NATIONAL EDUCATION POLICY-2020

Common Minimum Syllabus for all Uttarakhand State Universities and Colleges for First Three Years of Higher Education

PROPOSED STRUCTURE OF UG BACHELOR OF HOSPITALITY MANAGEMENT SYLLABUS

2021

Curriculum Design Committee, Uttarakhand

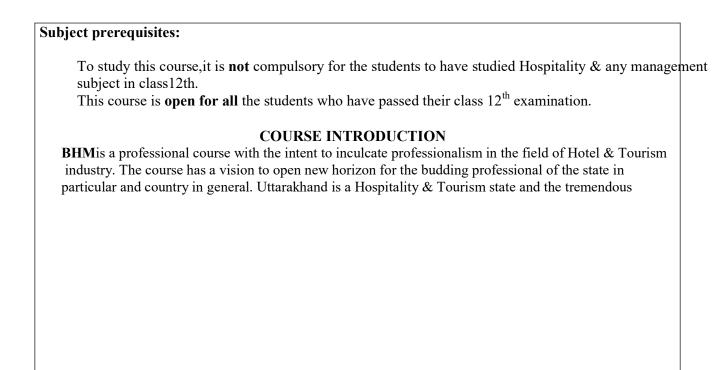
Sr.No.	Name & Designation	
1.	Prof. N.K. Joshi Vice-Chancellor , Kumaun University Nainital	Chairman
2.	Prof. O.P.S. Negi Vice-Chancellor, Uttarakhand Open University	Member
3.	Prof. P. P. Dhyani Vice-Chancellor, Sri Dev Suman Uttarakhand University	Member
4.	Prof. N.S. Bhandari Vice-Chancellor, Soban Singh Jeena University Almora	Member
5.	Prof. Surekha Dangwal Vice-Chancellor, Doon University, Dehradun	Member
6.	Prof. M.S.M. Rawat Advisor, Rashtriya Uchchatar Shiksha Abhiyan, Uttarakhand	Member
7.	Prof. K. D. Purohit Advisor, Rashtriya Uchchatar Shiksha Abhiyan, Uttarakhand	Member

Syllabus checked and modified by

S.N.	Name Designation		Department	Affiliation
1.	Prof. Ajay Arora	Professor & Head	Tourism	Kumaun University Nainital
2.	Dr. Ashok Kumar	Assistant Professor	Tourism	Kumaun University Nainital
3.	Mr. Harsh Vardhan Pandey	Contractual Faculty	Hotel Management	Kumaun University Nainital

	l a		List of all Papers in Eight Semester Semester-wise Titles of the Papers in Hotel Management		la w
Year	Sem.	Course Code	Paper Title	Theory/ Practical	Credits
	ı	1	Bachelor In Hotel Management[title]	1	1
FIRST	I	BHM-101	Food Production Foundation-I	T	4
FIRST YEAR		BHM-102	Food & Beverage Service Foundation-I	T	4
LLIII		BHM-103	Introduction to Front Office	T	4
		BHM-104	Introduction To Accommodation Operation	T	4
		BHM-105	Application Of computers	T	4
		BHM-106	Communication Skills	T	4
		BHM-107	Food Production Practical-I	P	8
		BHM-108	Food & Beverage Service Practical-I	P	6
		BHM-109	Computer Operation Practical	P	4
		BHM-110	Personality Development Practical-I	P	8
			General Proficiency	Qualifyi ng	
	II	BHM-201	Food Production Foundation-II	ng T	4
		BHM-202	Food & Beverage Service Foundation-II	T	4
		BHM-203	Front Office Operations-I	T	4
		BHM-204	Accommodation Operation-I	T	4
		BHM-205	Commodities	T	3
		BHM-206	Communication Skills-II	T	4
		BHM-207	Food Production Practical-II	P	8
		BHM-208	Food & Beverage Service Practical-II	P	8
		BHM-209	Front Office Practical-I	P	4
		BHM-210	Accommodation Operation Practical-I	P	6
			General Proficiency	Qualifyi ng	
SECOND	III	BHM-301	Food Production Operations- I	Т	4
YEAR		BHM-302	Food &Beverage Operations-I	T	4
		BHM-303	Front Office Operation-II	T	4
		BHM-304	Accommodation Operations-II	T	4
		BHM-305	Hotel Accounts	T	4
		BHM-306	Food Science & Nutrition	T	4
		BHM-307	Food Production Practical-III	P	8
		BHM-308	Food &Beverage Service Practical-III	P	8
		BHM-309	Front Office Operations Practical —II	P	4
		BHM-310	Accommodation Operation Practical-II	P	4
			General Proficiency	Qualifyi ng	

	IV		Industrial Training	Training	22 Weeks
			Report, Log Book, Attendance Presentation & Viva -		
			Voce		
			General Proficiency	Qualifyi	
		BHM-501	Food Production Operations- II	ng T	4
THIRD YEAR	V	BHM-502	Food &Beverage Operations-II	T	4
1 12/110		BHM-503	Accommodation Operations-III	T	4
		BHM-504	Fundamentals of Management	T	4
		BHM-505	Travel & Tourism Operations	T	3
		BHM-506	Business Communication	T	4
		BHM-507	Food Production Practical-IV	P	8
		BHM-508	Food &Beverage Service	P	8
		D111v1-306	Practical-IV	1	
		BHM-509	Accommodation Operation	P	4
			Practical-III		
		BHM-510	Personality Development Practical-II	P	6
			General Proficiency	Qualifyi	
		BHM-601	Advanced Food Production	ng T	4
	VI	BHM-602	Advanced Food & Beverage Service and controls	T	4
	'1	BHM-603	Room Divisions Management	T	4
		BHM-604	Environmental Studies	T	4
		BHM-605	Human Resource Management	T	3
		BHM-606		T	4
			Hotel Information System Food Production Practical-V	P	
		BHM-607			8
		BHM-608	Food &Beverage Service Practical-V	P	8
		BHM-609	Room Divisions Management Practical	P	4
		BHM-610	Personality Development Practical-III	P	6
			General Proficiency	Qualifyi	
			•	ng	
		BHM- 701/70 2/703	Professional Elective –I		4
FORTH YEAR	VII	BHM-704/ 705/ 706/707/708	Open Elective-I		4
		BHM-709	Fundamental of Hospitality Sales & Marketing		4
		BHM-710	Research Methodology		4
		BHM-711	Financial Management		4
		BHM -712	Facility Planning		4
		BHM-713/	Professional Elective -I		8
		714/ 715	Practical		
		BHM-716	Project-1		4
	VIII	BHM-801	Project –II (Field Project work) BHM 801	Training	22 Weeks
			General Proficiency	Qualifyi	
				ng	



Soft skills and Working Skills: To comprehend, communicate and execute effectively and efficiently in all of their dealings.
Leadership: To develop abilities to both lead and respect the views, positions and beliefs of others and to plan and manage effectively
Innovativeness and Entrepreneurship: To explore issues and problems that needs solutions with entrepreneurial orientation
Ethics and Values: To recognize, appreciate and follow ethical standards in all walks of life
Adaptability and Sociability: Ready to understand and adapt the changing environment.
Research and Analytical abilities: To Explore, analyses and provide solutions on emerging issues concerning various fields including publicpolicy.
Practical exposure and Employability: Exposure to actual working environment leading to employability
Environmental Consciousness: In every action, dealing, service andmanifestation

Programme specific outcomes (PSOs):

UG I Year / Certificate course[title]

BHM-101

- 1. DothebasicMisc-en-Placeinoperationalkitchen,
- 2. Usethebasickitchentoolsandequipments
- 3. DemonstratecookingmethodsinBasicvegetable,fruitsandeggpreparations.

BHM-102

- 4. DothebasicMisc-en-PlaceandMisc-en-SceneinoperationalF&B area,
- 5. Usethebasictoolsandequipments
- 6. DemonstrateBasicF&Bservice

BHM-103

- 7. ClassificationcriteriaofHotels,
- 8. Usethebasictoolsandequipments
- 9. Dutiesandresponsibilitiesoffrontoffice personals,
- 10. Thefrontofficeprocessand
- 11. Handlingvarioustypesof Guest.

BHM-104

- 12. Usageoftoolsandequipments,
- 13. Housekeepingbasicprocedures,
- 14. Basicroomamenities andbasicroomsetups,
- 15. Handlingguest queries

BHM-105

- 16. UsageofM-Sofficeapplication,
- 17. RoleandusageofOperatingSystem,
- 18. BasicunderstandingofNetworksetups,
- 19. NetbrowsingandE-mailing.

BHM-106

- 20. UsageofEnglishlanguageinroutinecommunication,
- 21. BasicsofremedialEnglish,
- 22. Notemaking, drafting, routine correspondence handling,
- 23. Demonstratebasic professional etiquettes

BHM-201

- 24. Cookdishesusingadvanceandlatestcookingmethods,
- 25. Handlebasicfishandmeatpreparationandcookingprocedures,
- 26. PrepareStocks, Sauces, Soups & Salads,
- 27. UsebasicbakingprinciplesduringBread making

BHM-202

- 28. Planmenusandservemeals,
- 29. HandleBreakfastservice,demonstratingproperordertaking,serviceandbillingprocess.
- 30. HelpguestinbriefingtheNON-Alcoholicbeverages,
- 31. HandlevarioussituationsofGuesthandling.

BHM-203

- 32. Shouldknowroomsellingprocess,makereservationsandcancellations,
- 33. Completetheregistrationprocessandbelldeskprocess,
- 34. Handlefrontofficedocumentation.

BHM-204

- 35. Cleanrooms, handling different surfaces and maintain records,
- 36. HandleHousekeepingbasicprocedures,
- 37. Preparevarious reports.

BHM-205

- 38. Usageof commodities according to its characteristics,
- 39. Planningdietasperstapleinfluence,
- 40. Classifyrawmaterialsanddemonstratetheroleofclouring,flavoringandraisingagents.

BHM-206

- 41. UsageofproperEnglishgrammarindialogueprocess,
- 42. Writeformalandinformallettersandwriteresume,
- 43. Deliverspeechandhandleinterviews

Programme specific outcomes (PSOs): UG II Year/ (Diploma in......[title])

BHM-301

- 44. CookdishesusingtraditionalIndiancookingmethods,
- 45. HandleTandoorpreparationand cooking,
- 46. PreparePopularregionaldishes

BHM-302

- 47. PlanIRDoperations.
- 48. Explainthebasicsofwines.
- 49. Explainbeerproductionandtypesofbeer
- **50.** WillbeabletounderstandtheroleofAperitifsandVermouths

BHM-303

51. ShouldknowPropertymanagement systems.

- 52. ProcedurerequiredinGuestcheckin&Checkout.
- 53. Nightaudit Process.
- **54.** RevenueControl

BHM-304

- 55. Handlinglinenroom, Uniformimportance and process,
- 56. Wellversewiththelaundryoperations and procedure,
- 57. Preparevariousflowerarrangements.
- 58. Knowinghousekeepingoperationsotherthanhotels.

BHM-305

- 59. Whatistheroleofaccountingin abusinessorganizationtomaintain and providing business information to the users of accounting?
- 60. Howtoprepareandhandlingdifferenttypesofaccounts.
- 61. Advantagesandlimitationsoftrialbalance
- 62. Definition, importance and characteristics of audit

BHM-306

- 63. Mealpreparationwithnutrientsinproper amount
- 64. Importance of nutrition for health
- 65. Storageandpreservationoffood

BHM-401

The objective of Industrial Exposure is to facilitate learners with skills & practices of trade so as to supplement their theory and practical inputs of semester IV and enable them to Industry Ready.

Duration of Exposure: 22 weeks

Students have to submit the following on completion of industrial training to the faculty coordinator at the institute:

- 66. Logbook.;
- 67. Appraisal;
- 68. A copy of the offer letter and industry exposure.
- 69. Report in view of requirements of IV semester.
- 70. Power Point presentation on a CD, based on the report.
- 71. Attendance sheet.
- 72. Leave card / Experience Certificate.

Programme specific outcomes (PSOs): *UG III Year / Bachelor of*

BHM-501

- 73. Familiarization aspect with Volume feeding
- 74. Precaution while indenting in volume feeding
- 75. Familiarization with China, France, Italy, Spain, Mexico and Middle East cuisine.
- 76. International breads and Dessert

BHM-502

- 77. PlanaBarsetup,dobasicBarMisc-en-place.
- 78. Shouldbeabletohandlebaroperations, service of liquorand cocktails
- 79. PerformGueridonservice.
- 80. HandleBanquetsetupsandoperations

BHM-503

- 81. SOP, inventory procedure,
- 82. Framingandfollowingthebudget
- 83. Handlejob allocations,
- 84. PlanInteriordecorationandrefurbishing

BHM-504

- 85. ManagerialfunctionsinaHotel
- 86. Variousprocessofmanagement
- 87. ManagerialcontrolinaHotel
- 88. Importance of Motivation

BHM-505

- 89. Tourismproduct development
- 90. Basicaspectsoftourism marketing
- 91. TourismPolicies
- 92. PlankeepinginviewtheSocioeconomicimpactoftourism

BHM-506

- 93. Tourismproduct development
- 94. Basicaspectsoftourism marketing
- 95. TourismPolicies
- 96. PlankeepinginviewtheSocioeconomicimpactoftourism

BHM-601

- 97. Familiarizationwithdaytodayoperationoflarderkitchen.
- 98. Charcuterieanditsvariousapplication
- 99. ConvenienceFood&Fast Foods
- 100. Applicationofleing&Toppings,FrozenDessert,Chocolate,Meringueandsugarwork.
- 101. Coldplatter and display

BHM-602

102.	PlanningF&Boperations
103.	MenuEngineering,Salespromotions
104.	PerformF&BControlsandInventoryControls
105.	ClassificationandTypesofcostsinvolvedinF&B.
106.	Calculation of Costs and Profits.
107.	TheBreakEvenAnalysisGraph

BHM-603	
108.	Checkoutandsettlementprocedure
109.	Hotelfrontofficeaccountingprocess
110.	OperatePropertyManagementSystems
111.	YieldmanagementBasicsandforecasting
112.	Howtomanagefrontofficepersonnel
113.	HandleEmergencysituations(accident,illness,theft,fire,bomb)
	11mio. 12mi 15 gono y en omo mo
BHM-604	
114.	Planningfor Ecotels
115.	ManagingHotelwaste effectively
116. HandleEm	ergencysituations(accident,illness,theft,fire,bomb)
DIIM (05	
BHM-605	
117.	Studentsshouldbeabletounderstand:
118.	ThedifferencebetweenHR&HRM.
119.	HRPlanningandtheprocessofrecruitment& selection.
120.	VariousmethodsfordevelopmentofHR.
121. Relationsh	ipbetweenHR&Hospitality
BHM-606	
122.	Applythe MISconceptinaHotel
123.	Operatetheonlineavailablesystems
124.	Generatevariousinformatoryreports
12	S TITLE TO MELLO M
	Programme specific outcomes (PSOs):
	UG IV Year / Bachelor of
BHM-701	
125.	Kitchenandstore management.
126.	PurchaseandreceivingprocedureandhandlevariousrecordfoundinStoresandKitchen
127.	Qualitycontrolproceduresinkitchen
127.	Zamin, some orbitossami committement
BHM-702	
128.	
128.	OperationsofF&B outlets
	•
130.	Menumanagement
131.	F&Bcostingandbreakevenanalysis
132.	KOTcontrolsystem
133.	Banquetdepartment'srole

BHM-703

- 134. IdentifythekeyfunctionsoftheRoomsDivision department
- 135. AssociatetheroleoftheRoomsDivisionManagerwiththemanagementfunctionofa hospitality provider in an effective manner
- 136. Explaintheroomsdivisionmanager/frontofficemanager'sroleasleaderanddecisionmaker
- 137. Discuss the importance of the Rooms Division department in the service provision within the hospitality context
- 138. Demonstratethebasictechniquesofreservations, registration, roomallocation and guestaccounting
- 139. ExaminetheroleofRevenueManagementanditsapplicationwithintheRoomsDivisiondepartment
- 140. Designstandardoperational procedures that can be utilised in the management of guests ervices
- 141. Identifyandexaminethevarioustechnologypackagesusedinthemanagementoftheroo msdivision department
- 142. ExplaintheroleofRoomsDivisionmanagersinmanaginghuman resources.

BHM-704

- 143. Beagoodcustomerrelationshipmanager
- 144. Shouldpracticecustomerretentionstrategiesinoperatingareas
- 145. Shouldusecustomerinformationinethicalwayforbetterpractices

BHM-705

- 146. Conceiveideaforentrepreneurship147. Developanentrepreneurshipproposal
- 148. Dothefeasibilitystudy
- 149. UtilizeGovt.schemesandcoordinatewithfundingagencies

BHM-706

- 150. Behavioralapproachesduringhandlinghumanresource
- 151. Resolvingconflicts&handlingstress.
- 152. Developethicalworkbehavior

BHM-707

153. Studentsafterundergoingthiscourseshouldbeabletodevelopplanaligned with TQM concepts and should be able to develop practices as per TQM standards

BHM-708

154. The students taking this course should be able to understand the basics of French Language and should understand communicative phrases of French used in Hospitality operations,

BHM-709

- UsageofmarketingconceptsinHospitalitysector.
 Understandthedifference betweensales&marketing.
 Becomingresponsivetowardschangingtrendsof market.
- 158. Utilizingmarketingtoolseffectivelywhen needed

BHM-710

- 159. UsageofResearchtoolsHospitalitysector.
- 160. Developresearchhypothesis
- 161. Undertakearesearchprojectandwriteareportwithcompletethedataanalysis

BHM-711

162. PrepareandUseofFinancialStatementsinHospitalitysector.

163. Performvariousratio analysis

164. PrepareBudgets

BHM-712

165. PrepareFacilityplanforHospitalitysector.

170. Planeffectivemaintenanceofoperationalareas

171. HandleHazards

BHM-801

INDUSTRIAL EXPOSURE (On the Job Training)

The objective of Industrial Exposure is to facilitate learners with skills & practices of trade so as to supplement their theory and practical inputs of semester VII and enable them to Industry Ready.

