



Goa University

P.O. Goa University, Taleigao Plateau, Goa 403 206, India

Syllabus of BBA (Hospitality and Culinary Management) Implemented from the Academic Year 2011-2012

A brief description of the program:

Purpose

'To provide students with the necessary knowledge, skill sets, attitudes and abilities required to forge successful careers in the Hospitality Industry'.

Prerequisites

Passed 12th standard or equivalent from any recognized board from any faculty

Credits (theory, tutorials, practical's)

Core business courses	OBC (common)	CSS	ONBC	Optional Business courses (elective)	Seminar	Internship reports	Total
52	26	10	46	14	8	28	184
Minimum	47	9	45	13	6	16	136

Number of semesters, how the courses are distributed

We have 12 trimesters. Each trimester deals with core business subjects, optional business subjects, soft skill Training & ONBC.

Dissertation

3 project dissertation to be submitted in 12 terms of study

Field work, etc.

The student needs to complete 40 weeks of industrial training to be eligible to award the degree

Core Business Courses from Hospitality and Culinary Management

Code	Title	L-T-P	CREDIT	Page no
C 0-109	Front office operations 1	3-1-0	2	12
C 0-102	Food & Beverage service 1	3-1-0	2	13
C 0-105	Food Production practical 1	0-1-2	2	14
C 0-101	Food production 1	3-1-0	2	15
C 0-105	Food & Beverage practical 1	0-1-3	2	16
C 0-103	Accommodation operations 1	3-1-0	2	17
C 0-107	Food production 2	0-0-3	2	18
C 0-112	Food & Beverage practical 2	0-1-2	2	19
C 0-104	Food & Nutrition Science	3-1-0	2	20
C 0-124	<i>Bakery & Confectionery I</i>	3-1-0	2	21
C 0-128	Bakery & Confectionery Practical I	0-1-3	2	22
C 0-108	F&B Service (T) II	3-1-0	2	23
C 0-111	F&B Service Practicals II	0-1-2	2	24
C 0-115	Front Office Operations II	3-1-0	2	25
C 0-114	Accommodation Operations II	3-1-0	2	26
C 0-110	Hotel Law I	3-1-0	2	27
C 0-107	Food Production III	3-1-0	2	28
C 0-112	F&B (P) Practical III	0-1-3	2	29
C 0-117	Facility Planning	3-1-0	2	30
C 0-129	Food & Beverage Management I	3-1-0	2	31
C 0-124	Bakery & Confectionery II	0-1-3	2	32
C 0-130	Bakery & Confectionery Practicals II	0-1-3	2	33
C 0-122	Food & Beverage Management II	3-1-0	21	34
C 0-121	Hotel Law II	3-1-0	2	35
C 0-116	Hotel Engineering I	3-1-0	2	36

Core Business Courses (Common)

C 0-001.1	Strategic Management 1	3-1-0	2	37
C 0-002	Management Process	3-1-0	2	38
C 0-003	Marketing Management 1	3-1-0	2	39
C 0-008.1	IT Skills 1	3-1-0	2	40
	Management Accounting	3-1-0	2	41
C 0-006.1	Human Resource Management 1	3-1-0	2	42
C 0-008.2	IT Skills II	3-1-0	2	43
C 0-024.1	Environment Management	3-1-0	2	44
C 0-009.1	Organizational Behaviour 1	3-1-0	2	45
T 01	Tourism Concepts	3-1-0	2	46
	Hygiene & Sanitation	3-1-0	2	47
T 05	Marketing Tourism & Hospitality	3-1-0	2	48
C 0-013.1	Financial Management 1	3-1-0	2	49
C 0-006.2	Human Resource Management II	3-1-0	2	50
C 0-030	Case Analysis I	3-1-0	2	51

Core Soft Skill Courses

Code	Name of the Course	L T P	Credit	Page No
C 0-101.1/2	Business Communication – Oral & Written	1-1-0	1	52
C 0-105.1	Group Discussion & Presentation	1-1-0	1	53
	French	1-1-0	1	54

C 0-114.1	Mock Interviews	1-1-0	1	55
C 0-032	Interaction with Executives	1-1-0	1	56

Optional Courses in Specialization

Code	Name of the Course	L T P	Credit	Page No
	Continental Cuisine Practicals	0-1-3	2	57
	Indian Cuisine Practicals	0-1-3	2	58

Optional Non Busnissess Courses

Code	Name of the Course	L T P	Credit	Page No
ONBC 1	Personality Studies	1-1-0	1	59
ONBC 2	Gender Studies	1-1-0	1	60
ONBC 3	Yoga & Health Studies	1-1-0	1	61
ONBC 4	Human Rights	1-1-0	1	62
ONBC 5	World Culture & Heritage	1-1-0	1	63
ONBC 6	Landscaping	1-1-0	1	64
ONBC 7	Interpersonal Communication & Relationship	1-1-0	1	65
ONBC 8	Human Growth & Development	1-1-0	1	66
ONBC 9	Art of Living	1-1-0	1	67
ONBC 10	HACCP	1-1-0	1	68
ONBC 11	Safety & Security	1-1-0	1	69
ONBC 12	Fire Fighting	1-1-0	1	70
ONBC 13	Cultural Heritage of India	1-1-0	1	71

ONBC 14	Creativity, Innovation & Vision	1-1-0	1	72
ONBC 15	Organizational Health Care	1-1-0	1	73
ONBC 16	Corporate Social Responsibility	1-1-0	1	74
ONBC 17	Group Dynamics	1-1-0	1	75
ONBC 18	Horticulture	1-1-0	1	76
ONBC 19	Appreciation of Indian Classical Music	1-1-0	1	77
ONBC 20	Corporate Leadership	1-1-0	1	78

RECOMMENDED DISTRIBUTION OF COURSES TERMWISE

1ST YEAR

TERM 1

Code	Subject	Credits
	Front Office Operation 1	2
	Strategic Management 1	2
	Management Process	2
	Marketing Management 1	2
	IT Skills 1	2
	Soft Skills Training 1	2
	ONBC 1	2
	ONBC 2	2
	ONBC 3	2
	TOTAL	18
TERM 2		
Code	Subject	Credits
	Food & Beverage Service 1	2
	Food & Beverage Practical 1	2
	Management Accounting	2
	Human Resource Management 1	2
	Accommodations Operations 1	2
	IT Skills II	2
	Soft Skills Training 2	2
	ONBC 4	2
	ONBC 5	2
	TOTAL	18
TERM 3		
Code	Subject	Credits
	Food Production 1	2
	Food & Beverage Practicals (P)-1	2
	Environment Management	2
	Organizational Behaviour 1	2
	Tourism Concepts	2
	Soft Skills Training 3	2
	ONBC 6	2
	ONBC 7	2
	ONBC 8	2
	TOTAL	18
TERM 4		
Code	Subject	Credits
	Summer Internship in Hospitality organization & report	8
	Summer Internship Seminar	2
	ONBC Project 1	2
	TOTAL	12

