

Shri Govind Guru University

(Established by Government of Gujarat Vide Gujarat Act no 24/2015)

Towards Smart Quality Education

Bachelors of Hotel & Tourism Management

Syllabus for

Semester - 1 to 6

Effective from June-2020-21

Website: www.sgggu.ac.in

1. Eligibility: 1. For Admission: A pass in the Higher Secondary Examination (with Arts / Commerce / Science/ Humanities) conducted by the Government of Gujarat; or an examination accepted as equivalent thereto by the Executive Council / MHRD, India or 10th and 3years Diploma holders from any stream (10+3 pattern).

For the Degree : The candidates shall have subsequently undergone the prescribed course of study in a college affiliated to this University for a period of not less than three academic years, passed the examinations prescribed and fulfilled such conditions as have been prescribed therefore.

2. Duration: Duration of Regular Programme is three years. Each academic year shall comprise of two semester's viz. Odd and Even semesters. Odd semesters I / III / V shall be from October to March and Even Semesters II / IV / VI shall be from April to September. There shall be not less than 90 working days which shall comprise 450 teaching clock hours for each semester. (Exclusive of the days for the conduct of University or external end semester examinations). A candidate can avail a maximum of 12 Semester (6 Years), in a continuous stretch of 6 Years from the year of enrolment to complete Bachelor's Degree

3.Semesters: An academic year is divided into two semesters. In each semester, courses are offered in 15 teaching weeks and the remaining 5 weeks are to be utilized for conduct of examinations and evaluation purposes. Each week has 36 working hours spread over 6 days a week.

The Total minimum credits required to complete the BHTM program is 132. The details of credits is already given in structure below.

4. Attendance: Students must have 75% of attendance in each course for appearing in the examination.

5. Examinations: There shall be examinations at the end of each semester. A candidate who does not pass the examination shall be permitted to appear failed subjects in the subsequent examinations. The minimum passing marks shall be 36%:

1. Internal Theory: 11 out of 30
2. Internal Practical: 18 out of 50
3. University Theory(03Hours Each): 25 out of 70
4. University Practical(03 Hours Each) 36 out of 100

For purpose of declaring a candidate to have qualified for the Degree of Bachelors of Hotel & Tourism Management in First Class with Distinction/ First / Second/ Pass class, the candidate must pass both internal and university examinations.

For the purpose of classification of Degree, The overall percentage for the above will be adopted.

(i) A candidate will be awarded a **First Class with Distinction** if he/she secures a minimum of 75% of the total marks.

(ii) A candidate will be awarded a **First Class** if he/she secures a minimum of 60% of the total marks.

(iii) A candidate will be awarded a **Second Division** if he/she secures a minimum of 50% of the total marks.

(iv) A candidate will be awarded a **Pass Class** if he/she secures minimum of 36% of the total marks.

5. Eligibility for Principal and Teaching Staff:

Principal:

Post Graduate in Hospitality / Tourism or MBA from a recognized University with minimum of 55% marks in aggregate or its equivalent grade with 5 years of experience.

Teaching Staff:

Post Graduate in Hospitality / Tourism or MBA from a recognized University with minimum of 55% marks in aggregate or its equivalent grade

OR

Graduate in Hotel Management with an experience of minimum 02 years of Industry / teaching.

7. Course Structure and Marks Scheme:

Bachelors of Hotel & Tourism Management

BHTM 1st Year Course Structure & Marks Scheme

Code		Subjects	No. of Hours per week			Credit	Internal Assessment	University Exam	Total Marks
			Theory	Practical	Tutorial				
SEMESTER - I									
BHTM-101	DSE	Introduction to Hotel & Tourism Industry	5	0	1	6	30	70	100
BHTM-102	AECC	English for Hotel & Tourism Industry - I	4	0		4	30	70	100
BHTM-103	DSC	Introduction to Front Office Theory - I	2	0		2	30	70	100
		Introduction to Front Office - I (Practical)		1		1	50	100	150
BHTM-104	DSC	Introduction to Housekeeping Theory -I	2			2	30	70	100
		Introduction to Housekeeping - I (Practical)		1		1	50	100	150
BHTM-105	DSC	Introduction to Food Production Theory - I	2			2	30	70	100
		Introduction to Food Production - I (Practical)		1		1	50	100	150
BHTM-106	DSC	Introduction to Food & Beverage Services Theory -I	2			2	30	70	100
		Introduction to Food & Beverage Services - I (Practical)		1		1	50	100	150
BHTM-107	SEC	Basics of Accounting & Book Keeping	4	0		4	30	70	100
Total			21	4	1	26	410	890	1300

Code		Subjects	No. of Hours per week			Credit	Internal Assessment	University Exam	Total Marks
			Theory	Practical	Tutorial				
SEMESTER - II									
BHTM-108	DSC	Introduction to Front Office Theory II	2			2	30	70	100
		Front Office Practical II		1		1	50	100	150
BHTM-109	DSC	Introduction to Housekeeping Theory II	2			2	30	70	100
		Housekeeping Practical II		1		1	50	100	150
BHTM-110	DSC	Introduction to Food Production Theory II	2			2	30	70	100
		Food Production Practical II		1		1	50	100	150
BHTM-111	DSC	Introduction to Food & Beverage Service Theory II	2			2	30	70	100
		Food & Beverage Services Practical II		1		1	50	100	150
BHTM-112	DSC	Principles Of Management	5		1	6	30	70	100
BHTM-113	DSE	Human Resource Management	5		1	6	30	70	100
BHTM-114	DSE	Hotel & Tourism Law	5	0	1	6	30	70	100
Total			23	4	3	30	410	890	1300

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BHTM 2nd Year Course Structure & Marks Scheme

Code		Subjects	No. of Hours per week			Credit	Internal Assessment	University Exam	Total Marks
			Theory	Practical	Tutorial				
SEMESTER III									
BHTM-201	DSC	Advance Front Office Theory	4	0		4	30	70	100
		Advance Front Office Practical		2		2	50	100	150
BHTM-202	DSC	Advance House Keeping Theory	4			4	30	70	100
		Advance House Keeping Practical		2		2	50	100	150
BHTM-203	DSC	Advance Food Production Theory	4			4	30	70	100
		Advance Food Production Practical		2		2	50	100	150
BHTM-204	DSC	Advance Food & Beverage Services Theory	4			4	30	70	100
		Advance Food & Beverage Services Practical		2		2	50	100	150
BHTM-205	AECC	Business Communication & Soft Skills	4			4	30	70	100
BHTM-206	DSC	Travel & Tourism	5		1	6	30	70	100
Total			25	8	1	34	380	820	1200
Code		Subjects	No. of Hours per week			Credit	Internal Assessment	University Exam	Total Marks
			Theory	Practical	Tutorial				
SEMESTER IV									
BHTM-207	SEC	Industrial Training	0	0		4	200		200

Note: Every student will have to undergo his/her Industrial Training in one of the leading hotel in 4th semester, after due approval from the institute. Though the institute may help the student in arranging their training in a suitable hotel, the sole responsibility in this context will rest on the student. The student have to submit a comprehensive training report along with training certificate duly signed by the competent authority of the training hotel to the institute for evaluation by a panel of experts.

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BHTM 3rd Year Course Structure & Marks Scheme

Code		Subjects	No. of Hours per week			Credit	Internal Assessment	University Exam	Total Marks
			Theory	Practical	Tutorial				
SEMESTER V									
BHTM-301	DSC	Kitchen Management	4	0		4	30	70	100
		Kitchen management Practical	0	2		2	50	100	150
BHTM-302	DSC	Banquet & Event Management Theory	4	0		4	30	70	100
		Banquet & Event Management Practical	0	2		2	50	100	150
BHTM-303	DSE	Facilities Management & Design	5	0	1	6	30	70	100
BHTM-304	SEC	French	4	0		4	30	70	100
BHTM-305	DSE	Sales & Marketing Management	5	0	1	6	30	70	100
BHTM-306	DSE	Project	5		1	6	200		200
Total			27	4	3	34	450	550	1000
Code		Subjects	No. of Hours per week			Credit	Internal Assessment	University Exam	Total Marks
			Theory	Practical	Tutorial				
SEMESTER VI									
BHTM-307	SEC	On The Job Training	0	0		4	200		200

Note: Every student will have to undergo the On The Job Training in specific division of the leading hotel in sixth semester, after due approval from the institute. Though the institute may help the student in arranging their training in a suitable hotel, the sole responsibility in this context will rest on the student. The student have to submit a comprehensive training report along with training certificate duly signed by the competent authority of the training hotel to the institute for evaluation by a panel of experts.

Syllabus for Bachelor of Hotel & Tourism Management (BHTM)

Semester -1

Subjects:

BHTM 101: Introduction to Hotel & Tourism Industry	(Th)
BHTM 102: English for Hotel & Tourism Industry – I	(Th)
BHTM 103: Introduction to Front Office – I	(Th+P)
BHTM 104: Introduction to Housekeeping –I	(Th+P)
BHTM 105: Introduction to Food Production – I	(Th+P)
BHTM 106: Introduction to Food & Beverage Services –I	(Th+P)
BHTM 107: Basics of Accounting & Book Keeping	(Th)

BHTM 101 Introduction to Hotel And Tourism Industry

Unit 1 Introduction to Hotel & Tourism Industry

History of the Hotel industry, Growth of Hotel Industry, Types of Hotels, Classification as per Star system, Classification as per Location, Classification as per Size, Classification as per Clientele, Classification as per Length of Stay, Classification as per Ownership, Development of Hotel Industry in India, Hotels Chain in India, Heritage (Palace) Hotels and State Owned Hotel, Taj Group of Hotels, Oberoi Group of Hotels, ITC / Welcom Hotels, Other Big Chains of India
Definition of Tourism, History of Tourism, Forms of Tourism, Classification of Tourists, Types of Tourism, Tourism Motivation, Physical motivators, Cultural Motivators, Interpersonal Motivators, Status and Prestige Motivators, Tourism as Service Industry

The Tourism Sector World Tourism Statistics, International Tourism Receipts, Servicing Inbound Tourists, Serving the Inbound Market, Getting Started, Getting Domestic Business, Getting Foreign Business.

Unit 2 Hotel Divisions

Room Division: Sub-Departments in Room Division, Section of Front Office, Sections of Housekeeping, Organisational Structure of Room Division, Front office, Housekeeping, Layout of Front Office and Housekeeping.

Food & Beverage Division Food & Beverage Service Department and its Sections, Organisational Structure of F&B Service Department, Food Production Department and its Sections, Organisational Structure of Food Production Department.

Other Divisions Sales and Marketing Division, Account Division, H.R. Division, Security Division, Engineering and Maintenance Division.

Unit 3 Indian & MICE Tourism

Indian Tourism, Wildlife Sanctuary and National Parks, Do's and Don'ts in Wildlife Sanctuary, Famous Pilgrims in India, Tourism Circuits, Famous Tourist Destinations in India, Famous Monuments in India.

