

BACHELOR OF HOTEL MANAGMENT

(Four Year Degree Program)



W.E.F 2019-2020

**Institute of Vocational Studies
Himachal Pradesh University, Gyan Path,
Summer - Hill, Shimla-171005**

BHM-Instructions for Paper Setters

1. In Papers with 50 Marks of Theory

Part I – Compulsory : (i.e. Q 1) Comprising 4 questions of 2.5 marks each (2.5 x 4) =**10 marks**
Part II–Comprising 4 Questions(Q2,Q3,Q4 and Q5), 10 marks each, with Internal Choice(**4 Qs x 10 marks**)=**40 marks**

Total=50 Marks

=====

2. In Papers with 70 Marks Theory

Part I – Compulsory: (i.e Q. 1) (1-9 sub parts) Comprising 9 short answer questions of **2 marks** each (9x2)
=**18 marks**

Part II- Comprising 4 Questions (Q2, Q3, Q4 and Q5), with long answers, **13 marks** each, with Internal Choice
(**4 Qs x 13 marks**)= **52 marks**

Total=70 Marks

Bachelor in Hotel Management Four-year syllabus– Total Credits 183

Students of Bachelor in Hotel management Course will undergo the course of Studies of four years duration, which will be run on semester basis. The course curriculum of B.H.M is subject to change with the addition of fourth year. The course will comprise 8 semesters viz. Semester I to VIII. After successful completion of the course, students will be awarded a degree in Bachelor in Hotel Management of H.P. University.

BHM Course Curriculum

The course will be spread over eight semesters

Semester1	TotalMarks=100			Credits
Course	Theory	Internal Assessment	Practical	
BHM-101:FrontOfficeOperations	50	30	20	4
BHM-102:HotelHousekeepingI	50	30	20	4
BHM-103: BasicFood&Beverage Service	50	30	20	4
BHM-104: BasicFoodandBeverage Production	50	30	20	4
BHM-105:FoodMicrobiologyand Nutrition	70	30	----	4
BHM-106:CommunicationandSoft Skills	70	30	---	2
BHm-107:Practical		30	70 (Including Demonstration,Viva Voce, Food Production, F&B Service)	2
Semester1:TotalCredits				24

SemesterII	Total Marks=100			Credits
Course	Theory	Internal Assessment	Practical	
BHM-201:HotelHousekeepingII	50	30	20	4
BHM-202: FundamentalofTourism & TourismProducts	70	30	--	4
BHM-203:Food&Beverage Service Operation–I	50	30	20	4
BHM-204:Food& Beverage Production–I	50	30	20	4
BHM-205:HotelEngineering	70	30	----	4
BHM-206:BasicsofComputers	50	30	20	4
BHm-207:Practical		30	70- (Including Demonstration, Viva Voce, House keeping, Front Office, Computers)	2
ENVS2AECC02-EnvironmentStudies	70	30	--	-----
SemesterII:TotalCredits				26

Semester III	Total Marks=100			Credits
Course	Theory	Internal Assessment	Practical	
BHM-301:AdvancedFrontOffice Operations-1	50	30	20	4
BHM-302:HotelHousekeeping OperationsIII	50	30	20	4
BHM-303:Food&Beverage Service OperationsII	50	30	20	4
BHM-304:FoodandBeverage ProductionII	50	30	20	4
BHM-305:HospitalityFrench	70	30	-----	2
BHM-306:HospitalitySales& Marketing	70	30	-----	4
BHm-307:Practical		30	<u>70</u> (Including Viva Voce and Role Playing, Housekeeping)	2
SemesterIII:TotalCredits				24

SemesterIVIndustrialExposureTraining(IET)

Duration: -Minimum 20 weeks with coverage of all major and minor departments of a full servicehotel.(canbesubstitutedwithoperationaltraininginreputedFastFoodOperations,Airlines,Resorts andSimilar Industry in accordancewithcoursecurriculum)

Suggested Training

ScheduleF&BService : 4

weekF&B Production: 4

weekFrontOffice : 4

weekHousekeeping

:4week

Other : 4 week (HR, Sales & Marketing, Finance

etc.)***Documents to be submitted after successful completion of***

IETWTO(Whattoobserve) Sheets

Training Log-Book (to be issued by Learning

Centre)DepartmentalAppraisal Forms

Training Report in 2 Copies (1 for HPU& 1 for

LC)TrainingCertificatefromtheconcernedHotelAuthority

SemesterIV	TotalMarks=600	Credits
IndustrialExposureTraining(IET)		12
CompletedWTOsheets	100	
IndustrialTrainingReport	150	
IndustrialTrainingLogBook	100	
IndustrialTrainingProject(Report) Presentation	200	
Viva	50	
Semester IV: Total Credits		12

SemesterV	TotalMarks=100			Credits
Course	Theory	Internal Assessment	Practical	
BHM-501:FrontOfficeManagement-I	50	30	20	4
BHM-502:AdvancedAccommodation Operations-I	50	30	20	4
BHM-503:AdvancedFood& Beverage ServiceOperations	50	30	20	4
BHM-504:AdvancedFood& Beverage Production-1	50	30	20	4
BHM-505:PrinciplesofManagement	70	30	--	2
BHM-506:HotelAccountancy	70	30	---	4
BHm-507:Practical		30	70 (Including Viva VoceHousekeeping,Front Office)	2
SemesterV:TotalCredits				24

SemesterVI	TotalMarks=100			Credits
Course	Theory	Internal Assessment	Practical	
BHM-601:FrontOfficeManagement-li	50	30	20	4
BHM-602:AdvancedAccommodation Operations-II	50	30	20	4
BHM-603:Food& Beverage Controls	70	30	--	4
BHM-604:AdvancedFood& Beverage Production-II	50	30	20	4
BHM-605: HotelLaw	70	30	---	4
BHM-606: TravelAgenciesandTour OperatorOperations	70	30	---	2
BHM-607:Practical		30	70 (IncludingDemonstrationVivaVoce, FoodProduction, F&B)	2
SemesterVI:TotalCredits				24

Semester VII			Total Marks = 100			Credits
Course Code	Course Type	Course Title	Theory	Internal Assessment	Practical	
BHM701	Theory	Specialization-I	50	30	20	5
BHM702	Practical	Specialization-I	-----	30	70	3
BHM703	Theory	Specialization-II	50	30	20	5
BHM704	Practical	Specialization-II	-----	30	70	3
BHM705	Theory	Principles of Marketing	70	30	-----	3
BHM706	Theory	Personality Development and Soft skills	70	30	-----	3
BHM707	Theory	Entrepreneurship	70	30	-----	3
Semester VII: Total Credits						25

	SPECIALIZATION – I	SPECIALIZATION-II
GROUP A –	Food Production Management	Tandoor-Principle, concept and application
GROUP B	Food& Beverage Service Management	Event Management
GROUP C	Front Office Management	Tour & Travel Management
GROUP D	Accommodation Management	Interior Decoration

NOTE: Student has to choose one group out of above as Specialization –I and Specialization-II
The class would be given the choice to pick up one of the specialized streams and the students would be divided in four groups. Each student will have to pick up specialization I and specialization II against the Group Specified.

Semester VIII			Total Marks = 300				Credit
Course Code	Course Title	Contact Hours	Marking Details				
			Training Report	Appraisal	Log book	Viva Voice	
BHM801	Specialized Hotel Training	22 weeks	100	50	50	100	
Semester VIII: Total Credits							24

SEMESTER I

BHM – 101: FRONT OFFICE OPERATIONS UNIT–

1

Tourism

- Meaning-definition and measurement of tourism.
- Classification–recreation, leisure, adventure, sports, health etc.
- Socio– economic benefits of tourism.
- Adverse effects of tourism.
- Basic components and infrastructure.
- Itinerary, passport and visa –basic information.

UNIT– II

The Hospitality Industry

- History and development of lodging industry–International.
- History and development of lodging industry–India.
- Defining the term– Hotel.
- Reasons for

travel. **UNIT–**

III Classification of Hotels

- Based on size, Location, length of stay.
- Level of Service, Ownerships and Affiliations.
- Referral Hotels, Franchise and management contracts.
- Chain Hotels.
- Target markets.
- Alternate lodging facilities.

UNIT– IV

Organizational Structure of Hotels

- Small.
- Medium.
- Large.

Lobby Arrangements

- Layout and equipment in use.
- Handling VIPs.
- Duty Rota and work schedules.
- Uniformed Service.

UNIT– V

Frontofficeorganization

- Basiclayout andDesign.
- DepartmentalOrganizationalstructure.

UNIT–VI

FrontOfficepersonnel.

- DepartmentalHierarchy.
- AttitudeandAttributesandsalesmanship.
- JobdescriptionsandjobspecificationsoffrontOfficepersonnel.

UNIT– VII

FrontOfficeOperations

- TheFrontdesk – equipment’sinuse.
- TheguestRoom –Typesandstatusterminology.
- Keycontrols.
- Tariffplans.
- Typesofrates.

UNIT– VIII

FrontOfficeResponsibilities

- Communication–internalandinterdepartmental.
- Guestservices –basicinformation.
- Guesthistory– maintenanceand importance.
- Relationshipmarketing.
- Emergencysituations.

UNIT-IX

Reservations

- Needforreservations,definitions,importanceofreservations.
- Typesofreservations.
- Sourceandmodesofreservations.
- Individualand groupbookings.
- Booking instruments – Whitney slips, Whitney racks, Density charts, Booking Diary,Conventionalcharts, A&D register etc.
- Therreservationcycles.
- Hotelreservationsystem, CRS,inter –sellagencies, Internetapplications.

UNIT– X

Telecommunications

- Equipment's
- Communications skills—common phrases in use.
- Conversation over telephones.

Practical Schedule

- Basic Manners and Attributes for Front office Operations.
- Communications skills—verbal and non-verbal.
- Preparation and study of countries – capitals & Currency, Airlines & Flag charts, credit cards, travel agencies etc.
- Telecommunications skills.
- Forms & formats related to 2nd semester.
- Hotel visits—WTOSheets.
- Identification of equipment's, Work Structure and structure and stationery.
- Procedure of taking reservation—in person and on telephones.
- Converting enquiry into valid reservations.
- Role play check-in/ check-out/ walk-in/ FIT/ GIT/ ETC; VIP /CIP/H.G etc
- Suggestive selling

Reference Books:(For All semesters)

- 1) **Front Office training manual—Sudhir Andrews.**
- 2) **Managing Front Office Operations— Kasavana & Brooks**
- 3) **Front Office—Operations and management— Ahmed Ismail (Thomson Delmar).**
- 4) **Managing Computers in Hospitality Industry—Michael Kasavana & Cahell.**
- 5) **Front office operations—Colin Dix & Chris Baird.**

SEMESTER I

BHM – 102: HOTEL HOUSEKEEPING – 1 UNIT –

1

INTRODUCTION

- Introduction, Categorization, types & organization Structure of a Hotel.
- Meaning, definition & Importance of Housekeeping department.
- Role of Housekeeping in Hospitality industry.

UNIT – II

Layout & Organizational Structure

- Layout of Housekeeping department.
- Organizational structure of housekeeping department (small, Medium & large)
- Interdepartmental relationship (Emphasis on front Office & maintenance)
- Relevant subsection.

UNIT – III

Staffing in Housekeeping Department

- Role of key personnel in housekeeping department
- Job description & job specification of housekeeping staff (Executive Housekeeper, deputy Housekeeper, Floor supervisor, Public area Supervisor, Night supervisor, Room Attendant, Houseman, Head gardener)

UNIT – IV

Planning work of Housekeeping Department

- Identifying Housekeeping department
- Briefing & debriefing
- Control desk (importance, role, coordination)
- Role of control desk during emergency
- Duty Rota & work schedule
- Files with format used in housekeeping department.

UNIT – V

Hotel Guest Room

- Types of room – definition
- Standard layout (single, double, twin, suit)
- Difference between Smoking & Non-smoking rooms
- Barrier free rooms Furniture/ fixture/ fitting/ soft furnishing/ accessories/ guest Supplies/ Amenities in guest room.
- Layout corridor & floor pantry

UNIT–VI

- Cleaning Science
- Characteristics of good cleaning agent
- Application of cleaning agent
- Types of cleaning agent
- Cleaning products
- Cleaning equipment's
- Classification and types of equipment with diagrams (mops, dusters, pushers, mechanical, Squeeze, vacuum cleaner, shampooing machine) with their care and uses.

Practical schedule:

- Guest Room layout
- Identification of cleaning agents
- Identification of cleaning equipment/cleaning cloths (types & uses)
- General cleaning
- Glass cleaning
- Shoe polishing
- Silver polish
- Brass polish
- Washroom cleaning

References:

- 1) **Hotel Hostel and Hospital Housekeeping – Joan C Branson & Margaret Lennox (ELST).**
- 2) **Managing Housekeeping Operations – Margaret Kappa & Aleta Nitschke**
- 3) **Hotel Housekeeping – Sudhir Andrews (Tata McGraw Hill).**
- 4) **The Professional Housekeeper – Tucker Schneider, VNR.**

SEMESTER I

BHM – 103: BASIC FOOD & BEVERAGE SERVICE UNIT – I

Introduction to the food and beverage Service Industry

- The evolution of catering industry, scope for caterers in the industry.
- Relationship of the catering industry to other industries.
- Types of catering establishments – sectors
- Introduction to the food and beverage operations.