2ND YEAR**TERM 5**

Code	Subject	Credits
	Food Production II	2
	Food & Beverage Practical II	2
	Food & Nutrition Science	2
	Bakery & Confectionery I	2
	Bakery & Confectionery Practical I	2
	Hygiene & Sanitation	2
	Marketing Tourism & Hospitality	2
	ONBC 9	2
	ONBC 10	2
	ONBC 11	2
	TOTAL	20

TERM 6

Code	Subject	Credits
	Festive Internship & Report	12
	Festive Internship Seminar	2
	ONBC Project -2	2
	TOTAL	16

TERM 7

Code	Subject	Credits
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6

	F&B Service (T) II	12
	F&B Service Practicals II	2
	Front Office Operations II	2
	Accommodation Operations II	2
	Hotel Law I	2
	Food Production III	2
	F&B (P) Practical III	2
	ONBC 12	2
	ONBC 13	2
	ONBC 14	2
	TOTAL	20

TERM 8		
Code	Subject	Credits
	Summer Internship & Report	8
	Summer Internship Seminar	2
	ONBC Project -3	2
	TOTAL	12

Syllabus of the B.B.A (Hospitality & Culinary Management)

Core Business Courses from Specialization

: Front Office Operation 1

Objective:

At the end of the course the student will understand the functions and importance of front office management and their operations. Student will also implement the need of security staff and services.

Contents: Qualities and equipment and tools required for front office operations, reservation functions and methods, Reception and security staff and services. **Pedagogy:** Exercises involving students to understand managing the front office operations.

Minimum depth coverage will be at the level of the following books:

1. Sue Baker, Pam Bradley, Jeremy Huyton, Principles of hotel front office operations, Cassell.
2. S.K. Bhatnagar, Front Office Management, Frank Bros & Co.
3. Sudhir Andrews, Text Book of Front Office Management & Operations, Tata McGraw Hill.

:Food & Beverage Service 1

Objective:

1. To understand different types, Sectors and personnel staff organization of Food and service Industry.
2. To identify various types of Restaurant and their characteristics, organisation and duties and responsibilities of Food & beverage Personnel.
3. To carry out the system of operating equipments and its maintenance.
4. To put into practice of cooking types of menu and French classical Menu food and their accompaniments.
5. To identify the auxiliary departments of the restaurant. To familiarize with the restaurant preparation procedure and social skills.

Content:

ts:

Types and different sectors of Food & Beverage service, Operating Equipment, restaurant organisation, restaurant service, Types of menus and their usual accompaniments.

Pedagogy:

gy:

With the help of Case studies, presentations making students understand the types and sectors of food & beverage service. Group discussions to familiarize students with the concept of restaurant preparation procedure and social skills.

Minimum depth coverage will be at the level of the following books:

1. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Seventh Edition.
2. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.
3. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House

:Food & Beverage Practical

1

Objective:

At the end of the course the student will be able to implement practices required in

Food & Service.

Contents:

Appraising restaurant equipments, Napkin folds, Laying tables, handling equipments, service of food and beverage procedures, service of Tobacco, order taking, billing.

Pedagogy:

Role play, practical involving demonstration and practise of aspects of food & service.

Minimum depth coverage will be at the level of the following books:

1. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Seventh Edition.

2. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.
3. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House

:FoodProduction1

Objective:

At the end of the subject, student will have the ability in

1. Understanding the Historical, Scientific and Technological changes in Food service Industry, the key players and Current Trends in the Food and Beverage Industry
2. To identify the hierarchy, types and professional attributes in food service industry.
3. Identifying various methods, equipments and tools in culinary.
4. Choosing raw materials, and measuring them.
5. Preparing food in a variety of ways.

Contents:

Culinary history, career opportunities, Equipment and raw material identification, methods of cooking.

Pedagogy:

Case studies, Group discussions to understand the history and current trends of food & beverage industry, classifications of raw materials.

Minimum depth coverage will be at the level of the following books:

1. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition, Vol.1
2. Thangam E. Philip, Modern cookery, Vol.2

:Food&BeveragePracticals(P)-1

Objective:

At the end of the course the student will cook variety of dishes.

Contents:

Basic Preparation techniques, methods of cooking, stocks and sauces, soups, Menu preparations.

Pedagogy:

Practical preparation technique and methods of cooking.

Minimum depth coverage will be at the level of the following books:

1. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Seventh Edition.
2. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.
3. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House

:AccommodationsOperations1

Objecti

ve:

At the end of the subject student will become skilled at various functions, duties and responsibilities of housekeeping department. The student will become familiar with cleaning materials and methods and linen procedures as well as lighting, ventilation, pest control and flower arrangements and will be able to design room concepts in relation to Interior Decoration and Colour schemes.

Conten

ts:

Housekeeping and its functions, Cleaning methods, linen room procedures, interior decoration, flower arrangements and colour scheme.

Pedago

gy:

Group discussions on understanding housekeeping, its importance and its functions. Practising the arrangements of rooms.

Minimum depth coverage will be at the level of the following books:

1. G. Raghubalan, Smritee Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press, Second Edition.
2. Malini Gingh, Jaya B. George, Housekeeping Operations, Design and Management, Jaico Publishing House.
3. S.K. Kaushal, S.N. Gautam, Accommodation Operations Management, Frank Bros. & Co.

:FoodProductionII

Objective:

At the end of the course the student will identify different types of Indian Regional cuisines, menu compiling and Food presentation, fast food concepts and introduction and classification of soups.

Contents:

Regional North Indian, South Indian Cuisine, East & West Indian Cuisine, Fast food, menu compiling food presentations.

Pedagogy:

Presentations and Group discussions on types of Indian regional cuisines and food presentations.

Minimum depth coverage will be at the level of the following books:

1. Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition, Vol.1
2. Thangam E. Philip, Modern cookery, Vol.2

:Food&BeveragePracticalsII

Objective:

At the end of the course the student will become skilled at preparing menus of Avadhi cuisine, North Indian Cuisine, South Indian, East & West Indian Cuisines as well as stocks, Sauce, Glaze and soups.

Contents

Food Production Menus based on Regional Cuisines of India.

Pedagogy

Practicals on Regional Cuisines of India.

Minimum depth coverage will be at the level of the following books:

1. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Seventh Edition.
 2. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.
- Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House

:Food&NutritionScience

Objective:

At the end of the course the student will be aware of food science, calories and constituents of food, their physical properties and classifications. To become familiar with dietary requirements of various age groups and balanced diet. To identify with importance of nutrition and current nutritional concerns.

Contents:

Food science, Constituents of food, Protein, Lipids, vitamins, Minerals, dietary requirements of different age groups, balanced meal.

Pedagogy:

Case studies, Presentations on nutrition and its importance.

