 80 Marks and 40 Marks.
04. Designing and approving the syllabus for the First AND Second Semester.
05. Any other matter proposed by the members and approved for discussion.

Following were the resolutions made by the Board:

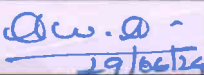
01. The Course Structure **in compliance** with the proposed structure under SEP by **the Government of Karnataka (GO, ED:166:UNE 2023, Bengaluru, Dated 08-05-2024)** was prepared and approved by the Board.
02. The Board has prepared and approved Three years Six Semester Course Structure according to Case 03 of SEP, 2024.
03. The Board has given approval to First and ^{II} Semester syllabus of BBA (T&T) and BBA (HEM) program.
04. Question Paper patterns for evaluation for 04 Credits and 02 Credit Courses designed and approved.
05. The Board has also designed modalities for Skill Enhancement Courses.

Finally the Chairman of the Board has thanked all the members for participating and approving the Course Structure and Syllabus.

Members:

01. Dr. Shekar Naik, Department of Tourism Studies, Mangalore University.	
02. Dr. Naveen Kumar T. S. Dept. of Tourism Studies, Central University Gulburga.	
03. Dr. Eshan M. R., Kristu Jayanti Institution, Bengaluru.	
04. Shashiraj U., Sahyadri Commerce and Management College, Shivamogga	

Special Invitee:

01. Dr. Aruna A., Principal PES, Institute of Advanced Management Studies.	
02. Prof. Ashfaq Ahemed, Dept. of Geology, Kuvempu University.	

KUVEMPU



UNIVERSITY

Department of Hospitality & Event Management

Syllabus of BBA-HEM

Bachelor of Business Administration (Hospitality & Event Management)

Scheme of Teaching & Evaluation for
Bachelor of Business Administration (Hospitality & Event Management)

As per State Education Policy (SEP)
2024-25 Onwards

Under Faculty of Commerce, Kuvempu
University, Shankaraghatta- 577451
Shivamogga, Karnataka

BBA (HEM) PROGRAM

Semester wise allocation of Credits and Marks

Year	Semester	Credits	Marks
1	I	26	700
	II	24	650
2	III	24	700
	IV	20	600
3	V	20	500
	VI	20	500
Total		134	3650

BBA (Hospitality and Event Management) PROGRAM

Scheme of Teaching and Evaluation and Curriculum

SEMESTER I											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	HEM1.1	Language I	Language-1	3	3	0	0	10	10	80	100
2	HEM1.2	Language 2	Language-2	3	3	0	0	10	10	80	100
3	HEM1.3	Introduction to Tourism	DSC	4	4	0	0	10	10	80	100
4	HEM1.4	Hospitality Management	DSC	4	4	0	0	10	10	80	100
5	HEM1.5	Introduction to Event Management	DSC	4	4	0	0	10	10	80	100
6	HEM1.6	Principles and Practice of Management	DSC	4	4	0	0	10	10	80	100
7	HEM1.7	Constitutional Values - 1	Compulsory	2	2	0	0	5	5	40	50
8	HEM1.8	Environmental Studies	Compulsory	2	2	0	0	5	5	40	50
TOTAL				26	26			140		560	700

SEMESTER II											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	HEM2.1	Language I	Language-1	3	3	0	0	10	10	80	100
2	HEM2.2	Language 2	Language-2	3	3	0	0	10	10	80	100
3	HEM2.3	Front Office Management	DSC	4	4	0	0	10	10	80	100
4	HEM2.4	Housekeeping Management	DSC	4	4	0	0	10	10	80	100
5	HEM2.5	MICE Management	DSC	4	4	0	0	10	10	80	100
6	HEM2.6	Services Marketing	DSC	4	4	0	0	10	10	80	100
7	HEM2.7	Constitutional Values - 2	Compulsory	2	2	0	0	5	5	40	50
TOTAL				24	24			130		520	650