Meeting, Incentives, Conventions and Expositions, Seating Arrangements, On- Premise Catering, Off-Premise Catering, Event management, Leisure and Recreation.

Unit 4 Planning Marketing and Career in Hospitality & Tourism

Introduction to Successful Tourism Planning, Need for Tourism Policy and Planning Steps in Planning Process.

Tourism Policy and Marketing Tourism Policy of India, Major Policy Initiatives, National Action Plan for Tourism, 1992, Tourism Marketing, Marketing Mix, Advertising, Public Relation.

Career Opportunity in Hospitality and Tourism Industry Career Opportunity in Hotel Industry, Food Service Industry, Tourism Industry, Education Industry, Other Career Paths to be considered in Hospitality Industry.

BHTM 102 English for the Hotel and Tourism Industry

Unit 1: Functional Spoken Communication for the Hospitality and Tourism Industry Bienvenue!

Welcome to Auroville, Puducherry

Communicating with tourists at the French influenced city of Puducherry (Pondicherry, India).
Communication from reception, registering their names and settling them in the rooms.

Topics: Welcoming guests, Common Dialogues with Guests, Dialogues with Staff, Vocabulary for various rooms and services at the hotel

Grammar Component: Simple Present Tense and usage of This, These, That and Those. Aware of using pronouns from I... to They.

Kemcho. Is there a double room available at the Huzoor Palace, Gondal?

Huzoor Palace is a palace converted to a hotel.

Topics: Telephone Communication/ Taking room reservations/ Providing directions / Giving information

Grammar Component: Asking questions with the auxiliary verbs 'Be' and 'Do' (Is/Does)

Vanakkam! Did you have a Bahubali platter at Hotel Ponnusamy, Chennai?

Ponnusamy is a popular culinary landmark of Chennai and features the unique Bahubali platter (thali) comprising 50 dishes.

Topics: Dialogue based communication to describe dishes at a restaurant.

Grammar Component: Simple Past Tense and usage of Did, Was and Were

Overview of Grammar of the English Language

Topic: A listing of the twelve tenses/Parts of Speech/ and their usage

Unit 2: Functional Written Communication for the Hospitality and Tourism Industry

Respected Dr. Ray Tomlinson (Email Writing)

Topic: Email writing/ Components of an Email/ Email etiquette/ Writing to Indian guests, international guests and general enquiries.

Grammar Component: Tone and Manner

The next port of call is Porbandar (Itinerary and Recipe Writing)

Topic: Preparing Itineraries/Hospitality Vocabulary for Cruise and Travel for Groups/ Recipe Writing for simple dishes with proper emphasis on listing ingredients and sequencing

Grammar Component: Using sequencing language incorporating words like first, next, then and finally.

Message for Room 214 (Message and Notice Writing)

Topic: Taking Messages over Phone/Making Announcements/Notice Writing for events

Grammar Component: Past and Future Continuous Tense using will+be+verb-ing

Please find enclosed our quote for serving 30pax (Basics of Simple Letter Writing)

Topic: Letter Writing Basics/Types of Business Letters: Cover Letter/Complaint Letter/ Collection Letters/Business Quotation Letters

Grammar Component: Using direct and indirect speech to communicate appropriate information.

Unit 3: Functional Interpersonal Communication for the Hospitality and Tourism Industry

Pardon me, can you say that again (Basics of Active Listening and Non-Verbal Communication)

Topic: Active Listening Parameters: Asking Questions and Confirming Answers/ Body Language Basics for successful Communication.

Grammar Component: Asking questions with 'Can I' and 'Could I'

Good Morning, I'm Pankaj Patel (Interviewing Skills)

Topic: Successful Interviewing skills/ Answering Interview questions/ Effective use of fillers like Definitely, Well, Of Course/ Crafting extended answers using linking conjunctions and prepositions like 'So, Additionally, Moreover and Furthermore'.

Grammar Component: Conjunctions and Prepositions

Let's meet at 12 Noon (Meetings and Group Discussion)

Topic: Conducting Meetings/Group Discussion/ Etiquettes of a Meeting/Recording the Minutes of the Meeting/ Assigning Responsibilities and Tasks

Grammar Component: Active and Passive Voice.

Unit 4: Functional Holistic Communication for the Hospitality and Tourism Industry

Diving in Lakshwadeep: Communicating for the Social Media

Topic: Announcements and Notice Writing for social media/Facebook Posts/Hashtags /Instagram/Twitter Posts/Matching Visuals and words.

Grammar Component: Direct Speech in few words.

Communicating with the Mass Media

Topic: Writing Press Releases/ Letters to Editors/ Classified Advertisement Writing for recruitment and product advertising

Grammar Component: Paraphrasing

Hola! When will the Hawa Mahal reopen after the movie shoot?

Topics: Communication practice for Tour Guides/ Making plans/ Providing Itineraries/ Providing directions / Giving information

Grammar Component: Using the Simple Future Tense with will + infinitive form of the verb.

Ms. Sommelier and Mr. Boulanger

Topics: A description of various occupations in the Hospitality and Tourism Industry and the vocabulary that go with it.

Grammar Component: Using Descriptions.

BHTM – 103 Introduction to Front Office Theory I

Unit 1 Hospitality Industry

Travel and Tourism Industry, Classification of Hotels on the Basis of Size, Location, Clientele, Level of Services, Ownership, Heritage Hotel, Green Hotels, Classification of Guests, Business Guests, Leisure Guests, Group Guests, International Guests.

Unit 2 Hotel Organization

Organization Charts, Hotel Divisions, Rooms Division, Food and Beverage Division, Sales and Marketing Division Engineering & Maintenance Division, Accounts Division, Human Resource Division, Security Division, Other Divisions, Classifying Functional areas. Mission Statement, Vision Statement, Goals & Strategies, Types of Rooms, Types of Beds, Front office Terminologies.

Front Office Organization

Front Desk, Reservation, Telecommunication, Travel Desk, Uniformed Services, Front Office Organisation Chart, Front Office Staff, Job Description of Front Office Staff, Job Specifications of Front Office Staff

Unit 3 Guest Cycle and Room Reservations

The Guest Cycle, Pre-arrival, Arrival , Stay , Departure, Reservations, Guaranteed Reservations, Non-Guaranteed Reservations, Reservation Sources, Reservation Enquiries, Determining Room Availability, Accepting or Denying Request for Reservation, Group Reservations, Reservation Records, Reservation Reports.Reservation & Sales, Importance of Reservation for Hotel and for Guests

Unit 4 Registration.

Steps of Registration, Pre-registration, Filling of Registration Form, Verifying the Identity of Guests, Verifying Guest room and Room rate, Method of payment, Room keys, Special requests, Creating Guest History Records, Self- registration, Selling the guestrooms and Up selling, Walk-In Guests, Denying Accommodation for guests.

Introduction to Front Office Practical –Semester I

1. General Awareness
 - a) Countries , Capitals, Currencies
 - b) Airlines of countries and their Codes
 - c) States & Capitals.
 - d) Places of interest in Gujarat and India.
2. Nato Phonetic Alphabets
3. Basic Manners & Attributes for Front Office Personnel.
4. Communication Skills
 - a) Verbal Communication
 - b) Non-Verbal Communication
5. Communication with Other Departments
 - a. Verbal Communication
 - b. Written Communication
6. Reservations Procedures
 - a) Identification of available rooms through the use of conventional and destiny charts.
 - b) Handling Reservation Enquiries: Sales Process
 - c) Guaranteed Reservation
 - d) Non Guaranteed Reservation
 - e) Suggestive Selling
 - f) Updating Reservations
 - g) Creating Reservation Record
 - h) Maintaining Reservation Records
7. Registration Process
 - a. Pre-Registration
 - b. Welcome
 - c. Registration (Filling of Reg Card)
 - d. Suggestive Selling
 - e. Verifying Guest Identity
 - f. Filling up C-Form
 - g. Confirming Method of Payment
 - h. Key Handling Procedure
 - i. Rooming List

BHTM-104 Introduction To House Keeping Theory

UNIT 1The Housekeeping Department

Introduction of Housekeeping Department, Sub Departments of Housekeeping Department, Layout of the Department, Personal Attributes of Housekeeping Staff, Importance of Housekeeping Department, Responsibilities of Housekeeping Department, , Coordination with other departments

Planning and Organising of Housekeeping Department

Management Function of Executive Housekeeper, Planning, Housekeeping Responsibilities, Area Inventory List, Frequency of Cleaning, Performance Standards, Productivity Standards, Inventory Levels, Organizational Structure of Housekeeping Department, Job Description of Housekeeping Personnel

UNIT 2 Guestrooms and Guest Supplies

Types of Guestrooms, Guestroom Status, Importance of Room to a Guest, Guest Supplies and their Classifications

UNIT 3 Guestroom Cleaning

Preparing to Clean, Entering the Guestroom, Cleaning the Guestroom, Washroom Cleaning, Replenishing Bath Inventories, Bed making, Dusting, Vacuuming and moping, Final Check, Inspection, Updating Room Status

UNIT 4 Public Area Cleaning

Entrance, Porch Area, Lobbies, Front desk, Corridors, Staircases, Lifts, Public Restrooms, Swimming Pool Areas, Gardens, Gyms and Spa, Dining Rooms, Banquets, Management Offices, Back Office, Employee areas, Housekeeping Areas. Pest Control, Common Pests Found in Hotels and Remedies, Housekeeping's Role in Pest Control

Introduction To Housekeeping Practical I

1. Housekeeping Equipment
 - a. Introduction
 - b. Identifying Equipment
 - c. Drawing
 - d. Care Considerations
 - e. Cleaning Equipment
 - f. Usage Of Equipment
2. Cleaning Agents For Hk
 - a. Introduction
 - b. Types Of Cleaning Agents – Taski Cleaning Agents And Others
 - c. Usage Of Cleaning Agents
 - d. Precautions While Using Specific Cleaning Agents
3. Chambermaid Cart Setup
 - a. Guest supplies
 - b. Amenities
 - c. Washroom Supplies
 - d. Linens
 - e. Cleaning Equipment & Cleaning Agents
4. Guestroom Amenities
 - a. Guestroom Amenities
 - b. Washroom Amenities
 - c. Guest Loan Items
5. Guestroom Cleaning: Entering Guestroom, Washroom Cleaning, Replenishing Amenities, Bed Making, Dusting, Vacuuming, and Moping.
6. Room Inspection
7. Turndown Service (Evening Service)
8. Floor Pantry Setup

- a. Linens
 - b. Guest Amenities for each Floor
 - c. Cleaning Agents & Equipment for each Floor
9. Public Area Cleaning: Entrance (Porch), Lobby, Elevators & Stairs, Public Restrooms

BHTM-105 Introduction to Food Production Theory I

Unit 1 Introduction to Culinary

Culinary history, Evolution in cooking, Importance of cooking in life.