Duration of Exposure: 22 weeks

			Year wise	Structure of Bachelor of Hote	l Manage	ement				
Course/Entr y-Exit Levels	Year	Sem	Paper	Subjects Paper Name	Credit s/ hrs	Research Project	Credits/ Hrs	Field Trip	Credit/ hrs	Total Cred it
Levels			BHM- 101	Food Production Foundation-I	4/6	**	**	**	**	4/6
			BHM- 102	Food & Beverage Service Foundation-I	4/6	**	**	**	**	4/6
			BHM- 103	Introduction to Front Office	4/6	**	**	**	**	4/6
			BHM- 104	Introduction To Accommodation Operation	4/6	**	**	**	**	4/6
			BHM- 105	Application Of computers	4/6	**	**	**	**	4/6
Bachelor of Hotel	1	I	BHM- 106	Communication Skills	4/6	**	**	**	**	4/6
Manageme nt	1	1	BHM- 107	Food Production Practical-I						4
			BHM- 108	Food & Beverage Service Practical-I						
			BHM- 109	Computer Operation Practical						
			BHM- 110	Personality Development Practical-I						
				General Proficiency						
Course/Entr y-Exit Levels	Year	Sem	Paper	Paper Name	Credit s/ hrs	Research Project	Credits/ Hrs	Field Trip	Credit/ hrs	Total Cred it
			BHM- 201	Food Production Foundation-II	4/6	**	**	**	**	4/6
			BHM- 202	Food & Beverage Service Foundation-II	4/6	**	**	**	**	4/6
			BHM- 203	Front Office Operations-I	4/6	**	**	**	**	4/6
			BHM- 204 BHM-	Accommodation Operation-I Commodities	4/6	**	**	**	**	4/6
Bachelor of Hotel Managemen	1	II	205 BHM-	Communication	4/6	**	**	**	**	4/6
t			206	Skills-II						
			BHM- 207 BHM-	Food Production Practical-II Food & Beverage						
			208 BHM-	Service Practical-II Front Office						
			209 BHM-	Practical-I Accommodation Operation						
			210	Operation Practical-I						

				General Proficiency																																	
Course/Entr y-Exit Levels	Year	Sem	Paper	Paper Name	Credit s/ hrs	Research Project	Credits/ Hrs	Field Trip	Credit/ hrs	Total Cred it																											
			BHM- 301	Food Production Operations- I	4/6	**	**	**	**	4/6																											
			BHM- 302	Food &Beverage Operations-I	4/6	**	**	**	**	4/6																											
			BHM- 303	Front Office Operation-II	4/6	**	**	**	**	4/6																											
			BHM- 304	Accommodation Operations-II	4/6	**	**	**	**	4/6																											
			BHM- 305	Hotel Accounts	4/6	**	**	**	**	4/6																											
Bachelor of			BHM- 306	Food Science & Nutrition	4/6	**	**	**	**	4/6																											
Hotel Manageme nt	2	III	BHM- 307	Food Production Practical-III	**	**	**	10/15 days	**	4																											
			BHM- 308	Food &Beverage Service Practical-III																																	
			BHM- 309	Front Office Operations Practical –II																																	
																														BHM- 310	Accommodation Operation Practical-II						
				General Proficiency																																	
Course/Entr y-Exit Levels	Year	Sem	Paper	Paper Name	Credit s/ hrs	Research Project	Credits/ Hrs	Traini ng	Credit/ hrs	Total Cred it																											
			BHM- 401	Industrial Training	**	**	6/8	**	**	6/8																											
				Report, Log Book, Attendance Presentation & Viva -Voce	4	**	**	**	**	4																											
Bachelor of Hotel	2	IV		General Proficiency	**	**	**	**	8	8																											
Manageme nt		'			4	**	**	**	**	4																											

G /F /	X 7			Subjects	- C 11:	D 1	G 11: /	D: 11	G 1://	7D . 1
Course/Entry- Exit Levels	Year	Sem	Paper	Paper Name	Credit s/ hrs	Research Project	Credits/ Hrs	Field Trip	Credit/ hrs	Total Cred it
			BHM- 501	Food Production Operations- II	4/6	**	**	**	**	4/6
			BHM- 502	Food &Beverage Operations-II	4/6	**	**	**	**	4/6
			BHM-	Accommodation Operations-III	4/6	**	**	**	**	4/6
			503 BHM-	Fundamentals of	4/6	**	**	**	**	4/6
			504 BHM-	Management Travel & Tourism	4/6	**	**	**	**	4/6
			505 BHM-	Operations Business	4/6	**	**	**	**	4/6
Bachelor of Hotel	3	V	506 BHM-	Communication Food Production	**	**	**	10/15	**	4
Management			507 BHM-	Practical-IV Food &Beverage				days		
			508	Service Practical-IV						
			BHM- 509	Accommodation Operation						
			BHM- 510	Practical-III Personality Development						
				Practical-II General Proficiency						
Course/Entry- Exit Levels	Year	Sem	Paper	Paper Name	Credit s/ hrs	Research Project	Credits/ Hrs	Field Trip	Credit/ hrs	Total Cred
			BHM- 601	Advanced Food Production	4/6	**	**	**	**	it 4/6
			BHM- 602	Advanced Food & Beverage Service	4/6	**	**	**	**	4/6
			BHM-	and controls Room Divisions	4/6	**	**	**	**	4/6
			603 BHM-	Management Environmental	4/6	**	**	**	**	4/6
			604 BHM-	Studies Human Resource	4/6	**	**	**	**	4/6
Bachelor of	2	3/1	605 BHM-	Management Hotel Information	4/6	**	**	**	**	4/6
Hotel Management	3	VI	606 BHM-	System Food Production						
			607 BHM-	Practical-V Food &Beverage						
			608	Service Practical-V						
			BHM- 609	Room Divisions Management Practical						
			BHM- 610	Personality Development						
				Practical-III						

				General Proficiency												
Course/Entry- Exit Levels	Year	Sem	Paper	Paper Name	Credit s/ hrs	Research Project	Credits/ Hrs	Field Trip	Credit/ hrs	Total Cred it						
				BHM- 701/702/7 03	Professional Elective –I	4/6	**	**	**	**	4/6					
			BHM- 704/ 705/ 706/707/7 08	Open Elective-I	4/6	**	**	**	**	4/6						
			BHM- 709	Fundamental of Hospitality Sales & Marketing	4/6	**	**	**	**	4/6						
Bachelor of	4		BHM- 710	Research Methodology	4/6	**	**	**	**	4/6						
Hotel Management		VII	BHM- 711	Financial Management	4/6	**	**	**	**	4/6						
			BHM - 712	Facility Planning	4/6	**	**	**	**	4/6						
									BHM- 713/714/ 715	Professional / Elective -I Practical						
			BHM- 716	Project-1												
Course/Entry- Exit Levels	Year	Sem	Paper	Paper Name	Credit s/ hrs	Research Project	Credits/ Hrs	Traini ng	Credit/ hrs	Total Cred it						
Bachelor of Hotel Management					BHM- 801	Project –II (Field Project work) BHM 801	**	**	6/8	**	**	6/8				
	4	VIII		General Proficiency	4	**	**	**	**	4						
					**	**	**	**	8	8						
					4	**	**	**	**	4						

Internal Assessment & External Assessment										
Internal Assessment	Marks 25	External Assessment								
Assignment and Seminars for all theory papers throughout the semester in all semesters	10	Theory paper Semester 01	75							
Extracurricular activities, outdoor learning and other related activities throughout the semester in all semesters	05	Theory paper Semester 02	75							
Overall performance throughout the semester including (Behaviour, Discipline and Attendance)	05	Theory paper Semester 03	75							
Class test, oral presentation and presentation related to each subject and topic	05	Theory paper Semester 04	75							
Viva voce for all related papers with hardcopy (Dissertation, Project, Industrial Training Report etc)	10	Theory paper Semester 05	75							
Viva Voce for all related papers Grooming and overall dress sense (Uniform)	05	Theory paper Semester 06	75							
Viva voce presentation and question handling	10	Theory paper Semester 07	75							
		Theory paper Semester 08	75							

C	CERTIFICATE COUP	RSE IN HOTEL OP	ERATION	
Progra	mme: Certificate Cour	rse in Hotel Operatio	n	Year: I Semester:I Paper-I
С	ourse Code: BHM 101	BHM –101)		
Course	outcomes: 1. Do the basic Misc-er 2. Use the basic kitcher 3. Demonstrate cooking	tools andequipments,	kitchen, etable, fruits and eggpreparations	
	Credits:		Compulsory	
	Max. Marks: 2	5+75	Min. Passing Marks:	
	Total No. of L	ectures-Tutorials-Pract	ical (in hours per week): L-T-P:	
Unit		Topics		No. of Lectures Total=
I	Introduction to the art Culinary history. Origins of modern cook Aims and objectives of	ery.		
П	-	importance Uniform, Attitude towa	rds work, Safety in Kitchen.	
III	Kitchen Organization: Kitchen layout, Modern kitchen Brigade Duties and responsibilit Brief Introduction to Di Sections	e, Hierarchy and function	Sous chef and Chef de partie	
IV	Equipment and Tools:	t Knifes & and its parts nt equipments, types of		
V	Methods of Cooking:- Transfer of heat Basic Preparation and P Classification of cookir poaching, braising, grill	ng methods-boiling, roa	sting, tewing, sautéing, blanching, steaming,	
VI	Vegetables and fruit of Classification of vegeta Cooking & Storing of v Cuts of Vegetable, Pign	bles and fruits with exa egetables and fruits	-	
VII	Egg cookery:- Structure of egg, types, Selection, purchasing an			

Practical Cookery, Victor Ceserani & Ronald Kinton, ELBS; Theory of Catering, Victor Ceserani & Ronald Kinton, ELBS; Theory of Cookery, Mrs. K.Arora, Frank Brothers; Chef Manual of Kitchen Management, Fuller, John; Theory of Cookery. Dr.S.K.Singh& P.Chomplay, Aman Publication.

Further Suggestions:

Year-1/Semester-I

Programme/Class: Degree	Year: First	Semester: First
Course Code: BHM-102	Course Title: FOOD & BEVER	AGE SERVICE FOUNDATION –I (BHM
	102)	

Course outcomes:

- 1. Do the basic Misc-en -Place and Misc-en -Scene in operational F&Barea,
- 2. Use the basic tools and equipments,
- 3. Demonstrate Basic F&Bservice.

Credits:	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:

	Total 140. of Ecotales Tatorials Tractical (in notice per week). E 11.	
Unit	Topics	No. of Lectures Total=
	The Food &Beverage Service Industry:-	
	Introduction to the Food & Beverage Industry	
I	Classification and various sectors of Catering Industry	
	Introduction to F & B Service operations:-	
П	Restaurant, Coffee Shop, Room Service, Bars, Banquets, Discotheques, Still	
	Room, Room, Snack Bar, executive lounges, business centres & Night	
	Clubs, Bistro, Pubs, Kiosks, Casinos,	
	Fast Foods, Take away, Buffet Restaurants, etc.	
	F & B Service Tools, Equipment and Furnishings:-	
III	Classification Various Tools and Equipments	
	Usage of Equipment	
	Types, Sizes and usage of Furniture, Linen, Napkins, Chinaware,	
	Silverware, Glassware & Disposables,	
	Special &Other Equipment, Tools and Furnishings – PDA's, Electronic	
	Pourers, Tray Jacks, Electronic chillers, Coffee plungers, Bar Guns, Induction	
	Warmers, Mats, Runners, Props, other new concepts of modern furnishings,	
	Care and maintenance.	
	Food & Beverage Service Personnel:-	
	Basic Etiquettes for Catering staff, Attitude & Attributes of a Food	
IV	& Beverage personnel and competencies,	
	Food & Beverage Service Organization	
	Job Descriptions & Job Specifications of F& B Service Staff,	
	Interdepartmental Coordination.	

V	Mise-en- Scene and Mise-en- place:- In F& B operations/outlets	
	Food & Beverage Service Methods:-	
	Table Service-Silver/English, Family, American/Pre plated,	
VI	Butler/French, Russian	
	Self Service-Buffet & Cafeteria Specialized Service-Gueridon,	
	Trolley, Lounge, Room, etc., Single Point Service-Take Away, Vending, Kiosks, Food	1
	Courts & Bars, Automats	
	Food & Beverage Terminology:-	
VII	Related to the inputs of the semester	
Sugge	sted Readings:	1
	Food & Beverage Service Training Manual-Sudhir Andrews, Tata McGraw Hill; Food	
	& Beverage Service -Lillicrap & Cousins, ELBS; Modern Restaurant Service -John	
	Fuller, Hutchinson; Food & Beverage Service- Boby George.	

Year-1/Semester-I

Programme/Class: Degree	Year: First	Semester: First
Course Code: BHM-103	Course Title: Front Of	fice Operations-I, BHM-103

Further Suggestions:

Course outcomes:

- 1. Classification criteria of Hotels,
- 2. Use the basic tools and equipments,
- 3. Duties and responsibilities of front officepersonals,
- 4. The front office processand
- 5. Handling various types of Guest...

	Credits:	Compulsory
	Max. Marks: 25+75 Min. Passing Mar	
	Total No. of Lectures-Tutorials-Practical	(in hours per week): L-T-P:
Unit	Topics	No. of Lecture Total=
	INTRODUCTION TO HOSPITALITY INDUS	TRY:-
	Hospitality and its Origin/History/Meaning & Defi	nition
I	Tourism Industry and its Importance, Defining Hotel,	
	Hotels evolution and growth in the world & India	
	CLASSIFICATION OF HOTELS:-	
II	On the basis of Size/Star/Location / Clientele/Ownership basis/Length of	
	stay/Level of service/Boatels/ Floatels/ Rotels/Mar	nagement and
	Affiliation/Heritage hotels/eco	
	hotels/suite hotels/Resorts etc.	

	INTRODUCTION TO FRONT OFFICE:-	
Ш	Organizational / Hierarchy Chart	
	Front office functional area/Ancillary areas	
	Front office layout & Equipments	
	Types of Rooms, Suites, Executive floors or Club floor	
	Concepts	
	FRONT OFFICE ORGANIZATION:-	
	Duties and Responsibilities of F.O Persons.	
IV	F.O co-ordination with other Departments	
	Attributes of Front Office Personnel	
	THE GUEST:-	
	Defining Guest & Their basic requirements.	
\mathbf{v}	Types of Guests- F.I.T, Business Travelers, G.I.T, S.I.T,	
	Domestic, Foreigners.	
	, 5	
	GLOSSARY OF TERMS (With Reference to above topics)	
VI	GLOSSAKT OF TEXMS (With Reference to above topics)	
V 1		

Suggested Readings:

Managing front office operations by M.Kasavana; Hotel F.O. Training manual by Suvradeep Gauranga Ghosh; Front Office Management by S.k Bhatnagar; Hotel front office management by James Bardi; Hotel Front Office- Operations & Management By- Jata Shankar. R. Tewari; Hotel Front Office- A Training Mannual By- Sudhir Andrews; Front Operation & Administration, By- Dennis Foster; Front office procedures & Management, By- Peter Abbot

Further Suggestions:

Year-1/Semester-I

Programme/Class: Degree	Year: First	Semester: First
Course Code: BHM 104	Course Title: Accommod	lation Operations-I, BHM-104

Course outcomes:

- 1. Usage of tools and equipments,
- 2. Housekeeping basicprocedures,
- 3. Basic room amenities and basic roomsetups,
- 4. Handling guestqueries

	Credits:	Compulsory	
	Max. Marks: 25+75	Min. Passing Marks:	
	Total No. of Lectures-Tutorials-Practi	cal (in hours per week): L-T-P:	
Unit	Topics]	No. of Lectures Fotal=
I	INTRODUCTION:- Meaning & Definition Importance of Housekeeping Responsibilities of Housekeeping Department		

	Organizational Structure			
	Housekeeping functional area/Ancillary areas			
	Housekeeping layout			
	HOUSEKEEPING ORGANIZATION:-			
II	Duties and Responsibilities of Housekeeping Persons.			
	Housekeeping co-ordination with other Departments			
	Attributes of Housekeeping Personnel			
	HOUSEKEEPING TOOLS & Equipments:-			
III	Classification of Equipments			
	The various Tools & its usage			
	Basics of Handling Cleaning equipments			
	THE HOTEL GUEST ROOMS:-			
	Types of guest rooms			
IV	Layout of guest rooms (Types)			
1 V	Layout of Floor pantry			
	Basic Room amenities			
	House Keeping Procedures:-			
V	Basics of cleaning Procedures			
	Housekeeping Control Desk, Importance, Role, Co-ordination			
	Key Handling & Control			
	Forms, Formats & registers used in Control Desk			
	Handling Guest query & requests			
	GLOSSARY OF TERMS(With reference to above topics)			
VI	·			
Sugges	ted Readings:			
~	Hotel Housekeeping Training Manual, By- Sudhir Andrews; Housekeeping Operation &			
	Management, By- Malini Singh; Hotel Housekeeping Management & Operations, By- Sudhir			
	Andrews; Hotel Housekeeping Operations & Management, By- G. Raghubalan & Smritee			
	Raghubalan			
Further	Further Suggestions:			

Year-1/Semester-I

Programme/Class: Degree	Year: First	Semester: First	
Course Code: BHM 105	Course Title: <u>APPLICATION</u>	OF COMPUTERS (AOC) BHM 105	

Course	outcomes:		
	1. Usage of M-S officeapplication,		
	2. Role and usage of OperatingSystem,		
	3. Basic understanding of Networksetups,		
	4. Net browsing and E-mailing		
	Credits:	Compulsory	
	Max. Marks: 25+75	Min. Passing Marks:	
	Total No. of Lectures-Tutorials-Prac	circal (in nours per week): L-1-P:	
Unit	Topics		No. of
			Lectures
			Total=
	INTRODUCTION TO COMPUTERS:-		
	What is a computer, Components of a comput	ter system, generation of computers,	
I	Storage devices, CD ROM's, Pen Drives, other		
		S	
	OPERATING SYSTEMS:-		
II	Introduction, Functions, types and Componen	ts.	
	_		
	WORD PROCESSING, SPREAD SHEETS	S AND PRESENTATIONS:-	
Ш	What is Word Processing, Features of MS WO		
	merge.	, 8	
	Understanding spreadsheet, Features, Formula	ae and functions. If Statement, preparing	
	sample worksheets, Preparing Different graph		
	Features of POWER POINT, Preparing a pres	sentation	
	Preparing an Organization chart		
	Networks & Networking:-		
	Describe the concept of connectivity, Basic u		
IV	network topologies, Identify the various types	s of networks and show an overview	
	understanding of local area network.		
	Going Online:-		
V	Explain the scope of features offered by onlin	e information services, Describe basic	
	Internet concepts, Define "browser" and expl		
	the operation of a browser, Describe the scop		
	and the various types of Internet applications.		
	INTRODUCTION TO INTERNET:-		
VI	What is Internet, Network, Network of Ne	tworks, WWW, Search Engines, e- mail,	
	creating web page.		
Sugge	sted Readings:		
	Fundamental of Computers, S.Jain, BPB Publicati	on; Mastering Microsoft Office, Lonnie E.	
	Moseley & David M. Boodey, BPB Publication		
Furthe	er Suggestions:		
i.			

