MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL
(Formerly West Bengal University of Technology)
Syllabus of B.Sc. In Hospitality & Hotel Administration
(Effective from 2023-24 Academic Sessions)

Semester – VII

Curriculum Structure

Sl.	Subject Type	Code	Subject Name	Credits			Total Credits
				L	T	P	
1.	**Major**	BHHAM701	Human Resource Management	4	1	0	5
2.		BHHAM702	Entrepreneurship: Theory & Practices	4	1	0	5
		BHHAM703	F&B Management	3	1	0	4
4.	**Minor**		Any one from Minor Basket	4	0	0	4
5.			Any one from Minor Basket	4	0	0	4
Total Credit							22

Subject Name: Human Resource Management
Subject Code: BHHAM701
Total Credit: 5 L&T (4+1)
Contact Hours: 75 hours

Course Objective:

1. To provide students with a comprehensive understanding of International Human Resource Management and its importance in global business operations.
2. To develop knowledge regarding HRD Audit, HRD Scorecard, and their application in evaluating and improving organizational effectiveness.
3. To familiarize students with employee compensation systems, pay structures, incentives, and employee benefit programs.
4. To introduce recent trends and contemporary techniques in Human Resource Management practices.
5. To enhance awareness of ethical issues and ethical decision-making in various Human Resource Management functions.

Sl.	Course Outcome (CO)
1	Explain the concepts, scope, importance, and challenges of International Human Resource Management and differentiate it from Domestic HRM.
2	Analyze the objectives, process, types, and significance of HRD Audit and prepare basic HRD Scorecards for organizational assessment.
3	Evaluate employee compensation systems, including pay structures, incentives, fringe benefits, provident fund, and gratuity.
4	Identify and interpret recent HRM techniques such as outsourcing, flexi-work, non-hierarchical structures, moonlighting, and human resource accounting.
5	Examine ethical issues and apply ethical principles in recruitment, training, performance appraisal, compensation, career development, and other HR functions.

Modules to be Covered

Module 1 – International Human Resource Management: Introduction, Concept of IHRM, Difference between Domestic and International HRM, Importance of IHRM, Need of IHRM, Issues in International HRM.

Module 2 – HRD Audit and HRD Scorecard: Concept of HRD Audit, Objectives of HR Audit, Purpose of HR Audit, Types of HR Audit, HR Audit Checklist, Role of HRD Auditor, Role of HRD Audit in Business Improvements, Benefits of Human Resource Audit, HRD Score Card, Sample HRD Score Card.

Module 3 – Employee Compensation: Concept of Compensation, Objectives of Compensation, Components of Compensation, Base Pay Structure, Variable Pay Programs, Variable Pay Components, Benefits, Types of Benefits (Fringe Benefits, Provident Fund, Gratuity, Importance of Compensation (Factors Affecting Compensation Policy).

Module 4 – Recent Techniques in HRM: Non-Hierarchical Structure, Attitude and Emotions, Outsourcing (Benefits of HR Outsourcing), Moon lighting by Employees, Flexi-time & Flexi-work, Employee's Proxy, Human Resource Accounting.

Module 5 – Ethics in Human Resource Management: Concept of Ethics, Ethics in Job Design, Ethics in Human Resource Planning, Ethics in Recruitment and Selections, Ethics in Performance Appraisal, Ethics in Training and Development, Ethics in Career Planning and Development, Ethics in Wages and Salary Administration, Ethics in Layoffs, Ethical Guidelines.

Reading References

Aswathappa, K. Human Resource Management: Text and Cases. McGraw Hill Education, New Delhi.
Dessler, Gary. Human Resource Management. Pearson Education.
Rao, T. V. HRD Audit: Evaluating the Human Resource Function for Business Improvement. Sage Publications.
Dowling, Peter J., Marion Festing, and Allen D. Engle. International Human Resource Management. Cengage Learning.
Subba Rao, P. Essentials of Human Resource Management and Industrial Relations. Himalaya Publishing House.

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Subject Name: Entrepreneurship: Theory & Practices
Subject Code: BHHAM702
Total Credit: 5 L&T (4+1)
Contact Hours: 75 hours

Course Objective:

1. Introduce students to the fundamentals of entrepreneurship
2. Develop awareness of entrepreneurial opportunities in hospitality and tourism
3. Equip learners with skills for start-up planning and business formation
4. Provide basic knowledge of finance and marketing for entrepreneurs
5. Encourage innovation, ethical practices, and self-employment

Sl.	Course Outcome (CO)
1	Explain the concepts, nature, and importance of entrepreneurship
2	Identify entrepreneurial opportunities in hospitality and allied sectors
3	Prepare a business plan for a small hospitality enterprise
4	Apply financial and marketing concepts to start-up ventures
5	Demonstrate entrepreneurial skills through project and field work

Modules to be Covered

Module 1 – Basics of Entrepreneurship: Meaning & importance, Traits of successful entrepreneurs, Entrepreneur vs Manager, Types of entrepreneurs, Role in economic development, Growth of entrepreneurship in India.