Objective of Cooking, Pre-preparation, Techniques, Textures, characteristics and Classification of Raw Materials, Flavouring and Seasoning, Spices and Herbs, Convenience Food.

Methods of Cooking Food: Objectives of Cooking Food, Action of Heat on Nutrients, Textures of Food, Methods of Cooking Food

Basic Cuts of Fruits, Vegetables, Meat and Poultry.

Unit 2 Kitchen Organization

Kitchen organization, Kitchen Brigade, Layout of Kitchen, Section of kitchen, Kitchen equipment, Types, Uses, Manual and Electrical equipment

Qualities of Kitchen Staff: Duties of kitchen staff, Personal hygiene of kitchen staff, Co-ordination of kitchen staff with other department.

Unit 3 Stocks & Soups

Definition, Classification of Stocks, Preparation of Stocks, Uses of Stocks, Points to be Considered While Preparing Stocks. Introduction, Definition, Classifications of Soups, International Soup, Accompaniments and Garnish for Soup.

Unit 4 Basic Sauces

Definition, History, Uses and Importance of Sauce in Food, Types of Sauces, Mother Sauces and Derivatives, Points to be Considered While Preparing Sauces.

Introduction to Food Production Practical

1. Familiarization to the Kitchen
2. Use of Tools and kitchen equipment
3. Introduction to various commodities (Physical characteristics, weight & volume, conversion, yield testing)
4. Mis-en place & Methods of cooking

5. Basic Stocks
6. Demonstration & Preparation of Basic Mother Sauces and derivatives of each 6.
7. Preparation of basic Soups
8. Cuts of vegetables & poultry,
9. Identification & classification of fish, cuts of fish
10. Cuts of Lamb, Beef
11. Selection & uses of Vegetables, eggs, chicken, fish & meat
12. Salad & Salad Dressings
13. Ten continental menus consisting of 5 dishes like Hors d'oeuvre Soup Salad Main course (pasta, riz, steaks, beef, lamb, mutton) Eggs, Chicken Vegetable preparations Sweets.

BHTM- 106 Introduction to Food & Beverage Service

UNIT 1 THE GUEST

Types of Guests, Reflections on hospitality, Emerging trends, Expectations and needs of the guest, Food habits of the guest around the world, First impressions

UNIT 2 FOOD AND BEVERAGE OPERATIONS AND VARIOUS SECTORS

Various sectors of hospitality industry, Commercial and institutional hospitality industry

Restaurant: History of Restaurant, Role of Restaurant, Different concept of restaurant, What is Franchise, Ancillary department

Hierarchy: Role of service professional, Hierarchy outlines, Job description, Inter-department relationship

Attributes of F & B service: Professional images, Manners, Personal appearance, Hygiene, Accident prevention and safety regulations, Environmental awareness

UNIT 3 EQUIPMENT & MATERIALS

Personal equipment, Restaurant furniture, Table linens, Cutlery and Crockery, Different Glassware, Handling of dining room equipment and points of purchasing.

UNIT 4 FOOD & BEVERAGE SERVICES

Style and Method: English service or full silver service, French service, Plate service or American service, Banquets service, Table d'hôte, A La Carte Service, Guéridon service, Trolley service, Self service, Lunch bag/box, Outdoor catering /ODC, Room service

Preparation for Service: Organising Mise en scene, Organising Mise en place

Introduction to F&B Service Practical - Semester I

1. Restaurant Etiquettes
2. Food & Beverage Equipment
 - a. Introduction To Crockery, Cutleries, Glassware
 - b. Furniture, Linens, Personal Equipment
 - c. Miscellaneous Equipment
 - d. Identifying Equipment
 - e. Drawing
3. Care Considerations
 - a. Usage Of Equipment
 - b. Cleaning, Polishing, Wiping Of Equipment
4. Side Board / Dummy Waiter Setup
 - a. Sections Of Side Board
 - b. Restaurant Supplies
 - c. Linens
5. Mise-en-place & Mise-en-scene
6. Serviette (Napkin) Folds.
7. Laying and Relaying Of Table Cloths.
8. Carrying A Light Tray
9. Carrying A Heavy Tray
10. Carrying Glasses.
11. Handling Cutlery And Crockery
12. Manipulating Service Spoon and Fork.
13. Rules of Table Laying
14. Table D'hôte Cover Lay Out.
15. A La Carte Cover Lay Out
16. Receiving the Guests, Presenting the Menu
17. Taking Orders through KOT & BOT
18. Service of Water
19. Food & Beverage Services
 - a. Restaurant Reservation
 - b. Service Sequence
 - c. American Service / Pre plated service
 - d. English service / Silver Service / Platter to Plate Service
 - e. Crumbing
20. Hostess Desk
 - a. Functions, Stationary & Registers

BHTM -107 Basics of Accounting & Book Keeping

Unit 1 Introduction to Accounting

Introduction, Definition of Accounting, Objectives, Origin & Functions, Users of Accounting Information. Bookkeeping-Definition, Objectives, Distinction between Bookkeeping & Accounting Branches of Accounting, Terminology in Financial Accounting, Accounting Documents, Responsibility of an Accountant. Double Entry System-Steps, Advantages, Limitations of Accounting

Concepts & Conventions Accounting Concepts, Accounting Convention, Generally accepted accounting Principles, Accounting Standards, Benefits of Accounting Standards, Accounting Standards In India.

Unit 2 Journal, Ledger & Trial Balance

Introduction, Types of Account, Rules of Account, Journal-Meaning, Format of Journal, Steps required for Journalising, Illustrations, Banking Transactions, Bookkeeping Entries. Ledger-Meaning, Format, Ledger Posting, Form of Ledger Accounts, Balancing, Difference between Journal & Ledger, Illustrations. Trial Balance: Objectives, Limitations, Format, Methods of Preparing Trial Balance, Errors in a Trial Balance, Classification of Errors, Methods of Locating Errors, Rectification of Errors, Suspense Account, Illustrations.

Bank Reconciliation Statement Introduction, Objectives, Causes of Difference, Need for Bank Reconciliation Statement, Method of Preparation, Illustrations

Unit 3 Preparation of Final Accounts

Objectives, Introduction, Trading Account, Format, Balancing of Trading Account, Profit & Loss Account, Balancing of P&L Account, Balancesheet-Meaning, Proforma of Balance Sheet, Preparation of Balance sheet, Difference Between Balance sheet & Trial Balance, Adjustment entries, Illustrations

Fixed Assets & Depreciation Fixed Assets –Introduction & Meaning, Depreciation-Introduction, Definition, Causes, Features, Objectives of providing Depreciation, Salient features of AS-6, Methods of Providing Depreciation, Illustrations

Accounting for Bad Debts Objectives, Introduction, Sundry Debtors, Bad Debts, Provision For Baddebts, Methods of Accounting, Provision for Discount on Debtors, Provision for Discount on Creditors, Bad Debts recovery.

Unit 4 Cost Classification, Capital & Revenue Expenditure

Introduction, Cost & costing, Cost Accounting, Scope & Objectives, Difference Between Cost Accounting & Financial Accounting, Elements of Cost, Classifications of Cost, Cost Sheet-Meaning, Specimen of Cost Sheet, Preparation of Cost Sheet, Illustrations, Capital Expenditure, Revenue Expenditure, Deferred Revenue Expenditure, Difference Between Capital & Revenue Expenditure, Capital Receipt & revenue Receipt, capital & revenue Profits, Capital & Revenue Losses, Illustrations

Semester -2

Subjects:

BHTM 108: Introduction to Front Office –II	(Th+P)
BHTM 109: Introduction to Housekeeping –II	(Th+P)
BHTM 110: Introduction to Food Production –II	(Th+P)
BHTM 111: Introduction to Food & Beverage Services –II	(Th+P)
BHTM 112: Principles of Management	(Th)
BHTM 113: Human Resource Management	(Th)

BHTM – 108 Introduction to Front Office Theory II

Unit 1 Communications and Guest Services

Front Office Communication: Guest Communication, Staff Communication: Transaction File, Information Directory, Readers Board, Group Resume File, Mails And Package Handling, Telecommunication Services, Interdepartmental Communication, Guest Services, Message Handling, Safe Deposit Locker, Left Luggage Handling, Wake-Up Calls.

Guest Security: Guestroom Security, Doors, Locks, Types of Keys, Key Control, Control of Persons on Premises, Perimeter & Ground Control

Unit 2 Front Office Accounting and Check-out Procedures

Accounting Fundamentals: Accounts, Folios, Vouchers, Point Of Sale, Ledgers, Creation and Maintenance of Accounts, Tracking Transaction: Cash Payment, Charge Privileges, Account Correction, Account Allowance, Account Transfer, cash Advance, Paid Outs. Internal Control, cash Bank, Overage, Shortage, Settlement of Accounts

Departure Procedures: Steps of departure, Methods of Settlements: Cash and Debit Cards Settlement, Credit Cards Settlement, Direct Billing Settlement, Combined Settlements, Late Checkouts, Self-Checkout, Potential Check-out Problems, Update of Guest History and Records.

Unit 3 Night Auditing

Night auditor, Duties and Responsibilities of a Night Auditor, Night Audit Process, Completing Outstanding Postings and Verifying Transactions, Verifying No-shows, Establishing the End of the Day, Preparing Reports, Updating the System, Non Guest Accounting, Types of Reports

Unit 4 Front Office and Guest

Delivering Quality Service to Guest, Making First Impressions, Being Professional, Providing Personalized Attention, Guests Complaints, Types of Guest Complaints, Handling Guest Complaints, Disaster Planning.

Introduction to Front Office Practical II

- 1) Bell Desk Process
 - a) Check In
 - b) Check Out
 - c) Left Luggage
 - d) Round Of Hotel
- 2) Telephone Conversation
 - a) Standard Phrases
 - b) Do's & Don'ts On Telephones
 - c) Manners.
- 3) Social Skills
 - a) Face To Face Guest Conversation
 - b) Conversation with Co-Employees.
- 4) Front Office Accounting

- a) Identification Of Different Types Vouchers, Advance Receipts, Paid Out Vouchers
- b) Tracking Transaction
- c) Departure Procedure & Account Settlement
- d) Foreign Exchange Regulation Awareness
- 5) Role Play:
 - a) Doorman: Greeting Guest, Opening Doors, Helping Guests With Luggage
 - b) Bellboy: Luggage Handling, Luggage Tag, Taking Guest's Luggage To Room & Vice Versa, Hotel Information
 - c) Front Office Assistant: Check-In, Fit, Group Travellers, VIP Guests
 - d) Cashier: Posting Of Bills, Check-Out, Feedback Forms
 - e) Dealing With Guest Mail and Messages.
- 6) Front Office Procedures
 - a) Scanty Baggage
 - b) Wake- Up Call Procedures.
- 7) Guest Complaints
 - a) Listening
 - b) Problem Solving
 - c) Follow up
- 8) Disaster Planning
 - a) Fire
 - b) Natural Calamities
 - c) Robbery or Public Unrest

BHTM-109 Introduction to House Keeping Theory II

UNIT 1 Beds, Linens and Uniforms

Types and Sizes of Beds, Types of Mattress, Maintenance of Beds, Types and Sizes of Linens, Fabrics of Linen, Linen Room, Storage of Linen, Activities in Linen Room, Types of Uniforms.