SEMESTER III											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	HEM3.1	Language I	Language-1	3	3	0	0	10	10	80	100
2	HEM3.2	Language 2	Language-2	3	3	0	0	10	10	80	100
3	HEM3.3	Hospitality Operations	DSC	4	4	0	0	10	10	80	100
4	HEM3.4	Food and Beverage Production - I	DSC	3	3	0	0	10	10	80	100
5	HEM3.5	Food and Beverage Service -I	DSC	3	3	0	0	10	10	80	100
6	HEM3.5P	Food and Beverage: Productions and Service - I	DSC	2	0	0	4	05	05	40	50
7	HEM3.6	Event Planning and Control	DSC	4	4	0	0	10	10	80	100
8	HEM3.7	Tourism Hospitality Management	OEC-1	2	2	0	0	5	5	40	50
TOTAL				24	22	0	4	70	70	560	700

List of DSC papers:

SEMESTER IV											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	HEM4.1	Language I	Language-1	3	3	0	0	10	10	80	100
2	HEM4.2	Language 2	Language-2	3	3	0	0	10	10	80	100
3	HEM4.3	Event Logistics	DSC	4	4	0	0	10	10	80	100
4	HEM4.4	Food and Beverage Production - II	DSC	3	3	0	0	10	10	80	100
5	HEM4.5	Food and Beverage Service -II	DSC	3	3	0	0	10	10	80	100
6	HEM4.6P	Food and Beverage: Productions and Service - II	DSC	2	0	0	4	05	05	40	50
7	HEM4.7	Event Management	OEC-2	2.	2	0	0	5	5	40	50
TOTAL				20				120	480	600	

SEMESTER V											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	HEM5.1	Human Resource Management for Service Industry	DSC	4	4	0	0	10	10	80	100
2	HEM5.2	Accounting for Hospitality Industry	DSC	4	4	0	0	10	10	80	100
3	HEM5.3	IT for Hospitality Industry	DSC	4	4	0	0	10	10	80	100
4	HEM5.4	Research Methodology	DSC	4	4	0	0	10	10	80	100
5	HEM5.5	Computer Reservation System & GDS	SEC	2	0	0	4	5	5	40	50
6	HEM5.6	Practical Knowledge/Skill 1- I	Compulsory	2	2	0	0	5	5	40	50
TOTAL				20				100	400	500	

SEMESTER VI											
Sl. No	Course Code	Title of the Course	Category of Course	Credits	Teaching Hours per Week			Evaluation			Total Marks
					L	T	P	CIE		SEE	
								C1	C2	C3	
1	HEM6.1	Entrepreneurial Development	DSC	4	4	0	0	10	10	80	100
2	HEM6.2	Customer Relationship Management	DSC	4	4	0	0	10	10	80	100
3	HEM6.3	Sustainable Practices in Hotel Industry	DSC	04	4	0	0	10	10	80	100
4	HEM6.4	Industry Exposure Training	SEC	08	0	0	0	50		150	200
TOTAL				20	12			110		390	500
Grand Total				134							

The entire BBA (Hospitality&Event Management) Program would have

24 Discipline Specific Courses

2 Elective Papers

2 Skill Enhancement Courses

5 Languages: English, Kannada, Hindi, Sanskrit, and Urdu; which would be offered in the first, second, third and fourth semester and the students are required to select any of the two languages and study them during their first four semesters.

4 Compulsory Papers

In total 40 Papers would be studied by the student.

Internal Assessment and Semester End Examination

The Marks would be split into Internal and Semester End Exam in the ratio of **20: 80 ratios**.

For 100 Marks Paper of 4 Credits: IA would have 20 Marks (C1 and C2), and the Semester End Examination would be for 80 Marks (C3).

For 50 Marks Paper of 2 Credits: IA would have 10 Marks (C1 and C2, and the Semester End Examination would be for 40 Marks (C3).

