

A FEW WORDS ABOUT US (ZOOM EDUCATION)

Courses at **Zoom Universe** reflect the new global scenario and changes evolving around the world. The courses have been structured so that they can fulfil the requirements of **national** and **international organisations** and also provide students with professional and current knowledge which will give them the edge when it comes to recruitment. Starting from



the certificate and diploma levels where basic introductions to subjects are given, students can progress through the degree level and move right up to the post graduate level where there are various courses which will cater to numerous avenues of opportunities.



Dr Suborno Bose, CEO, Zoom Enterprise Limited







The courses offered at certificate, diploma, and degree levels include Hospitality, Tourism, Aviation, Event Management, and Catering. There is an MBA in Hospitality Management for the graduates and also the diploma courses in Digital Marketing, Data Science, Data Analytics, and Cyber Security, which are among the most sought-after qualifications for the digital era. All post-graduate and diploma courses involve a period of internship which will provide very valuable work experience.

ZOOM EDUCATION THUS PROVIDES COMPREHENSIVE SCHOLARLY AND APPLICATION BASED EDUCATION FOR THOSE WHO WANT TO EXCEL IN LIFE.



MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL (FORMERLY KNOWN AS WEST BENGAL UNIVERSITY OF TECHNOLOGY)



VISION (MAKAUT)

To achieve the status of a globally ranked premier University in the field of **Science**, **Technology**, **Pharmacy**, **Architecture**, **Management** and interdisciplinary areas for the creation of high-calibre professionals with environmental consciousness, social, moral and ethical values along with the competency to face the new challenges of rapid technological advancements.



MISSION (MAKAUT)

• To create and disseminate knowledge both nationally & internationally towards the transformations of the civilization into a knowledge based society.









- To institutionalize the extension and field outreach activities with a view to transform the university system into an active instrument for social change.
- To develop liaison and collaboration with the globally recognised academic institutions in order to inject new and fresh thinking in teaching, learning and research.
- To generate intellectually capable and imaginatively gifted professionals and successful entrepreneurs having environmental consciousness and ethics who can work as individual or in group in multi-cultural global environments for continuing significantly towards the betterment of quality of human life.

MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL (FORMERLY KNOWN AS WEST BENGAL UNIVERSITY OF TECHNOLOGY)

DIPLOMA IN CYBER SECURITY

On completion of the course, students will be able to:

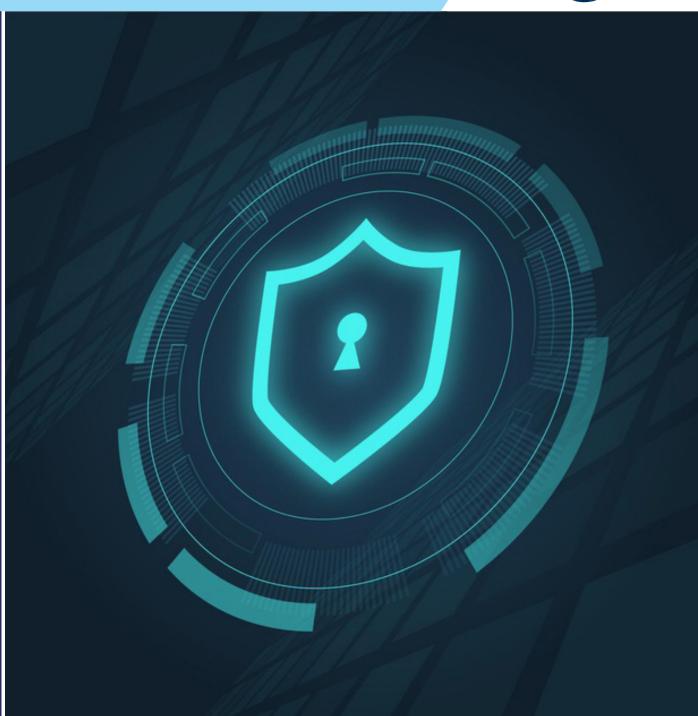


CODE COURSE CONTENTS

- **CS1** Understand the concepts and applications of different types of operating systems Windows and Linux.
- CS2 Understand the concepts and applications of different types of data communication and networking technology including internet protocols and service.
- CS3 Understand the concept and applications of information security like cryptography, security threats and vulnerabilities, privacy and ethical issues of information security.
- CS4 Understand application level cyber security including system security, security management and cyber law and standard.
- CS5 Understand concept and application of network cyber security including internet and web application security and wireless network security.

Eligibility: (10+2 with science)

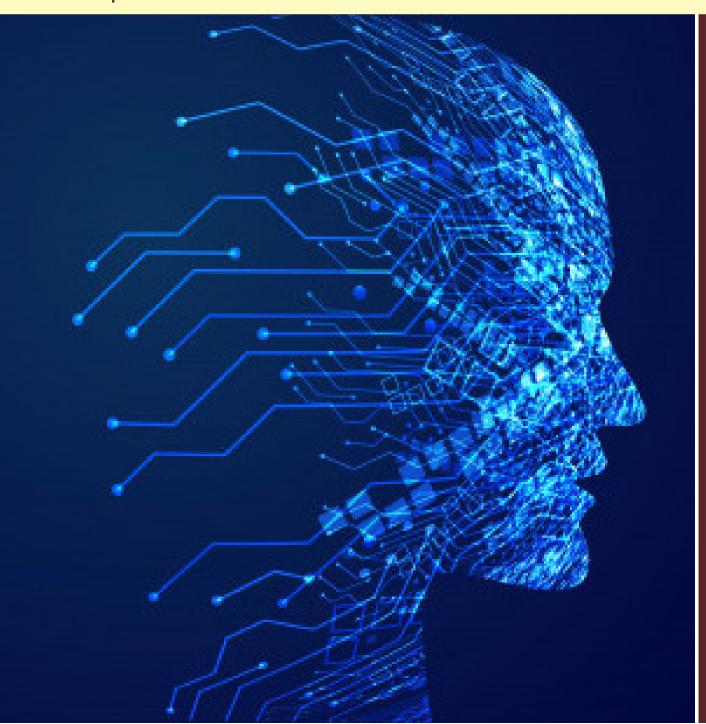
Duration of the Course:
12 months (1 year)



DIPLOMA IN DATA SCIENCE

On completion of the course, students will be able to:





CODE COURSE CONTENTS

DS1 Understand and apply the fundamentals of statistics and programming required for application of data science.

DS2 Understand and apply machine learning models and techniques.

DS3 Understand and apply deep learning models and techniques.

Apply data science for various industry verticals.

Eligibility: (10+2 with science)

Duration of the Course:
12 months (1 year)

DIPLOMA IN DATA ANALYTICS

On completion of the course, students will be able to:



CODE COURSE CONTENTS

DA1 Understand and apply the fundamental sciences like mathematics, statistics and econometrics that form the basis of modern data analytics.