UNIT 2 Managing an On-Premises Laundry

Planning the OPL, Laundry Process and Steps, Laundry Machines and Equipment, Laundry Chemicals, Handling Guest Laundry and Valet Service, Staffing

UNIT 3 Managing Housekeeping Human Resources

Diversity, Staff Turnover, Recruiting, Selecting, Hiring, Orienting and Training Scheduling, Determining Staff Strength, Job Analysis, Motivating Employees, Performance Appraisal.

UNIT 4 Machines, Equipment and Cleaning Chemicals

Types of Machine and Equipment, Manual Equipment, Mechanical Equipment, Par levels of Machines & Equipment, Inventory Controls of Machines & Equipment, Cleaning Agents & supplies.

Introduction to Housekeeping II Practical

1. Identifying Different types of Linens:

- a. **Bedding** – sheets, pillowcases, mattress covers, blankets, pillow protectors, shams, bedspreads, duvets and duvet covers
 - b. **Table linens** - Tablecloths and napkins, and may include placemats, runners and biscuit warmers. Thorough cleaning of various surfaces/ finishes.
2. Types of Fabrics :
- a. Natural Fabrics : Cotton, Silk, Wool, leather, Linen
 - b. Synthetic Fabrics: Polyester, Olefin or Polypropylene, Rayon, Nylon.
3. Identifying different types of floorings:
- a. Timber,
 - b. Laminate,
 - c. Vinyl
 - d. Bamboo,
 - e. Cork
 - f. Tile (porcelain or ceramic)
 - g. Tile (natural stone)
 - h. Carpet
 - i. Rubber
 - j. Poured floors (mastic asphalt and polymeric)
4. Polishing (metal, leather, wood, plastic etc.)
5. Flower Arrangements – Ikebana - Part I
6. Towel Origami

BHTM-110 Introduction to Food Production Theory II

Unit 1 VEGETABLES AND FRUIT COOKERY

Classification of Vegetables and Fruits, Importance of Vegetables and Fruits in Cooking, Preparation of Vegetables, Cuts of Vegetables, Indian and Continental Vegetables and Herbs, Pigments and Color, Changes of Fruits and Vegetables Due to Heat, Salads, Parts of Salads, Types of Salad, Salad Dressings. Classification of Vegetables and Fruits, Importance of Vegetables and Fruits in Cooking, Preparation of Vegetables, Cuts of Vegetables, Indian and Continental Vegetables and Herbs,

Unit 2 NON-VEGETARIAN COOKERY

FISH COOKERY

Introduction to Fish Cookery, Types of Fish, cuts of Fish, How to Choose Fish, Methods of Cooking Fish, Types of Fish Preparation.

EGG COOKERY

Introduction to Egg Cookery, Structure and Composition of Egg, How to Choose an Egg, Methods of Cooking Egg, Uses of Egg in Cooking, Nutritive Value of Egg.

MEAT COOKERY

Introduction of Meat Cookery, Cuts of Chicken, Lamb, Pork and Beef, How to Choose Meat, Structure and Composition Meat.

Unit 3 BAKERY AND PATISSERIE

Definition, History of Baking, Bakery Organization, Types of Equipment Used in Bakery, Importance And Role Of Temperature In Bakery.

FUNCTIONS OF RAW MATERIALS

Function of Salt, Flour, Water, Fats and Oils, Eggs in Bakery, sugar and sweeteners. How Raw Materials Plays An Important Role In Baking Techniques. Types of leavening agent, raising agent. Uses and importance, Types of Emulsifier

WHEAT

Structure, Milling Process, Composition of Flour, Types of Flour, Characteristics of Good Quality Flour, Function and Storage of Flour.

Unit 4 BREADS

Definition and History of Breads, Bread Making Process, Ingredients Used in Bread Preparation, Types of Bread, Points to be Considered While Preparing Breads, How to Store Breads.

Introduction to Food Production II Practical Bakery & Confectionery

1. Bakery & Confectionery section, Ingredients and equipment identification.
2. Different Methods of Bread Making
3. Yeast raised bread: white, brown, French bread & Loaf, Bread Rolls, Bread sticks.
4. Multi grain bread, Banana bread, Croissant, Puff pastry.
5. Bread and butter pudding, Caramel custard, Honey comb, Palmiers
6. Different type of Egg preparations like (Fried eggs, Omelets, fluffy egg white omelet, Sunny side up, Poached eggs, Scrambled eggs)
7. Different type of Fish preparation like (Fish salads, Cold Fish preparation, Fish Hors d'oeuvre and Main course)
- 8., How to apply Sous vide method for chicken, (Grilled chicken, Poulet' Ala king, Poulet' Ala kiev, Chicken in Lemon Butter sauce, Pepper chicken, Velvet chicken breast in Mustard sauce, Chicken Parmigiana)
9. Different Mutton preparation (Mutton stew recipe, Mutton hot- pot, Shepherd's pie, Grilled steak, Rack of Lamb)
10. Identification of Pasta shapes and Basic pasta preparation like (Pasta Arabiata, Pasta Alfredo, Pasta Carbonara, Pasta Bolognaise, Pasta Napolitano, Pasta in Pesto sauce.)

BHTM- 111 Introduction to Food & Beverage Service II

UNIT 1 MENU & MEALS

Origin of Menu, Classification of Menus, French Classical Menu, Menu Planning, Menu Compiling, New Menu Trends, Accompaniments and its cover, Condiments

Meals: Early Morning Tea, English, American, Continental and India Breakfast, Brunch, Lunch, Afternoon Tea, High Tea, Dinner, Supper (Late Dinner)

UNIT 2 IN-ROOM DINING

Introduction, Hierarchy & Room Service Organisations, Job Description Types of Room Service: Decentralised and Centralised Room Service, Equipments Used in Room Service, Room Service Tray Layout, Steps Involved In Order Taking, Room Service Procedures, Room Service Errand Card, Doorknob Menu, Innovation in Room Service

UNIT 3 CARING FOR GUESTS

Quality of Service, From Guests Arrival to Departure, Restaurant Reservations, Greeting And Seating Guests, Recommending And Selling, Taking The Order, Service And Attentive Care, Payment And Farewell, Complaints And Managing Stress

UNIT 4 INTRODUCTIONS TO NON-ALCOHOLIC BEVERAGES

Classification, Nourishing, Stimulating And Refreshing Beverages, Tea - Origin & Manufacture - Types & Brands, Coffee - Origin & Manufacture - Types & Brands, Juices And Soft Drinks

Introduction to F&B Service II Practical

1. Breakfast Service
 - a. Table Layout
 - b. Crockery, Cutleries, Hollowware & Glassware Used In Breakfast Service

2. Afternoon Tea & High Tea Service
 - a. Equipment
 - b. Table Layout

3. In-Room Dining (Room Service)
 - a. Equipment Used In Room Service
 - b. Taking Orders Through Telephone
 - c. Continental Breakfast Cover & Tray Set Up
 - d. American Breakfast Cover & Tray Setup
 - e. Room Service Procedures
 - f. Entering The Room
 - g. Presenting The Bill
 - h. Clearance From Room Service

4. Practice of Menu Compilation.

5. Service of Non – Alcoholic Beverages
 - a. Tea Service

- b. Equipment for Tea Service
 - c. Tray Set Up for Tea Service
 - d. Coffee Service
 - e. Equipment for Tea Service
 - f. Tray Set Up for Coffee Service
 - g. Service of Juice
 - h. Service of Soft Drinks
6. Complaints & Situation Handling
- a. Tips for Handling Guest Complaints

BHMT-112 Principles of Management

Unit 1 – Basics of Management

Introduction & Basics of Management, Definition & Concept of Management, Development of Management Contributions of Taylor & Fayol, Nature of management, Principles of Management by Fayol's 14 points levels of Management, Roles & Responsibilities of a Manager. Social Responsibility & Ethics: Operation in Pluralistic Society, Social Responsibilities of Managers, Ethics in Management, Case Study

Unit-2 Functions of Management

Planning: Objectives, Introduction, Planning, Meaning of Planning, Features of Planning, concept of planning, Objectives of planning, Importance of Planning, Types of Plans, Steps involved in Planning, Limitations of Planning

Organising: Objectives, Introduction, Meaning & Definition of Organising, Process of Organising, concept of Organising, Importance of Organising, Principles of Organising, Organisational Structure, Classification of Organisational structure, Line Organisation Structure, Line & staff Organisation Structure, Functional Organisation Structure, Functional Organisation Structure, Divisional Organisation Structure, Project organisation Structure, Matrix Organisation Structure & Virtual Organisation. Centralisation, Decentralisation & Departmentation: Concept, Advantages & Disadvantages of Centralisation & Decentralisation, Departmentalisation, Concept, Basis, Formal & Informal Organisation.

Staffing: Definition, Managerial Job, Staffing function, Importance of Staffing Situational factors that affect staffing, Matching Person with the job, Selection, Job Design, Skills & Personal Characteristics required for a Manager. Training & development: Concept of Training, Purpose of Training, Benefit of Training – (to Organization – and – To Employee),Types and Methods of Training, Concept of Development, Methods of Development, Distinction between Training & Development.

Unit 3 Direction & Control

Objectives, Introduction, Direction, Definition of Directing, Nature of Directing, Need & Importance of Directing, Principles of Directing, Supervision, Role of a Supervisor, Functions, Effective Supervision, Direction & Supervision,Coordination,Characteristics,Importance,Techniques,Principles,Controlling,Features ofcontrol, Importance of control, Techniques of control, The control process ,Requirements of performance standards, Essentials of a good control system. Communication :Definition, Communication Function, Process of Communication, Communication in the Enterprise,

Barriers & Breakdowns in Communication, Effective Communication, Electronic Media in Communication.

Unit 4 Leadership & Decision Making

Human Factor in Managing, Behavioural Models, Eclectic view of Behavioural Models, Creativity & Innovation Harmonising Objectives – Key to leadership

Decision-Making, Meaning of Decision Making, Characteristics of Decision Making, Guidelines of making effective Decision ,the decision –making process, Principles & Techniques of Decision-making, Group Decision-making, Delegation of Authority, Steps in Delegation, Relationship between Authority & Responsibility, Difference between Authority & Responsibility.