Minimum depth coverage will be at the level of the following books:

1. B. Srilakshmi, Food Science, New Age International.
2. Sumetra Rody, Food Science & Nutrition, Oxford University Press

: Bakery & Confectionery I

Objective:

At the end of the course the student will have the ability to understand

- 1) The Bakery /Confectionery layout, organization, tools used
- 2) The basic commodities used in Bakery / Confectionery
- 3) Bread fabrication
- 4) Basic sponges and cakes

Content:

Introduction to Bakery / Confectionery, set up, equipment, ingredients used, Bread making methods and basic faults in bread making, basic types of sponges and cakes.

Pedagogy:

Case studies, Group discussions to understand concepts of baking and

Role of different ingredients used in baking.

Minimum depth of coverage will be at the level of the following books/readings:

1. Parvinder S. Bali, Food Production Operations, Oxford University Press
2. Jerald W. Chesser, The Art and Science of Culinary Preparation, Educational Institute of the American Culinary Federation.

: Bakery & Confectionery Practical I

Objective:

At the end of the course the student will be able to prepare bread, sponges and cakes.

Content:

Basic preparation techniques of Bread making, various kinds of bread, shapes thereof. Preparation of basic sponges and cakes.

Pedagogy:

Practical preparation of various bread, sponges and cakes.

Minimum depth of coverage will be at the level of the following books/readings:

1. Parvinder S. Bali, Food Production Operations, Oxford University Press
2. Thangam E. Philip, Modern Cookery, Orient Longman Private Limited, Fifth Ed. Vol 2

:F&BService(T)II

Objective:

At the end of the course the student will identify different types of wines, spirits, beer and their manufacturing process.

Contents:

Introduction to Wines, wine producing areas, manufacture of wines, quality control, Wines of France and other parts of world, manufacturing, quality control, Introduction to Spirits, manufacture of Brandy, Whisky, Vodka, liqueurs, and food and wines pairing.

Pedagogy:

Case studies, Group discussions on different types of wines and Liqueurs.

Minimum depth coverage will be at the level of the following books:

1. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Seventh Edition.
2. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.
3. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House

:F&BServicePracticalsII

Objective:

At the end of the course the student will be able to present the service of alcohol as well as prepare menus with accompanying wines

Contents: Service of wines, spirits & Beers, Preparing menus with appropriate wines.

Pedagogy:

Practicals on preparing menus with appropriate wines.

Minimum depth coverage will be at the level of the following books:

1. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Seventh Edition.
2. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.
3. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House.

:FrontOfficeOperationsII

Objectives:

At the end of the course the student will be able to compile the reports and make use of statistics and do accountings of the front office.

Content:

Compilation of reports and statistics, check procedures, front office accounting.

Pedagogy:

Exercises on statistics, accounting.

Minimum depth coverage will be at the level of the following books:

1. Sue Baker, Pam Bradley, Jeremy Huyton, Principles of hotel front office operations, Cassell.
2. S.K.Bhatnagar, Front Office Management, Frank Bros & Co.
3. Sudhir Andrews, Text Book of Front Office Management & Operations, Tata McGraw Hill.

:Accommodations Operations II

Objective:

At the end of the course the student will be able to demonstrate room and public area cleaning procedures, polishing, laundry, flower arrangements, pest control procedures.

Contents:

Identification of equipments, area & public area cleaning, polishing, laundry procedures, flower arrangements, fire fighting, pest control & Resuscitation procedure.

Pedagogy:

Practicals on understanding accommodation operations.

Minimum depth coverage will be at the level of the following books:

1. G. Raghubalan, Smritee Raghubalan, Hotel Housekeeping Operations and Management, Oxford University Press, Second Edition.
2. Malini Gingh, Jaya B. George, Housekeeping Operations, Design and Management, Jaico Publishing House.
3. S.K. Kaushal, S.N. Gautam, Accommodation Operations Management, Frank Bros. & Co.

:HotelLawI

Objective:

At the end of the course the student will identify with different types of law in business & catering.

Contents:

Indian contract act 1872, Sale Goods Act 1930, hotel or restaurant licensing, Minimum Wages Act, Trade Union Act, Workmen Compensation Act.

Pedagogy:

Presentations, cases on different types of laws in Business and Catering.

Minimum depth coverage will be at the level of the following books:

1. M.C.Kuchhal, Mercantile law, Vikas Publishing House, Sixth Edition.

:FoodProductionIII

Objective:

At the end of the course the student will bring out different varieties of International Cuisine's, Meat cookery, Methods of modern cooking and will also identify with garnishes and accompaniments.

Contents:

Major Internatiaonal Cuisine's, Meat Cookery, Modern methods of Cooking, Garde Manger, Classical / Contemporary Garnishes and Accompaniments.

Pedagogy: Group Discussion and Exercises on International Cuisines.

Minimum depth coverage will be at the level of the following books:

- 1.Thangam E. Philip, Modern cookery, Orient Blackswan Private Limited, Fourth Edition, Vol.1
2. Thangam E. Philip, Modern cookery, Vol.2

:Food&BeveragePracticalIII

Objective:

At the end of the course the student will be able to cook International Cuisine Menus as well as Garde Manager Operations.

Contents:

International Cuisine Menus, Garde Manager – salad, sauces, Ham mousse preparation, Demonstration in Mukimono, butter sculpture & Ice hockles.

Pedagogy:

Practicals on preparing various International Cuisine Menus.

Minimum depth coverage will be at the level of the following books:

1. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Seventh Edition.
2. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.
3. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House

:FacilityPlanning

Objectives:

At the end of the course the student will be able to identify with hotel designs and Architectural layout planning patterns and star classifications of hotels.

Content:

Hotel design, Architectural and systematic layout planning patterns, Star classifications of hotel, layout and design of operational areas.

Pedagogy:

Presentations, Group Discussions.

Minimum depth coverage will be at the level of the following books:

- 1) Tarun Bansal, Hotel Facility Planning, Oxford University Press.

:FoodandBeverageManagement1

Objective:

At the end of the course the student will have ability in identifying with menu management costing, controls pricing strategies and budgeting.

Contents:

Menu management, standard product costs, pricing strategies, designing food and beverage control systems, budgets.

Pedagogy:

Discussions and exercises on pricing strategies and budgets

Minimum depth coverage will be at the level of the following books:

1. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House.
2. Sudhir Andrews, Textbook of Food & Beverage Management, Tata McGraw Hill.

: Bakery & Confectionery II

Objective:

At the end of the course the student will have the ability to understand

1. Pastry
2. Fillings, frosting, toppings, basic decorative items
3. Festive cakes
4. Sorbet, ice-cream and frozen desserts

Contents:

Classification of Pastry, Various types of fillings, frostings, toppings, festive cakes, sorbet, ice-creams and frozen desserts.

Pedagogy:

Presentation and group discussions on pastry, filling, frosting, topping, festive cakes, sorbets, ice cream and frozen desserts.