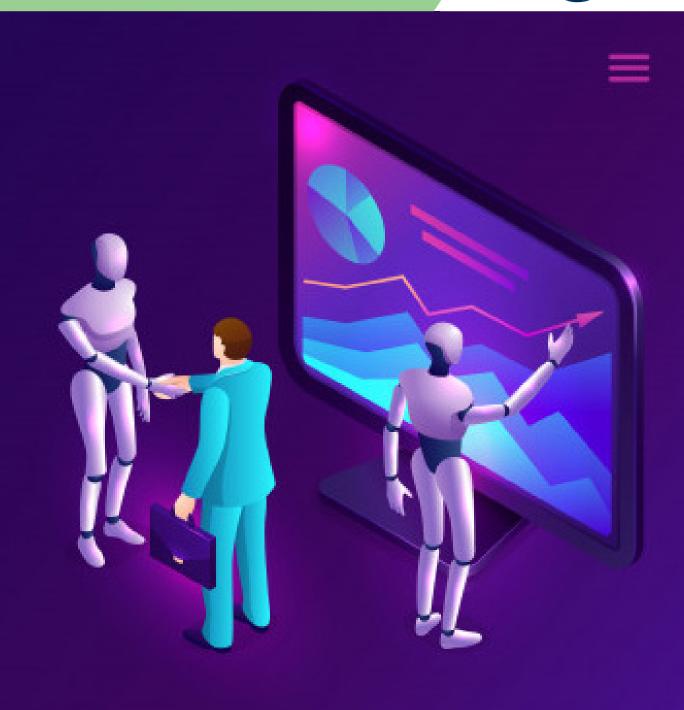
DA2 Understand and apply software programming and visualisation techniques that are used in machine learning models in data analytics..

DA3 Understand and apply machine learning models in data analytics.

DA4 Understand and apply data analytics in different industry scenarios.

Eligibility: (10+2 in any discipline)

Duration of the Course:
12 months (1 year)



DIPLOMA IN DIGITAL MARKETING

On completion of the course, students will be able to:





CODE COURSE CONTENTS

modules.

DM1 Understand and apply the marketing and branding strategies for organisations. This will form the foundation for applying digital marketing strategy, tactics, techniques and tools that will be taught in the subsequent

DM2 Understand and apply the principles, techniques and tools for website design and development, paid and organic search marketing, online display and video marketing.

DM3 Understand and apply the principles and techniques of social media, content, influencer, email and mobile marketing and online reputation management.

Understand and apply the principles and techniques of digital media analytics in digital marketing; develop integrated digital marketing plan and strategy using leveraging analytics and the tools and techniques learnt in the previous modules.



















MBA IN HOSPITALITY MANAGEMENT





MBA IN HOSPITALITY MANAGEMENT

MBA in Hospitality Management is carefully formulated to cater the needs of professionals and graduates. This program has been designed to develop professionals in the area of Hospitality Management through a comprehensive post-graduate program. The subjects that will be covered will provide managerial skills as well as specialist hospitality modules, providing a combination that will give industry-relevant strength to those who undergo the course and most importantly make them ready for the new world scenario.

Eligibility: Graduate **Duration of the Course:** 24 months (2 years)

COURSE CONTENTS

SEMESTER 1 - ALL CORE SUBJECTS

- Accounts and Finance for Hospitality Managers
- 2. Management Functions and Communication within Organisations
- 3. Accommodaton Operatons Management
- Services Marketng
- Front Office Management
- Facilites Planning and Management

SEMESTER 2 - ALL CORE SUBJECTS

- Customer Relatons Management
- Food and Beverage Management
- Culinary Management
- Hospitality Law
- Managing Human Resources
- Research Methods and Data Analysis for Managers

SEMESTER 3 - TWO CORE + FOUR ELECTIVE

Revenue Management for Hospitality (core)

- Hospitality Technology and Digital Marketng (core)
- 3. Retail Marketng and Management (elective)
- 4. Conference and Events Management (elective)
- 5. Hospitality Opera ons Management (elective)
- 6. Organisatonal Behaviour (elective)
- 7. Meetngs, Incentves, Conferences and Exhibitons (MICE) (elective)
- 8. Managing Change in Organisatons (elective)

SEMESTER 4 - (TWO CORE + TWO ELECTIVES + DISSERTATION

- Strategic Food and Beverage Management (core)
- Rooms Management (core)
- Entrepreneurship and Hospitality **Business Development (elective)**
- Corporate Social Responsibility (elective)
- Strategic Management (elective) 5.
- Global Marketng (elective)