BHTM-113 Human Resource Management

UNIT 1- INTRODUCTION & FUNCTION OF HUMAN RESOURCE MANAGEMENT

Introduction, Definition ,Features, Scope of HRM, Objectives of HRM, Difference between HRM & Personnel Management, Human Resource Organisation, Recent Trends in HRM

Functions of HRM Managerial Functions, Operative functions, Role of HR Managers- Administrative Role, Operational Roles & Strategic Roles

Human Resource Planning Planning Human Resources, Objectives, Process of HRP, Forecasting Demand & Forecasting Supply.

Job Analysis Meaning, Objectives, Steps in Job Analysis, Job Description, Job Specification, Job Design

UNIT 2- RECRUITMENT & HIRING

Introduction, Definition, Pre-recruitment process, Objectives, Sources of Recruitment, Selection, Steps in Selection procedure, Selection Techniques, Different types of tests, Interviews, Preparing for Interviews, Problems with interviews, Types of Interviews, Reference Checks & recommendations, Human Resource Information System.

Orientation & Socialization Meaning, Importance, General Property Orientation, Specific Job Orientation, Socialization, Planning Socialization & culture Programs.

Training & Development Meaning, Importance of Training Training Cycle, Developing & conducting Need Assessment, Methods of Training, Evaluation of training & Development programme.

Performance Evaluation Meaning, Importance of Performance Evaluation, Problems, Methods of appraising performance.

UNIT 3 COMPENSATION ADMINISTRATION, MOTIVATION & JOB EVALUATION

Objective, Compensation Management, Components & Types of Compensation, Compensation process, Fringe Benefits. Motivating Employees, Content Theories & Process Theories of Motivation.

Job Evaluation Meaning, Methods of Job Evaluation-Ranking Method, Classification Method, Point Method & Factor Comparison Method.

Discipline & Exits Discipline, The use of Discipline at work place, Approaches to Administering Discipline, Discharge Interviews, Exit Interviews, Guidelines for conducting Exit Interviews

Turnover, Employee Stress & EAP Meaning, costs of Turnover, Effects of High Turnover, Major Causes of Turnover, and Remedies for Turnover. Stress Meaning, Sources of stress, Consequences of stress, Stress reduction Programs, EAP-Employee Assistance Programs.

UNIT 4 INDUSTRIAL RELATION& TRADE UNION

Meaning of Industrial Relation, Trade Union, Definition, Objective of Trade Unions, Functions of Trade Union.

Collective Bargaining Definition, Reasons Behind Bargaining, Process of Collective Bargaining. Negotiation –Meaning, Strategies, Mediation & Arbitration, Strikes & different Types of Strikes. Grievances-Meaning, Sources of Grievance, Grievance Procedure

BHTM-114 Hotel & Tourism Law

Unit-1 Introduction to Indian Hospitality & Related Laws in India,

Legal Perspectives, Key Issues, The legal requirements Prior and at the time of operation of Hotel, Laws Related to Hotel Operations in India: Doing Hotel Business in India, Business Contracts, Hotel Licenses and Regulations, Hotel Insurance

Unit-2 Laws Related to Food & Beverage Services: Food Legislation and Liquor Licensing Bar licenses Catering establishment act 1958- Registration & approval of hotel & restaurants Registration Certificates National and Festival Holidays- Displays- Maintenance of Registers, records- uniforms.

Unit-3 Fixing up Fair rents- lien of Innkeeper, Insurance Act- General Insurance, Fire Insurance Prevention of food Adulteration Act- Definition- Powers and Duties of food and Inspectors. Food Standards- MPO, FPO, ISI, AGMARK

Unit-4 Laws Related to Employees, Guests, Labour Laws, Employees Provident Fund Act, Payment of Wages Act- Tipping and service charges Gratuity Act Notice of Discharge on dismissal, Public Health & Safety: Introduction and Overview of Labour Laws, Hospitality Laws, Industrial Dispute Act- Strikes, Settlement of Disputes Trade Union Act

Reference:

Hotel Law by Amitabh Devendra , Oxford University Press

– Hotel & Tourism Laws by Jagmohan Negi

– Related Guidelines & Reports from Ministry of Tourism, Govt of India

Semester -3

Subjects:

BHTM 201: Advance Front Office (Th+P)

BHTM 202: Advance Housekeeping (Th+P)

BHTM 203: Advance Food Production (Th+P)

BHTM 204: Advance Food & Beverage Services (Th+P)

BHTM 205: Business Communication & Soft Skills (Th)

BHTM 206: Travel & Tourism (Th)

BHTM-201 Advance Front Office

Unit 1 Planning, Evaluating & Formulas

Planning, Organising, Coordinating, Staffing, Leading, Controlling, Evaluating, Establishing Room Rates, Rule of Thumb, Hubbart Formula, Forecasting Room Availability, Forecasting Data, Percentage of No-Show, Percentage of Walk-in, Percentage of Overstay, Percentage of Under stay, Occupancy Percentage, Forecast Formula Average Room Revenue, RevPAR, Revenue Per Available Guests, Yield Statistics, GOPPAR

Unit 2 Revenue Management & Tariff Structure

Concept of Revenue Management, Elements Of Revenue Management, The Revenue Manager, Potential High Demand Tactics, Low Demand Tactics, Implementing Revenue Tactics, Revenue Management Software, Check-in Time, Check-out Time, 24 Hours Basis, Night Spent Basis, Check-out Time Basis, Day Use Basis, Rack Rates, Corporate Rates, Group Rates, Package Rates, Seasonal Rates, Promotional Special Rates, Travel Agent Rates Airline Rates, Day Rates, Extra Bed rates, factors Effecting Tariff Rates

Unit 3 Front Office Property Management Software & Budget

Reservation Management Module, Rooms management Module, Guest accounting Module, General management Module, Front Office Reports, Basic Elements of Budget, Characteristics of Budget, Types of Budget, capital Budget, Fixed budget, Flexible Budget, Yearly Budget, Operating, Budget, Cash Budget, Expense Budget, Advantages of Budget, Limitation of Budget, The Budget Cycle, Preparation of Front Office Budget, Estimating Room Revenue, Estimating Fixed and Variable Expenditure, Budget Control and its Advantages.

Unit 4 Front Office and Other Department

Human Resource Department: Recruiting, Selecting, Interviews, Types of Interviews, Interview Questions, Errors in Interview Hiring, Orienting, Training, Staff Scheduling, Staff Motivation, Housekeeping Department, Communicating Room Status, Room Status Discrepancy Report, Communication with Housekeeping During Guest Check-out, Food & Beverage Department, Engineering and Maintenance, Sales and Marketing Department, Accounts, Security Department.

Advance Front Office III Practical

1. Night Audit (Night Reports):
 - a. House count
 - b. Room Status
 - c. Occupancy Percentage
 - d. Yield Statistics
 - e. Percentage of Single Occupancy
 - f. Percentage of Double Occupancy
 - g. Percentage of Multiple Occupancy
 - h. Percentage of Foreign Occupants
 - i. Percentage of Walk-ins.
 - j. Percentage of No-Show

- k. Percentage of Overstay
 - l. Percentage of Under stay
 - m. Average Room Revenue (ARR)
 - n. Revenue Per Available Room (Rev PAR)
 - o. Revenue Per Available Guest
2. Revenue Management
 - a. Low Demand tactics
 - b. High Demand Tactics
 - c. Establishing Room Rates
 - d. Forecasting Data Formula
 3. Room Rate Determination
 - a. Rule of Thumb Approach
 - b. Hubbart Formula Approach
 4. Special Rates Information
 5. Preparing operating Budget for Front office Department
 6. Case studies: Comparative Study of Any 2 Hotels
 7. Interview Practice
 - a. Tips of cracking interviews
 - b. Non-Verbal Communications
 - c. Gestures
 - d. Verbal Communication

BHTM-202 Advance Housekeeping

UNIT 1 Ceiling, Walls, Furnitures and Fixtures

Types of Ceiling Surfaces, Selection Consideration of Ceiling Surfaces, Types of Furniture and Fixtures, Cleaning of Ceiling Surfaces, Furniture and fixture, Types of Bath Tubs and Showers, Types of Toilets, Handicap Accessibility, Types of Vanities, Care and Cleaning Consideration of Tubs, Showers and Vanities

UNIT 2 Safety and Security

Work-environment Safety, Job-safety Analysis, Potential Hazards in Housekeeping, Accident Prevention, OSHA Regulations, Security Concerns, Dealing with Emergencies, Fires, Bomb Threats, Theft and Robbery, Suspicious Activities, Keys and their Control, Scanty Baggage, Guest and Employee Theft, Lost and Found System.

UNIT 3 Green Hotels&Budgeting For Housekeeping Operations

Certification, Hotel Design and Construction, Energy Conservation, Water Conservation, Waste Management, Indoor air Quality, Housekeeping's Role in Green Hotels, Types of Budgets, Housekeeping Expenses, Budget Planning Process, Controlling Expenses, Income Statement of the Rooms Division

UNIT 4 Interior Designing&Flower Arrangement

Elements of Design, Principles of Design, Designing for the Disabled, Impact of colour on Designing, Types of Flowers Used in Hotels, Types of Floral Arrangements, Floral Designs, Concepts of Flower Arrangements

Advance Housekeeping Practical

1. Guestroom layout and drawings
2. Housekeeping desk control
3. Duty roaster preparation for housekeeping department
4. Guest Loan Items
5. Linen Inventory
6. Flower arrangement – Part II
7. Laundry – basic principles of laundry, stain removal
8. Linen room setup
9. Uniform room setup
10. Lost & Found procedure

BHTM – 203 Advance Food Production III Theory

UNIT 1 Introduction to Larder

Functions and Importance of Larder Section

Introduction to larder section, Function and Importance of larder, duties and responsibilities of grade manger chef.

Aspic, Chaudfroid, Galantine, Ballontine, Terrines and Pates, Mousse and Mousseline

Introduction, methods of preparations, uses, Sausages, types and method, Brine and Marinades.

UNIT 2 Farinaceous Dishes

Pasta

Introduction, history of pasta, ingredients used in pasta, cooking technique for pasta, types of pasta, accompaniments of pasta, pasta preparation.

RICE

Introduction, Plantation of Rice, Climatically Condition for Rice, Structure of Rice, Types of Rice, Recipes of Rice

UNIT 3 Indian Cookery

History and Influence of Indian Cuisine

History of Indian Cuisine, Indian Masalas, Basic Gravies, Introduction, Cuisine According to States, Spices used in Indian Cuisine, Important Culinary Terms Used in Indian Cuisine

Quantity Cooking

Definition, Importance of Quantity Cooking, Equipment Used for Bulk Cooking, Point Considered in Quantity Cooking, Storage and Handling of Bulk Food

Cheese

History of Cheese, Processing of Cheese, Types of Cheese, Classification, Curing of Cheese, Uses of Cheese, Cheese and Wine Pairing.

Sandwiches

Definition, History, Parts of Sandwiches, Ingredients Used in Sandwiches, Types of Breads Used in Sandwiches Preparation.