IA Marks would be further divided into Two components:

	C1		C2	
	Test 1	Test 2	Attendance	Assignment/Seminar
For 20 Marks	05	05	05	05
For 10 Marks	5		5	

C1 would be consolidated Marks of 2 Internal test of 5 Marks each.

C2 would be consolidated Marks of 5 Marks for Attendance, 5 Marks for Assignment and Seminars.

Range of Attendance (%)	Marks
75 to 79	1
80 to 84	2
85 to 89	3
90 to 94	4
95 to 100	5

Electives offered during the third and fourth semester would be to the students of other Degree programmes, and the students of BBA (HEM) Programme would be required to select and study electives offered by any other degree programmes and secure credits from such programmes.

Practical Papers offered **HEM3.5P** and **HEM 4.6P**, during the third and fourth semester should be linked with practical assignment to the students by the concerned departments, and the students would be required to work as an intern in such domain (for a minimum of 60 hours) and submit a report to the Department. The Faculty would be then required to evaluate the reports and conduct a seminar on the same. Basis of awarding the internal marks - C1 = 5 marks for the report, and C2 = 5 marks for the presentation made; there would be semester end exam for this subject for 40 Marks.

HEM5.5, students need to work on computerized reservation in a lab or agency. On successful completion of the practical, report should submit to the Department. The total mark for the subject 50, divided on the basis of awarding the internal marks - C1 = 5 marks for the report, and C2 = 5 marks for the presentation made; there would be semester end exam for this subject for 40 Marks.

HEM6.4, students need to work in any live organization under the supervision of the faculty and organization for 06 weeks from the beginning of the sixth semester and submit the report to the Department. The report shall be evaluated for 200 marks which consist of 150 for report and 50 marks for viva-voce examination.

Notes:

- One hour lecture is equal to 1 credit
- One hour tutorial is equal to 1 Credit (Except Languages)
- Two hours Practical is equal to 1 Credit.

Acronyms Expanded

- **AECC:** Ability Enhancement Compulsory Course
- **DSC:** Discipline Specific Core (Course)
- **SEC-SB/VB:** Skill Enhancement Course - Skill Based / Value Based
- **OEC:** Open Elective
- **SEE:** Semester End Examination
- **CIE:** Continuous Internal Evaluation
- **L+T+P:** Lecture + Tutorial + Practical(s)

Note: Practical classes may be conducted in the Business Lab or in Computer Lab in Class room depending on the requirement. One batch of students should not exceed half (i.e., 30 or less than 30 students) of the number of students in each class/section. 2 Hours of Practical Class is equal to 1 Hour of Teaching, however, whenever it is conducted for the entire class (i.e., more than 30 students) 2 Hours of Practical Class is equal to 2 Hours of Teaching.

Question Paper Pattern

Subjects with 4 Credits would have a semester end exam for 80 Marks, and those with 2 Credits would have a semester end exam for 40 Marks.

All Practical Paper question papers would be prepared in English only, and all other theory papers (other than languages) would be bilingual in nature (Both in English and Kannada).

Model Question Paper

QP CODE
(Time: 3 Hours)

Title of the Paper
(Max. Marks: 80)

SECTION- A

(10x2=20)

Answer any TEN sub questions each carries TWO marks

1.
 - a.
 - b.
 - c.
 - d.
 - e.
 - f.
 - g.
 - h.
 - i.
 - j.
 - k.
 - l.

SECTION- B

Answer any SIX questions. Each carries FIVE marks (6X5=30)

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

SECTION - C

Answer any THREE questions.Each carries TEN marks

(3X10=30)

- 9.
- 10.
- 11.
- 12

Model Question Paper

QP CODE
Time: 3 Hours]

Title of the Paper
[Max. Marks: 40
(5x2=10)

SECTION- A

Answer any Five sub-questions each carries TWO marks

1.