Module 2 – Start Up Planning: Idea generation & screening, Business plan essentials, Forms of business: sole proprietorship, partnership, company, Registration & licensing, Government support schemes.

Module 3- Opportunities in Hospitality & Tourism: Scope in the hospitality industry, Business ideas: restaurants, catering, food trucks, boutique hotels, homestays, travel services. Idea identification & feasibility analysis

Module 4- Finance & Marketing: Cost, revenue & profit basics, Break even concept, Pricing strategies.

Module 5- Managing & Innovating: Operations & HR in small enterprises, Quality & customer satisfaction, Risk & uncertainty, Innovation & creativity, Sustainable & ethical practices.

Reading References

1) Desai, V. (2015). Dynamics of Entrepreneurial Development and Management. Himalaya Publishing House.
2) Khanka, S. S. (2012). Entrepreneurial Development. S. Chand Publishing.
3) Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2020). Entrepreneurship. McGraw-Hill Education.
4) Bhatia, B. S., & Batra, G. S. (2016). Entrepreneurship Development. Deep & Deep Publications.
5) Kuratko, D. F. (2020). Entrepreneurship: Theory, Process, Practice. Cengage Learning.

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Subject Name: F&B Management
Subject Code: BHHAM703
Total Credit: 4 L&T (3+1)
Contact Hours: 60 hours

Course Objective:

- To develop an understanding of cost concepts, cost classification, and cost dynamics in food and beverage operations.
- To familiarize students with sales concepts, inventory control methods, and stock management techniques used in hospitality operations.
- To provide knowledge of beverage control systems, standard recipes, portion control, and preventive measures against bar frauds.
- To enhance understanding of budget preparation, budgetary control processes, and different types of budgets in hospitality management.
- To introduce the principles of menu merchandising and menu engineering for effective menu planning, pricing, and profitability enhancement.

Sl.	Course Outcome (CO)
1	Explain the elements and classification of costs and apply cost concepts in hospitality and food service operations.
2	Analyze sales concepts, inventory control methods, stock levels, and perpetual inventory systems for efficient operational management.
3	Evaluate beverage control procedures including purchasing, storing, issuing, production control, and bar fraud prevention techniques.
4	Prepare and interpret budgets and apply budgetary control techniques for effective financial management in hospitality organizations.
5	Design and assess menus using menu merchandising and menu engineering techniques to improve customer satisfaction and profitability.

Modules to be Covered

Module 1: Cost Dynamics

- Elements of Cost
- Classification of Cost

Module 2: Sales Concepts

- Various Sales Concepts
- Uses of Sales Concepts

Module 3: Inventory Control

- Importance and Objectives of Inventory Control
- Inventory Control Methods
- Stock Levels and Techniques
- Perpetual Inventory System
- Monthly Inventory
- Pricing of Commodities
- Comparison of Physical and Perpetual Inventory

Module 4: Beverage Control

- Purchasing, Receiving, Storing and Issuing of Beverages
- Production Control
- Standard Recipes and Portion Sizes
- Bar Frauds and Preventive Measures
- Books and Records Maintained
- Beverage Control Systems

Module 5: Budgetary Control

- Meaning of Budget and Budgetary Control
- Objectives and Framework of Budgetary Control
- Key Factors in Budget Preparation
- Types of Budgets
- Budgetary Control Process

Module 6: Menu Merchandising

- Menu Control
- Menu Structure and Planning
- Pricing of Menus
- Types of Menus
- Menu as a Marketing Tool
- Menu Layout
- Constraints of Menu Planning

Module 7: Menu Engineering

- I: Menu Engineering
- Definition and Objectives of Menu Engineering
- Methods of Menu Engineering
- Advantages of Menu Engineering

Reading References

1. Kasavana, Michael L., and Donald I. Smith. *Menu Engineering: A Practical Guide to Menu Analysis*. Hospitality Publications.
2. Miller, Jack E., David K. Hayes, and Lea R. Dopson. *Food and Beverage Cost Control*. Wiley Publications.
3. Ninemeier, Jack D. *Planning and Control for Food and Beverage Operations*. AHLEI Publications.
4. Singh, S. *Food and Beverage Service Management*. Oxford University Press.
5. Arora, K. N. *Theory of Cookery and Food & Beverage Cost Control*. Frank Brothers & Company.