UNIT 4 Advance Bakery

Cakes & Icings

History and Evolution of Cakes, Ingredients Used in Cakes, Principles Involved in Cakes Preparations, Types of Cakes and Sponge, Cakes Faults and Their Causes, How to Store Cake Sponge. Definition and role of icing in cakes and desserts, types of icing, decorations used in cakes.

Cookies, Biscuits & Pastries

Definition, Ingredients Used for Preparation, Principles Involved in the Preparation of Cookies and Biscuits, Difference Between Cookies and Biscuits, Method of Mixing the Ingredients, Faults and Their Causes in Making Cookies, Short Crust Pastry, Puff Pastry, Flaky Pastry, Filo Pastry, Choux Pastry, Danish Pastry

Frozen Dessert

Ice Creams, Sorbet, sherbet, Types of Ice Creams, Preparation, storing and Handling

Bakery Organization

Layout of bakery, Equipment and tools used in bakery

Advance Food Production III Practical Bakery & Confectionery

1. Basic Cake Demonstration & Preparation: Sponge, Genoise, Fatless, Swissroll
2. Biscuit/cookies; melting moment, almonds, chocolate chips etc
3. Short crust: jam tart, lemon tart.
4. French Entremets', Chocolates, French Pastries.
5. Frozen Desserts
6. Mirror glaze cakes, Gateaux.
7. Chocolate decorations.
8. Artisan breads, Pie, Tarts and Flans, Doughnuts pancakes and waffles
9. Practical of Indian cuisine which includes: Punjabi Cuisine, Hyderabadi Cuisine, Luckhnawi Cuisine, Kashmiri Cuisine, Rajasthani Cuisine, Maharashtrian Cuisine, Goan Cuisine, Gujarati Cuisine, South Indian, Bengali Cuisine, Tandoor.
10. Different types of Handmade Pasta and Rice Preparation.

BHTM – 204 Advance Food & Beverage Service

Unit 1 Introduction to Alcoholic Beverages & Bars

Classification of Alcoholic Beverages How is Alcohol Obtained? Beverage Staff positions, Keys to success.

Serving Alcohol with care

Alcohol service and the law, Checking identification, Alcohol and its physical impact, Intervention

The Bar: Types of Bar, Parts Bar, bar layout, Bar Equipment, Bar Glasses “Mise en place”, Bar Licensing, Bar Staffing & Organisation, Basics Rules for Making a Cocktail, Types of Cocktails, Cocktail and Recipes, Cocktail Garnishes.

Unit 2 Wines

Types of Wine, Table Wine, Fortified Wine, Aperitif and Dessert Wines, Sparkling Wine Wine Production, Grape Varieties, Viticulture, Vinification, Making Champagne and Sparkling Wine, Serving Wine, Decanting, Taste Talk

Wines of France

Major Wine Producing Areas, Champagne, Alsace, Loire Valley, Burgundy, Bordeaux, Rhone valley, French Wine Classification System, Labelling Regulations

Wines of Germany

Major Wine-Producing Areas, German Wine Classification System, Labelling

Regulations

Italian Wines

Major Wine-Producing Areas, Italian Wine Classification System, Labelling Regulations

Wines of Spain

Major Wine-Producing Areas, Spanish Wine Classification System, Labelling

Regulations

Wines of Portugal

Major Wine-Producing Areas, Portuguese Wine Classification System, Labelling Regulations

Wines of India

Growing regions, Main grapes varieties, Wine classification system, Labelling regulations Vintage

Unit 3 Beer

Families of beer, Alcohol content, Beer ingredients, Making beer, Storing and handling beer, Serving Beer, Taste Talk

Unit 4 Spirits, Liqueurs and Aperitifs

The process of distillation, Whisky, Vodka, Gin, Rum, Tequila, Other Spirits Brandy, Cognac, Armagnac, Calvados, Liqueurs, Aperitifs.

Advance Food & Beverage Service III Practical

1. Bar Set Up & Operations
 - a. Bar Equipment
 - b. Bar Glassware

- c. Mise-en-place & Mise-en-scene of Bar
2. Wine Service
 - a. Wine Glasses
 - b. Taking Wine Orders
 - c. Mock Service of Red Wines
 - d. Mock Service of White Wines
 - e. Mock Service of Rose Wines
 - f. Mock Service of Sparkling Wine
 - g. Mock Service of Fortified Wines
 - h. Mock Service of Aromatised Wine
3. Beer Service
 - a. Beer Glasses
 - b. Taking Beer Order
 - c. Mock Service of Beer in Glass
 - d. Mock Service of Draught Beer
4. Spirit Service
 - a. Taking Spirit Orders
 - b. Mock Service of Whisky
 - c. Mock Service of Brandy
 - d. Mock Service of Rum.
 - e. Mock Service of Gin
 - f. Mock Service of Vodka
 - g. Mock Service of Tequila
 - h. Mock Service of Liqueurs
5. Cocktails
 - a. Cocktails Glasses
 - b. Cocktail Equipment
 - c. Cocktail Ingredients
 - d. Taking Cocktails Order
6. Compiling Alcohol List
 - a. Wine List
 - b. Cocktail List
 - c. Spirit list
7. Service of Cigars & Cigarettes
8. Arrangement of Indian Cuisine Themes
 - a. Decoration Of Restaurant As Per Theme Or Cuisine
 - b. Mise-en-place
 - c. Mise-en-scene
 - d. Briefing
 - e. Complete Food & Beverage Service Practical to Guests in Restaurant
9. Role Play

- a. Restaurant Manager
- b. Host/Hostess
- c. Captain
- d. Water Server
- e. Food Runner & Pickup Person
- f. Soup Server
- g. Starter Server
- h. Main Course Servers,
- i. Dessert Server,
- j. Beverage Server
- k. Crumbing
- l. Clearance.
- m. Cleaning Of Table Wares, Closing of Restaurant

BHMT-205 Business Communication And Soft Skills

Unit 1 Communication in Business

Importance & Objectives, Classification, Types of Communication, Merits & Limitations, Barriers to Communication, Principles of Effective Communication, Avoid Jargon, Language & construction, Words Formation & Grammar, Synonyms and Antonyms, Homophones, Paragraph Development, Clarity & Construction, Words & Phrases, Reading Skills, Listening Skills – Importance of Listening, Essay Writing, Precise Writing, Interaction

Formal Communication: Written, Oral, Business Correspondence – some formats, Legal & Social Correspondence, Memorandums, Circulars, Reports, Speaking Skills, Tone & Body Language, **Brasstacks** !Trade Enquiries, Offers & Quotations, Purchase Letters, Collection Letters, Making Payments, Complaints & their Adjustments

Unit 2 Teamwork, Communication & Motivation, Self-Evaluation

What is Soft Skill, Relevance of soft Skills, Soft Skills Vs. hard Skills, The Soft skill Gaps, The Missing Basics, Evaluating yourself on skill, Personal Responsibility, Tone & Body Language, Attitudes & its Impact, Avoiding ‘Bad’ Attitudes

Unit 3 Good Work Habits

Planning, Presentation, Taking Notes, Follow-up, time Management, Positive Attitude and an Open Mind: What is a ‘Good’ attitude, Solutions, not Problems!, Positive Attitude for Individuals, Avoid being judgmental, Research & Feedback

Unit 4 Social Skills

Etiquette: Mobile etiquette, Common myths about services in work place, Supporting Success of others, Building relations

BHTM- 206Travel & Tourism

UNIT 1 TOURISM & TRAVEL AGENCY

Objectives, Meaning and Definition, The Tourist, Forms of Tourism, Nature of Tourism, Elements & Characteristics of Tourism, Objectives, Introduction, Brief History of Travel Agencies, The Grand Circular Tour, Hotel Coupons The American Express Company, Types of Travel, Agents, Travel agencies in India

Modes Of Transport Role of transport in tourism, Road Travel and Tourism, Rail Travel and Tourism, Sea Travel.

Tourism Organisations Indian Tourism Development Corporation (ITDC), Bihar State Tourism Development Corporation (BSTDC), Karnataka State Tourism Development Corporation, Uttar Pradesh Tourism Development Corporation, Andhra Pradesh Tourism Development Corporation, Maharashtra Tourism Development Corporation, Kerala Tourism Development Corporation (KTDC), Rajasthan Tourism Development Corporation Ltd., TCGL (Tourism Corporation of Gujarat Limited) International tourist organizations: TAAI, IATO, ITDC, TCGL, IATA, UFTAA, ASTA, PATA, WTO, IACO.

UNIT 2 ORGANIZATION OF TRAVEL AGENCIES AND THEIR FUNCTIONS

Objectives, Introduction, Functions of Travel agencies, Organization structure of Travel Agencies, Travel Agencies – Activities in Brief, Source of Income

Tourist Guide The Tourist Guide, Qualities of a Tourist Guide, The Duties and Responsibilities of the Tourist Guide, Categories of Tourist Guide, Abstracts on Tourist Guides, Tour Manager

Tour Operations Tour, Types of tour, Tour Operators, Role of Tour Operators, Types of Tour Operators, Rules for recognition of Tour Operators, Tour Operation, Travel agents, Designing a Tour, Techniques of Tour Booking, Tour Brochures

UNIT 3 TOUR PLANNING & PRE TOUR OPERATIONS Tour Planning: New Destination, Package pricing strategies, Pre- Tour Preparations, Tour Operational Techniques

Travel Documentation Passport, Visa, International Health Certificates

Itinerary Planning Basics of an Itinerary Planning, Planning an Itinerary, Importance of Product Knowledge in an Itinerary Tools of an Itinerary Planning, Checklist of an Itinerary, Guidelines of an Itinerary, Typical Itineraries.

UNIT 4 PACKAGE TOURS

Objectives, Introduction, How a Packaged Tour get assembled, Tourist Destinations, Types of Package Tours, Basic Principles in Packaging, Costing Of a Package Tour, References Tools in Packaging

Accommodation Sector, Hotel Meal Plans and Rates, Room Categories, Bedding Types, Room Locations, Hotel Reservation

Semester -4

Industrial Training

BHTM -207 INDUSTRIAL TRAINING

Duration of Training: 22-24 weeks

The training in III semester necessarily needs to be in an approved hotel equivalent to three star of above/ Heritage or other such good property. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute.

Training Schedule: III Semester Housekeeping: 5-6 weeks; Front Office: 4-5 weeks; Food and Beverage Service: 6-7 weeks Food Production: 6-7 weeks; others (In the areas of Interest) Floating weeks may be availed Total weeks: 22-24 weeks.

Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Exposure will require an input of 110-132 working days (22 weeks x 06 days =132 days). Students who are unable to

complete a minimum of 75 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 75 days of industrial exposure but are unable to complete minimum 132 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results.

It may please be noted that for this semester the number of credits assigned is 04. Being practical oriented the number of hours input per week comes as 48 hours per week. Academic Credits for training shall be based on following Log books and attendance, Appraisals, Report and presentation, as applicable All trainees must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. Trainees are also advised to make a report in all four departments in III semester on completion of training in that respective department. A PowerPoint presentation (based on the report) should be made. This will be presented in front of the panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed.

