

Ref./SU/BOS/Com & Mgt./ 538

Date : 19/07/2023

To,

The Principal  
All Affiliated (Commerce & Management) Colleges/ Institutions,  
Shivaji University, Kolhapur

**Subject : Regarding syllabi of B. Com. Part-II (CBCS) Hospitality Management  
(Sem. III & IV) degree programme under the Faculty of Commerce &  
Management as per National Education Policy, 2020**

Sir/Madam,


With reference to the subject mentioned above, I am directed to inform you that the University authorities have accepted and granted approval to the revised syllabi of **B. Com. Part-II Hospitality Management (Sem. III & IV) (CBCS)** under the Faculty of Commerce & Management as per National Education Policy, 2020

This syllabi shall be implemented from the academic year **2023-2024** onwards. A soft copy containing the syllabus is attached herewith and it is also available on university website [www.unishivaji.ac.in](http://www.unishivaji.ac.in) (Online Syllabus).

You are therefore, requested to bring this to the notice of all Students and Teachers concerned.

Thanking you,

Yours faithfully,

  
(Dr. S. M. Kubal)  
Dy. Registrar

Encl : As above

Copy to,

- |  |   |                                       |
|--|---|---------------------------------------|
| 1. Dean, Faculty of Commerce & Management                  | } | for information                       |
| 2. Chairman, BOS under Faculty of<br>Commerce & Management |   |                                       |
| 3. Director, BOEE  | } | for information and necessary action. |
| 4. Appointment Section                                     |   |                                       |
| 5. P. G. Admission Section                                 |   |                                       |
| 6. B. Com. Section   |   |                                       |
| 7. Affiliation Section (U.G./P.G.)                         |   |                                       |
| 8. Computer Center/I.T.                                    |   |                                       |
| 9. Eligibility Section                                     |   |                                       |
| 10. Distance Education                                     |   |                                       |
| 11. P.G. Seminar Section                                   |   |                                       |

# **SHIVAJI UNIVERSITY, KOLHAPUR.**



Estd. 1962

NAAC "A++" Grade

**Faculty of Commerce and Management**

Syllabus For

**B. Com. Part – II (CBCS)**

**Hospitality Management (Sem III & IV)**

(Regulations in accordance with National Education Policy to

be implemented from Academic Year 2023-24)

(Subject to the modifications that will be made from time to time)

## **B.Com. II Hospitality Management**

**As Per NEP 2020**

### **SYLLABUS**

<b>Semester -III</b>		<b>Semester -IV</b>	
<b>Course code</b>	<b>Course (subject)</b>	<b>Course code</b>	<b>Course (subject)</b>
<b>Core course</b>			
CC-B1	Accommodation Management	CC-B5	Catering Management
CC-B2	Food and Beverage Management	CC-B6	Food Science and Dietetic Management
CC-B3	Personality Development	CC-B7	Hospitality Marketing
CC-B4	Tourism Issues and Strategies	CC-B8	Public Relations and Corporate Images
<b>General Elective Course</b>			
GEC-G3	Approaches to Research	GEC-G4	Marketing Research and Report Preparation
<b>Ability Enhancement Compulsory Course</b>			
AECC-C3	Financial Management	AECC-C4	Human Resource Management
AECC-EVS	Environmental Science		

## **B.Com. Hospitality Management Syllabus**

### **Program Outcomes:**

<b>PO's</b>	
<b>PO1</b>	Ability to articulate, illustrates, analyze, and apply the knowledge of principles and frameworks of hospitality management to the solutions of real business issues.
<b>PO2</b>	Undertakes task, functions, duties and activities in the operation of the hotels, restaurants, travel, government and non-government agencies in accordance with the competency standards.
<b>PO3</b>	Analyses situation, identifies problems, formulates solutions and implements corrective and/or mitigating measures and action management into foodservice

	and lodging operations.
<b>PO4</b>	Ability to conduct investigation of multidimensional business problems using research based knowledge and research methods to arrive at data driven decisions
<b>PO5</b>	Ability to effectively communicate in technology facilitated environments, especially in the business context and with society at large.
<b>PO6</b>	Ability to identify entrepreneurial opportunities and leverage managerial & leadership skills for founding, leading & managing start-ups as well as professionalizing and growing family businesses.
<b>PO7</b>	Practice professional ethics, provide leadership, demonstrate personal and global responsibility, and work effectively as a team member

**Semester III**  
**CC-B1 Accommodation Management**

<b>Semester III</b>	<b>Course</b>	<b>Accommodation Management CC-B1</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>Core course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
CCB101	REMEMBERING	1. RECALL and REPRODUCE the various concepts, of Accommodation management.
CCB102	UNDERSTANDING	2. UNDERSTAND the Guest relations and safety and Security Process
CCB103	APPLYING	3. APPLY Front office accounting
CCB104	ANALYSING	4. EXAMINE the impact of contract cleaning and Pest control
CCB105	EVALUATING CREATRING	5. EVALUATE the effectiveness of Textile, Linen uniform room operations

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1. Guest Relations And Safety &amp; Security Processes</b>	Hospitality Desk, Functions and role, Maintenance of records like guest history card etc. Special personality traits for a Guest Relations Executive, Reservations- Procedure for taking reservation, Types of reservation, Situation Handling- Complaint handling procedure, Dealing with unusual situation (Death, theft, fire etc ),Safety of Guest Property, Hotel Property ,Prevention of accidents, First Aid, Role & Procedures adopted by the security Department	<b>10</b>
	<b>Practical:</b> a. Dealing with guests at the hospitality desk (enhancing the guest experience) b. Reservation Procedure and its report preparation c.. Prepare report on -Situation for the following instances on Posting charges in guest folio, Practical applications of the Credit Monitoring	<b>05</b>
<b>2. Front Office Accounting</b>	<b>Theory:</b> Accounting fundamentals (types of accounts, ledger, folios, voucher) ,Record keeping system (non automated , semi-automated and fully automated) ,Guest Billing Procedure, Credit Monitoring and Charge Privileges, Cash sheet Calculation of various Statistical data using Formulae (ARR, Room occupancy %, Double Occupancy %, Local Occupancy %, House count),Daily Report, Revenue Report, Discrepancy Report etc.	<b>10</b>

