

## Bachelor in Science (Hospitality & Hotel Administration) Bsc (H & HA)

### Programme Objective:

The basic objective of the Bsc (H & HA) program is to provide to the hospitality industry a steady stream of competent young men and women with the necessary knowledge, skills, values and attitudes to occupy key operational positions.

PO1	Interpret and apply basic principles and concept of hospitality and tourism management functions.
PO2	Equip students with range of technical, social/human, conceptual and leadership skills required for the hospitality industry.
PO3	Develop Attitude, Skills & knowledge of students required for employability in hospitality and allied sectors.
PO4	Demonstrate professional etiquettes and competencies towards customer service.
PO5	Equip students with range of technical, social, conceptual and leadership skills required for the hospitality industry.
PO6	Develop ability to communicate effectively in oral and written communication.
PO7	Develop analytical and problem solving skills using appropriate management tools and techniques.
PO8	Equip students with entrepreneurial initiative in the field of hospitality and its allied sectors.
PO9	Industrial exposure enables students to identify the challenges and opportunities in the hospitality industry.
PO10	Learning and adapting to newer trends and technologies for better productivity.

The students are offered specialization in the core operational area in the programme and the outcome is:

PSO1 Food and Beverage Production	Develop culinary skills, technical and theoretical knowledge of culinary field for employability in the hospitality and its allied sectors.
PSO2 Food and Beverage Service	Develop hands-on skills in serving and handling guests needs, knowledge of national and international food and beverage trends and menu engineering.
PSO3 Accommodation management	Develop skills and attitude for effective Guest services management.

**COURSE OUTCOMES OF BSc (H & HA) - 2018**

After the completion of the course, students will:

<b>SEM</b>	<b>COURSE CODE</b>	<b>COURSE NAME</b>	<b>COURSE OUTCOMES</b>
<b>SEM I</b>	<b>DSC 101</b>	<b>Basic Indian food Production</b>	<ul style="list-style-type: none"> <li>• Identify types of vegetables, cuts of vegetables and their uses in cookery.</li> </ul>
			<ul style="list-style-type: none"> <li>• Familiarisation and identification of commonly used ingredients, weights and volume conversion and yield testing.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the importance of sanitation &amp; safety in hospitality industry, types of storage and hygiene and safe practices in food handling and preparation.</li> </ul>
			<ul style="list-style-type: none"> <li>• Familiarisation with various cooking methods, Tool &amp; equipments used in cooking.</li> </ul>
	<b>DSC 102</b>	<b>Basic food &amp; beverage Service - I</b>	<ul style="list-style-type: none"> <li>• Learn Restaurant Etiquettes and Restaurant Hygiene Practices.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the classification of catering Establishments.</li> </ul>
			<ul style="list-style-type: none"> <li>• Identify various Food and Beverage service areas in the Hotel.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn various types of Serving Technique.</li> </ul>
			<ul style="list-style-type: none"> <li>• Able to set a table cover for various meals.</li> </ul>
	<b>DSC 103</b>	<b>Basic Housekeeping operations</b>	<ul style="list-style-type: none"> <li>• Learn the Duties and responsibilities of Housekeeping department.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the various categories of rooms in the hotel.</li> </ul>
			<ul style="list-style-type: none"> <li>• Identify the Functions of housekeeping department.</li> </ul>
			<ul style="list-style-type: none"> <li>• Classify the cleaning equipments and cleaning agents used in housekeeping operations.</li> </ul>
			<ul style="list-style-type: none"> <li>• Describe cleaning Routine of housekeeping department.</li> </ul>