- a.
- b.
- c.
- d.
- e.
- f.

SECTION- B

Answer any Two questions. Each carries FIVE marks (2X5=10)

2.

3.

4.

SECTION – C

Answer any Two questions. Each carries TEN marks (2X10=20)

5.

6.

7.

Conditions to be complied with while preparing the question papers

- 1) The question papers are to be set strictly in compliance to the norms established and well within the scope of the syllabi designed.
- 2) Each unit will have to be provided with equal weightage.
- 3) The Practical subjects should have a well-balanced approach, equal weightage should be given to both theoretical concepts as well as problems, each section should at least have one problem question in it.

I Semester

Name of the Program: BBA(HEM) Course Code:HEM1.3 Name of the Course: Introduction to Tourism		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4Credits	4Hrs	52Hrs
Pedagogy: Classroomslecture,tutorials,Groupdiscussion,Seminar,Casestudies&fieldworketc.,		
CourseOutcomes:Onsuccessfulcompletionofthecourse,thestudentswilldemonstrate		
a) TheabilitytounderstandconceptsofTourismandTravelmanagement,principlesandoperationsofTourism and Travel Industry. b) Theabilitytoexplainthetheoriesandpracticesoftourism. c) Theabilitytoexplainthemotivationsbehindtravelbehaviourandabletoidentifytourismtrends d) Theabilitytoexplainthelinkagesoftourismindustrywithotherindustries		
Syllabus:		Hours
ModuleNo.1:INTRODUCTIONTOTOURISMANDHOSPITALITYINDUSTRY		10
Brief history of tourism worldwide and in India-Types and Forms of Tourism:Inter-regionalandintra-regional tourism,inboundandoutboundtourism,domestic,internationaltourism.FormsofTourism:religious,historical,social,adventure,health,business,conferences,conventions,incentives,sportsandadventure,seniortourism,specialinteresttourismlikecultureornatureoriented,ethnicroots'tourism, SpaceTourism-touristmotivators-socio-economiceffectsoftourismondestination.		
ModuleNo.2:TOURISMPRINCIPLES,THEORIESANDPRACTICES		08
Socio cultural and Economic impacts of Tourism, Environmental Impacts of Tourism, Need for Measurement of Tourism, Different Tourism Systems- Leiper's Geo-spatial Model, Mill-Morrison, Mathieson & Wall, Butler's Tourism Area Life Cycle (TALC)-Doxey's Irridex Index-Demonstration Effect-Crompton's Push and Pull Theory, Stanley Plog's Allo-centric and Psycho-centric Model of Destination Preferences		
ModuleNo.3:TRAVELBEHAVIOURANDMOTIVATIONS		12
Origin of Travel Motivation, Meaning of Motivation & Behavior, Theory of Travel Motivations, Typology of Tourists, Different Travel Motives, Tourist Centric Approach, Leisure Travel Motivations, Tourist Decision-making Process, Lifestyle Pattern, Tourism Mindedness of People, Tourism & Cultural Relationships, Cultural Exchanges, GIT, FIT & Affinity Group Travel, Relationship between Human Life and Travel, Growth of Social Tourism		
ModuleNo.4:TOURISMANDITSLINKAGESWITHINDUSTRY		12
Meaning and Nature of Tourism Industry, Input and Output of Tourism Industry, Tourism Industry Network-Direct, Indirect and Support Services, Basic Components of Tourism -Transport- Modes of transportation-Air transportation: national and private airlines- Chartered operations-major airports in India-Rail Transport :Major Railway Systems of World, (Euro Rail and Amtrak) General information about Indian Railways, Types of rail tours in India:, Palace-on-Wheels and Royal Orient, Deccan Odyssey, Toy Trains. Indrail Pass- Water Transport: Historical past, cruiseships, ferries, hovercrafts, river and canal boats, Fly-cruise-Road Transportation: Coach Services, rent- a-car		
ModuleNo.5:TOURISMORGANIZATIONSANDFUNCTIONS		10
Roles and Functions of United Nations World Tourism Organization (WTO), Pacific Asia Travel Association (PATA), World Tourism & Travel Council (WTTC) - International Hotel Association (IHA), Ministry of Tourism, Govt. of India, India Tourism Development Corporation (ITDC), Federation of Hotel and Restaurants Associations of India (FHRAI).		
Skill Developments Activities:		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. 2. Draft different types of tourism and allied industries in Karnataka. 3. Studying and preparation of Karnataka Tourism map. 4. Preparation of Karnataka tour itineraries.		