	<b>Practical:</b> a. Prepare report on Hotel House-keeping Management b. Prepare report on Account Handling, Report Generation c. Practical applications of the Charge Privilege	<b>05</b>
<b>3 Textiles, Linen &amp; Uniform Room Operation, Laundry</b>	<b>Theory:</b> Classification of fibers with examples, Characteristics and uses of fabrics used in Hotel Industry Layout of Linen Room, Classification & Selection of Linen, Classification of Bed, Bath, & Restaurant Linen, Sizes of Linen, Calculation of Linen requirement, Linen Control –Linen Inventory Par stock, Linen Coverage, Discard management,	<b>10</b>
	<b>Practical:</b> a) .Visit to a Laundry- Laundering Procedure, Use of Laundry Equipment b) Prepare layout of linen room	<b>05</b>
<b>4. Contract Cleaning and Pest Control</b>	<b>Theory:</b> Definition, concepts, Jobs given on contract Housekeeping, Advantages and disadvantages Pricing a contract. Pest Control-Types of Pests, Preventive and Control Measures	<b>10</b>
	<b>Practical:</b> a) Know about Horticultural aspects, Pest Control System in Hotel b) Prepare report on Contract Housekeeping	<b>05</b>

#### Learning Resource:

Books	<ol style="list-style-type: none"> <li>1. Fibres &amp; Fabrics – Brenda Piper</li> <li>2. Housekeeping Operations – Robert Martin</li> <li>3. Housing Management – Matt A. Casado (Wiley)</li> <li>4. Hotel front Office Training Manual – Sudhir Andrews</li> <li>5. Principles of Hotel Front Office Operations – Sue Baker, P. Bradley, J. Huyton</li> <li>6. Hotel Front Office – Bruce Braham</li> <li>7. Managing Front Office Operations – Michael Kasavana, Charles Steadmon</li> <li>8. Check-in Checkout – Jerome Vallen</li> <li>9. The Hotel Receptionist- Grace Paige</li> <li>10. Front Office Procedures and Management- Peter Abbott</li> <li>11. Front Office Operations / Accommodations Operations – Colin Dix</li> <li>12. Hotel Reception – Paul White and Helen</li> <li>13. Front Office Operation and Administration – Dennis Foster</li> <li>14. Hotel Accountancy &amp; Finance – S.P.Jain &amp; K.L.Narang First 1999 Kalyani Publisher B1/1292, Rajinder Nagar, Ludhiana</li> <li>15. Hotel Accounting &amp; Financial Control - Ozi D’Cunha Gkleson Ozi D’Cunha- Fist – 2002 – Dickey Enterprises, Kandivali (W) Mumbai</li> </ol>
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**Nature of Question Paper as Per the CO's**  
**Semester end examination Marks 40**

**Internal marks: 10**

<b>Q#</b>	<b>Cognitive Abilities (COs)</b>	<b>Internal Options</b>	<b>Mark</b>
Q.1	REMEMBERING	MCQ (8 MCQs each for one mark)	8
Q.2	UNDERSTANDING	Long Answer question any 1 out of 2	8
Q.3	APPLYING	Long Answer question any 1 out of 2	8
Q.4	ANALYSING	Short Answer question 2 out of 3	8
Q.5	EVALUATING	Short Notes ( 2 out of 3)	8

**B.Com. II Hospitality Management**  
**As Per NEP 2020**  
**Semester III**  
**CC-B2 Food and Beverage Management**

<b>Semester III</b>	<b>Course</b>	<b>Food and Beverage Management CC-B2</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>Core course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
CCB201	REMEMBERING	1. RECALL and REPRODUCE the various concepts, classification and objectives of Food and Beverage Management.
CCB202	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the purchasing and receiving control of food and beverage management
CCB203	APPLYING	3. APPLY control system for production and storing of food and beverage
CCB204	ANALYSING	4. EXAMINE the impact of menu costing and pricing
CCB205	EVALUATING CREATING	5. EVALUATE the effectiveness of food and beverage management.

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1. Introduction to Food and Beverage Management</b>	<b>a) Theory</b> Introduction, Classification of Food, Food and Beverage Management, Factors Affecting Food and Beverage Management : External Factors & Internal Factors, Commercial Catering , Institutional Catering Introduction to Food Control, Objectives of Food and Beverage Control, Control Cycle	<b>10</b>
	<b>Practical:</b> a) Visit nearest hotel and study their catering process b) Prepare a list of various food provided in your nearest hotel	<b>05</b>
<b>2. Purchasing Control &amp; Receiving Control</b>	Introduction, Perishables and Non-perishables, Formulating Standards, Standard Purchase Specification, Beverage Purchase, Introduction, Establishing Standard Procedures for Food, Establishing Standard Procedures for Beverage	<b>10</b>
	<b>Practical:</b> a) Prepare a list of perishable and non perishables food b) Develop standard procedure for food	<b>05</b>



<b>3 Production Control and Storing</b>	<b>Theory</b> <b>Production Control</b> Introduction: Food Costing, Food Cost Formula for Calculating Food Cost, Beverage Costing, Standard Recipe for Food, Standard Recipe for Beverage <b>Storing, Issue:</b> Introduction, Standard Procedure for Storing Food, Standard Procedure for Storing Beverage	<b>10</b>
	<b>Practical:</b> a) Prepare various food cost sheet b) Prepare standard recipe for various food	<b>05</b>
<b>4 Menu Management &amp; New Trends in Food and Beverage Management</b>	<b>Theory:</b> Introduction to Menu, Types of Menu, Cyclic Menu, Menu Costing and Pricing, Computerized Menu and Dish Costing, Menu Planning, Menu Merchandising New Trends in Food and Beverage Management Introduction: Yield Management, Price Management, Quality Management	<b>10</b>
	<b>Practical:</b> a) Prepare draft menus for classical & casual dining. b) Prepare draft for quality management for hotel	<b>05</b>

#### Learning Resource:

Books	1. <b>Management of Food and Beverage Operations.</b> by Jack D. Ninemeier 2. <b>Food and Beverage Management</b> By Bernard Davis Andrew Lockwood Peter Alcott Ioannis S. Pantelidis 3. <b>Management of Food and Beverage</b> by Sudhir Andrews 4. <b>Food and Beverage: Operations to Management</b> , 1/e. Author, : Tarun K Bansal.
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#### Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	MCQ (8 MCQs each for one mark)	8
Q.2	UNDERSTANDING	Long Answer question any 1 out of 2	8
Q.3	APPLYING	Long Answer question any 1 out of 2	8
Q.4	ANALYSING	Short Answer question 2 out of 3	8
Q.5	EVALUATING	Short Notes ( 2 out of 3)	8