Pro	gramme/Class: Degree	Year: First	Semester: First	
Course Code: BHM 106 Course Title: COMMUNICATION SKILLS (COMM) BHM		<u> 106</u>		
	2. Basics of remedialEng	, routine correspondence handli	ng,	
	Credits:		Compulsory	
	Max. Marks: 25	+75	Min. Passing Marks:	
	Total No. of Lea	ctures-Tutorials-Practical (in ho	urs per week): L-T-P:	
Jnit		Topics		No. of Lecture Total=
I	Language and communication:- Need, purpose, nature, models Process of communication and various factors of communication Barriers to communication and overcoming these barriers Non-verbal communication, signs, symbols and body language, language as a sign system, eye-contact, facial expressions and posture. Communication in Hospitality organisation and its effects on performance			
П	Remedial English:- Common errors and their correction in English usage with emphasis tense sequence, use of prepositions, phrasal verbs, reference and dictionary skills. Expressing the same idea/thought unit in different ways			
Ш	Skills of written English Note making and develop cohesive devices Correspondence: letters t Writing bio-data, applicat	:- bing notes into drafts – rewriting o Class teacher, Principal, Indu		
IV	Note taking, preparing su Restaurant and Hotel Eng Addressing a group, essen	I speaking) for effective comm mmaries and abstracts for oral p dish, polite and effective enquiratial qualities of a good speaker cent, common phonetic difficul	oresentation ies and responses and listener	

Further Suggestions:

FOOD PRODUCTION PRACTICAL - BHM 107

	Topics	
1	Familiarization and Understanding the usage of equipment and tools	

2	Proper usage of a kitchen knife and hand tools
3	Familiarization & identification of commonly used raw material: For commodities listed in theory.
4	Basic hygiene practices to be observed in the kitchen & Importance of Kitchen Uniform.
5	First aid for cuts & burns & Safety practices to be observed in the kitchen
6	Basic cuts of vegetables: Julienne, Jardinière, Brunnoise, Macedoine, Payssane, Chiffonade, Wedges, Mirepoix, Fluting, Turned.
7	Methods of Cooking:
A	Boiling: Potato and Rice (Drain and Absorption method)
В	Poaching: Egg and Fruits
С	Steaming: Pudding and Vegetables
D	Stewing: Vegetable stew and Bean Stew
Е	Frying: Fritters and Patties
F	Sautéing and Stir Frying: Vegetable and Noodles
G	Roasting: Potato and Vegetable roast
Н	Grilling: Vegetable and Cottage Cheese,
I	Braising: Vegetables
J	Broiling: Breads, Spices
K	Baking: Potato and vegetable
8	Egg cookery including 5 classical preparations

Food & Beverage Service – I (BHM 108)

Practical:

	Topics	
1	Restaurant Etiquettes	
2	Restaurant Hygiene practices	
3	Practicising Mis- En –Scene activities	
4	Practicising Mis- En –Place activities	
5	Identification of Tools, Equipments, Cutlery, Crockery, Glass & Chinaware, Flatware, Hollowware, Table Appointments, Linen etc.	
6	Care and Maintenance of various Tools, Equipments, Flatware's, Hollowware's etc.	
7	Side board Organization	
8	Laying & Relaying of Table cloth	
9	Practicising 7 to 10 Napkin folds	
10	Rules for Laying a basic Cover	
11	Carrying a Salver/Tray	
12	Service of Water	
13	Handling the Service Gear	
14	Carrying Plates, Glasses & other Equipments	
15	Clearing an Ashtray	
16	Handling precautions.	

APPLICATION OF COMPUTERS (AOC-I) BHM 109

PRACTICALS

	Торісѕ
1	Operating and Connecting the computer with other devices
2	Practicing MS-OFFICE-MSWORD, MS EXCEL, MSPOWERPOINT
3	INTERNET USAGE- Using Internet, Creating a mail ID, Using E-Mail
4	Basics of Practicising the internet safety.

PERSONALITY DEVELOPMENT PRACTICES-1 (BHM 110)

	Topics
1	Elements of Personality Development
	Understanding Elements of Personality, Advantages and Disadvantages.
2	Personality Enrichment
	Grooming, Personal hygiene, Basic Etiquettes, Social, Business and Dining Etiquettes,
	Body Language –use and misuse
3	Developing Communication Skills
	Writing phrases, stories, short notes, news briefs
	Practicing routine dialogues between –Friends (one to one, Group), Teachers,
	developing class room participation.
	Presentation Skills- Dressing for presentation, Preparing short notes, Using PPT.
4	Interpersonal Skills
	Dealing with seniors, colleagues, juniors, teachers etc. at work place, Art of good
	Conversation, Art of Intelligent Listening.
5	Telephone conversation
	Thumb rules, voice modulation, tone, do's & don'ts, manners and accent.

Year-1/Semester-II

Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 201	Course Title: FOOD PRO	DUCTION FOUNDATION – II -BHM 201

Course outcomes:

- 1. Cook dishes using advance and latest cookingmethods,
- 2. Handle basic fish and meat preparation and cookingprocedures,
- 3. Prepare Stocks, Sauces, Soups &Salads,
- 4. Use basic baking principles during Breadmaking.

	Credits:	Compulsory		
	Max. Marks: 25+75	Min. Passing Marks:		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:				
Unit	Tonics		No of	

Unit	Topics	No. of Lectures Total=
I	Advanced Methods of Cooking:- Advanced methods-micro-wave, infra red, induction, Boil in bag, etc. Their Culinary Use	
II	Breakfast preparation of traditional / classical items:- Continental breakfast & English breakfast Indian breakfast	
III	Fish cookery:- Introduction to fish Cookery- Classification of fish with examples, Selection of Fish, Storing fish Different cuts of fish, and their cooking methods	

IV	Meat cookery:- Introduction to meat cookery- cuts and methods of cooking of Beef, Veal, Pork, Lamb with examples of each Introduction to Poultry and Game with examples of each Selection and Storing of Meats
V	Stocks, Soups and Sauces:- Stocks: Definition, Classification, Preparation and Precautions, Uses Soups: Definition, Classification, Preparation and Precautions, Examples of each Sauces: Definition, Classification, Preparation and Precautions, Derivatives of Each.
VI	Basic Salads:- Parts of Salad; Types of Salad and their examples Various dressings used: Vinaigrette and Mayonnaise based dressings
VII	Basic Bakery:- Principal of baking, Basic Bread Making: Role of Ingredients: Flour, Salt, Sugar, Yeast, Fat, Liquid, Egg, Flavourings, Bread improvers. Method of bread making: (i) Straight dough method, (ii) Sponge and dough method, (iii) Salt delayed method, (iv) Flying ferment method. Bread varieties: White Loaf, Multi Grain Loaf, Whole Wheat Loaf, Soft Rolls and Hard Rolls. Bread faults and remedies
Sugges	ted Readings: Art of Indian Cookery, Rocky Mohan, Roli; Modern Cookery (Vol-I) Philip . Thangam, Orient Longman; Larousse Gastronomique, Paul Hamlyn; The Complete Guide to the Art of Modern Cookery, Escoffier
Further	Suggestions:

Year-1/Semester-II

Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 202	Course Title: FOOD & BEVER	AGE SERVICE OPERATION –I (BHM 202)

Course outcomes:

- 1. Plan menus and servemeals,
- 2. Handle Breakfast service, demonstrating proper order taking, service and billingprocess.
- 3. Help guest in briefing the NON-Alcoholicbeverages,4. Handle various situations of Guesthandling

	Credits:	Compulsory	
1 3			
	Max. Marks: 25+75	Min. Passing Marks:	
	Total No. of Lectures-Tutorials-Praction	cal (in hours per week): L-T-P:	
Unit	Topics		No. of Lectures Total=
I	Types of Meals:- Breakfast-Introduction, Types, Service Methods Brunch, Lunch, Hi –Tea, Dinner, Supper, Eleve		
п	Types of Menu:- Introduction to menu; Types-Ala Carte & Table Menu Planning, considerations and constraints, Menu Design French Classical Menu- 11, 13 and 17 courses s Classical Foods & its Accompaniments with Co Indian regional dishes, accompaniments and ser	Menu Terms separately ver	
Ш	Order taking, Service and Billing:- Handling Table reservation KOTs & BOTs Duplicate & Triplicate System, Sequence of Food Service Table Clearing Process Billing Methods, Payment methods and Cash Ha	Computerised K.O.T's	
IV	Non – Alcoholic Beverages:- Definition and Classification Hot Beverages-Types- Different types of Tea ar Chocolate, Preparation and Service Cold Beverages-Types- Cold Coffee, Shakes, M. Aerated Drinks, Preparation and Service	nd Coffee, Cocoa, Hot	
V	Customer care and Handling Situations:- Unavailability of Table/reservation Wrong Order Taking, Handling Unavailability of Handling Special Requests Order Delays, Spillages, Return Food Lost and found properties	of Food items	
	Illness Drunken Guest, Un expectable appearance of G Dealing with children and Infants Handling Handicaps, Old age guest, Customer v Difficulties		
VI	Food & Beverage Terminology related to the	inputs of the semester	

Suggested Readings:					
Food & Beverage Service Training Manual-S. Andrews; Food & Beverage Service -Lillicrap & Cousins; Modern Restaurant Service –John Fuller; Professional Food &					
Beverage Service Management -Brian; Food Service Operations - Peter Jones &					
	Casse;Menu planning-J Kivela,				
Further	Suggestions:				
		Year-1/Seme	antan II		
Pro	gramme/Class: Degree	Year: First	Semester: Secon	nd	
	ourse Code: BHM 203	1 0011 1 1100			
	ourse coue. Binvi 203		Course Title: Front Operations-II, BHM		
			operations 11, 2111-1	200	
Сописо	outcomes:				
Course	1. Should know room selli	ng process, make reservation	ons andcancellations,		
	2. Complete the registration	on process and bell deskpro			
	3. Handle front officedocu	mentation.			
	Credits:		Compulsory		
	Max. Marks: 25+75		Min. Passing Marks:		
	Total No. of Lecture	es-Tutorials-Practical (in ho	ours per week): L-T-P:		
Unit		Topics		No. of	
		•		Lectures	
	DOOM THE DATE			Total=	
	ROOM TARIFF:- Basis of room tariff, Tariff fix	xation / calculating room ta	riff.		
I	Types of room tariff: Rack ra				
	Types of Meal Plan used in the				
	Forms & Format/ Tariff Card ROOM RESERVATION:-	Brochure			
II	Importance & Functions of R	eservation sections			
	Modes of reservations		- a D a x 11		
	Channels & sources of reservagencies, GDS, Tour Operator		it, C.R.S Intercell		
	Types of reservation[Tentativ	e, confirmed, Guaranteed,			
	Systems of reservations [non	automatic, semi, fully auto			
	Cancellations and Amendmen Processing Individual & Grou				
	Forms & Formats	ip reservations			
	INFORMATION & BELL				
III	Introduction of Bell desk, Equations of Bell desk, Equations of Bell desk [Second				
	Functions of Bell desk [Scant Luggage handling, Paging, M				
	Functions of information dep		Change of footh on		
	Forms & Formats				

	GUEST CYCLE & FRONT OFFICE SYSTEMS:-
	Pre-arrival Pre-arrival
IV	Arrival
	Stay
	Departure & Post Departure
	Front Office Systems: Non Automated / Semi -Automated / Fully Automated.
	REGISTRATION:-
	Introduction to the Registration section.
\mathbf{V}	Steps of registration with or without reservation.
	Pre- registration activities.
	Processing VIP, Foreigners & group registration.
Sugge	ested Readings:
Ma	naging front office operations by M.Kasavana; Hotel F.O. Training manual by Suvradeep Gauranga
Gho	osh; Front Office Management by S.k Bhatnagar; Hotel front office management by James Bardi;
Hot	el Front Office- A Training Manual By- Sudhir Andrews; Front Operation & Administration, By-
Der	nnis Foster: Front office procedures & Management, By- PeterAbbot

Dennis Foster; Front office procedures & Management, By- PeterAbbot

Further Suggestions:	
----------------------	--

Year-1/Semester-II

Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 204		Course Title: Accommodation Operations-II, BHM-204

Course outcomes:

- Clean rooms, handling different surfaces and maintain records,
 Handle Housekeeping basicprocedures,
- 3. Prepare various reports

Credits:	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:

Unit	Topics	No. of Lectures Total=
	CLEANING ART:-	
	Principles of Cleaning	
I	Dirt & Dust	
	CLEANING MODUS OPERANDI:-	
II	Cleaning Equipments- Types, Operating Principles, Characteristics, storage,	
	Maintenance	
	Cleaning Agents- Types, Operating Principles/applications, Characteristics, PH	
	scale, and storage	

	DIFFERENT SURFACES:-
Ш	Metals, Glass, wood, Ceramic, Leather, Rubber, Stone.
	CLEANING OF GUEST ROOMS:-
	Daily Cleaning of Room.
IV	Weekly Cleaning/ Spring Cleaning
	Evening Service/ Turndown Service
	Replenishment of guest supplies & amenities.
	Lost and Found Procedure
	RECORDS, REGISTERS, FORMS & FORMATS:-
	Staff placement register, floor registers, guest special request register, Logbook,
\mathbf{V}	Memo book, Carpet shampoo register, baby sitting register, lost & found register, store
	indent book etc.
	Room occupancy report, guest room inspection form/checklist, housekeeping report,
	work order, room boys report.
Sugge	sted Readings:
Hote	el Housekeeping Training Manual, By- Sudhir Andrews; Housekeeping Operation &
Mar	nagement, By- Malini Singh; Hotel Housekeeping Management & Operations, By- Sudhir
And	rews; Hotel Housekeeping Operations & Management, By- G. Raghubalan & Smritee
Rag	hubalan; The Professional Housekeeper, By- Madelim Schneider & Georgia Tucker
J	
F 4	
rurtne	r Suggestions:

		Year-1/Sem	ester-II
Pro	gramme/Class: Degree	Year: First	Semester: Second
Co	ourse Code: BHM 205		Course Title: <u>Commodities BHM-205</u>
Course	2. Planning diet as per sta		ics, Colouring, flavoring and raisingagents
	Credits:		Compulsory
1 ,		Min. Passing Marks:	
	Total No. of Lectur	res-Tutorials-Practical (in h	ours per week): L-T-P:
Unit		Topics	No. of Lectures Total=
	Introduction to commoditi Definition, classification / V		e, storage and

I

substitute.

	Beverages:-	
II	Tea, Coffee, Cocoa and Milk: definition, classification and functions.	
	Cheese:-	
III	Types of cheese, purchasing and storing procedures of cheese, use of cheese.	
	Classification of Raw Materials:-	
	Fats and oils, raising agents, eggs, salts, liquids, sweetners, thickening agents,	
IV	spices and condiments, flavoring and coloring agents	
	Staples:-	
	Cerels: Wheat and Rice, storage process.	
V	Millets: Barley, Maize, Oat, Semolina, Rye etc. storage of millets.	
	Pulses Introduction and Uses:-	
VI	Chickpeas, black eyed peas, flageolets, haricot beans, lentils, peas, moong	
	beans, red kidney beans and soya beans	
	Food Additives:-	
	Need for additives, Types of additives, Role of these additives (natural and	
VII	synthetic) in modification of appearance in food preparation	
Sugges	ted Readings:	
Bugges	Food Commodities- Bernard Davis 2 nd edition, Butterworth-Heinemann Ltd,	
Funth or	Suggestions	
1 ultilel	Suggestions:	

Year-1/Semester-II

Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 206		Course Title: <u>COMMUNICATION</u> <u>SKILLS – II BHM 206</u>

Course outcomes: 1. Usage of proper English grammar in dialogueprocess, 2. Write formal and informal letters and writeresume, 3. Deliver speech and handleinterviews, Credits: Compulsory Max. Marks: 25+75 Min. Passing Marks: Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: Unit Topics No. of Lectures Total= **COMMUNICATION:-**Definition of communication Types of communication I Process of communication, Channels of communication WRITING SKILLS:-Letter writing - formal and informal II Resume writing Report writing Note making and note taking **REMEDIAL ENGLISH:-**Ш Parts of speech Articles and prepositions Tenses Short Story writing, Dialogue writing PUBLIC SPEAKING AND INTERVIEW SKILLS:-Writing a speech, preparing speech note IV Developing confidence and overcoming fear Delivering different types of speeches Appearance and dress (grooming) Interview skills, Presentations skills, planning, preparation, practicing, presentation to different groups Qualities of a good speaker, presenter and listener IMPORTANCE OF COMMUNICATION IN HOSPITALITY SECTOR:-Importance of communication in hospitality sector, Hotel and restaurant English \mathbf{V} Interdepartmental communication Writing for Training Log Book and Report **Suggested Readings:** Further Suggestions:

FOOD PRODUCTION PRACTICAL - II (BHM 207)

Topics
1

1	Revision of Vegetable Cuts and Demonstration of Stock Making	
2	Demonstration of Fish Cuts and Chicken Cuts, Their Storage techniques	
3	Demonstration of Mother Sauces and their derivatives, and Storing techniques	
4	Demonstration of Preparation of Consomme with classical garnishes	
5	Preparation of traditional / classical Indian, English and Continental breakfast dishes	
6	Preparation of Basic Continental Cookery: 3 Course Menus	
•	Soups: Puree, Crème, Broth, Consomme, Cold, Veloute, Chowder and Bisque	
•	Appetizers: Classical Salads: Vinaigrette Based, Mayonnaise based dressing salads	
•	Application of different meat cuts using different cooking methods	
•	Desserts using different cooking methods	
7	Preparation of Basic Breads: White Loaf, Multi Grain Loaf, Whole Wheat Loaf, Soft Rolls and Hard Rolls.	

FOOD & BEVERAGE SERVICE Practical – II (BHM 208)

	Topics
1.	Writing a Menu in French & its Equivalent in English
2.	Breakfast Table Lay-up.
3.	TDH & A la Carte Cover
4.	Restaurant Reservation System
5.	Receiving the guests
6.	Sequence of Service
7.	Taking an Order of Food & Making a KO T.
8.	Table Service
9.	Clearing, Crumbing, Presenting the bill
10.	Service of Cold & Hot - Non Alcoholic Beverages

FRONT OFFICE PRACTICAL-1 (FOP- 1) BHM 209

	lm ·	
	Topics	
1	Basic Manners, Grooming & Hygiene Standards.	
	Welcoming, receiving, escorting of the guest	
2	Front Office Communication –	
	Verbal- Practicing Reception	
	Dialogues, Handling Informative	
	queries,	
	Briefing Tariff card to	
	Guest, Handing – Taking	
	overs.	
	Non verbal – Preparing Telephonic Transmittal	
	slips, Preparing paging messages,	
	Handling Guest messages.	
	Preparing routine log books,	
	Writing and recording	
	complaints.	
3	Preparation and study of countries:	
	Capitals, currencies, airlines and flags	
	chart	
4	Telecommunication skills – telephonic situation handling	
5	Practicing filling of Forms and formats	
6	Identification of equipment, work structure and stationery	
7	Basic manners and grooming standards required for Front Office operation	

HOUSEKEEPING PRACTICAL – I (HKP –I) BHM 210

	Topics	
1	Famliarisation of Guest Room Layout	
2	Identification of Guest Room Amenities, setup of room attendant trolley	
	and	
	preparing check list	
3	Identification of cleaning equipment – Manual & mechanical	
4	Cleaning of different surfaces	
5	Practical involving following activities- Scrubbing, polishing, wiping,	
	washing, rinsing, swabbing, mopping, sweeping, brushing, buffing	
6	Practical activities involving usage of cloths and their types, abrasives,	
	polishes, chemical agents and commercially available products.	