UNIT – II

Food and beverage Service Areas in Hotel

- Restaurants and their subdivision, Coffee shop, Room Service, Bars, Banquets, Discotheques, Grill Room, snack bar, executive Lounges, Business Centres and night Club.
- Back areas: Still room, wash-up, Hot-plate, plateroom, Kitchen stewarding.

UNIT – III

Food and Beverage Equipment

- Operating equipment, requirements, Criteria for selection quantity and types.
- Classification of crockery / cutlery / glassware / hollowware / flatware / special equipment up keep and maintenance of equipment.
- Furniture
- Linen
- Disposables

UNIT – IV

- Food and beverage Service personnel
- Staff organization – the principal staff of different types of restaurants. Duties & responsibilities of the service staff.
- Duties and responsibilities of service staff – Job descriptions and job specifications. Attitude and attributes of food and beverage services personnel – personal hygiene, punctuality, personality attitude towards guests, appearance, salesmanship, sense of urgency, customer satisfaction.
- Basic Etiquettes for catering staff.
- Interdepartmental relationship.

Unit – V

Menus and covers

- Introduction
- Cover – definition; different layouts.
- Menu planning, considerations and constraints

- Menuterminals
- Menudesign
- FrenchclassicalMenu
- ClassicalFoodsandits Accompanimentswithcover
- Indianregionaldishes, accompanimentsandservice..

UNIT–VI

Typesofmeals

- Breakfast–Introduction,Types,servicemethodsa lacarte,andTDHsetups.
- Brunch
- Lunch
- Hi– tea
- Supper
- Dinner
- Elevesesandothers

UNIT– VII

FoodandbeverageserviceMethods

- Tableservices–silver/English,Family,American,Butler/French,Russian.
- Self-service–Buffetandcafeteriaservice.
- Specializedservice–Gueridon.Tray,trolley,lounge,room,etc.
- Singlepointservice–takeaway, vending,kiosks, foodCourts, Bars,Automats.

UNIT– VIII

ControlMethods

- Billing methods – Duplicate and triplicate system, KOTs and Bots, ComputerizedKOTs.
- Necessityandfunctionsofcontrolsystem, F&BControlCycleandmonitoring.

Food and Beverage Terminology related to the

course.Practicalschedule:

- Service groomingandrestaurantEtiquettes.
- Mis –en– placeandmis-en-scene
- Identificationofequipments.
- FoodandbeverageServicesequences.
- Waterpouring andseatinga gues.
- Layingandrelayingoftablecloth.
- Napkinfolds.
- Carryingasalverortray.
- Rulesfor layingtable–layingcovers as permenus.
- TDHandAla cartecoverlayout.
- Handlingservice gear.

- Carrying plates, glasses and other equipments
- Clearing a tray.
- Crumpling, clearing and presentation of bill.
- Sideboard setup.
- Silver service.
- Situation handling.
- Breakfast table lay-up.
- Restaurant reservations system.
- Hostess desk functions.
- Ordering – writing a food KOT, Writing a BOT.

SEMSTER I

BHM – 104: BASIC FOOD & BEVERAGE PRODUCTION UNIT – I

Introduction to Art of cookery

- Culinary History – Development of the Culinary Art from the Middle ages to modern cookery. Modern hotel kitchen, Nouvelle Cuisine, Cuisine Minceur, Indian regional Cuisine and popular international cuisine (An introduction) of French, Italian and Chinese Cuisine.

UNIT – II

Aims & Objectives of cooking Food

- Classification – cooking materials & their uses
- Foundation ingredients – meaning, action of heat on carbohydrates, fats, proteins, minerals and vitamins.
- Fats & Oil – meaning & examples of fats & oils, quality for shortenings, commonly used fats & oils & their sources & uses.
- Raising agent – functions of raising agents, chemical raising agents & yeast. Eggs – uses of eggs in cooking, characteristics of fresh eggs, deterioration of eggs, storage of eggs. Salt uses.
- Liquid – water, stock, milk, fruit juices etc. uses of liquid. Flavouring & seasoning – uses & examples
- Sweetening agents – uses & examples. Thickening agent.

UNIT – III

Preparation of ingredients.

- Washing, peeling, scraping, paring, cutting – terms used in vegetables cutting, julienne, brunoise, macedoine, jardinière, paysanne- grating, grinding, Mashing, sieving, milling.
- Steeping, centrifuging, emulsification, evaporation, homogenization, methods of mixing foods.

UNIT-IV

Equipments used in kitchen.

- Types of kitchen equipment – diagrams, uses, maintenance, criteria for selection.

UNIT – V

Kitchen organization.

- Main Kitchen & satellite kitchen
- Duties & responsibilities of each staff.
- Cooking fuels – uses & advantage of different types of cooking fuels.

UNIT–VI

Methods of cooking

- Methods of cooking food – transference of heat to food by radiation, conduction and Convection – microwave, boiling, poaching, stewing, braising, steaming, baking, roasting, grilling, frying, paper bag, microwave, pot roasting – explanations with examples.

UNIT– VII

Stocks, glazes, sauces and soups

- Meaning use and types of stock, points observed while making stock. Recipes for one liter of white, Brown and fish stock.
- Glazes – meaning & uses.
- Sauces – meaning, qualities of a good sauce, types of sauces – proprietary sauce and mother sauces, recipe for 1 liter béchamel, Veloute, Espagnole, Tomato & Hollandaise.
- Derivatives of mother sauces, (only name, no recipes) recipes for known International Sauces & their uses.
- Soups – classification of soups, meaning of each type with examples.
- Basic preparations
- Mise – en place for bouquet garni, mirepoix, duxelle paste, batters, marinades and gravies.

Practical schedule:

- Proper use of a kitchen knife and hand tools. Understanding the usage of small equipment.
- Basic hygiene practices to be observed in the kitchen.
- Safety practices to be observed in the kitchen: First aid for cuts and burns.
- Identification of raw materials.
- Demonstrations of cooking methods.
- Basic cuts of vegetables.
- Basic stock preparations.
- Egg cookery including classical preparations.
- Basic sauce preparations and commonly used derivatives.
- Preparation of basic continental cookery – stews, sauces, soups.
- Basic continental dishes based on vegetables and meats.
- Preparation of three course simple Indian menus.

SEMESTER I

BHM-105:FOODMICROBIOLOGYAND NUTRITION

- Introduction to microbiology.
- Classification of microbes (fungi, bacteria, yeast, mold)
- Effect of heating – growth curve of microbial cells, thermal death time – pasteurization, sterilization and disinfection and heat resistance.
- Food production based on microbiology – small scale fermentation – idli, dhokla, naan, bhaturas, yogurt, pickles.
- Industrial preservation- cheese, vinegar, bread, alcoholic beverages, preservation and spoilage- asepsis, removal, anaerobic, high temperature, low temperature, drying, preservatives, radiation.
- Contamination of cereal and cereal products.
- Preservation of vegetables and fruits.
- Food spoilage – meat, fish, egg, milk, milk products.
- Kind of food products and canned food.
- Food, nutrition, nutrients.
- Food groups
- Food production and consumption trends in India.
- Food constituents and carbohydrates, proteins, fat, vitamin and minerals, sources and requirements.
- Post-harvest technology: perishable and semi-perishable food products.
- Food adulteration
- Food laws.

References:

- **Food and nutrition – Dr. M. Swaminathan.**
- **Food Microbiology – P. N. Mishra**
- **Food Science – Potter & Hotchkiss.**
- **Fundamentals of food and nutrition – Mudambi & Rajagopal 4th edition 2001**

SEMESTER I

BHM-106: COMMUNICATION AND SOFT SKILLS

UNIT- I

Essentials of grammar:

- Parts of speech
- Punctuation
- Vocabulary Building
- Phonetics

UNIT- II

Office management:

- Types of correspondence
- Receipt of dispatch of mail
- Filing systems
- Classification of mail
- Role & function of correspondence
- MIS
- Managing computer

UNIT- III

Letter & Resume Writing:

- Types of letters and formal/informal
- Importance and Function
- Drafting the application
- Elements of structure
- Preparing the resume
- Do's & Don'ts of Resume
- Helpful

Hints UNIT –

IV Presentation skills:

- Importance of presentation skills
- Capturing data
- Voice & picture integration
- Guidelines to make presentation interesting
- Body language
- Voice modulation
- Audience awareness
- Presentation plan
- Visual aid
- Forms of layout

- Styles of presentation

UNIT– V

Interview preparation:

- Types of Interview
- Preparing for the Interview
- Attending the Interview
- Interview process
- Employer's expectations
- General Etiquette
- Dressing sense
- Posture & Gestures

UNIT–VI

Group discussion & presentation:

- Definition
- Process
- Guidelines
- Helpful expression
- Evaluation

(Note: Every student shall be given 15 minutes of presentation time & 45 minutes of discussion on his / her presentation).

The students will be evaluated on the basis of:

His / her presentation

style Feedback of faculty &

students General Etiquette

Proficiency in letter Drafting/ Interview preparation

The paper is internal and at least 3 tests will be taken, best 2 of 3 shall account for Final grades (70% Test & 30% presentation)

References:

- **Business Communication–K.K Sinha.**
- **Business Communication–pal & Korlahalli**
- **Basic Grammar– Wren & Martin**

SEMESTER I

BHM– 107:PRACTICAL

TotalMarks:70

Includingdemonstrationviva-voce,foodproduction,F&Bservice

SEMESTER II

BHM- 201: HOTEL HOUSEKEEPING –II UNIT-1

Housekeeping Supervision

- Importance of Inspection
- Checklist for Inspection
- Typical areas usually neglected where special attention is required.
- Self-Supervision Techniques for cleaning staff
- Degree of Discretion/Delegation to cleaning staff

UNIT-II

Linen/Uniform/Tailor Room

- Layout
- Types of Linen, Sizes, and Linen Exchange Procedure
- Selection of Linen
- Storage facilities and Conditions
- Par Stock: Factors affecting Par stock, Calculation of Par stock
- Discard Management
- Linen Inventory system
- Uniform Designing: Importance, Types, Characteristics, Selection, Par stock
- Function of Tailor Room
- Managing Inventory
- Par level of linen, uniform, guest loan items, machines & equipment, cleaning supplies and guest supplies
- Indenting from stores.

UNIT-III

Cleaning Procedure & frequency

schedules Guest Room

- Prepare to clean
- Clean the guest room (bedmaking)
- Replenishment of supplies & linen
- Inspection
- Deep Cleaning
- Second service
- Turn down service

PublicArea

Lobby, Lounge, Corridors, Pool area, elevators, Health Club, F&B outlet, office areas.VIPHandling

UNIT–IV

SpecialCleaningProgramme

- Daily,weekly,FortnightlyandMonthlyCleaning
- Routinecleaning,springcleaning,deepcleaning.

UNIT-V

Flooroperations

- Ruleson theGuest floor
- Key handling procedure –types of keys (Grand master, floor master, sub master or section or pass key, emergency key, room keys, offices and store keys), computerizedkeycards,

Keycontrol register– issuing,return, changingof lock,keybelts,unusualoccurrences

- Cleaningofdifferenttypesoffloorsurfaces
- Specialservices –baby-sitting,secondservice,freshenupservice,valetservice

UNIT–VI

Careandcleaningofmetals

- Brass, Copper, Silver, EPNS, Bronze, Gun Metal, Chromium pewter, Stainless steel,typesof tarnish, cleaning agents and methods used.

PracticalSchedule

- IdentificationofCleaningEquipment’s(ManualandMechanical)
- Scrubbing-Polishing-Wiping-Washing-Rinsing-Swabbing-Sweeping-Mopping-Brushing- Buffing
- HandlingDifferentTypesof Fabrics
- UseofAbrasives,Polishes/ChemicalsAgents
- RoomAttendant’sTrolley/Maid’sCart
- BedMaking
- TurndownService
- CleaningofGuestroom
- CleaningofPublicarea
- BrassPolishing/SilverPolishing
- CleaningofGuestroom
- CleaningofPublicarea
- Formsand Formatsrelated

SEMESTER–II

BHM – 202: FUNDAMENTALS OF TOURISM AND TOURISM PRODUCTS UNIT-1

Introduction to tourism-

- Definition and meaning or concept of tourism and tourist
- Importance or significance of tourism

UNIT–II

Growth of tourism

- Role of various agencies in growth of tourism like central and state government and private players

UNIT–III

Positive and negative impact of tourism

- With reference to economical, social and environmental, and geographic etc.

Unit–IV

Domestic and international tourism-

- Types and forms of tourism- heritage and historical, adventure, sports, conference, convention etc

UNIT–V

Tourism Product

- Meaning or concept, how they are different from other consumer products.
- Components of tourism product
- Attraction- tourist destination or places & tourists spots having tourist value from heritage or historical point of view or sports and recreational point of view, dance, fair festivals, trade fair, conference and exhibitions etc.
- Religion based- Hindu, Muslim, Sikh, Buddhist, Jain and Christian
- Wildlife sanctuaries- national parks, adventure, ecotourism destinations
- Facilities- hotels, transport- air, rail, road, water.