BSc IN HOSPITALITY ADMINISTRATION



CODE COURSE CONTENTS

SEMESTER 1 - THEORY

HM1 Fundamentals of Food Production and Patisserie 1

HM2 Fundamentals of Food & Beverage

Service 1

HM3 Fundamentals of Guest Service

Operations

HM4 Fundamentals of Housekeeping 1

HM5 Business Communication 1HM6 Principles and Practices of

Management

SEMESTER 1 - PRACTICAL

HM7 Food Production and Patisserie Practical 1

HM8 F&B Practical 1

HM9 Front Office Practical 1HM10 Housekeeping Practical 1HM11 Computer Application and

Hospitality Technology 1

SEMESTER 2 - THEORY

HA12 Food Production and Patisserie 2

HA13 Food & Beverage Service 2

HA14 Front Office 2

HA15 Communication & Study Skills

HA16 Marketing

HA17 Accounts & costing

SEMESTER 2 - PRACTICAL

HA18 Food Production and Patisserie Practical 2

HA19 Food &Beverage Service Practical 2

HA20 Front Office Practical 2HA21 Housekeeping Practical 2

SEMESTER 3 - SUPERVISED

WORK EXPERIENCE

HA22 Supervised Work Experience (20 -22 weeks) Training Manager's Evaluation

Report, signed log sheets,

viva voce

SEMESTER 4 - THEORY

HA23 Food Production and Patisserie Operations 3

HA24 Food & Beverage ServiceOperations 3

HA25 Front Office Operations 3

HA26 Housekeeping2

HA27 Business Communication 2HA28 Hospitality Sales & Marketing

SEMESTER 4 - PRACTICAL

HA29 Food Production and Patisserie Practical 3

HA30 F&B Service Practical 3 Front Office Practical 3

HA32 Housekeeping Practical 3 Realia - real time activities

HA34 Hospitality Technology 2

SEMESTER 5 - THEORY

HA35 Food Production and Patisserie Management

HA36 Food & Beverage Service Management

HA37 Front Office ManagementHA38 Housekeeping Management

SEMESTER 5 - PRACTICAL

HA39 Food Production and Patisserie Practical 4

 HA40 Food &Beverage Practical 4
 HA41 Front Office Practical 4
 HA42 Professional Development Programme(PDP) 1
 HA43 Hospitality Technology 3

SEMESTER 6 - Theory

HA44/SP1/SP2/SP3/SP4 Specialisation in any one subject = Food Production&Culinary Arts/F&B Service Operations & Management/ Front Office Operations and Management/ Housekeeping Operations & Management

HA45 Hotel Law

HA46 HRM for the Hospitality Industry

SEMESTER 6 - PRACTICAL HA47/SP1/SP2/SP3/SP4

Specialisation practical as per choice (any one)

HA48 Live Event

HA49 Project on specialisation subject

HA50 Professional Development Programme (PDP) 2





BSc IN HOSPITALITY AND CATERING STUDIES





CODE COURSE CONTENTS

SEMESTER 1 - THEORY

HSC1 Fundamentals of Food Production and Patisserie 1

HSC2 Fundamentals of Food & Beverage Service 1

HSC3 Fundamentals of Front Office 1HSC4 Fundamentals of Housekeeping 1

HSC5 Nutrition

HSC6 Principles and Practices of Management

SEMESTER 1 - PRACTICAL

HSC7 Food Production and Patisserie Practical 1

HSC8 Food and Beverage Service

Practical 1 **HSC9** Front Office Practical 1

HSC10 Housekeeping Practical 1 **HSC11** Computer Application and

Hospitality Technology

SEMESTER 2 - THEORY

HSC12 Food Production and Patisserie 2

HSC13 Food & Beverage Service2

HSC14 Front Office 2

HSC15 Accounts and Costing

HSC16 Food Science

HSC17 Communication and Study Skills

SEMESTER 2 - PRACTICAL

HSC18 Food Production and Patisserie Practical 2

HSC19 Food &Beverage Service Practical 2

HSC20 Front Office Practical 2

HSC21 Housekeeping Practical 2

SEMESTER 3 - SUPERVISED WORK EXPERIENCE

HSC22 Supervised Work Experience (20 -22 weeks) Training Manager's Evaluation Report, Signed log sheets, Viva Voce