Year-2/Semester-III

Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 301		Course Title: <u>FOOD PRODUCTION</u> <u>OPERATION – I -BHM 301</u>

Course outcomes: 1. Cook dishes using traditional Indian cookingmethods, 2. Handle Tandoor preparation and cooking, 3. Prepare Popular regionaldishes, Credits: Compulsory Max. Marks: 25+75 Min. Passing Marks: Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: Unit **Topics** No. of Lectures Total= Indenting:-Principles of Indenting for volume feeding I Portion size of various items for different types of menu Standardizing recipes and modifying **Basics of Indian Cuisine:-**II Introduction to Indian Cookery, Identification of various varieties of rice, cereals and pulses Simple methods of preparations and ingredient combination ratios - Rice, Dals, Vegetables, Indian breads Indian Masalas:-Ш Blending of spices and concept of masalas Different masalas used in Indian cookery - Dry & Wet masalas & their Composition Masalas used in Regional Cuisine Special masala blends **Indian Curries:-**Concept & importance of curries and gravies IV Types of Indian Curries and its combination. Tandoor:-Understanding concept of Tandoor V Tandoor Seasoning, tools used in tandoor Marinades used in tandoor cooking Tandoor Breads and roasts Indian Regional Cooking:-Brief study of following regional Cuisine- South Indian, Goa, Hyderabad, VI Bengal, Gujrat, Rajasthan, Awadh, Punjab, Kashmir & Uttarakhand Understanding Dietary habits, role of staple food, traditional cooking methods, popular dishes and tools used. **Suggested Readings:** Art of Indian Cookery, Rocky Mohan, Roli; Prasad - Cooking with Masters, J. Inder Singh Kalra, A Taste of India, Madhur Jaffrey, Pavillion,; Dastarkhwan-e-Awadh, Sangeeta Bhatnagar & R.K.Saxena, ; Zaika, Sonya Atal Sapru, Harper Collins; Punjabi Cuisine, Premjit Gill; Hyderabadi Cuisine, Pratibha Karan, HarperCollins

Further Suggestions:

Year-2/Semester-III

Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 302	Course Title: BHM KU 302	?- Food and Beverage Service-II

Course outcomes:

- 1. Plan IRDoperations.
- 2. Explain the basics of wines.
- 3. Explain beer production and types of beer4. Will be able to understand the role of Aperitifs and Vermouths

Credits:	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:

Unit	Topics	No. of Lectures Total=
	In Room Dining Service:-	
	Introduction, general principles and types	
I	Cycle of Service, scheduling and staffing	
	Forms and Formats	
	Order Taking, Suggestive Selling, breakfast cards	
	Time management- lead time from order taking to clearance	
	Alcoholic Beverages:-	
II	Definition & Classification of Alcoholic Beverages	
	Types of grapes used in wine production.	
	Wine making - viticulture, vinification	
	Vinification types- Still, Sparkling, Aromatized and Fortified.	
	Classification of Wines.	
	Wine controlling terms –France, Germany, Italy, Spain, Portugal Wines region of France-Bordeaux, Burgundy, Loire, Rhone Alsace, Jura,	
	Provence	
	Wines of Italy, Spain, Germany, Portugal, Australia, South Africa, Chilly,	
	California &India	
	Storage of wines, glassware types, other equipments and tools associated to wines.	
	Important brands of wine and Service of wines- Glassware used,	
	temperature for service of wines.	
	temperature for service of wines.	
	Beers:-	
Ш	Introductions to beer	
	Brief introduction to Beer Production	
	Types and Brands – Indian and International	
	Other fermented and brewed beverages – Sake, Cider, Perry	
	Aperitifs & Vermouths:-	
	Definition	
IV	Types- Wine based & spirit based	
	Usage and storage.	

	Tobacco:-				
	Types – Cigars & Cigare				
\mathbf{V}	Cigar strengths and sizes				
	Brands – Storage and ser	vice			
Sugges	ted Readings:				
Food	l & Davaraga Carvina Trainin	a Manual S. Androwe	Earl & Davar	rage Service –Lillicrap & Cousin	na:
	_	-		ge Service Management – Brian	
			-	la, Food & Beverage Manageme	
				a, rood & Develage Manageme	;11t
by JC	ohn Cousins, David Foskett F	жь Mgiii by Sudiii А	murews		
Further	Suggestions:				
T di tillei	Suggestions:				
			ar-2/Semeste		
Pro	gramme/Class: Degree	Year: Fin	rst	Semester: Secon	nd
Co	ourse Code: BHM 303	Course Tit	la. Evant Off	ice Operations-II, BHM-30.	2
		Course III	ie: Front Ojji	се орегиионь-н, внм-зо.)
Course	outcomes:				
				perty managementsystems	
				d in Guest check in & Check	out.
			nt auditProces	SS.	
		4. Reve	enue Control.		
	Credits:			Compulsory	
	Max. Marks: 25	5+75		Min. Passing Marks:	
	Total No. of Le	ctures-Tutorials-Prac	tical (in hour		
Unit		Topics			No. of
Cint		Topics			Lectures
					Total=
	Computor cualication:	n Fuent Office A	liaatiar		+
	Computer application i				
т	Importance of Computer				
I	PMS application is Front			Madula)	
	Room, Cashier, Night Au				
	Different PMS systems : Check In Procedure:-	- Amedus, IDS, Shav	villali, flucilo		-
II	Check in Procedure:- Check in Procedure in diff	forest cituations libra	· muset havin	σ.	
11	confirmed reservation, W				
	International Travellers	aik – III Guesi, Grouf	preiew, scall	iy Daggage Guesi,	
	1111011141101141 114 1011615				1

Forms & Formats

Cashier

Ш

Check in Procedure:

Check out Procedure:

Departure activity at various desk: - Bell Desk,at lobby,Reception,

Different Methods of Settlement :- Cash , Credit Card, Cheques,

	Travels cheques, Bill to company, Combined settlement method	
	Front Office Record	
	Check out options :- On Desk Express Check out, Self Check out	
	Forms & Formats	
	Control of Cash & Credit:-	
	Front office Accounting Cycle	
IV	Credit control process in various cases :- guest pay by Credit Card,	
	Travel agent voucher, Airlines, Scanty baggage, Credit control during stay, credit	
	facility to companies, check in tour group.	
	Problems may arise in credit control	
	Process required in cash Control	
	Handling Foreign Exchange	
	Night Auditing:-	
	Importance of Night Auditing,	
\mathbf{V}	Duties & Responsibility of Night Auditor	
	Common Revenue Centers of a Hotel	
	Basis steps involved in preparing Night Audit :- Complete posting, Reconcile room	
	status discrepancies ,verify room rates, verify no- show reservations, Cash Deposit	
	,Clear & Back up the system	
	,Distribute report	
	Vouchers/Folios/Ledgers/Allowances/Reports	

Suggested Readings:

Managing front office operations by M.Kasavana; Hotel F.O. Training manual by Suvradeep Gauranga Ghosh; Front Office Management by S.k Bhatnagar; Hotel front office management by James Bardi; Hotel Front Office- A Training Manual By- Sudhir Andrews; Front Operation & Administration, By-Dennis Foster; Front office procedures & Management, By- Peter Abbot, Hotel Front Office Operation & Management:- Jatashankar R. Tewari

Further Suggestion	s:	

4. Knowing housekeeping operations other thanhotels

Credits:

Max. Marks: 25+75

	Year-2/Semeste	er-III
Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 304	Course Title: Accommodation Operations-II, BHM-304	
Course outcomes:		
2. Well verse v	nen room, Uniform importance a with the laundry operations and pous flowerarrangements.	

Compulsory

Min. Passing Marks:

Unit	Topics	No. of Lectures Total=
	Linen Room:-	
	Activities of linen room	
I	Layout and equipments in linen room	
	Selection criteria for linen purchasing	
	Calculating linen requirement	
	Linen control measures, inventory handling and Discard	
	Uniform and Sewing Room:-	
II	Advantages of providing uniform, Types of uniform	
	Issue and exchange procedure	
	Layout of uniform and sewing room	
	Activities of sewing room and equipment used	
	Laundry:-	
Ш	OPL and Contract laundry	
	Layout and machineries	
	Laundry aids and their handling	
	Flow process of OPL	
	Wash cycle	
	Dry cleaning and stain removal	
	Valet Service	
	Flower arrangement and Indoor plants:-	
	Need and importance, Equipments & Tools required	
IV	Care and conditioning of cut flowers	
	Principal of design, Styles of flower arrangement	
	Selection and care of indoor plants	
	Procedure of layering the pot	
	Housekeeping in Institution and facilities other than hotels:-	
	Hospitals, Malls, Multiplex and Airlines	
\mathbf{V}		
Sugges	ted Readings:	
00	O Company of the Comp	
Hote	l Housekeeping Training Manual, By- Sudhir Andrews; Housekeeping Operation & Management,	
By-	Malini Singh; Hotel Housekeeping Management & Operations, By- Sudhir Andrews; Hotel	
	sekeeping Operations & Management, By- G. Raghubalan	

Year-2/Semester-III

Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 305	Course Title: Ho	otel Accounts, BHM 305

Further Suggestions:

Course outcomes: 1. What is the role of accounting in a business organization to maintain and providing business information to the users ofaccounting? 2. How to prepare and handling different types of accounts. 3. Advantages and limitations of trialbalance 4. Definition, importance and characteristics of audit Credits: Compulsory Max. Marks: 25+75 Min. Passing Marks: Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: **Topics** Unit No. of Lectures Total= **Introduction to Accounting:-**Meaning and definition Types and I Classification Principles of Accounting Introduction to Uniform System of account Contents of Income statement Contents of Financial statement Practical problems of Income statement and Financial statement Primary Books (Journal):-II Meaning and definition Format of journal Rules of Debit and Credit Practical problems Secondary Books(Ledger) and Subsidiary Books:-Ш Meaning and Uses of Ledger Format and **Posting** Practical problems of ledger Needs and uses of subsidiary Books Classification of subsidiary Books Purchase Book; Sales Book; Purchase Return Book; Sales Return Book; Journal Proper & Practical Problems Cash Book:-Meaning and Use Advantages IV Simple, Double and Triple column cash book Petty cash book Practical Problems Trial Balance:-Meaning; Advantages; Limitations & Practical problems V **Bank Reconciliation Statement:-**VI Meaning Reasons why pass book and cash book do not balance Practical problems

	Departmental Accounting:-	
VII	An introduction of departmental Accounting Allocation	
	and apportionment	
	Advantages and Drawback of allocation Basis	
	ofallocation	
	Practicalproblems	
Sugges	ted Readings:	

- 1. Comprehensive Accountancy, S.A.Siddiqui
- 2. A Complete Course in Accounting Volume I, N.D.Kapoor
- 3. Double-Entry Book-Keeping, R.C. Chawla & C.Juneja
- 4. Introduction to Accountancy, T.S.Grewal
- 5. Elements of Hotel Accounts, G.S. Rawat, J.M.S.Negi

|--|

Year-2/Semester-III

	rear-2/Semester-III	
Programme/Class: Degree	Year: First	Semester: Second
Course Code: BHM 306	Course Title: Food Science & Nu	trition- BHM-306

Course outcomes:

- 1. Meal preparation with nutrients in proper amount
- 2. Importance of nutrition forhealth Storage and preservation offood

Credits:	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:

Unit	Topics	No. of Lectures Total=
I	Introduction: Food & its relation to health, Objectives in the study of nutrition	
II	Major Nutrients: Their characteristics, functions, metabolism, food sources, deficiencies, Carbohydrates, Lipids, Proteins, Vitamins& Minerals	

	Classification of raw materials into food groups : Cereals, Pulses, Milk & milk			
III	products, milk borne disease and methods of preservation, Eggs, Meat varieties,			
	preservatives, cooking poultry white and red meat, Fish, cooking, disease			
	produced by fish, Fruit & Vegetables, Nuts & dried fruits. Sweetening agents,			
	Spices &			
	condiments, emulsions, colloids, flavour and browning			
	Effect of Heat on Food: Effect of cooking on- Nutritive value of			
	food, Pigments and texture. Method of retention of Nutrients.			
IV				
	Water: Definition, Dietary sources (visible, invisible), functions of			
	water, role of water in maintaining health (water balance).			
V				
	Balanced Diet / Menu planning: Definition, importance of balanced diet, RDA			
VI	for various nutrients – age, gender, physiological state, planning of nutritionally			
	balanced meals based upon the three food group system, factors affecting meal			
	planning, critical evaluation of few meals served at the Institutes/Hotels based			
	on the principle of meal planning, calculation of nutritive value of dishes/			
	meals.			
	Basics of In-valid cookery and therapeutic diets.			
Sugge	ested Readings:			
~ -88	······································			
	Clinical dietetics & nutrition – F. P. Anita			
	Food science chemistry & experimental foods –			
	Dr. M Swaminathan Food & Nutrition – Dr. M.			
	Swaminathan			
	A text book of Bio chemistry – A. V. S. S. Rama Rao			
	Catering Management an integrated approach			
Mohinseth, Surjeet Mulhan Food facts & principles –				
Manay & Shalakshara Swamy				
	Food science – Sumathi Mudambi			
	Fundamentals of food and nutrition, Mudambi & Rajgopal 4th edition 2001			
	2 salamentale of 1000 and hadraon, frameline to range par far carrier 2001			
Furth	er Suggestions:			
-				

BHM 307- Food Production Practical-III

S.No	Topics
1	Revising Preparation of Basic – Vegetable, Fruit, Meat, Poultry and Fish
	cuts
2	Preparation of Basic egg dishes- Boiled, Poached, Fried, Baked

3	Basic Meat, Fish and Poultry preparations. Preparation & jointing of			
	chicken, Filleting of Fish & Identification of meat cuts and preparation			
	of dishes (As per the knowledge shared in 2 nd Semester)			
4	Preparation of Basic gravies and commonly used Indian masala's			
5	Regional cookery of India- Karnataka, Tamilnadu, Kerala, Gujrathi,			
	Lucknow, Awadh, Punjabi, Bengali, Hyderabadi, Kashmiri, Uttarakhand			
	cuisines with proper accompaniments like chutney, Indian breads rice			
	preparations etc, (minimum 1 menu each)			
6	Tandoor cooking- Breads, Kababs, Roast etc.			
	Note: The Institutions adopting this syllabus must ensure that for all Food			
	Production practical sessions the list of names of preparations / dishes,			
	sets of menus, recipes should be specifically mentioned for standardized			
	teaching and evaluation. This may be done by constituting a team of			
	experts to compile the details keeping the local conditions in			
	consideration.			

BHM 308- Food and Beverage Service –III Practical

S.No	Topic	
1	Understanding Room Service Amenities, Room Service equipments.	
2	Room Service Tray & Trolley Lay-Up. Carrying Continental Tray	
3	Functional Layouts for room service	
4	Role play: Knocking & opening guest door, wishing the guest, placing tray, checking order, presenting bill, greeting at exit.	
5	Order taking on telephone (standard phrases)	
6	Set-up for In Rooms.	
7	Procedure for handling fruit basket's (amenities) and actual practices of	
	placing same with finger bowl, knife on B&B plate etc. in guest room.	
8	Conducting Briefing/De-Briefing for F & B outlets.	
9	Taking an Order & Service of Beer, Sake and Other Fermented & Brewed Beverages.	
10	Taking an order & Service of –Sparkling, Aromatized, Fortified, Still	
	Wines. Order of service (starting with wine approval from host, wrapping bottle with napkin etc.)	
11	Opening different types of wine bottles. (Different types of cork screws)	
12	Use of different glasses, holding & carrying glasses	
13	Set up a table with Prepared Menu with wines.	
14	Service of Cigars and Cigarettes.	