Name of the Program: BBA(HEM) CourseCode:HEM1.4 Name of the Course: Hospitality Management 04 Credits
Module 1 Evolution of Hospitality Services Meaning & Nature of Hospitality, Features of Hospitality Services, Structure of Accommodation Industry, Operation of Accommodation Units, Hospitality Industry Network, Determinants of Hospitality, Network Demand & Supply for Accommodation in India, Types of Accommodation: Conventional, Supplementary and Customized Accommodation, Non Commercial& Commercial Establishments, Hospitality Business Scenario.
Module 2 Functions of Front Office Management Organization Structure, Functions, Attributes and Skills of Manager & Executives, Reservation & Cancellation Procedures, Handling Individual and Groups, Solving Guests' Problems, Automation/ CRS in Front Office, Travel Desk.
Module 3 Functions of House Keeping Organization Structure, Functions, Works of Executive House Keeper-Rooms and Floor Cleaning Practices and Interior Decorations, Types of Rooms, House Keeping Control Desk, Housekeeping Supply Rooms, Uniforms, Housekeeping Practices, Co-ordination with Other Departments.
Module 4 Food and Beverage Services Organization Structure, Department-Food Production- Organization, Kitchen, Buffets, Beverages Operation, Functions, Outlets of F & B, Types of Meal Plans, Types of Restaurant Menu, Room Service, Catering Services-Food Service for the Airlines, Banquette, Corporate, MICE, Retail Food Market, Business/Industrial Food Service, Healthcare Food Service, Cruise ship, Railways
TextBooks: <ol style="list-style-type: none"> 1. Dr. Suryanath U Kamath, Formerly Reader, Department of History, Bangalore University – Jupiter Books, M.C.C. Publication, Banagalore. 2. Karnataka Sangathi, Kannada Development Authority, Bangalore 3. Environmental studies- Benny Joseph- Tata Mc-Graw Hill

Name of the Program: BBA(HEM) CourseCode:HEM1.5 Name of the Course: Introduction to Event Management 04 Credits
Module 1 Introduction to Event Understanding events-Types and size of Events – Characteristics of Events - Five C's of Event Management - Trends of Event Business - Scope of Event Business - Roles and Functions of Event Manager - Advantages of events- to the organizer, event planner, participants, economy and society; Broad classification of Events.
Module 2. Planning and Scheduling Events Managing Events - Corporate Events - Trade Shows and Exhibitions - Events in Educational Institutions - Use of Budget Preparation - Estimating Fixed and Variable Costs - Cash Flow - Sponsorship and Subsidies -Ethical Behavioral Practices in MICE industry.
Module 3 Events Venues Concept and types; Conference venues- facilities, check-in and check-out procedures, requirements; conference room lay-outs; Convention manager; inter-related venues; project planning and development. Introduction to conference facilities in India. Role and functions of ICPB and ICCA.
Module 4 Introduction to MICE Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, Budgeting of MICE-types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.
Module 5 Trade Shows and Exhibitions/Expositions: Types of shows, benefits of exhibitions, participant decision-making process. Contract negotiations-principles; negotiation with hotels, airlines and ground handlers.