Minimum depth of coverage will be at the level of the following books/readings.

1. Parvinder S. Bali, Food Production Operations, Oxford University Press
2. Jerald W. Chesser, The Art and Science of Culinary Preparation, Educational Institute of the American Culinary Federation.

: Bakery & Confectionery Practicals II

Objective:

At the end of the course the student will be able to prepare pastry, decorated and festive cakes.

Content:

Preparation techniques of various pastries, filling, frosting, decoration of festive cakes.

Pedagogy:

Practical preparation of above items.

Minimum depth of coverage will be at the level of the following books/readings.

1. Parvinder S. Bali, Food Production Operations, Oxford University Press
2. Thangam E. Philip, Modern Cookery, Orient Longman Private Limited, Fifth Edition.

:Food&BeverageManangementII-

Objectives:

At the end of the course the student will be able to do variance analysis reports. Student will also be able to plan an inventory.

Contents:

MIS, reports, sales control, variance analysis, Inventory planning

Pedagogy:

Group Discussions and Presentations

Minimum depth coverage will be at the level of the following books:

1. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House.
2. Sudhir Andrews, Textbook of Food & Beverage Management, Tata McGraw Hill.

HotelLawII

Objectives:

At the end of the course the student will identify applications of law in hotel operations and Food legislations.

Content:

Types and application of Law in Hotel Operations, Licenses, permits and by laws for hotels and restaurants, food legislation.

Pedagogy:

Group Discussions, Presentations.

Minimum depth coverage will be at the level of the following books:

1. M.C.Kuchhal, Mercantile law, Vikas Publishing House, Sixth Edition.

: Hotel Engineering 1

Objectives:

At the end of the course the student will have ability in handling air conditioners, cooking and solar equipments.

Content:

Air conditioning, LPG and Cooking equipments, solar equipments.

Pedagogy:

Group Discussions, presentations.

Minimum depth coverage will be at the level of the following books:

Tarun Bansal, Hotel facility planning.

Core Business Courses (Common)

: Strategic Management 1

Objectives:

At the end of the subject, the student will have the competencies to

1. Analyze the structure of any industry,
2. Indicate sustainable strategies for firms for competitive advantage,
3. Indicate organizational designs to support the strategies and
4. Have a framework for understanding the organization during Internship in Term 2 for full time and during Field Project in term 4 for part time MBA.

Contents:

Industry structure analysis, strategy as positioning, resource based strategies. Organizational designs. Vertical and horizontal integration, mergers and acquisitions, conglomerates and multinationals.

Pedagogy and Evaluation:

Cases and literature based projects as pedagogy. Quizzes, presentations and projects as tools of evaluation. Readings will be kept simple. Few case studies will be used and the same case study could be used in multiple sessions.

Minimum depth of coverage will be at the level of the following books/readings.

1. Bowman, Cliff: 'The Essence of Strategic Management'; Prentice Hall of India Private Ltd; New Delhi; Latest Edition.
2. Faulkner, David and Cliff Bowman; 'The Essence of Competitive Strategy'; Prentice Hall of India Private Ltd; New Delhi; Latest Edition.
Industry notes and business stories from popular business periodicals.

:Management Process

At the end of the subject, the student should have the ability to understand Managerial organizational situations in terms of processes such as planning, organizing, staffing,

leading and controlling. The student should demonstrate this ability through reframing his / her tasks in the educational institution itself in case of full time an in their employer organizations in case of part time MBA by using these processes to actual situations.

Contents:

Planning, organizing, staffing, leading and controlling. Certain amount of overlapping between the two subjects Organizational Behavior and Management Process is possible. Instead of avoiding it at the content level, the different orientations should be brought out through casestudies. In Organizational Behavior, understanding behavior in terms of causality should be emphasized. In Management Process, the decision-action–design perspective should be emphasized.

Pedagogy:

Case studies, experiential exercises and industry based assignments.

Minimumdepthofcoveragewillbeatthelevelofthefollowingbooks/_____ readings.

(Either Sl No 1 or 2)

1. Wehrich, Heinz and Harold Koontz; ‘Essentials of Management: An International Perspective’; McGraw–Hill, Inc.; 2004 or later editions.
2. Robbins, Stephen and Mary Coulter; ‘Fundamentals of Management’; Prentice Hall of India Pvt. Ltd.; New Delhi; Latest edition.

Selected articles from Harvard Business Review, Indian Management

Course Code : C 0-003.1

Course Name : Marketing Management

Credits : 2 Credits

Objective: At the end of the course, the students should be equipped with the following;

Skills: Skills to analyze markets and marketing environment, forecasting skills, and segmentation skills.

Content: Marketing Orientation, Marketing Environment and Information Analysis, Consumer and Industrial Buyer Behaviour, Forecasting Market Demand, Segmentation, Product Life Cycle, Concepts of Value, Differentiating & Positioning of Products and Launching New Products.

Pedagogy: Discussions, Case Studies, Presentations and Industry based Assignments.

References/Readings

- 1. Kotler, Philip., 'Marketing Management: Analysis, Planning, Implementation and Control'; Prentice Hall of India Limited; New Delhi;. Latest edition.**
2. Brand Equity of Economic Times

:IT Skills 1

Objective:

At the end of the session, the student would have the ability in using

1. Word processor
2. A spreadsheet
3. Presentation of software
4. Internet

for managerial tasks

Content:

Basic knowledge of computers & internet. Presentation, word processing and presentation softwares widely used in the industry.

Pedagogy:

There will be very few classroom sessions. The course is more practical oriented with practical assignments based on the hotel and culinary industry.

Minimum depth of coverage will be at the level of the following books/readings:

Published books similar to manuals of packages.

: Management Accounting

Objective:

To equip the students to understand the basic concepts of accounts

Content:

Accounts: the fundamental accounting tool. Accounting transactions. The accounting books: Ledger and Journal. Types of accounts. The analysis of transactions within the framework of double entry bookkeeping.

Pedagogy:

Cases, problems, analysis of published accounts of companies, computer based exercises and understanding of recording systems of real life organizations.

Minimum depth of coverage will be at the level of the following books/readings.

1. Horngren Charles T et al.; 'Cost Accounting: A Managerial Emphasis'; Pearson Education India; Latest Edition.
2. Atkinson, et al. 'Management Accounting'; Pearson Education India; Latest Edition.
3. Atrill, Peter and Eddie McLaney; 'Management Accounting for Non-Specialists'; Prentice-Hall of India; Latest Edition.
4. Williamson, Duncan; 'Cost and Management Accounting'; Prentice-Hall of India; Latest Edition.
5. Anthony, Robert and David Hawkins; 'Accounting'; Tata McGraw-Hill; Latest Edition.
6. Chadwick, Leslie; 'The Essence of Management Accounting'; Prentice-Hall of India; Latest Edition.