**B.Com. II Hospitality Management****As Per NEP 2020****Semester III****CC-B3 Personality Management**

<b>Semester III</b>	<b>Course</b>	<b>Personality Management CC-B3</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>Core course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
CCB301	REMEMBERING	1. RECALL and REPRODUCE the various concepts, Personality development
CCB302	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the attitude of customers
CCB303	APPLYING	3. APPLY financial and non- financial incentives for motivate the employees
CCB304	ANALYSING	4. EXAMINE the advantages and disadvantages of self esteem
CCB305	EVALUATING CREATRING	5. EVALUATE the effectiveness other aspects of personality development

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1. Introduction To Personality Development</b>	Concept of Personality- Define Personality, Determinants of Personality Development , Types of Personalities – Introvert, Extrovert & Ambivert person, Factors of Association – Relationship, Personality Traits, Developing Effective Habits, Emotional Intelligence	<b>10</b>
	<b>Practical:</b> a. Select any ten peoples and observe their personality b. Select any ten customers and observe their habit and prepare a short report	<b>05</b>
<b>2. Attitude &amp; Motivation</b>	<b>Theory:</b> Attitude - Concept - Significance - Factors affecting attitudes - Positive attitude - Advantages –Negative attitude - Disadvantages - Ways to develop positive attitude - Difference between personalities having positive and negative attitude. Concept of motivation - Significance - Internal and external motives - Importance of self-motivation- Factors leading to de-motivation	<b>10</b>

	<b>Practical:</b> <ol style="list-style-type: none"> <li>Observe the factors affecting attitudes and prepare a report</li> <li>Prepare a list of financial and non-financial incentives of any hotel</li> </ol>	<b>05</b>
<b>3 Self-Esteem</b>	<b>Theory:</b> Term self-esteem - Symptoms - Advantages - Do's and Don'ts to develop positive self-esteem – Low self esteem - Symptoms - Personality having low self esteem - Positive and negative self-esteem. Interpersonal Relationships – Defining the difference between aggressive, submissive and assertive behaviours - Lateral thinking.	<b>10</b>
	<b>Practical:</b> <ol style="list-style-type: none"> <li>Select any ten peoples and observe their symptoms of self esteem</li> <li>Prepare a list of positive and negative self esteem</li> </ol>	<b>05</b>
<b>4 Other Aspects Of Personality Development</b>	<b>Theory:</b> Body language - Problem-solving - Conflict and Stress Management - Decision-making skills -Leadership and qualities of a successful leader - Character-building -Team-work - Time management -Work ethics – Good manners and etiquette.	<b>10</b>
	<b>Practical:</b> <ol style="list-style-type: none"> <li>Select any ten people and observe their stress level</li> <li>Select any ten people and list their good manners and etiquette</li> </ol>	<b>05</b>

### Learning Resource:

Books	<ol style="list-style-type: none"> <li>Seven Habits Of Highly Effective People – Stephen Covey</li> <li>You Can Win – Shiv Khera</li> <li>Three Basic Managerial Skills For All – Hall Of India Pvt Ltd New Delhi</li> <li>Hurlock Elizabeth B Personality Development Tata Mcgraw Hill New Delhi</li> <li>Understanding Psychology: By Robert S Feldman. ( Tata McGraw Hill Publishing)</li> <li>Personality Development and Career management: By R.M.Onkar (S Chand Publications)</li> <li>Social Psychology: By Robert S Feldman. ( Tata McGraw Hill Publishing)</li> <li>Mcgrath Eh Basics Management Skills For All Printish Hall Of India Pvt Ltd New Delhi</li> <li>Wehtlel David A and Kin S Kemerron – Developing Managerial Skills – Pearson Education New Delhi.</li> <li>Essentials of Business Communication - Rajendra Pal and J. S.</li> </ol>
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	Korlhalli - Sultan Chand & Sons, New Delhi. 11. Business Communication (Principles, Methods and Techniques) Nirmal Singh - Deep & Deep Publications Pvt. Ltd., New Delhi 12. Effective Business Communication – H.Murphy.
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**Nature of Question Paper as Per the CO's**

<b>Q#</b>	<b>Cognitive Abilities (COs)</b>	<b>Internal Options</b>	<b>Mark</b>
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

**B.COM II HOPITALITY MANAGEMENT****As Per NEP 2020****SEMESTER III****CC-B4 TOURISM ISSUES AND STRATEGIES**

<b>Semester-III</b>	Course	<b>TOURISM ISSUES AND STRATEGIES CC-B4</b>
4 credits	L:T: P: 3:0:1	Core course

COURSE OUTCOMES: ON SUCESSFULXOMPLETION OF THE COURSE THE LEARNER WILL BE ABLE TO

CO#	COGNITIVE ABILITIES	COURSE OUTCOMES
CCB401	Analyzing	1. Analyze role of sustainable tourism in changing global scenario
CCB402	Exploring	2. Explore the environmental components of tourism in relation with climate change
CCB403	Understanding	3.Understand strategic management in tourism
CCB404	Developing	4.Develop strategic insights regarding tourism

CHAPTER	CONTENT	SESSIONS
<b>1.Sustainable Tourism in Changing Global Scenario</b>	<b>Theory:</b> Nature and scope of sustainable tourism, Dimensions of sustainable tourism. Sustainable tourism development. Sustainable tourism instruments. Future of sustainable tourism. Issues and challenges in sustainable tourism.	<b>10</b>
	<b>Practical:</b> 1. Visit to any tourist destination and study the ecological projects/changes made and present a report in class.	<b>05</b>
<b>2.Environmental Components of Tourism in Relation to Climate Change.</b>	<b>Theory:</b> Tourism: concept, definition and nature of tourism. Impact of environment on tourism. Impact of climatic variations on tourist destinations. Causes and effects of climatic conditions prevailing in tourist attractions. Environmental Protection Act, Obligations under various environmental laws. Global climate change-issues & challenges.	<b>10</b>
	<b>Practical-</b> Students are expected to be aware of the changes and trends in the industry. For better understanding of the latest trends they should have an in house apprentice with package tour companies like..SOTC/Veena World/Kesari Tours...	<b>05</b>