UNIT–VI

Travel Lingo-

Technical terminology of tourism

ReferenceBooks:

- 1) Profileof IndianTourism-ShaliniSingh
- 2) TourismToday– RatandeepSingh
- 3) TourismPrinciplesandpractices– A.K.Bhatia
- 4) TourismandCulturalHeritageof India-Ram Acharya

SEMESTER II

BHM-203: FOOD & BEVERAGE SERVICE OPERATIONS -1UNIT– II

RoomService

- Introduction,GeneralPrinciples,loopholesandpitfallstobeavoided
- Cycleofservice,schedulingandstaffing
- Roomservicemenuplanning
- Formsandformats.
- Ordertaking,thumbrules,telephoneetiquettes,notingorders,suggestivesellingandbreakfastcards.
- Layoutandsetup ofcommonmeals, useof technologyforbetter roomservice
- Timemanagement-leadtimefromordertakingto clearance

UNIT–III

AlcoholicBeverages

- Introduction,definitionandclassificationofwines
- Classification
- Viticultureand viticulturemethods
- Vinification-still,Sparkling,Aromatizedandfortifiedwines
- Vinediseases
- Wines-France,Italy,Spain,Portugal,SouthAfrica,Australia, IndiaandCalifornia
- Food andWine harmony
- Wineglassesand equipment
- StorageandserviceofWine

UNIT–IV

Beers

- Introduction
- Ingredientsused
- Production
- Typesandbrands,Indian International
- Serviceofbottled,cannedanddraughtbeers.

UNIT–V

OtherfermentedandBrewedBeverages

- Sake
- Cider
- Perry
- Alcoholfreewines.

UNIT–VI

Table

CheesesIntrod

uctionTypesPr

oduction

Brands andServicestorage

Food and Beverage Terminology related to the

course.PracticalSchedule:

- Room servicetrayand trolley lay-upand service
- Roomserviceamenities, set-upinrooms
- Functionalandfloorlayoutsforroomservice
- Conductingbriefingandde-briefingfor F&Boutlets
- Beverageorder-taking
- Serviceof Beer,Sake,andotherfermentedandbrewedbeverages
- Serviceofsparkling, aromatized,fortified,stillwines.
- Tableset-upwithwines onthe menu

SEMESTER II

BHM-204: FOOD & BEVERAGE PRODUCTION-1 UNIT-1

FOOD COMMODITIES

- Classification with examples and uses in Cookery
- Game-meat types with examples
- Fruits-kinds with examples
- Nuts-names of nuts commonly used in cooking.
- Cream-types, description and their uses
- Yogurt-types
- Cereals-types and uses
- Pulses used in Indian cooking
- Herbs-uses of herbs
- Spices and condiments-uses of different spices
- Coloring and flavoring agents: Name, types and uses

UNIT-II

Basic Indian Masalas & Gravies-

Garam Masala, Pulao masala, curry powder, Sambhar powder, Rasam powder, Chaat masala, tandoori marinade, white, red, green and yellow gravies.

UNIT-III

Indian Regional Cuisine:

A detailed study on North and South Indian Regional Cuisine: Goa, Kashmir, Andhra Pradesh, Karnataka, Tamil Nadu, Bengal, Assam, Gujarat, Punjab, Rajasthan, etc., as regarding ingredients used, traditional preparation methods, utensils and accompaniments.

UNIT-IV

Meat Cookery:

- Fish Classification with examples, selection and cut of fish, cooking of fish
- Poultry-selection of poultry, classification based on size, uses of each type
- Butchery-selection, cut, size and uses of lamb, mutton, beef, veal and pork,
- Bacon, Ham, Gammon and steaks-Description of steaks from sirloin and fillet

UNIT-V

Vegetable Cookery:

- Vegetables-Classification of vegetables, importance of vegetables in diet, cooking of vegetables, Retention of color, flavor, and nutrients while cooking
- Potatoes-styles of presenting potatoes and their description.

- Storage-principlesofvegetablestorage.

UNIT–VI

QuantityfoodProduction:

- Introductiontolargescalecommercialcooking
- Layoutofalargekitchen, staffhierarchyandproductionworkflows.

PracticalSchedule

- Preparationofbasic graviesand commonlyusedIndianMasala
- RegionalCuisinesof India
- CoveringvariousStates of India
- PlanningElaborate IndianMenus upto40portions

SEMESTER–II

BHM- 205: HOTEL ENGINEERING UNIT-

1

Hotel Maintenance Management

- Introduction & scope in Hotels
- Classification and Types
- Maintenance programmes

UNIT-II

Engineering Department

- Organization and setup of the department
- The Staff-duties and responsibilities
- Requirement of Engineering workshops

UNIT-

III FUELS

- Types of fuels available
- Gases
- Precautions while using them—Heat parts, BTU, Thermal & Calorific values
- Calculation of heat requirements, Fuel Requirements
- Principle of Bunsen burner
- Construction of an industrial Gas range; Parts and functions, striking back, causes and remedies of problems.

UNIT–IV

Electricity: Meaning and use, advantage as a type of energy, conductors and non-conductors, meaning of ampere, volt, ohm and their relationship, ohm's law, AC and DC-their differences, advantages and disadvantages, sign and signals, closed and open circuits, causes and danger, importance of earthing,

- General layout of circuits including service entrance, distribution panel boards, calculation of power requirements, meter reading and bin calculations

UNIT–V

Water Management System

- Sources of water and its quality
- Methods of removal of hardness, description of cold water
- Supply from mains and wells, calculation of water requirements and capacity of storage system

UNIT-VI

Sanitary Systems

- Sinks, basins
- Water closet, bidets and their fittings
- Use of water traps and water seals, water pipes and soil pipes
- Inspection chambers-blockages and leakages and their remedies

UNIT-VII

Refrigeration

- Principle use of refrigeration in hotel and catering industries
- Basic scientific principles
- Different types of refrigeration systems and refrigerants
- Walk-in coolers and freezers, care and maintenance of these systems

UNIT-VIII

Air-conditioning

- Classification, Types of systems, Layout of AC plant
- Condition for comfort Air movement, humidity control, ventilation
- How to select a suitable air-conditioning system

UNIT-IX

Transport Systems

- Passenger elevators, freight elevators
- Dumbwaiters
- Escalators and sidewalks-their operations and maintenance

UNIT-X

Fire Prevention and Protection

- Different types of fires
- Fire alarms
- Different types of extinguishers
- Fire hazards

Reference Books

Textbook of Hotel Maintenance—N.C. Goyal and K.C. Goyal

SEMESTER–II

BHM-206: BASICS OF COMPUTERS UNIT-

1

Introduction to computers

What is computer? Block Diagram, Components of a computer system, Generation of computers, Programming Languages, Generation of languages, storage devices, floppy disks, CD Rom's etc

UNIT-II

Operating System

Introduction, functions, types, components, case studies-DOS, Windows

UNIT-II

Introduction to DBMS

Data, Data types, advantages, introduction to FoxPro, creating a database, searching, sorting, indexing, writing simple programmes, overview of MS Access

UNIT-IV

Word Processing, Spreadsheet and presentations

What is word processing? Features of MS Word, Editing commands and mail merge.

What is spreadsheet, features, formulae and functions, if statement, preparing sample worksheet, different graphs

Features of

PowerPoint Preparing a

presentation Preparing an

organization chart

UNIT-V

Introduction to Internet

What is Internet? Network, of networks, WWW, search engines, E-mail, websites, Introduction to e-commerce

Practical Schedule

- DOS, WINDOWS
- MS WORD
- MS EXCEL
- MS POWERPOINT
- FOXPRO & ACCESS
- INTERNET USAGE

ReferenceBooks

1. FundamentalofComputers,PrenticeHall India
2. MasteringMicrosoftOffice,Lonnie.E.Moseley,BPBPpublication

SEMESTER-II

BHM-207:PRACTICAL

Totalmarks:70

(includingdemonstration,vivavoce,housekeeping,frontoffice,computers)

BHM-301:ADVANCEDFRONT OFFICEOPERATIONS-1

UNIT- 1

GuestRegistrationCycle

- Pre-registrationactivities
- Registration
- Hotelstay
- Postregistrationactivities

Unit-II

FrontOfficeMarketing andSales

- Theroleoffrontofficein hotelsales and marking–need forsales.
- Identificationofmarkets.
- Strategyformulationforvariousmarketsegments
- Maximizingrevenue and achievingcustomersatisfaction.
- Trainingprogramme,incentiveand evaluation.
- Salestechniques–personalselling,creativeselling,U.S.P identification.
- Telemarketing–toolsandtechniques.

Unit-III

FrontOfficeAccounting

- Introduction
- Various Front Office and Calculation – Occupancy Percentage, No Show ratio,ARR,ADR,etc.
- Creditarrangements
- ForeignCurrencyHandling.
- Cashiering–introduction.
- Settlementofbills.
- TheGuestFolio,GuestLedger,CityLedger.
- Trackingtransactions.
- InternalControls –transcripts,cashsheet,cashbanks.

Unit-IV

FrontOfficeCash/Check –outandsettlement

- FrontDeskCashier–roleandresponsibilities.
- FrontofficeCash –importance, take-overandhand -over.
- Checkoutandbill settlement–individualandgroups.
- Unpaidaccountbalances.

UNIT-V

TheNightAudit

- Importanceandfunctions ofNightAudit.
- Operatingmodels – non– automated,Semi-automated andautomated.
- TheNightAuditProcess.
- TheNight Auditreports–generationandutility.
- VerifyingtheNightAudit.

UNIT– VI

GuestComplaintHandling

- Process– thefollow uploop.
- Thumbrules.
- Commonproblems/complaints–identificationandsolving.
- Roleofemotionsin situationhandling.

UNIT-VII

CreditControls

- HotelCreditPolicy.
- ControlMeasures.

PracticalSchedule:

- PreparationofGuestFolio.
- Auditingof BillStatements
- GuestComplaintHandling
- MockSituations–Role–Plays.
- Preparationof GuestHistoryCards.
- Fillingupof‘C’Forms.
- Preparationandfillingup ofGuestregistrationcard.
- Roleplay–LobbyManager,GRE,Concierge,Bell Boy,BellCaptainetc.

TheNightAudit

Pest Control and Waste Disposal

UNIT-I

Room Interiors

- Ceramics
- Plastics
- Glass
- Sanitary Fittings

UNIT-II

Interior Decoration

- Importance, Definition and Types
- Principles of Design
- Color–Color Wheel –Importance and Characteristics, classification–schemes–
- Lighting–classification–importance–Types–Application
- Furniture Arrangements
- Heating and Ventilation

Soft Furnishings

- Curtains– Loose Covers
- Blinds Cushions

Bed and Beddings

- Construction of Beds
- Mattresses
- Bedspreads
- Beddings
- Blankets

UNIT-III

Flower Arrangement

- Concept/ Importance
- Types and Shapes –Principals
- Tools, Equipments and Accessories

Pest Control and Waste Disposal

UNIT-IV

Insects, Pests and Rodents

- Wood Rot
- Waste Rot
- Waste Disposal

UNIT-V

Fibres and Fabrics

- Natural Fibres/Vegetable Fibres/Animal Fibres
- Manmade Fibres—Regenerated/Synthetic
- Fabrics—Woven Fabrics—Plain Twill/Satin/Damask
- Fabric Finishes

Laundry Dry Cleaning and Stain Removal

- Chemicals in use
- Contract Cleaning

Managing on Premises Laundry

- Planning the OPL
- Flow of Linen Through OPL
- Machines and Equipment
- Valet Service

Safety, Security, and First Aid

- Safety; Keys
- Lost and Found Property, Valuables
- Health and Safety
- Accidents and Accident Prevention
- Fire— Classification — Prevention of Fire— Emergency— Fire Fighting Equipments
- First Aid

Practical Schedule

- Stain Removal
- Laundry Operations
- Special Decorations
- Use of Different types of Cloth
- First Aid
- Glass Cleaning
- Flower Arrangement
- Cleaning of Ceramics and Plastics

SEMESTER III

BHM-303: FOOD AND BEVERAGES SERVICE OPERATIONS-II

UNIT-I

Non-Alcoholic Beverages

- Classification
- Hot Beverages–Types, Production and Service
- Cold Beverages–Types, Production and Service

UNIT-II

Spirits Introduction to spirits -types

- Production methods
- Whisky– Production, types and brands
- Brandy–Production, types and brands
- Gin–Production, types and brands
- Rum–Production, types and brands
- Vodka–Production, types and brands
- Tequila–Production, types and brands
- Other alcoholic beverages – Absinthe, Aquavit, Slivovitz, Arrack, Feni, Grappa, Calvados, etc.

UNIT-III

Liqueurs Types

- Production
- Brands and Service– Indian and International

UNIT-IV

Bar

- Introduction, Bar stocks maintenance
- Types, layouts, equipments used, Control methods and licenses
- Staffing, Job description, Job specification.
- Bar Planning and Designing, and Costing, Corkage
- Bar Menus–Wine list –meaning and its importance, design and layout

UNIT-V

Cocktails

- Introduction, History, types and Preparation
- Classic Cocktails – Recipes, Costing, innovative cocktails and Mock tails, Welcome drinks, Orange beverages which have flavouring agent, juice, mixes and garnish served in very foamy glass.