SEMESTER 4 - THEORY

HSC23 Food Production and Patisserie Operations 3

HSC24 Food & Beverage Service Operations 3

HSC25 Front Office Operations 3

HSC26 Housekeeping 3

HSC27 Business Communication 2

HSC28 Hospitality Sales & Marketing

SEMESTER 4 - PRACTICAL

HSC29 Food Production and Patisserie Practical 3

HSC30 Food &Beverage Service Practical 3

HSC31 Front Office Practical 3

HSC32 Housekeeping Practical 3

HSC33 Realia - real time activities

HSC34 Hospitality Technology 2

SEMESTER 5 - THEORY

HSC35 Food Production and Patisserie Management

HSC36 Food & Beverage Service Management

HSC37 Front Office Management **HSC38** Housekeeping Management

SEMESTER 5 - PRACTICAL

HSC39 Food Production and Patisserie Practical 4

HSC40 Food &Beverage Service Practical 4

HSC41 Front Office Practical 4

HSC42 Hospitality Technology 3

HSC43 Professional Development

Programme (PDP) 1

SEMESTER 6 - THEORY

HSC44/SP1/SP2/SP3/SP4 Specialisation

in any one subject - FP and Culinary Arts/ F&B Service Operations and Management/ Front Office Operations and Management/ Housekeeping Operations and Management

HSC45 Hotel Law

HSC46 Facilities Planning

HSC47 Human Resource Management for the Hospitality Industry

SEMESTER 6 - PRACTICAL

HSC48 Specialisation practical as per choice (any one)

HSC49 Live Event

HSC50 Professional Development Programme (PDP) 2





BSc IN HOSPITALITY, TOURISM & EVENT MANAGEMENT





CODE COURSE CONTENTS

SEMESTER 1 - THEORY

HTE1 Fundamentals of Food & Beverage Service1

Fundamentals of Guest Service HTE2 **Operations**

Fundamentals of Housekeeping 1 HTE3

Business Communication 1 HTE4

Principles of Events Management HTE5

Fundamentals of Tourism HTE6

SEMESTER 1 - PRACTICAL

HTE7 Food and Beverage Service Practical 1

HTE8 Front Office Practical 1 HTE9 Housekeeping Practical 1

HTE10 Computer Application and Hospitality Technology 1

SEMESTER 2 - THEORY

HTE11 Food Production and Patisserie2

HTE12 Food & Beverage Service2

HTE13 Front Office 2

HTE14 Communication & Study Skills

HTE15 Hospitality and Tourism Marketing

HTE16 Accounts and Costing

SEMESTER 2 - PRACTICAL

HTE17 Food Production and Patisserie Practical 2

HTE18 Food &BeverageService Practical 2

HTE19 Front Office Practical 2

HTE20 Housekeeping Practical 2

SEMESTER 3 - SUPERVISED WORK

EXPERIENCE

HTE21 Supervised Work Experience

(20 -22 weeks) Training Manager's evaluation Report, Signed log sheets, Viva voce