:Human Resource Management 1

Objective:

At the end of the subject, the student will have the competence in understanding the HR practices of the firm in which the student will be doing Internship in Term 2 for full time and field project in term 4 for part time MBA.

Content:

Employee sourcing, recruitment and selection, performance management, reward management, training and development and employee relations.

Pedagogy:

Case studies, experiential exercises and industry based assignments.

Minimum depth of coverage will be at the level of the following books/ readings

1. McKenna, Eugene and Nic Beech; 'The Essence of Human Resource Management'; Prentice-Hall of India Private Limited; New Delhi, 1995 or later editions.
2. Cowling, Alan and Philip James; 'The Essence of Personnel Management and Industrial Relations'; Prentice Hall of India Private Limited; New Delhi; 1994 or later editions.
3. Articles from popular Indian business periodicals.

Reference:

1. Dessler, Gary; 'A Framework for Human Resource Management'; Pearson Education India; Latest Edition.
2. Saiyadain, Mirza S; 'Human Resource Management'; Tata McGraw-Hill Publishing Company Limited; New Delhi; Latest edition.

: IT Skills II

Objective:

At the end of the subject, the student would be able to

1. Analyze and solve logical problems
2. Use a database management system
3. Design a basic web page
4. Understand the management information system.

Content:

A database management system. A basic language for web designing. Algorithms and flowcharts and basics of management information system.

Pedagogy:

There will be very few classroom sessions. The course is more practical oriented with practical assignments based on the hotel and culinary industry.

Minimum depth of coverage will be at the level of the following books/materials.

Published books similar to manuals of packages.

Subject: ENVIRONMENTAL MANAGEMENT

Objectives of the Course:

The students will be able to understand

- the concept of environment and ecology
- the environmental education and its importance in Catering Industry.
- the causes for environmental hazards and pollution
- the causes for environmental degradation
- the need for remedial ways to protect the environment in daily life and its application
- to acquire knowledge of legal requirements of environmental issues and policies
- to acquire knowledge about the international efforts for environmental protection

In short, environmental education curriculum objectives are learning about the environment, acquiring skills to investigate the environment and developing concern for the environment and its resources.

Contents

1. Environment
 - Definitions
 - Environmental Management
 - Sustainability
 - How we affect the environment
2. Energy management
3. Water management/conservation
4. Pollution prevention
5. Waste Management
6. Transport Management
7. Legal Requirements
8. ISO 14001 implementation

Pedagogy:

Regular Lectures, Group discussions, Presentations, Teaching with Visualizations, Projects

References:

(1) Environmental Management by Bala Krishnamoorthy; (2) Text book of Environmental Studies by Erach Bharuchea

: Organizational Behaviour 1

Objectives:

At the end of the subject, the student will understand the dynamics involved in dealing with:

1. Individuals
2. Interpersonal situations and
3. Groups in organizations and also develop the necessary
4. Leadership qualities to achieve this.

The student would demonstrate the ability in various real life situations within the educational institution itself.

Content:

Perception, personality, attitudes, motivation, learning, interpersonal behavior, group dynamics, conflicts, stress, power and politics, leadership and communication. New trends in organizational behavior from academic literature and practice including critical perspectives.

Pedagogy:

The objectives will be met through a series of case studies, experiential exercises and industry-based assignments.

Minimum depth of coverage will be at the level of the following books / readings.

(Sr. No 1 and 4 and either 2 or 3).

1. Tyson, Shaun and Tony Jackson; 'The Essence of Organizational Behavior'; Prentice–Hall of India Private Ltd., New Delhi, 1992 or later editions.
2. Luthans, Fred; 'Organizational Behavior'; McGraw–Hill, Inc, Latest edition.
3. Robbins, Stephen P; 'Essentials of Organizational Behavior'; Pearson Education India, Latest edition.
4. Ramnarayan. S and Ram Mohan Rao; 'Managerial Dilemmas'; Tata–McGraw Hill Publishing Company Limited, New Delhi, Latest editions.

5. Selected articles from journals such as Harvard Business Review, Indian Management, etc.

Subject Name: Tourism Concepts

Objective:

This will be an introductory module giving the basis of tourism studies. This will give an overview of tourism industry and various organisations.

Content:

Introduction: What is Tourism? Definitions and Concepts, Tourism Products & Attraction, Types and Forms of Tourism, Tourist Transportation: Air transportation, Surface Transport, Rail Transport, Water Transport, A study of International Tourism Organisations

Pedagogy:

Class room study. Assignments, study tour

Reference material:

Mill and Morrison, (1992), The Tourism System: An Introductory Text , Prentice Hall.

Cooper, Fletcher et al, (1993), Tourism Principles and Practices, Pitman.

Burkart and Medlik, (1981), Tourism: Past, Present and Future ,Heinemann, ELBS.

Mill, R.C., (1990), Tourism: The International Business, Prentice Hall, New Jersey.

Bhatia, A.K., - International Tourism

Seth, P.N., (1999) Successful Tourism Management (Vol 1 &2)

: Hygiene & Sanitation

Objective:

At the end of the course the student will understand the need, importance, principles and practice of hygiene & sanitation in food service establishments.

Contents:

Microbiology of food, food contamination & spoilage, hygienic food handling & storage, environmental sanitation, personnel hygiene, Hazard Analysis & Critical Control Point (HACCP), sanitation regulations & standards.

Pedagogy:

Case studies, presentations and discussions.

Minimum depth of coverage will be at the level of the following books/readings:

1. S. Roday, Food Hygiene and Sanitation, Tata McGraw-Hill Publishing Company Limited.
2. Bhat and Rao, Food Safety in Public Catering, National Institute of Nutrition.
3. Michael Jacob, Safe Food Handling, World Health Organization

Marketing Tourism and Hospitality

Objective:

At the end of the subject, the student will have the ability to

- Identify consumption needs of tourists
- Segment tourists
- Design the marketing Ps to meet the needs
- Implement marketing strategies and
- Build long term relationship between the firm and the tourists

Content:

Service Characteristics of Hospitality and Tourism Marketing, Marketing in Strategic Planning, Marketing Environment, Marketing Information Systems and Marketing Research, Consumer Markets and Consumer Buying Behaviour, Market Segmentation, Targeting, and Positioning, Designing and Managing Products and Services, Internal Marketing, Building Customer Loyalty, Pricing, Distribution Channels, Promoting Products and Services, Electronic Marketing, Professional Sales, Destination Marketing and Emerging Trends in Marketing Tourism and Hospitality.

Pedagogy: Case Studies, Presentations and Industry based assignments.

Minimum depth of coverage will be at the level of the following books/readings.

1. Majarao, Simon; 'The Essence of Marketing'; Prentice Hall of India Limited; New Delhi; Latest edition.
2. Brand Equity and News Items of Economic Times, Articles from Popular Business Periodicals, etc.

Reference:

Kotler, Philip., 'A Framework for Marketing Management'; Pearson Education India, Latest edition.

