



गोंय विद्यापीठ

ताळगांव पठार

गोंय - ४०३ २०६

फोन: +९१-८६६९६०९०४८



(Accredited by NAAC)

Goa University

Taleigao Plateau, Goa - 403 206

Tel : +91-8669609048

Email : registrar@unigoa.ac.in

Website: www.unigoa.ac.in

GU/Acad –PG/BoS -NEP/2023/102/47

Date: 10.07.2023

CIRCULAR

The University has decided to implement the UGC Curriculum and Credit Framework for the Undergraduate Programme (CCFUP) of **Bachelor of Business Administration (Hospitality & Culinary Management)** under the National Education Policy (NEP) 2020 from the Academic Year 2023-2024 onwards.

The approved Syllabus for Semesters I and II of the **Bachelor of Business Administration (Hospitality & Culinary Management)** Programme is attached.

Principals of Affiliated Colleges offering the **Bachelor of Business Administration (Hospitality & Culinary Management)** Programme are requested to take note of the above and bring the contents of this Circular to the notice of all concerned.

(Ashwin Lawande)
Assistant Registrar – Academic-PG

To,

1. The Principals of Affiliated Colleges offering the Bachelor of Business Administration (Hospitality & Culinary Management) Programme.

Copy to:

1. The Director, Directorate of Higher Education, Govt. of Goa.
2. The Dean, Goa Business School, Goa University.
3. The Vice-Deans, Goa Business School, Goa University.
4. The Chairperson, BOS in Hospitality, Travel and Tourism Studies.
5. The Controller of Examinations, Goa University.
6. The Assistant Registrar, UG Examinations, Goa University.
7. Directorate of Internal Quality Assurance, Goa University for uploading the Syllabus on the University website.

Goa University

**BBA Hospitality and Culinary Management
w.e.f AY 2023-24**

OBJECTIVES OF THE PROGRAMME:

1. To provide students with the necessary knowledge, skill sets, attitude and competency required to pursue successful careers in the Hospitality Industry.
2. Equip students with in-depth knowhow of various principles and practices of hospitality Industry.
3. To provide the hospitality industry with competent and skilled professionals to occupy key operational positions in the hotel industry.

PROGRAM SPECIFIC OUTCOME:

On successful completion of the BBA Hospitality and Culinary Management program the students will be able to:

1. Equip with the knowledge, skills and abilities to perform and succeed in the hospitality industry.
2. Develop and demonstrate the knowledge, skills and attitude to function effectively in a diverse organisational environment.
3. Interpret the current methods, best strategies and professional standards in Hospitality Industry.

Programme Structure for Semester I an II Under Graduate Programme

BBA in Hospitaity & Culinary Management

Semester	Major -Core	Minor	MC	AEC	SEC	I	D	VAC	Total Credits	Exit
I	MGH-100 Hospitality Management (4)	MGH-111 Tourism Concepts (4)	MGH-131 Introduction to Beverages (3)		MGH-141 IT skills (3)				20	
II	MGA-100 Management Process and Organizational Behavior (4)	MGF-112 Fundamentals of Accounting (4)	MGH-132 Introduction to Wines (3)		MGH-142 Hospitality French (3)				20	

Semester III to IV shall be provided later.