	<b>DSC 104</b>	<b>Basic Front Office Operations</b>	<ul style="list-style-type: none"> <li>Classify the hotels based on various categories like size, location, clientele, length of stay, facilities and ownership.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn the Standard Operating Procedures for handling Check-in and Check out.</li> </ul>
			<ul style="list-style-type: none"> <li>Identify types of guests, types of Guestroom, meal plans and room Tariff.</li> </ul>
	<b>AEC 101</b>	<b>Food Commodities</b>	<ul style="list-style-type: none"> <li>Identify various types of vegetables fruits, cereals and pulses, fats, oils, sugar, herbs, spices and condiments.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn the various types of cheeses and their uses in culinary.</li> </ul>
	<b>LEE 101</b>	<b>Business Communication</b>	<ul style="list-style-type: none"> <li>Learn the importance of communication.</li> </ul>
			<ul style="list-style-type: none"> <li>Identify types of communication and its Barriers.</li> </ul>
			<ul style="list-style-type: none"> <li>Enhance their writing skills and apply it in their day to day work.</li> </ul>
			<ul style="list-style-type: none"> <li>Demonstrate proficiency in reading skills.</li> </ul>
	<b>LEE 102</b>	<b>Basic French</b>	<ul style="list-style-type: none"> <li>Understand the basic knowledge of French language like Alphabet, conjugation, Grammer and basic conversation skills.</li> </ul>
			<ul style="list-style-type: none"> <li>Acquire correct pronunciation of French terminology.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn basic spoken French skills.</li> </ul>
<b>SEM II</b>	<b>DSC 201</b>	<b>Basic Continental Food Production</b>	<ul style="list-style-type: none"> <li>Develop knowledge of stocks, soups, sauces, egg and fish cookery, salads and potato preparations and its applications in continental cooking.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn culinary terminology.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn the classification of fish and their cuts.</li> </ul>
	<b>DSC 202</b>	<b>Basic Food &amp; Beverage Service II</b>	<ul style="list-style-type: none"> <li>Understand the fundamental knowledge of food &amp; Beverage Menus.</li> </ul>
			<ul style="list-style-type: none"> <li>Understand the various types of KOT's and Billing systems used in Restaurant.</li> </ul>
			<ul style="list-style-type: none"> <li>Identify types of meals and service methods.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn menu planning and French classical Menu.</li> </ul>
	<b>DSC 203</b>	<b>Managing Housekeeping Operations</b>	<ul style="list-style-type: none"> <li>Identify the Dirty Dozens in Housekeeping.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn the importance and functions of control desk.</li> </ul>
			<ul style="list-style-type: none"> <li>Describe various types of lost and found articles and procedures.</li> </ul>

			<ul style="list-style-type: none"> <li>Identify various functions of linen room and Laundry.</li> </ul>
			<ul style="list-style-type: none"> <li>Identify fabrics used in hotel Industry &amp; learn stain removal procedures.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn how to Identify and construct various types of weaves.</li> </ul>
			<ul style="list-style-type: none"> <li>Identify stain and learn stain removal procedures.</li> </ul>
	<b>DSC 204</b>	<b>Managing Front Office Operations</b>	<ul style="list-style-type: none"> <li>Analyse the various forms and formats used at the time of Departure &amp; methods of payment.</li> </ul>
			<ul style="list-style-type: none"> <li>Handling Guest Complaints.</li> </ul>
			<ul style="list-style-type: none"> <li>Enable effective guest handling by the Hospitality Desk through proper procedures.</li> </ul>
			<ul style="list-style-type: none"> <li>Enable effective guest handling by the Hospitality Desk through proper procedures.</li> </ul>
	<b>SEC 101</b>	<b>Personality Skills for Hospitality Industry</b>	<ul style="list-style-type: none"> <li>Understand the concept and components of personality.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn how to deal with stress and frustration.</li> </ul>
			<ul style="list-style-type: none"> <li>Acquire and inculcate positive attitude for professional success.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn the concept of time management and its techniques.</li> </ul>
			<ul style="list-style-type: none"> <li>Develop the proficiency in English.</li> </ul>
			<ul style="list-style-type: none"> <li>Enhance the presentation skills and listening skills.</li> </ul>
<b>SEM III</b>	<b>DSC301</b>	<b>Industry Exposure &amp; Report-I</b>	<ul style="list-style-type: none"> <li>Acquire technical expertise and interpersonal qualities.</li> </ul>
			<ul style="list-style-type: none"> <li>Learn to compile Hospitality related reports.</li> </ul>
	<b>AEE 101</b>	<b>Catering Science</b>	<ul style="list-style-type: none"> <li>Learn the importance of Hygiene and Sanitation.</li> </ul>
			<ul style="list-style-type: none"> <li>Gain Knowledge about Food handling.</li> </ul>
			<ul style="list-style-type: none"> <li>Know about Environmental sanitation.</li> </ul>
	<b>AEE 102</b>	<b>Dietetics &amp; Nutrition</b>	<ul style="list-style-type: none"> <li>Develop awareness of important nutrients in our diet.</li> </ul>
			<ul style="list-style-type: none"> <li>Understand the changes that occur in the chemical components of food during preparation.</li> </ul>
	<b>AEE 103</b>	<b>Food &amp; Beverage Controls</b>	<ul style="list-style-type: none"> <li>Learn various cost and inventory concepts in food and beverage operation.</li> </ul>