**Subject : financial
management 1**

Objective:

At the end of the subject, the student would be able to use cost data and Financial management reports for taking effective decisions.

The subject is meant for preparing the students in basic financial dealings . Understanding of concepts, principles and techniques and their logic would be given more importance in comparison to mere number crunching ability. Preferably, the problem solving should be based on computer software.

Content:

Basic cost concepts,, cost classification, allocation and absorption of costs, Cost centers etc.;

Cost analysis for managerial decisions – Direct costs, Break Even Analysis, Relevant costs etc.;

Pricing – Joint costs, Make or buy, relevant fixed costs, sunk costs etc.; Cost analysis and control, standard costing, variance analysis, unit and output costing, budgeting and control.

Pedagogy:

Cases, problems, analysis of published accounts of companies, computer based exercises and understanding of recording systems of real life organizations.

Minimum depth of coverage will be at the level of the following books/readings.

7. Horngren Charles T et al.; ‘Cost Accounting: A Managerial Emphasis’; Pearson Education India; Latest Edition.
8. Atkinson, et al. ‘Management Accounting’; Pearson Education India; Latest Edition.
9. Atrill, Peter and Eddie McLaney; ‘Management Accounting for Non-Specialists’; Prentice-Hall of India; Latest Edition.
10. Williamson, Duncan; ‘Cost and Management Accounting’; Prentice-Hall of India; Latest Edition.
11. Anthony, Robert and David Hawkins; ‘Accounting’; Tata McGraw-Hill; Latest Edition.

12. Chadwick, Leslie; 'The Essence of Management Accounting'; Prentice-Hall of India; Latest Edition.

: Human Resource Management II

Objective:

At the end of the subject, the student will understand the competence required to take Human Resource Management (HRM) decisions and also understand the implications of the HRM function on other functions and vice-versa.

Content:

Organizational strategy, structure, culture and change; and their implications for HRM. Employee sourcing, recruitment and selection, performance management, reward management, training and development and employee relations. Emerging areas in academic literature and practice. Critical perspectives.

Pedagogy:

Case studies, experiential exercises and industry based assignments.

Minimum depth of coverage will be at the level of the following books / readings.

Beardwell, Ian and Len Holden; 'Human Resource Management'; Macmillan India Ltd.; Latest edition.

1. Monappa, Arun and Mirza S. Saiyadain; 'Personnel Management'; Tata McGraw-Hill Publishing Company Limited; New Delhi; Latest edition.
2. Dessler, Gary; 'A Framework for Human Resource Management'; Pearson Education India; Latest Edition.
3. Saiyadain, Mirza S; 'Human Resource Management'; Tata McGraw-Hill Publishing Company Limited; New Delhi; Latest edition.
4. Selected articles from Indian and foreign journals.

: Case Analysis I

Objective:

To develop the competence to analyze complex managerial situations and arrive at solutions that can be implemented using knowledge and framework integrated from various subjects undergone till that point of time.

Content:

Cases from various functional and strategic areas.

Pedagogy:

Case method, case discussions, case writing, case analysis presentations, written analysis of cases, etc.

Reading: Readings specific to each case.

Core Soft Skill Courses

: Business Communication (Oral & Written)

Objective:

The students at the end of the session are expected to be knowledgeable about what communication entails and develop and enhance their oral, written and listening abilities/skills.

Content:

Self Introductions, understanding business communication and phases of oral communication, understanding the benefits of reading and how to read effectively, the power of listening and creative writing.

Pedagogy:

Theory Instruction, Visual aids, role plays, etc.

Subject : group discussion and presentation

Objective:

Theory and performance in interpersonal communications and public speaking; the preparation, delivery and critical evaluation of representative oral presentations. Works cited are drawn from diverse cultures and backgrounds. Required for all communications and media arts majors

Content

1 Define communication as a system. 2. Examine both speaker's and listener's purposes. 3. Show that purpose, research and preparation are the backbone to the message. 4. Explain the three parts of organizing a speech in three different speech-making situations. 5. Present effective speech-making skills using adaptation, organization, content, delivery and application of visual aids, supporting material and evidence. 6. Develop constructive criticism.

Pedagogy

Students will be involved in a variety of in-class activities. These specific activities include required readings from the assigned text, lecture notes, class discussions, class participation, small groups, paired assignments, individual presentations, a written paper and examinations

Text

Communication skills by sanjay kumar and pushpalatha oxford university press

Subject : French**Objective**

To help the students gain working knowledge on French used in hotel and tourism industry in shortest possible time

Content

Letters and sounds, nombres , categories of grammar , basic conversation in French,

Pedagogy

Class room study ,role play ,assignments

Text

French for hotel management and tourism by Mr s. bhattacharya Frank brother and company publications

: Mock Interviews

Objective:

To enable students to obtain feedback every Term from industry / employers on the extent of competence development they had, their strengths, their weaknesses, etc. judged from the point of their employability in the industry.

Content:

Mock interviews by executives from industry to assess conceptual clarity, domain knowledge, soft skills, and perspectives held, etc.

Pedagogy:

Mock interviews by executives from industry

Reading:

Nil

Subject: interaction with executives

Objective:

Develop managerial /organizational reality orientation

Content

Experience narration y executives or first person narration of life, reallife cases

Pedagogy

Interactive session with executives from the industry. Critical reflection on the experiences of the executives

Text

Nil

Optional Courses in Specialization (Electives)

: Continental Cuisine Practicals

Objective:

At the end of the course the students will be able to cook continental dishes.

Contents:

French, Italian, German & Portuguese cuisines

Pedagogy:

Practical preparation of various menus of above cuisines.

Minimum depth of coverage will be at the level of the following books/readings:

1. Thangam E. Philip, Modern Cookery, Orient Longman Private Limited.
Fifth Edition Vol.2
2. Robert J. Courtine, Larousse Gastronomique, Paul Hamlyn.

: Indian Cuisine Practicals

Objective:

At the end of the course the student will have the ability to cook speciality Indian dishes from different regions of India.

Contents:

Selected speciality menus of different regions of India

Pedagogy:

Presentation and preparation of selected various menus.

Minimum depth of coverage will be at the level of the following books/readings:

1. Thangam E. Philip, Modern Cookery, Orient Longman Private Limited, Fifth Edition Vol. 2
2. Arvind Saraswat, Professional Chef, UBS Publisher's Distributors Pvt. Ltd.

Optional Non Business Courses

ONBC 1 - Personality Studies

Content:

Art of self introduction, Expression of thoughts, Etiquettes and Grooming, social Mannerism, corporate gifting, Health and hygiene, dinning etiquettes, Synergy.

Objectives:

The subject aims to make students understand the importance of personality and help them to transform their personalities suitable for corporate world.

Pedagogy :

Open class discussion, presentation, quiz, videos, research activity.

Reference Books:

You can win: Shiv Khera,

Personality Development by Sanjeev Nair.