SEMESTER 4 - THEORY

HTE22 Food Production and Patisserie Operations 3

HTE23 Food & Beverage Service Operations 3

HTE24 Front Office Operations 3

HTE25 Housekeeping Operations 3

HTE26 Communication and Study Skills

HTE27 Tour Operators and Travel Services

SEMESTER 4 - PRACTICAL

HTE28 Food Production and Patisserie Practical 3

HTE29 Food &BeverageService Practical 3

HTE28 Food Production and Patisserie Practical 3

HTE29 Food &BeverageService Practical 3

HTE30 Front Office Practical 3

HTE31 Housekeeping Practical 3

HTE32 Realia - real time activities

HTE33 Hospitality Technology 2

SEMESTER 5 - THEORY

HTE34 Food Production and Patisserie Management

HTE35 Food & Beverage Service Management

HTE36 Front Office Management

HTE37 HousekeepingManagement

HTE38 Sustainable Tourism

HTE39 HRM for International Business

SEMESTER 5 - PRACTICAL

HTE40 Food Production and Patisserie Practical 4

HTE41 Food and Beverage Service Practical 4

HTE42 Front Office Practical 4

HTE43 Hospitality Technology 3

HTE44 Professional Development

Programme (PDP) 1

SEMESTER 6 - THEORY HTE45/SP1/SP2/SP3/SP4/SP5

Specialisation in any one subject - Food production and Culinary Arts/Food and Beverage Service Operations and Management/ Front Office Operations and Management/ Housekeeping Operations and Management/ Tourism and Events Operations and Management

HTE46 Conference and Events Management

HTE47 International Hospitality and Tourism Policies

SEMESTER 6 - PRACTICAL

HTE48/SP1/SP2/SP3/SP4/SP5

Specialisation as per choice (any one)

HTE49 Live Event

HTE50 Professional Development Programme (PDP) 2





BSc IN HOTEL CATERING AND AVIATION STUDIES





CODE COURSE CONTENTS

SEMESTER 1 - THEORY

HCA1 Fundamentals of Food Production and Patisserie1

HCA2 Fundamentals of Food & Beverage Service1

HCA3 Fundamentals of Guest Service **Operations**

HCA4 Business Communication 1

HCA5 Nutrition

HCA6 Introduction to Airlines Industry

SEMESTER 1 - PRACTICAL

HCA7 Food Production and Patisserie Practical 1

HCA8 Food and BeverageService Practical 1

HCA9 Front Office Practical 1

HCA10 Computer Application and Hospitality Technology

SEMESTER 2 - THEORY

HCA11 Food Production and Patisserie 2

HCA12 Food & Beverage Service2

HCA13 Front Office 2

HCA14 Accounts and Costing

HCA15 Food Science

HCA16 Airlines Operations

SEMESTER 2 - PRACTICAL

HCA17 Food Production and Patisserie Practical 2

HCA18 Food and Beverage Service Practical 2

HCA19 Front Office Practical 2

HCA20 Housekeeping Practical 2

SEMESTER 3 - SUPERVISED WORK

EXPERIENCE

HCA21 Supervised Work Experience (20 -22 weeks) Training Manager's Evaluation Report, Signed Log Sheets, Viva Voce

SEMESTER 4 - THEORY

HCA22 Food Production and Patisserie Operations 3

HCA23 Food & Beverage Service Operations 3

HCA24 Front Office Operations 3

HCA25 Airlines Marketing

HCA26 Customer Relations Management

HCA27 Introduction to Airport Management

SEMESTER 4 - PRACTICAL

HCA28 Food Production and Patisserie Practical 3

HCA29 Food and Beverage Service Practical 3

HCA30 Front Office Practical 3

HCA31 Housekeeping Practical 3

HCA32 Realia - real time activities

HCA33 Hospitality Technology 2

SEMESTER 5 - THEORY

HCA34 Food Division Major

HCA35 Rooms Division Major

HCA36 Human Resource Management for the Hospitality Industry

HCA37 Cabin Crew Operations and Training

SEMESTER 5 - PRACTICAL

HCA38 Food Production and Patisserie Practical 4

HCA39 Food and BeverageService Practical 4

HCA40 Front Office Practical 4

HCA41 Supervisory Work Experience

HCA42 Professional Development Programme (PDP) 1

SEMESTER 6 - Theory

HCA43 Aviation and Hospitality Law HCA44/SP1/SP2/SP3/SP4/SP5

Specialisation as per choice - any one (Food Production & Culinary Arts/ Food and Beverage Service Operations and Management/ Front Office Operations and Management/ Housekeeping Operations and Management/ Airlines Operations and Management