			<ul style="list-style-type: none"> <li>• Understand Cost, Profit and sales concept of Food and beverage.</li> </ul>
	<b>AEE 104</b>	<b>Principles Of Management</b>	<ul style="list-style-type: none"> <li>• Learn the concepts of Management.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the concept of Human skills.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the practical applications of management strategies.</li> </ul>
	<b>AEE 105</b>	<b>Organizational Behaviour</b>	<ul style="list-style-type: none"> <li>• Understand the various dynamics of organizational behaviour.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the various elements of Organizational Behaviour.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the importance of effective communication in an organization.</li> </ul>
	<b>AEE 106</b>	<b>Hotel Economics</b>	<ul style="list-style-type: none"> <li>• Understand the theories of management techniques in the field of economics.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the role of a manager in the decision making process.</li> </ul>
	<b>AEE 107</b>	<b>Financial Management</b>	<ul style="list-style-type: none"> <li>• Understand the concepts of financial management in the hospitality Industry.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the concept of financial statements and capital budgeting.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn pricing and Value added Tax.</li> </ul>
			<ul style="list-style-type: none"> <li>•</li> </ul>
<b>SEM IV</b>	<b>DSC 401</b>	<b>Larder &amp; Basic Baking</b>	<ul style="list-style-type: none"> <li>• Develop knowledge and skills required in Garde Manger&amp; preparation of frozen desserts.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn techniques of Curing &amp; Smoking of Meat.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn Cuts of Meat – Lamb, beef, poultry, veal &amp; pork.</li> </ul>
			<ul style="list-style-type: none"> <li>• Enhance understanding of basic principles of baking, bakery tools, ingredients used in bakery.</li> </ul>
	<b>DSC 402</b>	<b>Alcoholic Beverages I</b>	<ul style="list-style-type: none"> <li>• Gain comprehensive knowledge about various fermented &amp; distilled alcoholic beverages such as wines, aperitifs, spirits, liqueurs &amp; bitters.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the Production of Cigars and Cigarettes &amp; their brand names.</li> </ul>
			<ul style="list-style-type: none"> <li>• Classify the various types of Fermented Alcoholic Beverages and its classification.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn about various Distilled Alcoholic Beverages, Cocktails, Liqueur, Bitter etc.</li> </ul>
	<b>DSC 403</b>	<b>Allied Housekeeping Functions</b>	<ul style="list-style-type: none"> <li>• Understand the concept &amp; principles of various types of flower arrangement.</li> </ul>
			<ul style="list-style-type: none"> <li>• Determine various pests and their treatment.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the concept of contract and advantages and disadvantages of contract .</li> </ul>