Name of the Program :BBA(HEM)		
Course Code:HEM1.6		
Name of the Course: Principles and Practice of Management		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4Credits	4Hrs	56Hrs
Pedagogy:Classroomslecture,tutorials,Groupdiscussion,Seminar,Casestudies&fieldworketc.,		
Course Outcomes: On successful completion of the course, the students will demonstrate		
a) The ability to understand concepts of business management, principles and function of management.		
b) The ability to explain the process of planning and decision making.		
c) The ability to create organization structures based on authority, task and responsibilities.		
d) The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.		
e) The ability to understand the requirement of good control system and control techniques.		
Syllabus:		Hours
Module No.1: INTRODUCTION TO MANAGEMENT		10
Introduction–Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management- Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.		
Module No.2: PLANNING AND DECISION MAKING		08
Nature, Importance and Purpose of Planning-Planning Process; Objectives; Types of plans (Meaning only); Decision making –Importance and steps; MBO and MBE (Meaning only)		
Module No.3: ORGANIZING AND STAFFING		12
Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization- Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing		
Module No.4: DIRECTING AND COMMUNICATING		12
Meaning and Nature of Direction, Principles of Direction; Communication-Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories– Maslow’s Need Hierarchy Theory, Herzberg’s Two Factor Theory, Mc.Gregor’s X and Y theory. Leadership– Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles– Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.		
Module No.5: COORDINATING AND CONTROLLING		10
Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essential of Effective Control system, Techniques of Control (in brief).		
Module No.6: BUSINESS SOCIAL RESPONSIBILITY AND MANAGERIAL ETHICS		04
Business Social Responsibility-Meaning, Arguments for and against Business Social Responsibility; Green management-Meaning, Green Management Actions; Managerial Ethics–Meaning-Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.		
Skill Developments Activities:		
<ul style="list-style-type: none"> Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. Draft touristic circuits. 		
Draft tour itineraries for domestic tourism circuits.		
Text Books:		
<ol style="list-style-type: none"> 1. Stephen P. Robbins, Management, Pearson 2. Koontz and O’Donnell, Management, McGraw Hill. 3. LM Prasad, Principles of management, Sultan Chand and Sons 4. V.S. PRao/Bajaj, Management process and organization, Excel Books. GH25 5. Appanniah and Reddy, Management, HPH. 6. T. Ramaswamy: Principles of Management, HPH 		

II Semester

Name of the Program :BBA(HEM)

Course Code:HEM2.3

Name of the Course: Front Office Management

04 Credits

Module 1 Layout of a Front Office and Reservation

Layout and basic functions of a front office, Qualities required for a front office staff, Basic definition, modes of room reservation and source of hotel bookings, system of room reservation, conventional density, different records, diaries, forms, etc. used for recording room reservation, filling system for reservations, introduction to computerized reservation system.

Module 2 Reception

Receiving, registration and rooming of the guest on arrival. Rooming of VIP and VVIP guests and group arrivals, contractual terms between hotel and guests, record registers, forms, etc. required in the reception office, functions and operation of the room rack and other equipment at the reception counter, dealing with walk-in guests with scanty baggage, procedure of crew arrival and lay over passengers, change of guest rooms, handling of guest, staff and hotel mail, maintenance of books, key handling and control, use and function of the key rack, handling of messages and enquiries for the guest, calculating room occupancy reports, housekeeping occupancy reports.

Module 3 Cash billings

Various systems of maintaining guest accounts, reports and cashier desk, departure procedure, credit and discounts in hotels, handling of credit cards, travelers cheques, travel agents coupons and airline vouchers, foreign exchange regulations in the hotels regarding payment of hotel bills by foreigners and NRIs, handling of guest valuables.

Module 4. The Lobby Manager's Desk

Functions of the Lobby Manager, forms and registers required, handling of any unusual event like theft, fire, accident, death, skippers, scanty luggage guests, etc. Handling of master keys, duplicate and original keys while receiving and rooming of VIP guests, handling guest complaints and problems.