BHM-304: FOOD AND BEVERAGE PRODUCTION–II

- Cocktails bare equipment, garnishes and decorative accessories.
- Terms related to alcoholic beverage
- Interaction with Guests suggestive selling

UNIT–VI

Tobacco

- Cigars-Production, types, brands, storage and service
- Cigarettes – Production, types, brands, storage and

service **Food and Beverage Terminology related to the**

course. Practical Schedule

- Service of spirits and liqueurs
- Bar setup and operations
- Cocktail and Mocktail preparations, Presentation and service
- Service of Cigars and Cigarettes
- Glassware used for different spirits, non-alcoholic drinks offered with different spirits service procedure.
- Order taking– writing a BOT
- Writing a menu in French
- Service of hot and cold non –alcoholic beverages

BHM-304: FOOD AND BEVERAGE PRODUCTION–II

UNIT– I

Menu Planning:

- Introduction: Types of menus, terms and factors which affect Menu Planning.
- Development of the menu.
- Compiling Menus.
- Nutritional Aspect of Menu Planning.

UNIT– II

Hors d'oeuvres:

- Meaning and Types: Single and Hors d'oeuvres. Varies, examples for each type.
- Salad–Types of Salads–simple and composite–Salad dressings.
- Names and recipes for salad dressing only
- Sandwiches–types of bread used. Filling and seasoning used.
- Points observed while making Sandwiches, storage of S/W different types of S/W.
- Garnishes and Accompaniments.

UNIT– III

Basic Bakery and confectionary:

- Types of flour and their uses. Ingredients used in bakery and their role.
- Yeast goods – points observed while making yeast goods. Reason for faults in yeast dough.
- Recipes for bread rolls, bun, baba au rum, savarin and doughnuts.

Sugar boiling degrees of cooking sugar and their uses

- Pastes–types of Pastes recipes for short Pastry.
- Puff Pastry, Sweet Pastry, Suet Paste and choux paste. Reasons for faults in above preparation.
- Products made from the Pastries (only names, no recipes)
- Cakes–basic mixture for small cakes, reasons for faults.
- Sponges–genoise sponge and chocolate sponge recipes.
- Reasons for faults.

UNIT– IV

IndianRegionalCuisine

- SpecialtyCuisinessuchasMughlai, Awadhi,HyderabadiandTandoor.
- IndianFastFoods.

UNIT– V

Rechauffe’Cookery.

- Introduction,Definition.
- ConceptandImportance.

BasicCulinaryTerms:

- Indian,Westernand International

PracticalSchedule:

- RegionalIndianCookery.
- PreparationofBasic BakeryandConfectionery.
- BiscuitDough,BreadDough,Cakebatters,PuffPastryDough,Doughnutsetc.
- Preparationofsalads,ColdcutsandSandwiches.
- Hotcontinentaldesserts.
- PreparationofbasicSalads.
- PreparationsimpleIndianDesserts.

IndianRegionalCuisine

BHM-305:HOSPITALITYFRENCH

UNIT -

IPARTIE

- Translation and comprehension – reception – conversation –role play – case study tobedonein French.

UNIT– II

- Article define, indefini example, adjutifs – qualificatifs – caccorn – adjectives – demonstrates– etpossessifs.

UNIT-III

VERBSIRREGULIERS

- Avoir,etre,aller,recevoirvenir,partir–sortirpouvoir,vouloirouvir.PRESENTPasse
- Compossefuturegrammarexercises, composition,conversation.

UNIT-IV

AURESTAURANT

- Conversation, role play, causes study to be done in French, besides translation andcomprehension.

UNIT VGRAMMER

- Pronomspersonnelssubjectobjectdirectobjectindirect.
- Pronoms:Relatifssimples:qui,que,dont,ou.VERBSIRFEGRLIERS
- Rendredescendreprenredormircourirserverplevois,falloirdevoir.

UNIT–VI

- Imparfait –plusquepargait–futuranterieur.
- References:
- LeFrancaisde’LHotellerie
- Ei in Tourisme: M. Dany– Jr. Laloy

SEMESTERIII

BHM-306:HOSPITALITYSALESANDMARKETING

UNIT- I

IntroductiontoHospitalitysalesandMarketing

- Today'sHospitalityTrends
- Globalisation
- HotelSalesandMarketingConcepts.
- Expansionoflegalizedgambling.
- RelationshipMarketing.
- GuestPreferences.

UNIT-II

MarketingConcept

- MarketingMix
- The8P'sofMarketing.
- Evolutionofmarkets–globalandIndiantouristmarket.

UNIT- III

TheMarketingPlan withreferencetoHotelindustry.

- TheMarketingTeam
- StepsinMarketingPlan.
- SelectingTargetmarkets.
- Positioningthe property/ outlet.
- DevelopingandimplementingMarketingactionplans.
- Monitoringand evaluatingthe Marketingplan.

UNIT- IV

TheSales Office

- TheMarketingandSalesDivision.
- Organisinganddesigninga Hotelsalesoffice.
- SalesArea
- Developingsalesteam –hiring,selection,management,evaluation.
- Compensationforsalesforce–targetsandachievements.
- Thesalesofficecommunicationsystem.
- Computerizedclientinformationrecords.
- Salesreportsand analysis.

UNIT- V

- Components of a sale.
- Types of sales in different departments of a Hotel.
- Telemarketing.
- Internal merchandising – in-house sales promotion.
- Special services in house sales.
- Sales forecasting, long term and short term.

UNIT-VI

Restaurant and Lounge sales positioning

- Merchandising Food and beverage.
- Promotion of restaurants and Lounge facilities.
- Building Repeat Business.
- Banquet and conference sales.

UNIT- VII

Advertising, Public relation and Publicity

- Effective hotel advertising – brochures, sales material designing.
- Advantages of advertising in indoor and outdoor.
- Advertising agencies.
- Collateral material mass media and print media.

References:

- Marketing Management – Philip Kotler
- Marketing Management – Ramaswamy
- Hospitality sales and Marketing – Jagmohan Negi

BHM-307:Practical

TotalMarks:70

(Including,VivaVoce,roleplaying,housekeeping)

SEMESTER-IV

INDUSTRIAL EXPOSURE TRAINING (IET)

Duration: Minimum 20 weeks with coverage of all major and minor departments of a full-service hotel. (Can be substituted with operational training in reputed Fast Food operations, Airlines, Resorts, and similar industry in accordance with course curriculum).

Suggested Training Schedule:

- F&B Service: 4 weeks
- F&B Production : 4 weeks
- Front Office: 4 weeks
- Housekeeping – 4 weeks
- Other: 4 weeks (HR, Sales Marketing, Finance)

etc) Documents to be submitted after successful completion of

IET:

- WTO (What to Observe) Sheets
- Training Log-book (To be issued by Learning Centre)
- Department Appraisal Forms
- Training Report in 2 Copies
- Training Certificate from the concerned Hotel Authority.

MAXIMUM MARKS: 600

Based on:

- Completed Training sheets (100)
- Industrial Training Report (150)
- Industrial Training Log-book (100)
- Industrial Training Project (report) Presentation (200)
- Viva (50)

DETAILS:-

WTO SHEETS (100)

- 20 marks on each department trained (4 department- Front Office, F&B Service, F&B Production & Housekeeping), Total 80 marks.
- 20 marks on other departments trained (Human Resources, Finance, Sales & Marketing, Kitchen Stewarding, Purchase, Receiving & Stores, etc).

INDUSTRIAL TRAINING LOG-BOOK (100)

- Daily Summary of work done & observed duly signed by the concerned supervisor (50)
- Appraisal Forms (50)

INDUSTRIAL TRAINING REPORT (150)

- Contents (100): About the hotel, photographs, Formats, Charts and Diagrams,

written material etc.

- Creativity(25)
- Neatness, cover layout(25)

INDUSTRIAL TRAINING PROJECT (REPORT) PRESENTATION (200)

(One-to – group

presentation) Time: 60

minutes (Maximum) To Mark

on:

- Communication & Presentation Skills (50)
- Grooming, Uniform and Body Language (50)
- Presentation Content (50)
- Use of Slides, Multimedia and other presentation aids (25)
- Handling of spot queries/questions from the audience (25)

VIVA (50)

Viva-voce on the presentation, conducted by the Faculty Members.

Industrial training WTO

During your tenure as an Industrial Training, apart from carrying out the assigned jobs, you are instructed to make the following observation in your department. A concise report (preferably) Typed of these observations must be prepared and presented to the Institute within one week of completion of training along with Industrial Training Report. These Report, presentation and Viva will be the criterions for the award of semester marks for this session. A viva will be conducted soon after the reports are submitted. Dates of Presentation /Viva shall be announced after you report at Institute. Viva will be conducted by external evaluator.

DESIRED: Reports should contain additional proformas, charts, brochures etc. the coverage of reports should contain your name, hotel, department & duration. Attach a copy of this WTO sheet at the beginning of your report.

WHAT TO OBSERVE

Food and Beverage

Service BANQUETS

1. How to take a banquet booking
2. What is banqueting – the need to have banquet facilities, scope, purpose, menus and price structure

3. Types of banquet layout
4. Types of banquet equipment, furniture and fixtures
5. Types of menus and promotional material maintained
6. Types of functions and services
7. Discounts given, and subsequent data maintained
8. Guests' comments and complaints
9. Importance of function prospectus and reservations register their usage
10. To study staffing i.e. number or service personnel required for various functions, scheduling of staff on daily basis, source of manpower
11. Liaison maintained with excise people, liquor permit and guest control order
12. Safety practices built into departmental working
13. Cost control by reducing breakages, spoilage and pilferage
14. To study different promotional ideas carried out to maximize business
15. Types of chaffing dish used—their different makes and sizes
16. Par stock maintained (glasses, cutlery, crockery etc.)
17. Store room—stacking and functioning

RESTAURANTS

1. Taking order, placing orders, service and clearing
 2. Taking handover from the previous shift
 3. Laying covers, preparation of Mise-en-place and arrangement and setting up of station
 4. Par stock maintained at each side station
 5. Functions performed while holding a station
 6. Method and procedure of taking a guest order
 7. Service of wines, champagnes and especially food items
 8. Service equipment used and its maintenance
 9. Study of menu items and also have a brief idea about their mode of preparation, inputs used, preparation time, accompaniment and final appearances
 10. Coordination with housekeeping for soil linen exchange
 11. Physical inventory monthly of crockery, cutlery, linen etc.
 12. Equipment, furniture and fixtures in the restaurant and their use and maintenance
 13. Method of folding napkins
 14. Note proprietary sauces, cutlery, crockery and other service accessories kept at the station
 15. K.O.T. handing, check preparation, ordering and the timely pickup

BAR

1. Bar setup, Mise-en-place preparation, storage facilities inside the bar, Decorative arrangement to liquor bottles
2. Implications of short and overpouring
3. Types of glasses used in bar service and types of drinks served in each glass

4. Liaison with Fand B controls for daily inventory
5. Spoilage and breakage procedures
6. Handling of empty bottles
7. Requisitioning procedures
8. Recipes of different cocktails and mixed drinks
9. Provision of different types of garnish with different drinks
10. Processing of all guests' checks as per drinks served
11. Dry days and handling of customers during the same
12. Handling of complimentary drinks
13. Bar cleaning and closing
14. Guest relation and managing of drunk guests
15. Interbar transfer and service accessories maintained, and preparation of the same before the bar opens
16. Types of garnishes and service accessories maintained, and preparation of the same before the bar opens
17. To know the different brands of imported and local alcoholic and non-alcoholic beverages
18. Bar salesmanship
19. KOT/BOT control
20. Coordination with kitchen for warm snacks
21. Using of draught beer machine
22. Innovative drinks made by the bartender

ROOMSERVICE

1. Identifying room service equipment
2. Importance of menu knowledge for order-taking (RSOT functions/procedures)
3. Food pickup procedure
4. Room service layout knowledge
5. Laying of trays for various orders
6. Pantry Elevator Operations
7. Clearance procedure in dishwashing area
8. Room service inventories and store requisitions
9. Floor plan of the guest floors
10. Serving food and beverages in rooms

11. Operatingdispense Bars

INDUSTRIAL

TRAININGWTO

During yourtenureasan

IndustrialTrainee,apartfromcarryingouttheassignedjobs,youareinstructedtomakethefollowingobservationsinyourdepartment.Aconcise

report (preferably typed) of these observations must be prepared and presented to theInstitution within one week of completion of training along with theIndustrial TrainingReport. These Report, Presentation and Viva will be the criterions for the award ofsemester marks for the session. A viva will be conducted soon after the reports aresubmitted. Dates of Presentation/Viva shall be announced after you report at institute.Vivawill beconducted byanexternal evaluator.

DESIRED: Reports should contain additional proformas, charts,Brochures etc. TheCover page of the ReportShould contain your name, hotel, department and duration.AttachaCopyof this WTOsheet at the beginningofYour report

.

WHATTOOBSERVE

F&BProduction

There are certain shifts that are more important to be done in order to learn the systemsand procedures of the department. You should make sure that you cover all shifts so asunderstandthe department fully.