			<ul style="list-style-type: none"> <li>• Learn various types of safety and security measures used in hotel industry.</li> </ul>
			<ul style="list-style-type: none"> <li>• Analyse purchase for housekeeping supplies, linen, cleaning agents and cleaning equipments.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the importance and use of Store requisition and other records used in housekeeping store.</li> </ul>
	<b>DSC 404</b>	<b>Front Office Accounting</b>	<ul style="list-style-type: none"> <li>• Learn Importance of the front office accounting system, Types of accounts, Vouchers, Folios &amp; Ledger.</li> </ul>
			<ul style="list-style-type: none"> <li>• Enhance the knowledge of cash and credit handling through front office cashiering.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the process of a Night Audit.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn various types of room rates and methods used to establish room rate.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the importance of forecasting and various types of forecasting used in front office department.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the Calculations of various statistical data using Formulae in front office.</li> </ul>
	<b>LEC 101</b>	<b>Hotel French</b>	<ul style="list-style-type: none"> <li>• Understand the basic knowledge of French language like Alphabets, conjugation, Grammar and basic conversation skills.</li> </ul>
			<ul style="list-style-type: none"> <li>• Acquire correct pronunciation of French terminology.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn basic spoken French skills.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn how to Translate the recipe from French to English.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn Vocabulary related to Hotel Industry.</li> </ul>
	<b>SEE 101</b>	<b>First Aid</b>	<ul style="list-style-type: none"> <li>• Learn how to handle accidents and injuries.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the importance of hygiene and sanitation.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the emergency first aid .</li> </ul>
	<b>SEE 102</b>	<b>Hotel Maintenance</b>	<ul style="list-style-type: none"> <li>• Know the basic services of engineering in hotel industry.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn about the working of electricity, security, water distribution system and energy conservation in the hotel.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the functions of various machines.</li> </ul>
			<ul style="list-style-type: none"> <li>• Know about the safety &amp; security in the hotel.</li> </ul>
	<b>SEE 103</b>	<b>Retail Management</b>	<ul style="list-style-type: none"> <li>• Learn about the concepts of retail management.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn about the Indian and Global scenario in Retail.</li> </ul>

			<ul style="list-style-type: none"> <li>• Learn about the Retail Pricing, Retail Merchandising, and Retail store operations.</li> </ul>
	<b>SEE 104</b>	<b>Event Management</b>	<ul style="list-style-type: none"> <li>• Learn how to organise an event.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the marketing tools like advertising, publicity and media in managing events.</li> </ul>
	<b>SEE 105</b>	<b>Entrepreneurship Development</b>	<ul style="list-style-type: none"> <li>• Learn how to become a successful entrepreneur in catering industry.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the techniques of ideation.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn about Modern trends in Entrepreneurship.</li> </ul>
	<b>SEE 106</b>	<b>Facility Planning</b>	<ul style="list-style-type: none"> <li>• Learn the fundamentals of designing in hotels.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn how to plan parking areas, food service areas and operational areas in hotels.</li> </ul>
			<ul style="list-style-type: none"> <li>•</li> </ul>
<b>SEM V</b>	<b>DSE 101</b>	<b>Quantity &amp; Indian Regional Food Production</b>	<ul style="list-style-type: none"> <li>• Develop knowledge &amp; skills required for catering with emphasis on operational techniques practiced in quantity food production.</li> </ul>
			<ul style="list-style-type: none"> <li>• Enhance the detailed understanding of meat cookery.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn Regional Cooking styles of India- Maharashtra, Goa, Rajasthan, Kashmir, Bengal, Punjab, Kerala, Tamil Nadu, Andhra Pradesh &amp; Karnataka.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn about various Indian spices &amp; Masalas.</li> </ul>
	<b>DSE 202</b>	<b>Alcoholic Beverages II</b>	<ul style="list-style-type: none"> <li>• Introduction to Spirits- Whisky, Vodka, Gin , Rum &amp; Tequila.</li> </ul>
			<ul style="list-style-type: none"> <li>• Production &amp; Brand names of Liqueurs.</li> </ul>
			<ul style="list-style-type: none"> <li>• Varieties of Cocktails and methods of making cocktails.</li> </ul>
	<b>DSE 103</b>	<b>Accommodation Operations</b>	<ul style="list-style-type: none"> <li>• Understand the elements of Interior designing, Refurbishing and Restoration.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn Sales techniques and role of Sales in Marketing Departments.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn Par stock Calculation &amp; Inventory.</li> </ul>
	<b>SEC 102</b>	<b>Accounting Skills for Hospitality</b>	<ul style="list-style-type: none"> <li>• Acquire basic knowledge of Accounting-Double entry system.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the preparation of Trial Balance &amp; Final Accounts of Small Hotels &amp; Restaurants.</li> </ul>
	<b>SEC 103</b>	<b>Tourism Operations</b>	<ul style="list-style-type: none"> <li>• Learn Tourism phenomenon- Tour, Tourist, visitors, Excursionist.</li> </ul>