Module 5: Caring for guests and Travel Desk

Guest needs, arranging tickets, organizing sightseeing and transport, arranging safe custody of valuables and handling of emergencies, seeing off guests.

Name of the Program :BBA(HEM)

Course Code:HEM2.4

Name of the Course: Housekeeping Management

04 Credits

Unit I House Keeping Department

Role And Responsibility Of Housekeeping Department- Organizational structure of housekeeping Department for Small, Medium, Large Hotel, ship and resorts, - Duties and responsibilities of Executive housekeeper and other Housekeeping Personnel-Layout of House Keeping department-Personal attributes of House Keeping staff.

Inter departmental coordination of housekeeping: Front Office-Food and Beverage Service-Maintenance (Hotel Engineering)-Security-Store and purchase-Accounts-Personnel Department.

Unit II Classification of Cleaning Agents and Equipments

Cleaning equipment (manual & electrical)-selection, use, mechanism, care and maintenance Cleaning agents-water-hard water and soft water, reasons for hardness of water, methods of removal of hardness from water and chemicals used for it, soaps, detergents, alkalis, acids, solvents, abrasives, deodorants, disinfectants, seals and polish compositions-selection, classification, use, care and storage Composition, care and cleaning of various surfaces (metals glass, leather, plastic, ceramics, wood, floor finishes and wall finishes).

UNIT III HOUSEKEEPING DEPARTMENTS

Types of guest rooms-layout of guest rooms with size-guest room cleaning: make up of a guest room occupied room, vacant room, departure room-turndown service- bed making procedure - guest room inspection and inspection checklist neglected areas-Standard contents of a guest room: Guest Amenity Packages, Eco friendly amenities, Guest Essentials, Guest Expendables, Guest loan Items, placement, frequency of change-rules to be followed in guest floor-Floor pantry. Types of Soil-principles of cleaning-Cleaning Schedules and records: Weekly

Desk, Elevators, Staircases, Guest Corridors, Public Restrooms, Banquet Halls, Dining Rooms, Leisure Areas.

UNIT IV CONTROL DESK

Forms, Records, and Registers, Handling Telephonic calls, Handling difficult Situations, Handling Room Transfers. Housekeeping Inventories, Daily Routines and system, the Housekeeping Day, Leave Application Procedure, and Gate Pass Procedures. Special Services: Babysitting-Second Service / Freshen up service - valet service. Lost and found Procedure and records, Guest complaints handling procedure and records

UNIT V HYGIENE

Personal hygiene, hygiene and sanitation of guest rooms and public areas, Eco friendly cleaning agents - Security in guest rooms: Fire prevention, Fire fighting, types of fire, firefighting equipment, Employee theft, missing and damaged hotel property (procedure & records), and Potential hazards in housekeeping, accident and injuries records. Types of keys, key register and key control: - Issuing, Return, Deactivation/ changing of locks, Key Belt).

Name of the Program :BBA(HEM)

Course Code:HEM2.5

Name of the Course: MICE Management

04 Credits

At the end of the subject, the student will have the competence to deal with

1. Organizing Conference.
2. Designing, Planning, Budgeting and Marketing to the final execution of Conference

Module I: Introduction to MICE

Evolution of MICE industry; Components of MICE; Economic and social significance of MICE; Introduction to professional meeting planning- definition, Budgeting of MICE-types and roles; associate, corporate & independent meeting planners; TA's and TO's as meeting planner; Convention Visitor Bureaus (CVB) - functions, structure and sources of funding.

Module 2 Meetings Management

Introduction to Meetings, Types of meetings, Meeting Planner, Types Emergence of MICE Business in India and World.

Module 3 MICE and Major Stake Holders

Major Stakeholders (Public and Private Sectors: Hotels, Airlines, Transport Companies, Travel Agencies etc.) in MICE Business and their contribution;

Module 4 Conference Management

Types of conference, Details Planning of Why, What and Where the conference, Executive checklist, Session Planning and Timing, Type of Presentation, Role of delegates/audience, Policies related to conference, Promotion of Conference, Documentation and administration related to organization of Conference.