1. AreaandLayoutofthekitchen
2. Studyof Standard PurchaseSpecifications
3. Studyof StandardRecipes
4. Indenting,Receivingand Storing
5. Checkingthestockinthe Walk-Incooler/ freezer (deep)
6. Indentingof Butcheryandgroceryetc.
7. Preparingofbatter, marinationsandseasoning
8. Allcuts meatand butcheryitems(Mutton, poultry, beef,fish, etc.)
9. Dailyprocedureofhandover fromshift to shift

10. Recipes and methods of preparation of all sauces
11. Quantities of preparation, weekly preparations and time scheduling
12. Stock preparation and cooking time involved
13. Cutting of all garnishes
14. Temperature and proper usage of all equipment
15. Plate presentations for all room service and a la carte order
16. Cleaning and proper upkeep of hot range
17. Cleanliness and proper upkeep of kitchen area and all equipment
18. Store of ice creams and other cold desserts
19. Yield of fresh juice from sweet lime/ orange
20. Filling of coffee, water, milk in the dispensers
21. Storage of different mise-en-place-(Raw, Semi-Processed)
22. Usage of wines, spirits-correct quantity and method of storage
23. Bulk preparations
24. Filling of buffet dishes
25. Recipes of least 10 fast moving dishes
26. Mise-en-place for: A la carte kitchen and Banquet kitchen
27. Reshuffle/Leftover Cooking

Industrial Training WTO

During your tenure as an industrial trainee, apart from carrying out the assigned jobs, you are instructed to make the following observations in your department. A concise report (preferably typed) of these observations must be prepared and presented to the institute within one week of completion of training along with the Industrial Training Report. These reports, presentation & Viva will be criteria for the award of semester marks for this session. A viva will be conducted soon after the reports are submitted. Dates of presentation /viva shall be announced after you report at institute. Viva will be conducted by an external evaluator.

DESIRED: Reports should contain additional proformas, charts, brochures etc. the coverage of report should contain additional proformas, charts, name, hotel, department & duration. Attach a copy of this WTO sheet at the beginning of your report.

WHAT TO OBSERVE

Front office

There are certain shifts that are more important to be done to learn the systems and procedures of the department. You should make sure that you cover all shifts so as to understand the department fully.

1. Greeting, meeting & escorting the guest
2. Total capacity and tariffs of the rooms
3. Location and role of status board, different types of status's maintained
4. Special rates and discounts applicable to groups, business houses, airlines, VIP's etc
5. Identification of kind, mode and type of reservation
6. Filing system and follow-up on reservation
7. Types of plans and packages on offer
8. Forms and formats used in the department
9. Meaning of guaranteed, confirmed and wait-listed reservations
10. Report taken out in the reservations department
11. Procedure of taking a reservation
12. Group reservation, discount and correspondence
13. How to receive and room guest
14. Room blockings
15. Size, situations and general colour schemes of rooms and suites
16. Discounts available to travel agents, tour operators, FHRAI members etc
17. Co-ordination of reception with lobby, front office cash, information, room service, housekeeping and telephones
18. Guest registration, types of guest folios, arrival slips, c-forms and their purpose
19. How to take check-ins and check-outs on the computer
20. Various reports prepared by reception
21. Key check policy
22. Mail & message handling procedures
23. Departure control
24. Percentage of no-shows to calculate safe over booking
25. Group and crew rooming, pre-preparation and procedures
26. Scanty baggage policy
27. Housekeeping discrepancy – investigation
28. Handling of Room changes / rate amendments / date amendments / joiners / one-person departure / allowances / paid outs and all formats accompanying them
29. Requisitioning of operating supplies
30. Handling of special situations pertaining to guest grievances, request etc
31. Bell desk / concierge function: luggage handling during check – in & check – out, left luggage procedures, wakeup call procedures, scanty baggage procedure, handling of group baggage, maintenance of records, errand made, briefings etc.
32. Travel desk: coordination's, booking transfers etc.

Industrial Training WTO

During your tenure as an industrial trainee, apart from carrying out the assigned jobs, you are instructed to make the following observations in your department. A concise report (preferably typed) of these observations must be prepared and presented to the institute within one week of completion of training along with the Industrial Training Report. These reports, presentation & Viva will be criteria for the award of semester marks for the session. A viva will be conducted soon after the reports are submitted. Dates of presentation / viva shall be announced after you report at institute. Viva will be conducted

by an external evaluator.

DESIRED: Reports should contain additional proformas, charts, brochures etc. the coverage of report should contain additional proformas, charts, name, hotel, department & duration. Attach a copy of this WTO sheet at the beginning of your report.

WHAT TO OBSERVE

Housekeeping

There are certain shifts that are more important to be done in order to learn the systems and procedures of the department. You should make sure that you cover all shifts so as to understand the department fully.

1. LINEN & Uniform

- A. Learn to identify the linen / uniform by category / size even when in fold
- B. Study the pest control procedure followed and learn how the linen / uniform is preserved against mildew
- C. Observe protection against dust
- D. Observe system & quantum of linen exchange with laundry, room, and restaurants
- E. Note the discard procedure and observe the percentage of
- F. Observe procedure for exchange of uniform and linen
- G. Note procedure followed for uniforms / linen exchange after closing hours
- H. Note arrangement of linen / uniforms systematically in shelves / hangers
- I. Understand the need & use of par stocks maintained
- J. Study total number and variety of items

2. Rooms

- A. Number of rooms cleaned in a shift
- B. Time taken in making bed / toilet
- C. Thoroughly observe the cleaning equipments and detergents / any other cleaning supplies used
- D. Observe all guest supplies kept in guest room and bathroom understand the procedure for procurement and replacement of guest supplies
- E. Study the systematic approach in cleaning a room and bathroom and various checks made of all guest facilities e.g. telephone, channel music, AC, TV, etc.
- F. Study the housekeeping cart and all items stocked in it. Notes your idea on its usefulness and efficiency
- G. Observe how woodwork, brass work are kept spotlessly clean and polished
- H. Observe procedure for handling soiled linen & procurement of fresh linen
- I. Observe procedure for freshen up and turndown service
- J. Observe room layout, colour themes and furnishings used in various categories and types
- K. Carpet burnishing and vacuum cleaning procedure
- L. Window panes and glass cleaning procedure and frequency
- M. Observe maintenance of cleanliness in the corridors and other public area on the floors
- N. Understand policy and procedure for day to day cleaning

- O. Observe methods of stain removal
- P. Understand the room attendant's checklist and other formats used
- Q. Observe handling of guest laundry & other services (like shoeshine etc.)

3. The control desk

- A. Maintenance of logbook
- B. Understand the function in different shifts
- C. Observe the coordination with other departments
- D. Observe the area & span of control
- E. Observe the handling of work during peak hours
- F. Observe the formats used by the department and study various records maintained

4. Public area

- A. Observe the duty and staff allocation, scheduling of work and daily briefing
- B. What to look for while inspecting and checking public area
- C. Importance of banquets function prospectus
- D. Observe tasks carried out by the carpet crew, window cleaners and polishers
- E. Note maintenance order procedure
- F. Study the fire prevention and safety systems built into the department
- G. Observe coordination with lobby manager, systems built into the department
- H. Observe the pest control procedure and its frequency
- I. Study the equipment and operating supplies used the procedure for its procurement
- J. Observe policy and procedures followed for various cleaning

Industrial training WTO

During your tenure as an industrial trainee, apart from carrying out the assigned jobs, you are instructed to make the following observations in your department. A concise report (preferably typed) of these observations must be prepared and presented to the institute within one week of completion of training along with the Industrial Training Report. These reports, presentation & Viva will be criteria for the award of semester marks for this session. A viva will be conducted soon after the reports are submitted. Dates of presentation /viva shall be announced after you report at institute. Viva will be conducted by an external evaluator.

DESIRED: Reports should contain additional proformas, charts, brochures etc. the coverage of report should contain additional proformas, charts, name, hotel, department & duration. Attach a copy of this WTO sheet at the beginning of your report.

WHAT TO OBSERVE

Human resource development & administration

1. Observe the layout of the department, location in the hotel and accessibility
2. Mission statement of the organisation
3. Observe the various functions carried out by the department
4. Policies & procedures of the department
5. Organisation chart of the hotel and hierarchy of the department
6. What are the various departmental filing & how records are maintained
7. Recruitment & selection process
8. Source of recruitment
9. Any specific/specialized testing in interview during recruitment
10. Attendance & leave system of the hotel
11. Various statutory compliances (PF, ESI, Insurance etc.)
12. Wage & salary administration (CTC, Taxes applicable etc.)
13. Hotel Manning Guide & employee handbook
14. Employee benefits, facilities for employees & recognition programmes
15. Performance appraisal system & job Evaluation techniques
16. Disciplinary procedures
17. Employee training, induction & development
18. A brief insight into trade unions & industrial relations
19. Management of grievances
20. Exit policies (VR Setc.)

SEMESTER V

BHM-501:FRONT OFFICE MANAGEMENT-I

UNIT-I

Planning and evaluating Front Office Operations

- Room rate structure.
- Criterion of establishing room rates.
- The Rule of Thumb Approach.
- The Hubbart Formula-introduction.
- Room rate designations Rack rate, Corporate Rate, Volume Account rates, Government rates, Seasonal rates, Weekend rates, Membership rates, industry rates, Walk-in rates, Premium rates, Advance Purchase rates, Package rates, FIT/ GIT rates, etc.

UNIT-II

Forecasting • Room Availability.

- Room Revenue-weekly, monthly, yearly, long term.
- Daily operation reports.

UNIT-III

Yield Management

- Introduction and Concepts covered.
- Differential Rates.
- Forecasting Bookings.
- Rate availability restrictions.
- Statistical representations-threshold curves.
- Displacement.

UNIT-IV

Reservation Sales Management

- Adequate Staffing.
- Rooms Inventory.
- Call management.
- Motivation.
- Reservation Map.
- Sales strategies.

UNIT-V

HotelSales

- Merchandising.
- DirectSales-
TravelAgents,TourOperators,HotelBookingAgencies,andTouristInformationCentre.

UNIT-VI

TheRoleof GovernmentAgencies

- Organizations-esp.directlyassociated tohospitalityindustry
- StarRatingSystem-Committeesandrecommendations.
- TaxesApplicabletohotelindustry.

UNIT-VII

ManagingHumanResources

- InternalandExternalRecruitments.
- EvaluationandSelection.
- DevelopingHR -skillstraining.
- Appraisals&evaluationoffrontofficestaff.

PracticalSchedule:

- AssignmentsandProjects
- YieldManagement–Calculations

SEMESTER V

BHM-502: ADVANCED ACCOMMODATION

OPERATIONS -1UNIT-I

Floor and Wall Coverings

- Types and Characteristics
- General Care
- Floor Finishes
- Types of Wall Coverings and Ceiling

UNIT-II

Carpets

- Fibres
- Manufacture- Woven and Non-Woven Carpets
- Size
- Laying and Care of Carpets
- Mats and Matting

UNIT-III

Furniture

- Principles
- Types of Joints
- Selection

UNIT-IV

Planning Trends in Housekeeping

- Planning Guest Rooms/Bathrooms/Suites/Lounges
- Landscaping
- Leisure Facility Planning for Guests
- Boutique Hotels Concept

UNIT-V

Industrial Laundry

- Process
- Stages in Wash Cycle
- Pilot scale and its Relevance Practical Schedule
- Planning Layouts- Guest Rooms/Bathrooms/Suites/ Lounges etc.
- Laundry Equipment Handling
- Laundry Operations-(Industrial)
- Laying and Cleaning of Carpets

SEMESTER V

BHM-503:ADVANCEDFOOD&BEVERAGESERVICEOPERATIONS

UNIT-1

Gue'ridonservice

- Introduction-History,Types,Staffing
- Specialequipments,Careandmaintenanceof equipment
- Ingredientsused,Mise-en-placeforgue'ridon.Commonpreparations.
- Carvingandjointingatthetable,carvingtrolley,andedishespreparedonthegue'ridon.
- Flambeing,carving,saladmaking
- Takingthe order. Methodsof servingadishat thetable

UNIT-II

RestaurantPlanning

- Introduction
- Planningand operatingvarious F&BOutlets and support /ancillarysystems.
- Factors-Concept,Menu,Space, Lighting,ColorsandMarket
- Restaurantdesignteam
- Staffing in a Restaurant - points to be considered. Duty Rotas,StaffTraining.

UNIT-III

Restaurant Problems and Guest / Situation Handling - ThumbRulesto be followed

UNIT-IV

OtherCateringOperations

- Off - Premises Catering - Outdoor Catering - Meaning - Preliminary survey of placeand conduct of party, hiring of service personnel - Making a list of service equipmentsrequiredfor settingup ofCounters-AllottingStations.
- HospitalCatering
- Industrial&InstitutionalCatering
- Airline&RailwayCatering
- HomeDelivery
- Takeaways

UNIT-V

Afternoon and High Teas

- Introduction, Menu, Cover and Service

UNIT-VI

Function Catering

- Introduction
- Types of Functions
- Function service staff and responsibilities
- Service Methods in Function Caterings, instructions to the service staff - witness service in functions.
- Booking and Organization of a Function
- Function menus
- Banquet layouts -
Tabling and seating arrangements VIP Function Handling, VIP Drill, Procedure for Toast.