			<ul style="list-style-type: none"> <li>• Learn types of Tourism &amp; Impacts of Tourism.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn Itinerary Planning.</li> </ul>
	<b>AEC 102</b>	<b>Hospitality Law</b>	<ul style="list-style-type: none"> <li>• Understand the laws pertaining to Hotel &amp; Catering Industry-Indian Contract Act 1872, The Sales and Goods Act 1932, The Companies Act 1956 etc.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn about Food Legislations.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn about the licenses and permits required for Hotel and Catering establishment.</li> </ul>
	<b>AEE 101</b>	<b>Catering Science</b>	<ul style="list-style-type: none"> <li>• Learn the importance of Hygiene and Sanitation.</li> </ul>
			<ul style="list-style-type: none"> <li>• Gain Knowledge about Food handling.</li> </ul>
			<ul style="list-style-type: none"> <li>• Know about Environmental sanitation.</li> </ul>
	<b>AEE 102</b>	<b>Dietetics &amp; Nutrition</b>	<ul style="list-style-type: none"> <li>• Develop awareness of important nutrients in our diet.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the changes that occur in the chemical components of food during preparation.</li> </ul>
	<b>AEE 103</b>	<b>Food &amp; Beverage Controls</b>	<ul style="list-style-type: none"> <li>• Learn various cost and inventory concepts in food and beverage operation.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand Cost, Profit and sales concept of Food and beverage.</li> </ul>
	<b>AEE 104</b>	<b>Principles of Management</b>	<ul style="list-style-type: none"> <li>• Learn the concepts of Management.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the concept of Human skills.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the practical applications of management strategies.</li> </ul>
	<b>AEE 105</b>	<b>Organizational Behaviour</b>	<ul style="list-style-type: none"> <li>• Understand the various dynamics of organizational behaviour.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the various elements of Organizational Behaviour.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the importance of effective communication in an organization.</li> </ul>
	<b>AEE 106</b>	<b>Hotel Economics</b>	<ul style="list-style-type: none"> <li>• Understand the theories of management techniques in the field of economics.</li> </ul>
			<ul style="list-style-type: none"> <li>• Understand the role of a manager in the decision making process.</li> </ul>
	<b>AEE 107</b>	<b>Financial Management</b>	<ul style="list-style-type: none"> <li>• Understand the concepts of financial management in the hospitality Industry.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the concept of financial statements and capital budgeting.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn pricing and Value added Tax.</li> </ul>