Name of the Programme: B.BA Hospitality and Culinary Management

Course Code: MGH - 100

Title of the Course: Hospitality Management

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	The course aims to familiarize students with the core operational departments of the Hospitality industry.	
Content:		No of hours
	UNIT I Introduction Introduction to the Hospitality Industry, evolution, origin, and Importance. Introduction to all major hotel chains of the world. Classification of Hotels and Room types Qualities and Attributes of Front office and HK personnel.	15 hours
	UNIT II Introduction to Front Office and Housekeeping: Importance, Organizational Structure, - Layout: HK department layout, Front office layout - Coordination with other departments. (F&B Service, F&B production, Kitchen Stewarding, Engineering, Accounts, Human Resources, Security, Sales & Marketing, Purchase)	15 hours
	UNIT III Introduction to Food and Beverage Service 1. Food Service Industry: Development of food service industry in India, Classify the food service sectors with examples, features of each sector, types of restaurants and its features 2. F&B Department: Importance of the F&B department, functions, organization. 3. F&B Staff of a Hotel. Duties & responsibilities Production & Service Staff. 4. Intra and Inter department coordination. 5. Food service equipment: Types of cutlery, crockery & glassware 6. Uses of Restaurant equipment, purchase considerations & storage.	15 hours
	UNIT IV Introduction to Food and beverage Production 1. Organisation of a professional kitchen, guidelines and requirements of personal hygiene and food safety standards, avoiding food contamination, uniform and protective clothing. 2. Usage of knives, hand tools, heavy equipment in the kitchen. 3. Vegetables - classification of vegetables, pigment and colour Changes, effect of different cooking methods on vegetables, controlling Changes in texture, flavour, nutrient loss, cuts of vegetables. Classical dishes made using vegetables. 4. Classification, uses of fruits in cooking, usage of processed fruits. 5. Meats-Physical and Chemical Characteristics of meat, cuts of Chicken, Beef, Pork, Lamb. 6. Eggs- Structure, classification and grading of eggs, selection, storage and uses of eggs in food.	15 hours
Pedagogy:	Teaching and learning strategies will include, but not be limited to, lectures, tutorials, practical's, Role plays, guest speakers, videos, (including online videos), and case studies.	
References/	Suggested Reading Unit I:	

<p>Readings:</p>	<ol style="list-style-type: none"> 1. G. Raghubalan and S. Raghubalan. Hotel Housekeeping Operations and Management, 3rd Edition 2015. 2. J. R. Tewari. Hotel Front Office Operations & Management, 2nd Edition, 2016. <p>Suggested Reading Unit II:</p> <ol style="list-style-type: none"> 1. S. K. Bhatnagar. Front Office Management, First Edition 2002 2. M. Singh, and J. B. George, Housekeeping- Operations, design and management. Jaico Publishing, 2011. 3. S. Andrews, Textbook of Hotel Housekeeping Management and Operations. Mc Graw Hill Education, 2020 4. K.C.K. R. Kadam, Housekeeping operations and Management for Hospitality. UDH Publishers, 2013. <p>Suggested Reading Unit III:</p> <p>R., Food and Beverage Service, Oxford University press, Second Edition (2016). 2. Dennis Lillicrap and John Cousins, Food and Beverage Service, Book Power, Eight Edition, 2014. 3. Sudhir Andrews, Food and Beverage Service Training Manual, Tata McGraw Hill Publishing Company Limited, Second Edition.(reprint 2005) 4. Bobby George, Sandeep Chatterjee, Food and Beverage Service and Management, Jaico Publishing House, (Eleventh Impression 2016).</p> <p>Suggested Reading Unit IV:</p> <ol style="list-style-type: none"> 1. Thangam E. Philip, Modern cookery, Orient Black swan Private Limited, Sixth Edition(2010), Vol.1 2. Thangam E. Philip, Modern cookery, Orient Black swan Private Limited, Sixth Edition(2010), Vol.2 3. Parvindar Singh. Bali, Food Production Operations,Oxford Publication (2014) Sixth impression(2016)
<p>Course Outcomes:</p>	<p>At the end of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Analyse the operations of the rooms division in hospitality industry. 2. Differentiate hotels based on standards, size, location, clientele, duration of stay, Level of service and Ownership 3. To understand basic skills of Front Office and Housekeeping. 4. Apply skills in Telephone Handling

Name of the Programme: B.BA Hospitality and Culinary Management.