<b>3.Strategic Management in Tourism</b>	<b>Theory:</b> Strategic Tourism Management- definition of strategy-scope of strategic management in tourism-different levels of strategy in tourism. Strategic decision making in tourism. Phases of Strategic management in tourism	<b>10</b>
	<b>Practical-</b> Students will visit any tourist agency to learn about importance of tourist orientation and ways to reach tourist through proper marketing strategies	<b>05</b>
<b>4.Strategic Insights Regarding Tourism</b>	<b>Theory:</b> Strategic Management process-SWOT Analysis & choice for tourism-Implementation of corporate level strategy & Business level strategy. Implementing functional strategies in tourism industry. Overview of strategic evaluation & control in tourism	<b>10</b>
	<b>Practical-</b> 1.Select any well-known travel agency and to study their functional plans and policies along with strategies adopted by the agency. 2. Arrange guest lecture of CEO/MD/OWNER of a travel agency to discuss on business level strategies.	<b>05</b>

### Learning Resource:

Books	<ol style="list-style-type: none"> <li>1. T.C. Victor M, and H. Rebecca (1998) Sustainable Tourism- A Marketing Perspective, Routledge, U.K.</li> <li>2. Salah Wahab and John J. Pigram (1997) Tourism, Development and Growth: The Challenge of Sustainability, Routledge, U.K.</li> <li>3. Rao, P.K. (2000) Sustainable Development – Economics and Policy, Wiley-Blackwell, New Jersey</li> <li>4. Pearce D.G. and Butler R.W(1999)Contemporary issues in Tourism Development, Routledge, New York.</li> <li>5. Chand, M (2016) Opportunities and Challenges for Tourism and Hospitality in the Bric Nations, Information Science Reference, India</li> <li>6.. Hall, M, Cooper, C (2007) Contemporary Tourism; An International Approach, Elsevier, Netherlands</li> <li>7. Nigel Evans,(2019) Strategic Management for Tourism, Hospitality and Events, 3rd Edition Routledge publisher, London.</li> </ol>
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**Nature of Question Paper as Per the CO's**

<b>Q#</b>	<b>Cognitive Abilities (COs)</b>	<b>Internal Options</b>	<b>Mark</b>
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

**B.Com. II Hospitality Management****As Per NEP 2020****Semester III****GEC-G3 Approaches to Research**

<b>Semester III</b>	<b>Course</b>	<b>Approaches to Research GEC-G3</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>General Elective Course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
<b>GEC-G301</b>	REMEMBERING	1. RECALL and REPRODUCE the various concepts of research
<b>GEC-G302</b>	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE how to fine the research Problem and set the research questions
<b>GEC-G303</b>	APPLYING	3. APPLY various sampling methods.
<b>GEC-G304</b>	ANALYSING	4. EXAMINE the research gap by using various tools of research
<b>GEC-G305</b>	EVALUATING CREATRING	5. EVALUATE the data which is collected through various sources of information

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1.Introduction to Research</b>	Meaning of Research, Objectives of Research, Motivations in Research, types of Research, Research Approaches, Significance of Research, Research Process, Criteria of Good Research	<b>10</b>
	<b>Practical:</b> a. Visit to research and development department of any firm and understand research process b. Prepare a list of various types of research with appropriate examples	<b>05</b>
<b>2. Problem Identification &amp; Formulation</b>	<b>Theory:</b> Concept and need, Identification of Research problem,. Research Question – Investigation Question Hypothesis: characteristics of good Hypothesis. Null Hypothesis & Alternative Hypothesis. Hypothesis Testing – Logic & Importance	<b>10</b>
	<b>Practical:</b> a. Find the various problems in Hospitality business b. Set the sample of hypothesis	<b>05</b>



<b>3 Research design:</b>	<b>Theory:</b> Meaning, Need, Features of Good Design, Concepts, Types. Basic principles of Experimental Design, various methods of Research design <b>Sampling:</b> Probability and Non Probability sampling- types and criteria for selection. Developing sampling Frames.	<b>10</b>
	<b>Practical:</b> a. Set the sample research design with appropriate examples b. Prepare a list of various sampling techniques with examples	<b>05</b>
<b>4. Tools for Data Collection</b>	<b>Theory:</b> Tools for Data Collection: Collections of Primary Data, Collection of Data through questionnaire and Schedules, other Observation Interview Methods, Collection of Secondary Data, Selection of appropriate method for data collection, Case Study, Focus Group Discussion	<b>10</b>
	<b>Practical:</b> a. Prepare a questionnaire by using any appropriate method b. Prepare a schedule for interview	<b>05</b>

#### Learning Resource:

Books	1. Best and Kahn, Research Methodology, PHI Limited. 2. Kothari, C.R. Research Methodology (Methods and Techniques), New Age Publisher. 3. Kerlinger, Foundation of Research. 4. Fundamentals of modern statistical methods by Rand R.wilcox. 5. Power Analysis for Experimental research A Practical Guide for the Biological, Medical and social Sciences by R. Barker Bausell, Yi-Fang Li Cambridge University Press. 6. Design of Experience: Statistical Principles of Research Design and Analysis, by Robert O. Kuehl Brooks/cole.
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#### Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

## B.Com. II Hospitality Management

As per NEP 2020

### Semester III

Semester III	Course	Financial Management AECC-C3
4 Credits	L:T:P: 3:0:1	Ability Enhancement Compulsory Course

**Course Outcomes:** On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
AECC-C301	REMEMBERING	1. RECALL and REPRODUCE the various concepts of financial management.
AECC-C302	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE role of finance manager, importance of finance function concept of cost of capital, sources of finance, capital structure, and working capital.
AECC-C303	APPLYING	3. APPLY measures of cost of capital to form long term financial policies for business.
AECC-C304	ANALYSING	4. EXAMINE the capital structure of the firm.
AECC-C305	EVALUATING CREATRING	5. EVALUATE cost of capital, estimation of working capital. Comparative Analysis of working capital management policies and its impact on the profitability and liquidity of business.