UNIT-VII

Buffet

- Introduction
- Types - Sit Down and Fork Buffets - Buffet Sectors - Equipments used, Factors, Space requirements and checking Buffet Presentations, Menu Planning and Staff Requirement
- Buffet Management

Food and Beverage Terminology related to the course. Practical Schedule:

- Restaurant setup of different types
- Service of Afternoon and High Teas
- Buffet Lay-ups, theme Buffet setups a Service of Cheese
- Cocktail Parties

SEMESTER V

BHM-504: ADVANCED FOOD & BEVERAGE PRODUCTION

UNIT-I

Garde-Manger:

- Importance and function of larder in main kitchen
- relationship with other sections of main kitchen
- duties and responsibilities of larder chef
- Equipment's and tools used in larder
- floor plan of layout of larder room.

UNIT-II

Cold Cuts and Sauces:

- Forcemeat-meaning, uses, types and recipes
- Panada-meaning uses, types and recipes
- Compound butters -meaning, use types recipes and examples
- Marinades-different types and uses
- Brine-types & uses
- Aspic Jelly-uses and preparation
- Chaudfroid-uses and preparation
- Cold preparation-
galantine, ballotine, terrine, pates, quenelles, mousses, mousselines, souffles-recipes of above.

UNIT-III

Popular International Cuisines

- Features
- Regional Classification
- Ingredients, methods of cooking
- courses of menu for Chinese, Japanese, Thai, Italian, Mexican cuisines etc.

UNIT-IV

Advanced Bakery Preparation:

- Sugar Craft, Chocolate Confectionery, Cold Puddings and Sweets Appetizers:
- Type and examples for each type and method of preparation.

Practical Schedule:

- Cold preparations, platters and buffets.
- International Cooking: recipes from various countries.
- Exotic Indian Western starters, snacks and hors d'oeuvres.
- Advanced bakery-Rolls, Breads, Pastries, Cookies, Cakes.

SEMESTER V

BHM-505: PRINCIPLES OF MANAGEMENT

UNIT-I

Hotel Management:

- An Introduction
- Careers in Hospitality Today, looking for a job
- Basic functions of Management-POSDCORB.

UNIT-II

Evolution of management theories

- Management theories over the past.
- Current Hospitality Management Practices.

UNIT-III

Hotel Administration & Organization

- Hotel Administration, organizing a hotel-
- Department Pattern.
- Business Aims
- Human Elements.
- Line Management
- Organization Structure for 5 Star hotel.
- Manager's job in Hospitality Industry.

UNIT-IV

Management Objectives & Communication

- Management Philosophy
- Managing by Rules
- MBO in Hotels:
- Modern Objective of HR
- Major Problems in Hotel Business

UNIT-V

HR Planning

- Concept & Features of Manpower Planning
- Objectives of HRP

UNIT-VI

Developing Human Resources

- Objectives of HRD
- Recruitment, Selection and Interview

- Sources of Recruitment
- Advertisements
- Rules and

Regulations UNIT-VI

Training and Development

- Training programmes for Hotel Employees
- Basic Principle of Training
- On Job training
- How to instruct on the Job Training
- Performance Evaluation and Appraisals

Reference Books:

1. Principles of Management - L.M. Prasad.
2. Marketing Management - Phillip Kotler.
3. Business Organisation - Sherlekar.
4. Marketing Management - Ramaswamy.
5. Personnel Management - C.B. Matoria

SEMESTER V

BHM-506:HOTELACCOUNTANCY

UNIT-I

BasicConceptsofaccounting

- Definition,objectsandimportanceofaccountinginhotelbusiness
- Classificationofaccounts
- Accountingequations
- Journalizing
- Postingintoledgersandbalancingofledgeraccounts.

UNIT-II

SubsidiaryBooksofAccounts

- Subsidiaryjournalpurchasebook,salesbook, purchasereturn sales return,
- Cashbook (2columns and3 columns),
- Pettycash book.
- Closingof ledgers-
- Trialbalancepreparation.

UNIT-III

AccountingStatements

- Bankreconciliationstatement,meaning,preparation,causesfordifference.
- Preparationoftrading,profitandlossaccount.
- Preparationofbalancesheetwithadjustments-revenueandcapital expenditure.

UNIT-V

Partnership

- Partnershipaccountmeaning-differenttypesofpartners.Differencebetweenpartnershipand sale proprietorship-interest on capital anddrawings.
- Preparationofpartners andcapitalaccounts(fixed&fluctuating)

UNIT-VI

AccountPostingMachines

- Accountingmachinesandtheirimportanceincateringbusiness,computerandtheiruses in hospitalitybusiness.
- Problemsinvolving simplecalculations,additions,subtractions,multiplicationanddivision.

ReferenceBooks:

1. PrinciplesofAccounting -N.Vinayakan
2. Advanced Accounting- Shukla-Grewal
3. DoubleEntryBookkeeping -T.S.Grewal

SEMESTER V

BHM-507:PRACTICAL

Total:70Marks

(Including Viva Voce housekeeping, front office)

SEMESTER VI

BHM-601: FRONT OFFICE MANAGEMENT – II

UNIT-I

Evaluating front office operations

- Accommodation and management concepts
- Tariff decisions
- Cost & pricing – the hubbart formula with its various schedules
- Market pricing
- Daily front office reports statistics – analysis and evaluation
- Budgeting
- Preparation of departmental budget
- Comparison of revenue and expenses

UNIT-II

Revenue management

- Group room sales/transient sales
- F&B activities
- Special events local and area wise
- Potential low and high demand tactics
- Revenue management software – awareness and usage applications

UNIT-III

Measure hotel performance

- Quantifiable analysis – rev per market share
- Quantifiable analysis – rate driven occupancy driven

UNIT-IV

Property management system

- Introduction
- Evolution and technology in PMS
- Selection of PMS as per the property
- Various affiliate menus of PMS & their interface with front desk system

UNIT-V

Guestservice

- Servicestandards–verbal and visual
- Empowerment and diversity awareness
- International guests
- Management's role in guest service
- Guest service training

Review of all front office operations. Practical schedule:

- Calculating occupancy statistics
- Package preparations-of season discounts
- Forms and formats
- Role– play
- Preparing sales letters /Business letters /Apology letters/Brochure/Tariff card etc.
- Role plays

SEMESTER VI

BHM-602:ADVANCEDACCOMODATION OPERATIONS–II

UNIT-I

Controllingexpenses –Budgeting

- Thebudget process– planningand operating
- Usingoperatingbudget as control tool
- Operatingbudgetand incomestatement
- Budgetingexpenses
- Purchasingsystemandcontrol
- Capitalbudget

UNIT-II

Specialprovisionsforhandicappedguests

- Guestroom
- Publicarea

UNITIII

Situationhandlingandservicedesigns

- Airlinecrewguestrooms
- Singleladyguest
- Children
- Typicalhousekeepingcomplains/situationhandling
- Inter-departmentalliaisoningincriticalsituations andduringemergencies

UNIT-IV

Energyconservationandwater

- Introduction
- Action plan for energyefficiency
- Energyconservationmeasures
- Waterand environment–improvingwater quality

UNIT-V

Housekeeperandthemanagementofdepartment

- Planningandforecasting
- Standardsofhousekeeping
- Staffingrequirementsandtraining
- Organizationwelfareofstaff

Practical schedule:

- VIP Drill – functions group arrivals
- Situation handling – mock situations
- Housekeeper role-play

SEMESTER VI

BHM-603:FOOD&BEVERAGECONTROLS

UNIT-I

F&BControl–overview

- Introduction objectives of F&B Control
- Problems & methodology in F&B Control
- Personnel management in F&B Control

UNIT-II

Cost and sales Concept

- Definition, elements classification of cost
- Sales defined cost/volume/profit relationships (Break even analysis)

UNIT-III

Budgetary control

- Introduction, objectives & types of budget
- Budgetary control process
- Stages in the preparation of budgets
- Budgeting for F&B Operations

UNIT-IV

Food & Beverage controls

- Food– purchasing receiving, storage and issuing controls
- Food–production, food cost controls
- Food sales controls
- Standard yield, standard portions sizes, standard recipes
- Beverages-purchasing receiving, storage and issuing controls
- Beverages-production, food cost controls

UNIT-V

Fraud in F&B Control

- Fraud in purchasing receiving storing issuing preparing and selling stages of F&B control
- Prevention of frauds

UNIT-VI

Inventory control

- Importance, objectives, methods, levels and techniques
- Perpetual inventory, monthly inventory
- Pricing of commodity
- Comparison of physical and perpetual inventory

UNIT-VII

Menu management

- Introduction
- Types of menu
- Menu planning consideration and constraints
- Menu costing
- Menu merchandising
- Menu engineering
- Menu fatigue
- Menu as an in-house marketing tool

UNIT-VIII

F&B Management in hotels and various F&B Outlets

- Introduction
- Basic policies – financial, marketing and catering control
- Performance measurements.

SEMESTER VI

BHM-604 ADVANCED FOOD BEVERAGE PRODUCTION–II

UNIT-I

Sausages, salami and other forcemeats:

- Types
- Manufacture
- Processing and casings

UNIT-II

Out-door catering

- Concept and principles
- Limitations
- Menu planning
- Checklist and precautions

UNIT-III

Banquet preparations

- Types of banquets
- Theme production
- Menu preparation

UNIT-IV

Miscellaneous cooking

- Power breakfasts
- Brunches and lunches
- High teas
- Cocktail snacks
- Theme menus
- Food festivals

UNIT-V

Convenience food

- Characteristics, types of Indian and western
- Advantages and disadvantages
- Labour and cost saving aspect

UNIT-VI

Advanced cooking

- Burgers, pizzas, hot dogs, footlongs and rolls
- Types, preparation and selection of spreads fillings
- Classical sandwiches – canapés, presentation styles with appropriate garnishes

Practicals schedule:

- Breakfast menus
- International cookery
- Bakery and confectionery – chocolate cakes, savory items, quiches & tart etc
- Preparation of sausage, salami and other forcemeats.
- Basket cooking
- Food carvings and decorations

Reference books:

1. Theory of cookery – Krishna Arora
2. Modern cookery – Thangam Phillip
3. Practical cookery – Kinton & Cesarani
4. Larousse Gastronomique
5. Professional baking – Waleys Gissler
6. Indian cookery – Prasad
7. A taste of India – Madhur Jaffrey

SEMESTER VI

BHM-605:HOTELLAW

UNIT-I

Introduction to hotel law

- Laws applicable to hotel and catering industry
- Procurement of licenses and permits required to operate hotel restaurant and other catering establishments
- Criterion of fixation of taxes for various tariff structures applicable to hotels – luxury expenditures sales surcharges service tax etc.

UNIT-II

Labour laws

- Definition and importance with various provisions
- Factories Act 1944 – working environment welfare health and safety measures
- Jurisdiction of inspectors

UNIT-III

Hotel–Guest relationship

- Right to receive or refuse accommodation to a guest
- Guests' right to privacy
- Tenancy laws
- Duty to protect guest
- Employees and third-party threats in restrooms and parking lots

UNIT-IV

Laws governing lost and found property

- Hotel's liability regarding guest property unclaimed property loss of property
- Hotel defense to liability claims
- Statutory limit on hotel's liability

UNIT-V

Foodlegislation

- CentralStateandlocalfoodlaws
- Warranty
- Truthinmenus andlabelinglaws
- Foodadulteration
- Powersanddutiesofafoodinspector

UNIT-VI

Liquorlicenses

- Independentbaroperation
- Dispensebar
- Satellitebar
- Compoundlicense
- Beerbars

SEMESTER VI

BHM-606: TRAVEL AGENCIES AND TOUR OPERATOR OPERATIONS

UNIT-I

Travel agencies

- History and development of travel agencies
- Role and function with Indian and international examples

UNIT-II

Travel formalities & regulations

- Passports: functions, types, issuing authority, procedure for obtaining passport etc.
- Visas: functions, types, issuing authority, procedure for obtaining visa. Other travel legislations
- Immigration laws

UNIT-III

Foreign exchange

- Countries and currencies
- Procedure for obtaining foreign exchange
- Foreign exchange counters
- Customs formalities
- Exchange of currency during immigration

UNIT-IV

Tour operators

- Inbound, outbound
- Immigration companies
- Operation modalities of travel agency and tour operator restricted to air tickets
- Routing and itinerary

UNIT V

Travel trade organization and associations

IATO, IATA, ASTA, PATA, TAAI, Ministry of Tourism

Reference books:

1. Profile of Indian tourism – Shalinisingh
2. Tourism today – Ratandeep Singh
3. Tourism principles and practices – A.k. Bhatia
4. Tourism and cultural heritage of India – Ramacharya

SEMESTER VI

BHM-607:PRACTICAL

Total:70

(including,Demonstration,vivavoce,foodproduction,F& B)