Course Code: MGH- 111

Title of the Course: Tourism Concepts

Number of Credits: 04

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	At the end of the subject, the student will be able to deal with Tourism as a System rather than as a set of separate entities or processes.	
Content:		No of hours
	<p>Unit I: Overview of Tourism Tourism: Definition, Components of Tourism and Tourism Management. Basic Approach to the Study of Tourism, Economic Importance, Benefits and Costs of Tourism Tourism through the Ages: Early Beginnings, Early tourist attractions, The first travel agents, Historic Transportations Career Opportunities: Job forecasts, job requirements, career possibilities, Career paths in Tourism Practical: Debates on tourism Exercise on career planning in tourism</p>	15 hours
	<p>UNIT II : Organization of Tourism International Organizations, Development Organizations, Regional Organizations Passenger Transportation: Airline Industry, Rail Industry, Motor Coach Industry, Automobile, Cruise Industry, Other modes. Hospitality and Related Services: The Lodging Industry, The Food Service Industry, Meeting Planners Organizations in the Distribution Process: Travel Agents, The Internet, Consolidators, The Tour Wholesaler, Specialty Channelers Attractions, Entertainment, Recreation: Introduction, Attractions, Gaming, Recreation, Entertainment, Festivals and Events, Shopping, Education, Publishing, Marketing and Publicity Organizations. Practical: Field study on passenger transportation, hospitality services, travel agencies and tour operators, and other tourist attractions.</p>	15 hours
	<p>UNIT III: : Tourism Supply and Demand Tourism Components and Supply: Supply Components, Natural Resources, Built Environment, Operating Sectors, Spirit of Hospitality and Cultural Resources, Matching Supply with Demand Measuring and Forecasting Demand: Why Demand Is Important, Demand to a Destination, Measuring Demand, Projection Methodology Tourism's Economic Impact, Optimization, Economic Multipliers Practical: Field study</p>	15 hours
	<p>UNIT IV: Understanding Travel Behavior and Tourism Policy, Planning and Development Cultural and International Tourism for Life's Enrichment:</p>	15 hours

	<p>Developmental and Promotional Measures, Types of Destinations as Travel Experiences, Other Tourist Appeals, Travel experiences</p> <p>Sociology of Tourism: Effects on the Individual, Effects on the Family, Effects on Society, Life Characteristics and Travel, Emergence of Group Travel Patterns, Social (Subsidized) Tourism, Summary of the Principal Social Effects of Tourism, Barriers to Travel</p> <p>Tourism Policy: A Definition, The Focus of Tourism Policy: The Competitive/Sustainable Destination, The Major Parameters of Tourism Destination Management, Tourism Policy: Structure, Content, and Process, The Process of Tourism Policy Formulation</p> <p>Tourism Planning, Development, and Social Considerations: Planning for a Competitive/Sustainable Destination, The Nature of Tourism Planning, Relating Tourism Planning to Tourism Policy, Why Tourism Planning Is Necessary, The Planning Process, Goals of Tourism Development, Political Aspects of Tourism Development</p> <p>Practical: Field study</p>	
<p>Pedagogy:</p>	<p>Lectures/ tutorials/laboratory work/ field work/ outreach activities/ project work/ vocational training/viva/ seminars/ term papers/assignments/ presentations/ self-study/ Case Studies etc. or a combination of some of these. Sessions shall be interactive in nature to enable peer group learning.</p>	
<p>References/ Readings:</p>	<p>Suggested Readings :</p> <ol style="list-style-type: none"> 1. C. R. Goeldner, J. B. Ritchie, Tourism principles, practices, philosophies, John Wiley and Sons, 2017. 2. B. I. Kastarlak, B. Barber, Fundamentals of planning and developing tourism, Pearson New International Edition, 2013. 3. C. Cooper, Essentials of Tourism, SAGE Publication, 2020 4. S. K. Swain, J. M. Mishra, Tourism: Principles and Practices, Oxford University Press, 2011. 5. P.N Acha-Anyi, Fundamentals of Tourism, Van Schaik Publishers, 2020 	
<p>Course Outcomes:</p>	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1. Understand and identify evolution, importance of travel and tourism for the economy. 2. Analyze various sectors and its role in the growth of tourism industry. 3. Identify the reasons for the growth of famous tourist attractions and analyze its impact on tourism industry. 4. Analyze the importance of tourism planning, and tourism policy formulation for competitive and sustainable development of destinations. 5. Evaluate the importance of tourism industry as a system 	