FRONT OFFICE PRACTICAL-1 (FOP- 1) BHM309

	<u>Topic</u>	
1	Preparing & Filling up of Registration card during Check in,	
	handling registration records.	
2	Handling Check-In and Check-Out process	
3	Filling various vouchers, folios, handling allowances and various reports	
4	Familiarization with different forms & formats such as:- Expected arrival/ departure sheet, group/crew arrival sheet, C- Form, Bell boy errand card, Cashier report, cashier envelop, encashment certificate, Express C/out, High Balance Report, Incident Report	
5	Front office cashiering practices and Night audit practice	
6	Role play on Check out process for: FIT, GIT (group leader), handling cash/ credit card, foreign currency.	
7	Basis phraseology used during check in, check out and handling situations.	
8	Initial practice on PMS software	

ACCOMMODATION OPERATION PRACTICAL-II – BHM310

S.No	Topics
1.	Practicing 2 nd Semester Practical's
2.	Practicing different types of Flower arrangements (including 6 basic arrangements)
3.	Making floor plans, wall elevations and templates
4.	Creating model of a guest room / public area with interior decoration themes
5.	Stain removal of 10 common stains
6.	Guest Room Cleaning & handling Mini Bar
7.	Bed Making & Evening Turndown

Year-2/Semester-IV

Industrial Training

Programme/Class: Degree	Year: Second	Semester: Fourth
Course Code: BHM 401	Course Title: Industrial Training	ng BHM401

	Credits:			Compulsory	
	Max. Marks: 10	0+200	Min. Passing Marks:		
	Total Duration	: 22 Weeks			
		_	ar-3/Semest		
	gramme/Class: Degree ourse Code: BHM 501	Year: Thi		Semester: Fifth PRODUCTION OPERAT	
Course	Course outcomes: 1. Familiarization aspect with Volume feeding 2. Precaution while indenting in volumefeeding 3. Familiarization with China, France, Italy, Spain, Mexico and Middle Eastcuisine. 4. International breads andDessert				
	Credits:			Compulsory	
	Max. Marks: 2		tical (in hour	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: Unit Topics		No. of Lectures Total=			
I	Volume Feeding:- Basic principles of menu planning- recapitulation Points to consider in menu planning for various volume feeding outlets Introduction to institutional and industrial catering Classification of institutional and industrial catering Menu planning with theme Parties Problem associated with off premise catering Concept of Centralized Production Unit				

	Recipe Formulation:-	
II	Principles of Indenting for volume feeding	
	Portion size of various items for different types of volume feeding	
	Modifying recipes for indenting for large scale catering	
	International Cuisine:-	
Ш	Geographic location, Historical background, Staple food with regional influences,	
	Equipment & Specialties: China, France, Italy, Spain,	
	Mexico and middle East	
	Appetizers & Garnishes:-	
	Classification and examples of Appetizers	
IV	Traditional Garnishes with examples	
	Sandwiches:-	
	Parts of Sandwiches: Bread, Spread, Filling and Garnish with examples	
\mathbf{V}	Types of Sandwiches	
	Bakery and Confectionary:-	
VI	Introduction to International Breads and Dessert: France, Italy and	
	Germany	
	Cake making: Batter, foam and Chiffon types, Faults and remedies	
	Types of Pastry: Choux, Short Crust, Puff, Hot Water and Danish Pastry	
Sugges	sted Readings:	
	Quantity Food Production, Planning, and Management, 3rd Edition, by John B.	
	Knight Baking - Martha Day, Professional Pastry Chef - Bo Friberg, John Wiley,	
	Classical Recipes of the world -Smith, Henry, Larousse Gastronomique - Paul Hamlyn,	
	Art of Indian Cookery, Rocky Mohan, Roli, Larousse Gastronomique-Cookery	
	Encyclopedia, Paul Hamlyn, The Complete Guide to the Art of Modern Cookery,	
	Escoffier, Theory of Cookery, Dr.S.K.Singh & Pranshu, Modern Cookery for Teaching &	
	Trade, Ms. Thangam Philip, Orient Longman, Professional cookery, Bali	

Year-3/Semester-V

Programme/Class: Degree	Year: Third	Semester: Fifth
Course Code: BHM 502	Course Title: BHM-50	02-Food & Beverage Service

Further Suggestions:

Course outcomes:

- Plan a Bar setup, do basic BarMisc-en-place.
 Should be able to handle bar operations, service of liquor andcocktails
- 3. Perform Gueridonservice.4. Handle Banquet set ups andoperations.

Credits:	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

	Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:	
Unit	Topics	No. of Lectures Total=
I	Spirits:- Introduction to distillation process Introduction to spirits (Whisky, Rum, Brandy, Vodka, Gin & Tequila) Production in brief Brands- Indian and International & Service Other alcoholic beverage – Absinithe, Ouza Aquavit, Silvovitz, Arrack, fenni, Grappa, Calvados etc Concept of proof and its types, Gay-Lussac percentage	
II	Liqueurs:- Types&Production Brands & Service	
III	Bar:- Introduction, Types & Layout, Bar displays. Equipments used License Requirements Staffing- Job description, Job specification Bar planning & Designing Bar menus	
IV	Cocktails:- Introduction & History Types & preparation Classical cocktail, recipes and garnishes Costing, Innovative Cocktails & Mocktails Cocktail bar, Equipment, Garnishes, Decorative accessories Interaction with guest, Suggestive selling	
V	Guerdion Service:- Introduction, History Staffing& Equipments used Ingredients used, Common preparation, Flambé dishes Carving, Salad making etc. Trolley service – Beverages, Starters, High-tea, Desserts etc	
VI	Function Catering:- BANQUETS- Introduction, Types, Organization of Banquet department. Duties and responsibilities of the Banquet Manager. Booking procedures., Banquet menus, Buffets FORMAL &INFORMAL BANQUETS Reception, Cocktail parties (Standing & Sit down), Conventions Seminars, Exhibitions, Fashion Shows, Trade fairs, Wedding	

Suggested Readings: Food & Beverage Service Training Manual-S. Andrews; Food & Beverage Service -Lillicrap & Cousins; Modern Restaurant Service -John Fuller; Professional Food & Beverage Service Management -Brian; Food Service Operations - Peter Jones & Casse; Menu planning-J Kivela, Food & Beverage Management by John Cousins, David Foskett F&B Mgmt by Sudhir Andrews Restaurant Management by Robert Christie Mill Food & Beverage Service &

Management by Bobby George & Sandeep Chaterjee

Performance standard and productivity standard

Time and motion study

SOP's

Further Suggestions:

		Year-3/Seme	ster-V	
Pro	gramme/Class: Degree	Year: Third	Semester: Fift	h
Co	outcomes: i. SOP, inv.	entoryprocedure, and following thebudget	dation Operations-III, BHM-	
	Oredits:	rior decoration andrefurbishing	Compulsory Min. Passing Marks:	
	I Otal NO. Of La	ectures-Tutorials-Practical (in ho	ours per week): L-1-r:	T
Unit		Topics		No. of Lectures Total=
I	PLANNING AND ORGATE Area inventory list Frequency schedule	GANIZING HOUSEKEEPING	G DEPARTMENT:-	

	Job allocation and work schedule	
	Calculating staff and strength Duty roaster	
	Team work and leadership	
	Training	
	Inventory level for non recycled items	
	Purchasing system, method of buying	
	Stock records issue and control	
	BUDGET:-	
II		
11	Introduction to budget	
	Types of budget Budget process	
	Controlling expenses	
	Income statement	
	INTERIOR DECORATION:-	
III	Purpose and importance	
111	Elements of design	
	Principals of design	
	COLORS:-	
	Color wheel	
IV	Classification of colors	
IV	Color schemes	
	Color schemes	
	T VOLVE	
	LIGHT:-	
X 7	Classification	
V	Types of lighting	
	Importance and applications	
	FLOOR AND WALL COVERING:-	
VI	Types and characteristics	
	Selection criteria	
	Care and maintenance	
	WANDOW AND WINDOW THE ATENTAL	
	WINDOW AND WINDOW TREATEMENT:-	
X 7 T T	Types of windows	
VII	Stiff window treatments	
	Soft window treatments	
	Care and maintenance	
	FURNITURE, FITTINGS, SOFT FURNISHING AND ACCESSORIES:-	
VIII	Types	
	Selection, care, use and maintenance	
	NEW PROPERTY COUNTDOWN:-	
IX	Three months before the opening	
	Two months before the opening	
	Six weeks before the opening	
	Four weeks before the opening	
	One weeks before the opening	
Sugges	sted Readings:	
	Hotel Housekeeping Training Manual, By- Sudhir Andrews; Housekeeping Operation &	
	Management, By- Malini Singh; Hotel Housekeeping Management & Operations, By-	
	Sudhir Andrews; Hotel Housekeeping Operations & Management, By- G. Raghubalan &	
	Smritee Raghubalan; The Professional Housekeeper, By- Madelim Schneider & Georgia	
	Tucker, Housekeeping operations and management by Margret Kappa	

		Yea	r-2/Semeste	r-III	
Pro	gramme/Class: Degree	Year: Thi	rd	Semester: Fif	th
	2. Various p3. Manageria	Course Title BHM504 al functions in aHotel rocess ofmanagement al control in aHotel re ofMotivation	: FUNDAM	IENTALS OF MANAG	EMENT,
	Credits:			Compulsory	
	Max. Marks: 2:	5+75		Min. Passing Marks:	
		ectures-Tutorials-Pract	tical (in hour		
Unit		Topics		,	No. of Lectures Total=
I	NATURE & FUNCTION Importance of Management Definition of Management Management Functions Role of a Manager Management Skills	nt			
	DEVELOPMENT OF Early ClassicalApproaches Neo ClassicalApproaches Modern Approaches	es	HOUGHT:-		

Further Suggestions:

Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y'			
III Nature & Importance of Planning Types of Plans Meaning of Decision Types of Decisions Steps in Rational Decisionmaking ORGANISING: Concept, nature, significance oforganizing, Formal and informal 43 rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation and Authority, Centralization and Decentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL: Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits of Control ControlTechniques MOTIVATION:- Weaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
III Nature & Importance of Planning Types of Plans Meaning of Decision Types of Decisions Steps in Rational Decisionmaking ORGANISING: Concept, nature, significance oforganizing, Formal and informal 43 rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL: Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits of Control ControlTechniques MOTIVATION:- WI Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Types of Plans Meaning of Decision Types of Decisions Steps in Rational Decisionmaking ORGANISING:- Concept, nature, significance oforganizing, Formal and informal 43 rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Meaning of Decision Types of Decisions Steps in Rational Decisionmaking ORGANISING: Concept, nature, significance of organizing, Formal and informal 43 rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation and Decentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment V sselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits of Control ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:	Ш		
Types of Decisions Steps in Rational Decisionmaking ORGANISING:- Concept, nature, significance oforganizing, Formal and informal43rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Steps in Rational Decisionmaking ORGANISING:- Concept, nature, significance oforganizing, Formal and informal43rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
ORGANISING:- Concept, nature, significance oforganizing, Formal and informal43rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment — internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority — responsibility-accountabilityrelationship Elements of Direction — supervision, communication, training and development, leadership,motivation. Leadership — meaning, importance, theories and styles. Communication — meaning, significance,types, process and barriers to communication. Supervision — Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation — Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Concept, nature, significance oforganizing, Formal and informal43rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- Weaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Weaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Formal and informal43rganization, Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Weaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Organization chart of a 5 starhotel, Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:	** 7		
Types of organization, functional, Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- Weaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL: Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Will Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:	IV		
Line and staffrelationship, Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Weaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Delegation andAuthority, Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- Weaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL: Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Weaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		Types of organization, functional,	
Centralization andDecentralization. Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- Weaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL: Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Weaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		Line and staffrelationship,	
Recruitment – internal and external sources, Steps in the process of selection, recruitment Vsselection. DIRECTING:- Wheaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		Delegation and Authority,	
recruitment Vsselection. DIRECTING:- Weaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		Centralization and Decentralization.	
recruitment Vsselection. DIRECTING:- V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		Recruitment – internal and external sources, Steps in the process of selection,	
V Meaning, nature, significance, characteristics of directing, chain of command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		recruitment Vsselection.	
command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- We aning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		DIRECTING:-	
command, authority – responsibility-accountabilityrelationship Elements of Direction – supervision, communication, training and development, leadership,motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:	V	Meaning, nature, significance, characteristics of directing, chain of	
Elements of Direction – supervision, communication, training and development, leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Meaning, nature and importance of motivation, moraleincentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor) theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
leadership, motivation. Leadership – meaning, importance, theories and styles. Communication – meaning, significance, types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Leadership – meaning, importance, theories and styles. Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- Will Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Communication – meaning, significance,types, process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		* '	
process and barriers to communication. Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Supervision – Meaning, nature and significance of supervision MANAGERIAL CONTROL:- Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
MANAGERIAL CONTROL:- Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:		 -	
Meaning of Managerial Control VI Steps in ControlProcess Need for Control System Benefits ofControl ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
VI Steps in Control Process Need for Control System Benefits of Control Control Techniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor) theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory 'Y' Suggested Readings:			
Need for Control System Benefits of Control Control Techniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor) theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory 'Y' Suggested Readings:	VI		
Benefits of Control Control Techniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivity relationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor) theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory 'Y' Suggested Readings:	V 1		
ControlTechniques MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
MOTIVATION:- VII Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Meaning, nature and importance of motivation, moraleincentives, Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
Motivation and productivityrelationship, Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:	VII		
Types of motivation, theories of motivation – Herzberg's hygiene-motivation (two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
(two factor)theory, Maslow's theory of need hierarchy, Mc Gregory's theory 'X' and theory'Y' Suggested Readings:			
and theory Y' Suggested Readings:			
Principles of Management by PC Tripathi & PN Reddy;Principles of Management by BS Moshal	Sugge	sted Readings:	
	Prin	ciples of Management by PC Tripathi & PN Reddy; Principles of Management by BS Moshal	
Further Suggestions:	Furthe	er Suggestions:	

Pro	ogramme/Class: Degree	Year: Thi	rd	Semester: Fifth	ı
C	Course Code: BHM 505	Course Title:	Travel and Touri	ism Operations- BHM	505
ourse		uctdevelopment of tourismmarketing			
	= :	view the Socio econor	nic impact oftourisn	n	
	Credits:			Compulsory	
Max. Marks: 25+75 Min. Passing Marks		Min. Passing Marks:			
	Total No. of Le	ctures-Tutorials-Prac	tical (in hours per	week): L-T-P:	
Unit		Topics			No. of Lectures Total=
I	Concept of Tourism:- Origin and objectives ofto Elements of tourism; Scop Travel motivations Job opportunities and emp Govt. revenue and foreign Economic growth based of Economic benefit oftouri	le of tourism; Nature loymentgeneration currencyexchange a touristsstatistics	oftourism		
II	Tourism products and a Architectural heritage offr Culture and iconography of Classical and folk arts offr Fairs and festivals ofIndia Natural and other tourism	dia fIndia ndia			

Participation of public and private sector inplanning

Types of Tour operator: Inbound, Outbound&Domestic. Tour Packaging – definition, components of a tourpackage

Types of Package Tour: Independent Tour, Inclusive Tour, Escorted Tour,

Guides & escorts – Their role and function Qualities required to bea

Tour Operations:-Meaning & Definition

BusinessTour

guide or escort.

IV

Itinerary Planning:-	
Steps to plan aTour	
V Planning Routemap	
Transport booking –reservation	
Accommodation – Reservation & Foodfacilities	
Local guide /escort	
Climate /seasonality	
Shopping & culturalshow	
TourCosting	
Socio Economic impact of tourism:-	
International understanding andtourism	
VI National integration andtourism	
Protection of arts and folkarts	
Improvement of human relationships	
Infrastructuredevelopment	
Ecological destruction; Water pollution, Air pollution, NoisePollution	
Environmentalhazards	
Anti socialactivities	

Suggested Readings:

Tourism Development – A.K. Bhatia; Dimensions of tourism – R.N. Kaul; Tourism Management – P.N. Seth; International Travel & Tourism- Jagmohan Negi; Tourism and travel management – Bishwal R. Gosh; Marketing research – G.C. Beri; Dimensions of tourism – R.N.Kaul

Further Suggestions:	
----------------------	--

Programme/Class: Degree	Year: Third	Semester: Fifth
Course Code: BHM 506	Course Title: Business	s Communication, BHM 506

1. Usage of proper English grammar inphraseology, 2. Write formal and informal letters, emails and writeresume, 3. Deliver speech and handleinterviews, Credits: Compulsory Max. Marks: 25+75 Min. Passing Marks: Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: Unit **Topics** No. of Lectures Total= The communication process:-Sender, receiver, message, channel, feedback Message conceived, message encoded, channel selected for communication, message I perceived, message decoded, message understood and decoded, feedback Office Management:-Types of Correspondence, Role & Function of correspondence Facsimile. П Filing Systems: types and importance. E mail writing: do's and don'ts Organizational communication:-Upward, downward, lateral, purpose, functions Ш Written communications, Report, memos, circulars, notices, advertisements, press notes, writing appraisals Communicating with outside world: Business letters of different types, e-mail writing and manners Communicating within groups, nature, purpose, merits, demerits Role of wit and humor Handling meetings:-Types of meetings IV Structuring a meeting: writing agenda and minutes Conducting a meeting **Professional Writing:-**Synopsis writing Writing Business Plans V Writing proposals Blog writing and web content writing **Suggested Readings:** Communication Skills – BV Pathak; Business Communication- Sinha; Business Communication- Dr. S.K.Singh Further Suggestions:

Course outcomes:

Food Production Practical, BHM 507

S.No	Торіс
1	Practice of a three course menu including appetizer, entrée and dessert with Traditional
	accompaniment of China, France, Italy, Spain, Mexico and Middle East cuisine.

2	Practice of working lunch menu including Traditional soups and sandwiches.
3	Preparation of traditional breads from France, Italy and Germany
4	Preparation of traditional dessert from France, Italy and German
5	Application of different types of pastry into bakery products
6	Preparations of various cake and sponges
	Note: The institutions adopting this syllabus must ensure that for all Food Production practical sessions the list of names of preparations / dishes, sets of menus, recipes should be specifically mentioned for standardized teaching and evaluation. This may be done by constituting a team of experts to compile the details keeping the local conditions in mind.

Food and Beverage Service Practical- IV BHM 508

S.No	Topic
1	Bar set up and operations, Understanding and observing Bar Layout
2	Preparing Bar menus
3	Service of Spirits & Liqueurs
4	Cocktail/ Mocktail Preparation, presentation and service
5	Taking Bar inventory and Practicing Bar stock maintenance
6	Interaction with guest and Suggestive selling
7	Practicing Flambé dishes
8	Practicing –Carving, Salad making etc
9	Practicing Trolley service – Beverages, Starters, High-tea, Desserts etc
10	Practicing banquet booking procedure
11	Preparing Function Prospectus
12	Setting up different buffets
13	Organising different banquet functions
14	Different conference set ups

Accommodation Operation Practical- III

S.No	Topic
1	Inventory of store and public area, ledger maintenance
2	Preparing Sample colour schemes
3	Planning Lighting schemes for Different set up
4	Caring and maintain floors
5	Window maintenance and treatment
6	Maintaining furniture and fixtures
7	Preparing purchasing SOP for room linen
8	Types of Inventories and their duration
9	Preparing duty rosters
10	Decoration according to the different event and themes.