SEMESTER VII

BHM -701A - FOOD PRODUCTION MANAGEMENT

UNIT-1	INTRODUCTION <ul style="list-style-type: none"> • Latest Trends and Concepts • Life style cooking- Gluten free, sugar free, Vegan, slow food movement, menu examples. • Sustainable Food & Beverage Production- Importance of sustainability in food operations, Farm to Fork, Organic food, sustainable culinary practices, waste disposable • Anthropology of food- Evolution of Modern Era, Food & Culture relations (Religion, Geography, Influences)
UNIT-2	Cloud kitchens, <ul style="list-style-type: none"> ○ Preparation of food in centralized outlet, Advantages and disadvantage of centralized outlet, Equipment required, HACCP procedures, Transportation and logistics
UNIT-3	Exotic Herbs / Exotic spices /marinades / condiments <ul style="list-style-type: none"> ○ Their types of Importance of Usage in cooking, Medicinal properties Therapeutic properties □ Food Preservation <ul style="list-style-type: none"> • Preservation methods using natural preservatives • Preservation methods using chemical preservatives, • Dehydration, Jams and jellies, Squash and syrups, Dehydrated foods, Chutneys, Pickles and preserve recipes.
UNIT-4	<ul style="list-style-type: none"> • Presentation Art Plate presentation, Garnishes <ul style="list-style-type: none"> • Buffet presentation, Display work Sugar displays: Pastillage, Gum paste Molding & modelling techniques, Marzipan Bread Displays , Centre pieces, Bread basket Bread Art
REFERENCES Arora, Krishna - Theory of Cookery-, Frank Bros., New Delhi 2009 Philip, Thangam E- Modern Cookery, 5th edition, Anna Salai, Chennai 2009 Bali, Parvinder: Quantity Food Production Operations and Indian Cuisine oxford, London 2013 Aggarwal, D.K., Kitchen Equipment & Design, Aman Publications, New Delhi, 2006. Vikas Singh, Text Boook Of food Production (BTK), Aman Pub., N. Delhi, 2011. Mcvety, Paul J- Fundamentals of menu planning-., 3rd edition John Wiley & Sons, New Jersey Le Rol A.Polsom. The Professional Chef Bo Friberg (2002) Cessarani & Kinton (2007). Theory of Catering. Hodder Education Publisher Fuller J. Barrie & Jenkins. Accompaniments & Garnishes from walter Kinton R Cessarani V., Foskett D. (2000) Practical Cookery (9th edition) Hodder Education The Professional Pastry Chef, Fourth Edition Wiley & Sons INC	

BHM -702A– PRACTICAL FOOD PRODUCTION MANAGEMENT

1. Practical 1: Time experiment (24 hrs., 12 hrs., 6 hrs., 2 hrs.) using sous vide or similar techniques. Output- How long meat (Lamb loin chops) should cook for the best results.
2. Practical 2: Blast freeze/ cook freeze vegetables, sauces, and cooked food for longer shelf life.
3. Practical 3: Vegan food and recipes including presentation, plating, and garnishing.
4. Practical 4: Dehydrate and preserve organic fruits/ pickling/ cocktail syrup making.
5. Practical 5: Processing Herbs and spices used in cooking.
6. Practical6: Dry rub and marinade output: which taste better/ differences and how they are done.
7. Practical 7: Bread art and presentation
8. Practical 8: Buffet presentation (Can be done during events)
9. Practical 9: Gluten Free recipes and Menus
10. Practical 10: Sugar Free Recipes and menus
11. Practical 11: Recipes and Menus as per Food and Culture relations.

BHM -703 A-TANDOOR-PRINCIPLE, CONCEPT AND APPLICATION

UNIT - 1	<ul style="list-style-type: none">• Evolution of Tandoori• Cuisine History of Tandoor• Phases/Era of tandoor and tandoori cookery Influence of Mughals on tandoori cookery• Ingredients used in tandoori cookery and Identification of ingredients• Use of various spices Uses of tenderizers• Uses of herbs in tandoori cookery• Various garnishes and plate presentation in tandoori cookery• Tandoori platters• Fuels and other equipment related to tandoor• Types of fuel used in tandoor ☐Types of tandoor• Other equipment required in tandoor cookery
UNIT - 2	<ul style="list-style-type: none">• Preparing of tandoor• Laying the base and floor of tandoor• Inserting the clay pot and insulation• Finishing, Firing and curing of the tandoor• Creating Marinades and Rubs• Various types of marinades used in tandoori cookery• Difference between marinades and Rubs Usefulness of marinades and rubs• Searing and sealing of food items• Methods of basting and sealing of food items• BASIC COMMODITIES OF TANDOOR MARINATION• Ingredients used in Tandoor cooking• Marinade: importance, types, uses• Accompaniments for Tandoor dishes,• Variety of vegetable and meat cuts required
UNIT - 3	<ul style="list-style-type: none">• Techniques to control the temperature of tandoor• Methods to control the temperature of tandoor during operational peak hours• Various techniques of controlling temperature
UNIT - 4	<ul style="list-style-type: none">• Paring of tandoori food with curries and beverages• Compatibility of various alcoholic beverages and non-alcoholic beverages with tandoori food items• Hygiene and safety standards cleanliness near tandoor and kitchen• Cleaning of tandoor and disposal of fuel residue Personal hygiene of tandoor chef• Protective clothing and gear of tandoor personal Equipment's and tools required in cleaning and safety• Location and use of fire extinguishers near tandoor and kitchen.
References	<p>https://nsdcindia.org/sites/default/files/QP_THC-Q3001_Tandoor-Cook.pdfTandoor: The Great Indian Barbecue Hardcover – 12 November 2001 byRanjit Rai</p>

BHM- 704 A - PRACTICAL - TANDOOR-PRINCIPLE, CONCEPT AND APPLICATION

Suggested Menus:

Menu 1 Tandoori roti, Kulcha Naan / Muslim Naan Paneer tikka, / Murgh Tikka Mint chutney	Menu 2 Bhakharkhani Naan Shikampuri Kabab , Phaldari Kabab Mint chutney
Menu3 Roomali roti Sheekh Kabab , Vegetable Sheekh Kabab Mint and yoghurt sauce	Menu 4 Khasta roti Kakori Kebab Mint chutney
Menu 5 Sheeramal Shammi Kabab , Toonde kebab Mint chutney	Menu 6 Bhakri (Nachani, Bajra) (Rice, Jawar) Ajawain Prawns / Ajawain Mushroom Chilli sauce
Menu 7 Missi Roti Kalami / Tangdi kabab Stuffed Hariyali Fish Mint chutney	Menu 8 Stuffed parathas – vegetarian Boti kabab Mint chutney
Menu 9 Stuffed parathas – Non vegetarian Tandoori Chicken Patti Soya chaap Yoghurt sauce	Menu 10 Baida Roti Peshawari Naan Malai kabab (chicken, veg)

BHM- 701B - FOOD AND BEVERAGES SERVICE MANAGEMENT

Unit-I	<p>Supervisory Functions:</p> <ul style="list-style-type: none">• Briefing ,Allocations of tables• Checking the Mise en place and Mise –en-scene• Handling Tips ,Stock Taking• Indenting and maintaining par-stocks of supplies• Sales Analysis ,Cost Analysis• Break Even Point calculation• Handling Complaints• Training the staff• Employee evaluating / performance appraisal. <p>Customer Relationship Management:</p> <ul style="list-style-type: none">• Importance of customer Relationship: Regular, Occasional, First timer• Guest Satisfaction: Menu, consistency in the quality of dishes & service• Food safety and Hygiene• Attitude of staff• Suggestions by guests
Unit-II	<p>Specialized form of service:</p> <p>Lounge service, Butler service, Railway catering Airline services.</p> <p>Gueridon service:</p> <ul style="list-style-type: none">✓ History & definition of Gueridon,✓ Types of trolley,✓ Various items to be prepared,✓ Advantages and disadvantages of Gueridon. <p>Carving & flambé service Flambé trolleys, Sweets trolley, Cooking & carving at table</p>
Unit-III	<ul style="list-style-type: none">• Food and Beverage Management in Fast Food and Popular catering- Introduction, Basic Policies- Financial, Marketing and Catering, Control and performance measurements.• Food and Beverage Management in Hotels and Quality Restaurants- Introduction, Basic Policies- Financial, Marketing and Catering, Control and performance measurements.• Food and Beverage Management in Function Catering-- Introduction, Basic Policies- Financial, Marketing and Catering, Control and performance measurements.• Food and Beverage Management in Hospital Catering-- Introduction, Basic Policies- Financial, Marketing and Catering, Control and performance measurements.

Unit-IV	Merchandising
	<p>Menu Merchandising : Basic menu criteria, Types of food and beverage menu, Methods of printing menu, Suggestive selling and up selling, Emerging trends in the menu printing</p> <p>Visual Merchandising *Floor stands *Posters, *Wall displays, *Tent cards etc.,</p> <p>Apparel Merchandising Signage Merchandising Brand Merchandising</p>
Text Books:	<p>Food and beverage service by R. Singaravelavan, oxford university press, 1st edition, (2011)</p> <p>Text book of food and beverage service by S.N.Bagchi/Anita Sharma, Aman publications, new Delhi, 3rd edition, (2010)</p> <p>Bar attendant's handbook by George Ellis, global India publications pvt ltd., 2nd edition, (2002)</p> <p>The bar and beverage book by Costas Katsigris, Chris Thomas, John Wiley & sons, 4th Edition, (2007)</p>

BHM -702B- (PRACTICAL) FOOD AND BEVERAGES SERVICE MANAGEMENT

F&B Staff Organization

- Class room Exercise (Case Study method)
- Developing Organization Structure of various Food & Beverage Outlets
- Determination of Staff requirements in all categories
- Making Duty Roster
- Preparing Job Description & Specification

Staff Organization

- Class room Exercise (Case Study method)
- Developing Organization Structure of various Food & Beverage Outlets
- Determination of Staff requirements in all categories
- Making Duty Roster
- Preparing Job Description & Specification

Gueridon and Flame cooking and carving at table:

- Organizing Mise-en-place for Gueridon Service
- Dishes involving work on the Gueridon
- Task-01 Crepe suzette Task-02 Banana au Rhum Task-03 Peach Flambe Task-04 Rum Omelets Task-05 Steak Diane Task-06 Pepper Steak

Developing Hypothetical Business model of food and beverage outlets:

- Popular catering,
- Quality Restaurant, Function catering, Hospital catering.

Case study of Food and Beverage outlets:

- Popular catering,
- Quality Restaurant, Function catering, Hospital catering.

BHM-703B-EVENT MANAGEMENT

UNIT - 1

Events- The Concept, Nature, Definition and scope, C's of Events, advantage and disadvantage of Events, Categories and Typologies, Skills required to be a good Event Planners

UNIT – 2

Organizing & Designing of Events, key elements of Events, Event Infrastructure, core concept, core people, core talent, core structure, Setting Objectives for the Event, Negotiating Contracts with event Organizers, Venue, Media.

UNIT – 3

Marketing & Promotion of Events: Nature of Event Marketing, Process of Event Marketing, The Marketing Mix, Sponsorship. Promotion: Image/ Branding, Advertising, Publicity and Public Relation

UNIT - 4

Managing Events: Financial Management of Events, Staffing, Leadership. Safety and Security: Occupational Safety and Health, Incident Reporting, Crowd Management and Evacuation

References:-

A.K. Bhatia, „Event Management“, Sterling Publishers Pvt. Ltd. Delhi.

Anton Shone & Bryn Parry, „Successful Event ;2Management

Coleman, Lee & Frankle, Powerhouse Conferences. Educational Institute of AHMA

Hoyle, Dorf & Jones, Meaning conventions & Group business. Educational institute of AH & MA.

Joe Jeff Goldblatt, “Special Events: Best Practices in Modern Event Management (Hospitality, Travel

& Tourism)”, John Willy and Sons, New York

Leonard H. Hoyle, Jr, „Event Marketing“, John Willy and Sons, New York

Lynn Van Der Wagen, Carlos, Event Management, Pearson, New Delhi.

Sanjay Singh Gaur, Sanjay V Saggere, Event Marketing Management, Vikas Publication, New Delhi

John Beech, Sebastian Kaiser, Robert Kaspar - The Business of Events Management ;Pearson Publications

BHM -704B - PRACTICAL

EVENT MANAGEMENT

1. Understanding the various types of events
2. Preparing Requirement forms
3. Preparing and planning schedules of various events
4. Preparing Function sheet
5. Planning the staffing for an Event
6. Understanding the various legal compliances for an event
7. Preparation of Reimbursement & Honorarium, Travel arrangement worksheet
8. Developing Recordkeeping systems
9. Designing an event
10. Planning a birthday party
11. Planning a food festival
12. Planning a corporate event
13. Planning a promotion for an event

BHM -701C - FRONT OFFICE MANAGEMENT

UNIT - 1	Advance Cash and Credit Control: Cash Control: Introduction, frauds & internal control, cash receipt control, physical control measures. Credit Control: Meaning, objective and methods, Hotel credit policy, Control measures; during occupancy, checkout, after departure, Prevention of Skippers: on arrival/during stay/on departure day.
UNIT - 2	Quality Guest Service: Introduction, services provided by hotel front office, certification in relation to quality, relationship with other divisions, managing customer relationship through effective communication, complaint handling, latest trends and practices followed in front office.
UNIT - 3	Budgeting: Introduction, types, advantage and disadvantages of budgeting, budgetary controls, The budgeting process, Planning capital budget, Planning operation budget, Operating budget – controlling expenses – income statement, Purchasing systems – methods of buying, Stock records – issuing and control.
UNIT - 4	Revenue Management: Concept and applications, Measuring yield, elements of revenue management; using revenue Management, Economic Principles and Demand Forecasting, Reservations and Channels of Distribution, The Revenue Management Team, Strategic Management and Following the RevMAP, Tools, Tactics, and Resources. Selling Techniques Reception as a sales department Purpose of selling/the hotel product selling methods
References	Front Office training manual- Sudhir Andrews Front office operations and management– Jatashankar R. Tewari Front Office Operations – Colin Dix, Chris Baird Professional Hotel Front Office Management– Anutosh Bhakta Hotel Front Office Management – James. A. Bardi Front Office Operations and Management – Ahmed Ismail(Thompson Delmar) Front Office Operation Management – S. K. Bhatnagar

BHM -702C- PRACTICAL FRONT OFFICE MANAGEMENT

S. No.	Topic
1	Handling Guest Complaints
2	Handling various modes of payment: Cash, Foreign currency, Travellers Cheques, Travel vouchers, Credit/Debit Cards, Bill to company, etc.
3	Front Office Management Jargons
4	Role Play :- Customer relationship management via effective communication
5.	Hands on preparation of Front Office Budget
6.	Latest Trends in Front Office (Assignment as PPT Presentation)
7	Mock Report Generation
8	A week as a front office manager-mock session.