The Training Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be A-4 size.
- e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

Students have to submit the following within 15 days on completion of industrial training to the faculty coordinator at the institute:

1. Logbook.;
2. Appraisal;
3. A copy of the training certificate.
4. IT Report in all four Departments.
5. Power Point presentation on a CD, based on the training report.
6. Attendance sheet.
7. Leave card.

Semester -5

Subjects:

BHTM 301: Kitchen Management	(Th+P)
BHTM 302: Banquet & Event Management	(Th+P)
BHTM 303: Facilities Management & Design	(Th)

BHTM 304: French	(Th)
BHTM 305: Sales & Marketing	(Th)
BHTM 306: Project	(PJR)

BHTM-301 Kitchen Management

Unit 1 Kitchen Organization & Menu Planning

Introduction, how to design kitchen layout, types of kitchen layout, movement and workflow in kitchen, storage in kitchen

Menu Planning principles of menu planning, important factors while planning a menu.

Standardization of Recipes Introduction, meaning of standard recipe, yield by weight, portion size.

Unit 2 Culinary Nutrition

Importance of nutrient in food, Six Basics nutrients, how to plan healthy menu for restaurant, meal planning guidelines

Food Temperature Importance of temperature for storing food, danger zone, how to control bacteria growth in food, standard temperature zones.

Unit 3 Cost Control & Purchasing Technique

Definition, importance of cost control, how to control cost, costing method and formula.

Purchasing for Chefs Definition, important point while purchasing materials, indenting, receiving of material, storing of purchased item, FIFO and LIFO.

Unit 4 Safety and Sanitization

Introduction, importance of sanitization, safety precautions while working in kitchen, types of fire, types of fire extinguisher, grooming standard in kitchen, types of chopping board and knives.

HACCP Definition, history, importance, how to control hazard, principles of HACCP, standards, where to apply HACCP, OSHA

Kitchen Disposable and Garbage Types of garbage, types of dustbins, color codes for dustbins, garbage area specification.

Kitchen Management Practical

Demonstration on dishes prepared by cold kitchen: Panada,

Various types of forcemeat, Galantine, Terrine, Pate, Mousse and Mousseline, Souffle,

Quenelles, Stuffing, Aspic, Chaudfroid,

Arrangement of cold cuts on mirror platters,

Simple and compound salads,

Sandwiches, Smorebread,

Cold garnishes, Carvings

International menus consisting of 5 dishes from the following regions consisting of:

[soup, egg/pasta preparations, fish preparations, main course, vegetable and sweet]:

Chinese, Italian, Japanese, Russian, Mexican, American, French, and Mediterranean.

BHMT-302 Banquet & Event Management

Unit 1 Banquets & Events

Introduction to Banquets, Objectives, Types of Banquets, Banquet Department Functions, Banqueting Staff, Modern Banquet and Meeting Trends

Types of Events, The team During an Event, Characteristics of Events, Structure of Demands of Events, 5 'C's of Event Planning, Trends in Event Industry

Unit 2 Organizing Banquet & Events

Types of Function Rooms, Meeting Room Plans, Meeting Rooms Setups, Breakdown of Function Rooms, Monitoring Function Room Usage

Audiovisual for Banquets And Events Objectives, Introduction, In-house Equipment vs. Outsourcing Audiovisual Equipment, Types of Audiovisual equipment, Size & Space calculations for Equipment, Charging for Audiovisual, Signs & Notices

Food & Beverage Service in Banquets And Events Food Service Trends, Profits Through F&B, Types of Food Functions, Types of Food Service, Types of Beverage Service, Staff Scheduling for Food & Beverage Service, Control Procedures.

Banquet Billing

Menus Offered by Banquets, Basic Menu Criteria, Pricing Banqueting Menus, Banquet Beverage Menus, Banquet Bar/Beverage Pricing.

Sequence Of Sale And Process Of Selling Basic Banqueting Policies, Sales Record & Filing Systems, Banquet Contract, The Banquet Function Prospectus, Automation of Sales Office

Banquet Billing Master Account, Individual Account, Types of Banquet Charges, Time of Payment, Guest Credit Arrangements, Post Convention Review, Final Bill Reconciliation

Unit 3 Event Management

Sponsorship Benefits of Sponsorship, Growth of Sponsorship, Types of Sponsorship, Identifying an appropriate sponsor, Sponsorship servicing Cost, Negotiations with Sponsor, Sponsorship Proposal letter, Effect of Sponsorship on Event Budget

Marketing The Event Product Mix, Role of the Internet in Product Creation, Event Pricing Strategies, Ticketed vs Free Entry, Event Ticket Distribution, Event Promotion Mix, Planned Messages vs Unplanned Messages, Target Marketing for Events

Logistics Elements of Logistics, Supply, Transport, Flow Control, Information Network, Parking Management, Waste Management, Safety/Emergency Procedures, VIP & Media Requirements, Critical Path Flow, Prepare a complete Logistic Plan using a Gantt Chart

Units 4 Types of Events

Exhibitions And Trade Shows Scope of Exhibitions & Trade Shows, Types of Booths and Exhibits, Exhibit Planning, Exhibit Billing Procedure, Servicing Exhibitors, Shipping & Receiving Exhibits.

Wedding Management Initial consultation, Budget, Venue Audit, Vendor Management, Wedding Communication, Wedding Hospitality, Wedding Décor, Wedding Entertainment, Turning Magic into Reality

Outdoor & Transport Catering Objectives, Introduction, Types of Outdoor Catering, Logistics Required for Outdoor Catering Services, Human Resource Management, Distribution Management.

Banquet & Event Management Practical

1. Banquets
 - a. Seating Arrangement & Layouts
 - b. Various Banquet Setup
 - c. Banquet Service Procedures
 - d. Formal Banquet Function
 - e. Professional Banquet Function
 - f. State Banquet Function
 - g. Indoor Banquets
 - h. Outdoor Catering
 - i. Banquet Booking Procedures
 - j. Preparing Function Prospectus
 - k. Compiling Various Banquet Menus
2. Buffet
 - a. Buffet Setup
 - b. Buffet Layout
 - c. Types Of Buffet
 - d. Buffet Equipment
3. Events Management
 - a. Creating Indian Events
 - b. Creating International Events
 - c. Organisation Of Food Festivals
 - d. Managing Social Events

Managing State Events

BHTM - 303 Facilities Management & Design

UNIT 1 Facility Management

The Role, Cost And Management of Hospitality Facilities

Role of facilities in the Hospitality Facilities, Components and Layout, Management Contract, Facility Managers in Lodging Operations, Conclusion.

Hospitality Facilities Management Techniques and Tools

Maintenance and Repair Procedure, Facilities Benchmarking, Contract Services, Personnel Management in Maintenance

UNIT 2 Environmental and Sustainability Management

Waste Minimization and Management, Energy Conservation, Management of Fresh Water Resources, Waste Water Management, Hazardous Substances, Involving Staff, Customers and Communities

UNIT 3 Hospitality Facility Systems

Water and Wastewater Systems

Water Usage in the Lodging Industry, Water Systems, Maintenance of Water Quality, Maintenance Concerns, Water usage for Entertainment and Recreation

Laundry Systems

Laundry Equipment, Laundry Design, Laundry Maintenance, Emerging Trends in Laundry Operations

Hotel Lighting Systems

Light Sources, Lighting System Design, Lighting System Maintenance, Energy Conservation Opportunities

Safety and Security Systems

Safety and the Hospitality Industry, Building Design, Maintenance and Safety, Fire Safety, Evacuation Plan, Security Procedure

UNIT 4 Facilities Planning and Renovation

Lodging Planning and Design

Feasibility Study, Development Process, Site Planning, Hotel Planning, Designing of Guestrooms and other areas of the Hotel.

Building Structure, Finishes and Site

Exterior Building Structure, Building Interiors: Ceilings and Wall Coverings, Exterior Facilities, Storm Water Drainage System.

Renovation and Capital Projects

Hotel Renovation, The Life Cycle of a Hotel, Types of Renovation, Creating and Implementing The Renovation Plan

BHTM – 304 French

Unit 1 Basics of French

Objectives, Introduction, Alphabet , Pronunciation, Consonants and Vowels, Definite and Indefinite Articles and Representing the Non-Living, Questions to Make using - Est-ce que, Meeting Others, The Numbers from 0 – 20.

French Speaking Countries and Salutations

Introduction to France, Greetings &Salutation, Days of the Week and the Months of the Year, Professions,French Speaking Countries, French Song - Au Clair de la Lune (Underthe Moonlight)

UNIT 2 Parts of Speech & Tenses

Noun, Pronouns, Adjective, InterrogativeAdjective, Verb- Conjugation of ÊTRE (to be) & AVOIR (to have)French Verbs - 1st Group - ER, Questions to Make using - N'est-cepas.

Tenses and Sentence Structure

Compound Past Tense and Imperfect Tense, Simple Future Tense,Near Future Tense and, Immediate Past Tense and DisjunctivePronouns, Comparative and Superlative Degrees and Direct andIndirect Speech, Sentence Structure & formation with examples

UNIT 3 Conversations

Informal Conversation during First meeting withstranger, Conversation in a class, Conversation in group,conversation in cinema Hall/Super market/Hotels etc.

Formal Conversation in meeting, Conversation in office, Interview conversation etc.

UNIT 4 Basics of Letter Writing

Parts of a letter, Types of letters, Personal letters, A marriage invitation letter, M. Vincent writes a letter to his friend Thomas asking him the price for an apartment in Lyon, Business letters, Job enquiry, Placement.

BHMT-305 Sales & Marketing Management

UNIT 1 CONCEPTS OF MARKETING:

Basic Concepts Of Marketing, Marketing Management, Marketing Vs Sales, Marketing Strategy, Characteristics Of Service Marketing, Marketing Environment, 4 P's Of Marketing Mix.

Consumer Behaviour Market Research For Consumer Insights, Customer Relationship Management (CRM), Consumer Buyer Behaviour, The Business Buying Process, Customer-Driven Strategy, Building Customer Value

New Product Development & Product Life Cycle

Product Planning & Development, Product Life Cycle, Branding & Conditions That Support Branding,

UNIT 2 PRICING MIX FOR HOSPITALITY PRODUCTS

Objectives, Introduction, Internal Factors For Pricing, External Factors For Pricing, Cost-Based Pricing Vs Value-Based Pricing, Pricing Strategies, Price Adjustment Strategies,

Promoting Hospitality Products

Steps For Developing Effective Communication, Promotional Tools, Advertising, Deciding On Promotional Budget, Push Vs Pull Strategy

Sales Promotions & Public Relations

Sales Promotion Strategies, Advantages And Limitations Of Sales Promotions, Introduction To P.R, Guerilla Marketing Strategies, Advantages And Limitations Of P.R As A Promotional Tool

E-Marketing For Hospitality Products

Making The Most Of Social Media, Viral Or Buss Marketing, Effective Website Design, Understanding S.E.O, Free & Paid Methods To Promote Website, Automated Marketing

UNIT 3 PLACE MIX FOR HOSPITALITY PRODUCTS

Objectives, Introduction, Channels Of Distribution, Types Of Channels, Internet As A Distribution Channel, Importance Of Decision Relating To The Channels Of Distribution, Factors Affecting The Selection Of Channels Of Distribution.