PERSONALITY DEVELOPMENT PRACTICAL- II (BHM 510)

S.No.	Topics
1.	Update on current affairs
2.	Self- introduction, Personal SWOT Analysis
3.	Presentation skills & seminar skills
4.	Practicing dialogues for customer handling at – Front Desk, Restaurant, Bar, Rooms
5.	Practicing dialogues for complaint handling
6.	Practicing dialogues for inter- departmental coordination.
7.	Conversation between colleagues, friends.
8.	Practicing routine dialogues with seniors and faculties
9.	Telephonic Conversation - Do's and Don'ts, Telephone Etiquettes,
	Practicing dialogues on phone
10.	Presentation skills
11.	Just a minute (JAM) sessions
12.	Extempore (Standard rules, Guidelines)
13.	Group Discussions (Standard rules, Guidelines)

Programme/Class: Degree	Year: Third	Semester: Sixth	
Course Code: BHM 601	Course Title: ADVANCED FOOD PRODUCTION, BHM 601		

Course outcomes:

- Familiarization with day to day operation of larderkitchen.
 Charcuterie and its variousapplication
- 3. Convenience Food & FastFoods
- 4. Application of Icing & Toppings, Frozen Dessert, Chocolate, Meringue and sugarwork.
- 5. Cold platter and display

Credits:	Compulsory
Max. Marks: 25+75	Min. Passing Marks:

Unit	Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: Topics	No. of Lectures Total=
I	Larder:- Introduction of Larder Work Definition and Layout oflarder Importance of Larder Control and Leasing with other Departments Equipment found in thelarder Larder Brigade Functions, Sections of the Larder, Duties & Responsibilities of Larder Chef	
II	Charcutierie: Introduction of Charcutierie Types of forcemeats, Preparation and Uses of forcemeats Sausage – Types & Varieties, Casings – Types & Varieties, Fillings – Types & Varieties, Additives & Preservatives Types of Brines, Preparation of Brines, Methods of Curing, Types of Marinades, Uses of Marinades, Difference between Brines, Cures & Marinades Cuts of ham, Bacon & Gammon Difference between Ham, Bacon & Gammon Definition of Aspic and jelly, their uses Introduction to Quenelles, Parfaits and Roulades, Pate, Terrine, Galantine	
III	Convenience Food & Fast Foods:- Definition, Characteristics, Menu examples Equipment used, Differences Role of convenience foods in fast food operation, Advantages & Disadvantages of convenience Food, Labour & Cost saving aspects	
IV	Bakery & Confectionery:- Varieties of icing and uses of Icings Types and Classification of Frozen desserts Ice Creams- Definitions, Methods of preparation Additives and preservatives used in Ice - Creams manufacture History, Manufacture & Processing of Chocolate, Types of Chocolate, Tempering of Chocolate, Cocoa butter, white Chocolate and its Application Introduction, Types and Uses of Meringues Sugar Types and Various cooking stages	
V	Cold platter and displays:- Fruit And vegetable carvings, Centre piece, Cold Platter, New trends plate and platter presentation	

mang art of	ger- Frederic H.Semerschmi	d; Classical Food Prepar iak; Garnishes, Lyn Rut	ration & Preser herfold; Profes	ofessional Chef – Art of Garde ntation- W.H.K.Bode; The creat ssional Baking, Wayne Glassler Labensky	
Further	Suggestions:				
Pro	gramme/Class: Degree	Year: Thi	rd Semeste	r-VI Semester: Sixt	h
	ourse Code: BHM 602		ranced Food	& Beverage Service and C	
Course	3. Perform F&F4. Classification5. Calculation of6. The Break E	Boperations eering, Salespromotion 3 Controls and Inventor and Types of costs in of Costs andProfits. ven AnalysisGraph	oryControls		
	Credits:			Compulsory	
	Max. Marks: 2:		· 17. 1	Min. Passing Marks:	
Unit	I otal No. of La	ectures-Tutorials-Prac Topics	tical (in hours	s per week): L-I-P:	No. of Lectures Total=
I	Planning & operating of Physical layout of function Factors to be considered Calculating space requires Selection and planning of	ional and ancillary are while planning ements.	eas.	:-	

Suggested Readings:

	Quantities of crockery, cutlery and glassware required.	
	Planning décor, furnishings Factors, Concept, Menu, Space, Lighting, Colors and	
	Market	
	Standard Operating procedures	
	Staffing in a Restaurant – points to be considered- Duty Rota's, Staff Training	
	(Night Club, Disco, Bar, Restaurant & Theme Restaurant, Coffee Shop, Room	
	Service, Banquet Hall)	
	Managerial Operations:-	
II	Concept of Management	
	Sales promotion-introduction, advertising, merchandising, public elations	
	Menu Engineering & Menu Merchandising	
	Understanding F&B control:-	
III	Introduction and objectives of F&B Control, fundamentals of control	
	Problems in F&B Control	
	F&B Controls- Purchasing, Receiving, Storage and Issuing Controls	
	F&B Sales Controls	
	Prevention of frauds and pilferage	
	Inventory Control:-	
	Objective, Method, Levels and Technique	
IV	Perpetual Inventory, Monthly Inventory, Pricing of Commodities	
	Comparison of Physical and perpetual Inventory	
	Cost Dynamics & Budgetary Control:-	
	Elements of cost, cost group	
\mathbf{v}	Price, Cost and Sales Concept- Definition, Elements, Classification	
	Volume/Profit Relationships (Breakeven Analysis)	
	Budgetary Control- Introduction, Objectives & types of Budget, Budgetary	
	Control ProcessImportance	
Sugge	ested Readings:	
	U	
	Food & Beverage Service Training Manual-S. Andrews; Food & Beverage Service	
	-Lillicrap & Cousins; Modern Restaurant Service –John Fuller; Professional Food &	
	Beverage Service Management –Brian; Food Service Operations – Peter Jones &	
	Casse; Menu planning-J Kivela, Food & Beverage Management by John Cousins, David	
	Foskett F&B Mgmt by Sudhir Andrews	
	Restaurant Management by Robert Christie Mill Food & Beverage Service &	

Restaurant Management by Robert Christie Mill Food Management by Bobby George & Sandeep Chaterjee

Further Suggestions:		
Hirther Suggestions		

Programme/Class: Degree	Year: Third	Semester: Sixth	
Course Code: BHM 603	Course Title:Room Division Management, BHM-603		
		,	

Course	outcomes:		
Course	Check out and settlementprocedur	e	
	2. Hotel front office accountingproce	ess	
	3. Operate Property Management Sys		
	4. Yield management Basics and fore5. How to manage front officeperson		
	6. Handle Emergency situations(acci		
	· · · · · · · · · · · · · · · · · · ·		
	Credits:	Compulsory	
	Max. Marks: 25+75	Min. Passing Marks:	
	Total No. of Lectures-Tutorials-Prac	tical (in hours per week): L-T-P:	
Unit	Topics		No. of
			Lectures Total=
	GUEST SAFETY & SECURITY:-		
I	Importance of Security systems Control over in Literal Rept. in First aid how	room keys	
1	Items kept in First aid box Handling situations like accident, illness, theft	t. fire, bomb Forms & Formats	
	ACCOMMODATION MANAGEMENT A		
II	Tariff Decisions		
	Cost and pricing – Hubbart formula Marginal	or	
	contribution pricing Market pricing		
	Inclusive / non inclusive rates occupancy and revenue		
	reports, Daily Front Office reports and statistics and it	a analysis	
	Internal & External factors affecting pricing P	•	
	adopted by hotels for		
	[Room tariff, F & B Items, Functions, Packag	es]	
III	SALES TECHNIQUES Various Sales Tools		
1111	Role of Front Office Personnel in maximising	occupancy Overbooking Repeat	
	guests, Return Reservations.	occupancy o versioning, respect	
	Offering Alternatives and Suggestive Selling	Internal / In-house	
	sales promotion		
	Direct sales – travel agents, tour operators, ho	tel booking agencies, Internet,	
	tourist information center,		
	direct mail, personal calls, and selling letters	NDIC.	
	YIELD MANAGEMENT AND FORECAST Methods of measuring hotel performance/yiel		
IV	of yield management Challenges in Yield mar		
	Yield management strategies Forecasting and	=	
	ratios Yield Management Prospects		
	Statistical representations of reports		

	MANAGING FRONT OFFICE PERSONNEL	
	Recruiting and Selecting Employees The Orientation	
\mathbf{V}	Process	
	Training	
	Career Path for Front Office employees Professional	
	Enrichment	
Sugges	sted Readings:	
	Managing front office operations by M.Kasavana; Hotel F.O. Training manual by	
	SuvradeepGaurangaGhosh; Front Office Management by S.kBhatnagar; Hotel front	
	office management by James Bardi; Hotel Front Office- Operations & Management By-	
	Jata Shankar. R. Tewari; Hotel Front Office- A Training Mannual By- Sudhir Andrews;	
	Front Operation & Administration, By- Dennis Foster; Front office procedures &	
	Management, By- Peter Abbot	

Example	Cuanationa	
rurmer	Suggestions.	

Y ear-3/Semester-V1			
rogramme/Class: Degree	Year: Third	Semester: Sixth	
Course Code: BHM 604	Course Title:Environmental Studies, BHM-604		
se outcomes:			

- Planning forEcotels
 Managing Hotel wasteeffectively

Credits:	Compulsory	
Max. Marks: 25+75	Min. Passing Marks:	
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:		

Unit	Topics	No. of Lectures Total=
I	Introduction and development of environmental message Staff – Raise awareness build commitment, provide support, reward efforts, celebrate success Business partner's coordination Guests participation Community – sponsorship, urban beautification, alternate energy sources	
II	Waste Management & Conversion Why manage waste Recycling Non-hazardous energy separation Waste conversion measures	
Ш	Energy Management Introduction Energy efficiency action plan Assessing current performance Energy conservation measures Guidelines for major use areas Making decision about investments Evaluation of new technology	
IV	Water Water and the environment Improving water quality	
V	Air Pollution Sources Effects Improving indoor air quality External air emissions Hotels and air pollution	
VI	Noise Pollution Introduction Problems of noise & program for tackling it	
VII	Ecotels Concept and meaning Needs and importance of ecotels Case studies India, abroad	
Sugges	Sted Readings: Environmental Management for Hotels - Butterworth & Heinemann	
Further	r Suggestions:	

Programme/Class: Degree		Year: Th	ird	Semester: Sixtl	n
С	ourse Code: BHM 605	Course Title: H	IIMAN DECO	URCE MANAGEMENT -BHN	M 605
		course ricie.n	OMAN RESO	THE MANAGEMENT -DIN	1 003
Course	outcomes:				
		uld be able toundersta	nd:		
	2. The difference	e between HR &HRM	Л.		
	3. HR Planning	and the process of re-	cruitment &se	lection.	
		ods for development			
		etween HR &Hospitalit			
		_			
	Credits:				
				Compulsory	
	Max. Marks: 2.	5+75		Min. Passing Marks:	
	Total No. of Lo	ectures-Tutorials-Prac	tical (in hours	per week): L-T-P:	
Unit		Topics			No. of
		_			Lectures
					Total=
	OVERVIEW OF HRM	ſ			
	Meaning &Definition				
I	Functions of HRM				
	Emerging Role ofHRM				
	Role of HRExecutives				
	Challenges to HRProfess				
	Organizational Structure EMPLOYMENT OF I		F		
II	Human ResourcePlanning		Ľ		
	Job Analysis &Design	>			
	Recruitment &Selection				
	Attracting & RetainingT	alent			
	MANAGEMENT & D		HUMAN RE	SOURCE	
III	ManagingCareers				
	Performance Appraisal ne	eed andtypes			
	Training NeedAnalysis				
	Training & Development				
	CompensationManagem	ent			

	INDUSTRIAL RELATIONS				
137	Industrial Relations				
IV	GrievanceHandling				
	Disciplinary Action				
	CollectiveBargaining				
	HRM AND HOSPITALITY INDUSTRY				
	Introduction to HospitalityIndustry				
V	Importance of HR in HospitalityIndustry				
	Importance of Culture in International HospitalityIndustry				
	Effects of Culture on HospitalityIndustry				
	HR Issue in HospitalityIndustry				
VI	EMPLOYEE MOTIVATION				
	Principles of motivation				
	Theories of motivation				
Sugge	sted Readings:				
	Personnel Management & Industrial Relations: Dr P C Shejwalkar & Mr S R				
	Malegaonkar; Personnel Management: Mamoria; Pramod Verma: Personnel				
	Management in Indian Organisations.; Edwin b. Flippo: Personnel Management,				
	McGraw Hill.; Human Resource Management in the Hospitality Industry: Frank M				
	/Mary L Monochello				
	/ivially L iviolidencito				
Б 41	Freedom Cross and a new				
Furthe	er Suggestions:				

Programme/Class: Degree	Year: Third	Semester: Sixth
Course Code: BHM 606	Course Title:HOTEL INFORMATION SYSTEM -BHM 606	

Course outcomes: 1. Apply the MIS concept in aHotel 2. Operate the online available systems 3. Generate various informatoryreports Credits: Compulsory Max. Marks: 25+75 Min. Passing Marks: Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: Unit **Topics** No. of Lectures Total= MANAGEMENT INFORMATION SYSTEM AN OVERVIEW Introduction to M.I.S. – Meaning and RoleMIS Objectives & Concept of MIS I Elements of MIS & characteristics of MIS MIS Design &Functions Role of Computers in MIS EMPLOYMENT OF HUMAN RESOURCE П THE HIS CONCEPT HIS Terminology andsoftware. HIS Software Modules- Reservation, Guest A/C, RoomManagement, F&BManagement, GeneralManagement POS & CAS (Cash AccountingSystem) Touch Screen Terminals, Immediate character Reorganization(ICR) Terminals, **POSDPrinters** COMPUTER BASED RESERVATION SYSTEM Ш Global distributionsystem Inter – sell agencies and central reservation(CRS) Reservation through theinternet ROLE OF PER SONAL COMPUTER IN OFFICE AUTOMATION Role of personal Computer In OfficeAutomation Introduction Information system activities -Word Processing, Electronic Spread sheets, Interactive Video, Electronic CommunicationsSystem, Internet, Office Support System, Management Implications of Office Automation GENRATING REPORTS AND STATEMENTS Preparing Reports: Daily Operation Report, Room Occupancy, Revenue analysis, Hotel Statement of Income, Room Division Income Statement, Room DivisionBudget, Reports, Operations Ratio and Ratio Standards, Discrepancyreports. Merits & Demerits of Computerizing aHotel. **Suggested Readings:** Management Information System: A Contemporary Perspective, by London K.C. and London JP, MacMillan.; Computer System in Hotel and Catering Industry by Bruce Grahan; Computer System in Hotel and Catering Industry, by Braham B, Cassell, 1988; Management Information System, by Lucey T; D.P. Publications Further Suggestions:

FOOD PRODUCTION PRACTICAL-V BHM-607

S. No	Activity		
1	Misc-en- place for larder and handling eqipments		
2	Demonstration of preparation of forcemeat		
3	Demonstration and practice sessions on vegetable and fruit carving		
4	Demonstration and practice sessions on cold platter presentation		
5	Practice of a three course menu including appetizer and entrée with application of charcutiere products : a) Quenelles, b) Parafaits		
	c) Roulades, d) Pate, e) Terrine, f) Galantine		
6	The dessert course with application of icing, chocolate work, and meringue		
	Note: The institutions adopting this syllabus must ensure that for all Food Production practical sessions the list of names of preparations / dishes, sets of menus, recipes should be specifically mentioned for standardized teaching and evaluation. This may be done by constituting a team of experts to compile the details keeping the local conditions in mind.		

BHM 608 Practical: Advance F&B services BHM

S. No	Activity
1	Planning a layout for a coffee shop, specialty fine dine restaurant,
	take away, cafeteria and Practicing service of these areas
2	Different types of Restaurant set ups
3	Organizing theme parties & food festivals
4	Taking inventory of store & F&B Outlets
5	Calculating costs for cafeteria & F&B outlets
6	Designing a menu for a fine dine restaurant
7	Planning Sales Promotion for a restaurant
8	Practicing Menu Merchandising

Room division Management practical –BHM 609

S.No.	Session
1	Yield management calculations. Preparing statistical data based
	on actual calculations
2	Role play and problem handling on different accommodation
	problems, Role play of Front Office Assistants, GRE, Lobby
	Manager, Bell Captain, Bell Boys, Concierge and Car Valet
3	Preparation of sales letters, brochure, tariff cards and other sales
	documents
4	Role play on Check in process for : guest havingconfirmed
	reservation, Walk -in Guest, Group/crew, Scanty Baggage Guest,
	InternationalTravelers.
5	Handling various situations
6	Computer proficiencies in all hotel computer applications – actual
	computer lab hours for Property Management System
	Handling one PMS Software
	Generating Reports
	Handling computerized Night Audit Process
	TOTAL

Personality Development Practical-III BHM610

	Topics	
1	Basic concept of Recruitment and Selection: intent and purpose, selection procedure, types of interviews	
2	Preparing for interviews: self planning, writing resume, knowledge of company profiles, academic and professional knowledge review, update on current affairs and possible questions	
3	Facing an interview panel: time- keeping, grooming, dress code, document portfolio, frequently asked questions and their appropriate answers, Current affairs (Latest international and domestic news), General Knowledge, self- introduction, addressing panel, mental frame-work during interviews	
4	Mock Interview participations and practicing group discussions	
5	Presentation skills, seminar skills, addressing groups	
6	Conducting / Participating - meeting, objective / agenda orientation, clarity of thought and its expression, pre-preparation, conduct during meeting and making minutes of the meeting	
7	Team Building - Its importance and Relevance, Team building and leadership exercises	

Year-4/Semester-VII

7th sem Professional Electives – Food Production Management BHM 701, F&B Management BHM 702, Rooms Division Management BHM 703 (Student will have to opt 1 out the choice).

7th sem Open Elective – Customer Relationship Management BHM 704, Entrepreneurship development BHM 705, Organizational Behavior BHM 706, Total Quality Management BHM 707, Basic French BHM 708, (Student will have to opt 1 out the choice).