BHM-703 C- TOUR & TRAVEL MANAGEMENT

UNIT - 1	Organised Travel Defining Tourist & Tourism viz: inbound, outbound, domestic, maintenance of tourism products, Alternative tourism, Mass tourism, Special Interest Tourism. Itinerary Development Introduction, meaning and definition, types of itineraries, how to develop an effective itinerary, functions of tour managers and planning tools for an itinerary.
UNIT - 2	Tour Packaging Management Concept, Origin and development of Tour Packaging, Types of Tour, Component of a Standard Package Tour, Factors affecting Tour Formulation, Tour Designing Process, Significance of Package Tour, Tour Brochure.
UNIT - 3	Travel Agency Marketing, Marketing Concept, unique features of Travel Marketing, Significance of Travel Agency Marketing, Developing a Tour Marketing Plan, Marketing Strategy of Inbound & Outbound tours.
UNIT - 4	Travel Trade Organizations/Associations Need and Significance of Travel Trade Association, Role and Contribution of UNWTO, IATA, PATA, IATO and TAAI.
References	Chand, Mohinder Travel Agency Management, Anmol: Delhi Chunk, James, Dexter & Boberg, Professional Travel Agency Management. Prentice Hall Publication Fay Betsy, Essentials of Tour Management, New Jersey: Prentice Hall Publication. Negi J.M., Travel Agency and Tour Operation: Concepts and Principles, New Delhi: Kanishka Publishers & Distributors.

BHM-704 C- PRACTICAL TOUR & TRAVEL MANAGEMENT

- To prepare different Itineraries
- Prepare different tour packages
- Develop Tour Brochures
- Develop Tour Marketing plans
- Field visit of six to ten days duration specific destination during the semester period duly approved by the Director. All students are required to submit the field study tour reports of their field visits in the department 15 days before the second semester Viva-voce examination. The Viva-voce shall be conducted on the basis of theory papers and field visits and marks shall be awarded both by Internal and External examiners. The aggregate of both the examiners shall be awarded to the candidates there upon.

BHM -701 D- ACCOMMODATION MANAGEMENT

UNIT - 1	Detailed Flower Arrangements: Introduction, Flower arrangements in hotels, Flower arrangements basics, Designing flower arrangements, Japanese/Oriental Flower arrangements, common Flowers and Foliage
UNIT - 2	Horticulture: Introduction, Essential components of ho Landscaping, Indoor plants, Bonsai in hotels
UNIT - 3	Changing Trends in Housekeeping: Introduction, Outsourcing, Training and Motivation, New trends, Eco-friendly amenities & products, New scientific techniques, use of information technology in housekeeping
UNIT - 4	CRISIS MANAGEMENT a.Emergencies Medical (respiration / burns/wounds/hemorrhage / first aid etc During facility breakdown Fire / natural disasters etc •Evacuation procedures b.Security aspects <ul style="list-style-type: none"> • Importance, • Details of security in public area, • Monitoring of Activities in public areas. • Monitoring in Accommodation Operation Area – Floor, Lobby & Rooms • Loss prevention • loss and found department - roles and procedures) • Managerial handling of the VIPS, CIPS and Travel Agent Groups • Complaint handling at the desk
References	Simple Flower Arranging Hardcover byMark Welford (Author) Wicks(Author). Penguin The Art of Flower Arranging Hardcover – byPaula Pryke, Rizzoli Flower Arranging: The Complete Guide for Beginners Hardcover –byJudith Blacklock c&C offset Flower School: A Practical Guide to the Art of Flower Arranging byCalvert CrayRunning Press Book Publishers Flower Color Guide byDarroch Putnam,Michael PutnamPhaidon Press Textbook of Horticulture ByK Manibhushan Rao· 2005 Macmillan Disaster Planning and Preparedness in the Hotel Industry ByAhmad Rasmi Albattat,Ahmad Puad Mat Som·, Emerald Five Star Crisis Management - Examples of Best Practice from the Hotel Industry ByOuti Niininen·, INtech Open

UNIT No.	Topic
1	Flower Arrangements: Identify various flowers used for various arrangements, Identify various basic ingredients used for flower arrangements, Learn different types of Flower arrangements, Learn different styles of Japanese and Oriental flower arrangements. Horticulture: Understand essential components of horticulture; understand the elements of landscaping, To know about indoor plants, Elements of Bonsai.
2	First Aid <ul style="list-style-type: none"> • First aid kit • Dealing with emergency situation • Maintaining records
3	Fire safety fire fighting <ul style="list-style-type: none"> • Safety measures • Fire drill (demonstration) • Evacuation procedures
4	Raising indents and ordering for Special decorations (<i>Theme related to hospitality industry</i>) <ul style="list-style-type: none"> • Indenting • Costing • Planning with time split along with execution
5.	Preparing rooms for special occasions/guests/VIP/CIP/Travel Agent guests Inter departmental coordination Situation handling at the desk in housekeeping
6	Trends and latest Energy Conservation & eco-friendly concept

BHM -703D- INTERIOR DECORATION

UNIT - 1	Interior Designing <ul style="list-style-type: none">• Introduction• Significance of Interior Design• Types of Interiors• Fundamentals of Interior Design• Principles & Elements of Design• Designing for the physically challenged
UNIT - 2	Colour Designing <ul style="list-style-type: none">• Introduction• Dimensions of colour• Prang's colour system• Munsell colour system• Colour scheme for Lobby & Public area• Chromo Therapy
UNIT - 3	Floor Covering <ul style="list-style-type: none">• Selection of floor covering• Cleaning of floor covering• Types of floor covering• Importance of floor maintenance• Modern trends of Flooring
UNIT - 4	Wall Covering <ul style="list-style-type: none">• Introduction• Practical Consideration• Types of Walls• Types of wall covering• Selection of wall covering• Maintenance of wall and wall coverings
References	Andrews, S. (2013). <i>Hotel Housekeeping: A Training Manual</i> . Tata McGraw-Hill Education. Raghubalan, G., & Raghubalan, S. (2014). <i>Hotel housekeeping: operations and management</i> . Oxford University Press. Burstein, H. (1980). <i>Management of Hotel and Motel Security</i> (Vol. 5). CRC Press. Jones, T. J. (2007). <i>Professional management of housekeeping operations</i> . John Wiley & Sons. Singh, M. (2012). <i>Hotel Housekeeping</i> . Tata McGraw-Hill Education. Ghosal, S. (2011). <i>Hotel Engineering</i> . Oxford University Press.

BHM -704D - PRACTICAL INTERIOR DECORATION

Conception and designing of guest room

Making floor plans,

Creating 3d models of guestroom/public area

Special decorations

- Theme
- Contrast
- Merged
- Practical knowledge about the following
- Carpentry joints.
- Concept of furniture Layout.
- Concept of Colour and Lights.
- Paints, Varnishes, Distemper.
- Concept of False Ceiling.
- General Plumbing system.
- General Sanitary fittings.
- General layout of kitchen and toilets.

BHM- 705 -PRINCIPLES OF MARKETING

Unit I : Marketing: Nature and Scope of Marketing, customer needs, wants and demand. Various Marketing Concepts: production, product, selling, marketing and societal marketing, Analyzing marketing environment: micro, macro environment

Unit II : Market segmentation: Need, concept, nature, basis and strategies, mass marketing vs. Segmentation.

Marketing mix: 4Ps of products and 7Ps of services, components and factors affecting mix.

Unit III : Product decisions: Product definition, new product development process, and product life cycle, positioning, branding, packaging and labeling decisions.

Pricing decisions: importance, objectives, designing strategies, Pricing Techniques

Unit IV : Distribution: Types of channel, factors affecting decision, Designing and Managing Marketing Channel, Managing Retailing, physical distribution system and its components.

Product Promotion: promotion mix-introduction, importance, advantages and disadvantages of various components and factors affecting. Designing and managing Integrated Marketing Communications.

Suggested Readings:

1. Kotler, P., Keller, K.L. Koshy, A. and Jha, M., Marketing Management: A South Asian Perspective, Pearson Education.
2. Etzel, M., Walker, B., Stanton, W. and Pandit, A Marketing Management, Tata McGraw Hill.
3. Ramaswamy, V.S and Namakumari, S. Marketing Management: Global Perspective Indian Context, Macmillan Publishers India Ltd.
4. Saxena, Rajan, Marketing Management, Fourth Edition, Tata McGraw Hill Education Pvt. Ltd.

BHM- 706- PERSONALITY DEVELOPMENT AND SOFTSKILLS

UNIT-1	SOFT SKILLS FOR HOSPITALITY INDUSTRY: Introduction, Defining Personality, Creating First Impression, Grooming, Attire/Clothing, Basic Social Etiquette's. Personality traits as antecedents of employees' performance. Attitude and Behavior in Hospitality industry.
UNIT-2	BODY LANGUAGE: Introduction, Genetics and Cultural roots, Why body language, positive body gestures, negative body gestures, leadership skills, motivational skills, self-confidence, Attitude, Self Esteem, Time management. ESSENTIALS OF BODY LANGUAGE IN HOSPITALITY SECTOR: Expression while standing, sitting, Head and Hand movement, Facial Expression. Importance of Body language for Hospitality Professionals.
UNIT-3	COMMUNICATION AND LISTENING SKILLS: Introduction, guidelines for effective communications-voice modulation, Active listening skills, essentials of active listening, ways to improve active listening skills. PRESENTATION SKILLS: Managing presentation nerves, Six steps to conquering your presentation nerves, planning an effective presentation, Delivering an effective presentation.
UNIT-4	GROUP DYNAMICS AND TEAM BUILDING: Importance of groups in organization, Interaction in group. Group decision, team building, how to build a good team. Introduction to Motivation, relevance and types of Motivation, Motivate the sub-ordinates, Analysis of Motivation.
REFERENCES:	<ul style="list-style-type: none">• Personality Development by Rajiv. K. Mishra, Rupa & co.• SoftSkills,2015, Career Development Centre, Green Pearl Publication.• Personality and Body Language for Hospitality Professionals, by Dr Neeraj Aggarwal, Aman Publication, Delhi

BHM -707- ENTREPRENEURSHIP

UNIT - 1	Definition and Concept of Entrepreneurship, Myths about Entrepreneurship, Entrepreneurial Traits and Motivation, Role of Entrepreneurship in economic development. Types of Entrepreneurs. Barriers in the way of Entrepreneurship. Entrepreneurship Development (ED) Cycle.
UNIT - 2	The Start-up Process Project Identification Selection of the Project Project Formulation Evaluation Feasibility Analysis, Project Report Business Plans and reasons of failure of business plans. Micro-Small-Medium (MSME) Enterprise – Definition – Characteristics- Objectives- Advantages- Disadvantages-Role in developing countries- Problems- steps for starting- – Government Policies
UNIT - 3	Entrepreneurial Development Programmes (EDP) Role, Relevance and Achievements Role of Government in organizing EDPs, Critical Evaluation
UNIT - 4	An overview on the roles of institutions/schemes in entrepreneurial development- e.g. IDBI, SIDBI, Commercial Banks.
References	Kumar,Arya(2018), “Entrepreneurship”, Pearson, New Delhi. Gopal,V.P.Nanda (2015), “Entrepreneurial Development”, Vikas Publishing, New Delhi. Desai, Vasant, “Dynamics of Entrepreneurial Development & Management”, Himalaya Publishing House. Khanka,S S, Entrepreneurial Development, S.Chand & Co,New Delhi.

SEMESTER VIII

BHM 801 SPECIALIZED HOTEL TRAINING (SHT)

Outcome

The students will gain day to day on-hand practical exposure in real life business activity under the supervision of industry experts. They will also learn to co-relate theoretical knowledge with practical realities.

Duration:

Minimum 22 weeks with coverage of in the chosen department of a full-service hotel.

Documents to be submitted after successful completion of SHT:

- Departmental Appraisal Forms
- Log book
- Project Report
- Training Certificate from the concerned Authority.

INSTRUCTIONS FOR EXTERNAL EXAMINER

The performance of the students will be evaluated on the basis of Departmental Certificate Issued by the Hotel assigned for Training and VIVA VOICE conducted in the college after the completion of training. The total marks would be 300.