Personality development – Barun Mitra 2012 Oxford university press.

ONBC 2 – Gender Studies

To create an awareness and sensitivity to issues concerning women today.
To understand the nature and extent of the challenges faced by women in all spheres of life.
To recognize the value of the role of women in society.

Reading Material

- 1) The Sociology of Gender: Laura Kramer
- 2) Women and Society: Zainab Rehman
- 3) Feminist Social Thought- An Introduction to Six Key Thinkers: Vidyut Bhagwat
- 4) The American Feminists-A Critical Study: Bhasker A. Shukla
- 5) Women in India- Towards Gender Equality: R.C.Mishra
- 6) The Gendered Society: Michael S. Kimmel
- 7) Prospectus for Women Empowerment- Dynamics of Enablement: Sukanya Nihal Singh

- 8) The Gender Lens- Gender and Governance: Lisa D. Brush
- 9) Gender, Human Rights and Empowerment: Rachna Suchinmayee
- 10) Women, Work and Family: Dr. Mr. H.L.Kaila
- 11) Behind Closed Doors: Rinki Bhattacharya
- 12) Women through ages: Dr. S. Ram (Ed.)
- 13) Indian Journal of Social Work, Vol. 70, Issue 2, April 2009
- 14) Kaleidoscope of Women in Goa: Fatima da Silva Gracias
- 15) Women's Health in Goa, A Holistic Approach: Edited by: Shaila Desouza
- 16) Relevant magazine/news articles

ONBC 3 –Yoga & Health Studies

Understanding Health and its dimensions.

Application of the health education and Yoga knowledge in achieving health.

Know the health awareness in people and need for health education.

Visit to different departments to know about launched programmes/schemes

Reading Material-

1)Health Education

2)Yoga for Health by Dr. H. Kumar Kaul

ONBC 4 – Human Rights

An understanding of the history and importance of human rights.

To sensitize students about the violation of human rights

Create an awareness of the prevalent situation locally and globally.

Content

Human Rights History & significance

The Universal Declaration of Human Rights.

Articles and Violations of human rights

Child Rights, Women's rights and violations

Pedagogy

Group discussion and case studies

Reading Material

News articles, films, documentaries

ONBC 5 – World Culture & Heritage

Content:

Introduction to oriental, southeast Asian, European and South African cultural Heritage.

Objective:

This subject aims at providing a basic understanding of world culture and Heritage.

Pedagogy:

The course will be conducted through theory, classroom discussions and demonstration.

Reference Books:

Travel Guides and internet sites

ONBC 6 – Landscaping

Relationship and importance of Plants in hotel industry.

Flower Arrangements

Bonsai

Fruit Garden

Vegetable Garden

ONBC 7 – Interpersonal Communication & Relationship

Objective

This course is an advanced seminar designed to explore the field of ideas relating to human modes of communication and personal relationships in the shaping of our social environment. These general sets of ideas and research are what is commonly referred to as “Interpersonal Communication”.

Content

Interpersonal Communication Theories and Concepts: Social Penetration Theory, Self-Disclosure, Uncertainty Reduction Theory

Pedagogy

Group discussion and case studies

Text books

Goffman, Erving. Interaction Ritual.

1. Hall, Edward T. (1982). The Hidden Dimension. New York: Doubleday. Chapters 10-12.

2. Hall, Edward T. (1983). The Dance of Life: The Other Dimension of Time. New York: Doubleday. Chapters 3-4.

3. Morris, Desmond. (1996). The Human Zoo. New York: Kodansha America, Inc. Chapters 2-3.

4. Vangelisti, Anita L. and Young, Stacy L. (2000). When word hurt: The effects of perceived intentionality on interpersonal relationships. Journal of Social and Personal Relationships, 17, 3: 393-424

ONBC 8 – Human Growth & Development

objective

To understand the relation between the stages of development and human behaviour

Content

understand universal coping strategies in various situations. develop and facilitate self awareness, self discipline and emotional intelligence.

Pedagogy

Class room study ,assignments

Reading Material

- 1) Papalia, Diane E., Olds and Fieldman, Human Development (Ninth Edition)
- 2) Hurlock, Elizabeth. Child Development
- 3) Morgan C., King R., Weisz and Schopler. Introduction to Psychology (Seventh Edition)
- 4) Relevant magazine/news articles/ documentary -films

ONBC 9 – Art of Living

Content

The Art of Listening, The Sudarshan Kriya, how to Be happy now!, Levels of existence, Relationships

Objective

The Art of living course response to the global health and values crisis facing today's youth. Presented in a practical and fun framework that appeals to youth of all ethnic, racial and religious backgrounds, art of living course offers an enlightening approach that awakens youth to their deepest potential and life's higher values.

Pedagogy

Theory and practical class

Text book

Books written by Sri Sri Ravishakar and CD's

ONBC 10 – HACCP(Hazard analysis and critical control point)

Content

Introduction to HACCP and its development, Legal obligations and future legislation, Defining hazards, possible causes and risks Application of HACCP principles using the WHO/Codex approach Practical exercises in how to HACCP – making HACCP work for your company Management considerations of HACCP for analysis Implementation and maintenance of HACCP Revision and examination technique The Royal Society for Public Health's level 3 Award in HACCP for Food Manufacturing There are no mandatory pre-course requirements for entry to the course. However, it is strongly recommended that candidates hold a foundation level HACCP qualification or have previously acquired basic food hygiene and safety knowledge and understanding appropriate to foundation level.

Objective

The course provides a practical training programme giving guidance on the implementation of HACCP principles and how they should be applied to the manufacture of soft drinks, fruit juices and bottled waters in a factory environment.

Pedagogy

Theory and practical class

Text book

HACCP: A Practical Approach, Carol Wallace, Sara Mortimore
The HACCP Food Safety Manual ,Joen a loken

ONBC 11 – Safety & Security

Content

Security, Occupational safety, Crowd management Major Risks and emergency planning, incident reporting, gray areas of the organizational security and emergency procedures.

Objective

To give formal instructions and training on safety and security so that, the student's technical proficiency to effectively adjust, grow and excel in the field of safety and security.

Pedagogy

Theory and practical class

Text book

Industrial security and safety By Anton Shone & Bryn Parry

ONBC 12 – Fire Fighting

Content:

Theory of combustion and fire triangle/tetrahedron, Fire classification: class A, B, C, D fires, First aid fire fighting equipment: Types, use and limitations, Practical Fire Extinguisher Use, Use of portable extinguishers on class A, B & C fires, Fires involving electrical equipment, Action in case of fire, evacuation, Use of fire fighting equipment do's and don'ts of fire fighting, and limitations of portable fire fighting equipment.

Objective:

This course is intended to give students a basic understanding of the use and limitations of portable fire-fighting equipment, and includes practical training on fire fighting.

Pedagogy:

The course will be conducted through theory and practicals.