Programme/Class: Degree		Year: Fou	-	Semester: Seven	
Co	outcomes: 1. Kitchen and s 2. Purchase and	Course Title	:Food Prod	arious record found in Stores a	701
	Credits:			Proffesional Elective	
	Max. Marks: 25	+75		Min. Passing Marks:	
	Total No. of Le	ctures-Tutorials-Prac	tical (in hou	rs per week): L-T-P:	
Unit		Topics			No. of Lectures Total=
I	Kitchen Management:- Principles of planning for quantity food production with regard to: Space allocation, Equipments selection, Staffing Inventory management, System Catering				
П	Stores management:- Principles of storage, Tyl Layout of Dry and cold r Control procedures, EOC Duties and responsibility	oom, Staff Hierarchy), Re-order levels		ient storage	

	Purchasing:-				
III					
	identifying regular suppliers				
	Job description of Purchase Manager				
	Types of Purchases/ Methods employed				
	Receiving:-				
	Aims of Receiving and receiving				
IV	procedure				
	Jobs description of the Receiving				
	Manager				
	Equipment required for receiving				
	Documents required while receiving				
	(from hotel and from supplier)				
	Use of Standards and Specifications				
	while receiving				
	Kitchen Records And Formats:-				
	Different records, registers, vouchers, formats, tags and color-coding				
V					
	Quality Control Procedure:-				
VI	Cost control, quality control, portion control, waste control and budgetary control				
V I	Cost control, quanty control, portion control, waste control and budgetary control				
Sugge	sted Readings:				
	 Principle of Inventory & Material Management By Richard J Jersine, Publishe PrenticeHall 	er:			
	2. Introduction to Material Management By J R Tony Arnold, Steve Chapman, Llyod M Clive, Publisher PrenticeHall				
	3. Purchasing Selection & Procurement for the Hospitality Industry,				
		A			
	FifthEditionBy	And			
Furthe	r Suggestions:				

	gramme/Class: Degree	Class: Degree Year: Fourth	Semester: Seventh
Course Code: BHM 702 Course Title:Food & Beverage Management BHM-702	ourse Code: BHM 702	e: BHM 702 Course Title:Food & E	everage Management BHM-702

Course	outcomes: 1. Operations of F& Boutlets 2. Menumanagement 3. F&B costing and breakevenanalys 4. KOT controlsystem 5. Banquet department'srole	iis		
	Credits:	Proffesional Elective		
	Max. Marks: 25+75	Min. Passing Marks:		
Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:				
Unit	Topics		No. of Lectures Total=	
I	Basics of F&B Operations:- Introduction to F&B Industry – Classification & Types Types of F&b Outlets, Types of Service methods, Mis en Scene & Place Restaurant Service cycle Types of Meal & its Accompaniments Menu- Types, Classical food & its accompaniments IRD Service cycle – Scripting, Do's & Don'ts Classification Various Tools and Equipments, Usage of Equipment, Types, Sizes and usage of Furniture Linen, Napkins, Chinaware, Silverware, Glassware & Disposables			
II	Menu Management:- Menu Planning Menu designing Menu Engineering Menu Merchandising	S. Marc Co B isposacios		
Ш	Cost Management & Budgeting:- Classification of Costs, Types of Costs Profit calculation Break Even Analysis Budgetary Control Process			
IV	Control System:- KOT/Bill Control System Making bill, Editing, Void, Re-print, Managers role			

	Beverage Management:-
	Classification -Alcoholic & non Alcoholic
\mathbf{V}	Distillation Process – Types of spirits, brand name
	World of Wine-Types, Making Process, Laws
	Service of beverage- Style ,patter & equipment used
	Food and beverage combinations
	Banquet Management:-
VI	
	Banquet booking procedure- booking confirmation, Designing FP
	Different types of banquet setups
Sugge	ested Readings:
	Food & Beverage Service Training Manual-S. Andrews; Food & Beverage Service –Lillicrap &
	Cousins; Modern Restaurant Service – John Fuller; Professional Food & Beverage Service
	Management –Brian
	Management –Brian ; Food Service Operations – Peter Jones & Casse;Menu planning-J Kivela, Food & Beverage
	Management –Brian ; Food Service Operations – Peter Jones & Casse; Menu planning-J Kivela, Food & Beverage Management by John Cousins, David Foskett F&B Mgmt by Sudhir Andrews
	Management –Brian ; Food Service Operations – Peter Jones & Casse;Menu planning-J Kivela, Food & Beverage

Programme/Class: Degree	Year: Fourth	Semester: Seventh
Course Code: BHM 703		Course Title:Rooms Division Management BHM 703

Course outcomes: 1. Identify the key functions of the Rooms Divisiondepartment 2. Associate the role of the Rooms Division Manager with the management function of a hospitality provider in an effectivemanner 3. Explain the rooms division manager/front office manager's role as leader and decisionmaker 4. Discuss the importance of the Rooms Division department in the service provision within the hospitality context 5. Demonstrate the basic techniques of reservations, registration, room allocation and guestaccounting 6. Examine the role of Revenue Management and its application within the Rooms Divisiondepartment 7. Design standard operational procedures that can be utilised in the management of guestservices 8. Identify and examine the various technology packages used in the management of the rooms division department Explain the role of Rooms Division managers in managing humanresources Credits: Proffesional Elective Max. Marks: 25+75 Min. Passing Marks: Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P: Unit **Topics** No. of Lectures Total= Front Office Operations:-The Guest Cycle, reservations, registration, legal issues, room assignment, check in procedures, key cards etc. I Front Office Responsibilities Front Office accounting Check-out and settlement, the night audit, safety deposit The use of technology in the front office department – Property Management Systems, Reservation Technology Systems Selling from the Front Office Room Division/Front Office Management:-Planning and Evaluating Operations II Revenue Management – Statistical Reporting; Room Rate Management Managing Human Resources Managing Guest Services Future trends and developments in the Rooms Division Safety & Security in Rooms Division:-Work environment safety Ш Hotel Security Aspects and Implementation Safety Awareness & Accident Prevention Case Studies **Opening of new Properties:-**Pre-Opening of Hotels IV New property operations Starting up Rooms Division Countdown to start Hotel and Case study **Evaluation of Hotel Performances:-**Hotel Performance measurement

Yield Managements, element of yield Management, measuring of yield

Benefit strategies and prospects of yield Management

V

management.

	Forecasting, data required for fore casting and benefit of forecasting	
	Conservation of Recourses:-	
VI	Conservation of water	
	Conservation of electrical energy	
	Conservation of manpower	
	Housekeepers role in Environmental Management	
Sugges	sted Readings:	
	Hat I Front Office Management and a continue Dates Dates 2nd Africa Large Dates	
	Hotel Front Office Management and operation, Dukes Peter, 3rd edition Jowa Prown,	
	1970.	
	Professional Management of Housekeeping Operations – Thomas J.A., Jones,	
	Ed.D.R.EH, John Wiley & Sons, Inc.	
	The professional housekeeper-Madelin Schneider, Georgina tucker, Mary Scoviak	
	John Wiley & Sons, Inc	
	Housekeeping Opeations Workbook, Macmillan Education Ltd Valerie Paul &	
	Christine Jones. Housekeeping Supervision Jane Fellows, Macdonald & Erans Ltd.	
	Londan.	
	Housekeeping Management Margaret kappas, Aleha Nitschke, Education Institute, USA.	
	Black Sam, Hotel Front Office Training Manual, Andrews S., Tata Publishing Company	
	Limited 1982.	
Further	r Suggestions	

	Programme/Class: Degree	Year: Fourth	Semester: Seventh
	Course Code: BHM 704	Course Title: CUSTOMER RELATIONSHIP MANAGEMENT BHM-704	
L			

Course outcomes:

- 1. Be a good customer relationship manager
- 2. Should practice customer retention strategies in operatingareas
- 3. Should use customer information in ethical way for betterpractices.

Credits:	Open Elective
Max. Marks: 25+75	Min. Passing Marks:

Total No. of Lectures-Tutorials-Practical (in hours per week): L-T-P:

Unit	Topics	No. of Lectures Total=
	Customer Relationship Management:-	
I	Introduction to CRM Need, Meaning, Tools, Process, Customer marketing organizations, CRM Success	
_	factor	
	The Customer Service / Sales Profile:-	
II	The Three Level of Service The Shape	
	of CustomerService	
	CRM Creating demand for Hospitality & Tourism	
	Choosing your CRM Strategy CRM	
III	Strategy Starting Point The CRM	
	StrategyCreation	
	Identify PotentialStrategies	
	Customer retention	
13.7	Managing Customer Information Ethics	
IV	and legalities of Data use	
	Tools for capturing Customer Information Interaction between CRM Technology	
	Relationship marketing Introduction,	
	approaches and growth CRM on Internet	
\mathbf{V}	Choosing the Right nechile	
	Rules for the Success on the road to E-commerce	
	Case Study	
VI		

Suggested Readings:

- CRM by Kristen Anderson & Carl Kerr, Tata McGrawHills
- The CRM Hand-book by Jill Dyche, Pearson EducationSingapore
- Management & Public Relation & Communication by Shailesh Sen Gupta, Vikas Publishing House, N.D.
- Consumer Behaviour by Dr. SL Gupta, Sultan Chand &Sons

	Hospitality Manage NewDelhi	ment: Current Trends &	& Practice	s by Dr. JM Negi, Amity University	Press,
г 4	C				
urther	Suggestions:		•••••		
Dro	gramme/Class: Degree	Year: Fou		nester-VII Semester: Seve	nth
	ourse Code: BHM 705	rear. Fou	1111		
	22212730			Course Title: ENTREPRENE DEVELOPMENT- BHM 705	URSHIP
ourse	outcomes: 1. Conceive idea	a forentrepreneurship			
		ntrepreneurshippropo	sal		
		schemes and coordin	ate with f	fundingagencies.	
	Credits:			Open Elective	
	Max. Marks: 25			Min. Passing Marks:	
	Total No. of Le		tical (in h	nours per week): L-T-P:	1
Unit		Topics			No. of Lectures
					Total=

	THE BASICS OF ENTREPRENEURSHIP	
	The Foundations of Entrepreneurship	ı
I	nside the Entrepreneurial Mind: From Ideas to Reality	ı
	Understanding new entrepreneurial concepts	
	Role of Innovation and creativity	
	BUILDING THE BUSINESS PLAN: BEGINNING CONSIDERATIONS	
II	Designing a Competitive Business Model and Building a Solid Strategic Plan.	
	Conducting a Feasibility Analysis and Crafting a Winning Business Plan Present idea	
	for a hospitality business	
	Forms of Hospitality Business Ownership	
	Franchising and its importance	
	Legal requirements and processes necessary to start a new business. Buying an Existing	
	Business	
	BUILDING THE BUSINESS PLAN: MARKETING AND FINANCIAL	
Ш	CONSIDERATIONS	
_	Building a Powerful Marketing Plan E-	
	Commerce and the Entrepreneur Pricing	ı
	Strategies	ı
	Creating a Successful Financial Plan Managing Cash Flow	
	PUTTING THE BUSINESS PLAN TO WORK: SOURCES OF FUNDS	
	Sources of Financing: Government promotional schemes for new	ı
IV	entrepreneurship setups	ı
•	Choosing the Right Location and Layout	ı
	Obtaining Technology	ı
	Global Aspects of Entrepreneurship	ı
	Planning and developing the Human Resources	ı
	Support schemes- Government& Local state Govt. Level Role	ı
	of District Industry centre	ı
	Preparing DPR	ı
	Case Study	
\mathbf{V}		
		ı
Sugge	sted Readings:	
Bugge	steu Reautings.	
	Innovation and Entrepreneurship: Drucker P, Entrepreneurship Management: Dr.	A. Kaulgud,
	Entrepreneurship Development: Taneja S.	
Further	r Suggestions:	

Programme/Class: Degree	Year: Fourth	Semester: Seventh
Course Code: BHM 706	Course Title: ORGANISA	TIONAL BEHAVIOUR BHM 706

Course	outcomes:		
	 Behavioral approaches during hand Resolving conflicts & handlingstre 		
	3. Develop ethical workbehaviour.		
	Credits:	Open Elective	
	Max. Marks: 25+75	Min. Passing Marks:	
	Total No. of Lectures-Tutorials-Prac	tical (in hours per week): L-T-P:	
Unit	Unit Topics		
			No. of Lectures
			No. of Lectures Total=
	Introduction to Organisational Behaviour: Definition of OB, relevance and itsscope.	-	Lectures
I	Introduction to Organisational Behaviour: Definition of OB, relevance and itsscope. Relationship to otherfields.		Lectures
I	Introduction to Organisational Behaviour: Definition of OB, relevance and itsscope. Relationship to otherfields. Objectives of OB. Behavioural Approach toManagement.		Lectures
I	Introduction to Organisational Behaviour: Definition of OB, relevance and itsscope. Relationship to otherfields. Objectives of OB. Behavioural Approach toManagement. Organizational Design & Culture Modern OrganizationalDesign.	-	Lectures
_	Introduction to Organisational Behaviour: Definition of OB, relevance and itsscope. Relationship to otherfields. Objectives of OB. Behavioural Approach toManagement. Organizational Design & Culture Modern OrganizationalDesign. Delegation & Decentralization.		Lectures
-	Introduction to Organisational Behaviour: Definition of OB, relevance and itsscope. Relationship to otherfields. Objectives of OB. Behavioural Approach toManagement. Organizational Design & Culture Modern OrganizationalDesign. Delegation &Decentralization. Organizational Culture – Definition &Characte Organizational Climate – Definition &Characte	ristics.	Lectures
-	Introduction to Organisational Behaviour: Definition of OB, relevance and itsscope. Relationship to otherfields. Objectives of OB. Behavioural Approach toManagement. Organizational Design & Culture Modern OrganizationalDesign. Delegation & Decentralization. Organizational Culture — Definition & Characte Organizational Climate — Definition & Characte Human Behaviour Nature & Dimensions of Attitude.	ristics.	Lectures
II	Introduction to Organisational Behaviour: Definition of OB, relevance and itsscope. Relationship to otherfields. Objectives of OB. Behavioural Approach toManagement. Organizational Design & Culture Modern OrganizationalDesign. Delegation & Decentralization. Organizational Culture – Definition & Characte Organizational Climate – Definition & Characte Human Behaviour	ristics. eristics.	Lectures

	Motivation	
	Meaning &Importance.	
IV	Techniques.	
	Theories of Motivation – Maslow &McGregors	
	Conflict Management	
V	5.1 Traditional Vs PresentViews	
	5.2 Reasons forConflicts	
	Conflict management & Strategies to overcomeconflict	
	Stress Management	
	6.1. Concepts of Stress	
	6.2 Sources & Effects ofStress	
	6.3 Strategies to overcome individual & organizationalstress.	
	Role of Ethics	
	Ethics & Ethical Behaviour	
	7.1 The impact of ethics on "Bottom-Line" Outcomes	
	7.2 SexualHarassment	
	7.3 Pay and promotionDiscrimination	
	7.4 Employee PrivacyIssues	
Sugge	sted Readings:	
	Organizational Behaviour - Stephen Robins; Organizational Behaviour - Fred Luthans;	
	Management of Organizational Behaviour – Paul Hersey & Kenneth H, Blanchard.	
	raningement of organizational behaviour ran richoe, a termion 11, Blanchard.	
Furthe	r Suggestions:	

Programme/Class: Degree	Year: Fourth	Semester: Seventh
Course Code: BHM 707		ALITY MANAGEMENT BHM 707

Course		s course should be able to develop plan aligned with TQM o develop practices as per TQMstandards.	
	Credits:	Open Elective	
	Max. Marks: 25+75	Min. Passing Marks:	
	Total No. of Lecture	s-Tutorials-Practical (in hours per week): L-T-P:	
Unit	Topics		No. of Lectures Total=
I	Quality in Service Industry Definitions, Concepts and models, Quality plans		
II	Core Concepts of TQM Internal Customer, Right First Time, Customer Focus, Continuous Improvement, Basics of Six Sigma		
Ш	Organizational culture & leac Commitment, Vision & Missio group Concept	dership for TQM on, Creating environment, Quality Circle, Flow	
IV	Problem solving Tools & Techniques Brain Storming, Pareto Analysis, Fishbone Diagram		
V	Core values of Japanese Management Group Orientation, Perfectionism, Innovation, Diligence Kaizen & Continuous Improvement "5 S "Philosophy, Process Mapping & Improvement (5 W & 1 H) Kaizen & Continuous Improvement "5 S "Philosophy, Process Mapping & Improvement (5 W & 1 H)		
VI	Cost of Quality Failure, Appraisal, Preventive		

VII Role of Communication in TQM Language Concept, Effective Ways	
IX Service Quality Strandards	
QMS – ISO 9001:2000 EMS – ISO	
14001:1996	
HACCP	
Suggested Readings:	
 "Managing Quality in Science Sector" – Mike Asher 1996 – Kogan Page Ltd. 2.) "The essence of Total Quality Management" – John Bank 1996 – Prentice Hall of India Pvt. Ltd. New Delhi. 3.) "Word of Kaizen" - A Total Quality Culture of Survival – Shyam Talawadekar – Published by Quality Management System, Thane 4.) "Quality is Free" – and "Quality is still Free" by Philip Crosby 5.) "The Eight Core Values of Japanese Businessmen" – Yasutaka Sai – Jaico Publishing House 6.) "TQM in Action" - John Pike & Richard Barheo – Clrpure & Hall 	
Further Suggestions:	

Programme/Class: Degree	Year: Fourth	Semester: Seventh
Course Code: BHM 708	Course Title: BA	SIC FRENCH BHM 708

Course	outcomes:		
004150	0 4440		
	Credits:	Open Elective	
	Max. Marks: 25+75	•	
		Min. Passing Marks:	
	Total No. of Lectures-Tutorials-Prac	tical (in hours per week): L-T-P:	
Unit	Topics		No. of
	-		Lectures
			Total=
	INTRODUCTION TO FRENCH GRAMMA	AR	
	(i) Thealphabets		
I	(ii) Use of Capitalletter		
	(iii) The accents in French		
	(iv) Liason		
	(v) The Vowels &consonant Elision		
	THE ARTICLES		
П		their usage withcommon nouns e.g.	
	the table, the chair, a wall, a wind		
	(ii) Counting Numbers Ordinal &		
	(iii) Common adjectives – e.g. Gr		
		l Negative)-er ending regular verbs +	
	the verbs être and avoir (present i		
	boire; server, faire, prendre, finir,		
		ks & months of the year in French. etc.); les noms de pays (Angletterre,	
	Allemande, Espagne, Inde, etc.)	etc.), les noms de pays (Angletterre,	
	VOCBULARY & COMPREHENSION		
III		; translation of French menu terms.	
		ently used phrases (Short phrases).	
	(iii) Learning complaint handling		
	(iv) Writing short phrases. Comp		
		veen 2persons	
	AU RECEPTION 2. Meal	ls (Lerepas)	
	Translation & comprehension - Front Of	fice reception —	
IV	conversation, practicing various French terms.	nee, reception—	
1,	year elemen, processing various remains		
	AU RESTAURANT		
V	Basic Conversation, practicing basic French ter	rms	

Cours de langue et de civilization française- G. Mauger Parlez a l hotel –	Suggested Readings:
française- G. Mauger Parlez a l hotel –	Cours de langue et de civilization
1141141111 0.1.1440011 14111111111111111	francaise- G. Mauger Parlez a l hotel –
A.Talukdar	A.Talukdar
French for Hotel Management: Bhattacharya	French for Hotel Management: Bhattacharya
Further Suggestions:	Further Suggestions:

Year-4/Semester-VII				/11
Programme/Class: 1	Degree	Year: Four	rth	Semester: Seventh
Course Code: BH	M 709	Course Title: H	IOSPITALITY SA	ALES MARKETING BHM-709
	 Understand Becoming 	marketing concept d the difference b responsive towar marketing tools ef	etween sales &m ds changing trend	arketing. ds ofmarket.
	Credits:			Compulsory
Max.	Marks: 25+75	j		Min. Passing Marks:

6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet	Unit	Topics	No. of Lecture Total=
1.2 Customer Orientation & Core Concept ofMarketing 1.3 Marketing Management — Definition Philosophies and pillars of Marketingmanagement 1.4 Introduction to 7 P's of Marketingmix 1.5 Factors effecting business environment & changing trends of market globally in hospitalityindustry. Consumer Behaviour 2.1 Concept of ConsumerBehaviour 2.2 Consumer Behaviour model 2.3 Consumer decision makingprocess 2.4 Factors affecting Consumer Behaviour — Cultural, Social, Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding , types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/regional/local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing - S.M.Jha - Himalaya publishing House – Mumbai		Introduction to Marketing	
1.3 Marketing Management – Definition Philosophies and pillars of Marketingmanagement 1.4 Introduction to 7 P's of Marketingmix 1.5 Factors effecting business environment & changing trends of market globally in hospitalityindustry. Consumer Behaviour 2.1 Concept of ConsumerBehaviour 2.2 Consumer Behaviour model 2.3 Consumer Behaviour model 2.3 Consumer Behaviour — Cultural, Social, Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 1V 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels of distributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing - S.M.Jha - Himalaya publishing House – Mumbai		1.1 Definition ofMarketing	
Marketingmanagement 1.4 Introduction to 7 P's of Marketingmix 1.5 Factors effecting business environment & changing trends of market globally in hospitalityindustry. Consumer Behaviour 2.1 Concept of ConsumerBehaviour 2.2 Consumer Behaviour model 2.3 Consumer Behaviour model 2.3 Consumer decision makingprocess 2.4 Factors affecting Consumer Behaviour – Cultural, Social, Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 1V 4.2 Levels of Product, Hospitalityproducts 4.3 Branding , types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai	I		
1.4 Introduction to 7 P's of Marketingmix 1.5 Factors effecting business environment & changing trends of market globally in hospitalityindustry. Consumer Behaviour 2.1 Concept of ConsumerBehaviour 2.2 Consumer Behaviour model 2.3 Consumer decision makingprocess 2.4 Factors affecting Consumer Behaviour – Cultural, Social, Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding , types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House - Mumbai			
1.5 Factors effecting business environment & changing trends of market globally in hospitalityindustry. Consumer Behaviour 2.1 Concept of ConsumerBehaviour 2.2 Consumer Behaviour model 2.3 Consumer Behaviour model 2.3 Consumer Behaviour — Cultural, Social, Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 1V 4.2 Levels of Product, Hospitalityproducts 4.3 Branding , types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House — Mumbai			
in hospitalityindustry. Consumer Behaviour 1. 2.1 Concept of ConsumerBehaviour 2.2 Consumer Behaviour model 2.3 Consumer decision makingprocess 2.4 Factors affecting Consumer Behaviour – Cultural, Social, Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai			
Consumer Behaviour 2.1 Concept of ConsumerBehaviour 2.2 Consumer Behaviour model 2.3 Consumer decision makingprocess 2.4 Factors affecting Consumer Behaviour – Cultural, Social, Personal,Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai			
II 2.1 Concept of Consumer Behaviour 2.2 Consumer Behaviour model 2.3 Consumer Behaviour model 2.3 Consumer decision makingprocess 2.4 Factors affecting Consumer Behaviour – Cultural, Social, Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding , types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai			
2.2 Consumer Behaviour model 2.3 Consumer decision makingprocess 2.4 Factors affecting Consumer Behaviour – Cultural, Social, Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels of distributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai			
2.3 Consumer decision makingprocess 2.4 Factors affecting Consumer Behaviour – Cultural, Social, Personal,Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai	II		
2.4 Factors affecting Consumer Behaviour – Cultural, Social, Personal,Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding , types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
Personal, Psychological Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral and Psychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 Product Differentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai			
Market Segmentation 3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai			
3.1 Definition & need for marketsegmentation Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
Basis for segmentation - Geographic, Demographic, Behavioral andPsychographics Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House - Mumbai	***		
Hospitality Product 4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding , types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha - Himalaya publishing House - Mumbai	Ш		
4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai		Basis for segmentation - Geographic, Demographic, Benavioral and sychographics	
4.1 Definition 4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai		Hospitality Product	
4.2 Levels of Product, Hospitalityproducts 4.3 Branding, types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
4.3 Branding , types ofbranding 4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai	IV		
4.4 New Product Development, Product Life Cycle 4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai	1 7		
4.5 ProductDifferentiation Distribution V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels ofdistributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
V 5.1 Definition and importance of Distributionsystem 5.2 Channel levels of distributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location of services VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai			
5.2 Channel levels of distributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location of services VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai		Distribution	
5.2 Channel levels of distributions 5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers, Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location of services VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai	\mathbf{V}	5.1 Definition and importance of Distributionsystem	
Hotelrepresentatives, National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai		5.2 Channel levels of distributions	
National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai		5.3 Intermediaries for Hospitality Industry [Travel Agents, Tour Wholesalers,	
systems] 5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler , Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai		Hotelrepresentatives,	
5.4 Modern methods of distribution (Franchising, Alliancesetc.) 5.5 Location of Services VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and dinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai		National/ regional/ local/ tourist agencies, CRS, INTERNET based reservation	
5.5 Location ofservices VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and unternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing - S.M.Jha - Himalaya publishing House – Mumbai			
VI Promotion 6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai			
6.1 Definition and characteristics of promotion tools 6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai			
6.2 5 M's of Advertising 6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai	VI		
6.3 Various Sales promotion tools used in hotels & theirapplication 6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
6.4 Publicity and public relation - Tools and opportunities in the Hotel Industry 6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
6.5 Principles of personalselling Direct Marketing - Telemarketing and internet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
Direct Marketing - Telemarketing andinternet Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
Suggested Readings: 1. Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai			
 Marketing for Hospitality & Tourism - Philip Kotler, Bowen & Makens Prentice- Hall Inc Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai 	Suggo		
Makens Prentice- Hall Inc 2. Hotel Marketing -S.M.Jha -Himalaya publishing House –Mumbai	ougge		
2. Hotel Marketing -S.M.Jha -Himalaya publishing House -Mumbai			
5. Hospitality Markoting 11011 Mounto Hospitality 11000 1 Vi Ett Australia			tralia
		5. 1100ptanty markoning from mounte - 1100ptanty 11000 1 vt EttAus	4114

Programme/Class: Degree		Year: Fourth	th			
Co	ourse Code: BHM 710	Course Title: RESEARC	H METHODOLOGY BHM-710)		
Course	outcomes:					
		Research tools Hospitalitysector. researchhypothesis				
		e a research project and write a report	with complete the dataanalysis			
	Credits:		Compulsory			
	Max. Marks: 25	5+75	Min. Passing Marks:			
	Total No. of Le	ectures-Tutorials-Practical (in hour	rs per week): L-T-P:			
Unit		Topics		No. of Lectures		
				Total=		
	Understanding Research					
I		g & definition, scope and purpose a, areas of research, applications o				
	identify	ing problem.	research, research process -			
TT	PROJECT THEME	ing the thome of ancient anitaring	on colooting the title			
II Identifying the theme of project, criteria for selecting the title of project, statement of research problem and research						
	objective, rationale for conducting study.					

	RESEARCH DESIGN AND DATA COLLECTION	
III	Hypothesis - meaning and types, how to formulate a hypothesis,	
	Research design - meaning, types of research design, primary research	
	and secondary research, research approaches - observation,	
	experiment, survey, census survey,	
	sample survey, research instrument - questionnaire, interview,	
	mechanical, questionnaire Vsschedule.	
	SAMPLING PLAN	
	Meaning and types of sampling, probability sampling, non-	
IV	probability sampling, sample design, sampling unit, sampling size,	
	sampling media, sample selection process.	
	FIELD WORK	
\mathbf{v}	Planning, organizing and supervising the field work.	
VI	DATA ANALYSIS	
' -	Classification, Tabulation, Analysis and Interpretation of data,	
	Role of computers in educational research.	
	Trote of comparets in caucastonal resourcin	
VII	REPORT WRITING	
\ 11	Types of report, report format, executive summary, literature	
	review, findings, conclusions and recommendations, referencing, bibliography	
	, <u></u> -, <u>-</u> , <u></u> -, <u></u> -, <u></u> -, <u>8</u> ,	
Sugges	ted Readings:	
Bugges	Business Research Methods – Alan Bryman & Emma Bell, Oxford University Press.	
	2. Research Methodology – C.R.Kothari	
	2. Research Methodology – C.R.Rothan	
E41	San and in the	
rurtner	Suggestions:	

Programme/Class: Degree	Year: Fourth	Semester: Seventh
Course Code: BHM 711		AL MANAGEMENT BHM-711

Course	outcomes:		
		Statements in Hospitalitysector.	
	Credits:	Compulsory	
	Max. Marks: 25+75	Min. Passing Marks:	
	Total No. of Lectures-Tutorials-Prac	ctical (in hours per week): L-T-P:	
Unit	Topics		No. of Lectures Total=
I	Financial Management Meaning & Objective Concept & purpose Different approaches		
II	Financial Statements Types of Financial Management systems- meaning & objective Financial analysis- tools for analysis Trends and common- size analysis Statement generation fundamentals		
III	Ratio Analysis Meaning & Objective Classification – Profitability ratios, Finan (i) Fund flow and Cash flowstatement (ii) Liquidityratio's:	cial ratios & Operational ratios	
	a.i.1. Current Ratio a.i.2. Acid testration (iii) SolvencyRatio's a.i.3. Debts – equityratio a.i.4. Number times interest earnedratio		

	a.i.5. Long term debt to Total Capitalisationratio	
	a.i.6. Fixed Charge Coverage ratio	
	a.i.7. Operating cash flows to Total Liabilitiesratio	
	(iv) ActivityRatio's	
	(v) ProfitabilityRatio's	
	Capitalisation	
IV	Meaning, over & under capitilisation	
	Sources of Finance	
V	Short, Mid & Long term finances Role of	
	commercial banks Financing Institutions	
	Corporate Share capital & Corporate debt Different forms of Securities	
VI	Working Capital	
V 1	Concept, Source, Management of working capital	
VII	Budgets	
	Meaning & Importance Types	
	Steps in budgeting	
	Pay back period, ARR, NPV & P.Index	
VIII	Depreciation Policies	
	Meaning, causes, Objectives, Determination	
IX	Cost – volume – profit analysis	
121	(i) Meaning	
	(ii) Principles of measuring cost andbenefits	
	(iii) Break-evenanalysis	
	(iv) Margin ofsafety	
	Problems	
Sugge	sted Readings:	
88**	1. 1. Hotel Accountancy & Finance- S.P Jain & K.L Narang First	
	1999 Kalyani Publishers B1/1292,Rajinder Nagar,Ludhiana	
	2. Hotel Accounting & Financial Control - Ozi D'Cunha Gleson Ozi	
	D'Cunha – First-2002- Dickey Enterprises, Kandivali (W)Mumbai	
	3. Accountancy in the Hotel & catering Industry – Richard	
	Kotas – Fourth –1981- International TextbookCompany	
	4. Elements of Hotel Accountancy- G.S.Rawat & JMS Negi – Fifth	
	Revised – 1994- Aman Publications, Daryaganj, New Delhi–2.	
Furthe	r Suggestions:	

Programme/Class: Degree	Year: Fourth	Semester: Seventh	
Course Code: BHM 712	Course Title: FACILITY PLANING- BHM-712		
Course outcomes:	Prepare Facility plan for Ho	onitality contor	
2.	Plan effective maintenance of	operational areas	
HandleH	Iazards		
O Tr	T	Commit	
Credits: Max. Marks: 2	5+75	Compulsory Min. Passing Marks:	
IVIAX. IVIATKS: 2	3113	will. Fassing warks.	

Unit		Topics	No. of Lectures Total=
	HOTEL DES	SIGN	
	a.	Design Consideration	
I	b.	Attractive Appearance	
	c.	Efficient Plan	
	d.	GoodLocation	
	e.	Suitable material	
	f.	Goodworkmanship	
	g.	Sound financing	
	h.	CompetentManagement	
	STORES -L	AYOUT AND DESIGN	
II	a.	Stores layout and planning (dry, cold andbar)	
	b.	Various equipment of thestores	
		Work flow instores	
TTT	CAR PARKI		
III		Calculating of Car park area for different types of Hotel.	
	PROJECT M	IANAGEMENT	
	a.	Introduction to Networkanalysis	
IV	b.	Basic rules and procedure for networkanalysis	
	c.	C.P.M andPERT	
	d.	Comparison of CPM &PERT	
	e.	Classroomexercises	
		crashing determining crash cost, normalcost	
**	ENGINEERI	ING & MAINTENANCE	
V	a.	Role & Importance ofmaintenance	
	b.	Types of Maintenance- preventive maintenance, corrective	
		maintenance, emergency maintenance, scheduled maintenance,	
		condition based maintenance, contract maintenance, hotel engineeringcontract	
	с.	Basics of HVACsystem	
	-	Fire fighting –fire prevention and fire fightingsystem,	
		classes of fire. Fire extinguishers – portable and stationary.	
		Fire Safety and alarm systems.	
	e. E1	nergy conservation - Necessity, energy conversation programme in	
		hotels, Energy conservation in different areas of hotel, energy	
		wastage in hotel, energy	
		management	
Sugges		and Maintenance for Hotels and Residential Establishments – Rosemary	Hurst,
		nLandai	
		anagement of Maintenance and engineering systems in Hospitality - Frank. G. Barsanik, John Wiley &Sons	
		nance and Engineering for Lodging & Food Service Facilities – M.	
		D. Boronik 4 Managing Hospitality Engineering System – Michael.	
		and David. M.Stinky	

Further Suggestions:	

Professional Elective Practical

(Note- Students will undergo practical in the same subject which they have selected as Theory elective subject)

FOOD PRODUCTION MANAGEMENT PRACTICAL- BHM713

	Topics	
1.	Menu development for 5 course Indian and International cuisine	
2.	Preparing Standard recipes for developed menu's	
3.	Indent preparation for menu's developed	
4.	Food costing for developed menu's for 4 PAX and 100 PAX	
5.	Practicing Food Holding techniques and Plate Presentations	
6.	Practicing Buffet setup's as per theme	
7.	Preparing Cold Platters and preparing charcutiere items	
8.	Practicing Food Carvings	
9.	Preparing Famous International breads	
10.	Practicing cake decoration	
11.	Practicing Sugar and Chocolate work	

^{*}The institutions adopting this syllabus must ensure that for all Food Production practical sessions the list of names of preparations / dishes, sets of menus, recipes should be specifically mentioned for standardized teaching and evaluation. This may be done by constituting a team of experts to compile the details keeping the local conditions in mind.

FOOD & BEVERAGE MANAGEMENT PRACTICAL- BHM714

	Topics		
1.	Restaurant Etiquettes		
2.	Practicising Mis- En Scene & Mis en Place activities		
3.	Identification of Tools, Equipments, Cutlery, Crockery, Glass & Chinaware,		
	Flatware, Hollowware, Table Appointments, Linen etc. Care and Maintenance of various Tools, Equipments, Flatware's.		
4.	Table Service		
5.	Service of Spirits		
6.	Service of Wine		
7.	Service in Guest Room		
8.	Planning menu for a Special Dinner		
9.	Preparing Function prospectus		
10.	Different types of buffet setup		

ROOMS DIVISION MANAGEMENT PRACTICAL- BHM 715

	Topics	
1.	Preparing SOP for Guest Arrival	
2.	Handling complete Guest Departure Procedure	
3.	Handling all type of Cleaning procedures	
4.	Handling complaints	
5.	Preparing operating budget for Room Division Operations	

6.	Calculating staff requirement for Room Division operations	
7.	Preparing Duty Rotas	
8.	Practicing yield management aspects	
9.	Field visit to an Ecotel to understand eco-friendly measures adopted in Hotels.	
10.	Assignment on new concepts adopted in Hotels	
11.	Practicing on software for Hotel Operations	

PROJECT- I-BHM 716

OBJECTIVE OF PROJECT

The project is intended to serve the student develop ability to apply multidisciplinary concepts, tools and techniques to deal with any subject related to hospitality industry. Emphasis should be placed on project for selected professional elective subject area.

TYPE OF PROJECT

The project may be one of the following type:

- a. Comprehensive case study of workprocess
- b. Inter-Organizational study
- c. Any other study related to Hospitalitysegement

PROJECT SUPERVISION

Each project shall be guided by a supervisor duly appointed by the department/coordinator.

PROJECT PROPOSAL (SYNOPSIS): Project proposal/Synopsis of the project should be prepared in consultation with the guide and submitted in the department. The synopsis should clearly state the objectives and purpose of the proposed project to be undertaken. It should have full detail of the rationale, description of universe sampling, research instruments to be used, limitations if any and future directions for further research etc.

PROJECT DOCUMENTATION

Content for the Project Work

- 1. CoverPage
- 2. TitlePage
- 3. Certificate
- 4. Acknowledgment
- 5. Synopsis
- 6. Index
- 7. Contentframework:
 - Introduction (Aims & Objectives, History, Primary Data, Explanation of Terms)
 - Research Methodology (Methods adopted for collectingData)
 - Questionaries, Interview, Mailsetc.
 - Data Analysis & Data Interpretation (Data is depicted with the help ofBar
 - Chart, pie Chart, Graphs, Statistical formulae and interpreted)
 - Conclusions and Limitations
 - Suggestions
- 8. Annexures
- 9. Bibliography (List of Reference Books)
- 10. Questionnaire (Blank Format)

PROJECTSUBMISSION

Final draft of the project should be submitted in the department duly certified by the concerned guide.

PROIECT PRESENTATION & EVALUATION

Formal presentation and evaluation of the project before internal and external panel constituted by

Industrial Training

Programme/Class: Degree	Year: Fourth	Semester: Eight
Course Code: BHM 801	Course Title, leb Tugining DII	MOO4
	Course Title: Job Training BH	M801
Credits:		Compulsory
Max. Marks: 20	0+200	Min. Passing Marks:
Total Duration: 22 Weeks		

PROJECT- II- BHM 801

(Field Project Work)

OBJECTIVE OF PROJECT

The project is intended to serve the student develop ability to apply multidisciplinary concepts, tools and techniques to deal with operational areas of hospitality industry. Emphasis should be placed on project for selected professional elective subject area.

TYPE OF PROJECT

The project may be one of the following type:

- a. Comprehensive study of departmentalprocess
- b. Inter-Organizationalstudy
- c. Field study

PROJECT SUPERVISION

Each project shall be guided by a supervisor duly appointed by the department/coordinator.

PROJECT PROPOSAL (**SYNOPSIS**): Project proposal/Synopsis of the project should be prepared in consultation with the guide and submitted in the department. The synopsis should clearly state the objectives and purpose of the proposed project to be undertaken. It should have full detail of the rationale, description of universe sampling, research instruments to be used, limitations if any and future directions for further research etc.

PROJECT DOCUMENTATION

Project report should be properly documented and will include, Executive summary, Research/Field work design & Methodology, Literature review, Data collection and Analysis, Conclusions and recommendations and Bibliography. In case of field study or inter departmental operational study the chapter plan will be planned accordingly in consultation of Guide.

PROJECT SUBMISSION

Final draft of the project should be submitted in the department duly certified by the concerned guide.

PROJECT PRESENTATION & EVALUATION

A formal presentation and evaluation shall be done for the project before internal and external panel constituted by the University.