Chapter	Content	Sessions
<b>1.Introduction to Financial Management</b>	<b>Theory:</b> Introduction, Meaning and Scope of Financial Management, Finance Functions, Financial Goals, Profit Maximizations Vs Wealth Maximizations, Role of Finance Manager	<b>10</b>
	<b>Practical:</b> Take interview of finance manager of any business enterprise to understand his functions	<b>05</b>
<b>2.Financial Decisions</b>	<b>Theory:</b> <b>A) Sources of Finance :</b> Introduction, Short-term Finance and Long-term Finance <b>B) Cost of Capital :</b> Introduction, Cost of Debt, Cost of Preference Capital, Cost of Equity Capital, Weighted Average Cost of Capital	<b>10</b>

	<b>Practical:</b> Collect or download of annual report of any company to analysis its cost of capital	<b>05</b>
<b>3.Capital Structure :</b>	<b>Theory:</b> Introduction, Features of an Ideal Capital Structure, Factors Affecting Capital Structure, Theories of Capital Structure	<b>10</b>
	<b>Practical:</b> c) Download annual report of any company from its website and analysis its capital structure d) Group Discussion on Capital Structure	<b>05</b>
<b>4.Working Capital Management:</b>	<b>Theory:</b> Introduction, Concepts of Working Capital, Needs of Working Capital, Determinants of working capital, Estimation of Working Capital, Financing of Working Capital, Working Capital Cycle.	<b>10</b>
	<b>Practical:</b> c) Download annual report of any company from its website and analyze its working capital d) Take interview of finance manager regarding need of working capital and its finance.	<b>05</b>

#### Learning Resource:

Books	1. Financial Management–Khan and Jain 2. Financial Management – I. M. Pandey 3. Financial Management – Prasanna Chandra 4. Cost Accounting and Financial Management - Tulsian 5. Financial Management –Hogland
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#### Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

**B.Com. II Hospitality Management****As per NEP 2020****Semester IV****CC-B5 Catering Management**

<b>Semester IV</b>	<b>Course</b>	<b>Catering Management CC-B5</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>Core course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
CC-B501	REMEMBERING	1. RECALL and REPRODUCE the principles and functions of catering management.
CC-B502	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the management resources for catering management
CC-B503	APPLYING	3. APPLY methods of cooking foods
CC-B504	ANALYSING	4. EXAMINE food production items
CC-B505	EVALUATING CREATING	5. EVALUATE the effectiveness of catering management principles and functions.

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1. Introduction to Catering Management</b>	Introduction to Terminologies- Food, Nutrition, Empty Calories, Health, Malnutrition, Edible portion of food, Balanced Diet ,Principles & functions of catering Management ,Tools of Catering Management for organizational -Top Management - Middle Management - Line Management , Operational Staff (workers) Planning, Layout & Designing Establishing staffing levels: H.R.D. in Catering Industry	<b>10</b>
	<b>Practical:</b> a) Visit to Hotel Restaurants to catering Section and Knowing of Tools of Catering Management b) Visit to Hotel Restaurants and Knowing different foods and its method of cooking, preparing report on it	<b>05</b>

<b>2. Management of Resources available to the Catering Manager</b>	<b>Theory:</b> Menu – Planning, Designing, Analysis, Merchandising, Kitchen Planning -Area selection - Space requirement - Policy formulation -Setting of equipments Maintenance, Food & Beverage service area, Handling Of Food ,Personal hygiene of the food handlers ,Programme of Good Health For Food handlers Food Borne Diseases ,Roots of Contamination ,Habits and Abuse	<b>10</b>
	<b>Practical:</b> a) Visit to Hotel and know about Hygiene System of it. b) Visit to different hotels and prepare analytical report on Menu cards	<b>05</b>
<b>3.Food Production Items and Methods of cooking food</b>	<b>Theory:</b> Introduction of various commodities used in food production department-Cereals – Rice , Wheat, Other Cereals , Pulses - Uses of different types of Pulses , Tea and processing , Fresh fruits and vegetables ,Cheese – Classification, Manufacture and uses , Coffee, processing & uses - Cocoa , Herbs and spices – Classification, description and uses procurement and storage, methods of cooking Moist ,Dry , Wet and Fry ,Basic Rule , Food Example ,Stocks	<b>10</b>
	<b>Practical:</b> a. Prepare a recipe of coffee b. Visit to Food store-house and knowing about its management	<b>05</b>
<b>4 Regional Cookery, Food Cost and Control</b>	<b>Theory:</b> North & South Indian, Mughlai, Bengali, Goanese & Marathi , Chinese , Mexican , Italian , Menu Examples ,Mass Cooking - Principles - Advantages -Definitions & Techniques, Rechauffe Cooking - Principles - Methods ,Menu Planning - Types of Menu - Principles - Presentation Food Cost -Yield -Actual Food Cost -Position & Cost Control, Culinary Terms Standardization Of Recipes -Importance, Advantages and Disadvantages	<b>10</b>
	<b>Practical:</b> a. Visit to Hotel and knowing about Food Cost and control procedure and prepare report on it. b. Make presentation on menu	<b>05</b>

**Learning Resource:**

Books	i. Hand Book of Food And Nutrition- Dr. M. S. Swaminathen ii. Nutrition and Dietetics – Shubhangi Joshi iii. Fundamentals of Food and Nutrition – Sumati R. Mudambi and M. V. Rajgopal iv. Practical Cookery – Victor Ceserani & Ronald Kinton, ELBS v. Theory of Catering – Victor Ceserani & Ronald Kinton, ELBS
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	vi. Theory of Catering – Mrs. K. Arora, Frank Brothers vii. Modern cookery for Teaching & Trade Vol I – Ms Thangam Philip, Orient Longan viii. The Professional Chef ( 4th Edition ) – Le Rol A. Polsom ix. The book of Ingredients – Jane Grigson x. Success in Principles of catering – Michael Colleer & Colin Saussams.
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### **Nature of Question Paper as Per the CO's**

<b>Q#</b>	<b>Cognitive Abilities (COs)</b>	<b>Internal Options</b>	<b>Mark</b>
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

## B.Com. II Hospitality Management

As per NEP 2020

Semester IV

### CC-B6 Food Science and Dietetic Management

Semester IV	Course	Food Science and Dietetic Management CC-B6
4 Credits	L:T:P: 3:0:1	Core course

**Course Outcomes:** On successful completion of the course the learner will be able to

CO#	Cognitive Abilities	Course Outcomes
CC-B601	REMEMBERING	1. RECALL and REPRODUCE the concept of food science
CC-B602	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the management resources for catering management
CC-B603	APPLYING	3. APPLY methods of cooking foods
CC-B604	ANALYSING	4. EXAMINE food production items
CC-B6105	EVALUATING CREATRING	5. EVALUATE the effectiveness of catering management principles and functions.