Reference Books:

Fire fighters handbook: Charles J baker.

ONBC 13 – Cultural Heritage of India

Content:

Unit I : Concepts of Cultural Heritage:

a. Social, Cultural and Religious Heritage,
Myths and Legends, Traditions Oral and Living
Literary sources : Vedic and Archaeological.

Unit II : Religion and Philosophy

a. Vedic Traditions and six school of philosophy
b. Jainism, Buddhism and Ajivikas
c. Vaishnavism, Saivism, Saktism and Bhakti
d. Islamic, Christian and Tribal belief systems

Unit IV : Evolution of Political Ideas

Evolution of Polity : Formative Period

b. Evolution of Polity : Crystallization of Precepts and ideas
c. Laws and Legal Institutions
d. Republic

Objective:

To introduce the rich culture of India to the students with a view to enable them to understand its basis and understand the political and social influence.

Pedagogy:

The course will be conducted through theory and classroom discussions.

Reference Books:

Aiyangar, K.V. Rangaswami. 1988. *Some Aspects of Ancient Indian Polity*.

Kosambi, D.D. 1975. *The Culture and Civilization of Ancient India*.

ONBC 14 – Creativity, Innovation & Vision

Contents

All of the human enterprises—including science, literature, art, and music—pour forth from the wellspring of human creativity. Society rewards outstanding instances of creativity with prizes ranging from the Pulitzer, to the Van Cliburn, to the Nobel.

Objective

The goal of this course is to drive home concepts, models, frameworks, and tools that managers need in a world where creativity and innovation is fast becoming a pre-condition for competitive advantage.

Pedagogy

experiential exercises, brief lectures, seminar presentations, readings, case analyses, debates, films and videos, student presentations, and extensive discussions.

References

Reading Material. The assigned readings were chosen to introduce a broad spectrum of contemporary perspectives on the complex nature of creativity and innovative behavior -- from theoretical and conceptual to practical and applied.

Required Readings:

Drucker, P.F. (1985). *Innovation and Entrepreneurship*. New York: HarperBusiness.

Kanter, R.M. (Editor, 1997). *Innovation: Breakthrough Thinking at 3M, DuPont, GE, Pfizer, and Rubbermaid*. New York: HarperBusiness.

Cases accessible from the course web page will be required.

ONBC 15 – Organizational Health Care

Content

Health Care Management Control, Organizational Design and Professional Integration, health care management, Strategy, Marketing, Ethics and Managing Your Career

Objective

This course is intended for graduate students and is intended to build understanding of managing health care services and health care delivery organizations

Pedagogy

Assignments and case studies

Reference

Kovner, A., McAlearney, A. and Neuhauser, D. eds. 2009. Health Services Management: Readings, Cases and Commentary. 9th ed. Chicago, IL:Health Administration Press.

Griffith, J. and White, K. 2011. Reaching Excellence in Healthcare Management. 2nd ed. Chicago, IL: Health Administration Press

ONBC 16 – Corporate Social Responsibility

Corporate social responsibility (CSR, also called corporate conscience, corporate citizenship, social performance, or sustainable responsible business/ Responsible Business is a form of corporate self regulation integrated into a business model. CSR

policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. CSR is a process with the aim to embrace responsibility for the company's actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stake and all other members of the who may also be considered as stakeholders.

OBJECTIVE:

CSR today is an essential function of every Organization. Therefore it is imperative that students know what this entails and what the organization seeks to do through its CSR initiatives.

PEDAGOGY:

Theory instruction through modules

Case Studies

Experiential learning

Visit to an industry that undertakes CSR activities and a meeting with the CSR Head.

REFERENCES:

Corporate Social Responsibility: Doing the Most Good for your Company and your cause- Philip Kotler, Nancy Lee

CSR in India: Bidyut Chakrabarty

ONBC 17 – Group Dynamics

Content

In this course, students will open up the black box of group functioning. They will study all the fundamental building blocks of group decision making processes. The dynamic social processes that help and hinder group performance will also be uncovered. Groups have the potential to outperform individuals acting alone, but this potential all too often goes unrealized.

Objective

The effectiveness of any organization depends on how well the individuals and groups comprising the organization are managed. This course is designed to provide you with an introduction to some essential foundations to enhance the operation of organizations through the better management of groups and teams.

Pedagogy

To accomplish these goals, readings, lecture, and discussion are paired with group exercises and hands-on practice in observing and interpreting group dynamics.

References

Watch the film *Twelve Angry Men* (Black & White, 1957). Henry Fonda, Lee J. Cobb, et al. Director: Sidney Lumet. The film is available in video rental stores and from Netflix.

3. Thatchenkery & Metzker, Chapters 1- 11

4. Forsyth, Chapters 1 – 2

ONBC 18 – Horticulture

Content:

Fundamentals of Horticulture. Floriculture, Principles of Horticulture, Management of Horticulture

Objective:

To create awareness among the students about the Horticulture and train them in the subject. To increase awareness and familiarise students with the flora and ecosystems.

Pedagogy:

The course will be conducted through theory and practicals.

Reference Books:

Chadha K. L. (2008) Handbook of Horticulture I.C.A.R., New Delhi.
Kumar N. Introductory Horticulture Rajalaxmi Publications,

ONBC 19 – Appreciation of Indian Classical Music

Content:

Historical & Theoretical Aspects, Temple and Ritualistic music of southern region
Classification of Thata in Hindustani System,
Melakarta scheme of the Karnatic system.
Tala system in Hindustani and Karnatic Music.
Gharanas; their representative & Composers: i.e. Swami Haridas, Tansen,
Sadarang, Adarang, Akhtar Piya.

Objective:

This subject aims at providing a basic guideline for appreciating Indian music in its broader connotation. However, particular emphasis would be given on the two major systems of classical music i.e. Hindustani and Karnatic (Raga Sangeet).

Pedagogy:

The course will be conducted through theory, classroom discussions and practicals.

Reference Books:

1. Swami Prajnananada, A Historical Study of Indian Music, Delhi 1981
2. R Rangaramanuja Ayyangar: History of South Indian (Karnatic) Music, Madras 1972

ONBC 20 – Corporate Leadership

The ability of a company's management to make sound decisions and inspire others to perform well. Effective leaders are able to set and achieve challenging goals, to take swift and decisive action even in difficult situations, to outperform their competition, to take calculated risks and to persevere in the face of failure. Corporate Leadership is essential to the success of a business.

OBJECTIVE:

The role of the Corporate in an organization is akin to the rudder of a ship. Leaders in the Corporate determine the success or failure of an organization. Therefore, it is essential for students to understand and be aware of the importance of decision making and its impact/consequences.

PEDAGOGY:

Theory instruction through modules
Case Studies

REFERENCES:

Beyond the Last Blue Mountain: A book on the life of JRD Tata by R.M Lala

Corporate Leadership Selection: Dr. Reginald J. Gardner