<b>SEM VI</b>	<b>DSE 201</b>	<b>Advanced Food Production &amp; Kitchen Management</b>	<ul style="list-style-type: none"> <li>• Understanding of technical as well as managerial skills for culinary professionals</li> </ul>	
			<ul style="list-style-type: none"> <li>• Understand the principles of Nouvelle Cuisine.</li> </ul>	
			<ul style="list-style-type: none"> <li>• Learn techniques of Food Presentation &amp; Garnishes.</li> </ul>	
			<ul style="list-style-type: none"> <li>• In depth insight into International Cuisine- France, Italy, China, Germany, Spain, South East Asia &amp; Mediterranean regions.</li> </ul>	
			<ul style="list-style-type: none"> <li>• Learn Advanced bakery skills- Icing, Pastry &amp; Recipe balancing.</li> </ul>	
			<ul style="list-style-type: none"> <li>• Learn New concepts in culinary- Vegan, Molecular Gastronomy &amp; Organic foods.</li> </ul>	
		<b>DSE 202</b>	<b>Food &amp; Beverage Operations and Management</b>	<ul style="list-style-type: none"> <li>• Learn types of Bar, Bar equipment's &amp; Bar Layout.</li> </ul>
				<ul style="list-style-type: none"> <li>• Understand the science of Mixology.</li> </ul>
				<ul style="list-style-type: none"> <li>• Learn Gueridon Service &amp; Buffet.</li> </ul>
				<ul style="list-style-type: none"> <li>• Learn Menu Engineering &amp; Customer Relationship.</li> </ul>
		<b>DSE 203</b>	<b>Accommodation management</b>	<ul style="list-style-type: none"> <li>• Learn about Indian Chain Hotels &amp; their growth.</li> </ul>
				<ul style="list-style-type: none"> <li>• Understand the concept of Revenue Management.</li> </ul>
				<ul style="list-style-type: none"> <li>• Application of Housekeeping in allied sectors.</li> </ul>
				<ul style="list-style-type: none"> <li>• Understand the concept of Customer Relationship.</li> </ul>
		<b>SEC 104</b>	<b>Applications of computers in Hotels</b>	<ul style="list-style-type: none"> <li>• Understand the fundamentals of Computer.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn Windows, Ms Word, Ms Excel &amp; Ms PowerPoint.</li> </ul>	
			<ul style="list-style-type: none"> <li>• Learn Hospitality Software- Shawman.</li> </ul>	
	<b>AEC 103</b>	<b>Hospitality Marketing</b>	<ul style="list-style-type: none"> <li>• Learn Concepts of Marketing.</li> </ul>	
			<ul style="list-style-type: none"> <li>• Understand the Marketing Environment.</li> </ul>	
			<ul style="list-style-type: none"> <li>• Learn Product &amp; Pricing Strategies.</li> </ul>	
	<b>AEC 104</b>	<b>Human Resource Management</b>	<ul style="list-style-type: none"> <li>• Understand the role, importance &amp; Characteristics of Human Resource Management in modern Hospitality.</li> </ul>	
			<ul style="list-style-type: none"> <li>• Learn the concept of Appraisal and Job Evaluation.</li> </ul>	

			<ul style="list-style-type: none"> <li>• Learn Grievances and Discipline.</li> </ul>
	<b>SEE 101</b>	<b>First Aid</b>	<ul style="list-style-type: none"> <li>• Learn how to handle accidents and injuries.</li> <li>• Understand the importance of hygiene and sanitation.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn the emergency first aid.</li> </ul>
	<b>SEE 102</b>	<b>Hotel Maintenance</b>	<ul style="list-style-type: none"> <li>• Know the basic services of engineering in hotel industry.</li> <li>• Learn about the working of electricity, security, water distribution system and energy conservation in the hotel.</li> <li>• Understand the functions of various machines.</li> <li>• Know about the safety &amp; security in the hotel.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn about the concepts of retail management.</li> <li>• Learn about the Indian and Global scenario in Retail.</li> <li>• Learn about the Retail Pricing, Retail Merchandising, and Retail store operations.</li> </ul>
	<b>SEE 103</b>	<b>Retail Management</b>	<ul style="list-style-type: none"> <li>• Learn how to organise an event.</li> <li>• Understand the marketing tools like advertising, publicity and media in managing events.</li> </ul>
			<ul style="list-style-type: none"> <li>• Learn how to become a successful entrepreneur in catering industry.</li> <li>• Understand the techniques of ideation .</li> <li>• Learn about Modern trends in Entrepreneurship.</li> </ul>
	<b>SEE 104</b>	<b>Event Management</b>	<ul style="list-style-type: none"> <li>• Learn the fundamentals of designing in hotels.</li> <li>• Learn how to plan parking areas, food service areas and operational areas in hotels.</li> </ul>
	<b>SEE 105</b>	<b>Entrepreneurship Development</b>	
	<b>SEE 106</b>	<b>Facility Planning</b>	

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