Chapter	Content	Sessions
<b>1. Introduction to food science</b>	<b>Introduction to food science:</b> Definition, History, Its relation to quality control. <b>Fields of food science: Food Microbiology.</b> Basically the study of how microorganisms interact with foods, food microbiology focuses on bacteria, molds, yeasts and viruses. <b>Food Engineering &amp; Processing. Food Chemistry &amp; Biochemistry, Nutrition, Sensory Analysis.</b>	<b>10</b>
	<b>Practical:</b> Identify sensory characteristics of different types of foods, by using various tests.	<b>05</b>
<b>2. Types of Nutrition</b>	<b>Theory:</b> <b>Proteins-</b> Definition, Classification, Structure & properties, <b>Carbohydrates</b> - Definition, Classification, Structure and properties, <b>Lipids</b> -Definition, Classification & Properties, <b>Dietary Fibre</b> -Classification, sources, composition, properties & nutritional significance, . <b>Minerals &amp; Trace Elements,</b> Vitamins, <b>Water</b> - Functions, daily requirements, Water balance	<b>10</b>

	<b>Practical:</b> List the protein foods and describe the property, composition of various protein foods.	<b>05</b>
<b>3. Basic Dietetics</b>	<b>Theory:</b> <b>Concepts in Basic Dietetics</b> , Nutritional Assessment, Nutritional care process, <b>Modified hospital diets</b> : Consistency and texture modifications Nutrient modifications, Food and Nutritional labelling	<b>10</b>
	<b>Practical:</b> a) Plan and prepare a full day diet plan b) Analyze FAD diets.	<b>05</b>
<b>4 .Weight management</b>	<b>Theory:</b> <b>Weight management:</b> Basic concept on Nutrition and Nutrients. Classification of Nutrients, Medical Nutrition, Therapy for thyroid related disorders and poly cystic ovarian disease (PCOD),. Nutrition, Immunity and Infection,. Diagnosis and management of food allergies	<b>10</b>
	<b>Practical:</b> a) Evaluate the nutrition label and common eating disorders b) Apply the concept of medical nutrition therapy in weight management i.e. obesity & underweight.	<b>05</b>

### Learning Resource:

Books	i. Food Science, (2nd ed), John Wiley & Sons Publication. ii. Food Microbiology Frazier W. C. and Westhoff, D. C. (2004), TMH, New Delhi iii. Joshi S. A. (2000). Nutrition and Dietetic,. (8th ed.) New Delhi: Tata McGraw Hill Publishing Co. Ltd. iv. Foods: Facts and Principles, New Age Publishers. 9. Potter, N. M., (1996). v. Food Science, CBS Publication. vi. Srilakshmi, B. (2002). Nutrition Science. New Age International (P) Limited, New Delhi. vii. Swaminathan, M. (1987).Food Science, Chemistry and Experimental Foods, (2nd) ed. viii. Thomas, Briony. (Eds). (1994). Manual of Dietetics Practice .Oxford : Blackwell Scientific Publication ix. . Annalynn Skipper. (2009). Medical Nutrition Therapy Practise .Jones &Barlett Publishers.
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**Nature of Question Paper as Per the CO's**

<b>Q#</b>	<b>Cognitive Abilities (COs)</b>	<b>Internal Options</b>	<b>Mark</b>
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

**B.Com. II Hospitality Management****As per NEP 2020****Semester IV****CC-B7 Hospitality Marketing**

<b>Semester:</b>	<b>Course</b>	<b>Hospitality Marketing CC-B7</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>Core course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
<b>CC-B701</b>	REMEMBERING	6. RECALL and REPRODUCE the various concept pertaining to Hospitality Marketing.
<b>CC-B702</b>	UNDERSTANDING	7. DISCUSS and EXPLAIN various aspects of Hospitality Marketing and EXEMPLIFY the various related terms
<b>CC-B703</b>	EVALUATE	8. CREATE Appropriate segmenting, targeting and positioning strategies and DESIGN marketing mix for hospitality and tourism industry.
<b>CC-B704</b>	CREATRING	9. DEVELOP marketing mix for hospitality sector

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1.Introduction Hospitality Marketing</b>	<b>Theory:</b> Introduction to Hospitality Industry: Concept– Origin and Growth – definition, types and characteristics, Types of hospitality Definition of Hospitality Marketing, Features of Hospitality marketing; Customer expectation from Hospitality services	<b>10</b>
	<b>Practical's:</b> a) List out the various types of hospitality products in your vicinity. b) Conduct the SWOT analysis for hospitality sector	<b>05</b>
<b>2. Marketing Mix::</b>	<b>Theory:</b> - Rooms, food and beverage and value-added products like recreation & health, shops, car rental service, gymnasium etc; Travel agency and tour operators products, Services pricing policy, Approaches, Methods, Factors influencing pricing policy, Place and Promotion Mix for Hotel Industry	<b>10</b>
	<b>Practical's:</b> c) Analyze the marketing mix of selected hotels. d) Prepare report on innovative Augmented services provided by hotels	<b>05</b>

<b>3.Consumer Behaviours in Hospitality</b>	<b>Theory:</b> Consumer Behaviours Definition, Factors affecting consumer decision of hospitality services, understanding consumer decision making process, Consumer Behaviour in hospitality Industry-Characteristics, Cognitive dissonance and post purchase process	<b>10</b>
	<b>Practical's:</b> e) Interview the people from various socioeconomic classes to know their behaviours for hospitality products f) Narrate the consumer experience of cognitive dissonance and analyse the reasons.s	<b>05</b>
<b>4 Market Segmentation, Target Marketing &amp; Positioning:</b>	<b>Theory: Bases for Segmentation of Hotel Services;</b> Selecting Target Market & Approaches; Techniques of Positioning. Managing of Relationships in Services Marketing, service marketing triangle, Current customer retention and customer lifetime value.	<b>10</b>
	<b>Practicals:</b> e) Prepare segmentation strategy for hotels in your area. f) Analyse the marketing strategies adopted by OYO hotel chain.	<b>05</b>

#### Learning Resource:

Books	<ol style="list-style-type: none"> <li>1. Hospitality Strategic Management: Concepts and Cases: Cathy A. Enz, Wiley</li> <li>2. Hotel Facility Planning: BansalTarun</li> <li>3. Marketing for Hospitality &amp; Tourism - Philip Kotler, Bowen &amp; Makens Prentice Hall Inc.</li> <li>4. Marketing Management for the Hospitality Industry: A Strategic Approach: Allen Z. Reich Wiley,</li> <li>5. Strategic Management for Hospitality and Tourism (1st ed.): Okumus, F., Altinay L., &amp; Chathoth P.</li> </ol>
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#### Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