SEMESTER 6 - PRACTICAL

HCA45 Live Event

HCA46 Hospitality Integrative Project **HCA47** Professional Development Project (PDP) 2





BSc IN INTERNATIONAL HOTEL & TOURISM ADMINSTRATION



CODE COURSE CONTENTS

SEMESTER 1 - THEORY

Fundamentals Food Production IHT1 and Patisserie1

Fundamentals of Food & IHT2 Beverage Service1

Fundamentals of Front Office 1 IHT3 Fundamentals of Housekeeping 1 IHT4

Principles and Practices of IHT5 Management

Fundamentals of Tourism IHT6

SEMESTER 1 - PRACTICAL

Food Production and Patisserie IHT7 Practical 1

Food and Beverage Service IHT8 Practical 1

Front Office Practical 1 IHT9 IHT10 Housekeeping Practical 1 **IHT11** Computer Application and

Hospitality Technology 1

SEMESTER 2 - THEORY

IHT12 Food Production and Patisserie 2

IHT13 Food & Beverage Service2

IHT14 Front Office 2

IHT15 Communication & Study Skills IHT12 Food Production and Patisserie2

IHT13 Food & Beverage Service2

IHT14 Front Office 2

IHT15 Communication & Study Skills

IHT16 Accounts and Costing

IHT17 Hospitality and Tourism Marketing

SEMESTER 2 - PRACTICAL

IHT18 Food Production and Patisserie Practical 2

IHT19 Food and Beverage Service

Practical 2

IHT20 Front Office Practical 2 **IHT21** Housekeeping Practical 2

SEMESTER 3 - SUPERVISED WORK

EXPERIENCE

IHT22 Supervised Work Experience (20 -22 weeks) Training

manager's Evaluation Report, Signed Log Sheets,

Viva Voce

SEMESTER 4 - THEORY

IHT23 Food Production and Patisserie Operations 3

IHT24 Food & Beverage Service Operations 3

IHT25 Front Office Operations 3

IHT26 Housekeeping 3

IHT27 Business Communication 2

IHT28 Hospitality and Tourism Marketing

SEMESTER 4 - PRACTICAL

IHT29 Food Production and Patisserie Practical 3

IHT30 Food and BeverageService Practical 3

IHT31 Front Office Practical 3

IHT32 Housekeeping Practical 3

IHT33 Realia - real time activities

IHT34 Hospitality Technology 2

SEMESTER 5 - THEORY

IHT35 Food Production and Patisserie Management

IHT36 Food & Beverage Service Management

IHT37 Front Office Management

Housekeeping Management

Sustainable Tourism

SEMESTER 5 - PRACTICAL

IHT40 Food Production and Patisserie

Practical 4

IHT41 Food and Beverage Service

Practical 4

IHT42 Front Office Practical 4

IHT43 Professional Development

Programme (PDP) 1

Hospitality Technology 3

SEMESTER 6 - THEORY

IHT45/SP1/SP2/SP3/SP4/SP5

Specialisation in any one subject-

Food Production and Culinary Arts/Food and

Beverage Service Operations and Management/

Front Office Operations and Management/

Housekeeping Operations and Management/

Tourism Management

IHT46 Hotel Law & Tourism Policies

IHT47 Human Resource Management

for International Business

SEMESTER 6 - PRACTICAL

IHT48/SP1/SP2/SP3/SP4/SP5

Specialisation as per choice (any one)

IHT49 Live Event

IHT50 Project on specialisation subject

IHT51 Professional Development

Programme (PDP) 2





Zoom Enterprise Limited

X1, 8/3, Block EP, Electronics Complex, Salt lake, Sector V, Kolkata, West Bengal 700 091 Whatsapp or Call us: +91 75960 50694 / 99038 59423 Email us: admin@zoomuniverse.com

www.zoomuniverse.com