Name of the Programme: B.BA Hospitality and Culinary Management

Course Code: MGH - 131

Title of the Course: Introduction to Beverages

Number of Credits: 3

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	The aim is to introduce the student to the different types of alcoholic and non-alcoholic beverages served in the Catering sector and understand their production, types and brands.	
Content:		No of hours
	UNIT I Introduction and Classification of Beverages: Classification of beverages, non-alcoholic beverages: differentiation between nourishing, stimulating and refreshing beverages, tea, coffee, cocoa and malted beverages: origin, production, types, brands and service, water, aerated beverages and juices. Introduction to alcoholic beverages: definition, production of alcohol, fermentation process, distillation process, classification with examples, cocktails and mixed drinks	15 hours
	UNIT II Spirits: Introduction and definition, production of spirit, pot-still method patent still method, production of whisky, rum, gin, brandy, vodka, tequila, classification and brand names of each type. different proof spirit: American proof, British proof (Sikes scale) Gay Lussac (OIML Scale)	15 hours
	UNIT III Other Alcoholic Beverages: Beer: Introduction and definition, types of beer, production of beer, storage, brand names Perry, Cider, Mead, Sake: introduction and definition, types of beer, production, storage, brand names and service Aperitifs: introduction and definition, types of aperitifs, vermouth (definition, types and brand names), bitters (definition, Types and Brand names) Liqueurs: definition and history, production of liqueurs, broad categories of liqueurs (herb, citrus, fruit/egg, bean and kernel) popular liqueurs (name, colour, predominant flavour and country of origin)	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. H. Johnson, The World Atlas of Wine, MitchellBeazley, 20132. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK , 2017.3. R Cichy,Managing beverage operations.American Hotel And Lodging Educational Institute, 2010.4. R. Singaravelavan,Food and Beverage Service. Oxford, 2012.5. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014.6. A. Domine,The world of spirits and cocktails: the ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013	
Course Outcomes:	At the end of the course, the students will be able to: <ol style="list-style-type: none">1. Classify beverages and describe the types of teas, coffees, and other non-alcoholic beverages	

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| | <ol style="list-style-type: none">2. Classify wines and identify the principal wine regions, wine laws, and grape varieties; describe the production process and list brand names3. Differentiate between various spirits, describe the production process, and list the brand names of spirits.4. Identify fermented beverages, aperitifs, and liqueurs and their categories. |
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Name of the Programme: BBA Hospitality and Culinary Management**Course Code: MGH-141****Title of the Course: IT Skills****Number of Credits: 03 (1T +2P)****Effective from AY: 2023-24**

Pre-requisites for the Course:	Nil	
Course Objectives:	Objectives of the Course are: 1. To provide skills in data capturing, presentation, and report formatting. 2. To provide an understanding of essentials of Information Technology, Internet Applications and Emerging Technologies. 3. To develop skills in efficient search techniques and online collaboration tools.	
Content:		No of hours
	UNIT 1 1: Information Technology Basics 10 hours Information: Prerequisites of Information, Need for Information Technology and its advantages; Information Technology : Definition and components; Data : Definition, Types, Data Representation, Number system and Coding Schemes(ASCII and UNICODE); Parts of a Computer: CPU, Memory, Input/ Output Devices, Auxiliary Memory; Software – Definition, Relationship between Hardware and Software, Categories of Software, OS - definition & functions Role of Information Technology in : Business, Mobile Computing, Health Services, Public Sector, Media, Defence Services, Education and Publication.	10 hours
	UNIT II Unit 2: Internet Applications and Emerging Technologies 5 hours Internet – role and importance, Web Browser, IP Addressing – Public Vs Private, Static Vs Dynamic; WWW & related protocols; Internet Applications. Cloud Computing: Meaning, Features, & Service models, Advantages and disadvantages, Mobile Computing: Meaning, Business Applications of Mobile computing, Virtual reality & Augmented Reality: Meaning and applications, IoT - Internet of Things: Meaning & Applications	5 hours
	Unit 3: Practicals Lab 1 Basic Computer Skills Surfing the Internet, Use of Email and Search Engines Securing your device Installation and Configuration of any free Antivirus Package eg. AVG/Avast etc., Online Sharing and Collaboration Create documents, spreadsheets and presentations online, Share and collaborate in real time, Safely store and organize your work, Control who can see your documents Data capture using Google Forms Create data forms to capture data for Event Registration, Event Feedback, Customer feedback/satisfaction on a product or service and Order Request OS Basic Installation of Operating System , Demonstrate features of any MS Windows based OS or any of the Linux flavor , Identification of Directories , Setting up computer, Add a printer, Check device drivers, Installation of software, Users and administrative rights for installation	20 hours
	UNIT 4 Practicals Lab 2	20 hours