**B.Com. II Hospitality Management****As Per NEP 2020****Semester IV****CC-B8 Public Relations and Corporate Image**

<b>Semester:</b>	<b>Course</b>	<b>Public Relations and Corporate Image CC-B8</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>Core course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
<b>CC-B801</b>	REMEMBERING	DESCRIBE the various forms of Corporate Communications
<b>CC-B802</b>	UNDERSTANDING	EXPLAIN the role of Public Relations & Corporate Communications
<b>CC-B803</b>	APPLY	PLAN and EXECUTE a PR activity for Hotel Unit.
<b>CC-B804</b>	EVALUATE and	DEVELOP a strategic communication plan for a real life businesses
<b>CC-B805</b>	CREATRING	Prepare report on the PR activities and communication strategies designed & practiced by the organizations

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1.Public Relations Fundamentals</b>	<b>Theory:</b> Definitions of Public Relations -PR Practice-Strengths of a PR Professional-Duties and responsibilities of a Public relations manager. Code of ethics in PR. Public relations in Hospitality and Tourism industries.	<b>10</b>
	<b>Practical:</b> a) Collect the newspaper cutting related to PR communications from Hospitality Industry and Make collage. b) Identify the case of hospital maintained conducting effective PRactivates	<b>05</b>
<b>2. Public Relations and Organisational Communications</b>	<b>Theory:-</b> PR and Organisational Communication- Internal & External communication Public relations writing-writing to inform, writing to persuade, Design & lay out, Online public relations	<b>10</b>

	<b>Practical:</b> a) Prepare a report of online PR Tools b) Prepare report on impact of PR of corporate Image of hotels	<b>05</b>
<b>3. Event Management &amp; PR</b>	<b>Theory:</b> –Introduction to event Management, Events - classifications, Types of Events- Exhibitions, Trade Fairs, Road Shows and Special Events.- Organising an Event. <b>Online PR Tools</b> -Understanding Online Public Relations, Relationship building online, Websites, Internet social networks, Blogs, Discussion groups, chats, and online meetings, Applications of Online public relations, Managing Online Public Relations- issues & challenges.	<b>10</b>
	<b>Practical:</b> a) Develop communicate events for hotels and restaurants b) Prepare feasibility report on Online exhibitions	<b>05</b>
<b>4:Community Relations and Corporate social responsibility</b>	<b>Theory</b> Community relations, Community issues, the role of public relations, Systematic planning and organizing of Successful community relations, Sponsorship. Public Service activities, Media Relations	<b>10</b>
	<b>Practical:</b> a) Prepare a report on study PR activities and communication strategies designed & practiced by the organizations in the area b) Collect the examples of successful community relations	<b>05</b>

### Learning Resource:

Books	<ol style="list-style-type: none"> <li>1. Dennis L. Wilcox, Glen T. Cameron, Public Relations: Strategies and Tactics: International Edition, 10/ E</li> <li>2. Public Affairs in Practice, Stuart Thomson &amp; Steve John, Chartered Institute of PR</li> <li>3. Develop your PR Skills, Neil Richardson &amp; Lucy Laville, The Sunday Times,</li> <li>4. Creativity in PR, Andy Green, Chartered Institute of PR</li> <li>5. 4. Running a PR Department, Mike Beard, Chartered Institute of PR</li> <li>6. Sinha, P.C., <i>Tourism Marketing</i> Anmol Publications Pvt. Ltd., New Delhi.</li> <li>7. Balan, K.R., <i>Applied Public Relations and Communication</i>, Sultan Chand</li> <li>8. Watt, David C : <i>Event Management in Leisure and Tourism</i></li> </ol>
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	<p>9. Kotler, Philip, Bowen ,John T, &amp; Makens, James C.,<i>Marketing for Hospitality and Tourism</i>,Pearson.</p> <p>10. Hallahan, K. Online public relations. H. Bidgoli (Ed.), <i>The Internet encyclopedia</i> Hoboken, NJ: Wiley.</p>
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#### Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

**B.Com. II Hospitality Management**  
**As Per NEP 2020**  
**Semester IV**  
**Human Resource Management AECC-C4**

<b>Semester III</b>	<b>Course</b>	<b>Human Resource Management AECC-C4</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>Ability Enhancement Compulsory Course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
AECC-C401	REMEMBERING	1. RECALL and REPRODUCE concepts and functions of human resource management (HRM), Processes of Human Resource Planning, Recruitment and Selection. Methods & Techniques of Training and Performance Appraisal.
AECC-C402	UNDERSTANDING	2. UNDERSTAND and DEMONSTRATE the concept of HRM, Job Analysis, Job Design, Recruitment, Selection, Placement and Performance Appraisal.
AECC-C403	APPLYING	3. APPLY HR Managers qualities, methods and techniques of training and performance appraisal at personal and business level.
AECC-C404	ANALYSING	4. EXAMINE the impact of HRM practices on the performance of employees and organisation.
AECC-C405	EVALUATING CREATRING	5. EVALUATE the effectiveness of processes of recruitment and selection, methods & techniques of training and performance appraisal.

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1.Introduction to Human Resource Management</b>	<b>Theory:</b> <b>A) Introduction to Human Resource Management</b> Meaning and Definitions of Human Resource Management (HRM), Objectives of HRM, Significance of HRM, Functions of HRM, Personnel Management Vs Human Resources Qualities of HR Mangers, <b>B) Human Resource Planning:</b> Concept, Objectives, Need and Process of Human Resource Planning	<b>10</b>
	<b>Practical:</b> c) Identify a firm of your choice and study the composition and functions in Human Resources Department. d) Study the human resource planning process in the selected firm. Prepare a project report on the same.	<b>05</b>