Module 5' MICE Market in India

Internal and External; Bidding for Events and Scheduling for Events, Role of event in Tourism Promotion; Socio Economic Importance of MICE Business in India and Competitiveness of India in MICE Business; Case Study of Trade Fair Authority of India and its Activities.


Chairman
BOE in Tourism (PG)
Kuvempu University
Shankaraghatta.

Name of the Program: BBA(HEM) Course Code:HEM2.6 Name of the Course: Service Marketing g		
Course Credits	No. of Hours per Week	Total No. of Teaching Hours
4Credits	4Hrs	56Hrs
Pedagogy: Classroom's lecture, tutorials, Group discussion, Seminar, Case studies & field work etc.,		
Course Outcomes: On successful completion of the course, the students will be able to demonstrate		
a) Ability to describe the concept of marketing. b) Ability to understand the selection process of the market. c) Ability to understand the consumer behavior and marketing strategies. d) Ability to explain the integrated marketing planning and programs. e) Ability to demonstrate public relation marketing and destination marketing.		
Syllabus:		Hours
Module No.1: INTRODUCTION TO MARKETING		12
Core Concept of Marketing: Meaning and Definition, Scope of Marketing, Need, Want and Demand, Product, Value, Satisfaction, Quality, Exchange and Transaction. Market and Marketing: Marketing Philosophies-Service Characteristics of Tourism Products- The Service Marketing Triangle, Purpose of Tourism Marketing, Significance of Tourism Marketing.		
Module No.2: ANALYSIS AND SELECTION OF MARKET		10
Measuring and forecasting tourism Demand- Forecasting Methods- Market Segmentation and Positioning- P's of marketing and marketing mix.		
Module No.3: DEVELOPING MARKETING ENVIRONMENT		12
Consumer Buying Behavior- Competitive Differentiation and Marketing Strategies- New Product Development- Incentive and Relationship Marketing- Issues Pertaining to Relationship Marketing- Strategies and Relevance for Current Trends in Market Place		
Module No.4: PLANNING MARKETING PROGRAM		10
Product and product strategies- Product line- Product Mix- Branding and Packaging- Pricing Considerations- Approach and Strategies- Distribution Channels and Strategies- Advertising and Sales Promotion.		
Module No.5: PUBLIC RELATION AND DESTINATION MARKETING		12
Major activities of Public Relation Departments- Press Relations- Product Publicity- Corporate Communication- Lobbying- Counseling- The Public Relation Process- Implementation of Public Relation plan- Evaluating Public Relation result- Major Tools of Public Relation; Destination Marketing – Meaning, Concepts and Process - Identifying Target Market, Classification of Visitor Segments, Monitoring the Tourist Market, Competition of Visitors involves image Making, Developing Package of attraction and Amenities.		
Skill Development Activities:		
1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same need to be recorded by the student in the Skill Development Book. 2. Choose any tourism or related business organization and observe the marketing methods being adopted by them. 3. 3. Prepared digital advertising models, e-brochures productions, etc.		
Textbooks:		
1. Chaudhary, Manjula (2011). Tourism Marketing, Oxford University Press, New Delhi. 2. Bennett J.A., Strydom J. Wilhelm (2001). Introduction to Travel and Tourism Marketing, Juta Education, Lansdo 3. Kotler P. (2012). Marketing Management, Pearson Education, New Delhi. 4. Stanton W.J. (1999). Fundamentals of Marketing, McGraw Hill, New York. 5. Neelamegham, S. (1998). Marketing in India: Cases & Readings, Vikas, New Delhi. 6. Ramasamy V.S. & Namakumar, S. (1990). Marketing Management: Planning & Control, Macmillan, New Delhi.		