Internal Marketing & Internal Sales

The Service Culture, 4-Step Process Of Internal Marketing, Differentiation Via Employees, Managing Moment Of Truth, Correlation Between Employee & Customer Satisfaction, Internal Selling Techniques

UNIT 4 SALES MANAGEMENT

Objectives, Introduction, Setting Up A Sales Office, Managing A Sales Force, Recruiting, Training & Compensating Salespeople, Area Market Potential, Key Account Management, Sales Territory, Routing And Scheduling Of Sales.

Personal Selling

Cold Calls Or Prospect Calls, Public Relations Calls Or Service Calls, Presentation Calls Or Appointment Calls, Inside Sales Calls, Setting Appointment, Preparing For The Presentation, 5 Steps Of A Presentation Call, Follow Up After A Presentation Call, Sales Blitz, Tele Marketing.

The Marketing Plan Conduct A Marketing Audit, Select Profitable Target Markets, Position

The Property, Establish Objectives And Action Plans, Monitor And Evaluate The Plan, Reasons For Failure Of Marketing Plan.

Marketing Restaurants F&B Industry Trends, Positioning Strategies, Merchandising Food & Beverage, Personal Promotions, In-House Promotions, Outside Promotions, Building Repeat Business

BHTM -306 Project Work

Keeping in view the diverse nature of Tourism & Hospitality Industry & its long- term implications on the economy, society, culture & environment, It is mandatory to do some project work so as to sharpen the research skills, develop a practical understanding of the Hospitality system, attain some field experience etc.

The role of the student is to manage and complete the project within the time limit provided by the Institute. Please note that the project must not be treated as just another assignment. The Project provides the opportunity to judge the student's time and self-management skills and his/her ability to successfully undertake a long and in-depth study. Students must therefore ensure that they maintain regular contact with their Guide and also that they provide the drafts of their work at regular intervals. Finally, to keep yourself up-to-date and under control as regards your project, it is imperative that you **meet your Guide regularly**.

The responsibilities of the student include the Selection of a topic, developing the objectives of the study and submit it to the concerned Guide. Students are required to prepare a project on a topic of their choice approved from the Faculty Member of the Institute/ Head of Department.

GUIDELINES AND REQUIREMENTS FOR THE PROJECT

The purpose of the project is to give students the opportunity to carry out an in-depth study of an applied nature, synthesizing various elements, yet pursuing one area of interest in depth. Your project report should make clear what you have attempted and why you have attempted it; the methods that you have used to collect, collate and analyze the information obtained; and how you have evaluated it. Any recommendations made should be supported by the evidence presented and by logical argument using deductive and inductive reasoning. For a Project to be of a high quality it is imperative to avoid detailed description devoid of analytical content. You should ensure through the entire period that you work on your project that it meets these requirements.

Choosing your topic is probably the hardest thing you will do. To a large extent, your ideas will be influenced by your situation. If you are in employment you may be able to research into a real life problem or, if you are not employed, you may choose a more general business issue. In either case, initial ideas are likely to originate in a vague form and may lack a clear focus. These then need to be developed into something manageable and practical by consideration of available literature/ texts and discussion with your project supervisors once allocated.

1. ORGANISATION OF PROJECT REPORT

This section presents some of the norms associated with a project. It is strongly recommended that you **follow these guidelines**. The final report should be presented in the following sequence:

- ❖ Title page
- ❖ Student's Declaration (Annexure-I)
- ❖ Guide's Certificate (Annexure-II)

- ❖ Abstract

- ❖ Acknowledgements

- ❖ Table of Contents:
 - List of Tables

 - List of figures

 - List of Appendices

- ❖ **Chapter 1. Introduction:** This chapter includes detailed introduction of the topic, Objectives, Scope & Significance of the study.

- ❖ **Chapter 2. Research Methodology** – Research Problem, sample design, sources of information, tools and techniques of analysis, structure of the study with sound justifications/explanations.

- ❖ **Chapter 3: Analysis & Interpretation**

- ❖ **Chapter 4: Findings, Recommendations & suggestions**

- ❖ **Chapter 5: Summary and Conclusions:** Gives an overview of the project, conclusion, Also specify the limitations of your study. You may indicate the scope for further research.

- ❖ **Bibliography:** List the books, articles, websites that are referred and useful for research on the topic of your specific project. Follow Harvard style of referencing.

- ❖ **Appendices**

Your documents should be appropriately numbered. It is usual for Page 1 to start with the Introduction. The sections prior to the Introduction are usually numbered with small Romans, i.e. i, ii, iii. It is easier if appendices are numbered in a separate sequence (suggest A, B, C) rather than as a continuation of the main report.

While presentation follows this sequence, it may be actually written in a very different order. For example, the introduction is often the last major section to be completed.

Title Page (example)

Keep it very simple. Do not describe the contents. Have a working title and then decide a final title when you have finished the Project. This is the standard format of the Title Page that every student is expected to use.

<p style="text-align: center;">(Project Title) (Name of Student) (Student hall ticket number)</p> <p style="text-align: center;">Project submitted in partial fulfilment for the award of the Degree of</p> <p style="text-align: center;">Name of the Course <i>by</i> Name of the University</p>

Abstract

This is a summary of about **300 words** (not more than **one side of double-spaced A4**) that describes the topic; explains the aims and methods of the study and gives a brief resume of the main conclusions and recommendations.

Acknowledgements

Here you have the opportunity to thank the various people who have helped in the development of the project

Table of Contents

The contents page gives the reader the first view of how the project is structured and how the author attempted to develop the topic. It lists sequentially the sections and major sub-divisions of the sections; each identified by a heading and located by a page number. The following box gives an example.

Table of Contents	
CONTENTS	PAGE NUMBERS
List of Tables	
List of Figures	
1. INTRODUCTION	
2. RESEARCH METHODOLOGY	
3. DATA ANALYSIS & PRESENTATION	
4. FINDINGS & SUGGESTIONS	
5. CONCLUSION	
BIBLIOGRAPHY	
ANNEXURES	

Bibliography and Referencing

Referencing is necessary to avoid plagiarism, to verify quotations and to enable readers to follow-up and read more fully the cited author's arguments. Reference is given within the text of the project as well as at the end of the project. The basic difference between citation and a reference list (bibliography) is that the latter contains full details of all the in-text citations.

- **Citation** provides brief details of the author and date of publication for referencing the work in the body of the text.
- **Reference List** is given at the end of the text and is a list of all references used with additional details provided to help identify each source.

TECHNICAL SPECIFICATIONS OF THE PROJECT

- ❖ The project should be typed on **A4 white paper**, and be **double-line spaced**.
- ❖ The font size should be 12 with Times New Roman font.

- ❖ The left margin should not be less than **40 mm** and the right margin not less than **20 mm**.

- ❖ All pages should be **numbered**, and numbers should be placed at the centre of the bottom of the page, not less than 10 mm above the edge.

- ❖ **All tables, figures and appendices** should be consecutively numbered or lettered, and suitably labelled.

- ❖ **2 bound copies&a soft-copy** should be handed in to the **Principal/Director of your College/Institute** at the time of submission.

PLAGIARISM

Any attempt to copy from another (present or previous) student or to copy large chunks from academic or other sources without appropriately referencing those sources will trigger the full weight of plagiarism procedures. **If there is any doubt concerning the authenticity of your work, the university reserves the right to demand an individual presentation before a panel at which you will be required to reply to spontaneous questions.**

All the material that relates to your project, including completed questionnaires or tapes from interviews, should be shown to your supervisor and be kept until the examination board has confirmed your results. Do not throw this material away once your project is submitted, as you might be asked to present it as part of the viva voce, before your project results are confirmed.

ANNEXURE – I

DECLARATION

I hereby declare that this Project Report titled _____ submitted by me to the (Name of the University) is a bonafide work undertaken by me and it is not submitted to any other University or Institution for the award of any degree diploma / certificate or published any time before.

Name and Address of the Student

Signature of the Student

ANNEXURE – II

CERTIFICATION

This is to certify that the Project Report title _____ submitted in partial fulfilment for the award of (Name of the Course & University) was carried out by _____ under my guidance. This has not been

submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name and address of the Guide

Signature of the Guide

Semester -6

On the Job Training

BHTM-307 On The Job Training

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

Duration of Training: 15-18 weeks

The On The Job Training in VI semester necessarily needs to be in an approved hotel equivalent to three star of above/ Heritage or other such good property related to Hospitality, Travel, Tourism, Recreation, Leisure or other such organisation. Prior written approval needs to be taken from the programme coordinator/ Convenor/ H.O.D for Industrial exposure from parent Institute

Attendance in the training would be calculated on the basis of Certificate issued by Training Manager/ HR Manager/ Concerned Officer of the unit trained in. Industrial Training will require an input of 90-100 working days (15 weeks x 06 days = 90 days). Students who are unable to complete a minimum of 45 days of industrial training would be disallowed from appearing in the term and examinations. Students who complete more than 45 days of industrial exposure but are unable to complete minimum 90 days due to medical reasons may make good during the vacations. Such students will be treated as 'absent' in industrial training and results.

It may please be noted that for this semester the number of credits assigned is 04. Being practical oriented the number of hours input per week comes as 48 hours per week. Academic Credits for training shall be based on following Log books and attendance, Appraisals, Report and presentation, as applicable All candidates must ensure that the log books and appraisals are signed by the departmental/ sectional heads as soon as training in a particular department or section is completed. They are also advised to make a report in accordance to their curriculum for the Semester. A PowerPoint presentation (based on the report) should be made. This will be presented in front of the panel from the institute and the industry. It should be made for duration of 10 minutes. Marks will be awarded on this. The presentation should express the student's experiences in the department and what has he learned/ observed. The Report will be submitted in the form specified as under:

- a) The typing should be done on both sides of the paper (instead of single side printing)
- b) The font size should be 12 with Times New Roman font.
- c) The Training Report may be typed in 1.5 line spacing.
- d) The paper should be A-4 size.

e) Two copies meant for the purpose of evaluation may be bound in paper- and submitted to the approved authority.

Students have to submit the following within 15 days on completion of industrial training to the faculty coordinator at the institute:

1. Logbook.;
2. Appraisal;
3. A copy of the offer letter and Job Training Certificate.
4. Report in view of requirements of VI semester.
5. Power Point presentation on a CD, based on the report.
6. Attendance sheet.
7. Leave card.