<b>2.Job Analysis &amp; Job Design:</b>	<b>Theory:</b> <b>A) Job Analysis :</b> Meaning and Definitions, Objectives, Uses, Process and Techniques of Job Analysis <b>B) Job Description and Job Specification:</b> Meaning and Definitions of Job Description, Contents, and Characteristics of a good job descriptions, Meaning of Job Specification, Job Description Vs Job Specification <b>C) Job Design :</b> Meaning, Objectives, Approaches and Methods of Job Design	<b>10</b>
	<b>Practical:</b> e) Identify two firms of your choice and prepare a project report on Job Analysis, Job Description, Job Specification and Job Design. f) Make the comparative analysis of Job Analysis, Job Description, Job Specification and Job Design. Prepare a project report on the same.	<b>05</b>
<b>3.Recruitment, Selection and Placement:</b>	<b>Theory:</b> <b>A) Recruitment:</b> Meaning and Definitions, Recruitment Process, Factors Affecting Recruitment, Sources of Recruitment <b>B) Selection:</b> Meaning and Definitions, Selection Process <b>C) Placement:</b> Concept of Placement, Principles of Placement	<b>10</b>
	<b>Practical:</b> g) Identify a firm of your choice and study the recruitment, selection and placement practices and methods. Prepare a project on the same. h) Make comparative analysis of Recruitment, Selection and Placement Practices in Govt. Organisations and Private Organisations	<b>05</b>
<b>4. Training and Performance Appraisal</b>	<b>Theory:</b> <b>A) Training:</b> Meaning and Definitions, Training and Education, Training and Development, Need and Importance of Training, Steps in Systematic Training Plan, Training Methods and Techniques <b>B) Performance Appraisal:</b> Meaning and Definitions, Objectives, Performance Appraisal Process, Methods of Performance Appraisal	<b>10</b>
	<b>Practical:</b> g) Identify a firm of your choice and prepare a project report on Training methods and techniques used for their employees. h) Identify a firm of your choice and prepare a project report on Performance Appraisal methods and techniques used for their employees.	<b>05</b>

**Learning Resource:**



Books	1. Essentials of Human Resource Management and Industrial Relations (Text, Cases and Games) –P. Subba Rao 2. Human Resource Management – Shashi K. Gupta and Rosy Joshi 3. Human Resource Management - V. S. P. Rao 4. Human Resource Management Text & Cases – K. Aswathappa 5. Human Recourse Management – S.S. Khanka 6. Human Resource Management - Gary Dessler and BijuVarkkey
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#### **Nature of Question Paper as Per the CO's**

<b>Q#</b>	<b>Cognitive Abilities (COs)</b>	<b>Internal Options</b>	<b>Mark</b>
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10
Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10

**B.Com. II Hospitality Management****As Per NEP 2020****Semester IV****Marketing Research and Report Preparation GEC-G4**

<b>Semester III</b>	<b>Course</b>	<b>Marketing Research and Report Preparation GEC-G4</b>
<b>4 Credits</b>	<b>L:T:P: 3:0:1</b>	<b>Ability Enhancement Compulsory Course</b>

**Course Outcomes:** On successful completion of the course the learner will be able to

<b>CO#</b>	<b>Cognitive Abilities</b>	<b>Course Outcomes</b>
<b>GEC-G 401</b>	<b>REMEMBERING</b>	1. RECALL and REPRODUCE concepts and Process of marketing research
<b>GEC-G 402</b>	<b>UNDERSTANDING</b>	2. UNDERSTAND and DEMONSTRATE various branches of marketing research
<b>GEC-G 403</b>	<b>APPLYING</b>	3. APPLY online marketing research
<b>GEC-G 404</b>	<b>ANALYSING</b>	4. EXAMINE the impact of marketing research
<b>GEC-G 405</b>	<b>EVALUATING CREATRING</b>	5. EVALUATE the effectiveness of marketing research and report

<b>Chapter</b>	<b>Content</b>	<b>Sessions</b>
<b>1. Introduction to marketing Research</b>	<b>Theory:</b> Definition, marketing research as a tool of Management – relevance of marketing research in the Indian Context. Growing importance of Marketing Research –Advantages and problems of Marketing Research The Marketing research process – planning the research project.	<b>10</b>
	<b>Practical:</b> a. Visit any market agency and study their research policy b. Find any marketing problem and make a small report	<b>05</b>
<b>2. Branches of Marketing Research</b>	<b>Theory:</b> Product research- new product development process, areas in Product research, Price Research Distribution Research including Supply Chain Research Promotion research - advertising research, media research ,sales promotion research, Sales research - market research, sales analysis, sales forecasting. Prospects research - consumer research, motivation research Packaging and Brand Research	<b>10</b>
	<b>Practical:</b> a. Visit any manufacturing company and study their new product development procedure b. Visit any hotel and study their adverting policy	<b>05</b>

<b>3. Emerging issues in Marketing Research</b>	<b>Theory:</b> Marketing Research in the Internet Era-Online marketing research - use of social media Services marketing research - meaning, features importance, International marketing research: features importance and areas Financial markets research - features and role Industrial Marketing Research - features and importance.	<b>10</b>
	<b>Practical:</b> a. Study the impact of social media services on marketing b. Study the policy of industrial marketing research	<b>05</b>
<b>4. Report preparation</b>	<b>Theory:</b> Definition of Research Report; Types of Report; Components of A Research Report; Common Sections of A Research Report; APA Style Essentials; Citing and Referencing Sources; Footnotes; Suggestions for Writing Report	<b>10</b>
	<b>Practical:</b> a. Prepare a format of report b. Prepare a sample of APA style of reference	<b>05</b>

#### Learning Resource:

Books	<ol style="list-style-type: none"> <li>1. Business Research Methods, Donald .R Cooper ,Pamela S. Schindler ,Tata McGraw Hill.</li> <li>2. Marketing; Dhruv Grewal and Michael Levy Tata Mc Grow Hill .</li> <li>3. Rural agriculture and marketing , S.B. Verma , S.K. Jiloka , Bucheshwar Mandal , Deep Publications</li> <li>4. Marketing Research Debashis Patel,Universities press (India) PVT. LTD.</li> <li>5. Research Methodology, C .R. Kothari New age international publishers.</li> <li>6. Marketing research David. J . Luck Ronald. s. Rubin, Prentice hall of India.</li> <li>7. Research methodology in commerce, Chetan Agarwal, Vijay Sharma, Common Wealth publishers</li> <li>8. E- Research Methodology, Dr. S.J. Deshmukh Shree Niwas Publications.</li> <li>9. Marketing Research, G.C. Beri, Tata McGraw Hill.</li> <li>10. Marketing Research -A South Asian Perspective, Churchill/Lacobucci/Israel, Cengage Learning</li> <li>11. Marketing Research - Text &amp; Cases, Rajendra Nargundkar, Tata McGraw Hill Publishing Company</li> </ol>
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#### Nature of Question Paper as Per the CO's

Q#	Cognitive Abilities (COs)	Internal Options	Mark
Q.1	REMEMBERING	Answer any 5 out of 8 (2 marks each)	10
Q.2	UNDERSTANDING	Answer any 2 out of 3 (5 marks each)	10

Q.3	APPLYING	Answer 3 (a) or 3 (b) (10 marks)	10
Q.4	ANALYSING	Answer 4 (a) or 4 (b) (10 marks)	10
Q.5	EVALUATING	Answer 5 (a) or 5 (b) (10 marks)	10