	<p>Report Formatting using Word Processing (MS Word or any similar Open Source software) Draft an official letter for job interview invitation/ job appointment/ invitation to a business trade show event, use mail merge to input the recipients list linking with database. Given a project report in PDF format transfer to word processor software and format to include title page, specified Paragraph and Page Formatting (page size, orientation, line spacing, font type and font size, Indent, bullets, paragraph formatting) details, Acknowledgement page, Table of contents page, List of figures page, List of Tables page, bibliography, references, distinct headers for each chapter, page numbering in roman for initial pages and normal from first chapter. The document should be checked for spelling errors and corrected appropriately. Create / Upload a document in a collaboration software like Google docs. Share and collaborate in real time, Safely store and organize your work, Control who can see your documents.</p>	
	<p>UNIT 5 Practicals Lab 3 Presentation Software (MS- Powerpoint or any similar Open Source software) Preparing presentation in areas such as Customer satisfaction/ feedback, product analysis, job satisfaction using the data obtained through data capture tool, including appropriate slide animation, sound recording, slide timings, customer feedback video. Export the presentation as video or save as slide show. Prepare handouts for audience</p>	20 hours
Pedagogy:	Pedagogy: Lectures, Practical Lab Sessions, Presentations	
References/ Readings:	<ol style="list-style-type: none"> 1. Sinha, P. K., & Sinha, P. (2014), Computer Fundamentals (Sixth ed.), BPB Publications 2. Leon, A., & Leon, M. (1999), Fundamentals of Information Technology (First ed.), Leon Press 3. Arvind Babu, M. C., Anandamurugan, S., & Priyaa, T. (2016), Cloud Computing (First ed.), Laxmi Publications Pvt Ltd 4. Bahga, A., & Madisetti, V. (2015), Internet of Things: A Hands-On Approach, (First ed.), University Press 5. https://www.howstuffworks.com 6. https://www.panola.edu/media/825/download?attachment/itsw1401.pdf Course 	
Course Outcomes:	<p>At the end of the course, the students will be able to:</p> <ol style="list-style-type: none"> 1: Explain the concepts of Information Technology. 2: Discuss significance and applications of Internet Applications and Emerging Technologies 3: Demonstrate practical skills in Application software. 4. To employ the practical aspects of information technology tools. 	

Name of the Programme: B.B.A Hospitality and Culinary Management

Course Code: MGH - 132

Title of the Course: Introduction to Wines

Number of Credits: 03

Effective from AY: 2023-24

Pre-requisites for the Course:	Nil	
Course Objectives:	The aim is to introduce the student to the different types of wines and understand their production, types and brands.	
Content:		No of hours
	UNIT 1 Introduction: History and evolution of wine, Classification of wines, Viticulture : Types of grapes, vine varieties, factors affecting the quality of wine Training of vine – pruning (single guyot, cordon de royat, double guyot, guyot curtain and pergola), ploughing (ground work), budding, spraying, weeding. Pests and diseases	15 hours
	UNIT II Vinification Art of making still wine, sparkling wine and fortified wines. Cellar – storage, temperature and humidity level	15 hours
	UNIT III Wine regions of the world, Wine regulations and major wine producing regions. Key aspects of wine label. Wine tasting: -Flavors and aroma characteristics (color, bouquet, body and taste). Serving temperatures of wines.	15 hours
Pedagogy:	The sessions will be conducted using all or any of the methods of pedagogy such as lectures, exercises, practicals, seminars, case studies, role plays, and problem-solving, to enable the students to learn in an interactive mode.	
References/ Readings:	<ol style="list-style-type: none">1. H. Johnson, The World Atlas of Wine, Mitchell Beazley, 20132. A. Domine., H. F. Wine. Ullmann Publishing GmbH UK , 2017.3. R Cichy, Managing beverage operations. American Hotel And Lodging Educational Institute, 2010.4. R. Singaravelavan, Food and Beverage Service. Oxford, 2012.5. D. Lillicrap and J. Cousins, Food and Beverage Service. Book Power, 2014.6. A. Domine, The world of spirits and cocktails: the ultimate bar book. H. F. Ullmann Publishing GmbH Germany, 2013	
Course Outcomes:	At the end of the course, the students will be able to: <ol style="list-style-type: none">1. Classify wines and identify the principal wine regions, wine laws, and grape varieties;2. Describe the production process and list brand names.3. Understand the viticulture process.4. Understand the vinification process.	

